

Using the right social marketing mix!

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Social marketing... in short

*“using marketing
for the benefit of people”*

*alongside
other
methods &
approaches*

*rather than
for profit*



Many key societal challenges

alcohol
Safe. Sensible. Social.
The next step in the National Alcohol Strategy

climate change

energy conservation

obesity

HIV / Aids

recycling

physical activity
An overview of child well-being in rich countries
A comprehensive assessment of the lives and well-being of children and adolescents in the economically advanced nations
unicef

sexual health

tobacco harm

BLUNT

Fire safety
Our Future Health Secured?

inequalities

waste management

poverty

crime

food hygiene

Figure 2: Life expectancy at birth, all women and women in social class V, England & Wales, 1972-2001

Year	All Women (Years)	Women in Social Class V (Years)	Gap (Years)
1972	~75.5	~74.0	1.4
2001	~78.5	~76.0	2.5

Today is about four things

- Social marketing is more than just communications
- Don't rush in – avoid passive failure
- What are the barriers you have to overcome?
- The benchmark criteria
- What behaviour change will you make after today?

How do we inspire positive behaviour? (and not rely on a comms approach)

Make it

**FUN
EASY
& POPULAR**

piano_stairs.mpeg

More than just communications



Swine Flu



SWINE FLU INFORMATION
0800 1 513 513
www.nhs.uk
www.direct.gov.uk/swineflu

Germs. Out in a second, around for hours.

When you cough or sneeze, your germs go everywhere. Fast. And once they've hit a surface, they can survive for hours. Covering your mouth and nose with your hand won't stop them. But a tissue will. Catch the sneeze, then bin the tissue and wash your hands with soap and water as soon as possible to kill the germs. The current swine flu alert increases the importance of this.

Catch it. Bin it. Kill it.

Calls to this number are free from UK landlines and most mobiles.

The marketing mix

The Four P's

- Price
- Product
- Promotion
- Place

Conspiracy of passive failure

We know that some programmes and campaigns are window dressing but we still do them.

Information giving is often the default option when issues are hard to deal with

Why:

- Pressure to be seen to be acting
- The desire to help
- Poorly developed skills and understanding in population behaviour change
- Short term policy planning budgeting and review

