

Social Marketing



**YOUR
WAY...**

**Lets get
better
together**

Social Marketing:



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*the systematic application of marketing alongside **other concepts and techniques**, to achieve specific behavioural goals, for a social good.*



Social Marketing

- Can be strategic or operational
(how we do as much as what we do)
- Is about BEHAVIOUR
- Is more than just communications
- Fits at the centre of engagement approaches



Communications & message based approach

crafting 'our messages'

accurate / relevant / clear

communicating the messages

creative / clever / funny / impactful / interesting / attention grabbing / etc



Customer based social marketing approach



understanding the customer

what 'moves & motivates'

generating 'insight'

directly informing intervention options (intervention mix & marketing mix)

Starts with the customer and what's important to them

The 8 Benchmark Criteria

1. Customer orientation
2. Behaviour & behavioural goals
3. Informed by behavioural theory
4. 'Insight' driven
5. 'Exchange'
6. Competition
7. Segmentation & targeting
8. Methods mix



Social marketing National Benchmark Criteria

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Benchmark	What to look for
1. CUSTOMER ORIENTATION <i>'Customer in the round'</i> Develops a robust understanding of the audience, based on good market and consumer research, combining data from different sources	<ul style="list-style-type: none"> A broad and robust understanding of the customer is developed, which focuses on understanding their lives in the round, avoiding potential to only focus on a single aspect or features <ul style="list-style-type: none"> – the 'problem' behaviour – the 'desired' behaviour Formative consumer / market research used to identify audience characteristics and needs, incorporating key stakeholder understanding Range of different research analysis, combining data (using synthesis and fusion approaches) and where possible drawing from public and commercial sector sources, to inform understanding of people's everyday lives
2. BEHAVIOUR Has a clear focus on behaviour, based on a strong behavioural analysis, with specific behaviour goals	<ul style="list-style-type: none"> A broad and robust behavioural analysis undertaken to gather a rounded picture of current behavioural patterns and trends, including for goals <ul style="list-style-type: none"> – the 'desired' behaviour Intervention clearly focused on specific behaviours <ul style="list-style-type: none"> – is not just focused on information, knowledge, attitudes and beliefs Specific actionable and measurable behavioural goals and key indicators have been established in relation to a specific 'social good' Intervention seeks to consider and address four key behavioural domains: <ul style="list-style-type: none"> 1: formation and establishment of behaviour; 2: maintenance and reinforcement of behaviour; 3: behaviour change; 4: behavioural controls (based on ethical principles)
3. THEORY Is behavioural theory-based and informed. Drawing from an integrated theory framework	<ul style="list-style-type: none"> Theory is used transparently to inform and guide development, and theoretical assumptions listed as part of the process An open integrated theory framework is used that avoids tendency to simply apply the same preferred theory to every given situation Takes into account behavioural theory across four primary domains: <ul style="list-style-type: none"> 1: bio-physical; 2: psychological; 3: social; 4: environmental / ecological
4. INSIGHT Based on developing a deeper 'insight' approach – focusing on what 'moves and motivates'	<ul style="list-style-type: none"> Focus is clearly on gaining a deep understanding and insight into what moves and motivates the customer Drills down from a wider understanding of the customer to focus on identifying key factors and issues relevant to positively influencing particular behaviour Approach based on identifying and developing 'actionable insights' using considered judgement, rather than just generating data and intelligence
5. EXCHANGE Incorporates an 'exchange' analysis. Understanding what the person has to give to get the benefits proposed	<ul style="list-style-type: none"> Clear analysis of the full cost to the consumer in achieving the proposed benefit (financial, physical, social, time spent, etc.) Analysis of the perceived / actual costs versus perceived / actual benefits Incentives, recognition, rewards, and disincentives are considered and tailored according to specific audiences, based on what they value
6. COMPETITION Incorporates a 'competition' analysis to understand what competes for the time and attention of the audience	<ul style="list-style-type: none"> Both internal & external competition considered and addressed <ul style="list-style-type: none"> – internal eg psychological factors, pleasure, desire, risk taking, addiction etc. – External eg wider influences / influencers competing for audience's attention and time, promoting or reinforcing alternative or counter behaviours Strategies aim to minimise potential impact of competition by considering positive and problematic external influences & influencers Factors competing for the time and attention of a given audience considered
7. SEGMENTATION Uses a developed segmentation approach (not just targeting). Avoiding blanket approaches	<ul style="list-style-type: none"> Traditional demographic or epidemiological targeting used, but not relied on exclusively Deeper segmented approaches that focus on what 'moves and motivates' the relevant audience, drawing on greater use of psycho-graphic data Interventions directly tailored to specific audience segments rather than reliance on 'blanket' approaches Future lifestyle trends considered and addressed
8. METHODS MIX Identifies an appropriate 'mix of methods'	<ul style="list-style-type: none"> Range of methods used to establish an appropriate mix of methods Avoids reliance on single methods or approaches used in isolation Methods and approaches developed, taking full account of any other interventions in order to achieve synergy and enhance the overall impact Four primary intervention domains considered: <ul style="list-style-type: none"> 1: informing / encouraging; 2: servicing / supporting; 3: designing / adjusting environment; 4: controlling / regulating

French, Blair-Stevens (2006) adapted from original benchmark criteria developed by Andreasen (2002)



1. Customer Orientation

Developing a full understanding of your audience and combining data from different sources.

