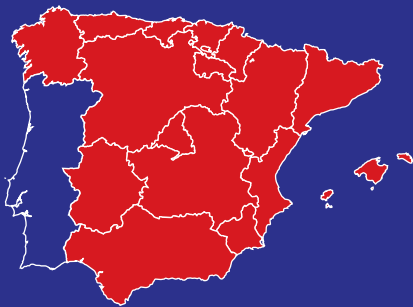


MARKETING INITIATIVE OF THE YEAR

LAR ESPAÑA –
DUMBO THE MUSICAL

LOCATION:

Staging across
Spain in Lar España
shopping centres

SECTOR:

Retail

PUBLICITY:

€143,101 investment

MARKETING TOOLS:

Organisation of a
musical to promote
social inclusion;
Collaboration with
associations of deaf
and mute people



The project consists of the organisation of a musical based on the story of Dumbo, adapted to convey a powerful message against bullying and promote social inclusion. The show has been conceived as a core action to contribute to the fight against bullying and the reduction of inequalities. To achieve this purpose, an inclusive event has been designed with translators for deaf children and the participation of children's associations specialised in this disability.

The highlight of this initiative is the inclusion of people with special needs in the cast of the

musical. The protagonist of the play is played by a young actress with Down's Syndrome, which represents an important step towards diverse representation in the performing arts. In addition, a sign language interpreter has been incorporated throughout the show, ensuring that the message effectively reaches the deaf and mute people in the audience.

The musical Dumbo has been performed in Lar España shopping centres: Gran Vía Shopping Center, As Termas Shopping Center, El Rosal Shopping Center, Ànec Blau Shopping Center, Portal de la Marina Shopping Center, Lagoh Shopping Center and Albacenter Shopping Center.

The action has been carried out in collaboration with the Disfrutones Club and its new App, offering members the opportunity to enjoy this cultural experience free of charge. The results obtained to date demonstrate the success of the initiative, with a total of 1,800 people signed up, 300 new members joining the Disfrutones Club and 250 downloads of the new App after its launch at the Ànec Blau shopping centre.

In order to guarantee equal access to the show, during its staging in the different Lar España shopping centres, the different associations of deaf and mute people were invited to take part in the show, reiterating the real commitment to inclusion and accessibility. In addition, as part of the event's solidarity approach, various financial donations have been made to related social causes, ranging from disability to child bullying.