

SOCIAL MARKETING

What is it? Why is it so hard?

What makes it easier?



Introduction to Social Marketing

- **Definition**
- **Distinctions**
- **Applications**

MARKETING

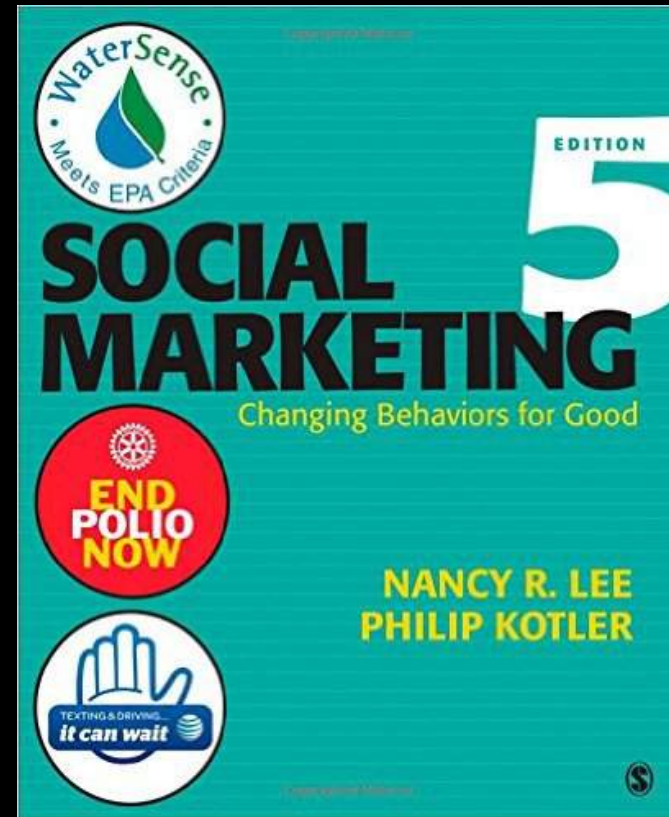
- *"What do you think of when you hear the word marketing?"*
- **Be honest. Don't think hard.**

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



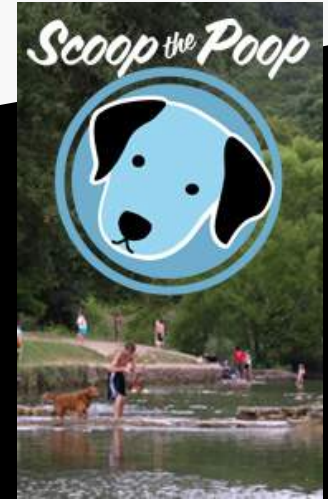
- Each day, 3200+ youth tried **first cigarette**
- 50,000+ people died from **colon cancer**
- 40,000+ women+ died from **breast cancer**
- 26,000+ men died from **prostate cancer**
- Close to 50% of adults aged 18 and over did **not have regular physical activity**
- 15,000+ people **died from prescription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

YEAR 2016 REPORT CARD: ENVIRONMENT



- **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

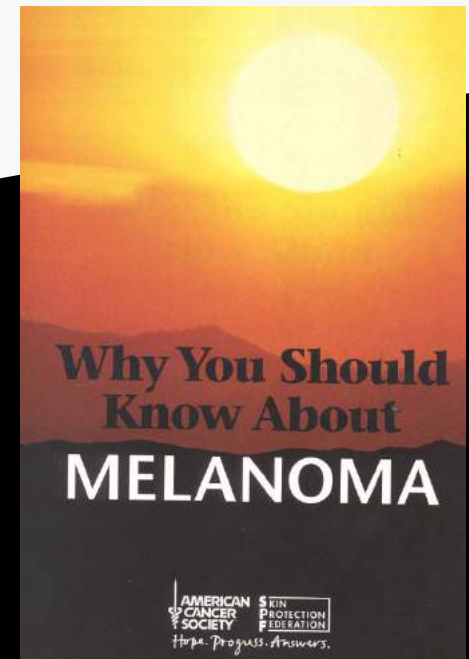


- **1.5 million dogs and cats** in shelters were euthanized.
- More than 8,000 people on waiting lists for **organ transplants died**
- In 2013, WA State had the highest **property crime rate in the country.**
- Only 57.9% of eligible voters **voted in the 2016 U.S. presidential election**

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



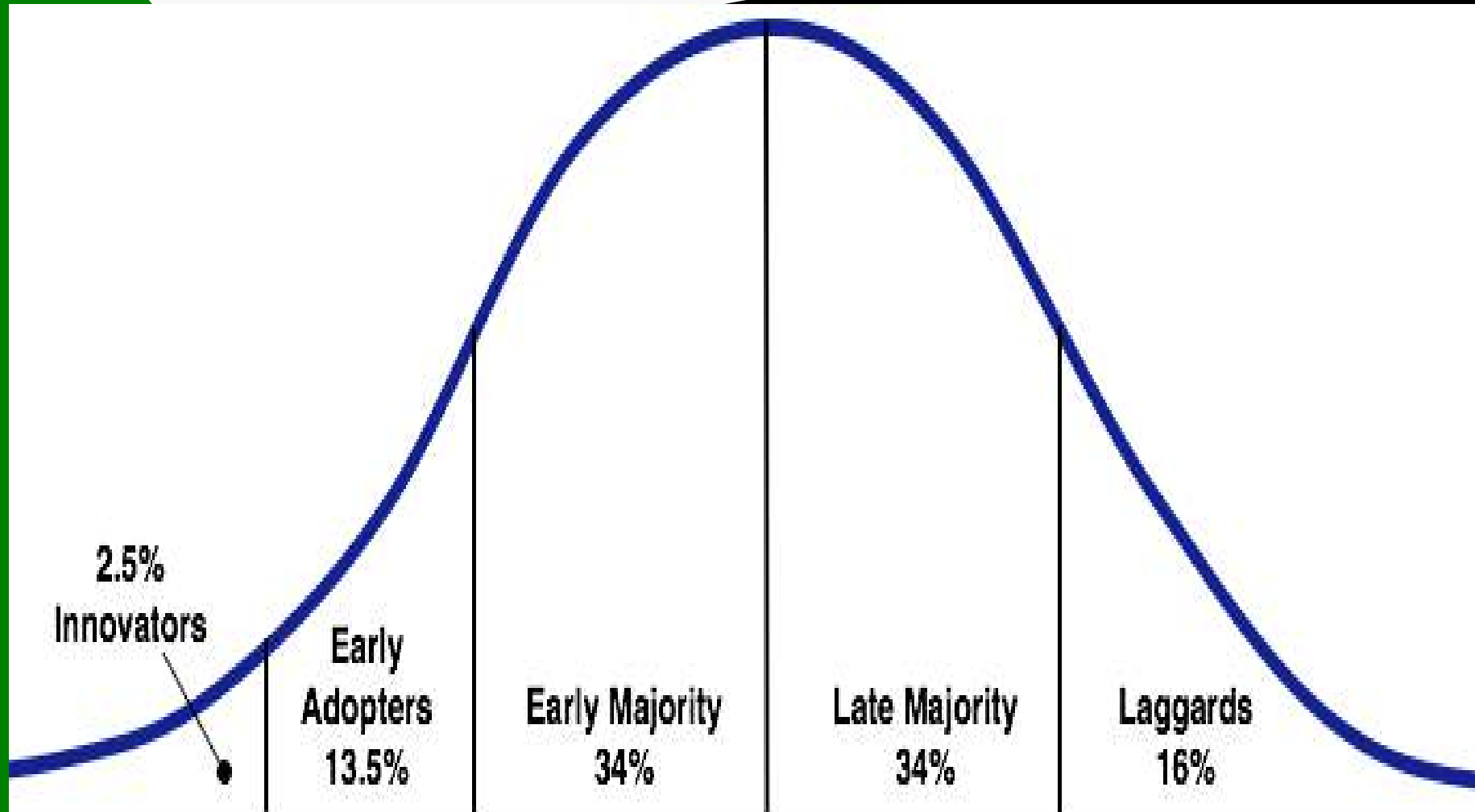
From Education:

- 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



Source: Everett R. Rogers, *Diffusion of Innovations* model

Changing Citizen Behaviors

Education • Marketing • Law



Adapted from Everett Rogers, Jay Kaslirer, Mike Rothchild, Dave Ward, Kristen Cooley



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Education

Social Marketing

Law



Level of Investment to Change Behavior

(conceptual)



Adapted from Everett Rogers, Jay Kassirer, Mike Rothschild, Dave Ward, Kristen Cooley

WHY IT'S A 1000 TIMES HARDER HARDER.

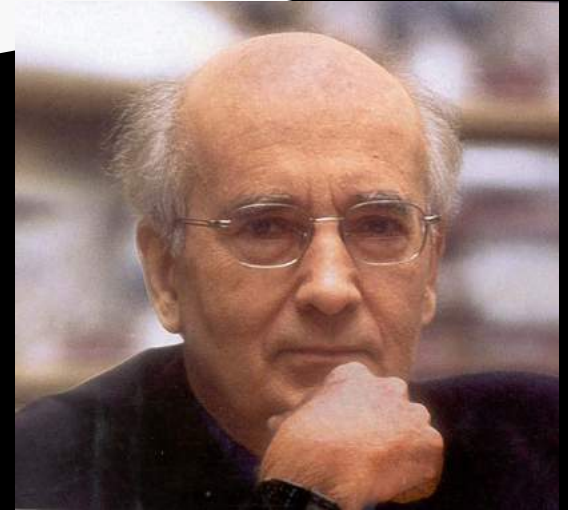
We ask people to

- 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

RESEARCH

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



RESEARCH EXAMPLE

- 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



RESEARCH

- **Purpose:**
 - How many people are using?
 - Who uses?
 - Who doesn't?
 - When?
 - Why?
 - Why not?

WHO USES? WHO DOESN'T?

	<10 YRS.	10-20 YRS.	20-40 YRS.	40-60 YRS.	60+ YRS.	MALE	FEMALE
All Pedestrians Flag Available	44	177	1343	744	315	1486	1302
# Using Flag	31	25	111	57	43	137	130
% Using Flag	71%	14.1%	8.3%	7.7%	13.7%	9.2%	10.1%

BARRIERS

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



PRODUCT

PRICE

PLACE

PROMOTION

- **Old Design**



- **New Design**



PRODUCT

PRICE


PLACE

PROMOTION

- **Adopt a Crosswalk Partners**



Take It to Make It	Partner Check When Redeemed
Adopt-a-Crosswalk partners in downtown Kirkland	
Ben & Jerry's @ 176 Lake Street South, Kirkland One extra scoop	<input type="checkbox"/>
Coyote Creek Pizza @ 228 Central Way, Kirkland 10% discount on all food and drinks	<input type="checkbox"/>
Windermere Living Room @ 16 Central Way, Kirkland One free winetasting	<input type="checkbox"/>
Epicurean Edge @ 107 Central Way, Kirkland 10% discount on merchandise (excluding handmade knives)	<input type="checkbox"/>
Kirkland Arts Center @ 620 Market Street, Kirkland 10% discount on individual or family memberships	<input type="checkbox"/>
U.S. Bank @ 177 Central Way, Kirkland Free checking account	<input type="checkbox"/>
White Swan Car Wash @ 324 Central Way, Kirkland \$2 off car wash	<input type="checkbox"/>



PRODUCT

PRICE

PLACE

PROMOTION



▪ <http://www.youtube.com/watch?v=TMqfPlIFnbg>

PRODUCT

PRICE

PLACE

PROMOTION

- Improving Access



PRODUCT

PRICE

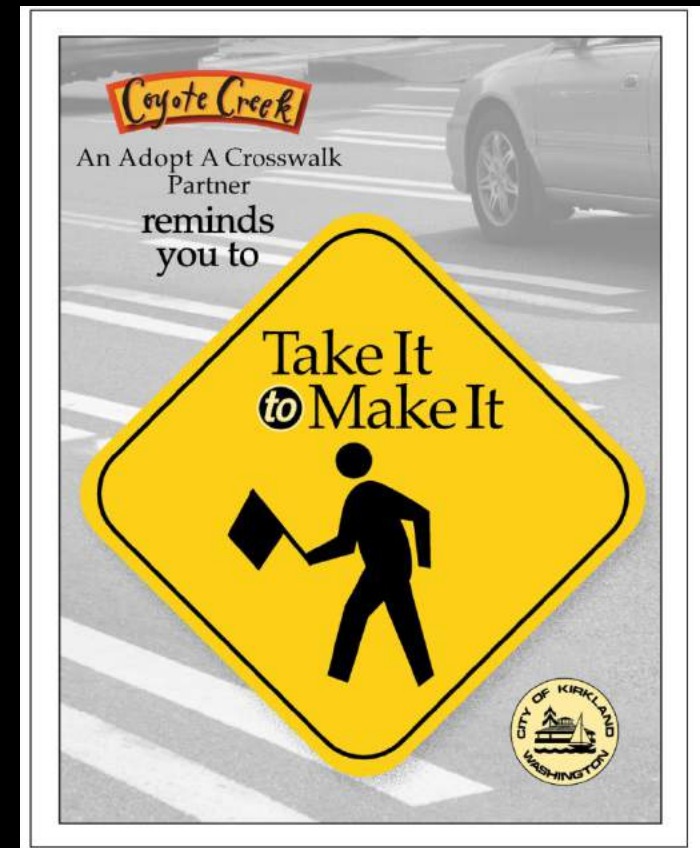
PLACE

PROMOTION

- Drink Coasters



- Posters



PRODUCT

PRICE

PLACE

PROMOTION

- Downtown Banner
- Sidewalk Stencils



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

FORM TEAMS

- **Brainstorm Topics**
- **Select Top Ones of Interest**
- **Form Teams**
- **Or**
- **Work Individually**

