SOCIAL MARKETING

What is it? Why is it so hard?
What makes it easier?
Introduction to Social Marketing

- Definition
- Distinctions
- Applications
What do you think of when you hear the word marketing?

Be honest. Don’t think hard.
DEFINITIONS

FORMAL:

• “Social Marketing is a process that uses marketing principles and techniques to influence priority audience behaviors that will benefit society as well as the individual.”

BEHAVIORS TO REJECT, MODIFY, ACCEPT, ABANDON
DEFINITIONS: INFORMAL

Behavior Change for Social Good
IT’S ALL ABOUT BEHAVIORS

- Eat **5 fruits and vegetables a day**.
- Move right **for sirens and lights**.
- Inspect **your septic system every 3 years**.
- Fix **vehicle oil leaks**.
- Dispose of **foodwaste in yardwaste containers**.
- Keep a **litterbag in your car**.
- Keep a **foodwaste container under the sink**.
- Collect and cover **farm animal manure**.
- Plant **native plants**.
- Wash cars at **commercial car washes**.
- Use safer **pesticides**.
TYPICAL APPLICATIONS

- Improving Health
- Preventing Injuries
- Protecting the Environment
- Involving the Community
- Enhancing Financial Well Being
YEAR 2016 REPORT CARD U.S.: HEALTH

- Each day, 3200+ youth tried first cigarette
- 50,000+ people died from colon cancer
- 40,000+ women+ died from breast cancer
- 26,000+ men died from prostate cancer
- Close to 50% of adults aged 18 and over did not have regular physical activity
- 15,000+ people died from prescription opioid overdose
YEAR 2016 REPORT CARD: SAFETY

- Every day, 48 children and teens died from gunshot wounds
- 11 teen deaths every day from texting while driving
- 10% of high school youth attempted suicide; 17% had a plan; 20% considered
- One third of adults 65+ fall/year
• 40% of Americans don’t pick up dog waste
• 50 billion plastic bags end up in the ocean every year
• More than 4 million acres burned from wildfires in the United States
• Only 34% of glass disposed of was recycled
• 70% of commuters in the U.S. drive alone to work
YEAR 2016 REPORT CARD: COMMUNITY

- 1.5 million dogs and cats in shelters were euthanized.
- More than 8,000 people on waiting lists for organ transplants died.
- In 2013, WA State had the highest property crime rate in the country.
- Only 57.9% of eligible voters voted in the 2016 U.S. presidential election.
HOW DIFFERS

• **Commercial Sector Marketing**
  - Typically goods and services
  - For a profit
  - Benefit of shareholders

• **Non-Profit Marketing**
  - Promoting services
  - Supporting fundraising

• **Cause Marketing**
  - Raising awareness and concern about a cause

• **Cause-Related Marketing**
  - Portion of sales go to a charity/cause

• **Social Marketing**
  - Benefit society and the priority audience
HOW DIFFERS

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

From Advertising:
- Advertising is only one of the communication options *(Promotion Tool)* for influencing behavior
- There are 3 other powerful tools: *Product, Price and Place*
SOCIAL DIFFUSION

- Innovators: 2.5%
- Early Adopters: 13.5%
- Early Majority: 34%
- Late Majority: 34%
- Laggards: 16%

Source: Everett Rogers, Diffusion of Innovations model
Changing Citizen Behaviors

Education • Marketing • Law

16% Show Me
EDUCATION is enough for this group to change their behavior.

68% Help Me
SOCIAL MARKETING is the best return on investment for behavior change.

16% Make Me
This group needs a LAW to drive behavior change.

EVANS SCHOOL OF PUBLIC POLICY & GOVERNANCE
UNIVERSITY OF WASHINGTON

evans.uw.edu/centers-projects
Level of Investment to Change Behavior

(Conceptual)

- Innovators: 2.5%
- Early Adopters: 13.5%
- Early Majority: 34%
- Late Majority: 34%
- Laggards: 16%

- Information and Education: (SHOW ME)
- Social Marketing Approach: (HELP ME)
- Regulations and Legal Interventions: (MAKE ME)

Adapted from Everett Rogers, Jay Kassirer, Mike Rothschild, Dave Ward, Kristen Cooley
WHY IT’S A 1000 TIMES HARDER

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
• Learn new skills
HISTORY

• 1971 term coined by Philip Kotler and Gerald Zaltman
• First 20 years, primarily used for health and safety issues
• Last decade, used more formally for protecting the environment and contributing to the community
• And most recently, financial behaviors
WHO DOES SOCIAL MARKETING

• Professionals Working for:
  – Governmental Agencies:
    • Centers for Disease Control & Prevention
    • Departments of Health
    • Departments of Ecology
    • County & City Government
    • Conservation Districts
    • Utilities
    • National Traffic Safety Commission
WHO DOES SOCIAL MARKETING

Nonprofit Organizations:
- American Cancer Society
- American Dental Association
- Organ Donation Centers
- American Diabetes Association
- Nature Conservancy

Foundations:
- Robert Wood Johnson Foundation
- Bill and Melinda Gates Foundation
- Chesapeake Bay Trust
- Bullitt Foundation
WHO DOES SOCIAL MARKETING

For Profit Organizations:
- Insurance Companies
- Pharmaceuticals
- Nurseries
- Appliance Manufacturers

Professional Services:
- Advertising Agencies
- Public Relations firms
- Marketing Research Firms
- Consultants
OTHER WAYS TO IMPACT SOCIAL ISSUES

- Technology (Automatic seatbelts)
- Science (Pill to quit smoking)
- Laws (Ban kids’ food advertising)
- Economics/Taxes ($1025 cig. butt)
- Infrastructures (Bike lanes)

WHAT’S THE SOCIAL MARKETER’S ROLE?
STEPS IN THE PLANNING PROCESS

1. Establish Purpose & Focus
2. Analyze Situation
3. Select Priority Audiences
4. Set Behavior Objectives & Goals
5. Understand Barriers, Benefits, Motivators, the Competition
6. Craft a Positioning Statement
7. Develop 4Ps
8. Determine Evaluation Plan
9. Establish Budgets & Find Funding
10. Write Implementation Plan
Useful In Every Step:

1. Purpose & Focus
2. Analyze Environment
3. Select Priority Audience
4. Set Behavior Objective and Goals
5. Deepen Understanding of Audience
6. Craft Positioning Statement
7. Develop Strategies
8. Determine Evaluation Plan
9. Establish Budget
10. Complete Implementation Plan
1. Describe the Plan Background, Purpose, and Focus
2. Conduct a Situation Analysis
3. Select Target Audiences
4. Set Objectives and Goals
5. Identify Target Audience Barriers, Motivators and the Competition
6. Craft a Desired Positioning
7. Develop a Strategic Marketing Mix
8. Outline a Plan for Evaluation and Monitoring
9. Establish Budgets and Find Funding Sources
10. Complete an Implementation Plan

Target Audience

Internal Assessment

Formative Research

Pretest

Literature Review and Colleague Interviews

Complete an Implementation Plan
• Increasing use of PedFlags in Kirkland, Washington
RESEARCH EXAMPLE

• **Situation:** City of Kirkland
  - Pedestrian flags since 1996
  - 2006: Wanted to increase usage

• **Priority Audience:**
  - Workers, shoppers

• **Behavior:**
  - Use a flag every time
Purpose:
- How many people are using?
- Who uses?
- Who doesn’t?
- When?
- Why?
- Why not?
## WHO USES? WHO DOESN'T?

<table>
<thead>
<tr>
<th></th>
<th>&lt;10 YRS.</th>
<th>10-20 YRS.</th>
<th>20-40 YRS.</th>
<th>40-60 YRS.</th>
<th>60+ YRS.</th>
<th>MALE</th>
<th>FEMALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Pedestrians Flag Available</td>
<td>44</td>
<td>177</td>
<td>1343</td>
<td>744</td>
<td>315</td>
<td>1486</td>
<td>1302</td>
</tr>
<tr>
<td># Using Flag</td>
<td>31</td>
<td>25</td>
<td>111</td>
<td>57</td>
<td>43</td>
<td>137</td>
<td>130</td>
</tr>
<tr>
<td>% Using Flag</td>
<td>71%</td>
<td>14.1%</td>
<td>8.3%</td>
<td>7.7%</td>
<td>13.7%</td>
<td>9.2%</td>
<td>10.1%</td>
</tr>
</tbody>
</table>
BARRIERS

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

• New Design
• 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.

<table>
<thead>
<tr>
<th>Take It to Make It</th>
<th>Adopt-a-Crosswalk partners in downtown Kirkland</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ben &amp; Jerry’s</strong></td>
<td>@ 176 Lake Street South, Kirkland One extra scoop</td>
</tr>
<tr>
<td><strong>Coyote Creek Pizza</strong></td>
<td>@ 226 Central Way, Kirkland 10% discount on all food and drinks</td>
</tr>
<tr>
<td><strong>Windermere Living Room</strong></td>
<td>@ 16 Central Way, Kirkland One free winetasting</td>
</tr>
<tr>
<td><strong>Epicurean Edge</strong></td>
<td>@ 107 Central Way, Kirkland 10% discount on merchandise (excluding handmade knives)</td>
</tr>
<tr>
<td><strong>Kirkland Arts Center</strong></td>
<td>@ 320 Market Street, Kirkland 10% discount on individual or family memberships</td>
</tr>
<tr>
<td><strong>U.S. Bank</strong></td>
<td>@ 177 Central Way, Kirkland Free checking account</td>
</tr>
<tr>
<td><strong>White Swan Car Wash</strong></td>
<td>@ 324 Central Way, Kirkland $2 off car wash</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Partner Check When Redeemed</th>
</tr>
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<tbody>
<tr>
<td>☐</td>
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<td>☐</td>
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</tbody>
</table>
http://www.youtube.com/watch?v=TMqfPlIFnbg
• Improving Access

62 people have been injured or killed in crosswalks in Kirkland.