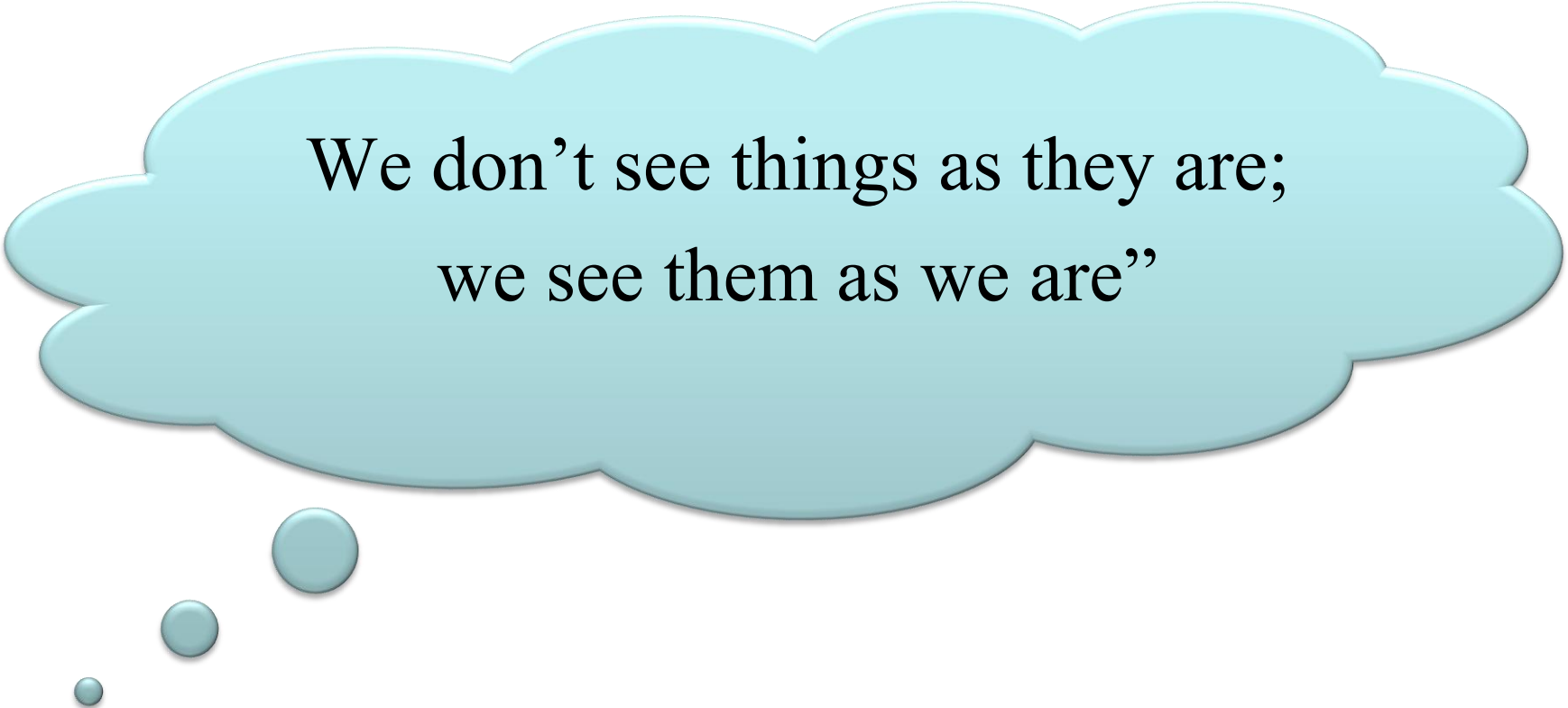


Avoiding passive failure – don't rush in

If I had 8 hours to chop down a tree I would spend the first six hours preparing the axe”

(George Washington)

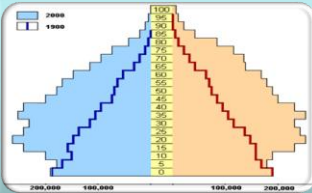
Avoiding passive failure – don't rush in



We don't see things as they are;
we see them as we are"

(Anais Nin)

The four elements of a needs assessment



demographic data

- What is the profile of the current population
- What will change over time



prevalence & incidence data

- Who is the target population
- What is the type and severity of need



risk factor data

- What is the likelihood of people needing help



patient/service user data

- who uses services
- what are their needs
- What are the public demands

Quantitative gives us the shape



Qualitative puts the flesh on it



Getting started – what are your barriers?



Barriers to using social marketing

- Lack of resources
- Lack of capacity and skills
- Lack of awareness, understanding and support
- Lack of evidence
- Yearly budgets
- Structural and cultural issues

Benchmark Criteria

1. Customer orientation
2. Clear behavioural goals
3. Developing 'insight'
4. Audience segmentation
5. Theory based
6. Competition
7. Exchange
8. Methods mix

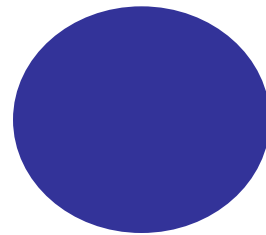
Social marketing National Benchmark Criteria

National
Social Marketing
Centre

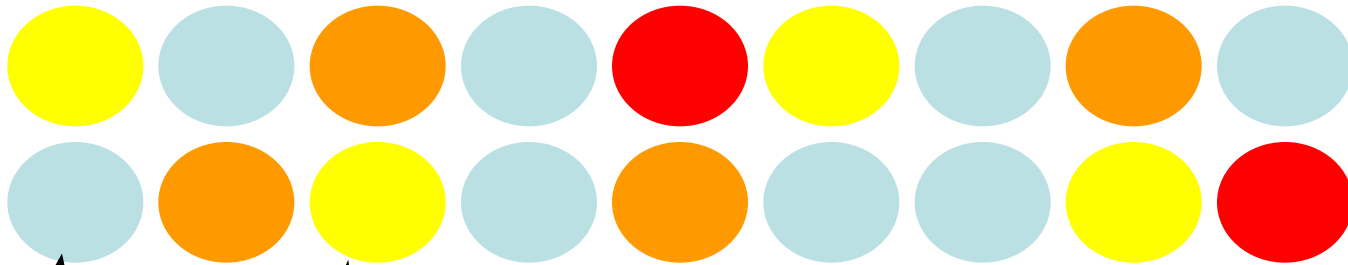
Benchmark	What to look for
1. CUSTOMER ORIENTATION <i>'Customer in the round'</i> Develops a robust understanding of the audience, based on good market and consumer research, combining data from different sources	<ul style="list-style-type: none"> A broad and robust understanding of the customer is developed, which focuses on understanding their lives in the round, avoiding potential to only focus on a single aspect or features 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 behavioural 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 both: <ul style="list-style-type: none"> the 'problem' behaviour the 'desired' behaviour Intervention clearly focused on specific behaviours 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: <ol 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 tested 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: <ol 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, reward, 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 outlier 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: <ol 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)