STEPS IN PLANNING

1. Establish Purpose & Focus
2. Analyze Situation
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4. Set Behavior Objective & Goals
5. Understand Barriers, Benefits, Motivators
6. Craft Positioning Statement
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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

SOCIAL ISSUE	CAMPAIGN PURPOSE	OPTIONS FOR FOCUS
Family Planning	Decrease teen pregnancies	Condoms Birth control pills Abstinence Sexual assault prevention
Traffic Injuries	Decrease drinking & driving	Designated drivers Underage drinking & driving
Air Pollution	Reduce fuel emissions	Carpooling Mass transit Telecommuting Not topping off gas tanks
Senior Wellness	Increase physical activity	Tai chi classes in parks Walking groups

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

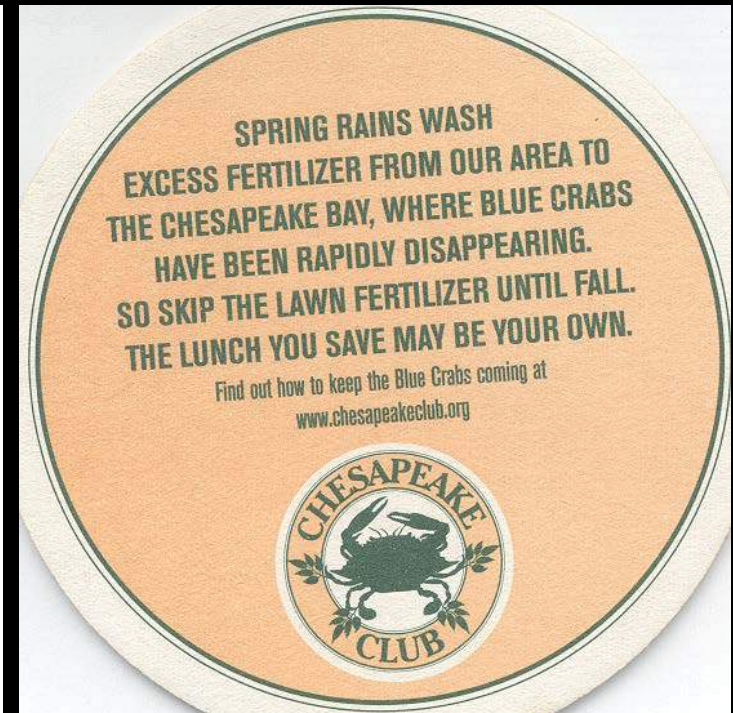


CASE EXAMPLE: FOCUS

- **Behavior**
 - Skip the spring lawn fertilizer
 - Wait until Fall
- **Positioning**
 - Reframing the problem of a polluted bay as a culinary, not an environmental, problem



CASE EXAMPLE: FOCUS



**THE LUNCH
YOU SAVE
MAY BE
YOUR
OWN**



PROTECT THE HARBOR.
HOLD OFF ON THE LAWN FERTILIZER UNTIL LATER THIS FALL.



SPRING FERTILIZING HELPS
GROW OUR
DEPENDENCE ON
LOUISIANA



THERE'S JUST SOMETHING WRONG
ABOUT HAVING TO IMPORT CRABMEAT TO THE EVERGLADES.



**PROTECT THE
CRABCAKE** POPULATION



HOLD OFF ON THE LAWN FERTILIZER UNTIL FALL.
KEEPING THEM AND NO NEEDING IMPORTED CRABCAKES.





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

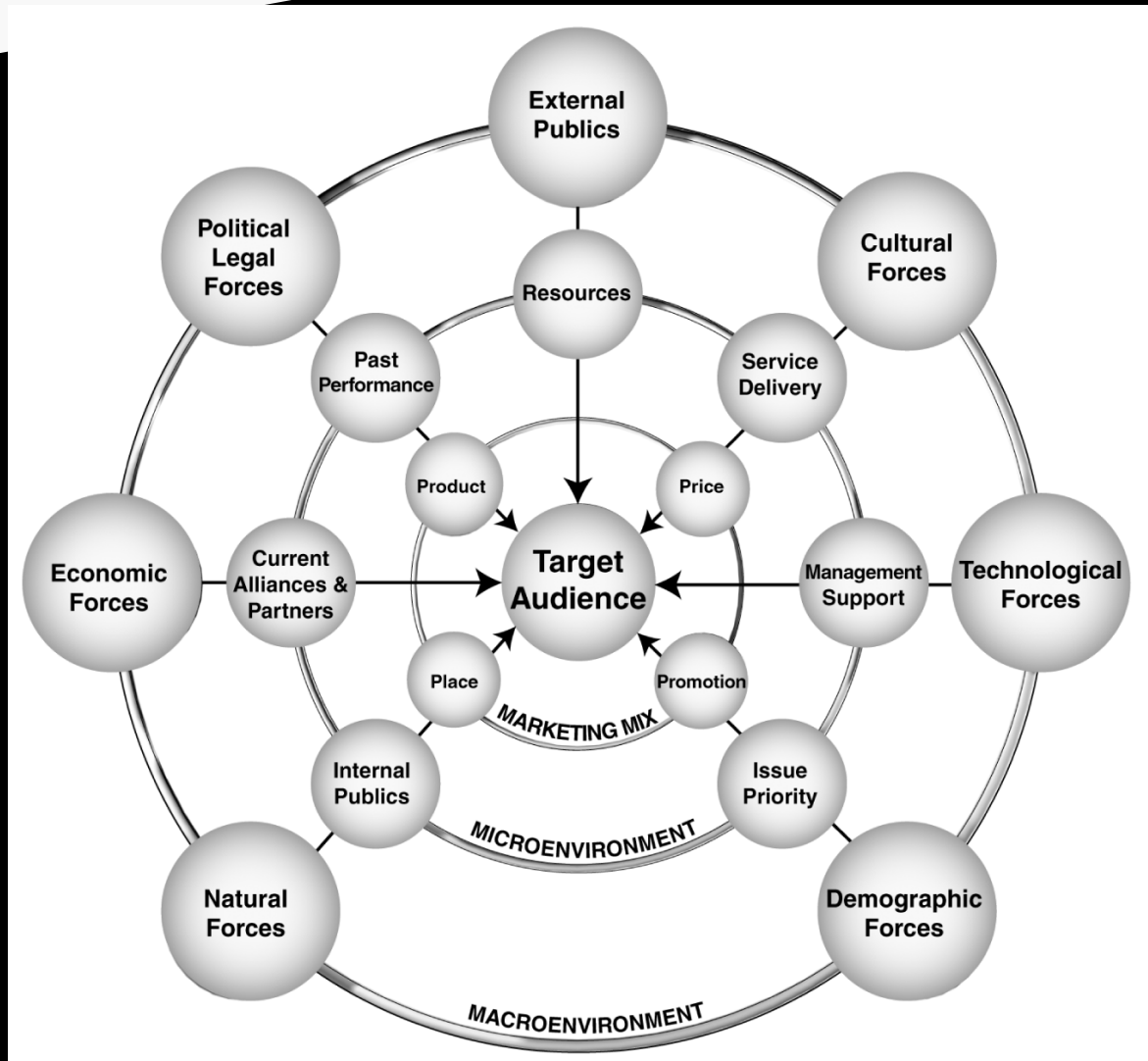
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STEP 2. SITUATION ANALYSIS

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

SITUATION ANALYSIS



PRINCIPLE #2

"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 ½ lb. waste daily
 - 60,000 pounds/day in Austin
 - 22 million pounds/year



CASE EXAMPLE: SWOT

INTERNAL FACTORS	EXTERNAL FORCES
STRENGTHS: \$500 existing fine Management priority given water quality requirements (11 or Austin's creeks listed as impaired because of bacteria)	OPPORTUNITIES: Citizen complaints for petwaste on private property Large portion (at least 1/3) of citizens who interested in complying
WEAKNESSES: Fines not enforced; requires a law officer to witness	THREATS: Popularity of off leash parks Not a norm

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

Year	Mutt Mitts Distributed	# Pounds Collected and Disposed of Properly @ .5 lbs. per bag on average	Annual Program Budget	Estimated Cost Per Pound to Collect & Dispose of Properly
2001	75,000	37,500 lbs.	\$10,000	\$.27/lb.
2003	535,000	267,500 lbs.	\$53,000	\$.20/lb.
2006	967,000	483,500 lbs.	\$72,500	\$.15/lb.
2008	2,000,000	1,000,000 lbs.	\$87,000	\$.09/lb.
2009	2,400,000	1,200,000 lbs.	\$92,000	\$.08/lb.

STEPS IN PLANNING

1. Establish Purpose & Focus
2. Analyze Situation
3. Select Priority Audience
4. Set Behavior Objective & Goals
5. Understand Barriers , Benefits, Motivators
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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



TOBACCO USE



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:

MOVE TO NEXT STAGE

PRECONTEMPLATION →→	CONTEMPLATION →→	IN ACTION →→	MAINTENANCE
Make sure know about facts Eventually, out number them!	Remove barriers Offer incentives	Reward	Recognition

IDEAL

- “The Help Me” Group
- Then describe using other variables:
 - Size
 - Geographics
 - Demographics
 - Psychographics

Changing Citizen Behaviors

Education • Marketing • Law



Adapted from Everett Rogers, Jay Kassinir, Mike Rothchild, Dave Ward, Kristen Cooley



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UNIVERSITY of WASHINGTON

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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

PRODUCT

PRICE

PLACE

PROMOTION

- 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

PRODUCT

PRICE

PLACE

PROMOTION

- Free Program Materials



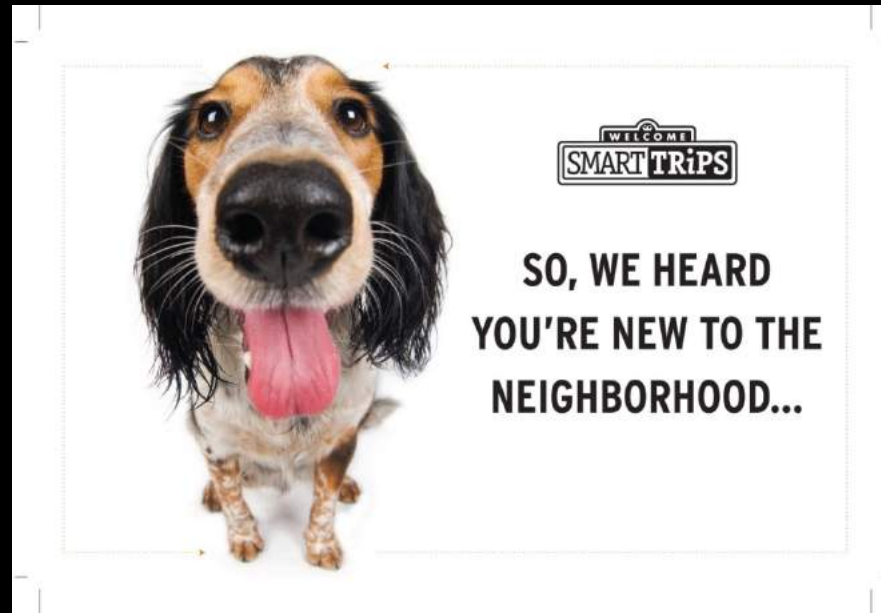
PRODUCT

PRICE

PLACE

PROMOTION

- **Initial Postcard**
- **Go Online to indicate interests**
- **Order Form or one can be mailed**



PRODUCT

PRICE

PLACE

PROMOTION

- **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
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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 OBJECTIVE & GOALS

BEHAVIOR OBJECTIVES

- Reduce use of plastic bottles
- Reuse grocery bags
- Recycle electronics
- Compost foodwaste
- 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 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

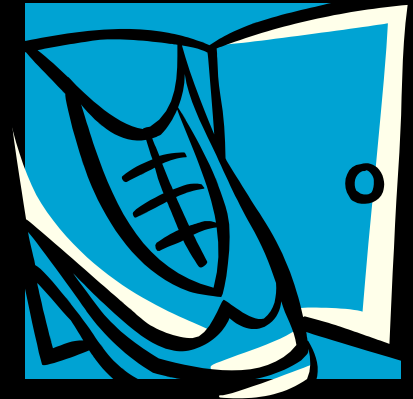
PRIORITIZING BEHAVIORS

Scale of 1 – 10 (Highest)