Not carrying a flag: 62
Carrying a flag: 0
• **Drink Coasters**

![Drink Coasters Image]

- Take It to Make It
- 1996-2006
- 62 people have been injured or killed in crosswalks in Kirkland.
- Not carrying a flag: 62
  Carrying a flag: 0

• **Posters**

![Posters Image]
• Downtown Banner
• Sidewalk Stencils
RESULTS: 5 MONTHS LATER

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2008</th>
<th>% CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td># People/Groups</td>
<td>2426</td>
<td>2363</td>
<td>3% Decrease</td>
</tr>
<tr>
<td># Flags</td>
<td>267</td>
<td>438</td>
<td>64% Increase</td>
</tr>
<tr>
<td>% Usage</td>
<td>11.0%</td>
<td>18.5%</td>
<td>68% Increase</td>
</tr>
</tbody>
</table>
FORM TEAMS

• Brainstorm Topics
• Select Top Ones of Interest
• Form Teams
• Or
• Work Individually
STEPS IN PLANNING

1. Establish Purpose & Focus
2. Analyze Situation
3. Select Priority Audiences
4. Set Behavior Objective & Goals
5. Understand Barriers, Benefits, Motivators
6. Craft Positioning Statement
7. Develop 4Ps
8. Determine Evaluation Plan
9. Establish Budgets & Find Funding
10. Write Implementation Plan
STEP 1. PURPOSE & FOCUS

• **Purpose:**
  - What is the potential impact of a successful campaign?

• **Focus:**
  - What approach will you use that might contribute to the plan’s purpose?
## STEP 1. PURPOSE & FOCUS

<table>
<thead>
<tr>
<th>SOCIAL ISSUE</th>
<th>CAMPAIGN PURPOSE</th>
<th>OPTIONS FOR FOCUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family Planning</td>
<td>Decrease teen pregnancies</td>
<td>Condoms, Birth control pills, Abstinence, Sexual assault prevention</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Traffic Injuries</td>
<td>Decrease drinking &amp; driving</td>
<td>Designated drivers, Underage drinking &amp; driving</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Air Pollution</td>
<td>Reduce fuel emissions</td>
<td>Carpooling, Mass transit, Telecommuting, Not topping off gas tanks</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Senior Wellness</td>
<td>Increase physical activity</td>
<td>Tai chi classes in parks, Walking groups</td>
</tr>
</tbody>
</table>
STEP 1. PURPOSE & FOCUS

**Purpose:** Improve Water Quality

**Focus:** *Petwaste*

**Purpose:** Improve Water Quality

**Focus:** *Chemical Fertilizers*

**Purpose:** Improve Water Quality

**Focus:** *Shoreline Armoring*

**Purpose:** Improve Water Quality

**Focus:** *Vehicle Oil Leaks*

**Purpose:** Improve Water Quality

**Focus:** *Commercial Car Washes*

**Purpose:** Improve Water Quality

**Focus:** *Auto Repair Shops*
PRINCIPLE #1

“Choose a focus that will have an impact on your plan’s purpose.”

NOTE: A focus might be stated in terms of a:
- **Population** (Homeowners)
- **Activity** (Gardening)
- **Solution** (Spill Kits)
CASE EXAMPLE: FOCUS

• Background
  - 2003 Chesapeake Bay
  - Concern with declining blue crabs
  - From 78 million pounds/year to 50 million
  - Chesapeake Bay Program funded AED to develop Promotional effort
CASE EXAMPLE: FOCUS

• Potential Focus:
  - Commercial Practices
  - Industry Regulation
  - Residential Gardening

• Rationale:
  - Larger audience
  - Not focused on in past
  - Media opportunities
  - Supplier relations
CASE EXAMPLE: FOCUS

- **Behavior**
  - Skip the spring lawn fertilizer
  - Wait until Fall

- **Positioning**
  - Reframing the problem of a polluted bay as a culinary, not an environmental, problem

SAVE THE CRABS THEN EAT 'EM.
CASE EXAMPLE: FOCUS
CASE EXAMPLE: FOCUS

BEHAVIOR CHANGE OUTCOMES

• Before campaign:
  – 52% planning to fertilize in spring

• After 2 weeks of campaign:
  – 39% planning to fertilize in spring
    (25% improvement)
STEPS IN PLANNING

1. Establish Purpose & Focus
2. Analyze Situation
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STEP 2. SITUATION ANALYSIS

CONDUCT SWOT

- **Internal Factors:** Resources, Expertise, Management Support, Past Performance
  - **Strengths** to maximize
  - **Weaknesses** to minimize

- **External Forces:** Cultural, Socioeconomic, Economic, Political/Legal, External Publics
  - **Opportunities** to take advantage of
  - **Threats** to prepare for
    - Not the same as Barriers
"TAKE ADVANTAGE OF WHAT’S BEEN DONE BEFORE THAT WORKS."

- It saves time.
- It saves money.
- It increases effectiveness.
- It’s probably out there . . . somewhere.
CASE EXAMPLE: SWOT

- **Scooping the Poop in Austin, Texas**
- **Background:** 2000
  - 120,000 households with dogs
  - Each dog $\frac{1}{2}$ lb. waste daily
  - 60,000 pounds/day in Austin
  - 22 million pounds/year
# Case Example: SWOT

<table>
<thead>
<tr>
<th>Internal Factors</th>
<th>External Forces</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strengths:</strong></td>
<td><strong>Opportunities:</strong></td>
</tr>
<tr>
<td>$500 existing fine</td>
<td>Citizen complaints for petwaste on private property</td>
</tr>
<tr>
<td>Management priority given water quality requirements (11 or Austin’s creeks listed as impaired because of bacteria)</td>
<td>Large portion (at least 1/3) of citizens who interested in complying</td>
</tr>
<tr>
<td><strong>Weaknesses:</strong></td>
<td><strong>Threats:</strong></td>
</tr>
<tr>
<td>Fines not enforced; requires a law officer to witness</td>
<td>Popularity of off leash parks</td>
</tr>
<tr>
<td></td>
<td>Not a norm</td>
</tr>
</tbody>
</table>
CASE EXAMPLE: SWOT

- **Behavior Objectives**
  - Scoop the Poop

- **Knowledge Objectives**
  - Why pet waste is harmful

- **Belief Objectives**
  - You can make a difference
CASE EXAMPLE: SWOT

• **Barriers:**
  - Lack of convenient access to disposable bags
  - Lack of trash cans to quickly dispose of it
  - Finding the task messy and smelly
  - Believing “one little” pile can’t be a problem
  - Some believing it is good fertilizer
CASE EXAMPLE: SWOT

- **Product Strategies:**
  - Mutt Mitt Stations
  - Bag Holder Giveaway

- **Price:**
  - Non-emergency number to report violators
  - Free dispenser to “Green Neighborhoods” Distribute guides; mark drains
CASE EXAMPLE: SWOT

- **Place Strategies:**
  - Number to call if dispensers empty
  - Yard signs mailed to homes

- **Promotional Strategies:**
  - Paid media
  - Social media
  - Posters
  - Public Events
  - Face-to-Face
  - Mascot
### CASE EXAMPLE: SWOT

<table>
<thead>
<tr>
<th>Year</th>
<th>Mutt Mitts Distributed</th>
<th># Pounds Collected and Disposed of Properly @ 0.5 lbs. per bag on average</th>
<th>Annual Program Budget</th>
<th>Estimated Cost Per Pound to Collect &amp; Dispose of Properly</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>75,000</td>
<td>37,500 lbs.</td>
<td>$10,000</td>
<td>$0.27/lb.</td>
</tr>
<tr>
<td>2003</td>
<td>535,000</td>
<td>267,500 lbs.</td>
<td>$53,000</td>
<td>$0.20/lb.</td>
</tr>
<tr>
<td>2006</td>
<td>967,000</td>
<td>483,500 lbs.</td>
<td>$72,500</td>
<td>$0.15/lb.</td>
</tr>
<tr>
<td>2008</td>
<td>2,000,000</td>
<td>1,000,000 lbs.</td>
<td>$87,000</td>
<td>$0.09/lb.</td>
</tr>
<tr>
<td>2009</td>
<td>2,400,000</td>
<td>1,200,000 lbs.</td>
<td>$92,000</td>
<td>$0.08/lb.</td>
</tr>
</tbody>
</table>
STEPS IN PLANNING

1. Establish Purpose & Focus
2. Analyze Situation
3. Select Priority Audience
4. Set Behavior Objective & Goals
5. Understand Barriers, Benefits, Motivators
6. Craft a Positioning Statement
7. Develop 4Ps
8. Determine Evaluation Plan
9. Establish Budgets & Find Funding
10. Write Implementation Plan
Priority Audiences

Defined

- “A set of buyers sharing common characteristics that an organization decides to serve.”
STEP 3. SELECT PRIORITY AUDIENCES

Three Step Process:
1. Segment Market
2. Evaluate Segments
3. Select Priority for Campaign
BENEFITS OF PRIORITIZING

- **Increased Effectiveness**
  - Strategies designed to address a market’s unique needs, wants

- **Increased Efficiencies**
  - Higher response creates lower cost per sale

- **Helps Allocate Resources**
  - Evaluation of markets

- **Helps Develop Strategies**
  - Detailed profiles provide rich insights
STEP 3. SELECT PRIORITY AUDIENCES

WAYS TO SEGMENT

• **Demographics**
  - Age
  - Income
  - Gender
  - Education
  - Household composition

• **Geographics** (Where live, where work)

• **Psychographics** (Values & Lifestyle)

• **Behaviors**

• **Benefits Sought** (Looking good vs. health)

• **Stage of Change**
FOR SOCIAL MARKETING: STAGES OF CHANGE

1. Precontemplation  
Not thinking about making a change

2. Contemplation  
Thinking about making a change, but have barriers and concerns

3. In Action  
Actively preparing for or attempting the change

4. Maintenance  
Committed to the behavior and have no intention to return to earlier behavior
1. Precontemplation
   Not thinking about giving it up. Not a problem.

2. Contemplation
   Thinking about quitting, but have many concerns so haven’t set a date or decided.

3. In Action
   Decided to quit, maybe set a date, maybe started to cut down

4. Maintenance
   Haven’t used tobacco for 6 months.
GREENS, SPROUTS, BROWNS

**GREENS:** Have the value and the behavior.

“Just tell me what you want me to do next.”