Segmentation



MESSAGE
Don't sniff glue or aerosols, they can kill you



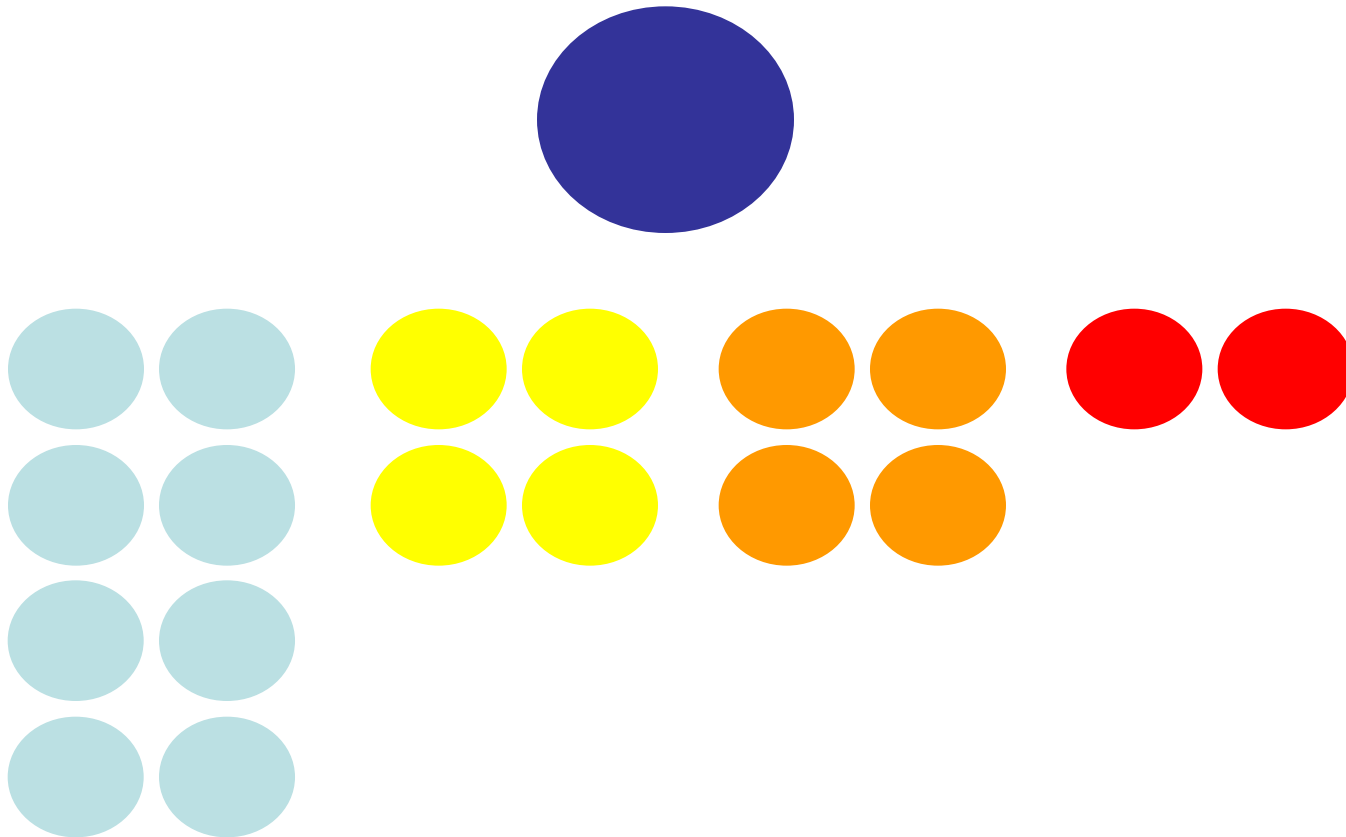
How terrifying, I won't be doing that!