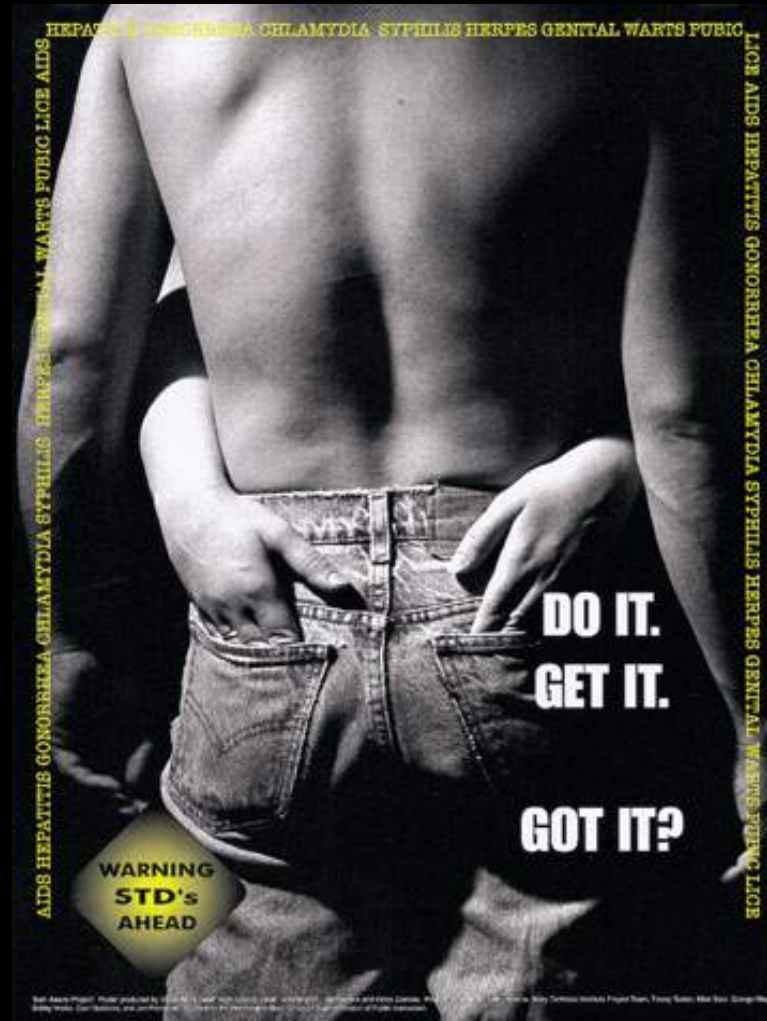
BEHAVIOR	IMPACT	WILLINGNESS	MARKET OPPORTUNITY	SIMPLE AVERAGE	WEIGHTED AVERAGE
Install a programmable thermostat					
Set water heater to 120					
Sign up for Green Power					
Install a low flow shower head or faucet					

CHOOSING BEHAVIOR OBJECTIVES

- **Foot in the Door**
 - Small requests first
 - Self perception theory
- **Door in the Face**
 - When you can negotiate



AUDIENCE? BEHAVIOR?



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.

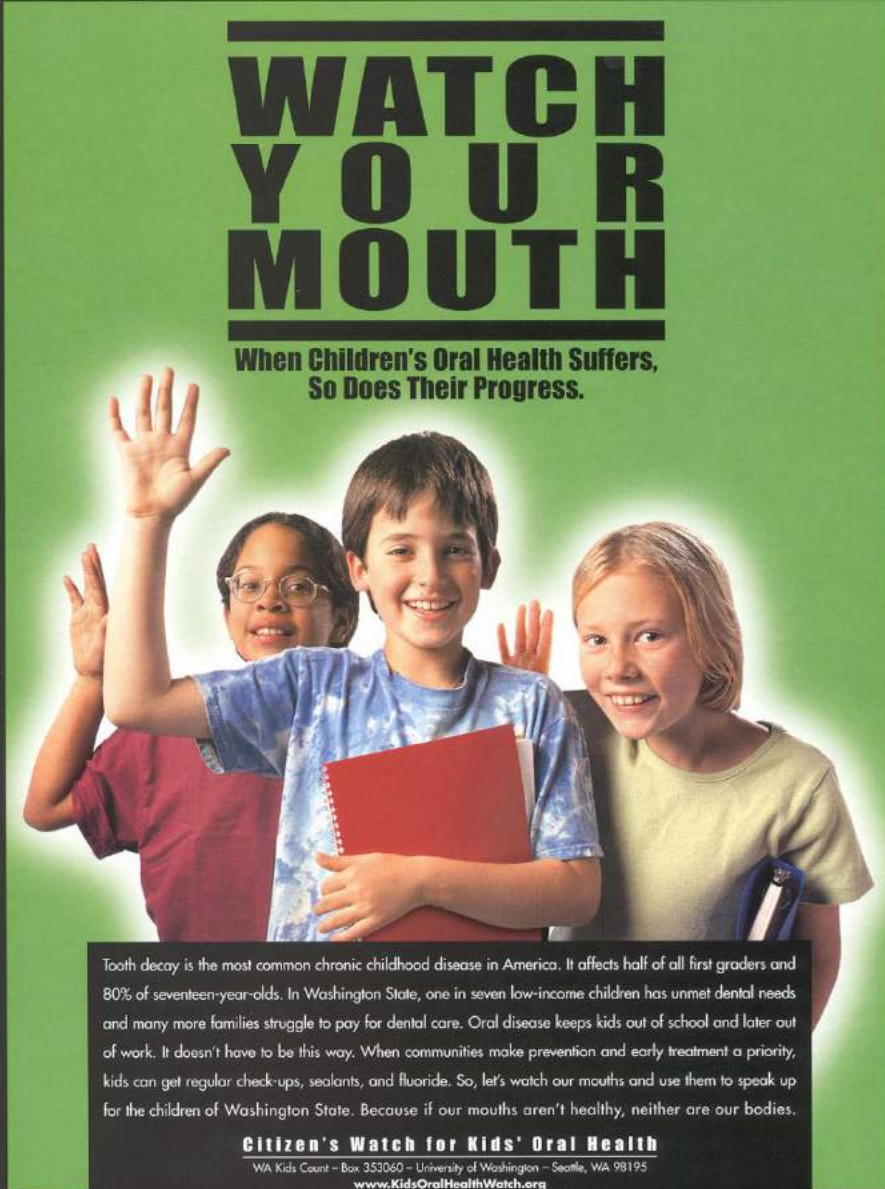
Work through groups. Introduce the ASK concept through a group or community effort, such as your religious organization or PTA.

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?



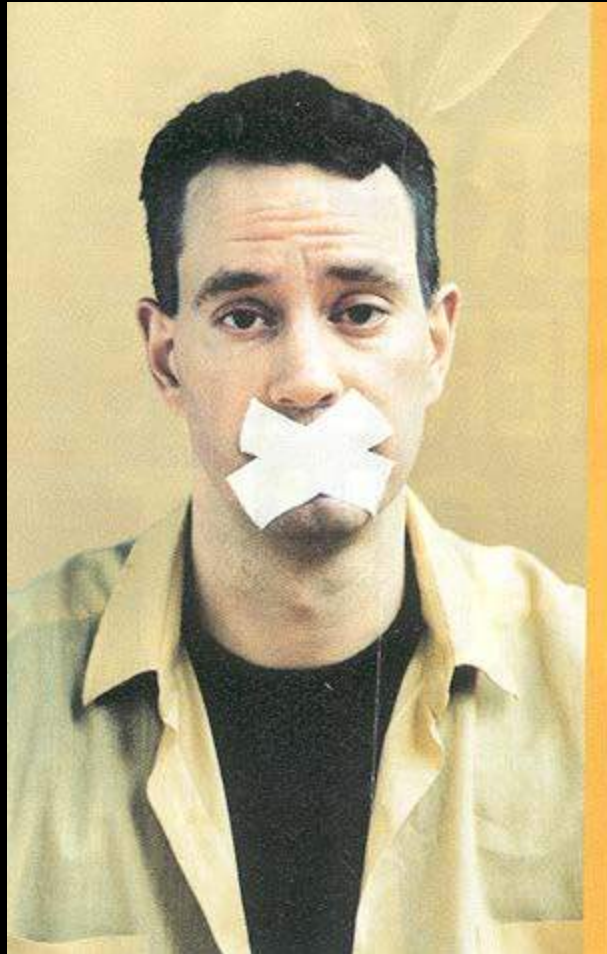
**WATCH
YOUR
MOUTH**

**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
WA Kids Count - Box 353060 - University of Washington - Seattle, WA 98195
www.KidsOralHealthWatch.org
2002.222.1000

AUDIENCE? BEHAVIOR?



**THERE ARE
EASIER WAYS
TO QUIT.**

TOBACCO QUIT LINE 1-877-270-STOP.

QUITLINE.COM

13-02 79076 News America Marketing

AUDIENCE? BEHAVIOR?

Environmental Campaign

November 2011

enterprisemouchel

leaner, greener, safer

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 thereafter 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

“Climate change is the most critical and challenging issue we face as a global community in the 21st century.”

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

Visit any of the websites below for more information, facts and figures, news and events, strategies and legislation:

UK Govt
<http://www.climate.gov.uk/en/ourcommitment/energy.htm>
<http://www.ukclimate.gov.uk/2009/09/20/2009-09-20-10>

European Commission
<http://ec.europa.eu/climate/policies/acc.htm>
<http://ec.europa.eu/climate/policies/acc.htm>

UNEP
http://www.unep.org/press/docs/2009/09/20090920_10.htm

Met Office
<http://www.metoffice.gov.uk/climate/uk/>

DEFRA
<http://www.defra.gov.uk/environment/climate/>

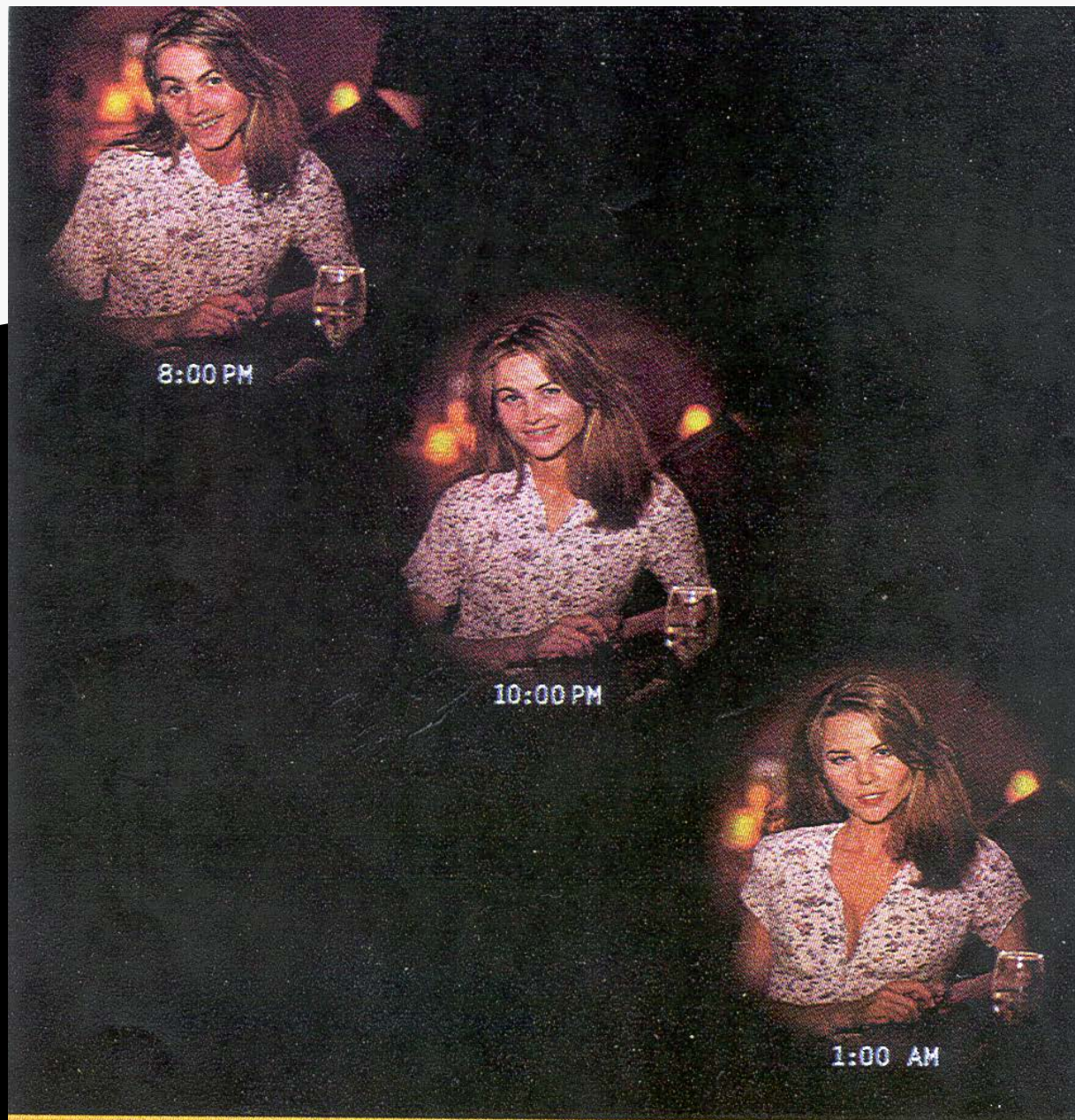
Dept of Energy and Climate Change
<http://www.decc.gov.uk/>

Carbon Trust: Business Strategy
<http://www.carbontrust.co.uk/energy/legislation/Pages/default.aspx>

IPCC - International Panel on Climate Change
<http://www.ipcc.ch/>

UK and International Legislative (LSE Energy)
<http://www.carbontrust.co.uk/policy/legislation/international/Pages/default.aspx>

