

The role of research in social marketing

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Guide Dogs' experience

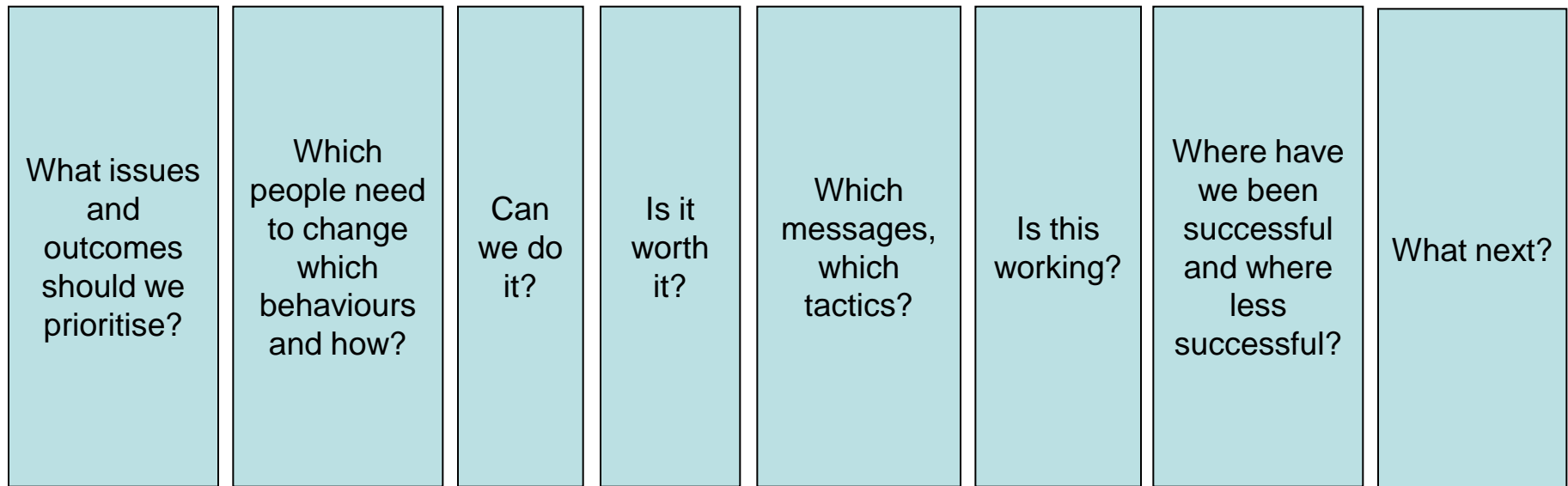
Research...

- ...is a catalyst for change in Guide Dogs
- ...has heavily influenced our social marketing priorities
- ...has been critical to our campaigns

Like everyone else, we're still learning...



