

LLYC

EL
FENÓ
-MENO

IN-
VISIBLE
SOLEDAD





Context

The BBK Foundation is the banking foundation that works for and with the Biscay region. With the profits obtained from its stake in Kutxabank and investments in companies, the foundation has been committed to the growth, well-being and future of society in Biscay for five years. Its social work is, relatively speaking, considered to be the most significant in the country and it seeks to set an example with its innovative and open nature.

To demonstrate this commitment, BBK launches a social awareness campaign every year to tackle a growing problem and for which it seeks solutions through numerous programs. This is why the foundation challenged us to show its contribution to society through an initiative that could attract media and social attention.

Idea

We realized that more than two million elderly people live in a situation of unwelcome loneliness in Spain alone.

The toughest reflection of this reality can be found in the numerous cases of people who die entirely alone without anyone noticing. Judges, firemen and coroners insist that this phenomenon is unfortunately becoming more frequent and that these deaths could often be avoided with the proper care.

“Over two million elderly people over 65 live alone in Spain”

- INE 2019

Encuentran el cadáver de un anciano que llevaba dos meses muerto en un piso de Valladolid

PORTADA SOCIEDAD SANIDAD

Víctor, bombero: “Hemos encontrado a ancianos que llevaban años muertos en casa”

Laura Quijano - A Dorado



Dos ancianos, hallados muertos solos en sus casas de Gijón en apenas 24 horas



Edificio en el que se halló el cuerpo sin vida del hombre. | MATEO AGUIRRE

Una mujer de 76 años en La Calzada y un hombre de 85 en La Arena fueron encontrados sin vida en sus respectivas viviendas

MENÚ BUSCAR

el Periódico

INICIAR SESIÓN SUSCRIBETE

BARCELONA BARCELONAFANDO +BARCELONA METRÓPOLIS BARCELONA DISTritos BADALONA CORNELIÀ ESPILUGUES VER MÁS

DRAMA OCULTO

Un anciano muere en soledad cada dos días en Barcelona

GALICIA

Encuentran el cuerpo de una mujer que llevaba tres meses muerta en la casa que compartía con su hijo

Se cree que el hijo tenía problemas de adicción



Víctor Sánchez lleva casi 27 años trabajando como bombero en A Coruña. | NUS

Action Plan

In an attempt to inspire social debate, we decided to install a hyperrealistic sculpture created by the Mexican artist, Rubén Orozco, in memory of Mercedes: “The last older person to die in loneliness”.

The piece of art was installed in one of the busiest places in Spain to attract the curiosity of passers-by. When it went viral and we caught the media’s attention, we revealed the true message: Mercedes is a real woman who lives in a situation of unwelcome loneliness. For her, living in solitude is a “living death”. Mercedes helped us convey that the worst thing about loneliness is not death itself but all the time leading up to it.



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Who is the mysterious woman sitting on the bench?

ELMUNDO



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Mercedes is alive and has become a symbol

5
TELECINCO



Action Plan

The project seeks to highlight not only the worst consequences, such as the death of elderly people in solitude, but also the years leading up to that, a period characterized by their social abandonment. All this was reflected in a film published on the Internet and social media to ensure that the media spoke about a problem that had been invisible until then.

Because of this project, various phone calls were received inviting Mercedes not to spend Christmas alone. The story inspired another project by BBK, which activated a telephone line to put families in contact with elderly people living in solitude over Christmas.



Resultados

+ 300 impactos en los principales medios de comunicación, incluyendo todos los informativos de televisión y la mayoría de cabeceras nacionales, locales y regionales.

+83M audiencia conseguida

+4M de VPE

81% menciones a BBK

CADENA
SEI2

rtve

okdiario

Deia

Diario

EL MUNDO



CADENA
SEI2

LAVANGUARDIA

EFE

El Confidencial

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El Comercio

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ABC

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5 TELECINCO

Hoy por hoy
CADENA
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EL CORREO

EL CORREO

Noticias de Bizkaia
Deia

TeleMadrid



Ojalá estuviese ahí para darle un buen abrazo a la mujer, siento mucha pena por ella, ojala pudiera cambiar algo para que se ponga más feliz :'(



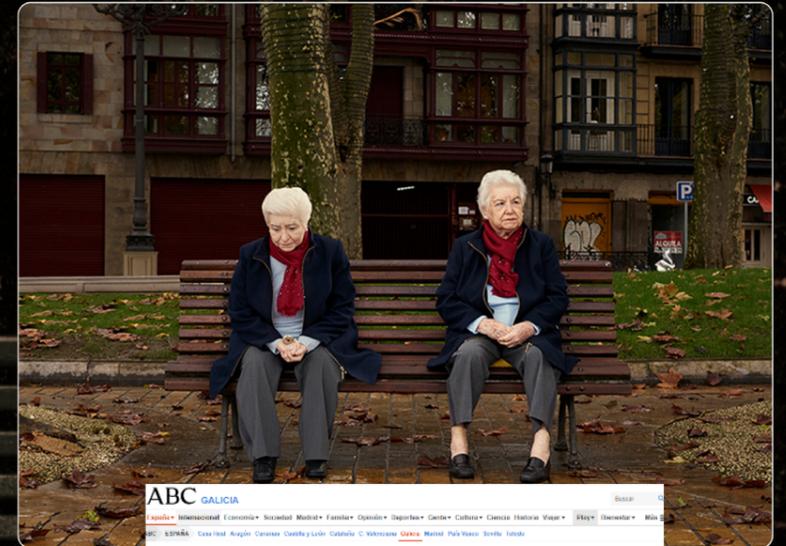
Mañana voy a ver a mi abuelo si o si



Claudia Klodiney
@Claudia Klodiney



Vente a mi casa, Mercedes!!
Aquí tienes un lugar de amor



1 Retweet 11 Likes



Results

Mercedes became a symbol of the fight against unwelcome loneliness with almost 200 million social media impacts. A symbol that eventually became a movement and generated social debate on solutions to this problem. A 45% increase was seen in the number of volunteers at the associations with which the BBK Foundation works on its accompaniment programs.

Furthermore, the film showing the initiative was viewed almost one million times on YouTube within a week of its launch.

The telephone number activated to put families in contact with elderly people received hundreds of calls and we managed to ensure that dozens of people did not spend Christmas alone.



PSOE
@psoe



Mercedes tiene 89 años y su escultura representa en Bilbao la "invisible soledad que sufren las personas mayores



1 Retweet 11 Likes



Me ha conmovido mucho. Además, es un buen ejemplo de cómo el arte tiene una función social



JOSHUA
@joshua

Hay muchísimas Mercedes en España.



1 Retweet 11 Likes

Results

Furthermore, the campaign had a strong impact on the perception of the BBK Foundation brand and on the vision of the problem among the citizens of Bizkaia:

66% Reached campaign visibility, compared to 33% and 23% in previous years.

+6 Points increased with regards to the previous year of the concern of the inhabitants of Bizkaia for the elderly.

+6 Points increased with respect to the previous year of the notoriety of BBK's programmes, aids, activities and projects in relation to the elderly due to a particularly relevant increase as it had been falling during the past 3 years.

1st With regards to the importance attributed to future areas of action at BBK, elderly people are amongst one in sixteen proposed to respondents.

55 awards received

in the communication,
marketing and creative sector



A photograph of a park bench in a park setting. The bench is made of dark wood slats and a black metal frame. It is positioned on a paved path with fallen leaves scattered around. The background shows another bench and some greenery, all slightly out of focus. The overall mood is quiet and somewhat melancholic.

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