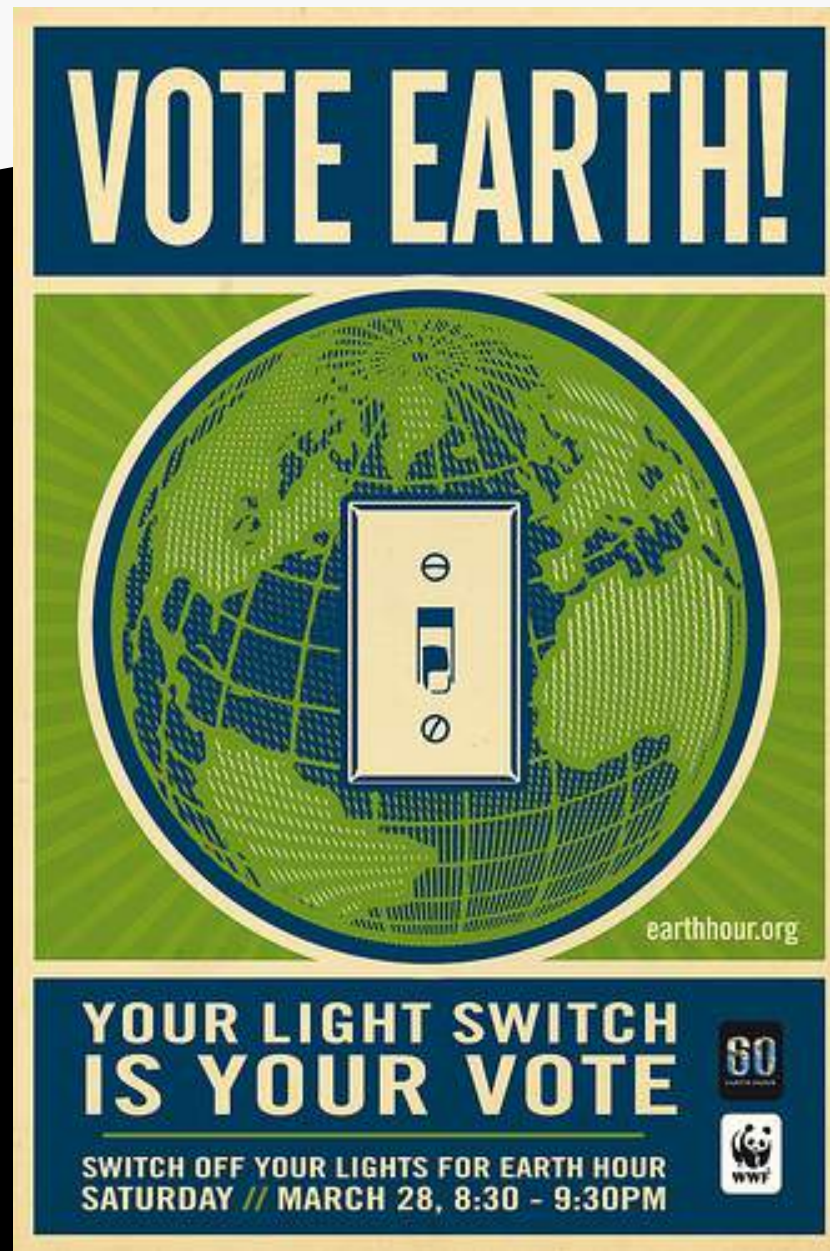
The UK Climate Change Act - New 2008
<http://www.carbontrust.co.uk/policy/legislation/international/Pages/default.aspx>



Do you really need more proof that drinking impairs your judgement?

Mothers Against Drunk Driving

AUDIENCE? BEHAVIOR?



HOW CLEAR IS THIS?



Sound

Information:

A Boater's

Guide

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: "Pier" pressure really works.

"Sodium bicarbonate may turn out to be the world's 'greenest' natural chemical."

Peter Ciullo, author of
Baking Soda Bonanza

AUDIENCE? BEHAVIOR?

- Stickers for packs of toilet paper



AUDIENCE? BEHAVIOR?



AUDIENCE? BEHAVIOR?



The poster features a large, stylized X-ray of a human hand and forearm on the left side. The background is white with faint, curved lines. Five photographs of diverse people are arranged around the X-ray, each with a corresponding text box:

- Top Left:** A man with glasses and a beard holding a young child. Text: *Talk to your doctor about bone health*
- Top Right:** An older woman and a young girl. Text: *Have a bone density test and take preventative medications, when appropriate*
- Middle Left:** A young girl. Text: *Get your daily recommended dosages of calcium and vitamin D*
- Middle Right:** A woman holding a young child. Text: *Engage in regular weight-bearing exercise*
- Bottom Right:** A woman. Text: *Avoid smoking and excessive alcohol*

In the center, below the X-ray, is the **NATIONAL OSTEOPOROSIS FOUNDATION** logo, which consists of a stylized 'N' and 'O' inside a circle, with the text 'NATIONAL OSTEOPOROSIS FOUNDATION' and 'Fighting Osteoporosis & Preserving Your Health' below it.

BUILD THEM FOR LIFE
HEALTHY BONES

Want healthy bones for life?
These simple steps are for people of all ages and can build healthy bones for a lifetime of strength.

NATIONAL OSTEOPOROSIS FOUNDATION
© 1995 World Health Organization

SPONSORS:
American Academy of Orthopaedic Surgeons

Made possible, in part, with the support of
United Therapeutics Corporation, 1995

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



PRIORITY AUDIENCE



WHAT BEHAVIOR? DATA DRIVEN

Case Offense Method Of Entry	Entry Point: Forced door, broken window, unlocked slider, etc	General items stolen: Jewelry, electronics, cash, ransacked, etc	C Lo
Unsecured ✓	Unlocked Door ✓	Nothing Taken ✓	
Body force-kicked ✓	Front Door kicked in ✓	Nothing Taken ✓	
Broke glass ✓	Slider Shattered ✓	Electronics ✓	
Unsecured ✓	Unlocked Window ✓	Jewelry ✓	
Body force-kicked ✓	Front Door kicked in ✓	Nothing Taken ✓	
Broke glass ✓	Window Shattered ✓	Cash/Electronics ✓	
Broke glass ✓	2nd Story Slider Shattered ✓	Jewelry ✓	
Unlawful entry, no force ✓	Unkown ✓	Airconditioner ✓	
	✓		

WHAT BEHAVIOR? DATA DRIVEN

(N) M.

Case Number	Date Occurred	Month	Day of Week	Time of Day	Address
2013-00000066	01/02/2013	✓ Jan ✓	Wednesday ✓	02:30-08:15 N ✓	3206 E LEXINGTON WAY
2013-00000081	01/02/2013	✓ Jan ✓	Wednesday ✓	16:39 D ✓	2459 63RD AVE SE
2013-00000130	01/04/2013	✓ Jan ✓	Friday ✓	13:50 D ✓	6621 82ND AVE SE
2013-00000336	01/10/2013	✓ Jan ✓	Thursday ✓	08:00-21:00 DE ✓	4040 97TH AVE SE
2013-00000357	01/10/2013 -01/11/2013	✓ Jan ✓	Thurs/Fri ✓	06:30-17:30 D ✓	2716 W MERCER WAY
2013-00000712	01/23/2013-01/24/2013	✓ Jan ✓	Wed/Thurs ✓	18:00-08:00 E/N ✓	2448 76TH AVE SE
2013-00000811	01/27/2013	7 Jan ✓	Sunday ✓	16:55 D ✓	7637 85TH PL SE
2013-00001240	02/04/2013	Feb ✓	Monday ✓	08:00-18:40 D ✓	3207 SHOREWOOD DR
2013-00001308	2/4/2013	Feb ✓	Monday ✓	UK ✓	X
2013-00001478	02/04/2013 -02/18/13	Feb ✓	N/A ✓	N/A UK ✓	7835 SE 42ND ST
2013-00001565	02/21/2013	Feb ✓	Thursday ✓	06:30-16:50 D ✓	8803 SE 54TH ST
2013-00001704	02/25/2013	Feb ✓	Monday ✓	10:30-16:40 D ✓	8407 SE 35TH ST
2013-00001719	02/25/13-02/26/13	Feb ✓	Monday ✓	11:00-11:15 D ✓	4126 94TH AVE SE

WHAT BEHAVIOR? DATA DRIVEN

- 41% unlocked door or window
- 80% no one home
- 65% during the day

REFINED PRIORITY AUDIENCE

- **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



THE SOLUTION

work was on the scene at the street.

THEFT: About \$10 in cash was stolen from the tip jar at Emerald City Smoothie on S.E. 27th Street. The suspect is unknown.

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.

MAY 25

THEFT: Three or four people were stolen from the car on S.E. 27th Avenue. The suspect appears to be a fraud.

Street.

ABANDONED VEHICLE: A 2-year-old Acura CL was left on the 9700 block of S.E. 27th Avenue for 10 days. The vehicle is registered to a 54-year-old man who was impounded.

ABANDONED VEHICLE: A 2-year-old Acura CL was left on the 9700 block of S.E. 27th Avenue for 10 days. The vehicle is registered to a 54-year-old man who was impounded.

REPORTER

Serving the Mercer Island Community Since 1947

WEDNESDAY, JULY 29, 2015 | 75¢

the sun



Lock doors and fight crime

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

By Katie Metzger

After a community survey and recent 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 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.”


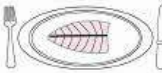



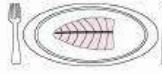




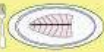








- One that will make a difference
- One that the audience will know if they have done
- One that you can measure or observe

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

ORIGINAL CAMPAIGN: MULTIPLE FISH & RECOMMENDATIONS

Fish Consumption Recommendations to Reduce Exposure to Mercury, DDTs, and PCBs

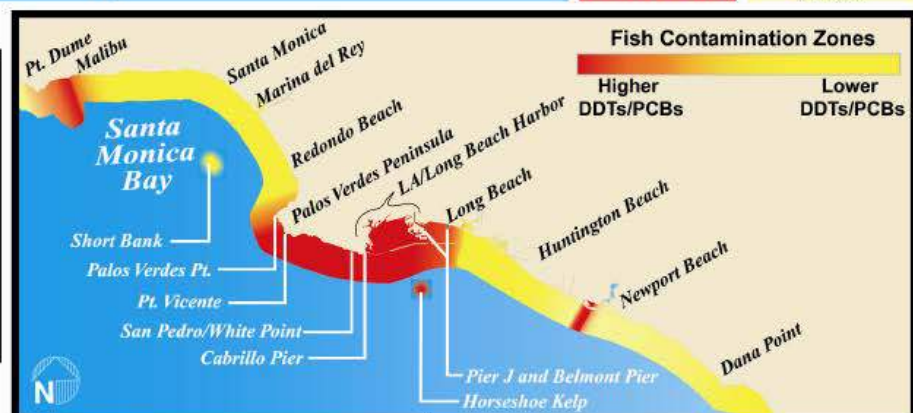
 <p>Barracuda</p>			For Both Zones  <p>2 - 4 meals per month</p>	
 <p>Pacific (chub) mackerel</p>	 <p>Top smelt</p>	 <p>Bonito</p>	 <p>4 meals per month</p>	
 <p>Rockfishes</p>	 <p>Surf perch</p>	 <p>Kelp bass (calico bass)</p>	Red Zone  <p>1-2 meals per month</p>	Yellow Zone  <p>4 meals per month</p>
 <p>Sculpin, (scorpionfish)</p>	 <p>Black croaker</p>	 <p>Queenfish</p>	 <p>2 meals per month</p>	
 <p>White croaker (kingfish, tomcod)</p>			Do Not Eat! 	 <p>2 meals per month</p>
			 <p>Do Not Eat!</p>	

Graphics courtesy of Cabrillo Marine Aquarium, NOAA and Montrose Settlements Restoration Program.
Artist: Evie Templeton. Technical advisor: M. James Allen (SCOWRP).