'Customer' in their social context

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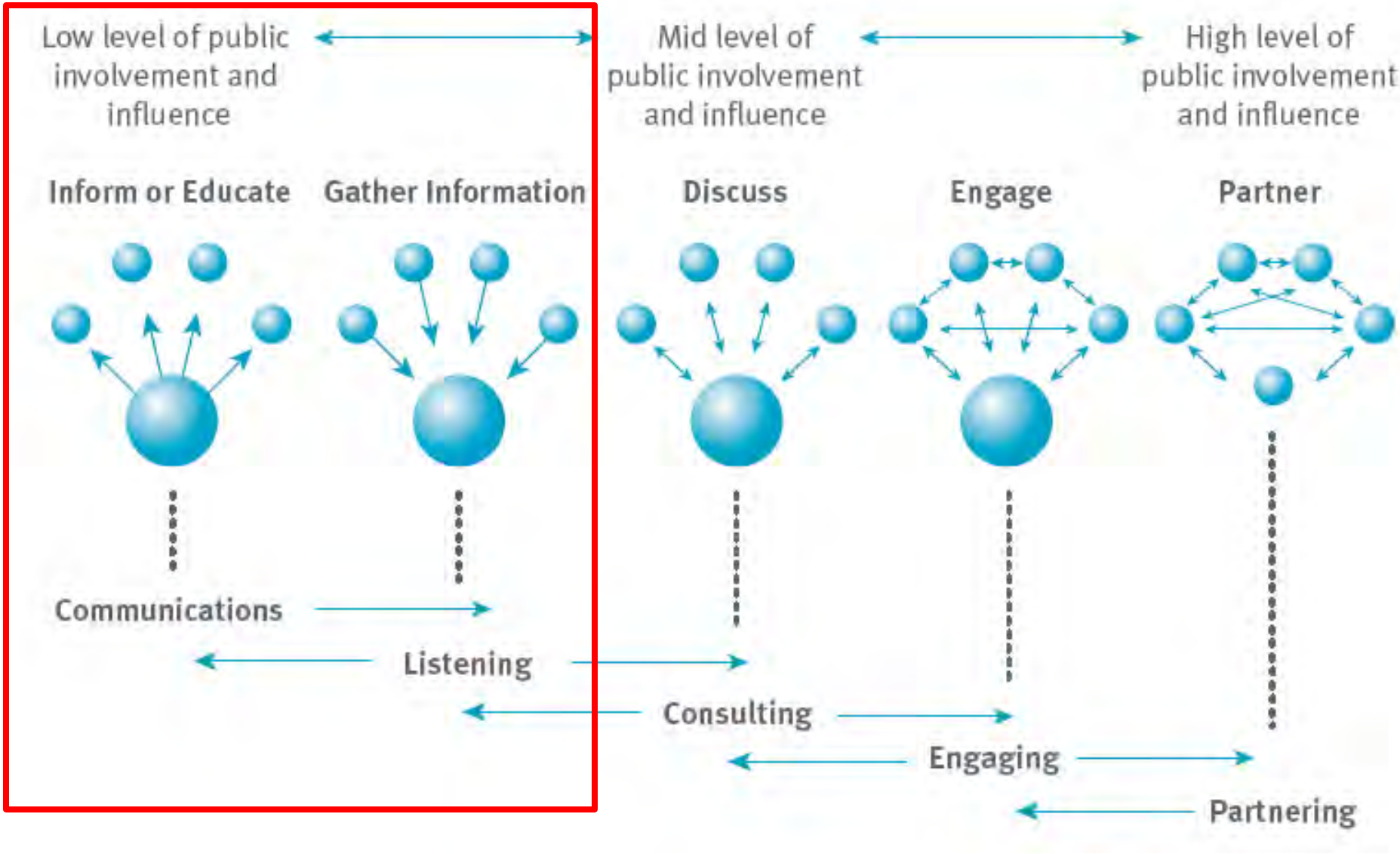


Each level has direct & indirect influences on the other levels

degree of personal control

Staff too

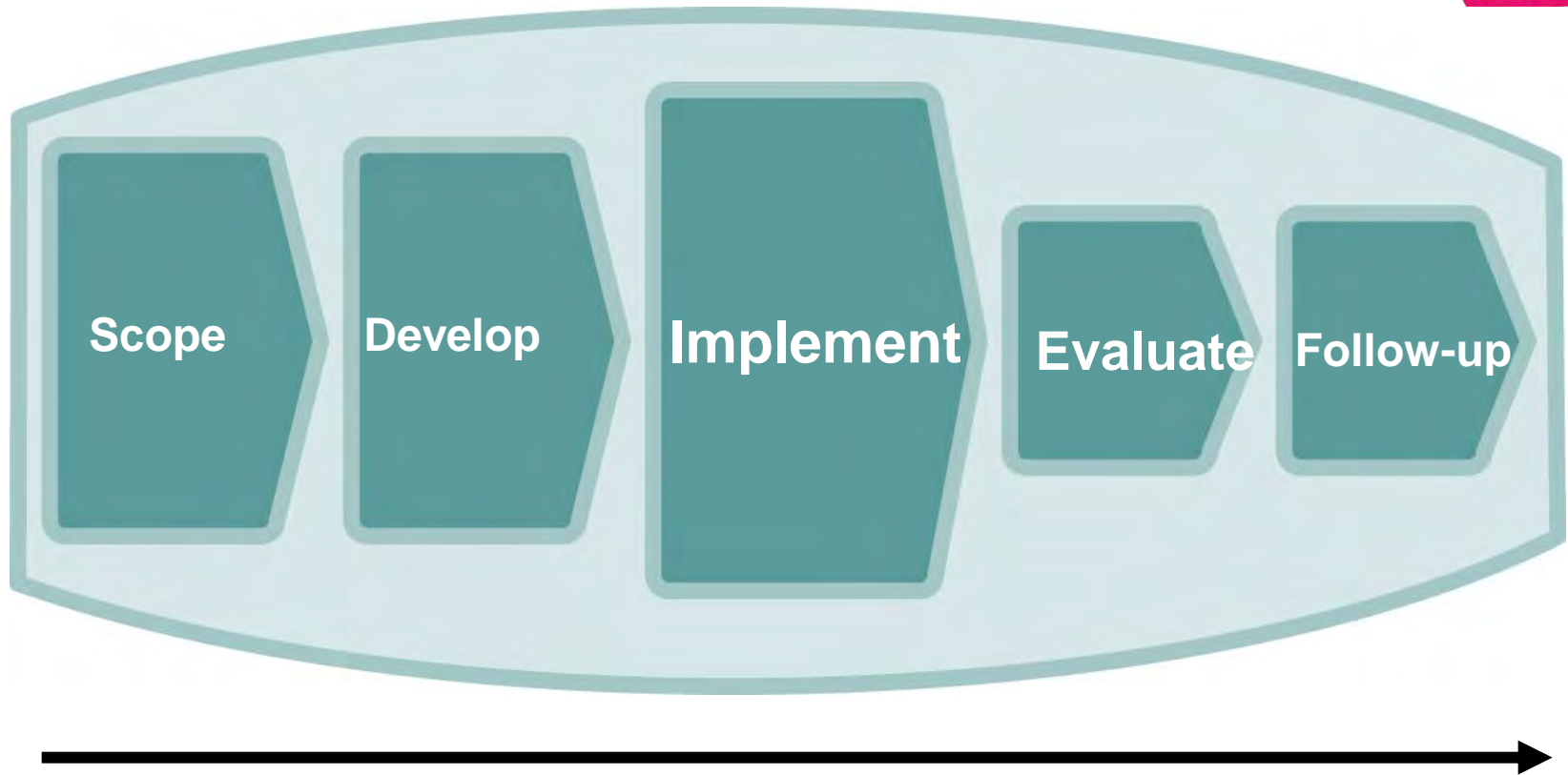
Health Canada's Continuum of Involvement



'Total Process Planning' – TPP model

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Instead:



Engagement Marketing - At its heart, is the insight that human beings are highly social animals, and have an innate need to communicate and interact. Therefore, any engagement marketing initiative must allow for two-way flows of information and communication. People embrace what they create.

