



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
-



I. 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

love is blind 



DON'T BE STUPID
PROTECT YOURSELF
CONDOMS.NSW.GOV.AU



NSWHEALTH

Anyone can get infected
condoms

A classic never goes out of style.



Protect Yourself



 Fun now, kids later.

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

1800 008 669 www.health.nsw.gov.au

Safe Sex. No Regrets.



3. Exchange Th

- You recycle, you get...



wentworth proudly recycles. please do your part.

what can be recycled in the dormitory, academic and studio paper bins?

- white ledger
- colored paper
- newspaper
- cardboard *
- construction paper
- text books
- telephone books
- magazine
- post-it notes
- batteries (tape ends)
- ink cartages
- computer paper

* for pick up of large amounts of cardboard, please call the recycling center at ext. 4388.

what can be recycled in the glass and plastic bins throughout campus?

- empty bottles
- empty cans

what cannot be recycled in the bins throughout campus?

- plastic wrappers
- candy wrappers
- napkins
- paper towels
- tissues
- juice boxes
- food
- coffee cups
- soda cups



recycle.

your mother would be so proud.

brought to you by wentworth student government with special help from bob ferns, assistant director of physical plant.

for more information or to make suggestions, please call trash removal or business hours at the recycling center at ext. 4388

paper and other items in a separate bin located in the recycling center. please call the recycling center at ext. 4388 for more information.





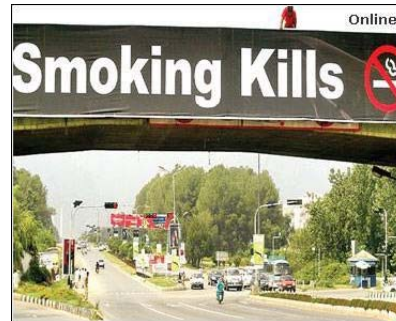
Components of Exchange Process

- 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



Picture #113 out of 158

NO!

I AM CRAVING A CIGARETTE SO BAD BUT FOR SOME REASON I HAVE NO MONEY ARGHHHHHHHHH.

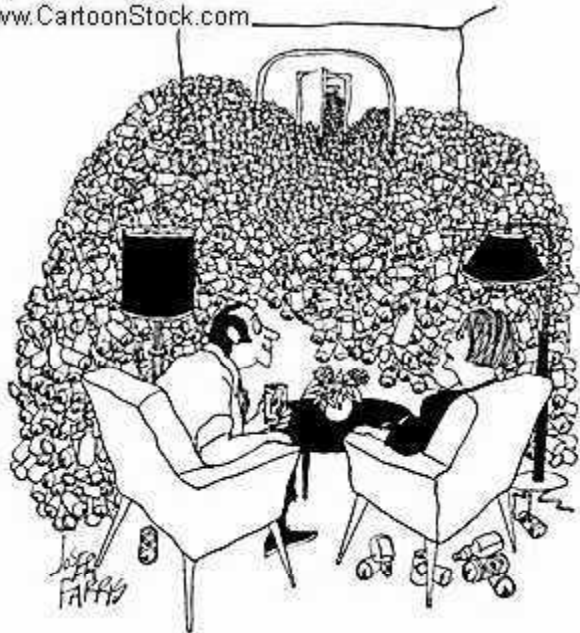
Stop Being
A Prisoner Today!



Let us help you
quit for good!

Price - recycling

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

search ID: fa0526

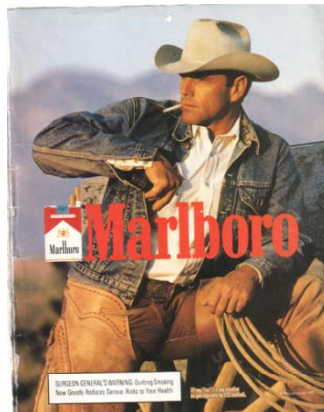


EVERY PLASTIC BOTTLE YOU
RECYCLE SAVES ENOUGH ENERGY TO
POWER A LIGHT BULB FOR 6 HOURS

 **recycle**
westernriverside.org.uk

Competition

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





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*)?
-


Promotion

Come to win the flavor

Marlboro Red or Longhorn 100's — you get a lot to like.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

17 mg "tar," 1.0 mg nicotine av. per cigarette, FTC Report Aug. 77

According to repeated nationwide surveys, **More Doctors** 

"I'll Be Right Over!"