**SPROUTS:** Have the value, but not the behavior.

“I really want to, but I just haven’t done anything about it.”

**BROWNS:** Don’t have the value or the behavior.

“And I’m not likely to!”
### MARKETER’S ROLE:

<table>
<thead>
<tr>
<th>Precontemplation</th>
<th>Contemplation</th>
<th>In Action</th>
<th>Maintenance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make sure know about facts</td>
<td>Remove barriers</td>
<td>Reward</td>
<td>Recognition</td>
</tr>
<tr>
<td>Eventually, out number them!</td>
<td>Offer incentives</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
• “The Help Me” Group

• Then describe using other variables:
  – Size
  – Geographics
  – Demographics
  – Psychographics
Changing Citizen Behaviors
Education • Marketing • Law

16% Show Me
EDUCATION is enough for this group to change their behavior.

68% Help Me
SOCIAL MARKETING is the best return on investment for behavior change.

16% Make Me
This group needs a LAW to drive behavior change.

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UNIVERSITY OF WASHINGTON
evans.uw.edu/centers-projects
STEP 3. SELECT PRIORITY AUDIENCES

EVALUATING SEGMENTS: ANDREASEN’S 9 FACTORS
1. Segment size
2. Problem Incidence
3. Problem Severity
4. Defenselessness
5. Reachability
6. General Responsiveness
7. Incremental Costs
8. Responsiveness to Marketing Mix
9. Organizational Capabilities
STEP 3. SELECT PRIORITY AUDIENCES

• Who is the priority audience for this?
STEP 3. SELECT TARGET AUDIENCES
STEP 3. SELECT PRIORITY AUDIENCES

CHOOSING:

• Large enough to meet goals
• Homogeneous
• The greatest need
• Most ready for action
• Easiest to reach
• Best match
PRINCIPLE #3

“START WITH PRIORITY AUDIENCES MOST READY FOR ACTION.”

- Those who see the need to change.
- Those who have the means.
- Those we can reach.

BY DOING THIS WE:

- Increase return on investment
  - Time
  - Money
THE PROBLEM

• 76.1% of nation’s workers drive alone

• Impact:
  - Economy (Congestion)
  - Environment (Air quality)
  - Health
THE SOLUTION

• Portland, Oregon (2011-Present)
• **Priority Audiences:** New Residents
  - Identifiable
  - Readiness for action
  - Within 6 months
  - Names and addresses purchased
• **Behavior:**
  - Use Alternative Transportation
THE SOLUTION

• Audience Barriers
  - Time
  - Weather
  - Personal Safety
  - Delays
  - Socio-economic stigmas

• Even More for New Residents
  - Overwhelmed already with move
  - Lack of familiarity with city
4 Options:

- **Walking**: A Ten Toe Walking Kit
- **Biking**: The Portland By Cycle Kit
- **Transit**: Schedules, Tracker Cards
- **Driving**: Info on car sharing and carpooling
• Free Program Materials
• Initial Postcard
• Go Online to indicate interests
• Order Form or one can be mailed
• Personal/Personalized Visits
THE RESULTS

• Outcomes compared to Control:
  
  - 200 fewer miles per new resident per year
  
  - 10% reduction in drive-alone trips
WORKSHEET EXERCISE

• Step 1: Purpose & Focus
• Step 3: Select Priority Audience
STEPS IN PLANNING

1. Purpose & Focus
2. Analyze Situation
3. Select Priority Audience
4. **Set Behavior Objective & Goals**
5. Understand Barriers, Benefits, Motivators, Competition
6. Develop Positioning Statement
7. Develop 4Ps
8. Determine Evaluation Plan
9. Establish Budgets & Find Funding
10. Write Implementation Plan
STEP 4: SET BEHAVIOR OBJECTIVE & GOALS

BEHAVIOR OBJECTIVE:
- What we want our priority audience to do.

GOALS: (S.M.A.R.T.)
- How many behaviors to influence
- Quantifying objectives
  - Specific
  - Measurable
  - Achievable
  - Relevant
  - Timebound
STEP 4: SET BEHAVIOR OBJECTIVES & GOALS

BEHAVIOR OBJECTIVES

- Reduce use of plastic bottles
- Reuse grocery bags
- Recycle electronics
- Compost food waste
- Fence farm animals away from creeks
- Drink less than 5 drinks at one sitting
- Eat five servings of fruits & vegetables a day
- Store handguns in a lockbox or safe or use a reliable trigger lock
- Check smoke alarm batteries every 6 months
- Keep a litter bag in your car
STEP 4: SET BEHAVIOR OR OBJECTIVE & GOALS

- **Impact**
  - How much will this contribute to the plan’s purpose?

- **Willingness**
  - How willing is your target audience to do this?

- **Market Opportunity** (Doug’s *PENETRATION*)
  - How many in the target audience are not doing this?

ADAPTED FROM DOUG-MCKENZIE MOHR
## Prioritizing Behaviors

Scale of 1 - 10 (Highest)

<table>
<thead>
<tr>
<th>Behavior</th>
<th>Impact</th>
<th>Willingness</th>
<th>Market Opportunity</th>
<th>Simple Average</th>
<th>Weighted Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Install a programmable thermostat</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Set water heater to 120</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sign up for Green Power</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Install a low flow shower head or faucet</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
CHOOSING BEHAVIOR OBJECTIVES

• **Foot in the Door**
  - Small requests first
  - Self perception theory

• **Door in the Face**
  - When you can negotiate
AUDIENCE? BEHAVIOR?
Is there a gun where my child plays?

Tips to make ASKING easier:

Ask with other questions. Include the question along with other things you might normally discuss before sending your child to someone’s house — such as seat belts, animals, or allergies.

Use the facts. Over 40% of homes with children have a gun and many of those guns are left unlocked or loaded. That’s why you’re asking the question — you just want to make sure that your child is safe.

Work through groups. Introduce the ASK concept through a group or community effort, such as your religious organization or PTA.

Don’t be confrontational. Present your concerns in a respectful manner. You are simply trying to make sure your child is playing in a safe environment.

ASK.
Asking Saves Kids

Visit AskingSavesKids.com or call 212-983-8705 for more information.
AUDIENCE? BEHAVIOR?

WATCH YOUR MOUTH
When Children’s Oral Health Suffers, So Does Their Progress.

Tooth decay is the most common chronic childhood disease in America. It affects half of all first graders and 80% of seventeen-year-olds. In Washington State, one in seven low-income children has unmet dental needs and many more families struggle to pay for dental care. Oral disease keeps kids out of school and later out of work. It doesn’t have to be this way. When communities make prevention and early treatment a priority, kids can get regular check-ups, sealants, and fluoride. So, let’s watch our mouths and use them to speak up for the children of Washington State. Because if our mouths aren’t healthy, neither are our bodies.

Citizen’s Watch for Kids’ Oral Health
W Oil City, WA 33060 – University of Washington – Seattle, WA 98195
AUDIENCE? BEHAVIOR?
Climate Change...

Our climate is changing, arguably expedited by the emission of greenhouse gases generated from our industrial activity and modern lifestyles. Major contributing causes include transport, population growth, industry and deforestation.

We all have a part to play to ensure that we reduce carbon emissions to mitigate our contributions to climate change, and thereby we will have to adapt to the inevitable impacts.

Potential impacts are likely to include extreme weather (floods, droughts and hurricanes), crop failure and reduced biodiversity.

We need to take action now. Small changes in our daily behaviour can really make a difference:

- Reduce your carbon footprint
- Be energy efficient
- Be water efficient
- Recycle
- Use renewable energy options

For an informative short video on the subject, go to: http://www.ourplanet.org.uk/all-about-climate-change.asp

Did you know?

262 million people were affected by climate disasters in 2004, more than 98% of them in developing countries.
Do you really need more proof that drinking impairs your judgement?

 Mothers Against Drunk Driving
**Pollution in Puget Sound**

**The Puget 10-Step: The Boater’s Solution to Pollution**

Whether you do all the work yourself, or hire someone else to maintain your boat for you, by following the Puget 10-Step you can make a difference. To be part of the solution to pollution, we need to be aware of how we, as boaters, impact the Sound.

**Be part of the solution!**

1. **Non-toxic doesn’t mean non-effective!**
   Minimize your use of toxic chemicals. Most marine stores carry a full line of non-toxic products for the bilge, holding tank, and cleaning the boat. (For more ideas see: Alternatives to Toxic Products, page 42.)

2. **Buy only what you need!**
   When you do have to use a toxic chemical, buy and use only the amount you need and follow the precautions on the label.

3. **Be a good neighbor!**
   If you have leftover chemicals or paints, rather than dispose of them, ask around to see if someone can use them.

4. **Keep your dock box safe!**
   Line the bottom of your dock box with tarps to contain spills if you store any cleaners, paints or chemicals in your box. Store all chemicals safely in closed containers with clear labeling and safety information.

5. **Spills aren’t slick!**
   Recycle your used oil, filters, paint and batteries. (For the nearest locations call: 1-800-RECYCLE)

6. **Know where it goes!**
   In the Puget Sound region recreational boaters can dispose of hazardous wastes from routine maintenance at any household hazardous waste drop site. (For locations call the numbers listed on page 52.)

7. **Don’t throw it away!**
   Aluminum, plastic and paper can all be recycled. If your marina doesn’t already provide recycling, ask them to start now.

8. **Keep it out of the water!**
   Use tarps or paper to keep paint, debris and cleaners out of the water when doing slip-side maintenance.

9. **Get involved!**
   There are many groups of people working to protect and enhance the Sound. (For ideas or information give us a call in Seattle at 206-297-7002 or toll free at 1-800-42-PUGET.)

10. **Don’t keep it to yourself!**
    Spread your knowledge of environmentally safe products and processes with others. “Pilot pressure” really works.

*Sodium bicarbonate may turn out to be the world’s “greenest” natural chemical.*

Peter Chiolo, author of *Baking Soda Bonanza*
AUDIENCE? BEHAVIOR?

