

SOCIAL MARKETING

Note: In order to post the text portions of Nancy Lee's presentation, all photos and graphics were deleted due to copyright issues.

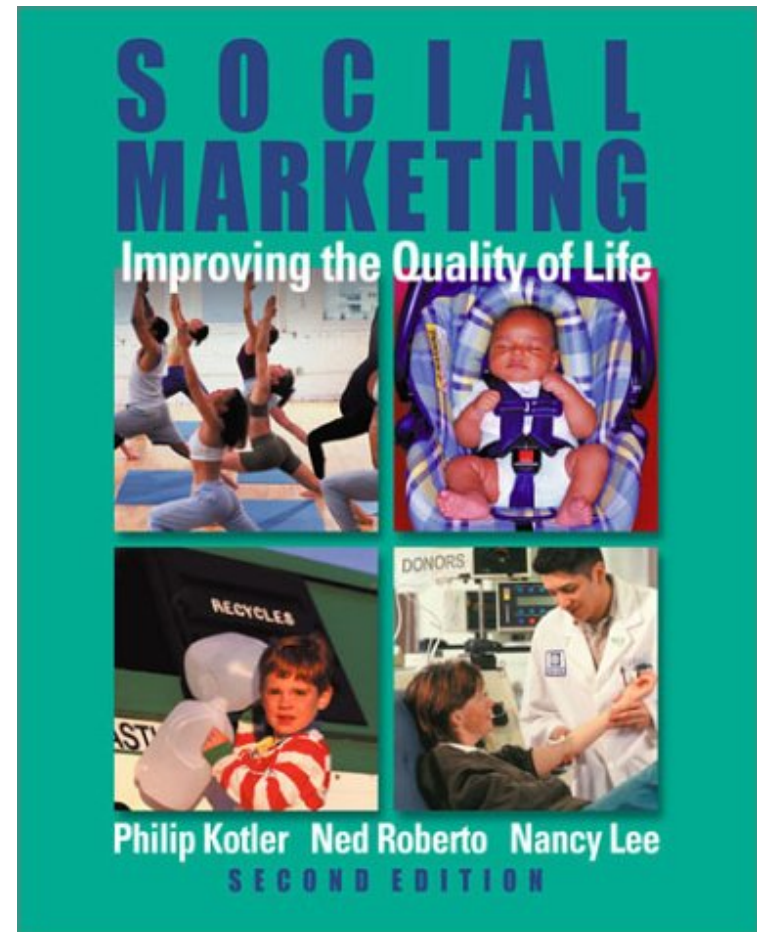
- *What is Social Marketing?*
- *Why is it so hard?*
- *What are 12 principles to make it easier?*

DEFINITIONS

FORMAL:

“The use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify or abandon a behavior for the benefit of individuals, groups or society as a whole.”

Kotler, Roberto, Lee



DEFINITIONS

INFORMAL:

“Influencing Public Behavior”

IT'S ALL ABOUT BEHAVIOR CHANGE

- **Eat 5 fruits and vegetables a day.**
- **Leave oyster shells on the beach.**
- **Test your septic tank 1X a year.**
- **Exercise 30 minutes, 5X a week**
- **Plant native plants.**
- **Keep a litterbag in your car.**
- **Ride the bus or join a carpool to work.**
- **Use an organic fertilizer.**
- **Reroute your downspout to a rain garden**

TYPICAL APPLICATIONS

- **IMPROVING
HEALTH**
- **PREVENTING
INJURIES**
- **PROTECTING
THE ENVIRONMENT**
- **INVOLVING THE COMMUNITY**

YEAR 2004 REPORT CARD

HEALTH:

**Each day, 4400+ youth tried first
cigarette**

YEAR 2004 REPORT CARD: SAFETY

**More than 3,000 children and teens
died from gunshot wounds**

YEAR 2004 REPORT CARD: ENVIRONMENT

**More than 8 million acres
burned in the United States**

YEAR 2004 REPORT CARD: COMMUNITY

- **7,500,000 dogs in shelters were NOT adopted.**

HOW DIFFERS

- **Commercial Sector Marketing**
 - Typically goods and services
 - For a profit
 - Benefit of shareholders
- **Non-Profit Marketing**
 - Promoting services
 - Supporting fundraising
- **Social Marketing**
 - Changing behaviors

HOW DIFFERS

From Education:

- Education typically just informs
- Social Marketing is intent on influencing behavior change

From Advertising:

- Advertising is only one of the communication options (Promotion Tool) for influencing behavior
- There are 3 other powerful tools

WHY IT'S A 1000 TIMES HARDER.