Launch of MyJones

Related



With the launch of MyJones in 2007, Jones Soda gave its core audience complete control of the label. Online users can upload a photo and place text on the back to make the soda they drink truly part of their personality and memories.



MyJones currently makes up 80% of Jones Soda's sales online.



Relationship Marketing - is a long-term and mutually beneficial arrangement where both the buyer and seller have an interest in providing a more satisfying exchange. A process over time

Seeks more meaningful and richer contact by providing a more holistic, personalized purchase, and uses the experience to create stronger ties.



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nUMBRELLA

Everything under Australia's media & marketing umbrella
Website of the year

News Mumbo Opinion Video Events Freelance Jobs Directory Search

OPINION

Gillard's Australia Day crisis
PM Julia Gillard's media adviser Tony Hodges has been forced to resign over the Australia Day tent embassy debacle. It came after it emerged he had revealed opposition leader Tony Abbott's whereabouts, leading to both politicians being rescued by police in ugly scenes.
Mumbrella editor Tim Burrowes and advertising practitioner Jane Caro debate the topic on Weekend Sunrise's masters of Spin segment:

The biggest cock-up I made in business
In this guest post, **Chris**



Coca-Cola puts people's names on bottles in 'Share a coke' campaign

Update: Coke chooses another 50 names.

Coca-Cola is putting people's names on its bottles and cans for the first time in its history as part of its 'Share a Coke' campaign in the run-up to Christmas.

Australians can pick up a personalised bottle or can at a supermarket, or get their name printed on a can of Coke for free at one of 18 Westfield Shopping Centres.

At select outdoor sites, such as Kings Cross in Sydney, the names of passers-by will be projected on to the billboard via SMS.

People will also be able to download one of 150 'name songs', produced in



FOLLOW

Subs
Fin Fa

EMAIL NEWSLETTER

Type

DR MUM

Leave Alan a
Z grade cele
Tip Top. My
Do delete
First look at
'I'm not the editor'

Learning to love the 'product'

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Finding Out What Works

understanding complex, community based initiatives

Anna Coote et al, Kings Fund Policy Paper 2004



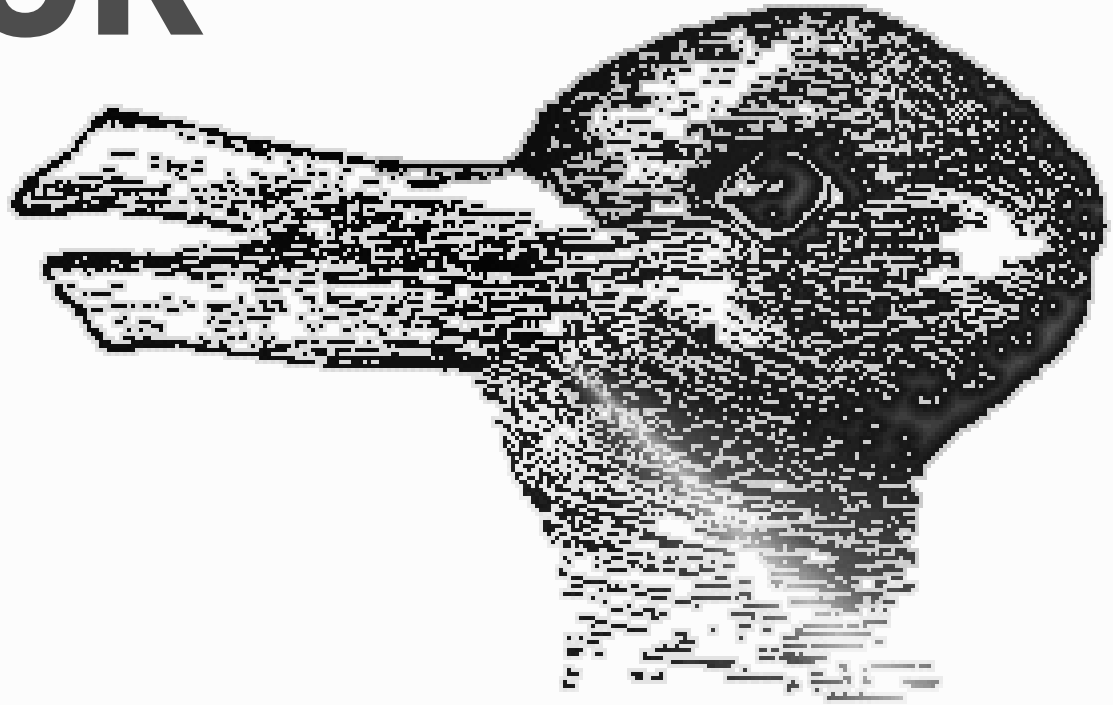
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- Priority should be given to building knowledge, rather than just promoting evidence based policy and practice
- Knowledge should be build by integrating the experience of practitioners and local residents, the findings of researchers and a more explicit understanding of the trade offs....'