... 24 hours a day your doctor is "on duty" ... *guarding health ... protecting and prolonging life ...*

They surely realize just how the most magnificent ideal could ever occur. And by asking you to do a few simple things, they're making it possible for you to do it. A few weeks of stopping smoking, eating and drinking more healthfully, and you'll be back to that job again ...

THE *Cigarette* THAT'S **Winning** THE WAR

HELP OUR BOYS TOAST HITLER

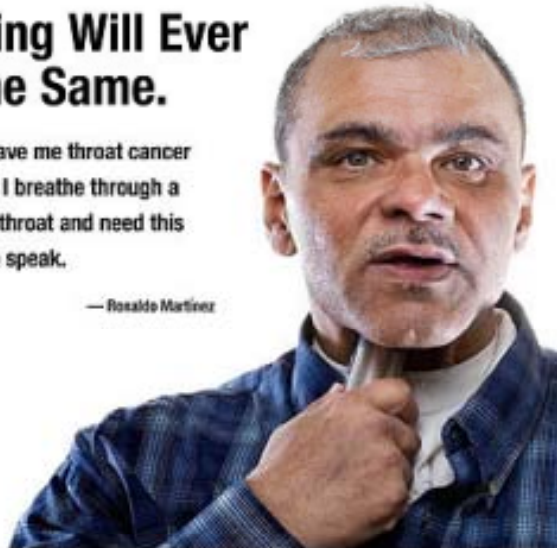
BUY WAR BONDS

LUCKY STRIKE
CIGARETTES
L.S./M.F.T.

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 F. Frieden, M.D., M.P.H., Commissioner.



The average smoker needs over five thousand

Get unhooked. Call 0800 169 0 169 or v



- 
- 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?

Beyond Print



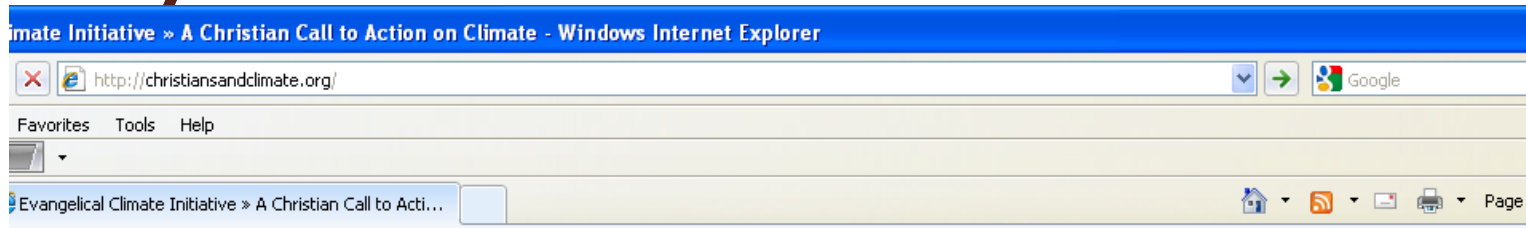
● ● ● — — — ● ● ●
LIVE EARTH
THE CONCERTS FOR A CLIMATE IN CRISIS

Beyond Print

- Crisis Averted
- Unscrew America



Beyond Print



CHRISTIANS *and* CLIMATE

[Learn](#) > [Pray](#) > [Act](#)



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 280 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.