Key questions in the social marketing process



Agenda-setting, strategic research

Campaign-focused consultation and research

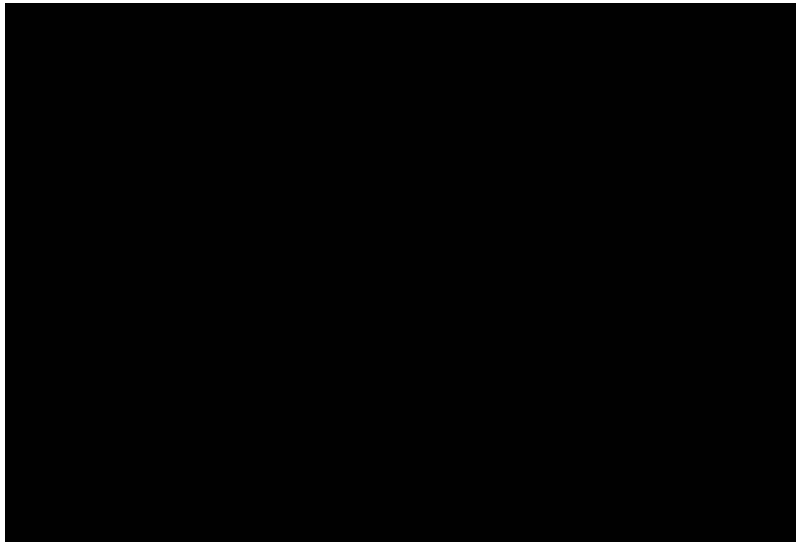
Process evaluation

Outcome evaluation



Research and stakeholder consultation drive the agenda

- From clients we get our priorities



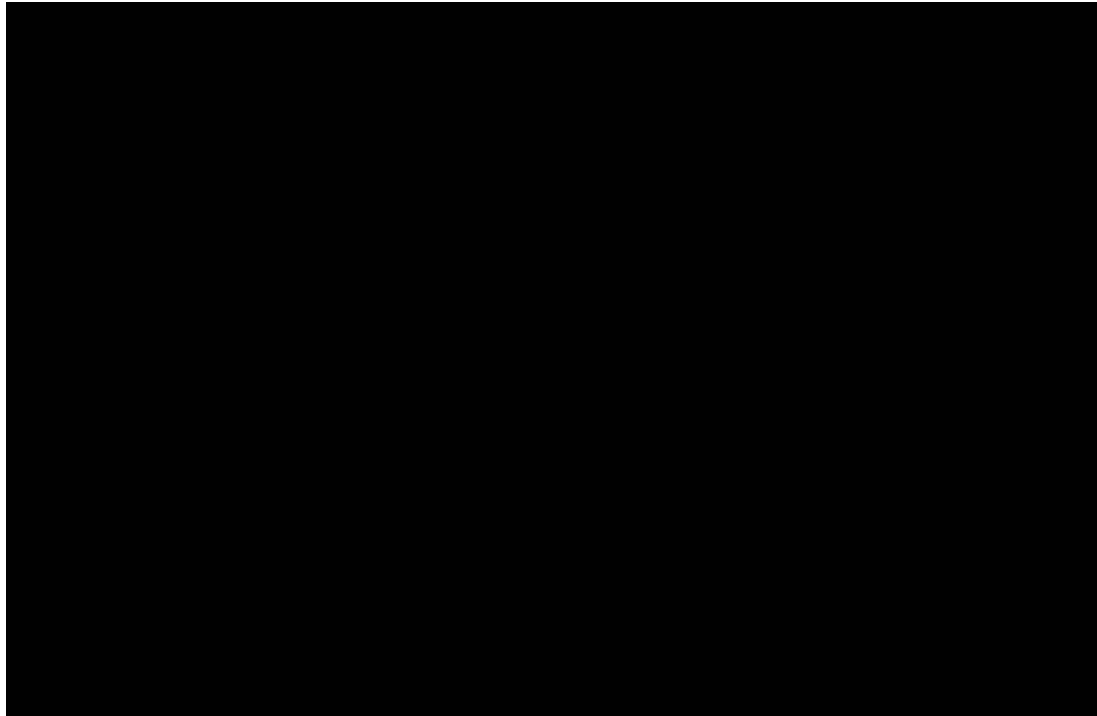
- Further research and consultation then show why this problem exists
- And ultimately how to tackle it



