

Understanding Social Marketing

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What is Social Marketing?

- “Social marketing is the use of marketing principles and [other] techniques to influence a target audience to voluntarily accept, reject, modify or abandon a behaviour for the benefit of individuals, groups or society as a whole.”

Kotler, P., Roberto, N. & Lee, N. (2002). *Social Marketing: Improving the quality of life*. California: Sage Publications Inc.



SM is... and is NOT...

- SM is the use of a comprehensive, multi-faceted, stepwise plan to help change behaviours of a target audience
- SM is NOT a PSA
- SM is NOT the behaviour change
- SM is NOT social media
- SM is NOT a poster telling people that they will hurt themselves if they don't wear a helmet
- SM is NOT social advertising



What is Social Marketing? (Cont'd)

- It's all about understanding the **person** (“customer”) and their **behaviours**

People
Communities
Citizens
Politicians
Etc.
ALL within their social contexts

•What people do
•Why they do it
•Influences & influencers
•Incentives & barriers



Ten Steps to Develop a Social Marketing Campaign

1. Describe the plan, background, purpose and focus
2. Situation Analysis:
 - SWOT: strengths, weaknesses, opportunities, threats
 - Past lessons learned
3. Select target market
 - Size, demog / psychog, stage of change
4. Marketing objectives and goals
5. Target market barriers, benefits, competition & incentive to behave



Ten Steps to Develop a Social Marketing Campaign (Cont'd)

6. Positioning statement
7. Marketing mix: 4 Ps
8. Evaluation
 - Process, outcome, impact evaluations
9. Budget
10. Implementation plan
 - Who will do what and when

(Kotler & Lee, 2009)



Target market barriers, benefits, competition & incentive to behave

- Barriers
- Benefits
- Competition
- Incentive to behave

Make it FUN, EASY & POPULAR



Marketing Mix: 4Ps

- Product
- Price
- Place
- Promotion
 - Rule of 5's
 - Framed as a benefit
 - Interpersonal communication
- (Policy)

The right message at the right time, in the right place, for the right price



- All the following yellow slides are taken directly from:
Lee, N. (2008). Where we are now: Good works and so do the 4 Ps. Sharing Success stories from the U.S. Brighton, UK: World Social Marketing Conference.

Full presentation available at: <http://tcp-events.co.uk/wsmc/downloads/keynotes/LEE%20NANCY%20%20Good%20Works.pdf>



PEDESTRIAN SAFETY

- **Situation: City of Kirkland**
 - Pedestrian flags since 1996
 - 11% usage in 2007
- **Target Audience:**
 - Workers, shoppers
- **Behavior:**
 - Use a flag every time
- **Theory:**
 - Health Belief Model
 - Barriers Focus



BARRIERS

- What are they for?
- No flags on my side.
- Holder hard to use.
- I feel safe.



PRODUCT	PRICE	PLACE	PROMOTION
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Old Design New Design



PRODUCT **PRICE** **PLACE** **PROMOTION**

■ **Adopt a Crosswalk Partners**

THANK YOU FOR
Taking It to Make It

See the inside of this coupon for your rewards from our Adopt-a-Crosswalk partners in downtown Kirkland

Take It to Make It
Adopt-a-Crosswalk partners in downtown Kirkland

Partner Check When Redeemed

- Ben & Jerry's**
@ 178 Lake Street South, Kirkland
One extra scoop
- Coyote Creek Pizza**
@ 228 Central Way, Kirkland
10% discount on all food and drinks
- Wanderlust Living Room**
@ 91 Central Way, Kirkland
One free wine tasting
- Epoursen Edge**
@ 127 Central Way, Kirkland
10% discount on merchandise (excluding handmade knives)
- Kirkland Arts Center**
@ 620 Market Street, Kirkland
10% discount on individual or family memberships
- U.S. Bank**
@ 177 Central Way, Kirkland
Free checking account
- White Swan Car Wash**
@ 204 Central Way, Kirkland
\$2 off car wash

PRODUCT **PRICE** **PLACE** **PROMOTION**

■ **Improving Access**

PRODUCT **PRICE** **PLACE** **PROMOTION**

■ **Drink Coasters** ■ **Posters**

PRODUCT **PRICE** **PLACE** **PROMOTION**

■ **Downtown Banner** ■ **Sidewalk Stencils**

RESULTS
5 Months Later

	2007	2008	% CHANGE
# People/ Groups	2426	2363	3% Decrease
# Flags	267	438	64% Increase
% Usage	11.0%	18.5%	68% Increase

The Three Biggest Mistakes Social Marketers Make

1. Promoting awareness but not offering any advice on action
2. Losing sight of the importance of tangible, take-away products
3. Targeting the entire population

1. Awareness Only



Source: MIT book of survival tips as cited in Smith, B. (2009). New challenges, new future. World Social Marketing Conference. Brighton, UK.

Good discussion about the cautions of awareness-raising: <http://www.thy4change.com/http://www.thy4change/questions-to-prevent-awareness-building-fever/1656>



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Focus on Impaired Driving - awareness

- What ads can you remember?



Video available at: <http://www.madd.ca/english/research/media.html>



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Focus on Impaired Driving - awareness (Cont'd)

- Percentage of Atlantic Canadians who have driven after drinking:

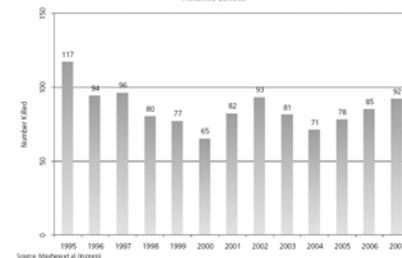
2008	2009
8.7%	15.1%

Source: Traffic Injury Research Foundation (TIRF), (2009). The road safety monitor 2009. Retrieved from http://www.tirf.ca/publications/PDF_publications/mon_2009_drl_rev_print.pdf



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Number of Canadians who have died in traffic crashes involving a drinking driver in Atlantic Canada



Source: Traffic Injury Research Foundation (TIRF), (2009). The road safety monitor 2009. Retrieved from http://www.tirf.ca/publications/PDF_publications/mon_2009_drl_rev_print.pdf



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2. No Tangible Product



Source: <http://www.doinow.org>



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Wait... no tangible product?



Example provided by Smith, B. (2009). New challenges, new future. World Social Marketing Conference. Brighton, UK.



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3. No Specific Targeting



Source: <http://www.roadtrms.ch>



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Take home messages

- Know your audience
- Find the audience's motivation for action
- Make it relevant
- Make it fun, easy, popular
- Make the campaign multi-dimensional comprehensive
- When you change the environment the behaviour within that environment changes



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Resources

- Social Marketing Listserv:
<http://www.social-marketing.org/aboutus.html>
- Look out for key people:
 - Nancy Lee, Phillip Kotler, Alan Andreasen, Craig Lefebvre, William (Bill) Smith
- Recommended reading:
 - Kotler, P., & Lee, N. (2009). *Social marketing: Influencing behaviours for good*. Third edition. California: Sage Publications, Inc.
 - Kotler, P., & Lee, N. (2009). *Up and out of poverty: The social marketing solution*. New Jersey: Wharton School Publishing
 - Craig Lefebvre's blog: On Social Marketing and Social Change <http://socialmarketingblogs.com/>
 - National Social Marketing Centre <http://www.nsmcentre.org.uk>
 - Social Marketing Quarterly (scholarly journal)



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