- Stickers for packs of toilet paper

Remember... These Come From Trees

This sticker will save up to 100lbs. of paper every year. Help spread the word. Get yours at: TheseComeFromTrees.com
AUDIENCE? BEHAVIOR?
AUDIENCE? BEHAVIOR?
THE PROBLEM

- November 2014
- Washington State
- #1 Property Crime Ranking
MERCER ISLAND POLICE CHIEF
FIRST TEAM SESSION

• **Purpose:**
  - Reduce Home Burglaries
  - 1.5/week

• **Focus:**
  - Actions Residents can take
<table>
<thead>
<tr>
<th>Unlawful entry, no force ✓</th>
<th>Broke glass ✓</th>
<th>Body force kicked ✓</th>
<th>Unsecured ✓</th>
<th>Body force kicked ✓</th>
<th>Unsecured ✓</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broke glass ✓</td>
<td>Window Shattered ✓</td>
<td>Front Door kicked in ✓</td>
<td>Unlocked Window ✓</td>
<td>Slider Shattered ✓</td>
<td>Front Door kicked in ✓</td>
</tr>
<tr>
<td>2nd Story Slider Shattered ✓</td>
<td>Unknown ✓</td>
<td>Jewelry ✓</td>
<td>Cash/Electronics ✓</td>
<td>Nothing Taken ✓</td>
<td>Electronics ✓</td>
</tr>
<tr>
<td>Air conditioner ✓</td>
<td>Jewelry ✓</td>
<td>Nothing Taken ✓</td>
<td>Jewelry ✓</td>
<td>Electronics ✓</td>
<td>Nothing Taken ✓</td>
</tr>
<tr>
<td>Case Offense Method of Entry</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Forced door, broken window, unlocked slider, etc</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General items stolen: Jewelry, electronics, cash, ransacked, etc</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

 WHAT BEHAVIOR? DATA DRIVEN
<table>
<thead>
<tr>
<th>Case Number</th>
<th>Date Occurred</th>
<th>Month</th>
<th>Day of Week</th>
<th>Time of Day</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013-0000066</td>
<td>01/02/2013</td>
<td>Jan</td>
<td>Wednesday</td>
<td>02:30-08:15</td>
<td>3206 E LEXINGTON WAY</td>
</tr>
<tr>
<td>2013-0000081</td>
<td>01/02/2013</td>
<td>Jan</td>
<td>Wednesday</td>
<td>16:39</td>
<td>2459 63RD AVE SE</td>
</tr>
<tr>
<td>2013-0000130</td>
<td>01/04/2013</td>
<td>Jan</td>
<td>Friday</td>
<td>13:50</td>
<td>6621 82ND AVE SE</td>
</tr>
<tr>
<td>2013-0000336</td>
<td>01/10/2013</td>
<td>Jan</td>
<td>Thursday</td>
<td>08:00-21:00</td>
<td>4040 97TH AVE SE</td>
</tr>
<tr>
<td>2013-0000357</td>
<td>01/10/2013-01/11/2013</td>
<td>Jan</td>
<td>Thurs/Fri</td>
<td>06:30-17:30</td>
<td>2716 W MERCER WAY</td>
</tr>
<tr>
<td>2013-0000712</td>
<td>01/23/2013-01/24/2013</td>
<td>Jan</td>
<td>Wed/Thurs</td>
<td>18:00-08:00</td>
<td>2448 76TH AVE SE</td>
</tr>
<tr>
<td>2013-0000811</td>
<td>01/27/2013</td>
<td>Jan</td>
<td>Sunday</td>
<td>16:55</td>
<td>7637 85TH PL SE</td>
</tr>
<tr>
<td>2013-0001240</td>
<td>02/04/2013</td>
<td>Feb</td>
<td>Monday</td>
<td>08:00-18:40</td>
<td>3207 SHOREWOOD DR</td>
</tr>
<tr>
<td>2013-0001308</td>
<td>2/4/2013</td>
<td>Feb</td>
<td>Monday</td>
<td>08:00-18:40</td>
<td>X</td>
</tr>
<tr>
<td>2013-0001478</td>
<td>02/04/2013-02/18/13</td>
<td>Feb</td>
<td>N/A</td>
<td>N/A</td>
<td>7835 SE 42ND ST</td>
</tr>
<tr>
<td>2013-0001565</td>
<td>02/21/2013</td>
<td>Feb</td>
<td>Thursday</td>
<td>06:30-16:50</td>
<td>8803 SE 54TH ST</td>
</tr>
<tr>
<td>2013-0001704</td>
<td>02/25/2013</td>
<td>Feb</td>
<td>Monday</td>
<td>10:30-16:40</td>
<td>8407 SE 35TH ST</td>
</tr>
<tr>
<td>2013-0001719</td>
<td>02/25/13-02/26/13</td>
<td>Feb</td>
<td>Monday</td>
<td>11:00-11:15</td>
<td>4126 94TH AVE SE</td>
</tr>
</tbody>
</table>
WHAT BEHAVIOR? DATA DRIVEN

• 41% unlocked door or window
• 80% no one home
• 65% during the day
• Residential Home Occupants:
  - Usually away during day, week
  - Don’t always lock doors or windows
SURVEY OF RESIDENTS

SurveyMonkey.com
because knowledge is everything
BARRIERS & MOTIVATORS

• BARRIERS
  - “I feel safe.” (42%)
  - “I forget to check.” (33%)

• MOTIVATORS:
  - “Show me credible data.”
  - “Share real stories.”
  - “Help me remember.”
  - “Let me hear it from the Police.”
THE SOLUTION
THE SOLUTION

Lock your doors whenever you leave home!

Did you know...
Almost half of MI burglaries involve an unlocked entry.
Most MI burglaries happen in the daytime on weekdays.
Unoccupied houses are 80% more likely to be targets.
There are 1-2 MI burglaries per week on average.
THE SOLUTION

BURGLARY: A 56-year-old woman said that unknown suspects burglarized her residence at the 4000 block of 92nd Avenue S.E., stealing about $3,100 worth of items. The point of entry/exit appeared to be an unsecured kitchen window.

THEFT: Three or four people were seen running on 7th Avenue. The suspect appears to be "the sun."

ABANDONED VEHICLE: An Acura CL was left at the 9700 block of S.E. 27th Street. The vehicle was impounded for 10 days. The registration which is registered to a 54-year-old woman at the 4000 block of S.E. 27th Street, was invalid.

Work was on the scene at the 9700 block of S.E. 27th Street. The suspect is unknown.

City starts awareness campaign to warn citizens: "lock it or lose it!"

By Katie Metzger

After conducting a community survey and reviewing crime data, Mercer Island's city staff and Police Department...
STEP 4: SET BEHAVIOR OBJECTIVES & GOALS

GOALS: S.M.A.R.T.
Specific, Measurable, Attainable, Relevant, Time Sensitive

- Number of Mercer Island homes buying Green Power from PSE increases from 160 - 460 in six months.
- 300,000 homes in the county install a low flow toilet
- 50% of airline travelers have their computers out of their bags when they arrive at checkpoints
- 90% of toddlers are fully immunized on time by 2
STEP 4: SET BEHAVIOR OR OBJECTIVE & GOALS

- **Major Types of Goals:**
  - Changes in behavior
  - Changes in intent to change behavior
  - Changes in knowledge
  - Changes in beliefs/attitudes
PRINCIPLE #4

“Promote a single, doable behavior, one at a time.”

- One that will make a difference
- One that the audience will know if they have done
- One that you can measure or observe
CASE EXAMPLE: CONTAMINATED FISH

- Course Correction Example
- EPA
- Reducing consumption of fish with contaminants

- **Phase I:**
  - Targeting “Everyone” and “Lots of Fish”

- **Course Correction**

- **Phase II:**
  - One Target Audience and One Behavior
**Fish Consumption Recommendations to Reduce Exposure to Mercury, DDTs, and PCBs**

<table>
<thead>
<tr>
<th>Fish Category</th>
<th>Zone</th>
<th>Maximum Meals per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barracuda</td>
<td>For Both Zones</td>
<td>2 - 4 meals per month</td>
</tr>
<tr>
<td>Top smelt</td>
<td>For Both Zones</td>
<td>4 meals per month</td>
</tr>
<tr>
<td>Bonito</td>
<td>For Both Zones</td>
<td>4 meals per month</td>
</tr>
<tr>
<td>Pacific (chub) mackerel</td>
<td>Red Zone</td>
<td>1-2 meals per month</td>
</tr>
<tr>
<td>Rockfishes</td>
<td>Yellow Zone</td>
<td>4 meals per month</td>
</tr>
<tr>
<td>Surf perch</td>
<td>Yellow Zone</td>
<td>2 meals per month</td>
</tr>
<tr>
<td>Sculpin, (scorpionfish)</td>
<td>Do Not Eat!</td>
<td>Do Not Eat!</td>
</tr>
<tr>
<td>Black croaker</td>
<td>Do Not Eat!</td>
<td>Do Not Eat!</td>
</tr>
<tr>
<td>Queenfish</td>
<td>Do Not Eat!</td>
<td>Do Not Eat!</td>
</tr>
<tr>
<td>Cortina</td>
<td>Do Not Eat!</td>
<td>Do Not Eat!</td>
</tr>
<tr>
<td>White croaker (kingfish, toncod)</td>
<td>Yellow Zone</td>
<td>2 meals per month</td>
</tr>
</tbody>
</table>

**Note**

Do not eat these fish more than 4 times per month. This meal limit applies to combinations of different fish. For example, if you have eaten 2 meals of bonito and 2 meals of queenfish this month, do not eat more of the fish shown above.

These recommendations are based on the State’s Consumption Advisories for DDTs and PCBs and national guidelines for mercury.
REVISED CAMPAIGN: ONE FISH
93% REDUCTION

Protect your health and the health of your children:
Join with other fishermen and release white croaker back in the ocean to avoid consuming contaminated fish.