So what?

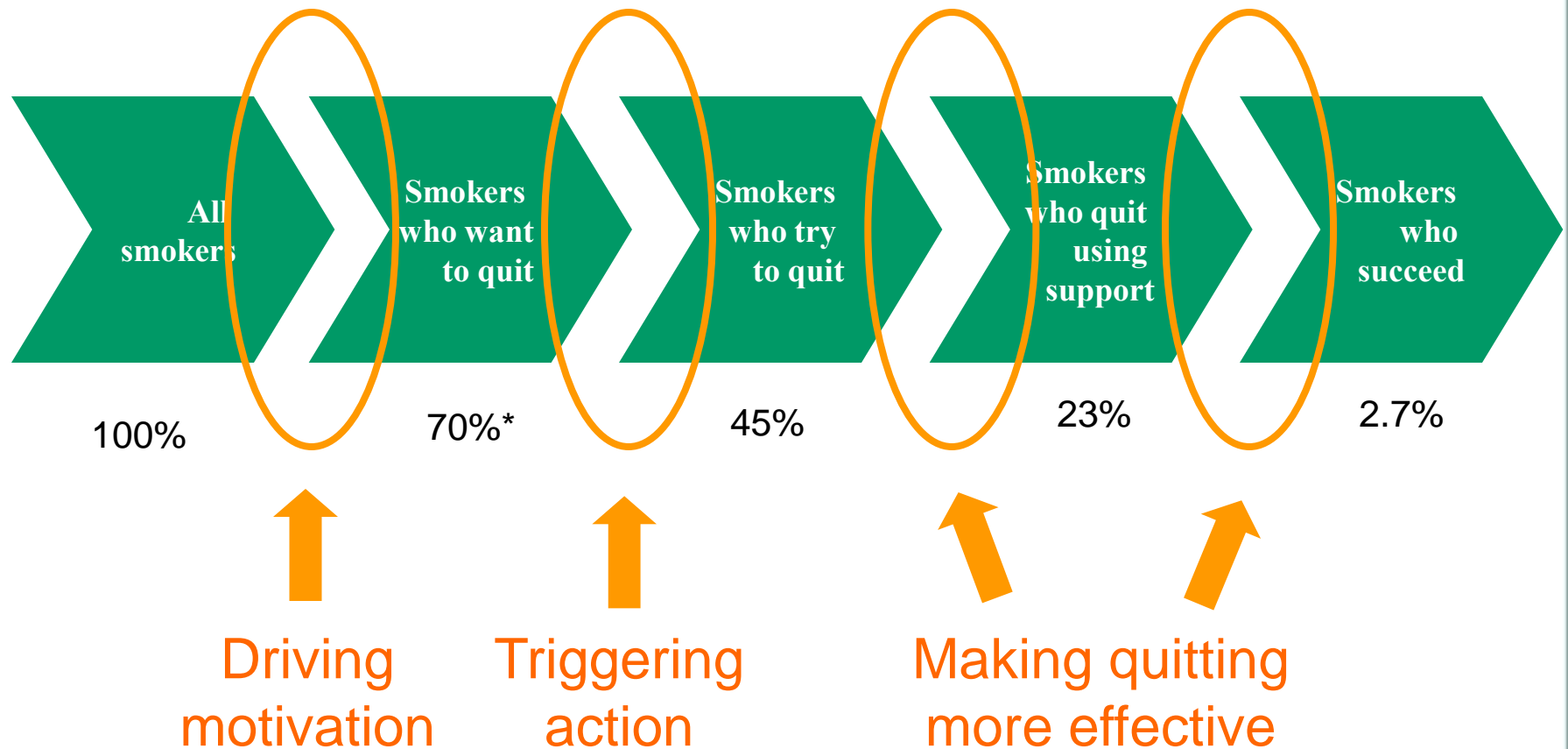
It's a kids drug, I wouldn't be seen dead doing that

Hmm, I didn't know you could sniff glue – I'll give that a try!

The importance of segmenting



Influencing other key stages in the journey



*NB figures relate to all smokers.

