Abstract
March 11th, 2004 at Madrid (11-M) is a socio-historical reality, which deeply marked the Spanish society and the world, because of the terrorists attack committed at the Atocha railway station. In this article, there are three objectives. First, to identify advertising messages and to analyze how advertisers express rejection against terrorist attack, at the same time that show solidarity to the victims and their families. Second, to analyze the advertising messages from their textual and visual codes as well as from the symbols used. Third, to study if the there are some similar or different symbols in the advertising. The publicity didn’t want to change attitudes; they only want to sell to accompany the victims, friends of the victims and to all Spaniards. The companies with their announcements and their commercial marks wanted to accompany the victims and to show their pain.

Keywords
Advertising, social protest, advertising protest, public opinion, symbols, terrorist attack, mass media, format, newspaper, 11M, 11S.