**CHRISTIAN
LEADERS:
Sign the
Statement
Now**



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



Incenti



We Deserve

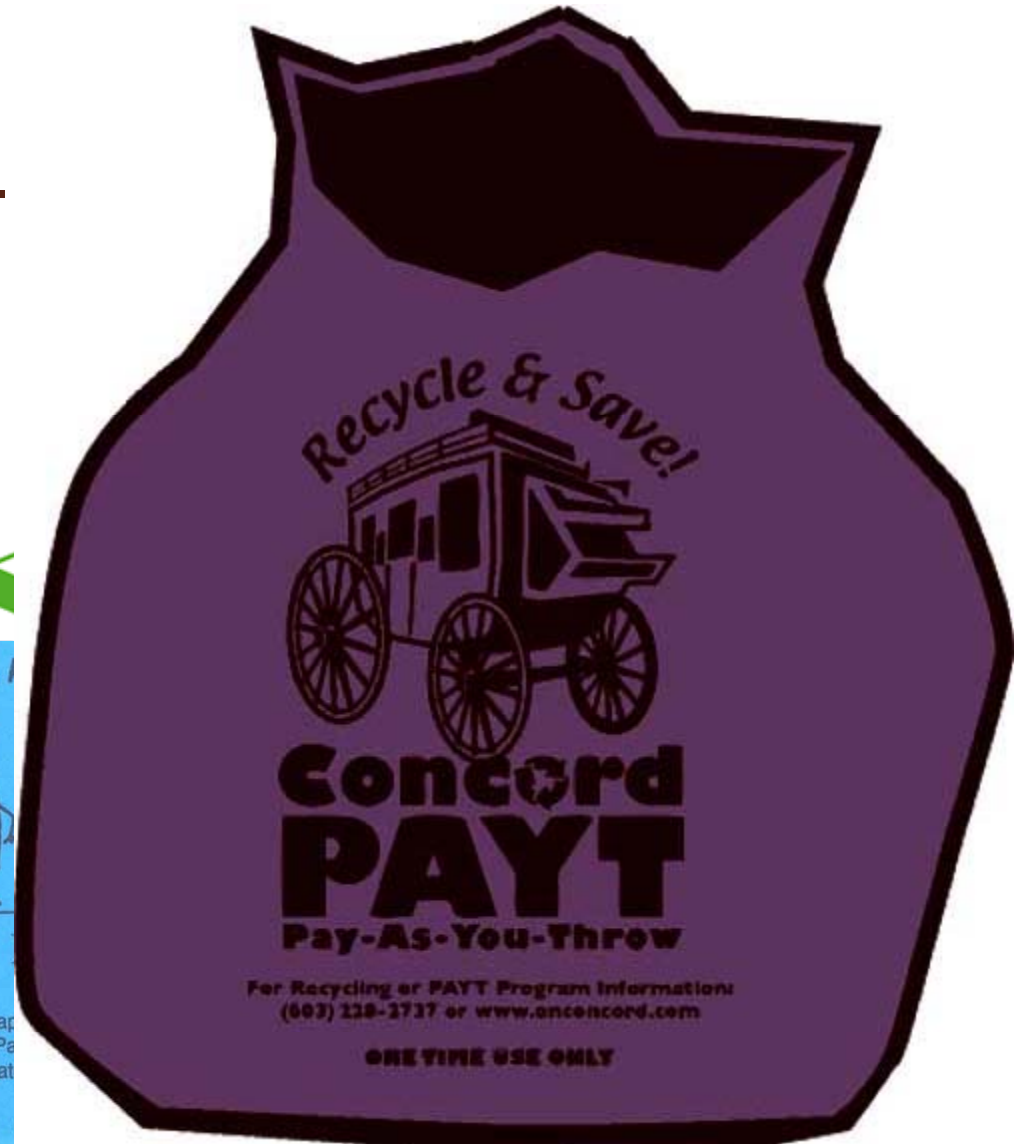


- Newspaper
- Office Paper
- Corrugated

- Aluminum 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




For Recycling or PAYT Program Information:
(603) 228-2737 or www.concord.com

ONE TIME USE ONLY

CANS & BOTTLES

- Aluminum Foil
- Paint Cans
- Window Glass
- Cookware
- Plastic Storage Boxes
- Containers
- Pie Plates
- Pots & Pans
- Drinking Glasses
- Toys

Developing Concepts

- Develop a key promise on a strategy, positioning
- Embodied in a slogan or character or mnemonic
- See 
AMERICA RUNS ON DUNKIN'™
- 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
-