

Thirty Successful Experiences of Redistribution, Reduction,
Recognition, Remuneration and Representation in Care Work

Promotion of co- responsibility in care work, La Villita company, Mexico



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Country and/or location of implementation: México

Instances and/or legal framework responsible for its implementation: La Villita company, Sigma Alimentos, S.A. de C.V.

Specific issue covered and beneficiaries of the action or policy

This Mexican dairy products company has been producing advertising campaigns with a social purpose and focus on gender uninterruptedly since 2017. Every International Women's Day, it has launched a campaign to recognize domestic and care tasks within the home. Through five advertising campaigns, La Villita has addressed issues of care work invisibility (especially domestic work), its devaluation, lack of remuneration, and unequal distribution between men and women. Its message has evolved over the course of these campaigns. Below is a brief description of each campaign's content:

2017: "Mexico's Greatest Debt"

The campaign recognizes the value of the work of women engaged in unpaid work. Above all, it recognizes the economic impact of this type of work. Its commercial output focuses on housewives, women who devote themselves exclusively to household and family chores, and are directed, for the most part, at men.

It recognizes that this work contributes to the welfare and economy of the family, as well as to the economic development of countries. For Mexico, according to estimates by the National Institute of Statistics and Geography, the economic value of unpaid work performed by women equals 18% of GDP, even above tourism and oil combined (Castillejos, 2017).

However, the solution supported by the campaign is the recognition of this work through respect, love, gratitude, pride, and admiration of the people who make up the household, as well as a type of labor redistribution based on "help[ing]" that does not seek to modify the sexual distribution of work and the disproportionate encumbrance of work that falls on women. This aspect will change in subsequent campaigns. The commercial output was produced by McCann Spain.

2018: “I Don’t Work”

This campaign recognizes and sheds light on the value and workload of women regarding care tasks in order to eradicate the idea that women who are dedicated to care tasks, to the household and the family, do not work.

#YoNoTrabajo (#IDon'tWork) is a campaign that, in addition to a commercial "spot", the centerpiece of the work, launched a movement that vindicates and pays homage to the work of housewives in Mexico.

With this media piece, La Villita, in conjunction with McCann, sought to eradicate the thought that women who are dedicated to the home and the family do not work (LatinSpots.com, 2018).

“The commercial spot was produced by Central Films and directed by Rodrigo García Saiz” (LatinSpots.com, 2018).

2019: “The Amá Effect”

In the framework of International Women's Day, La Villita seeks to showcase the work performed every day by millions of Mexican women, who contribute greatly to their families, their communities, and even the national economy, by working at home as housewives, or outside the home, performing many other trades. Through a dynamic plot, the story follows a chain of events originated by the absence of women in homes, schools, hospitals, and streets, illustrating the enormous impact of their daily work, which, when unrecognized, remains invisible and undervalued. (La Publicidad, 2019)

The commercial was made by McCann Madrid.

2020: “Home School”

Unlike previous campaigns, the aim on this occasion is not only to recognize unpaid work, but also to encourage its redistribution within households, especially between men and women.

By this time, the problem has been recognized that women assume greater workloads, and many of them are forced to work double shifts due to the lack of change in the sexual distribution of labor. In other words, it is recognized that women are not only housewives and are not only dedicated to household chores; this situation, which stems from the sexual distribution of work, is not naturalized. Rather, women are also workers, they are part of the labor market, though this has not caused care tasks to be

distributed differently so the wealth they create can be twofold (through paid and unpaid work).

The objective of this campaign is to promote co-responsibility and the redistribution of domestic and care work within the home. It also promotes the denaturalization of the sexual division of labor by demonstrating that household chores are learned and, therefore, can be learned regardless of gender.

The campaign slogans are:

- "Social change begins at home"
- "Because the home is no one's duty, but everyone's job. #JuntosLoHacemosMejor" (#TogetherWeDoltBetter)

The plot is carried through satire where "a group of women fed up with their husbands' excuses for not contributing to the housework, send them straight to the 'Home School', a place designed to teach them how to do housework" (Todd, 2020) and thus put an end to the excuses for not sharing household chores and break with the naturalization of the sexual distribution of labor.

The company stated in a press release that "[...] with the 'Home School' commercial spot, La Villita seeks to raise this recognition to its maximum expression, making a call to action that can bring about real social change by practicing gender equality at home" (Milenio Digital, 2020).

2021: "Inequality Detector"

In the latest campaign, the key message of redistribution of care work within the household between men and women is deepened. It goes a step further, pointing out that redistribution should not only be between men and women, but all members of the household, including those of different age groups, according, of course, to their possibilities and capabilities. It also recognizes that the sexual distribution of work is not only incorporated in the thinking and behavior of men, but also in the thinking and behavior of women.

The plot goes:

The Inequality Detector is a device that sounds every time it detects attitudes or behaviors that create inequality so we are made aware of them and can

change them. The campaign presents a fictitious scene in which this innovative gadget is installed in every home and is activated whenever a member of the family neglects household chores or takes on too much responsibility compared to others (Vidal, 2021).

“The first step to achieve an egalitarian society is to share household chores among all members of the family, because if we tolerate inequality at home, it will be easier to allow it outside the home” (Vidal, 2021).

Reynaldo Castillo, brand director, also stated:

La Villita continues to promote initiatives to recognize the work done by women inside and outside the home and, above all, to motivate the participation of the whole family in household chores, especially now that daycare centers have closed and we spend more time at home and school, because we are convinced that together we do it better. (Vidal, 2021).

Click on each campaign name to watch the clips:

2017. “Mexico’s Greatest Debt”

2018. “I Don’t Work”

2019. “The Amá Effect”

2020. “Home School”

2021. “Inequality Detector”

Results expected from and obtained with the action or policy

One of the most remarkable aspects of La Villita, in terms of these campaigns, is that, year after year it consistently focuses on recognizing, revaluing, and redistributing the domestic and care work done in the home. An evolution can be noted in the discourse and message from 2017 to date: it is no longer solely a recognition of the importance and value of unpaid work in the home, but also the promotion of equality between men and women, which implies an equal distribution of tasks within the home. According to the campaign slogans, the expected results have been to raise awareness among the Mexican population about the value of unpaid work in the home.

Obstacles and challenges in the implementation of these policies and actions

As this is an advertising campaign launched by the company La Villita, no major obstacles and challenges are reported in the implementation of the campaign.

Justification of compliance with the inclusion criteria

This campaign seeks to promote a social change in the allocation of care roles, linked to the rigid sexual division of labor. Fundamentally, it seeks to recognize care work and the need for redistribution between men and women.