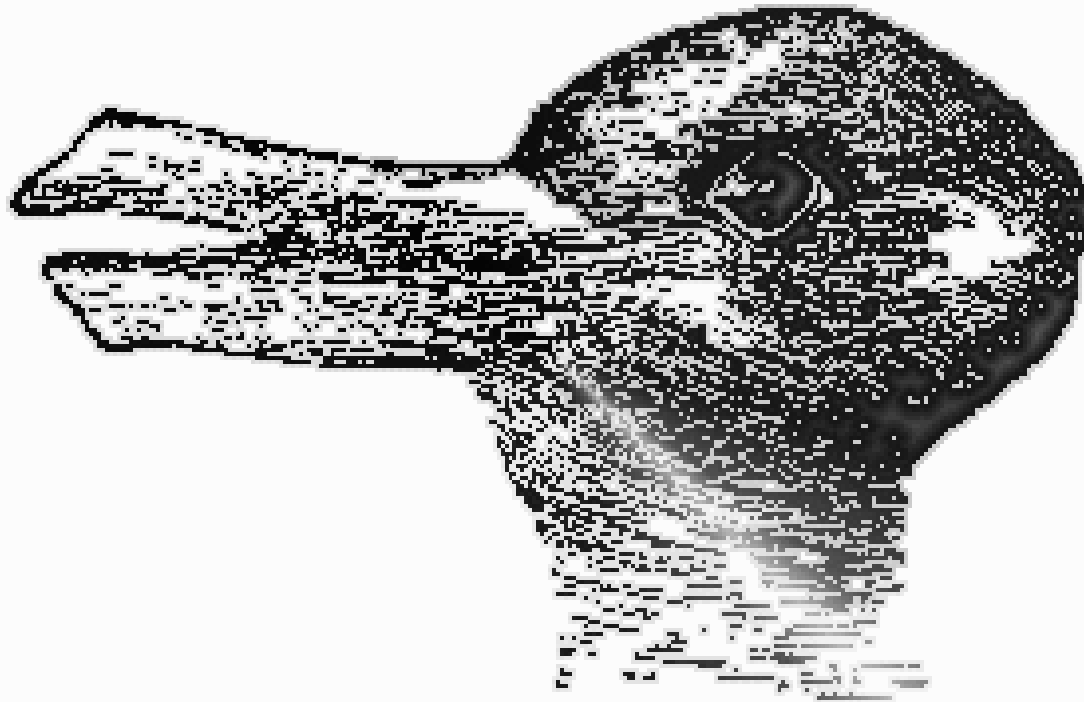
A Duck

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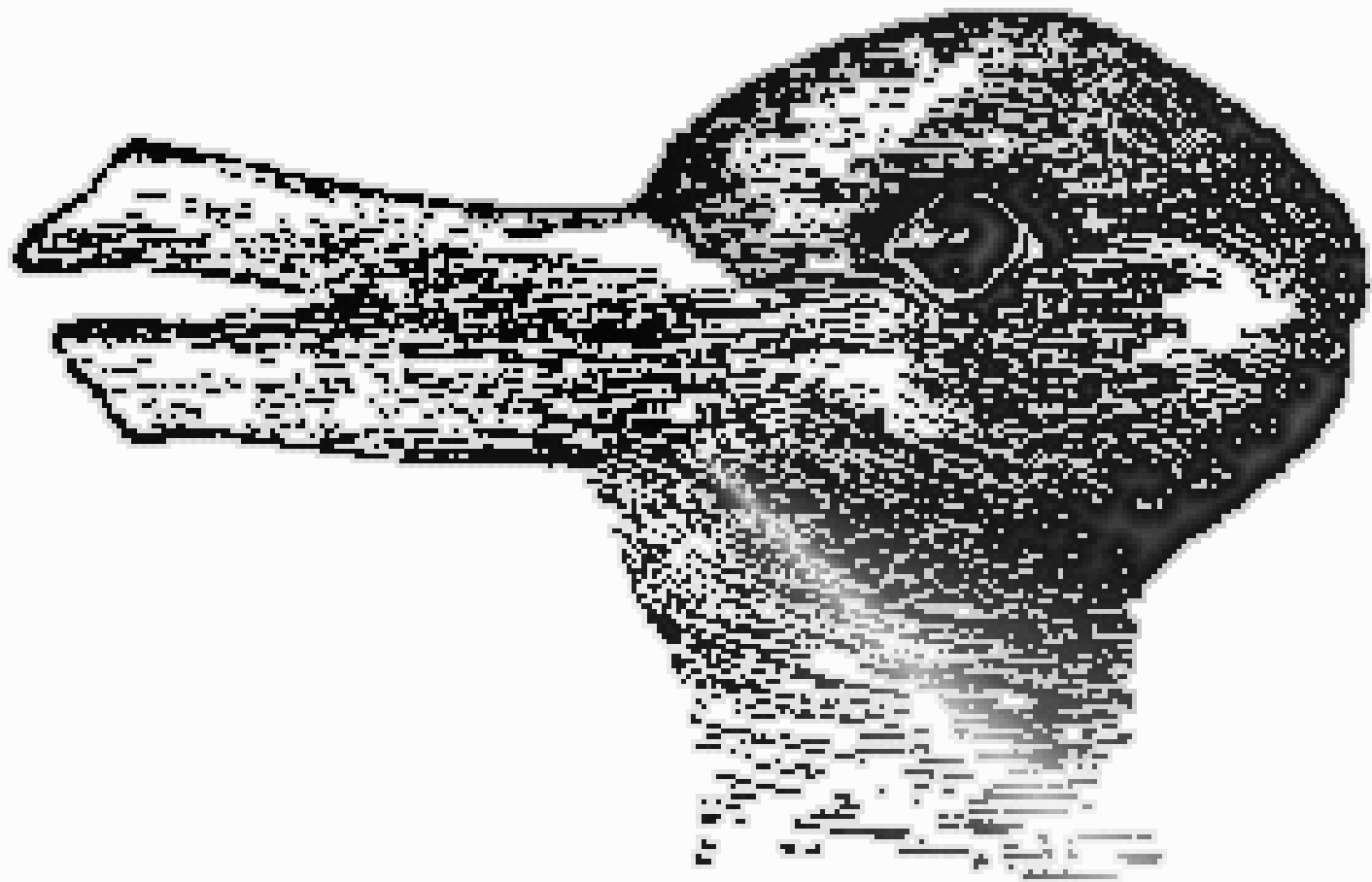


A Rabbit



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2. Developing Insight

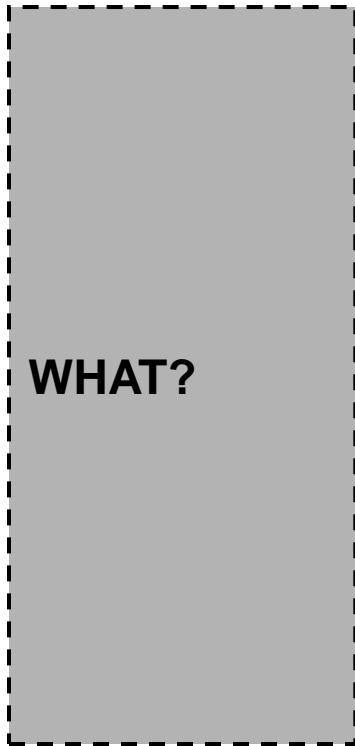
Social marketing is driven by ‘insights’ that are able to provide a guide for selecting and developing interventions. Insights are the barriers and motivators which help or hinder people making behaviour changes.