Visit www.pvfish.org for more information on fish contamination.
THE OBESITY EPIDEMIC

- Childhood Obesity
- Adult Obesity
- National Trends & Research
- Health Consequences
- Diet & Exercise
- Medical Treatments
- Video
- Interactive & Community
OBESITY CAMPAIGN GOALS OR OBJECTIVE
Step 4: Set Behavior Objective
STEPS IN PLANNING

1. Purpose & Focus
2. Analyze Situation
3. Select Priority Audience
4. Set Behavior Objective & Goals
5. Understand Barriers, Benefits, Motivators
6. Craft Positioning Statement
7. Develop 4Ps
8. Determine Evaluation Plan
9. Establish Budgets & Find Funding
10. Write Implementation Plan
STEP 5: UNDERSTAND BARRIERS, BENEFITS, MOTIVATORS

FOR THE DESIRED BEHAVIOR:
- Barriers
- Benefits
- Motivators
- Competition

THE EXCHANGE THEORY
BARRIERS

• May be Internal or External
• Real or Perceived:
  - Knowledge
  - Belief
  - Skills
  - Infrastructure
  - Technology
  - Economic status
  - Cultural
• Costs, objections, reasons don’t want to or can’t do the behavior
• A GIFT!
BARRIERS
4 TOOLS TO KNOCK THEM DOWN

- Product
- Price
- Place
- Promotion
QUESTIONS TO ANSWER:
- What concerns do they have?
- What do they think they will have to give or give up?
- Do they think they can do it?
- Why haven’t they done it in the past, or on a regular basis?
- Why did they quit doing it?
STEP 5: UNDERSTAND BARRIERS, BENEFITS, MOTIVATORS

What barriers do people have to:
- Composting foodwaste
- Drinking 8 glasses of water a day
- Exercising
QUESTIONS TO ANSWER:

- What does the audience say is in it for them (WIFM)?
- Benefits may not be same as those for the campaign organizers or funders.
- Picking up pet waste in backyard:
  • What’s the benefit to the pet owner?
  • To the Dept. of Fish & Wildlife?
AUDIENCE BENEFIT FOCUSED

SAVE THE CRABS
THEN EAT 'EM

SPRING RAINS WASH
EXCESS FERTILIZER FROM OUR AREA TO
THE CHESAPEAKE BAY, WHERE BLUE CRABS
HAVE BEEN RAPIDLY DISAPPEARING.
SO SKIP THE LAWN FERTILIZER UNTIL FALL.
THE LUNCH YOU SAVE MAY BE YOUR OWN.

Find out how to keep the Blue Crabs coming at
www.chesapeakeclub.org
MOTIVATORS

• Ideas your audience has that might make it more likely they would do the behavior...

• Something you could:
  - Say
  - Give
  - Show
  - Do for them

• Your inspiration for the 4Ps
STEP 5: UNDERSTAND BARRIERS, BENEFITS, MOTIVATORS

• What might possibly motivate people to:
  - Compost foodwaste
  - Drink 8 glasses of water a day
  - Exercise 30 minutes/day, 5x/week
PRINCIPLE #4

“UNDERSTAND AUDIENCE BARRIERS TO BEHAVIOR CHANGE.”

• Some are perceived.
• Some are real.
• Most of the time, you can help.
CASE EXAMPLE: NATIVE PLANTS

State of Virginia (Eastern Coast)

• **Background**
  - Loss of native vegetation on shores
  - Impact on wildlife habitat & water quality

• **Purpose**
  - Protect habitat & improve water quality

• **Focus**
  - Native Plants
CASE EXAMPLE: NATIVE PLANTS

- **Priority Audiences**
  - Homeowners on shoreline interested and engaged in landscaping property
  - Garden Center and Nursery Owners

- **Behaviors**
  - Choose native plants for landscapes and/or replace invasive and non-native plants with native ones
CASE EXAMPLE: NATIVE PLANTS

BARRIERS:

• Don’t know what plants are native
• Don’t understand what plants have to do with animals or water quality
• Lack availability of native plants
• Feel natives are scraggly and weedy, not colorful or attractive
• Garden centers not helpful
CASE EXAMPLE: NATIVE PLANTS

Product:
- Plant Tags
- Increased inventory

Price
- Logo pin for “leadership groups”

Place
- Nurseries and Garden Centers
CASE EXAMPLE: NATIVE PLANTS

- Promotion
  - Logo
  - Booklet
## CASE EXAMPLE: NATIVE PLANTS

<table>
<thead>
<tr>
<th>Month</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2009</td>
<td>Campaign Design including message, images, name</td>
</tr>
<tr>
<td>February 2009</td>
<td>Visits to local garden centers and nurseries to influence signage, tags, assistance</td>
</tr>
<tr>
<td>Spring 2009</td>
<td>Campaign launch with special events and radio campaign (April - June)</td>
</tr>
<tr>
<td>July 2009</td>
<td>Feedback from garden center owners</td>
</tr>
<tr>
<td>August 2009</td>
<td>Campaign enhancements</td>
</tr>
<tr>
<td>Fall 2009</td>
<td>Enhanced campaign (Sept. - Nov.)</td>
</tr>
</tbody>
</table>
CASE EXAMPLE: NATIVE PLANTS

OUTCOMES:

- **Sales-Related:**
  - Fall 2009 sales up 10% from ’08

- **Policy-Related:**
  - One Garden Center/ Nursery will grow their own stock of over 40 species of native plants
  - New Garden Center will provide special section and offer classes
“Bring Real Benefits to the Present.”

- “There is not more disease when the whether heats up, just more personal exposure.” Bill Smith, AED

- “Bring future value closer to the present.” Michael Rothschild, University of Wisconsin
“Why do you drive after drinking excessively?”

- To get home!
- I need my car in the morning
- Everybody does it
- I feel safe (especially at 1am)
- Low risk of getting caught
ROAD CREW

“What do you want instead?”

- Nice vehicles (no school buses)
- Ride from home
- Ride between bars
- Ride back home
- With my buddies
- Smoking and drinking
• Old limos
• Pick up at home, work or hotel
• Scheduled time
• Can take you between bars
• Can smoke & drink
Average $15-$20 evening / per person
Barron County Road Crew

Ride in style with Road Crew! Using Road Crew adds a festive element to a night out. Our goal is to provide a ride for anyone who has been drinking or plans to drink. Call Road Crew to pick you up at home, take you to your place of fun, and return you safely to your home—a full night of bar hopping for the low cost of $20. Call us today to book a pick up time for your night out.

<table>
<thead>
<tr>
<th>Get a ride</th>
<th>Phone: (715) 641-1098</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Area</td>
<td>Almena, Turtle Lake, Cumberland and Barron</td>
</tr>
<tr>
<td>Hours of Operation</td>
<td>Friday &amp; Saturday 7:00 p.m. to 2:00 a.m. last call</td>
</tr>
<tr>
<td>Fares</td>
<td>$5 for a one-way safe ride home, $20 for all night bar hopping including a safe ride home</td>
</tr>
<tr>
<td>Be a Road Crew Driver</td>
<td>Contact Kevin Baker at (715) 357-6369.</td>
</tr>
<tr>
<td>Questions?</td>
<td>Contact us at (715) 641-1098</td>
</tr>
</tbody>
</table>
GUESS WHO'S NOT WORRIED ABOUT DRIVING TONIGHT?

Dave doesn't have to drive tonight. That makes him happy. Because when The Road Crew is driving, and Dave is not, he can relax and simply enjoy a nice time with his friends.

For more info on the totally brand newest way to get around safely, ask your bartender about The Road Crew. And remember: safety first, so don't jump around in the bar. Thanks.
## MODIFIED LOGIC MODEL

<table>
<thead>
<tr>
<th>THE FLUFFY BUN</th>
<th>THE BEEF</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INPUTS</strong></td>
<td><strong>OUTPUTS</strong></td>
</tr>
<tr>
<td>2000-2007</td>
<td>Road Crew Service Developed &amp; Available Promotional materials</td>
</tr>
<tr>
<td>$870,000</td>
<td></td>
</tr>
</tbody>
</table>
Increasing recycling by increasing benefits . . . The real WI FM
WORKSHEET EXERCISE

• Step 5:
  – Barriers
  – Benefits
STEPS IN PLANNING

1. Purpose & Focus
2. Analyze Situation
3. Select Priority Audience
4. Set Behavior Objective & Goals
5. Understand Barriers, Benefits, Motivators and the Competition
6. **Craft a Positioning Statement**
7. Develop 4Ps
   - Product, Price, Place, Promotion
8. Determine Evaluation Plan
9. Establish Budgets & Find Funding
10. Write Implementation Plan
STEP 6: POSITIONING

- Positioning Statement:

  “We want (PRIORITY AUDIENCE) to see (DESIRABLE BEHAVIOR) as (DESCRIPTIVE PHRASE)”
We want tweens to see regular physical activity as something that is cool and fun and better than just sitting around and watching TV or playing videogames all the time.
POSITIONING THE STAIRS
POSITIONING THE STAIRS
“Creating and Maintaining a Desired Brand Identity”

“How a Positioning Statement Guides This Activity”
DIFFERENT APPROACHES

• For Litter Prevention
  - Texas
  - Keep America Beautiful
  - Washington State

• Describe Positioning
DON’T MESS WITH TEXAS
DON’T BE A LITTERBUG

Your free imprint shows how much you care.
We're looking for litterers. Are you?

Litter and it will hurt.
Report violators. 1-866-LITTER-1 or www.litter.wa.gov

Okay, one last time: This is not a urinal.

Get caught tossing a bottle of urine and you'll pay $95. Fines for littering range from $95 to $1,000. Remember, Washington State Patrol has eyes out for violators. (Not to mention their noses.)
DON’T MESS WITH TEXAS
UPDATED POSITIONING

• 2013 Study
• New Audience
  – Millennials
  – 1980-2000
• Putting Litter Where It Belongs!
DON’T MESS WITH TEXAS
UPDATED POSITIONING

• Making Disposal Easy
DON’T MESS WITH TEXAS
UPDATED POSITIONING

• AND FUN
• Step 6:

Craft a Positioning Statement
STEPS IN PLANNING

1. Purpose & Focus
2. Analyze Situation
3. Select Priority Audience
4. Set Behavior Objective & Goals
5. Understand Barriers & Benefits, Motivators and the Competition
6. Craft Positioning Statement
7. Develop 4Ps
8. Determine Evaluation Plan
9. Establish Budgets & Find Funding
10. Write Implementation Plan
4Ps IN THE MARKETING TOOLBOX

• To overcome barriers & provide benefits
  • Product
  • Price
  • Place
  • Promotion
STEPS IN PLANNING

1. Purpose & Focus
2. Analyze Situation
3. Select Priority Audience
4. Set Behavior Objective & Goals
5. Understand Barriers, Benefits, Motivators, Competition
6. Craft Positioning Statement
7. Develop 4Ps
   - Product, Price, Place, Promotion
8. Determine Evaluation Plan
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REPLACING THE PYRAMID
TANGIBLE GOOD FOR REDUCING DRINKING & DRIVING
TANGIBLE GOOD TO SUPPORT WATER CONSERVATION
THUMB SOCKS TO DISCOURAGE TEXTING
TANGIBLE GOOD TO SUPPORT INCREASED EXERCISE

- Chicago alone: 175 schools
SERVICE FOR TOBACCO PREVENTION

YOU CAN QUIT. WE CAN HELP.