We ask people to

- Be uncomfortable**
- Risk rejection**
- Reduce pleasure**
- Give up looking good**
- Be embarrassed**
- Go out of their way**
- Spend more time**
- Spend more money**

HISTORY

- **1971 term coined by Philip Kotler and Gerald Zaltman**
- **First 20 years, primarily used for health and safety issues**
- **Last decade, used more formally for protecting the environment and contributing to the community**

PRINCIPLE #1

“TAKE ADVANTAGE OF WHAT’S BEEN DONE BEFORE THAT WORKS.”

- **It saves time.**
- **It saves money.**
- **It increases effectiveness.**
- **It’s “legal”.**
- **It’s probably out there . . . somewhere.**

EXAMPLE

- **North Carolina launched the “Click It or Ticket” campaign in 1993:**
 - **Increased from 65% usage to 84%**
 - **Fatal and serious highway injuries were cut by 14%**

STRATEGY

- **Washington State: Primary Seatbelt Law, June 2002**
- **Adopted the Click It or Ticket campaign**

RESULTS

SEATBELT USAGE IN WA STATE:

- April 25, 2002
 - 80.8%
- July 18, 2002
 - 91.2%
- August 17, 2002
 - 92.1%
- November, 2002
 - 93.0%
- April, 2005
 - 94.0%

RESULTS

Annual Savings:

- 150 lives per year
- 900 serious injuries
- One hospital alone alone estimates \$51 million in hospital costs (\$22 million of Medicaid/Medicare funds)

First 6 Months Tickets:

- 22,000 tickets
- \$1.9 million dollars

PRINCIPLE #2

- ***“TARGET MARKETS
MOST READY FOR
ACTION”***

WHAT'S A TARGET MARKET?

- **WHO, VERY SPECIFICALLY, DO YOU WANT TO PERSUADE OR INFLUENCE?**

GREENS, SPROUTS, BROWNS

TARGET MARKET FOR RAINBARRELS

**Based on surveys conducted
for Seattle Public Utilities
those most interested:**

- Avid gardeners**
- Interested in natural gardening**
- Have compost bins**
- Females slighted more interested**
- Varied income, ethnicity and age**

PRINCIPLE #3

“PROMOTE SINGLE, SIMPLE DOABLE BEHAVIORS – ONE AT A TIME.”

- **Lowers costs.**
- **Easier to remember/recall.**

SINGLE, SIMPLE, DOABLE

- Use a mulch mower**
- Flush one less time a day**
- Compost select food waste**
- Set mowers for two inches**
- Take hazardous waste materials to collection sites**
- Combine trips**
- Cover manure piles with a tarp**
- Keep a litter bag in your car**
- Wash your hands long enough to sing Happy Birthday twice**

EXAMPLE: OBESITY

- **Notice the 90+ Behaviors**
 - **Single**
 - **Simple**
 - **Doable**
 - **Rewarding**

PRINCIPLE #4

“UNDERSTAND AUDIENCE BARRIERS TO BEHAVIOR CHANGE.”