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Moving beyond the data to actionable insights to test

Data



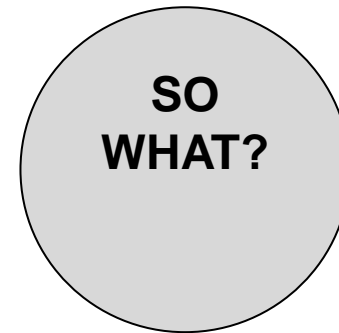
Facts & observations related to our insight task

Understanding



Explaining what's going on

Insight



The deep truth that strikes a chord with people

Smoking in Secondary Care - Themes



- **‘Out of Sight, Out of Harm’**

Give us a designated smoking area . Discretely hide the problem. Smoking is unsightly. But during interviews, some evidence of ‘shift’ on this view.

- **Mixing the Message**

Mixed messages about smoking on site and enforcement sanction smoking across all audiences (especially staff).

- **‘Them and Us’**

Sense of ‘persecution’ from wider society and management on site. Different ability of senior staff to smoke. ‘Hard done by’ in an ever more stressful working environment.

Recommendations



- **Stagger the campaign**
- **Increase the immediate benefits of the offer:**
 - Patients – your recovery time is improved if you stop smoking whilst in hospital
 - Staff – you give mixed messages to patients
 - Visitors – help patients health by not smoking on site
- **Clear consistent messages from senior management**



Lorna & H

Porters
2 and half years
and 8 years smokefree

NHS

Patients who
smoke model their
behaviour on staff
who smoke.

NHS Wirral in partnership with
Wirral University Teaching Hospital
NHS Foundation Trust



Take the lead

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Jane

Linen Services
21 years smokefree

Most staff who smoke want to quit. 81% considered stopping smoking last year.



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Take

On site stop
replacement
Other NHS
texting 'G
from: ww

- Arr
Tues
Book
(015
- Arr
Mon
- Arr
(stop

You are
use an

61% of people in the North West want smoking banned in hospital grounds.



Take

On site stop
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You are
use an

The majority of hospital visitors expect staff to set an example by not smoking on hospital grounds



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Patients who smoke model their behaviour on staff who smoke.



Take

On site stop
replacement
Other NHS
texting 'G
from: ww

- Arr
Tues
Book
(015

Patients don't want to smell stale cigarette smoke on staff.

Take the lead

On site stop smoking services for staff offer a replacement products. You can attend as a group. Other NHS Stop Smoking Services across Wir...

Understanding Your Audiences



- Who has ever segmented your audiences?
- Who has ever generated insight?
- Who has ever 'recruited' using this insight and segmentation?

Task

Same topic, Two Different Examples of Insight



Video A

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Video B



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3. Segmentation

Using segmentation to look at the audience and try to identify sub-groups (segments) that may have similar needs, attitudes or behaviours.

Range of segmentation options



Demo-graphic

Age / Life-stage	Religion
Gender	Race
Family Size	Sexual identity
Income	Physical ability
Occupation	Health status
Education	Lifestyle / Generation
Social Class	Identity / Nationality

Geo-graphic

Postcode / Locality	Continent / Global region
Community / Village	Climate
Town / City	Physical environment
Rural / Urban density	Ability to access
Region	Mobility / Transportation
National boundary	

Behavioural

- Occurrence & frequency
- Degree or duration of behaviour
- Context and location of behaviour
- Public / Private nature of behaviour
- Degree of social acceptability / stigma
- Extent of actual (or potential) benefits
- Attitude to behaviour (problem & desired)
- Extent of related service / product usage
- Attitude & readiness towards change in relation to problem & desired behaviour
- Ability to achieve & the access issues

Psycho-graphic

- Attitudes and readiness to adopt
- Degree of positive motivation
- Degree of resistance
- Personality profile / type
- Values (personal & community)
- Beliefs & Perceptions
- Knowledge & understanding
- Self-efficacy / Self esteem
- Degree of dissonance (stated vs actual)

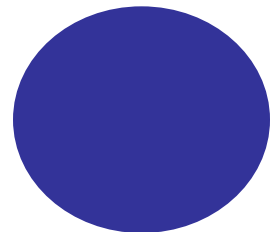
Adapted from Kotler, Roberto, Lee (2002)

The Importance of Segmenting

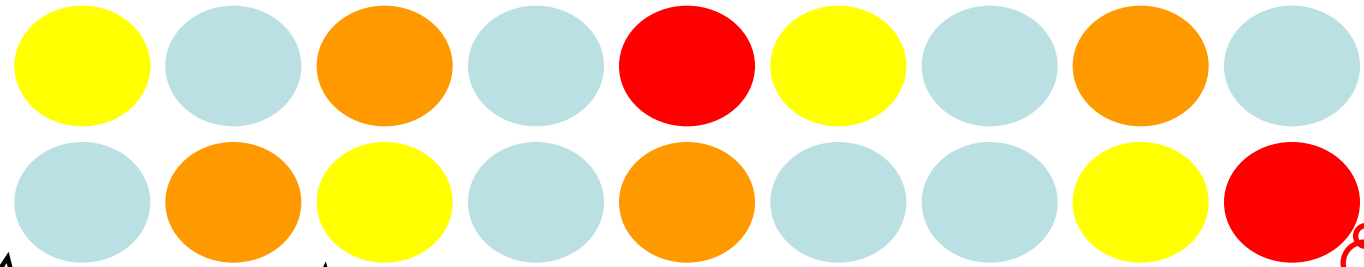
Public Patient Voice

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MESSAGE for staff
= Do it - its important