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



OBESITY CAMPAIGN BEHAVIOR OBJECTIVE



OBESITY CAMPAIGN BEHAVIOR OBJECTIVE



WORKSHEET EXERCISE

- **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**

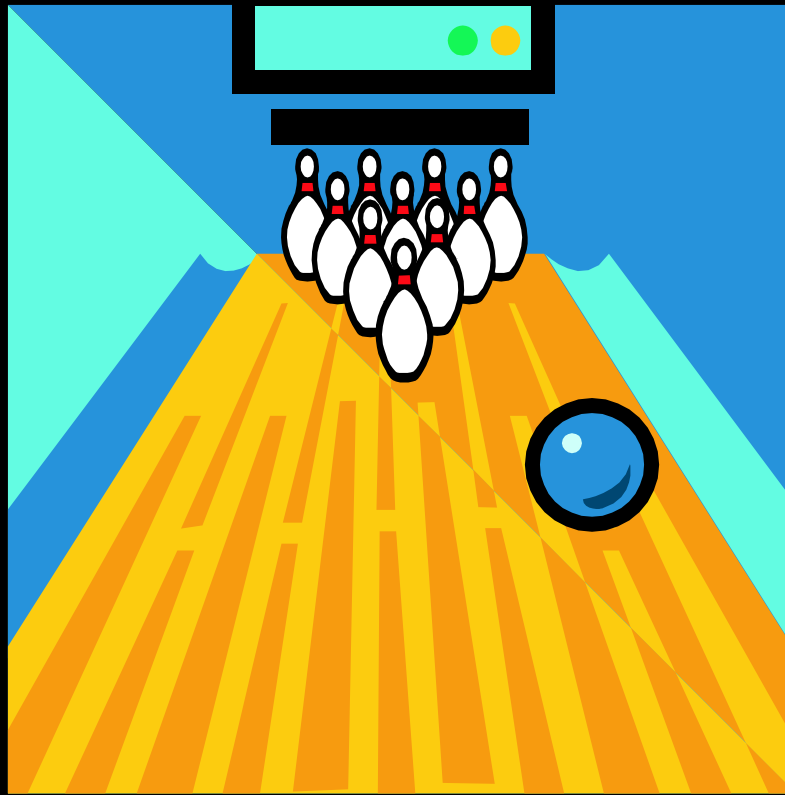
THE EXCHANGE THEORY



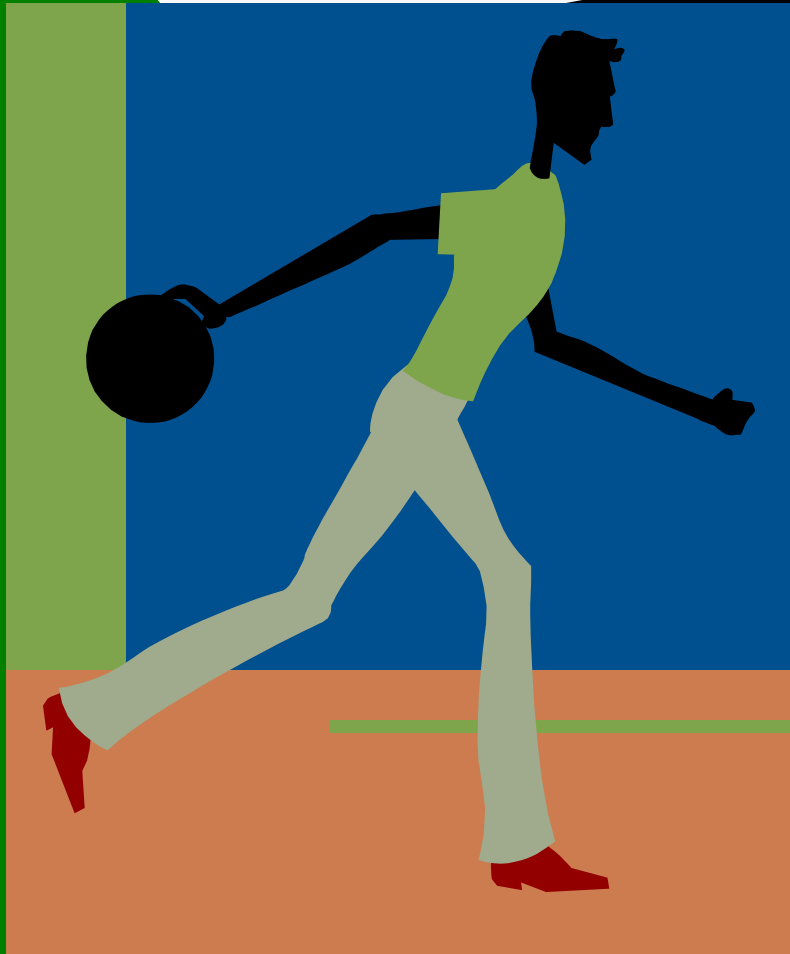
BARRIERS

- 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



BARRIERS

- **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:

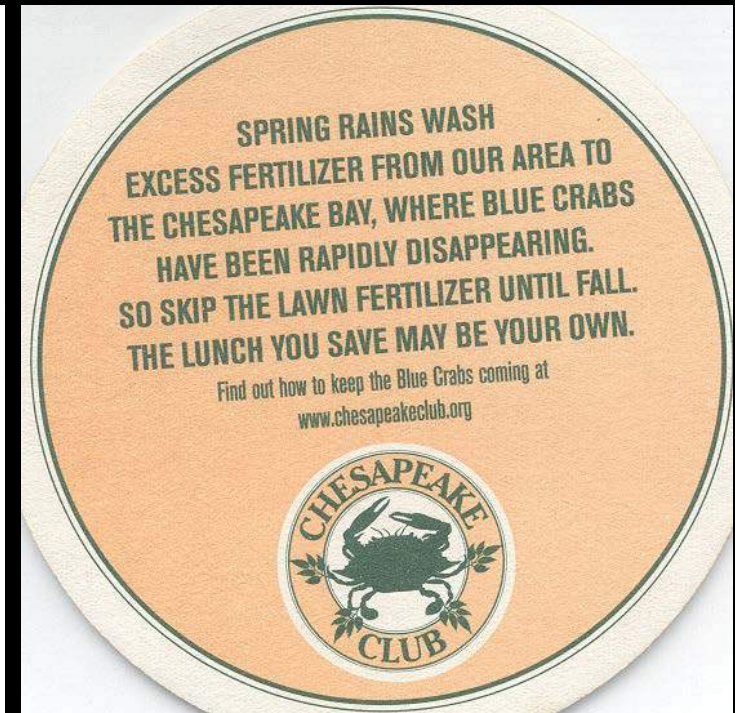
- Composting foodwaste
- Drinking 8 glasses of water a day
- Exercising

BENEFITS

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



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

January 2009	Campaign Design including message, images, name
February 2009	Visits to local garden centers and nurseries to influence signage, tags, assistance
Spring 2009	Campaign launch with special events and radio campaign (April – June)
July 2009	Feedback from garden center owners
August 2009	Campaign enhancements
Fall 2009	Enhanced campaign (Sept. – Nov.)

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

PRINCIPLE #5

“Bring Real Benefits to the Present.”

- **“There is not more disease when the weather heats up, just more personal exposure.” Bill Smith, AED**
- **“Bring future value closer to the present.” Michael Rothschild, University of Wisconsin**

ROAD CREW

“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



PRODUCT

PRICE

PLACE

PROMOTION

- Old limos
- Pick up at home, work or hotel
- Scheduled time
- Can take you between bars
- Can smoke & drink



PRODUCT

PRICE

PLACE

PROMOTION

- Average \$15-\$20 evening /per person



PRODUCT

PRICE

PLACE

PROMOTION

Barron County Road Crew | Road Crew - Windows Internet Explorer

http://www.roadcrewonline.org/local/barron

File Edit View Favorites Tools Help

Google Search

Barron County Road Crew | Road Crew

Home (Alt+M)

Contact Us Grantee Resources

Home About Road Crew News Toolbox Local Road Crews Research

Barron County Road Crew

Fox Valley Road Crew

Southern Grant County Road Crew

Iowa County Road Crew

LaCrosse County Road Crew

Polk 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.

Get a ride	Phone: (715) 641-1098
Service Area	Almena, Turtle Lake, Cumberland and Barron
Hours of Operation	Friday & Saturday 7:00 p.m. to 2:00 a.m. last call
Fares	\$5 for a one-way safe ride home, \$20 for all night bar hopping including a safe ride home
Be a <i>Road Crew</i> Driver	Contact Kevin Baker at (715) 357-6369.
Questions?	Contact us at (715) 641-1098

Internet 100%

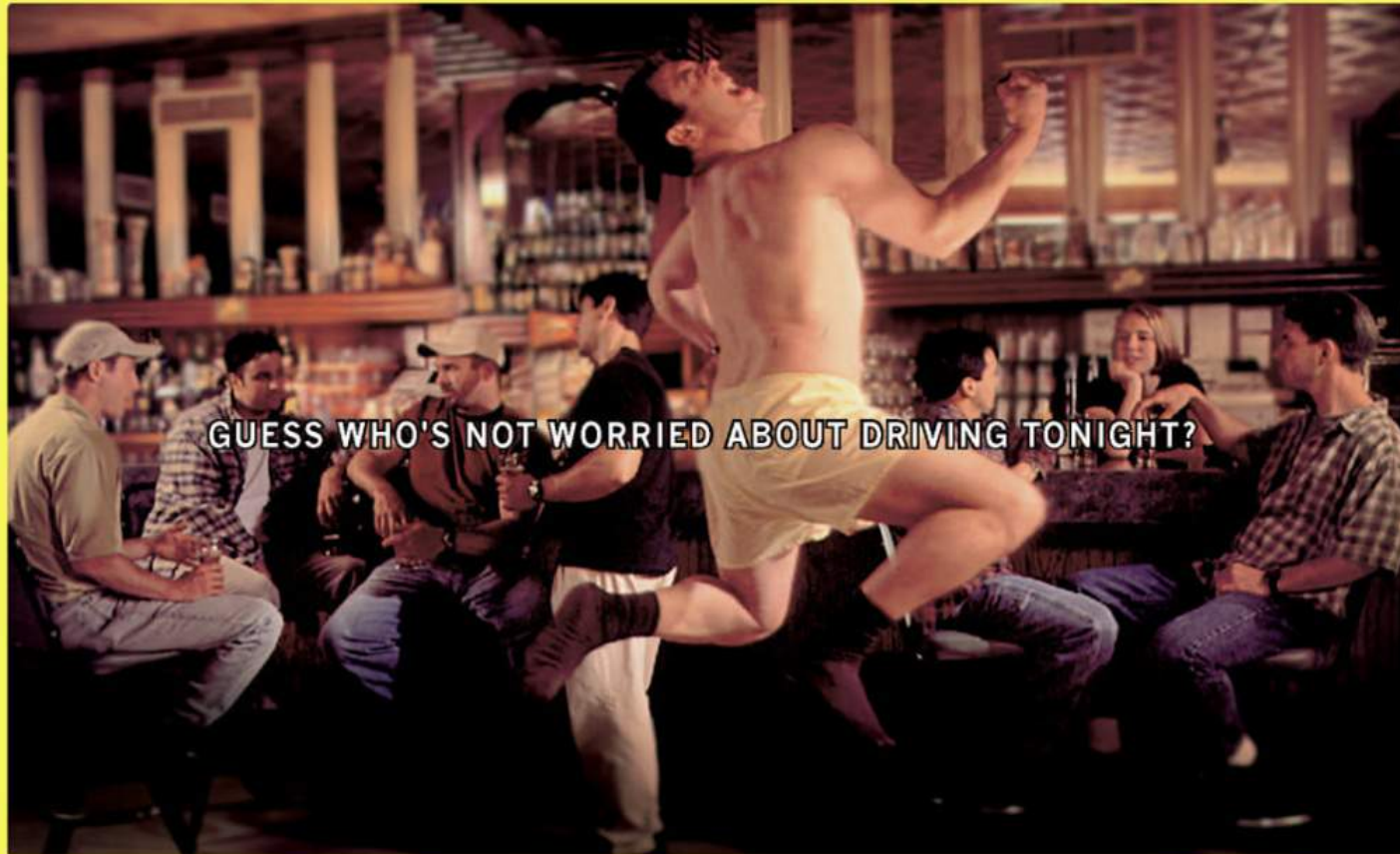
start Junk E-Mail - Microsof... TAC Meeting July 13... Barron County Road ... 12:42 PM

PRODUCT

PRICE

PLACE

PROMOTION



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

THE FLUFFY BUN		THE BEEF		
INPUTS	OUTPUTS	OUTCOMES	IMPACT	ROI
2000-2007 \$870,000	Road Crew Service Developed & Available Promotional materials	85,000 rides	17% reduction in crashes Avoided: <i>140 alcohol related crashes</i> <i>6 fatalities</i> No increase alcohol	Cost of crash \$231,000 Savings \$31 million For every \$1 spent \$35.63 saved 3463% ROI

ISTANBUL, TURKEY

- **Increasing recycling by increasing benefits . . . The real WIFM**

ISTANBUL, TURKEY



WORKSHEET EXERCISE

- **Step 5:**
 - **Barriers**
 - **Benefits**

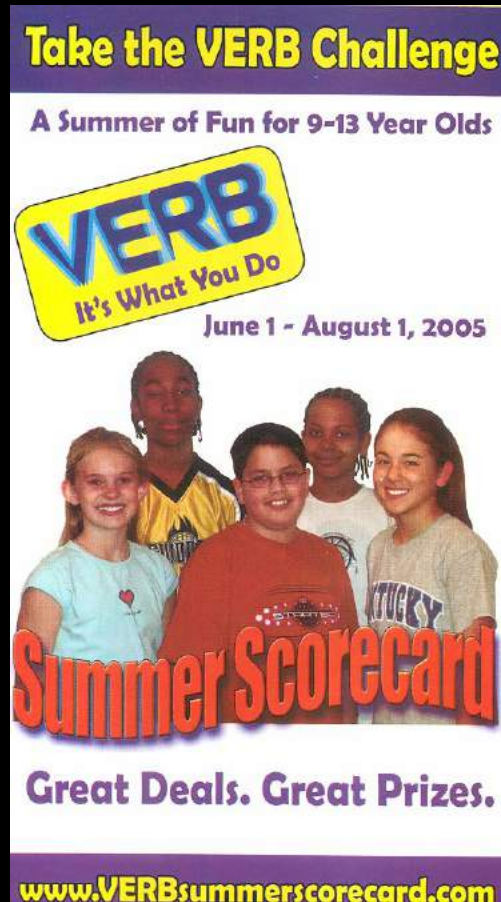
STEPS IN PLANNING

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

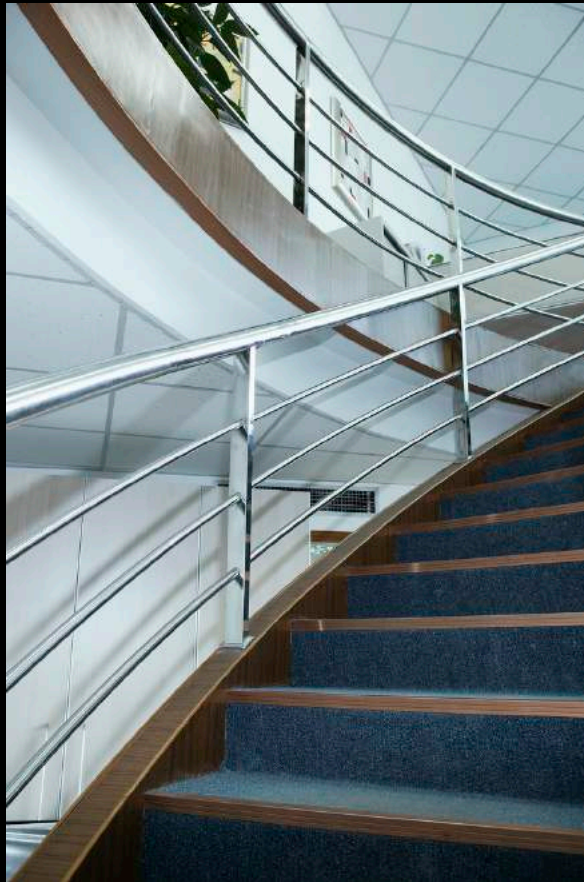
- Positioning Statement:
- “We want (PRIORITY AUDIENCE) to see (DESIRED BEHAVIOR) as (DESCRIPTIVE PHRASE)”

