

SOCIAL MARKETING

- **Definition, Applications**
- **Principles for Success**
- **Implications for Financial Capability**



DEFINITIONS

FORMAL:

“ A process that uses marketing principles and techniques to influence a target audience behavior that will benefit society, as well as the individual.”

BEHAVIORS TO **REJECT,**
MODIFY, ACCEPT, ABANDON



DEFINITIONS

INFORMAL:

“Influencing Behaviors for Good”



TYPICAL APPLICATIONS

- **IMPROVING HEALTH**
- **PREVENTING INJURIES**
- **PROTECTING THE ENVIRONMENT**



HEALTH ISSUES: U.S. 2004



- Each day, 4400+ youth tried **first cigarette**
- 40,000 women+ died from **breast cancer**
- 30,000+ men died from **prostate cancer**
- Close to 40% of adults aged 18 and over had **no leisure-time activity**
- 12,000+ infants born with **fetal alcohol syndrome**

SAFETY ISSUES: U.S. 2004



- More than 3,000 children and teens died from **gunshot wounds**
- Close to 17,000 people were killed in **alcohol-related crashes**
- 10% of **high school youth attempted suicide**

ENVIRONMENT ISSUES: U.S. 2004



- More than **8 million acres burned** in the United States
- **60% of office paper was thrown away** in garbage that would have been recycled
- **4.5 trillion nonbiodegradable cigarettes butts were littered** worldwide

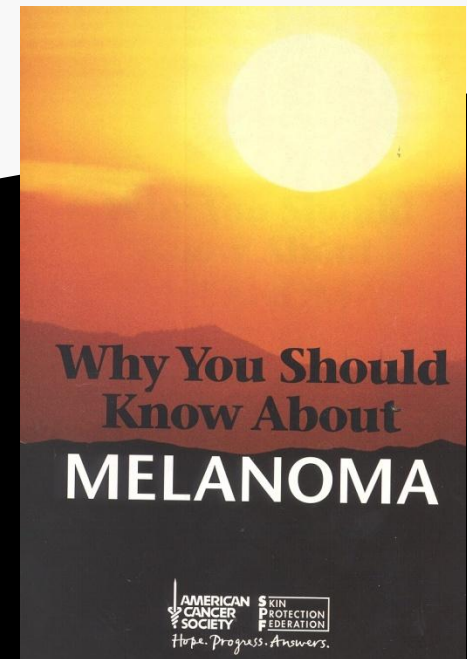
IT'S ALL ABOUT BEHAVIORS



From 2.5 million/year to 18 million

- Eat **5 fruits and vegetables a day.**
- Exercise **30 minutes, 5 times a week.**
- Buckle **your seatbelt before you put your vehicle in gear.**
- Check **smoke alarm batteries every 6 months.**
- Replace **old toilets with new low-flow models.**
- Use **reusable cloth bags when shopping.**

HOW DIFFERS



From Education:

- Education typically just informs
- Social Marketing is intent on influencing behavior change

From Advertising and Social Media:

- These are only two of the communication options (Promotion Tool) for influencing behavior
- There are 3 other powerful tools

WHY IT'S SO HARD.

We ask people to

- **Be uncomfortable**
- **Risk rejection**
- **Reduce pleasure**
- **Give up looking good**
- **Be embarrassed**
- **Go out of their way**
- **Spend more time**
- **Spend more money**



THE SOCIAL MARKETING APPROACH

1. We segment and prioritize markets
2. We focus on clear, desired behaviors
3. We identify barriers and benefits
4. We use all 4Ps in the toolbox :
 - **Product, Price, Place, Promotion**



#1 SEGMENT & PRIORITIZE MARKETS

- **THE CONDOM KING**
- **Mechai Viravaidya, Ex-Senator in **Thailand** and Chairman of Population and Community Development Association**
- **Slashed AIDS infection rate from **140,000** cases per year in 1991 to about **20,000** in 2003.**



THE CONDOM KING

- **Young Adults: Condoms Fun and Accessible**
 - Passed out at McDonald's, tool booths, gas stations
 - Balloon blowing contests in schools