YAWN -
Tick box

Its hard

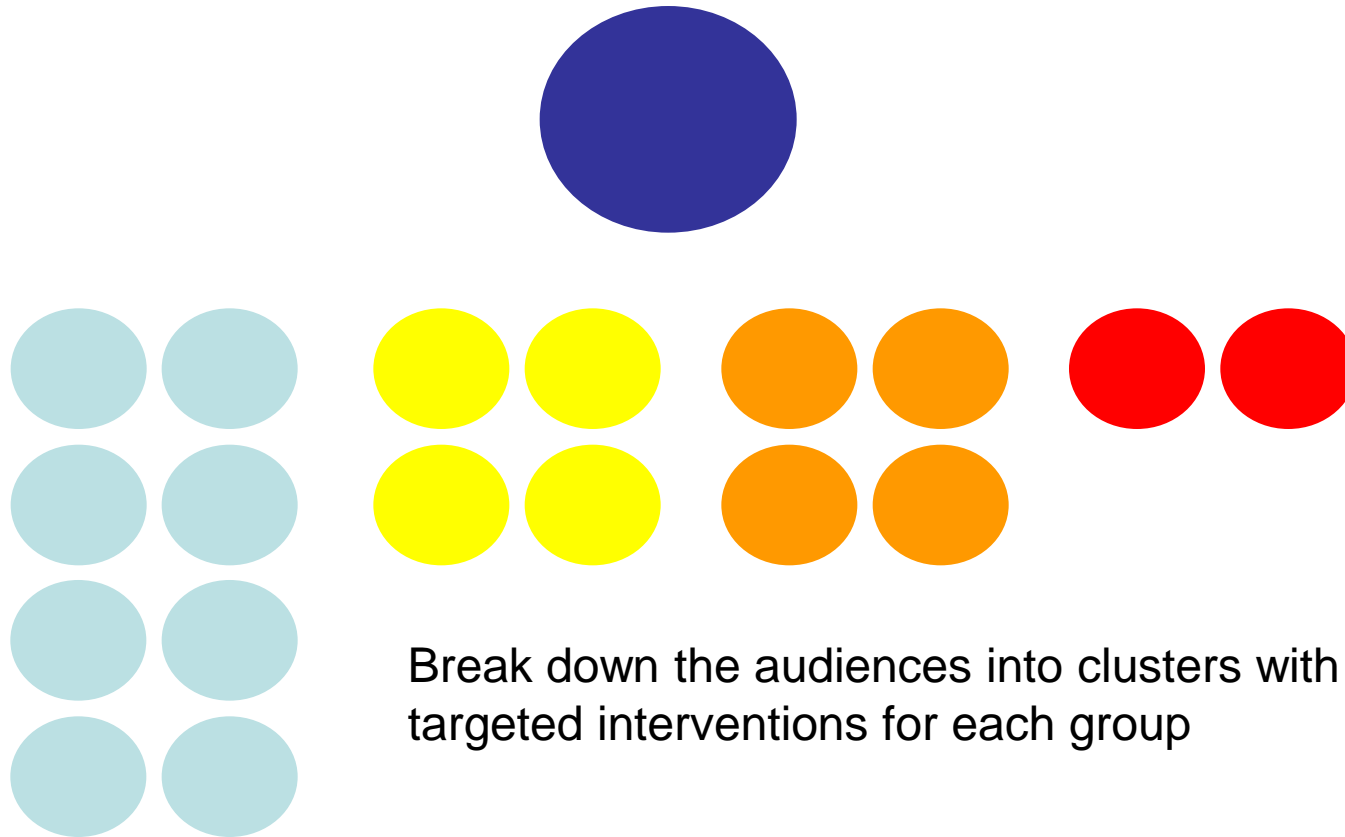
It will take me
away from
clinics

Fabulous – I'm
up for this!

The Importance of Segmenting



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Break down the audiences into clusters with targeted interventions for each group



4. Competition

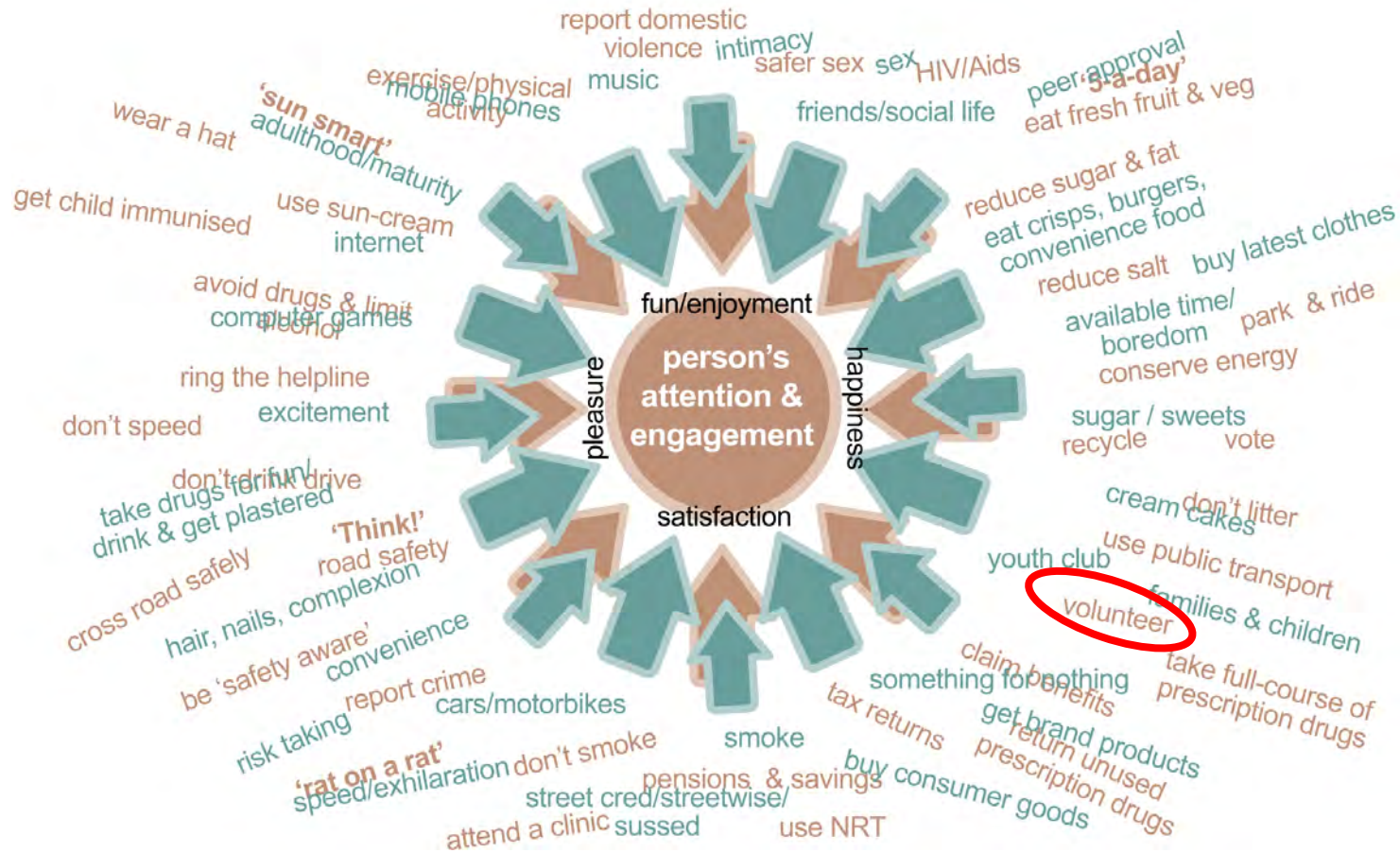
Understand what competes for the time and attention of the audience - internally (psychological) and externally