COLORADO QUITLINE
800.639.QUIT

colorado.quitnet.com

CALL 1.800.639.QUIT (7848)
AUGMENTED PRODUCT

• Guide for Pest Identification
FROM OUR COLLEAGUES IN AMSTERDAM

In Amsterdam, the tile under Schiphol's urinals would pass inspection in an operating room. But nobody notices. What everybody does notice is that each urinal has a fly in it.

Look harder, and the fly turns into the black outline of a fly etched into the porcelain. It improves the aim. If a man sees a fly, he aims at it. Fly-in-urinal research found that echings reduce spillage by 80%. It gives a guy something to think about. That's the perfect example of process control.
A PRODUCT SOLUTION

• Showers are one of major energy and water use sources

• An innovative Product (and Place & Promotion Strategy) in Switzerland reduced length of showers, water and energy use by more than 20%
TANGIBLE GOOD TO SUPPORT WATER CONSERVATION
DISPLAYS WATER & TIME
A PRODUCT SOLUTION

• Sri Lanka
• Famous for Black Tea
ACTUAL PRODUCT

• THE PROBLEM

• High diabetic related death rate

• 2-3 teaspoons sugar in several cups of tea a day
ACTUAL PRODUCT

- The F’Poon
- 1500 tea drinkers in 6 hours; 65% less sugar
- Liked the idea
PRODUCT RESEARCH HIGHLIGHT

- Reducing Anemia in Cambodia
- November 2011
- Research scientist charged with
  - What would it take to get women to put the chuck of iron in the pots?
  - Small circle of iron . . wouldn’t use
  - Lotus flower shape . . .didn’t like
PRODUCT RESEARCH
HIGHLIGHT

• Conversations revealed shape of a local river fish believed to be lucky!
• Women happy to put it in the pot
• Women happy to put in pots
• Iron levels began to climb
• By 2018, 500,000 distributed around the globe.
PRINCIPLE #7

"DEVELOP OR PROMOTE A TANGIBLE GOOD OR SERVICE."

- Provides encouragement
- Removes barriers
- Sustains behavior
- Makes campaign more memorable
- Creates partnerships
THE PROBLEM

- Increasing Pet Adoption
- 2004-Present
- 2.7 million dogs & cats euthanized each year since not adopted (2013)
THE PROBLEM

• **Barriers to adoption:**
  
  - Don’t know what you’ll get
  - Application too difficult
  - Don’t know much about adoption
  - Want a purebred
  - Didn’t have dog I want
THE SOLUTION

MEET YOUR MATCH
A PROGRAM OF THE ASPCA®
• **Core:** Saving a pet’s life & a companion

• **Actual:** Canine-ality and Feline-ality Assessments

• **Augmented:** Staff answering any questions
Private Investigator
Secret Admirer
Love Bug
The Executive
Sidekick
Personal Assistant
MVP
Party Animal
Leader of the Band
• No fee for shelters to use the program

• No fee for potential adopters to take the survey
• Paper-based at facilities

• Also online
Key Messages:

- “You could be gazing at the animal of your dreams.”
- “The Meet Your Match program wouldn’t let you go home without knowing who’s in that carrier or on that leash.”
- “This is the only method in existence today that evaluates an animal’s behavior and interests and matches them to an adopter’s preferences.”
THE RESULT

- Participating shelters experiencing 15% to 60% gains in adoption
WORKSHEET EXERCISE

• Step #7:
  - Develop Product Strategy
WHERE ARE WE?

1. Purpose & Focus
2. Analyze Situation
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2nd P: PRICE

Definition:
The cost that the priority audience associates with adopting the new behavior.

Monetary: (For tangible objects, services)

Nonmonetary: (Time, effort, energy, psychological, physical discomforts)

Note: Many of these were identified when you researched barriers.
Price Tool Options:

- Monetary incentives
- Monetary disincentives
- Nonmonetary incentives
- Nonmonetary disincentives
2. Develop Strategies: Monetary Strategies
   - Coupons
   - Bulk discounts
   - Rebates
   - Fines

Nonmonetary Strategies
   - Recognition
   - Appreciation
MONETARY INCENTIVES

• Free native plants for riparians
• Rebates on old car seats
• Discount coupons for home energy audits
• $200 for sterilization of drug-addicted women
MONETARY INCENTIVE

- On Arizona Ballot November 2006
- $1,000,000 LOTTERY FOR VOTING
- What do you think?
“Preference for “free” seems to be hardwired into our brains.” Dan Ariely *Predictably Irrational*

“FREE! Gives us such an emotional charge that we perceive what is being offered as immensely more valuable than it is.”
CASE EXAMPLE: POWER OF FREE

- Northern Wisconsin
- Purpose: Increase Shoreline Plantings
- Focus: Planting Native Plants
- Tested two versions of a coupon
- Inserted in a newsletter
- 263 Coupons Redeemed
Can use for a free pack of six small native plants or can use to get $5 off one of the top ten plants.
CASE EXAMPLE: POWER OF FREE

- Same two options, presented in reverse order: (66% of Redeemed)
NONMONETARY INCENTIVES

• Gifts for kids at dental offices
• One year birthday refrigerator magnet for timely immunizations
• A room of praise at a weight-watcher meeting
Restaurant recognition for healthy foods
NONMONETARY DISINCENTIVES

• Negative public visibility
PRINCIPLE #8: LOOK FOR A PRICE THAT MATTERS

A STORY OF A PRICE THAT REALLY MATTERED:
PRINCIPLE #8: LOOK FOR A PRICE THAT MATTERS
• Step #7:
  - Jot down a Price Idea
3rd P: PLACE

Definition:

Where and when market will:

- Perform behavior
- Acquire tangible goods
- Receive services
3\textsuperscript{rd} P: PLACE

COMPONENTS:

- Physical location and its ambiance
- Whether you provide remote access:
  - Internet: Web sites, email, blogs, podcasts
  - Mail
  - Phone
  - Mobile Units
  - Kiosks
  - Where people dine and hang out
- Days of week available
- Hours available
NOTE: It is not the same as the media channel, where messages will appear.
Place Objective:

- Make it as *convenient and pleasant as possible* for our target audience to perform the behavior, acquire any tangible goods, and receive any services.

- Why?
STEP 5: PLACE TACTICS

• **Look for ways to:**
  - Make the location closer
  - Extend hours
  - Make location more appealing
  - Be there at the point of decision-making
  - Make performing the desired behavior more convenient than the competing behavior
MAKE THE LOCATION CLOSER.

Examples include:
- “Dental Office on Wheels”
- Exercise facilities at work sites
- Health clinics with drive by flu shots
- Recycling electronics at office supply stores
- Others?
STEP 7: PLACE TACTICS

• **Ways to extend hours**
  - Saturday clinics for flu shots
  - 24-hour help lines
  - Child care searches on line
  - Pets on the net
STEP 7: PLACE TACTICS

- Ways to improve “ambiance”:
  - Mammograms in the mall
  - Organized walking groups on trails
  - Community clinics . . . just for teens, with reading materials and décor to which the market can relate
SUPPORT FOR BIKING
HOW ABOUT THIS FOR THOSE TRUCKERS?
STEP 7: PLACE TACTICS

• **Ways to be there at the point of decision-making:**
  - Ecstasy pill testing at nightclubs
  - A glass bowl of fruits and vegetables at eye level in the refrigerator
  - Providing pet waste bags and receptacles at parks
  - Organ donation sign up when getting drivers licenses
  - Water coolers in copy rooms at worksites
  - Free litterbags at gas pumps
STEP 7: PLACE TACTICS

- Make performing the behavior more convenient than the competition
  - Family friendly lanes in grocery stores
  - Smoking locations outside buildings
STEP 7: PLACE TACTICS

• Guidelines for Choosing Distribution Channels
  - Customer oriented
  - Brand consistent
  - Add Value:
    • Lower barriers (Flu shot)
    • Deliver bundle of benefits (Lifevest display)
    • Improve product ( Trails)
CASE EXAMPLE: FORK IT OVER!

- Year 2000. Metro Regional Government
- Perfect storm in Portland Oregon:
  - 180,000 tons food disposed annually in solid waste system
  - Oregon Food Bank struggling
CASE EXAMPLE: FORK IT OVER!

- **Food Rescue Program**
- Partners: Restaurant Association, Chef’s, Food Bank, 3 Counties, 25 cities, Food Alliance
- Provide food business a safe and convenient way to donate their perishable and surplus prepared foods to agencies that serve the hungry
CASE EXAMPLE: FORK IT OVER!

- Restaurant Concerns Addressed:
  - How do we get involved?
  - How do we get the food to you?
  - Can we select the agency closest to us?
CASE EXAMPLE: FORK IT OVER!

• **Response of Fork it Over:**
  - Online registration
  - Online selection of agency
  - Picked up at scheduled time
CASE EXAMPLE: FORK IT OVER!

Making a difference:

- 1999-2005, 18 million pounds forked over
- Spent $700,000 to administer program
- Saved $647,650 in disposal costs
- Food worth $17 million
- Every dollar invested, $31 benefit
PRINCIPLE #9

“MAKE ACCESS CONVENIENT.”