POSITIONING



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



BRANDING & POSITIONING

“Creating and Maintaining a Desired **Brand Identity**”

“How a **Positioning Statement** Guides This Activity”



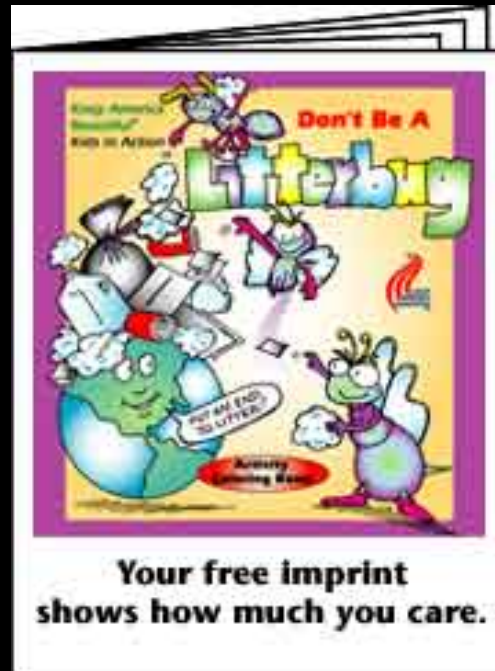
DIFFERENT APPROACHES

- **For Litter Prevention**
 - Texas
 - Keep America Beautiful
 - Washington State
- **Describe Positioning**

DON'T MESS WITH TEXAS



DON'T BE A LITTERBUG



WASHINGTON STATE

*We're looking for litterers.
Are you?*

Litter and it will hurt.

Report violators. 1-866-LITTER-1 or www.litter.wa.gov



Sponsored by Washington State Patrol and Department of Ecology.

**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).

**Litter and
it will hurt.**

**REPORT VIOLATORS
866-LITTER-1**

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**



WORKSHEET EXERCISE

- **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

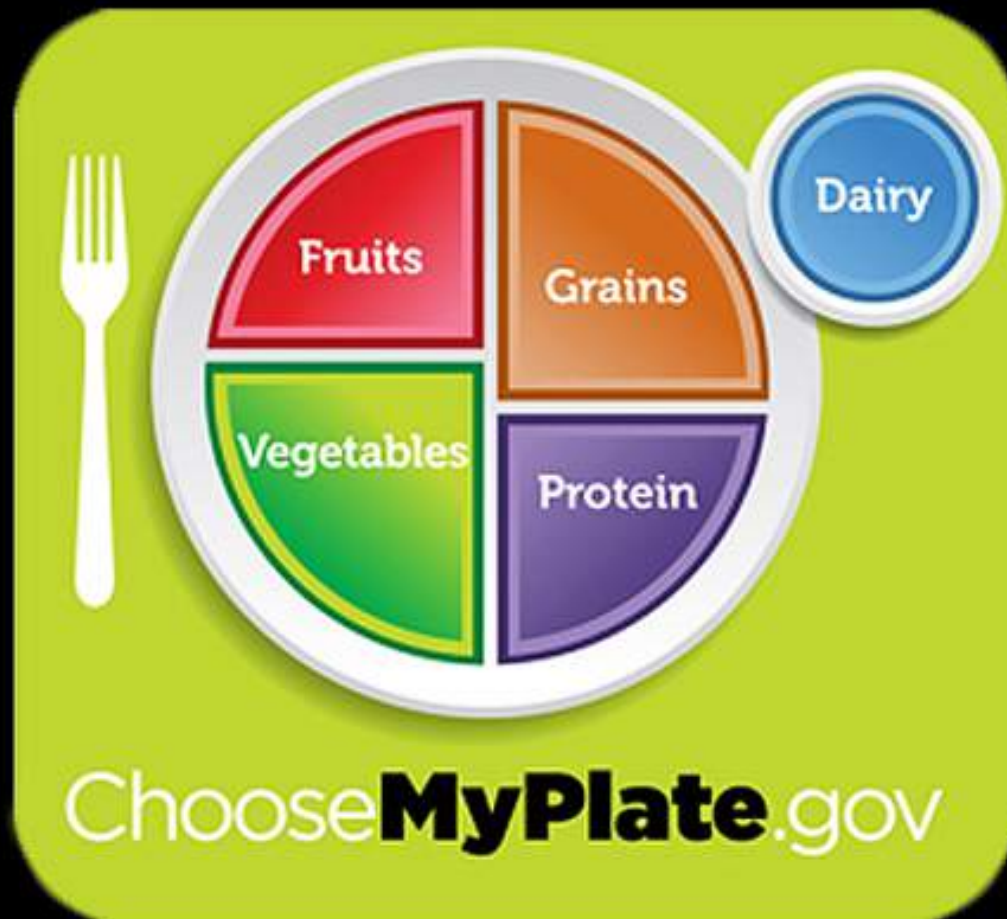
- To overcome barriers & provide benefits
- **Product**
- **Price**
- **Place**
- **Promotion**



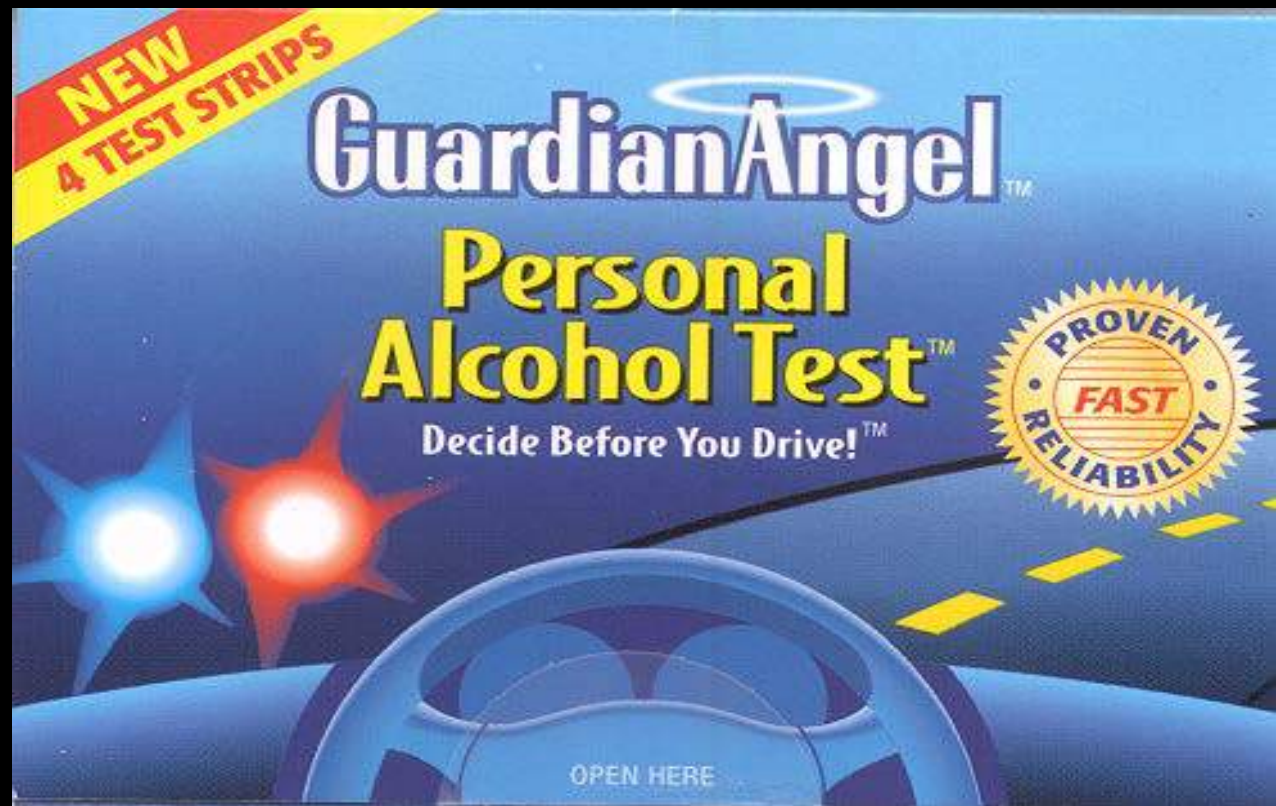
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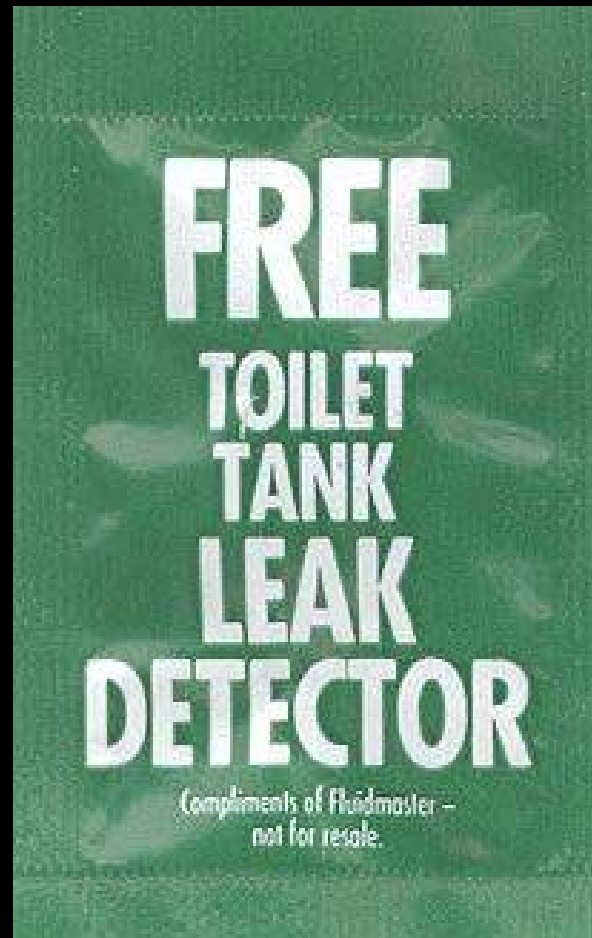
REPLACING THE PYRAMID



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

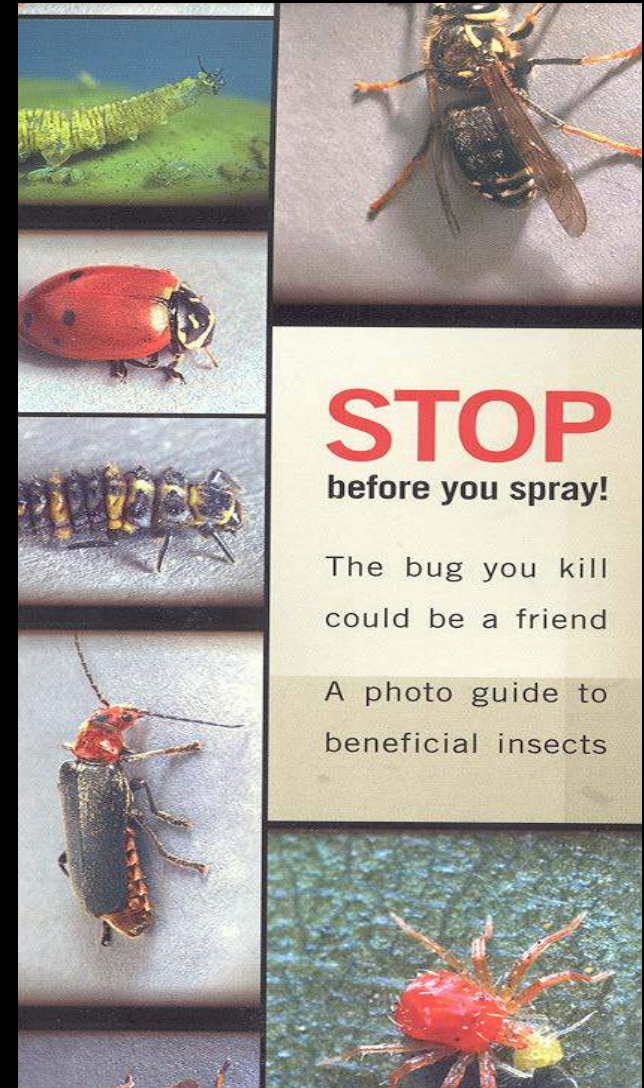
YOU CAN QUIT. WE CAN HELP.