Behavioural goals

4 key elements each need to be addressed

1: Behaviour establishment and formation

How the behaviour is established and forms in the first place

2: Behaviour reinforcement and maintenance

What factors help reinforce or maintain / sustain behaviour

3: Behaviour change

What will move and motivate people to make changes

4: Behavioural controls

Recognising where 'behavioural controls' may be required

Behavioural goals

BEHAVIOURAL GOALS

Behaviour allies

Positive behaviour promotion

Behaviour reinforcement, Maintenance support

Behaviour 'change'

Behaviour controls

SEGMENTATION

e.g. by relationship to 'smoking behaviour'

"never smoked, never will"

"susceptible to pressure to smoke"

"recent quitter – potential to restart"

"would like to quit but finding it hard"

"strong entrenched resisters"

current

non-smokers

dynamic interface

current

smokers

Marketing mix

Philip Kotler's 4 Ps:

Product	<ul style="list-style-type: none">• The thing being provided ie: the product or service itself – the programme, campaign, etc
Price	<ul style="list-style-type: none">• What it costs the customer to get the product or service – not just money – but also effort, time, social consequences, etc
Place	<p>Both:</p> <ul style="list-style-type: none">• Where the product or service can be delivered• Where the customer can be reached / engaged
Promotion	<ul style="list-style-type: none">• The package of things that will highlight and promote the product or service – incentivise and encourage its adoption / purchase

Marketers offer:

Short term
BENEFITS
rewards

Enjoyment now!

Longer term
COSTS
consequences

Health problems in later years

What we offer:

Longer term
BENEFITS

Your health in 20 years time

Short term
COSTS

Reduce your pleasure
from food

We need to...