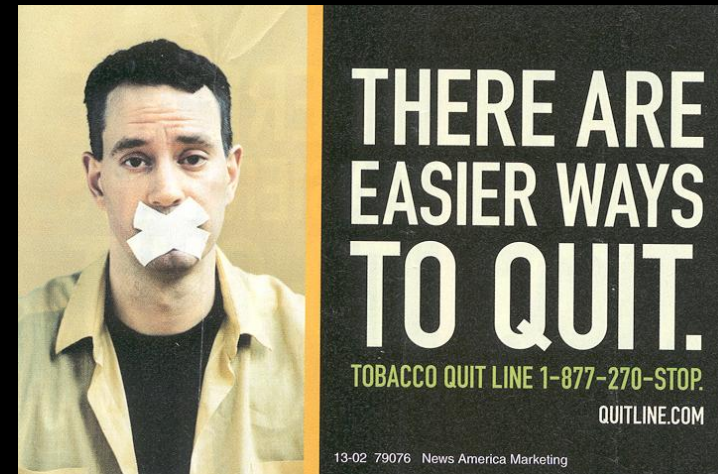


Cabbage & Condom Restaurant Bangkok



#2: DETERMINE DESIRED BEHAVIORS

- Ones that are single, simple, doable
- **Situation:** *Washington State*
 - Year 2000: 1 million adult users
 - \$1800 taxpayer cost per smoker/per year
- **Target Audience:**
 - 70% wanting to quit
- **Behavior:**
 - Call the Quit Line



RESULTS & ROI

- Seven years later— **100,000th call**
- **13%** of callers quit
- State cost per quit: \$830
- State savings per quit: \$1800/year
- 235,000 fewer smokers in
- From 22.4% to 17% users



#3 UNDERSTAND BARRIERS AND BENEFITS

- **Situation:** City of Kirkland
 - Pedestrian flags since 1996
- **Target Audience:**
 - Workers, shoppers
- **Behavior:**
 - Use a flag



BARRIERS

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



NEW DESIGNS; MORE FLAGS

- Old Design



- New Design



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

#4 IT TAKES ALL 4Ps

- **Product**
 - Something that supports the behavior
- **Price**
 - Incentives and Disincentives
- **Place**
 - Convenient access to products
- **Promotion**
 - Persuasive communications



REDUCING TUBERCULOSIS IN PERU

- **Background & Situation: 1991**
 - **15% of TB, 3% of population**
 - **190 TB cases per 100,000 adults**
 - **12.1% abandoning treatment**
 - **50% not getting treated**



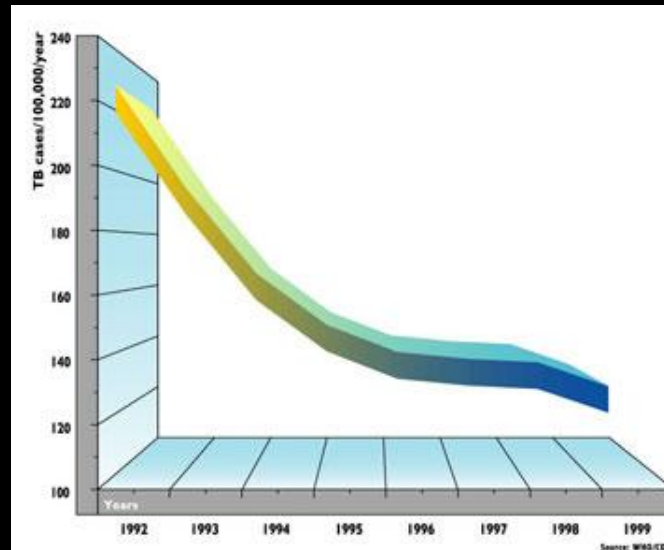
REDUCING TUBERCULOSIS IN PERU

- **Strategies**
 - **Product:**
 - Direct Observed Therapy
 - **Price:**
 - Free testing, drugs, lodging, craft fair income
 - **Place:**
 - Integrated into primary healthcare system, extended clinic hours, expanded to remote areas
 - **Promotion:**
 - “If you cough more than 15 days, go to a health center.”
 - “All TB services are free”
 - “Treatment for one is prevention for all.”
 - Mass media, street theater, videos



REDUCING TUBERCULOSIS IN PERU

- **Outcomes by 1998 (7 years):**
 - 90% of patients cured (from 12%)
 - 94% of TB cases diagnosed (from 50%)
 - Prevented 70,000 cases and deaths



IMPLICATIONS FOR FINANCIAL CAPABILITY

- **Social Marketing is a proven discipline for influencing voluntary behaviors:**
 - **Health**
 - **Safety**
 - **Environment**
- **Influencing positive financial behaviors is the **new frontier****
- **Need to use principles and 10 Step Model**