Social Marketing
Creating Behavior Change
What is Social Marketing?

- The process of influencing human behavior on a large scale using marketing principles for the purpose of societal benefit, rather than commercial profit.
  - W. Smith

- The application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence voluntary behavior of target audiences in order to improve their personal welfare and that of their society.
  - Andreasen, 1995
Commercial Marketing

- Customer at center of exchange process where they act primarily out of self interest (maximize benefits, minimize costs)
- Identify customer’s needs and wants and satisfy them
Social marketing

- Consumer orientation
- Audience segmentation
- Exchange theory
- Marketing mix
1. Consumer Orientation

- **Who must act?**
  - Behavior Change is voluntary
  - People must see relevance and take ownership
  - Solution is often self-tailored
  - Build on current beliefs and values
I. Consumer Orientation

- **Who must act?**
  - *Primary Audience*: People you want to do something new or different
  - *Secondary Audience*: People who influence them (facilitate or impede)
2. Audience Segmentation

- Why understand the audience?
2. Audience Segmentation

- Identify Potential Segments
  - Responsiveness – readiness to change?
  - Size and Impact – who would benefit most?
  - Accessibility – who is easiest to reach?
3. Exchange Theory

- Benefits of adopting new behavior outweighs costs.
  - Monetary
  - Non-monetary – time, effort, energy, embarrassment, fear
  - Exit – hardships abandoning current behavior
  - Entry – sacrifices adopting new behavior
I ♥ CHLAMYDIA

You give me $1 and you get...

A classic never goes out of style.

Anyone can get infected
condoms

Safe Sex. No Regrets.

Sexually transmitted infections (STIs) do not discriminate. They can affect anybody who has sexual sex. Infection rates of STIs such as syphilis, chlamydia and HIV are on the rise. Don’t be shame with an infection - consult your local Aboriginal Medical Service, doctor, health worker or sexual-health clinic. Use a condom - it’s your best protection against infection.
3. Exchange Theory

- You recycle, you get…

You use, on average, 580 lbs. of paper each year.
Components of Exchange Process

- Product
- Competition
- Price
- Place
- Promotion *
Product

- Behavior, service, product being exchanged with the audience for a price and benefit
- Must compete against benefit of current behavior
Price

- Consider the competition
- Offer a benefit
Price - recycling

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EVENY PLASTIC BOTTLE YOU RECYCLE SAVES ENOUGH ENERGY TO POWER A LIGHT BULB FOR 6 HOURS

c•recycle
westernriverside.org.uk

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"Now that they're starting to recycle this stuff, aren't you glad I didn't throw it out?"
Competition

- Behaviors that compete with the behavior you want your audience to adopt
- Related to the *target audience*, not your campaign

“Separate my trash? Whatever.”

YouGottaBeKidding.org
Price exercise

- What are the costs of your behavior – monetary, indirect.
- What benefits will your behavior provide (short and long term)
- How can you decrease the barriers and costs?
- How can you increase the benefits?

Recycling
Break
Place

- Where and when audience performs (or thinks about) behavior;
- uses product;
- or receives service

e.g. how do you make the choice easy?
Promotion

- How do I promote the offering (*product*) through appropriate channels (*place*) in a beneficial way (*price*)?
Nothing Will Ever Be the Same.

Smoking gave me throat cancer at 39. Now I breathe through a hole in my throat and need this machine to speak.

— Rosaldo Martinez

QUIT SMOKING TODAY
FOR HELP CALL 311

The New York City Department of Health and Mental Hygiene - Michael R. Bloomberg, Mayor - Thomas R. Farley, M.D., M.P.H., Commissioner

- major cause of stroke
- very addictive
- raises blood pressure
- suppresses immune function
- dulls senses of smell and taste
- reduces stamina
- wrinkles your skin
- leads to depression and fatigue
- may cause fatal heart attacks
- may cause emphysema
- may cause gum disease
- may cause cancer

Smoking Kills
...so why bother starting?

The average smoker needs over five thousand

Get unhooked. Call 0800 169 0169 or
Beyond Print

LIVE EARTH
THE CONCERTS FOR A CLIMATE IN CRISIS
Beyond Print

- Crisis Averted
- Unscrew America
Now is the time for followers of Christ to help solve the global warming crisis. There is overwhelming evidence that human activity is a major cause, and we know that the impacts of climate change would be hardest on the poor and vulnerable, and on future generations. We need to act, and everyone has a role. Christian leaders can join more than 200 other senior evangelical leaders who have signed the Evangelical Call to Action on Climate Change. As Christian citizens we can learn more, make personal changes, and rally action. For policymakers, it's time to make wise and moral choices to protect God's world and its people. Join us. Take the next step.
Harvard Sustainability Pledge
My greenhouse gas commitment

I pledge to help Harvard’s greenhouse gas reduction and sustainability efforts.

This year, I will commit to new ways to reduce my own environmental impact.

Energy: Top ways to reduce emissions

- Set sleep mode on my computer and monitor. learn more
- Adjust thermostats at home. learn more
- Turn off the lights and unplug chargers. learn more
- Use compact fluorescent bulbs. learn more
- Wash clothes in cold or warm water. learn more
- Walk, bike, or take the T. learn more
- Take the stairs. learn more
- Labs: Close fume hood sashes. learn more
- Labs: Share our information on resource efficient lab supplies with your lab manager or supply purchaser. learn more
- Labs: Turn off non-essential lab equipment when not in use (confirm with lab manager if necessary). learn more

“Taken together, the habits, the attitudes, and the creativity of every one of us have the potential to make a great difference, not just for Harvard in the here and now, but for the larger world and its future well-being...What is at stake is nothing less than a change in the culture of how we work and live.”

- Drew G. Faust
July 8, 2008
Beyond Print

- Polar Bear widget
- Recyclemania
- Energy Smackdown
- Inconvenient Truth
- What else?
Promotion –

- Incentives

Incentives

- Regulations (fines)
- Fees

Recycle & Save!
Concord PAYT
Pay-As-You-Throw

Pay-As-You-Throw

We Deserve

CANS & BOTTLES

- Aluminum Foil
- Paint Cans
- Window Glass
- Cookware
- Plastic Storage Boxes
- Containers

- Aluminum Cans
- Steel (Tin) Cans
- Glass Bottles (green, brown and clear)
- Plastic Bottles - with 1 or 2 imprinted on bottom
  This includes food, beverage, soap, household cleaners, health & beauty aid bottles.
- Hard Plastics (see back for instructions)
  REMOVE LIDS & RINSE CONTAINERS

DO NOT PLACE RECYCLABLES
IN PLASTIC BAGS-OBTAIN RED CONTAINERS AT
PUBLIC WORKS DEPARTMENT

Your text here
Developing Concepts

- Develop a key promise on a strategy, positioning
- Embodied in a slogan or character or mnemonic
- Sets tone
- Create support statement to key promise
  - TEST
    - For relevance, believability, likeability
Positioning

- The place that the product, service, or behavior occupies in the mind of the audience.
Re-positioning

- How do you reposition a behavior?

- Exercise
  - Choose a behavior
  - Target audience
  - Current perception of audience about behavior
  - How will you position it differently?
Is your concept BRAVO

- Are you promoting a clear BEHAVIOR?
- Is it RELEVANT/RESEARCH-driven?
- Is it ATTENTION-GETTING? #
- Are you offering anything of VALUE?
- Does it meet the OBJECTIVES?
Examples

- Folic acid
- VERB
- Talk to the 5th guy