- **Some are perceived.**
- **Some are real.**
- **Most of the time, you can help.**

TYPICAL BARRIERS

- **I want a car at work to run personal errands**
- **I need my car for occasional work-related activities**
- **I need to go between buildings**
- **I have a variable work schedule**
- **I don't like all the chatter in the car/vanpool**
- **It'll take me longer since I have to transfer buses**
- **It's too much hassle finding a carpool partner**
- **I don't want to be stranded if I need to go home early**
- **I've got to drop the kids off on my way to work**
- **I think it's just as cheap to drive my car**
- **I'll get all sweaty if I ride my bike to work**
- **If my bike breaks down, I'm stranded**
- **If I walk and then it rains, I'll get soaked going home**

OVERCOMING BARRIERS

- Secured bike storage
- Bike racks on buses
- Lockers and showers
- FlexCars for personal use
- Loaner cars and bikes
- Headphones to cut out the chatter
- Shuttles between buildings
- Umbrellas to borrow on rainy days
- Bike repair stations
- Free ride home

RESULTS

- **Reports for the year 2001 show:**
 - **Outcome:**
 - **Removed 19,500 vehicles avg. day**
 - **Impact:**
 - **“Saved” \$92 million in new roadway construction that would have needed**
 - **Reduced pollutants by 5,130 tons**
 - **Reduces emissions from carbon dioxide by 53,000 tons**
 - **Reduces 6.4 million gallons of gas**

PRINCIPLE #5

- ***”BRING REAL BENEFITS TO THE PRESENT.”***
 - *Increases Value of Desired Behavior*
 - *Decreases Value of Competing Behavior*

PRINCIPLE #6

- ***“Include Tangible Objects & Services That Support Behavior Change”***

PRINCIPLE #7

- ***“Find A Price That Matters”***

RESULTS

- **40,000 calls to the Hotline (2.5 years)**
- **Litter roadway survey found declined by 2,000 tons in 5 years . . . a 24% decrease**

PRINCIPLE #8

- ***“Make Access Easy”***
 - *Online Exchange:*
 - *Targeting Contractors & Home Remodelers*

RESULTS

	APRIL 04	APRIL 05
Registered Users	5495	12,455
Successful Listings	1815	20,812

- **43% successful exchange rate**
- **1,110,622 pounds . . . 555 tons**

Testing for Toilet Leaks

- **How get the tablet to test leaks?**
 - Door hanger?
 - Grocery store checkout?
 - Mailer?
- **How get rid of the old toilet?**
 - Curbside pickup?

PRINCIPLE #9

- ***“Use Effective Message Principles”***
 - ***Personal, vivid, concrete***
 - ***Clear, specific***
 - ***Credible messenger***
 - ***Have a little fun***

**MAKE MESSAGES VIVID,
PERSONAL AND CONCRETE**

**MAKE COMMUNICATIONS CLEAR AND
SPECIFIC**

**USE A CREDIBLE
MESSENGER**

HAVE SOME FUN

PRINCIPLE #10

- **Choose Powerful Media Channels**
 - **Uniquely designed for your target**
 - **Just in time**
 - **Popular/Entertainment Media**

DECISION POINT MEDIA

- Tent cards
at restaurants
- Messages for tobacco prevention on toilet paper
in Porta Potties at Youth Concerts
 - *“May your lungs be cleaner than this Porta Potty.”*
 - *“Tobacco kills one person every 10 seconds. Good thing you’re sitting down.”*
 - *“What’s worse: running out of toilet paper of running out of breath.”*

BE THERE JUST IN TIME

TRY FOR POPULAR MEDIA

POPULAR CHANNELS LIKE BARBIE

- **Barbie's New Dog Tanner who comes with a magnetic pooper scooper and a trash can!**

PRINCIPLE #11

***“GET COMMITMENTS AND
PLEDGES”***

GET COMMITMENTS.

- **Verbal commitments can double the chances.**
- **Written ones can quadruple.**

PRINCIPLE #12

“USE PROMPTS”

IN SUMMARY

- **Social Marketing is about influencing behaviors.**
- **Incorporate principles that work.**
 1. **Take advantage of what's been before.**
 2. **Target markets most ready to act.**
 3. **Promote single, simple, doable behaviors**
 4. **Understand and overcome barriers.**
 5. **Identify near term benefits.**
 6. **Find a tangible object or service to include.**
 7. **Look for a price that matters.**
 8. **Make access easy.**
 9. **Use effective message principles**
 10. **Choose powerful media channels.**
 11. **Get commitments and pledges.**
 12. **Use prompts to sustain behaviors.**