1. On a piece of paper list all of the local campaigns (health, environment, transport) targeting adults



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2. Add in what other issues they might be interested in

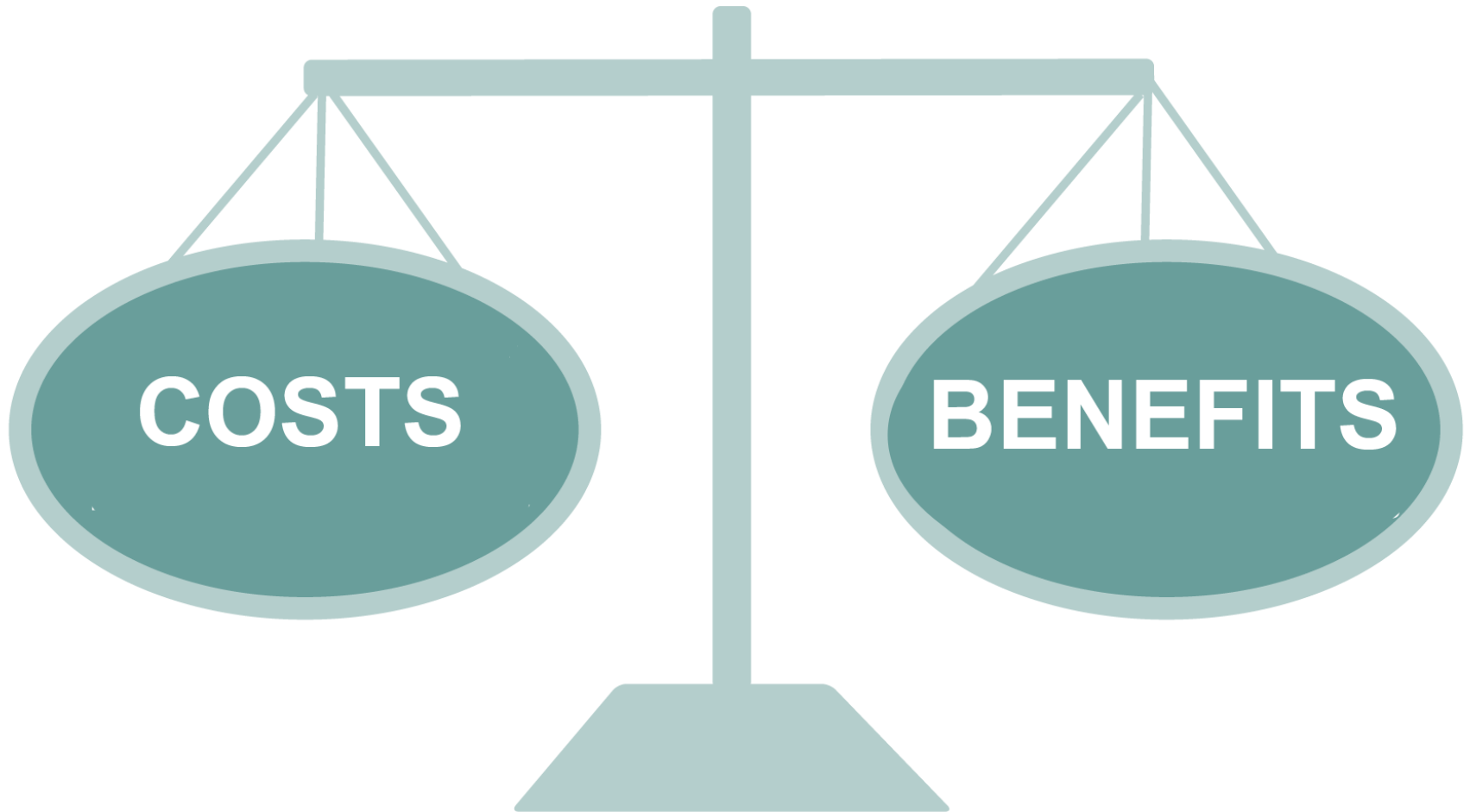
Task



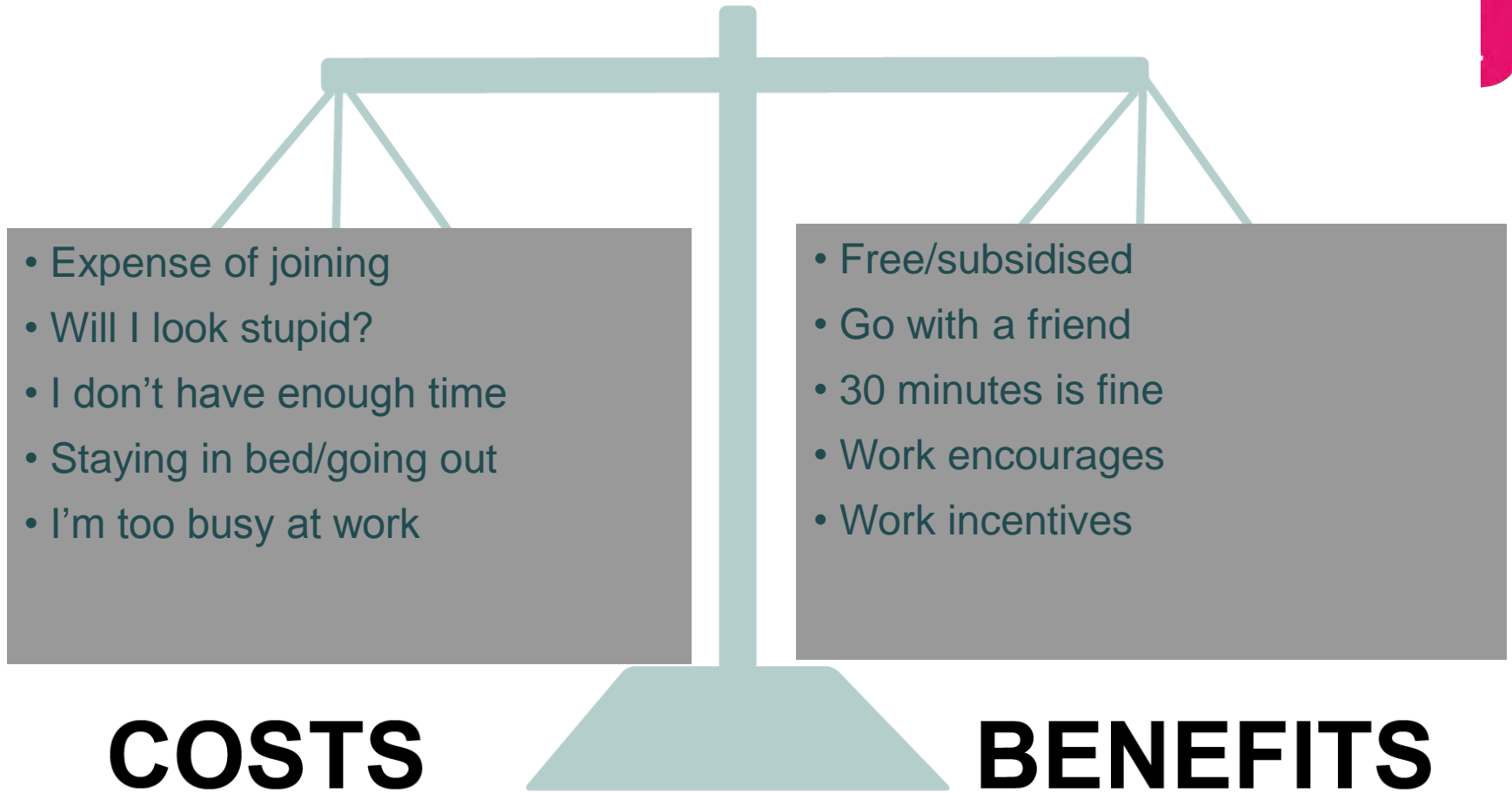
5. Exchange

Understand what the person has to give in order to get the benefits proposed.

A Balancing Act



Going to the Gym

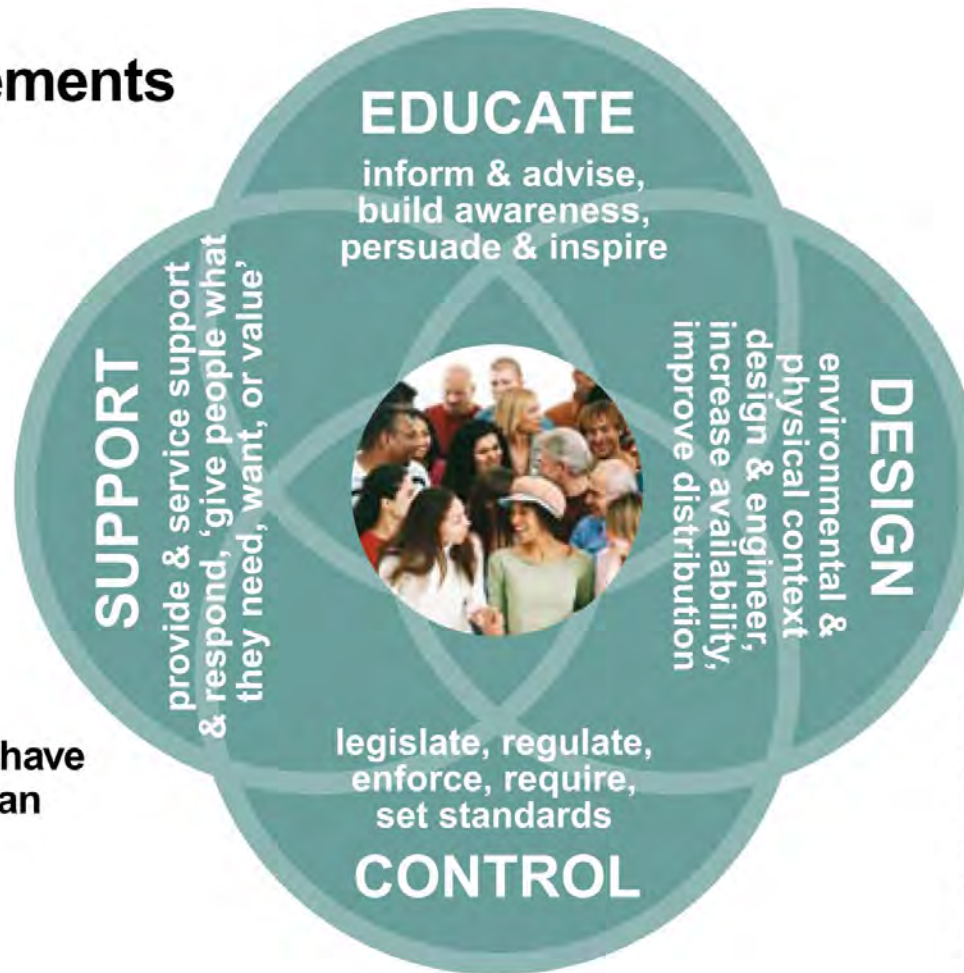


6. Methods Mix



Identify an appropriate 'mix of methods' rather than relying on just one approach

4 primary elements



Most interventions have features of more than one of these.

TESCO

Every little helps



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How do they sell their product?

- Clever media campaigns
- Your local discount retailer
- Loyalty cards
- Easy service to use – No queues at checkouts, Self Service
- ‘Fun’ to go there – coffee shops
- Transport - Free buses to stores

Task

Team Time Two

Who do you want to target?

Have a think about,

- Who you want to reach?
- Where will you find them?
- Do they have any particular behaviours or characteristics that will help you look for them?