CALL 1.800.639.QUIT (7848)

AUGMENTED PRODUCT

- Guide for Pest Identification

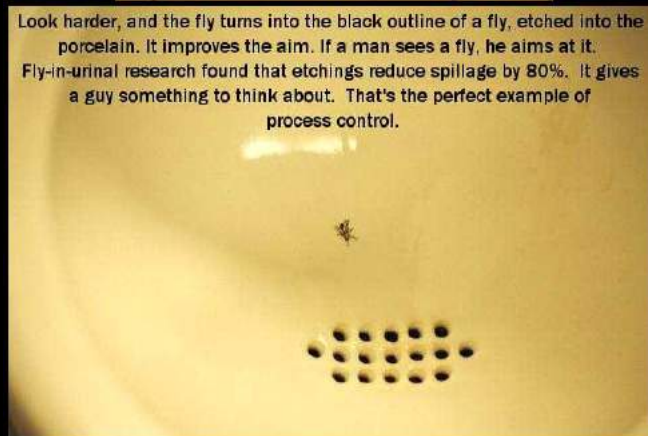


FROM OUR COLLEAGUES IN AMSTERDAM

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 etchings 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 chunk 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



RESEARCH HIGHLIGHT

- 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



PRODUCT

PRICE









PLACE

PROMOTION

- **Core:** Saving a pet's life & a companion
- **Actual:** Canine-ality and Feline-ality Assessments
- **Augmented:** Staff answering any questions



meet the feline-alties

 <p>private investigator</p> <p>I'm working undercover to keep an eye on you and your household. You may not even know you're under surveillance. I can vanish into the air if anyone or anything interferes with my investigation. If you need a cat who knows how to stay out of trouble and will always keep your secrets, I just might take your case.</p>	 <p>secret admirer</p> <p>When it comes to relationships, I'm very love-headed. I don't leap in paws first, if you know what I mean. But give me a little time, and then I'll shower you with purr head butts, and plenty of lap time. In the meantime, you may not see a lot of me—but I'll be thinking a lot of you.</p>	 <p>love bug</p> <p>Do you seek affection? I do! If you also like petting, purrs, and paws kneading your lap, I think we might have a COT in common. I'm looking for "someone who enjoys quiet times and togetherness." Could that someone be you?</p>
 <p>the executive</p> <p>I have to say, I'm a busy cat. First, I've got to check out what's happening out the window. Next, I'll see if any closets or cupboards need looking into. And then there are my naps—can't be late for those. I can fit a little socializing into my schedule. Shall we plan on breakfast and dinner? I hope you like Middles.</p>	 <p>sidekick</p> <p>Like all sidekicks, I'm just plain good company. I like attention, and I also like my solitude. I don't go looking for trouble, but I'm no scenery-cat, either. If you are looking for a steady companion to travel with you on the road of life, look no further.</p>	 <p>personal assistant</p> <p>You're working on the computer? Let me press the keys. Reading the paper? I'll hold the pages down for you. Watching TV? I'll just sit in your lap so you can pet me. I love an empty household, don't you? I'll help you with all your chores, and I'll help you relax when we're done. You'll wonder how you ever managed without me.</p>
 <p>MVP</p> <p>I'm a savvy cat who knows the score. I'm pretty unflappable, but I don't mind entertaining myself. But a human companion at the other end of the couch and a nice scratch behind the ears always make my day. If you're looking for a meaningful addition to your team, think about signing this Most Valuable Purrtycat.</p>	 <p>party animal</p> <p>I'm a cat on a mission: PARTY! I love to play and explore and test my limits. I'd love to play with you, but I can make a lot out of anything: pencils, post-it notes, potatoes. If you're looking for some laughs and someone to liven up the party, think about ending me.</p>	 <p>leader of the band</p> <p>I'm a cat who does everything in a big way. I not only like to be in the middle of things—I like to lead the parade. I'm an adventurous cat, but I'll still make plenty of time to show you my affectionate side. I'm the demonstrative type, you might say. Want a cat who's brimming with confidence? That's me.</p>

PRODUCT

PRICE

PLACE

PROMOTION

Private Investigator
Secret Admirer
Love Bug
The Executive
Sidekick
Personal Assistant
MVP
Party Animal
Leader of the Band



PRODUCT

PRICE

PLACE

PROMOTION

- **No fee for shelters to use the program**
- **No fee for potential adopters to take the survey**

PRODUCT

PRICE

PLACE

PROMOTION

- **Paper-based at facilities**
- **Also online**

PRODUCT

PRICE

PLACE

PROMOTION

- **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
3. Select Priority Audience
4. Determine Behavior Objectives & Goals
5. Understand Barriers, Benefits, Motivators
6. Develop Positioning Statement
7. Develop 4Ps
 - Product, Price, Place, Promotion
8. Determine Evaluation Plan
9. Establish Budgets & Find Funding
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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.

2ND P: PRICE

Price Tool Options:

- Monetary incentives
- Monetary disincentives
- Nonmonetary incentives
- Nonmonetary disincentives



2ND P: PRICE

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?



CASE EXAMPLE: POWER OF FREE

- “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**

CASE EXAMPLE: POWER OF FREE

- Can use for a free pack of six small native plants or can use to get \$5 off one of the top ten plants

\$5 OFF
or free pack*

ANY ONE OF THE TOP TEN NATIVE PLANTS FOR BURNETT COUNTY
*Free pack or container, up to a \$5 value

CHOOSE FROM THESE TOP 10 PLANTS

- Swamp milkweed
- Blue vervain
- Chokecherry
- Big bluestem
- Bergamot
- Black-eyed Susan
- Snowberry
- Big leaf aster
- Pennsylvania sedge
- Columbine

COUPON VALID FROM MAY 15 TO JUNE 30, 2010 AT THESE PARTICIPATING GREENHOUSES:

Austin Lake Greenhouse HWY 35 Webster	Grantsburg Family Foods HWY 70 Grantsburg	Wayne's Foods Plus HWY 35 Webster and HWY 77 Danbury	Wood River Nursery HWY 70 East of Grantsburg
---	---	--	--

 **SHARE YOUR SHORE**
For Clean Water & Lakeshore Habitat

Sponsored by:
 **Burnett County Lakes and Rivers Association**

CASE EXAMPLE: POWER OF FREE

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

FREE PACK* *or \$5 off*

ANY ONE OF THE TOP TEN NATIVE PLANTS FOR BURNETT COUNTY

*Free pack or container, up to a \$5 value

CHOOSE FROM THESE TOP 10 PLANTS

- Swamp milkweed
- Blue vervain
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Lakes and Rivers
Association**

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



NONMONETARY INCENTIVE IN SINGAPORE

- Restaurant recognition for healthy foods



- Jumbo Banana Leaf Restaurant -

Hot stuff! Replacing coconut milk with low fat milk helps to reduce your saturated fat intake. Other than using low fat milk, our chefs have also used milk-based products such as yogurt or cottage cheese that marry the curry spices to the meat beautifully. Other natural ingredients such as turmeric and basil leaves help to thicken the curry into a delectable sauce.

Double-Infused Yellow Mellow with Seafood -
- Man Fu Yuan Chinese Restaurant -

A good stock makes all the difference. A umami soup stock our farm-to-table soup into mouth-watering delight. Chinese chefs have always taken pride in their superior broth. They are experts at using simple, natural ingredients such as bones, beans and dried mushrooms with herbs, red dates and other fungus to make the best stock, which replaces the seasoning and salt added to dishes.

- Ikan Panges -
- Restaurant Teo Kok Goh Pte Ltd -

Spicy or not, every bite "sedap!" Deep frying is a popular among Malay recipes. Some Malay chefs have experimented with other methods of cooking such as grilling and steaming. Grilling seafood or meat in banana leaves not only saves the chefs from using too much oil, but also locks in the original flavour and moisture of the foods.

Simply Health-licious

We have some of Singapore's top chefs to dish up your yummy favourites using natural ingredients and healthier methods of cooking. Take a look at some of these health-licious creations! Whether you feel like having Chinese, Malay, Indian, Thai or even vegetarian cuisine, hop on down to more than 110 restaurants offering healthier dishes! Order the dishes marked and you can be sure it is simply health-licious! For a full list of participating restaurants, please visit www.hpb.gov.sg

10 READERS GET TO DINE FOR FREE
Plus 100 Discount Booklets each worth \$7.00 to be given away!
One of over 110 restaurants and over at least 100 health-licious dishes from 1 Sep to 31 Oct. Submit your receipt and stand a chance to dine for free!

ENTRY COUPON

Name: _____ IC No: _____
Address: _____
Telephone No: _____
Email: _____

Please inform me of future health-licious promotional events.
Simply Health-licious Card
Health Promotion Board, Marketing Department
3 Bazaar Street, Singapore 108007

Steamed Fish in Spicy, Sweet & Sour Herb Sauce -
- Chiang Mai Palace Northern Thai Cuisine -

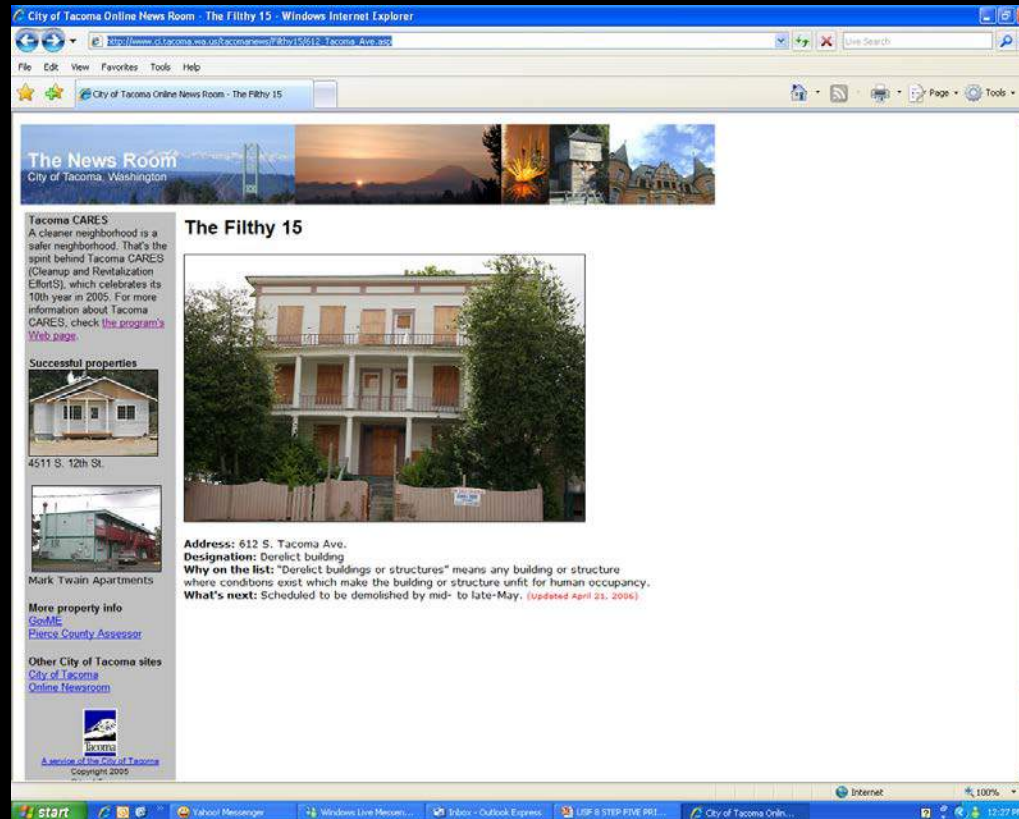
Secret spice garden. Fresh herbs & spices such as coriander, lemongrass, basil leaves and lime juice leave out the rich flavours of Thai cuisine. Steaming up such as spicy sauce and salt-free rice is the Thai kitchen where the chefs have more than 30 herbs and spices to choose from.

Eight Treasure Porridge -
- Just Greens Vegetarian Food -

Delicate, yet delicious. Some people say that vegetarian chefs have the most sensitive taste buds. They clearly combine natural ingredients such as legumes, mushrooms and vegetables to mimic the taste of meat and seafood. The result? Tasty plant-based dishes that are better in phytochemicals (beneficial plant chemicals).

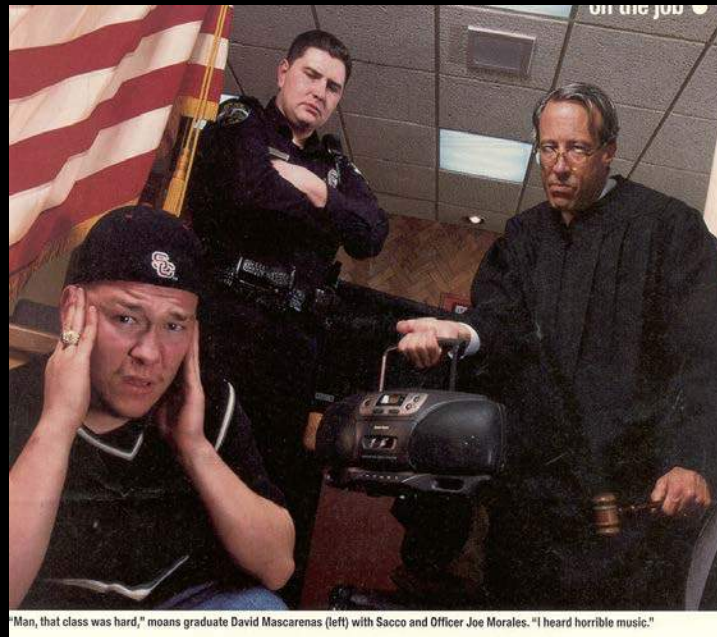
NONMONETARY DISINCENTIVES

- Negative public visibility



PRINCIPLE #8: LOOK FOR A PRICE THAT MATTERS

A STORY OF A PRICE THAT REALLY MATTERED:



"Man, that class was hard," moans graduate David Mascarenas (left) with Sacco and Officer Joe Morales. "I heard horrible music."