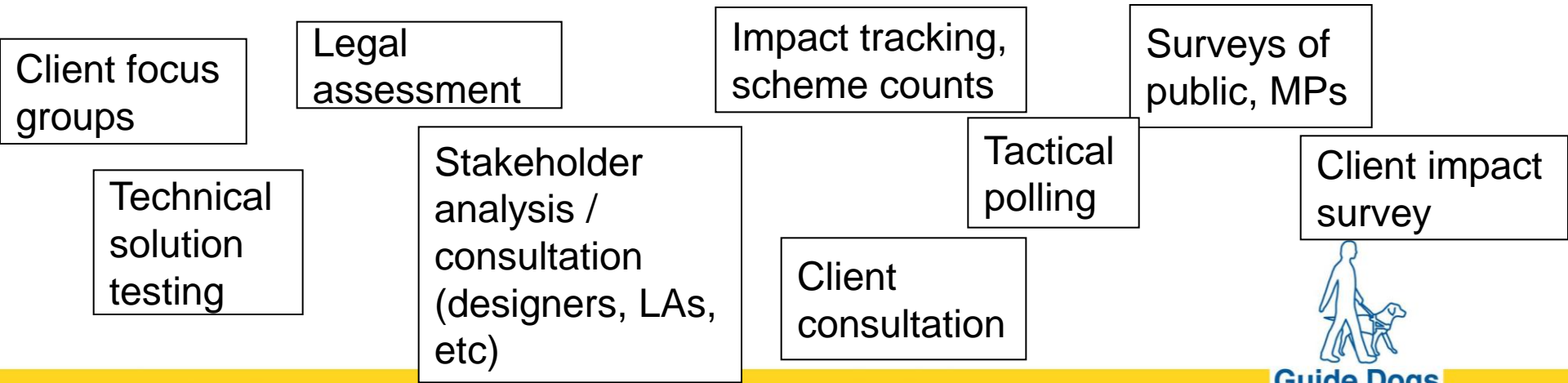
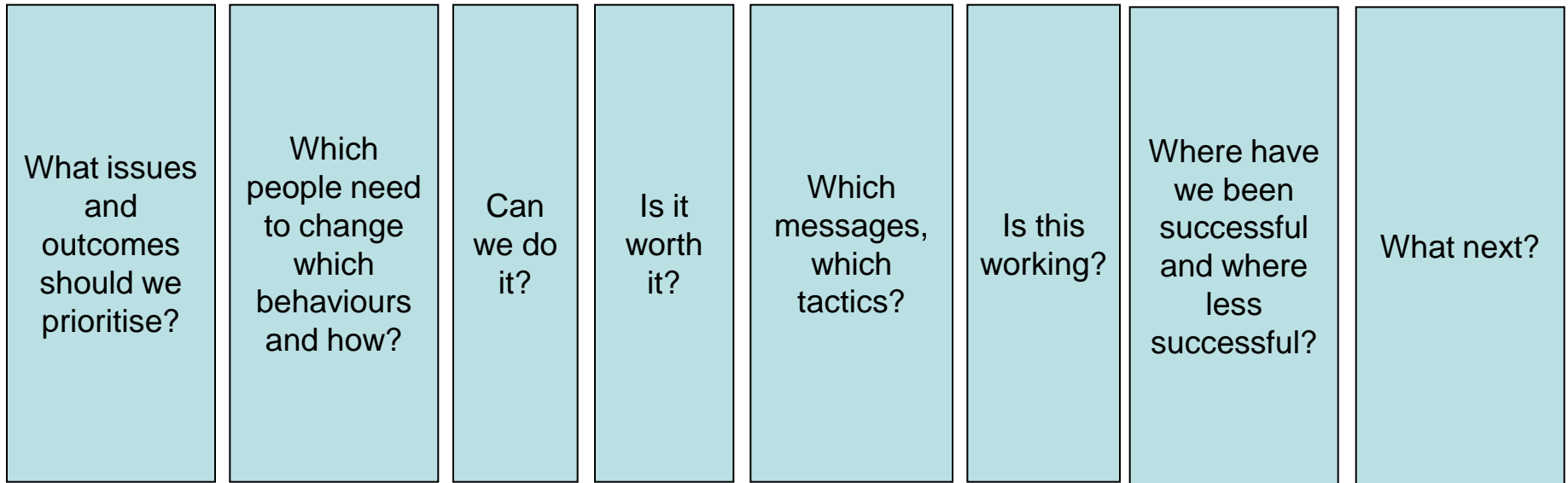
The process in action: Say No to Shared Streets Campaign



Clients told us their views on shared streets



Research in action



Can we do it? Is it worth it?

- Impact of new designs on blind and partially sighted people is clear in research
- Studies show there is no effective delineator – other than a kerb
- Discrimination legislation covers highways
- Other groups agree with us
- Councils and designers want something distinctive, progressive and aesthetically pleasing
- Drive for improved public realm
- Focus on accident reduction
- A society primed for change



Realpolitik: the limits of logical argument

- How to change minds that are made up?
 - Time is critical, don't let research slow you down
- How to say “no”? How to oppose progress?
 - The challenge is to create a positive message that embraces progress

