



Developing a winning social marketing campaign to influence behaviour

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Today's breakout session

1. The BHF
2. Social Marketing and the BHF's Approach
3. Identifying the need / issue
4. Identifying and understanding target audience
5. Reaching that audience
6. Evaluation – attitudes and behaviour change
7. Group task and feedback

1. The BHF





A bit about the BHF...

Our Mission is to play a leading role in the fight against disease of the heart and circulation, so that it is no longer a major cause of disability and premature death

A bit more about the BHF...



2. Social Marketing





Health-Related Social Marketing...

...is the systematic application of marketing concepts and techniques to achieve specific behavioural goals relevant to improving health and reducing health inequalities



The BHF's approach

- National advertising
- Supporting media
- Direct communications
- Stakeholder mobilisation
- Interventions
 - Education
 - Support
 - Policy work



The case studies





The case studies



3. Identifying the Need / Issue



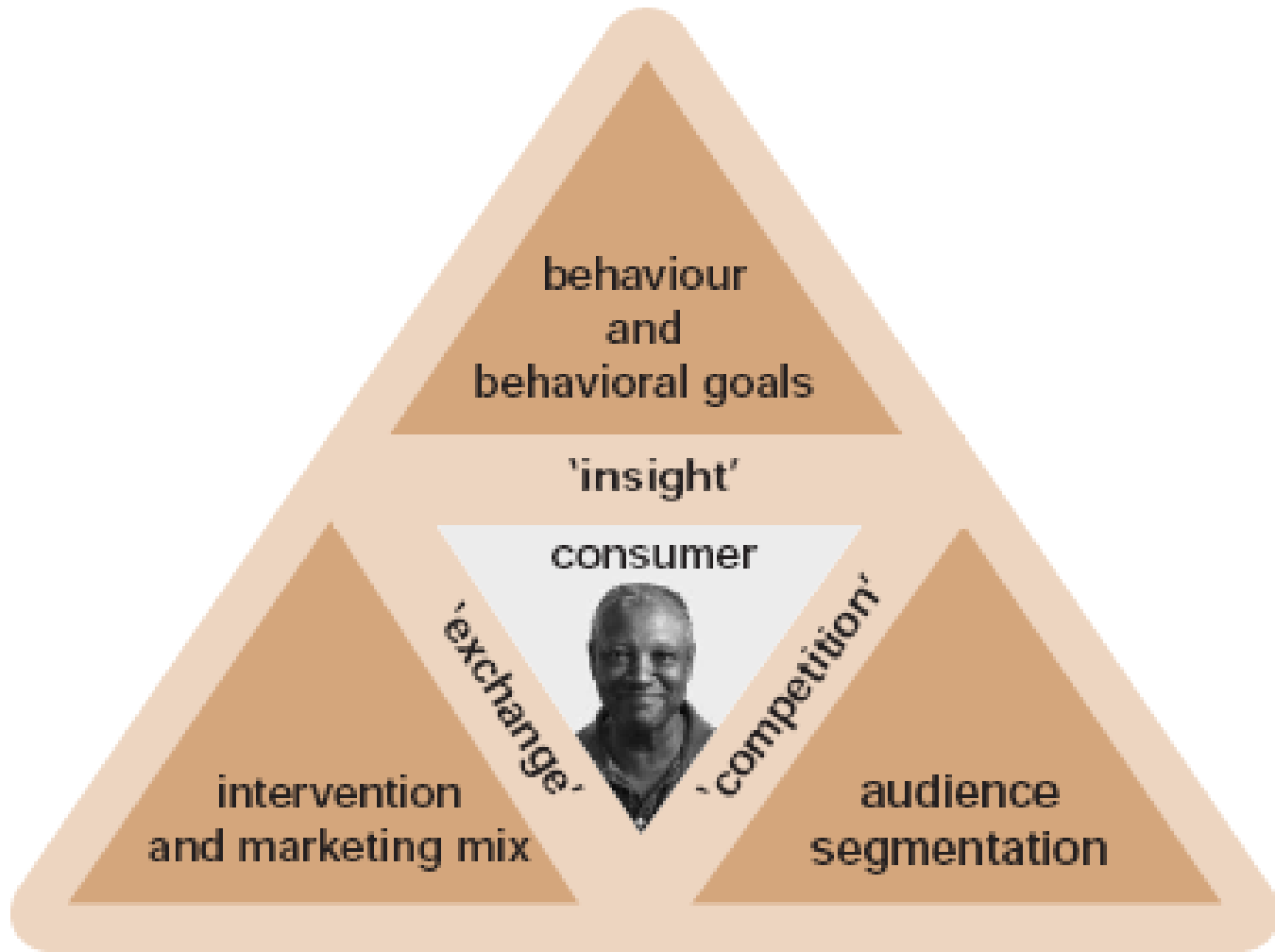


Identifying the need / issue

- BHF Heart Stats
- Medical experts (internal and external)
- International campaigns
- Health and social trends
- Govt. action / inaction
- Reaction to industry

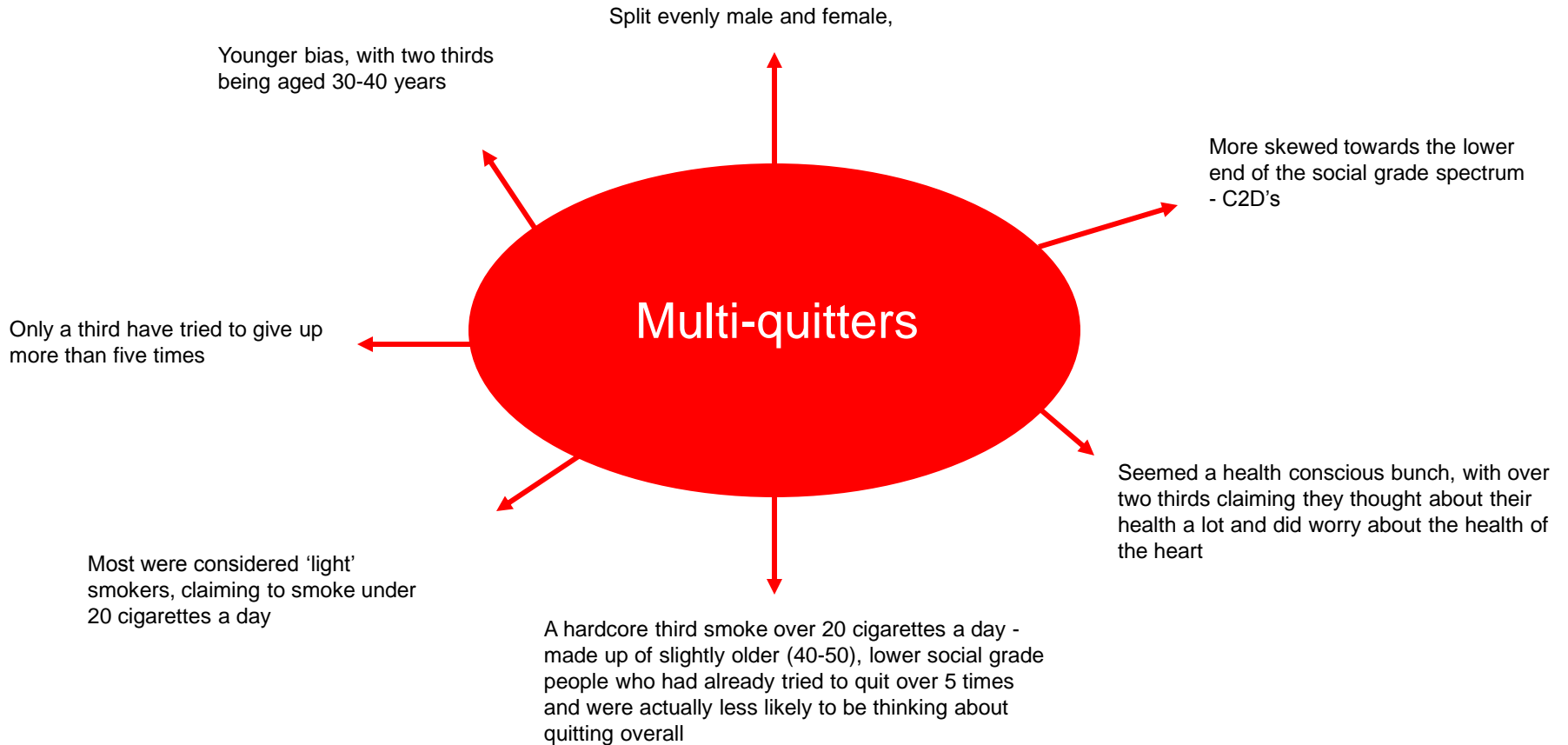
4. Target Audience







Segmentation - Anti-Smoking





Segmentation - Food4Thought

- Primary
 - 11-13 Year Olds (Year 7 / S1 in Scotland)

- Secondary audiences
 - Teachers
 - Parents
 - Government



Consumer Insights

- Primary research
 - Current attitudes, motivations and influences
 - Concept testing
- Secondary research
 - Market data
 - Competitor information
 - Other N-F-Ps



Concept testing – to get to this...





