CAMPANILISMO AND ITS INFLUENCES ON ITALIAN ADVERTISING

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ABSTRACT

This study seeks a deeper understanding of the Italian social identity phenomenon campanilismo and to discover its influences on the creative strategies of domestic Italian advertising campaigns. Four advertising techniques: standardization, global consumer culture positioning, local consumer culture positioning, and foreign consumer culture positioning, were utilized as frameworks in this study of Italian advertising.

In order to better comprehend the topics of this project, ten semi-structured interviews were held with advertising professionals, eight semi-structured interviews were held with average Italian consumers, and a 13-week internship with an Italian communications agency was completed.

The information received through the internship interviews demonstrated minimal to zero influence from campanilismo on the creative strategies of Italian advertising campaigns. Advertisements incorporating the studied advertising techniques do not resonate deeply with Italian consumers, though overall preference goes to those advertisements incorporating Local Consumer Culture Positioning, which promote Italy and the “Italian-ness” of the product.

The results from this study give a unique perspective on the utilization of the reviewed global advertising techniques, as the campanilismo-influenced Italy offers a population with various cultures, dialects, and values in one country.