- Location
- Ambiance of facility
- Hours
- Days of week
**Situation:** King County, WA
- About a third of positives don’t know it
- Knowing positive changes behaviors
- 1996 declining testing rates

**Priority Audience:**
- Customers at Gay Bath Houses

**Behavior:**
- Get tested

**Theory:**
- Ecological Model
Ecological Model

• **Behaviors Influenced By:**
  - Individual factors
  - Relationship factors
  - Societal factors
PRODUCT:

- Oral rapid testing
- Results in 30 minutes
- Counseling
Free
SEATTLE'S BIGGEST AND BEST
Bathhouse for Men

Special Events & Offers

STD / HIV testing most Friday & Saturday nights from 10pm - 2am
Rapid Testing now available!
Free & anonymous

Have you been 86?
We are re-evaluating our list. Stop by and talk to Spike or Carlos to see if you can be removed from the list.
They will be doing this Tuesday thru Saturday from 4pm till Midnight.

Leather Night At The Z
2nd Thursday of each month
May 8th, 2008 8pm - Midnight

SML Members
(must show SML membership card)
or Men in Leather Gear get $3 off!

Weekday Special
(From 8am to 4pm, Monday through Friday ONLY)
Lockers $5.00 for 4 hours
Small Rooms $10.00 for 4 hours
RESULTS

• Tested 1559 (2003 - 2007)
• 33 positives (2.1%)
• 1% considered cost effective
• Unexpected benefit
  – Return for partner help
  – Return for early treatment counseling
PLACE WAS THE PROBLEM

- Denmark 2009
- Pilot to supply addicts w/ free heroin to reduce associated crime
  - Included doctor prescription
  - Guaranteed pure dose
- Out of 30,000 addicts only 80 took offer
- The barrier wasn’t **Product** or **Price** or **Promo**
PLACE WAS THE PROBLEM

• The **Place** was the problem:
  - Had to go to medical clinic
  - Doctor administered

• Took away the fun and the freedom benefit
• Step #7:
  - Jot down a Place Idea
1. Purpose & Focus
2. Analyze Situation
3. Select Priority Audience
4. Set Objectives & Goals
5. Understand Barriers, Benefits, Motivators
6. Craft Positioning Statement
7. Develop 4Ps
   • Product, Price, Place, **Promotion**
8. Determine Evaluation Plan
9. Establish Budgets & Find Funding
10. Write Implementation Plan
STEP 7: PROMOTION

• DEFINITION

“Persuasive communications designed and delivered to highlight product, price, place.”
STEP 7: PROMOTION

4 COMPONENTS:

• MESSAGE
  – What you want to communicate

• MESSENGERS
  – Who might be used to deliver messages

• CREATIVE ELEMENTS
  – How you will communicate

• COMMUNICATION CHANNEL
  – Where you will communicate
DEVELOPING MESSAGES

• What do you want your priority audience to do?
• What do they need to know?
• What do they need to believe (different)?

FROM
STEP 4.
#10 PRINCIPLES FOR DEVELOPING PERSUASIVE MESSAGES

- Concrete
- Personal
- Clear and simple
- Easy to remember
- Fun when appropriate
- Using fear, follow up with solutions
#10 PRINCIPLES FOR DEVELOPING PERSUASIVE MESSAGES

• Make Messages Concrete
Making it Personal

UK 2010

Message: “Don’t let that pint come between you and Christmas.”

Messenger: “Convicted drunk driver held under a giant pint glass.”

Media Channel: Department store windows
#10 PRINCIPLES FOR DEVELOPING PERSUASIVE MESSAGES

- Be clear and simple.

Dear Guest:

Our hotel is committed to conserving our country’s natural resources. Every day, tons of detergent and millions of gallons of water are used to launder towels that have only been used once.

A towel on the floor means: “Please exchange”

A towel on the rack means: “I’ll use it again”
Hotel Vintage Plaza
Goes Green
at Guests Request

In order to do our part in the national recycling effort, we are implementing an experimental "greening" program for the Hotel Vintage Plaza.

For all of our guests who stay more than one night, this program offers you choices. If you would like your towels replaced daily, simply leave them on the floor. If, however, you choose to reuse your towels - thereby conserving our environmental resources - simply replace them on the towel rack provided.

Thank you.
#10 PRINCIPLES FOR DEVELOPING PERSUASIVE MESSAGES

- Make Messages Easy to Remember
- Award-Winning
- 2014
#10 PRINCIPLES FOR DEVELOPING PERSUASIVE MESSAGES

• Consider Fun Messages
#10 PRINCIPLES FOR DEVELOPING PERSUASIVE MESSAGES

- Consider Fun Messages
Fear appeals: works better when:
- Accompanied by a solution
- Targeted at someone close to the priority audience rather
- Credible source
- Previously unconcerned
“Over 100 cats & dogs will be euthanized by tonight if not adopted today.”
MESSENGER

• Who will deliver messages?
  – Spokesperson
  – Sole Sponsor
  – Partners
  – Mascot

• Considerations:
  – Expertise, trustworthiness, likeability
#11 USE APPROPRIATE MESSENGERS

Sex with one partner can still be group sex.

Are you ready?

Mercer Island Teens For Delaying Sex
TOYS AS MESSENGERS

• Barbie’s New Dog Tanner who comes with a magnetic pooper scooper and a trash can!
COMMUNICATION CHANNELS

• **Traditional Media**
  • Advertising
  • Public Relations & Special Events
  • Printed Materials
  • Special Promotional Items
  • Signage and Displays

• **Nontraditional and New Media**
  • Popular Entertainment Media
  • Public Art
  • Product Integration
  • Social Media
  • Web Sites
  • Mobile Phones for “Pull versus Push” Campaigns
COMMUNICATION CHANNELS

PRINCIPLE #12

- Channel Principles
  - Try for popular, entertainment media
  - Be there “just in time”
  - Use prompts
  - Tap social media and networks
  - “Surprise them”
Not wearing a helmet?
Seriously?
SOCIAL MEDIA EXPLAINED

TWITTER  I'M EATING A DONUT
FACEBOOK  I LIKE DONUTS
FOURSQUARE  THIS IS WHERE I EAT DONUTS
INSTAGRAM  HERE'S A VINTAGE PHOTO OF MY DONUT
YOUTUBE  HERE I AM EATING A DONUT
LINKEDIN  MY SKILLS INCLUDE DONUT EATING
PINTEREST  HERE'S A DONUT RECIPE
LASTFM  NOW LISTENING TO "DONUTS"
G+  I'M A GOOGLE EMPLOYEE WHO EATS DONUTS.

Source: Homer Simpson of the Matrix
#12 SURPRISE THEM!

- 2012, Troy Michigan
- Couldn’t afford to sustain library
- Scheduled vote for tax increase
- Strong anti-tax group waged a big campaign
- A grassroots campaign surprised everyone . . .
#12. SURPRISE THEM

[Video Link: http://www.youtube.com/watch?v=AoT13m8-Kxo&feature=kp]
#13 MAKE NORMS VISIBLE

- Especially effective when:
  - Majority doing the behavior
  - Those not doing behavior don’t know in minority

- Social Norms Theory
  - Behaviors influenced by what we think others we like/ respect do
#13 MAKE NORMS VISIBLE

• OPOWER
  - Energy Efficiency & Software Company
  - “It’s time to engage the 300 million Americans in the dark about their energy use.”
  - First 1 million HH cut usage by 1.5% -3.5%

[Image of November Neighbor Comparison chart showing energy usage comparison]
#13 MAKE ANY NORMS VISIBLE
#14 USE PROMPTS

- Prompts serve as a reminder
- Prompts help convey social norm
- Newborn diaper strap to reduce SIDS
“Did you bring your bag today Nancy?”
#15 GET COMMITMENTS.

- **Written commitments** are better than verbal ones.
- **Public commitments** are best.
- **Self Prophecy or Self Fulfilling strategy**
• Step #7:
  - Jot down a Message Idea
  - Jot down a Messenger Idea
  - Jot down a Communication Channel Idea
WHERE ARE WE?

1. Purpose & Focus
2. Analyze Situation
3. Select Priority Audience
4. Set Objectives & Goals
5. Understand Barriers, Benefits, Motivators
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7. Develop 4Ps
   • Product, Price, Place, Promotion
8. **Determine Evaluation Plan**
9. Establish Budgets & Find Funding
10. Write Implementation Plan
STEP #8

- Developing a plan for monitoring & evaluation answering the questions:
  - Why?
  - What?
  - How?
  - When?
  - How Much?

- What’s the difference between monitoring and evaluation?
WHY?

**Potential purposes for an evaluation:**

- Grant Requirement
- Do Better Next Time
- Support Continued Funding
- Determine Resource Allocation
- Decide if Course Corrections Needed

Refer to Step #4 Goals
WHAT?

• Input Measures
• Output/ Process Measures
• Outcome Measures
• Impact Measures
• Return on Investment
“WHERE’S THE BEEF?”

• 1984 Commercial

• Wendy’s hamburgers

• Making fun of the competitor’s big fluffy bun

• And not much beef.

• An exec on his yacht.
“WHERE’S THE BEEF?”
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WHAT’S THE BEEF?

• For every taxpayer dollar spent, what did we save or earn?

• What, then, is the rate of return on our investment (ROI)?
WHERE ARE WE?

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BUDGET COMPONENTS

Cost-Related Components:

- Product-Related Costs
- Price-Related Costs
- Place-Related Costs
- Promotion-Related Costs
- Evaluation-Related Costs
STEP 9: BUDGETS & FUNDING

- If budgets exceed funding:
  - Explore additional sources of funding including corporate contributions
  - Eliminate least effective and efficient strategies
  - Reduce goals (Why so rare?)
  - Develop campaign phases
CORPORATE SOCIAL MARKETING

BEST OF BREED

- For Supporting
  - Marketing Goals:
    - Brand Preference
    - Market Entry
    - Increased sales
    - Building traffic
    - Social Change
    - Attract Credible Partners
    - Increased Profitability
WHY? BRAND PREFERENCE

• Creating brand preference at an early age
• Touching over 35 million consumers each year with educational materials and tools
WHY? MARKET ENTRY

• From a minor to major player in toddler lifevest market
• Sales increased 25% first year
WHY? INCREASED SALES

- Opportunity to Showcase Products
- Program materials, workshops
WHY? BUILDING TRAFFIC

- 800,000 Child ID kits at RadioShack stores nationwide.
WHY? SUPPORTING REAL CHANGE

Pampers printed logo on diaper fastening strips for newborns

SIDS rate in U.S. down 50% since Back to Sleep campaign began in 1994
WHY? Decreased Costs

- An estimated potential for savings for respiratory infections $8 million a year
WHERE ARE WE?