We tested these...



5. Reaching the Audience





11-13 Year Olds



Yoobot vs Yoobot

A BATTLE TO THE SQUIDGY END

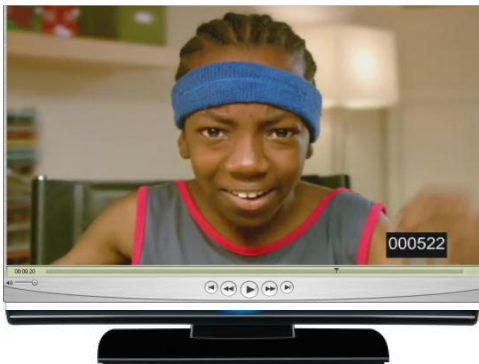


bebo

facebook

twitter

msn Messenger



ADmits ONE PERSON TO YOObOT.CO.UK

PROFESSOR GUNTER VON GUNTER INVITES YOU TO

Yoobot vs Yoobot

A BATTLE TO THE SQUIDGY END

CREATE A MINI YOU
AND TRASH YOUR LIXY YOU

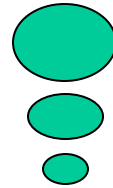
VENUE: YOUR COMPUTER
TIME: RIGHT NOW!
PRICE: FREE! FREE! FREE! JA HA!

GO HEAD TO HEAD WITH YOURSELF AT **YOObOT.CO.UK**

WARNING: YObOT'S WANT TO SQUIBbLY DANCE. bURR HEATH

British Heart Foundation

Multi-Quitters





Our recent advertising campaign - the one showing the fatty deposits that build up in our arteries - has been the British Heart Foundation's most successful to date.

Compared with the same TV subject, in 20 years of Great Britain an estimated one in five has quit and we're seeing people in our clinics succeed!

Thanks to you we're starting to make a difference

With smoking-related health problems on the rise, we need you to help us make a difference. We're looking for people who are ready to give up smoking now. We'll give you the support you need to help you succeed.

Keep us up-to-date

Results from the Television, Press and Press Campaign

A striking success!



Stick with it. You're up to four times more likely to succeed in giving up if we help

you give up before you clog up completely

Still finding it hard to give up smoking?

There's more that we can do to help you. Call 0800 169 1900



EVERY CIGARETTE WE SMOKE MAKES FATTY DEPOSITS STICK IN OUR ARTERIES

I WANT TO QUIT SMOKING NOW

We'll help you give up before you clog up completely.

bf.org.uk

Every cigarette makes fatty deposits stick in our arteries

Give up before you clog up.