Turn

into

Longer term
BENEFITS



more immediate
BENEFITS

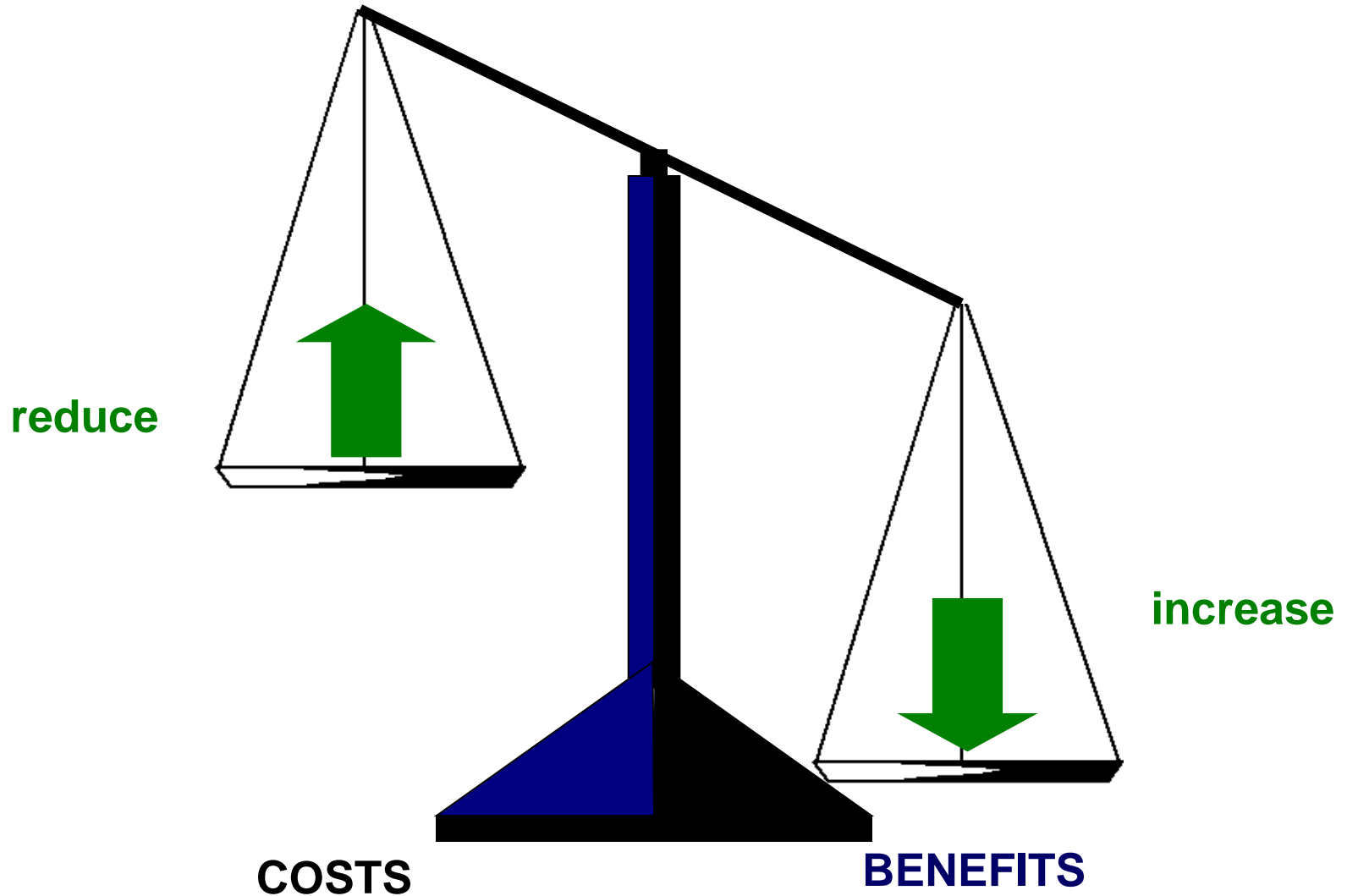
Reduce

Make our 'product'

Short term
COSTS

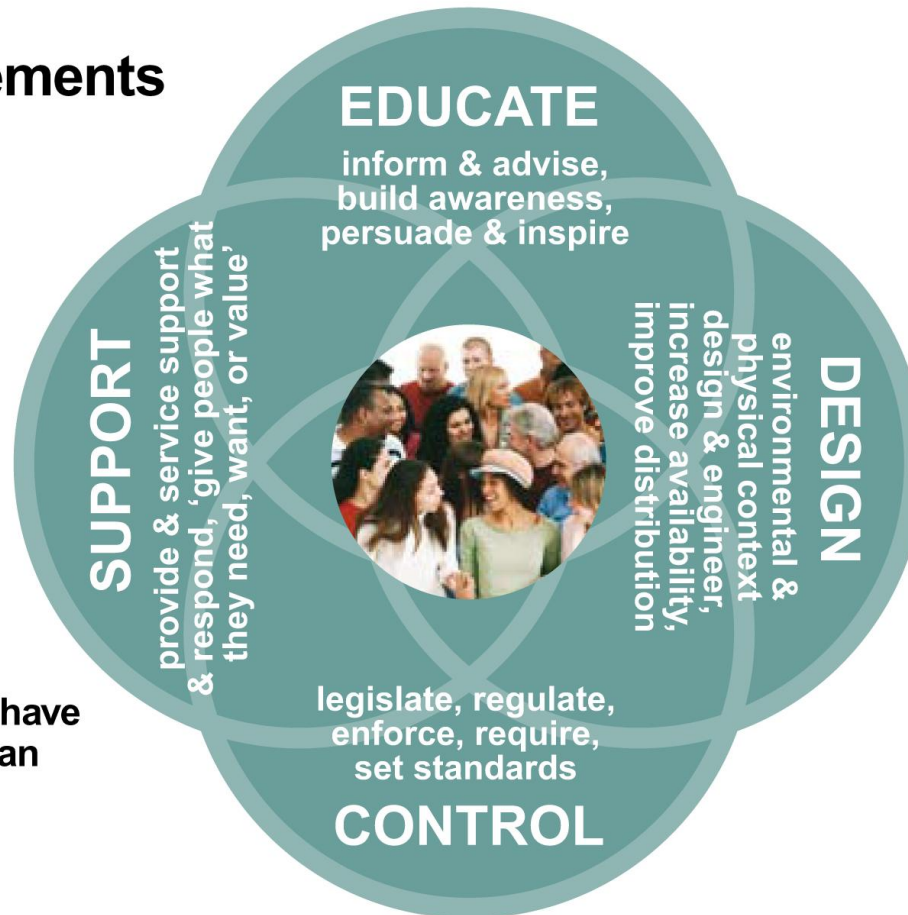
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'Exchange' concept