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5. Understand Barriers, Benefits, Motivators and the Competition
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   • Product, Price, Place, Promotion
8. Determine Evaluation Plan
9. Establish Budgets & Find Funding
10. **Write Implementation Plan**
STEP 10: IMPLEMENTATION

- What
- Who
- When
- How Much (Budget)

- Formats vary; ideally, 2-3 years
PRINCIPLES TO CONSIDER

• Volunteers
• Pilots
• Prompts
UTILIZING VOLUNTEERS

• Bayside Climate Change Action Group
• Bayside, Australia
• Human Sign!
• **Purpose:**
  - Increase “conscious” about water conservation

• **Focus:**
  - Rainwater harvesting
  - Single-family homes in the City of Seattle
  - Landscape irrigation
Lessons Learned from Purveyors:

- Positive responses
- Labor intensive
- Appeals to environmental ethic
- Appeals to gardeners
- Cuts across demographics
- Don’t position as a money saver or real conservation saver
“In general, how appealing is the idea of collecting rainfall from your roof? ”

- 34% very appealing
- 29% somewhat appealing
- 19% not very appealing
- 16% not at all appealing
- 2% not sure
RESEARCH

• Very likely to buy at $29.95 (16%)
• Very likely to buy at $80 (5%)
- Retail value: $89.95
- Price $32, including tax and assembly
- Cash or check only

**NATURAL WATER** for Your Garden

**Rain Barrel Sale**

**ONE DAY ONLY!**
SATURDAY APRIL 12
9 a.m. to 3 p.m.

Just **$32** each, including tax, these barrels are a $70 retail value.

This spring, catch those April (and May and June) showers with rain barrels under your downspouts. Fully assembled and easy to install, each rain barrel includes mosquito screening, faucet for filling your watering can and soaker hose connection. Most of these thick plastic 50- and 60-gallon barrels are a terra cotta color and are recycled from the food industry. Many were used to ship olives from Greece.

- Seattle residents only. Limit two per household.
- Checks or cash only. No credit cards.
- Supplies are limited!

Sand Point
Magnuson Park
Enter at NE 65th Street
and Sand Point Way

A service of Seattle Public Utilities

This is a pilot project. To receive a rain barrel at this price, Seattle householders will be asked to use the barrel for at least a year and provide contact information for a follow-up survey. An additional discount of 50 percent will be given to low-income households — a current Seattle combined utility bill will be needed as proof of program participation. For more information call the Natural Law & Garden Hotline at (206) 653-0226 or visit our web site at www.seattle.gov/wtr/rainbarrel/
• **Saturday, April 12**
• **9am-3pm**
• **Public Park in Central Seattle**
• **Key Messages:**
  - Natural Resource
  - Good for the garden and the environment
  - Protected from mosquitoes

• **Tone & Style**
  - Appeal to gardeners
  - Appeal to environmental ethic

---

**What about mosquitoes?**

Your rain barrel lid is screened to keep out mosquitoes. To keep them from entering through the overflow fitting, be sure you always have an overflow hose attached.

In fact, now that you have a rain barrel, it's a good time to clean your gutters so puddles where mosquitoes can breed don't form behind dams of moss or rotting leaves. You should also adjust the brackets holding your gutters to make sure all gutters slope toward downspouts and quickly drain dry after a rain. Sagging gutters also create puddles where mosquitoes can breed.
Media Channels:

- Direct mail: utility newsletter and postcard
- Fact Sheet at nurseries, gardening stores
- Bill Statement Messages
- Web site
- Public Radio Announcements (Paid)
- Radio “Gardening” Celebrity mentions
- Articles in agency and association newsletters
- Display at Annual Flower and Garden Show
- Email messages to public sector employees
- Newspaper ad
Workers from the Seattle Conservation Corps construct rain barrels in the old Navy commissary at Sand Point’s Magnuson Park. The barrels, which originally held olives and peppers from Greece, will be offered for sale to Seattle residents for $32 on April 12, from 9 a.m. to 3 p.m.
RESULTS
FOLLOW-UP NEWS RELEASE

City of Seattle
Gregory J. Nickels, Mayor
Seattle Public Utilities
Chuck Clarke, Director

Date: April 12, 2003
Contact: Susan Stoltzfus, (206) 684-7688
susan.stoltzfus@seattle.gov

News Release

It’s Raining Barrels -- Hundreds line up for Seattle’s first rain barrel sale
Seattle residents save money, water and get rain barrels for $32

SEATTLE – In an overwhelming response to the City of Seattle’s first ever rain barrel sale, hundreds of homeowners lined up this morning to purchase barrels to capture April showers. More than 1,500 rain barrels were available to Seattle residents to promote natural yard care practices. Seattle residents who purchased the barrels are asked to use them for one year and participate in a follow-up study to measure how well they contribute to natural yard care.
Save 75% on Food & Yard Waste Bins
Quantities Limited—Preorder Now!

Green Cone Food Waste Composters are $25 each or two for $40 (Note: two green cones work best for year-round composting). Yard Waste Compost Bins are $25 each, limit one per household. Supplies are limited—pre-order now for pick up at the Northgate Mall South Parking Lot on Saturday, March 27.

Bins can be ordered by mailing the order form by March 23 or by calling Seattle Public Utilities at 206-684-3000. Phone orders will be taken Mon–Fri, 8am–5pm until March 24.

Limited supplies available. Preorders will receive a bin. Cash and checks will be accepted at time of pickup—no credit cards. Prices include tax. For more information visit www.seattle.gov/util.

Orders may be picked up at the Northgate Mall South Parking Lot on March 27 at the following times:

Last name: A–D: 8 am – 10 am  E–L: 10 am – 12 pm
M–S: 12 pm – 2 pm  T–Z: 2 pm – 4 pm

*Sale applies to Seattle Public Utilities customers only. Proof of residency required at time of pick up.

Please Print:
Name: Hilary Seese
Email: hilary-seese@yahoo.com

<table>
<thead>
<tr>
<th>Qty</th>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Food Composter ($25 c or 2 for $40)</td>
<td>$40</td>
</tr>
<tr>
<td>1</td>
<td>Yard Waste Composter ($25 ea; limit 1 per household)</td>
<td>$25</td>
</tr>
<tr>
<td></td>
<td>Total Cost</td>
<td>$65</td>
</tr>
</tbody>
</table>

Send no money with order form. Payment accepted at time of pickup.

Mail to:
Seattle Public Utilities
700 Fifth Ave, Ste. 4900
PO Box 34018
Seattle, WA 98124-4018
Attn: Compost Bin

Order forms must be postmarked by March 23, 2004. Cash and checks will be accepted at time of pick up—no credit cards.
RESULTS

• OUTCOME MEASURES
  – Reached goal

• PROCESS MEASURES
  – Customers turned away
  – Traffic and exhaust from idling

• BEING USED AS LESSONS LEARNED
IN SUMMARY
IN SUMMARY

• What is social marketing?

• How is it unique from other types of marketing?

• What are other ways to impact social issues?

• Why do we choose target markets?

• What are the 4Ps?
A 10 STEP PLANNING MODEL

1. Establish Purpose & Focus
2. Analyze Situation
3. Select Priority Audiences
4. Set Objectives & Goals
5. Understand Barriers, Benefits, Motivators and the Competition
6. Develop Positioning Statement
7. Develop 4Ps
   • Product, Price, Place, Promotion
8. Determine Evaluation Plan
9. Establish Budgets & Find Funding
10. Write Implementation Plan
IN SUMMARY: IT’S ALL ABOUT BEHAVIORS

1. Focus on priority audiences most ready for action.
2. Prioritize behaviors.
3. Understand barriers to behavior change.
4. Bring real benefits to the present.
5. Use all 4Ps in the toolbox.
6. Find a tangible good or service that will help.
7. Look for a price that matters.
8. Make access convenient.
9. Develop persuasive messages
10. Use appropriate messengers.
11. Utilize effective media channels.
12. Make norms visible.
13. Use prompts.
15. Monitor, evaluate and report on results.
Useful In Every Step:

1. Analyze Environment
2. Select Priority Audience
3. Set Objectives and Goals
4. Deepen Understanding of Audience
5. Develop Strategies
6. Develop Evaluation Plan
7. Establish Budget
8. Complete Implementation Plan
Social Marketing Associations

- International Social Marketing Association (iSMA)
  - Discounts on Conferences
  - Resources

- Social Marketing Association of North America (SMANA)
  - Listserves
  - Volunteer opportunities
• Pacific Northwest Social Marketing Association (PNSMA)

• 100+ Members

http://pnsma.org/
• **Annual SPARKS Conference**
  - December 9-10, 2019
  - Museum of Flight

• **Quarterly Forums**
  - June 12, Natural Yard Care
MEMBER BENEFITS

• $35.00/ Year

• Benefits:
  – Automatic Membership iSMA, SMANA
  – Discount on annual conference
  – Job postings
  – Notice of events, trainings, conferences
  – Build relationships
Social Marketing Associations

- International Social Marketing Association (iSMA)
  - Discounts on Conferences
  - Resources

- Social Marketing Association of North America (SMANA)
  - Listserves
  - Volunteer opportunities
MY GRANDDAUGHTER GIA
10 Years Old
Using all 4Ps

I’d like for social marketers
Around the world to see
That they will have much more SUCCESS
By using all 4 Ps
Using all 4PS

The **Product** helps the market **PERFORM**

The **Price P** gives some **GLEE**

The **Place P** is a way to save

Them **TIME and ENERGY.**
I’d like for social marketers
Around the world to see

The Final P is one we use
To SHOUT OUT the other 3.
I’d like for social marketers
Around the world to see
If we do this together more
We’ll sing in HARMONY.

lalalala