Registered Charity No. 220971

British Heart Foundation Call 0800 169 1900



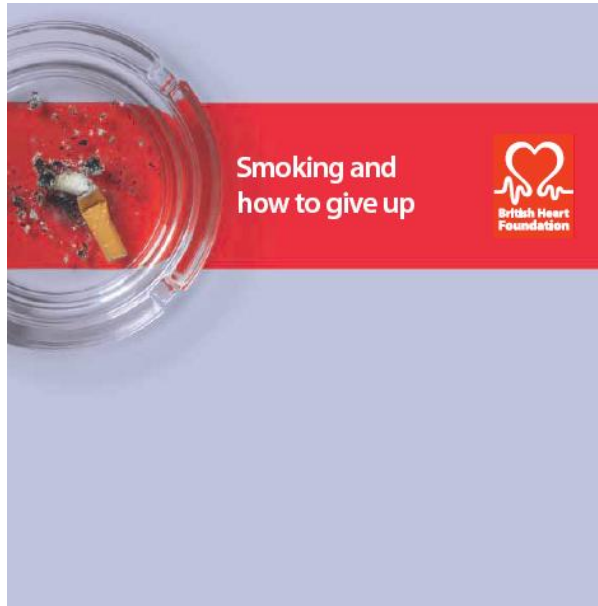


Interventions – Food4Thought





Interventions – Anti-Smoking



6. Behaviour Change



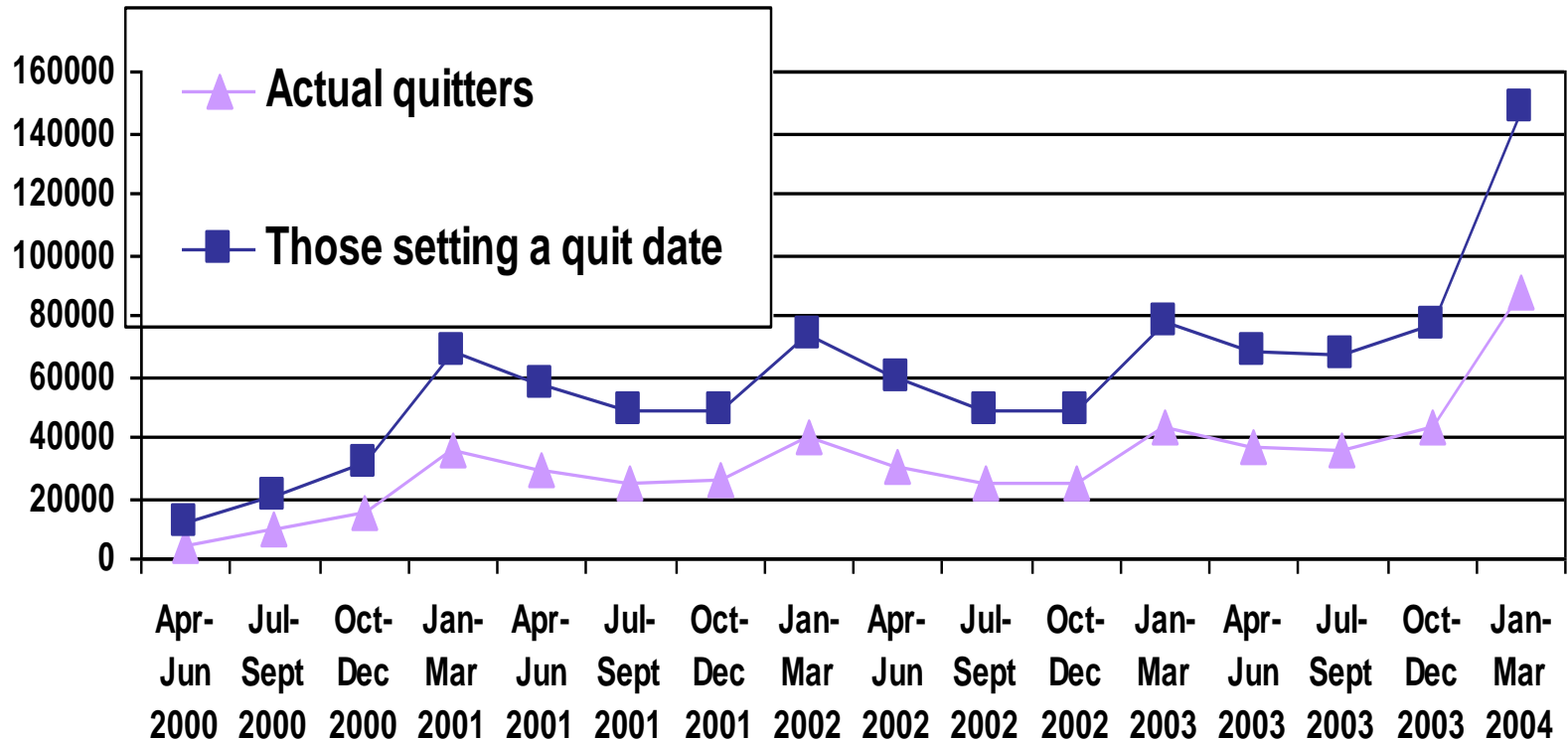


Evaluation

- Call stats
- Web visits
- Registrations for support
- Quantitative
- Qualitative
- Brand Metrics
- Heart stats
- Dept of Health data



Anti-smoking - record levels of quitters



7. Group task





QUESTIONS?