The four primary ways to influence behaviour

4 primary elements



Alcohol – social marketing for England

Exchange

- Motivations to drink:
- Identified barriers to reduction,
- Benefits of safe alcohol consumption:


Methods Mix

- Drinkcheck website to identify risk level and support self-help
- 'Your Drinking & You' self-help manual and Drinkline telephone helpline service
- Promotion of Intervention and Brief Advice to break patterns of harmful drinking.
- Introduction of new 'risk' terminology for alcohol
- North West acquisition pilot (September–December 2008)

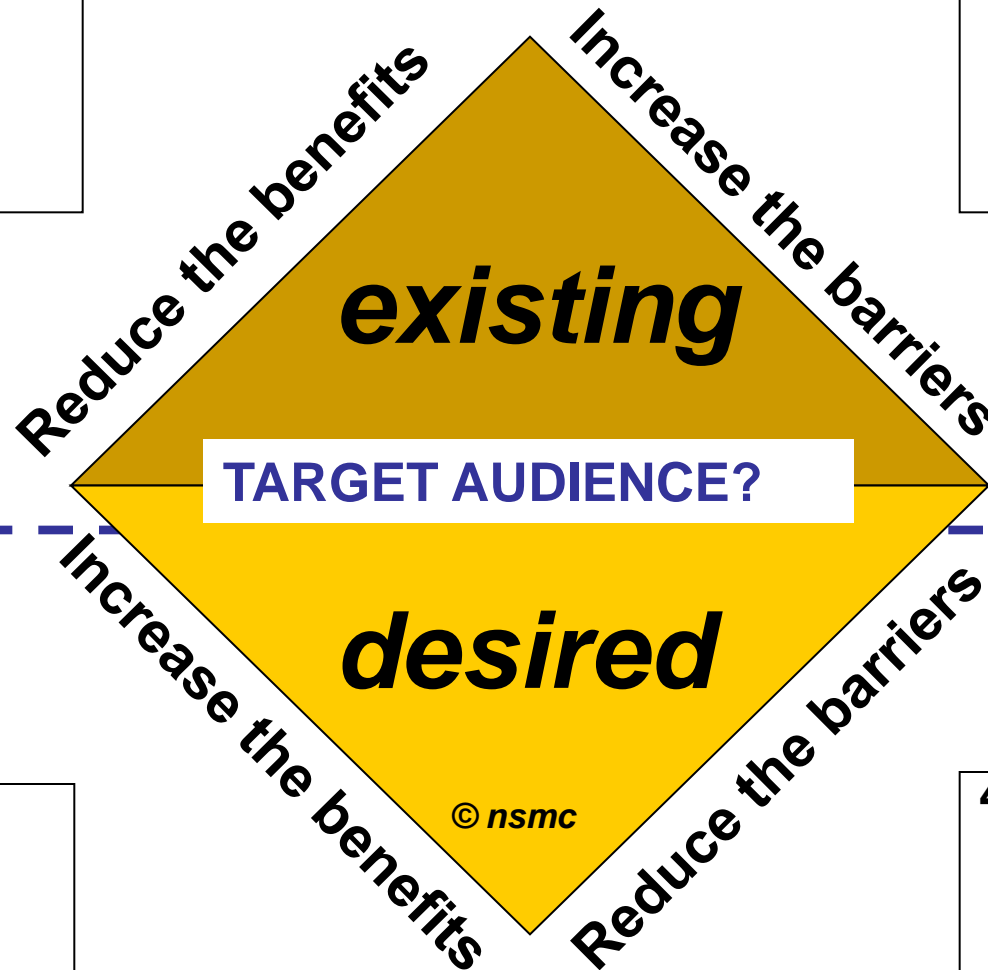



Exercise: Benefits and barriers

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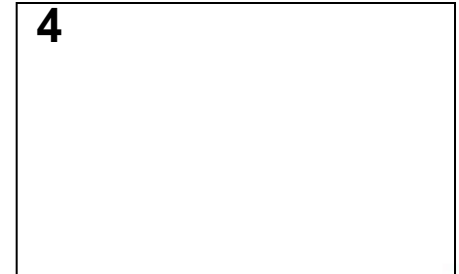
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3



4



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Need more urinals!



Thank you

*working to realise
the potential of
effective social marketing*

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