PRINCIPLE #8: LOOK FOR A PRICE THAT MATTERS



WORKSHEET EXERCISE

- **Step #7:**
 - Jot down a Price Idea

3RD P: PLACE

Definition:

Where and when market will:

- Perform behavior
- Acquire tangible goods
- Receive services



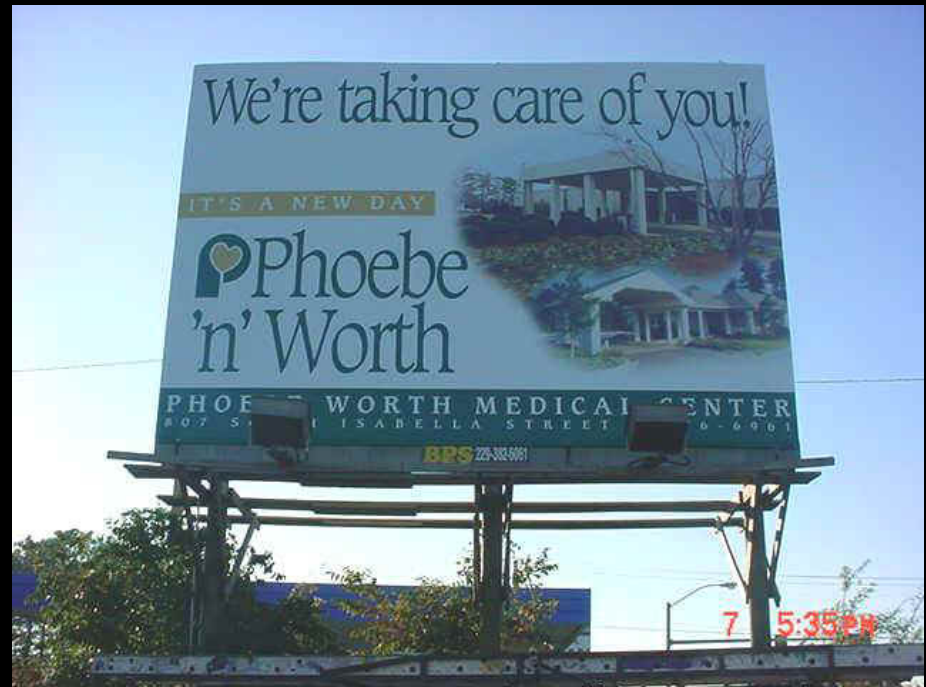
3RD P: PLACE

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

3RD P: PLACE

- **NOTE:** It is **not the same as the media channel**, where messages will appear.



3RD P: PLACE

- **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?

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).

Litter and
it will hurt.

**REPORT VIOLATORS
866-LITTER-1**



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



HIV/AIDS TESTING

- **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

PRICE

PLACE

PROMOTION

PRODUCT:

- Oral rapid testing
- Results in 30 minutes
- Counseling



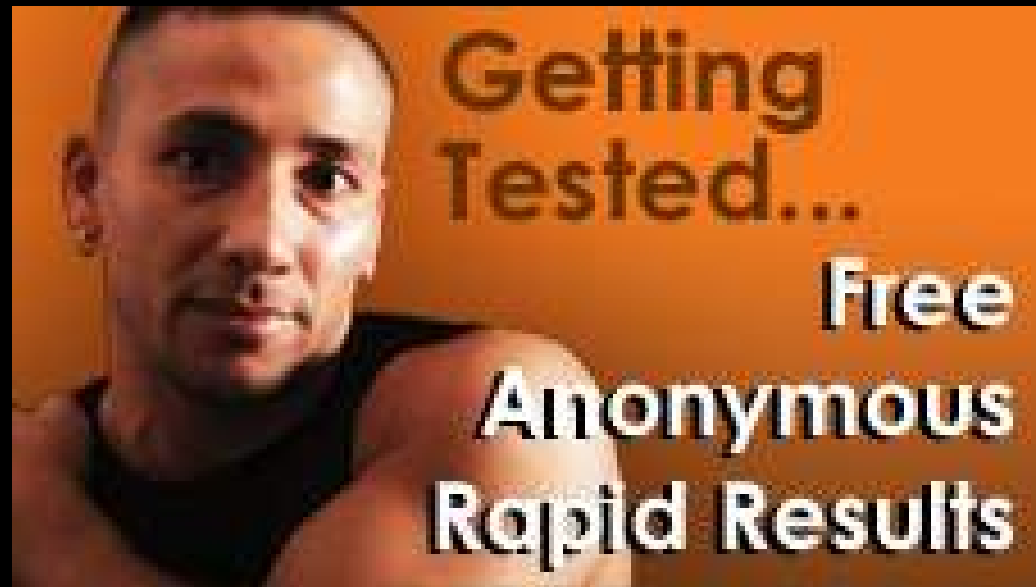
PRODUCT

PRICE

PLACE

PROMOTION

Free



PRODUCT

PRICE

PLACE

PROMOTION



PRODUCT

PRICE

PLACE

PROMOTION

Club Z, Seattle - A Private Men's Club - Events - Windows Internet Explorer

http://www.theclub.com/Events.php

File Edit View Favorites Tools Help

Google BATHHOUSES SEATTLE Go Bookmarks 12 blocked Check Look for Map AutoFill Send to BATHHOUSES SEATTLE Settings

Club Z, Seattle - A Private Men's Club - Events

Club Z SEATTLE'S BIGGEST AND BEST
Bathhouse for Men

Special Events & Offers

Rates & Hours
Floor Plan
Special Events
Photo Gallery
Policy
Directions
Contact Us
Helpful Links
Employment

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

News:

More TV Rooms Available
with Flat Screen LCD TV's

For Job Opportunities
See our [Employment Page](#)

Open Every Day 24 Hours

"Weekday Specials"
Monday through Friday
for Lockers & Small Rooms

86 List being Reviewed.
Check with us to see if
you can come off of it.

New Video's being added
& changing to DVD's

Message From:
[HIV/STD Prevention Task Force](#)

Club Z
1117 Pike Street
Seattle, WA 98101
Closest Intersection:
Pike St. & Boren Ave.
(206) 622-9958

Done

start Internet 100% 4:20 PM

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



WORKSHEET EXERCISE

- **Step #7:**
 - Jot down a Place Idea

WHERE ARE WE?

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
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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



#10 PRINCIPLES FOR DEVELOPING PERSUASIVE MESSAGES

- **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."

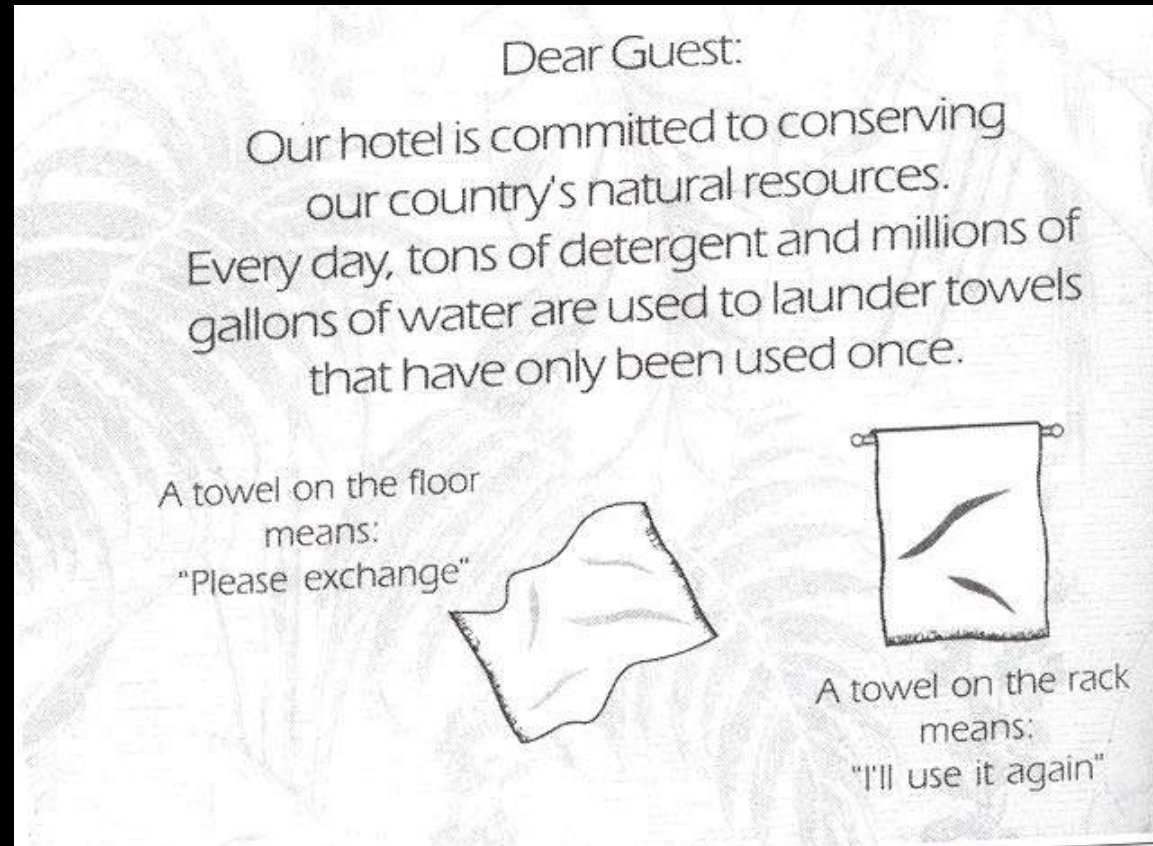
Media Channel:

Department store windows



#10 PRINCIPLES FOR DEVELOPING PERSUASIVE MESSAGES

- Be clear and simple.





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

Don't Drip & Drive



Fix That Leak!

Oil leaks have a big impact on the safety and reliability of your vehicle – not fixing them can cause more damage to your car and its ability to get where you need to go safely. And those small leaks lead to big messes: oil leaks are one of the largest polluters of the Puget Sound.

Don't Drip & Drive is a regional program supported by the Department of Ecology and over 40 local jurisdictions. Receive a **FREE visual leak inspection** at participating repair shops – an \$80 value! And should a leak be found, you can get 10% off repairs (up to \$50). But only for a limited time.

Visit www.fixcarleaks.org for more information.

Receive a **FREE** visual leak inspection today – an \$80 value! And should a leak be found, you can get 10% off repairs (up to \$50). But only for a limited time.

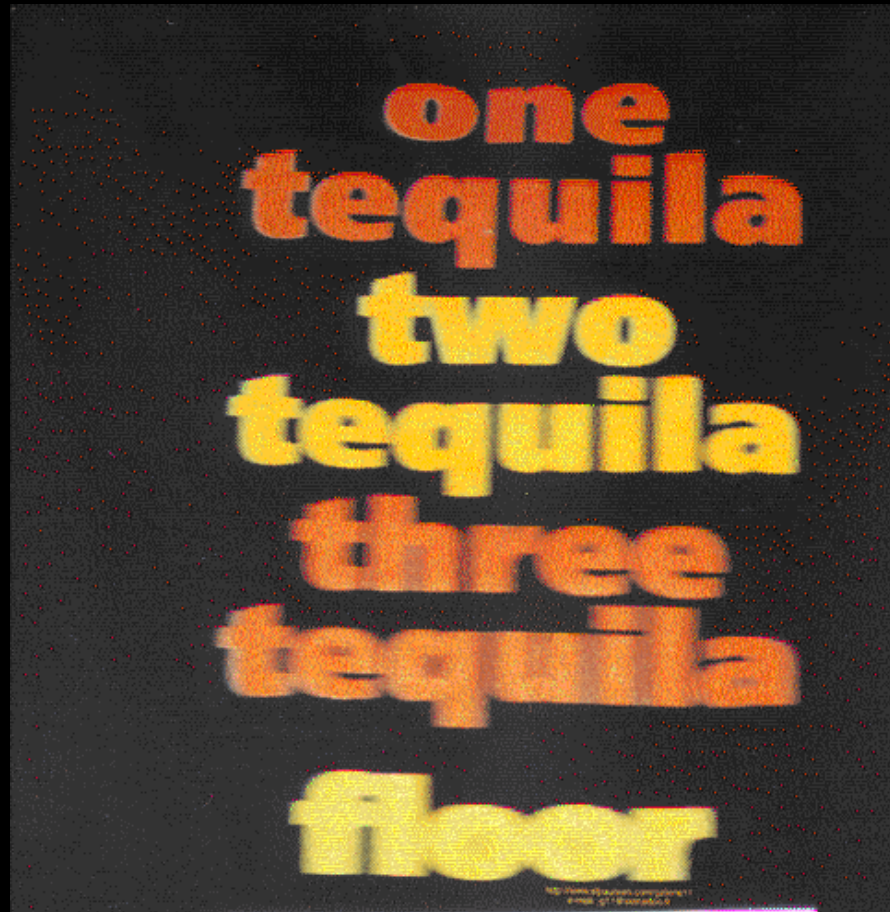
Visit www.fixcarleaks.org for more information.

Funded by a grant from the Department of Ecology.

#10 PRINCIPLES FOR DEVELOPING PERSUASIVE MESSAGES

- Consider Fun Messages



#10 PRINCIPLES FOR DEVELOPING PERSUASIVE MESSAGES

- Consider Fun Messages

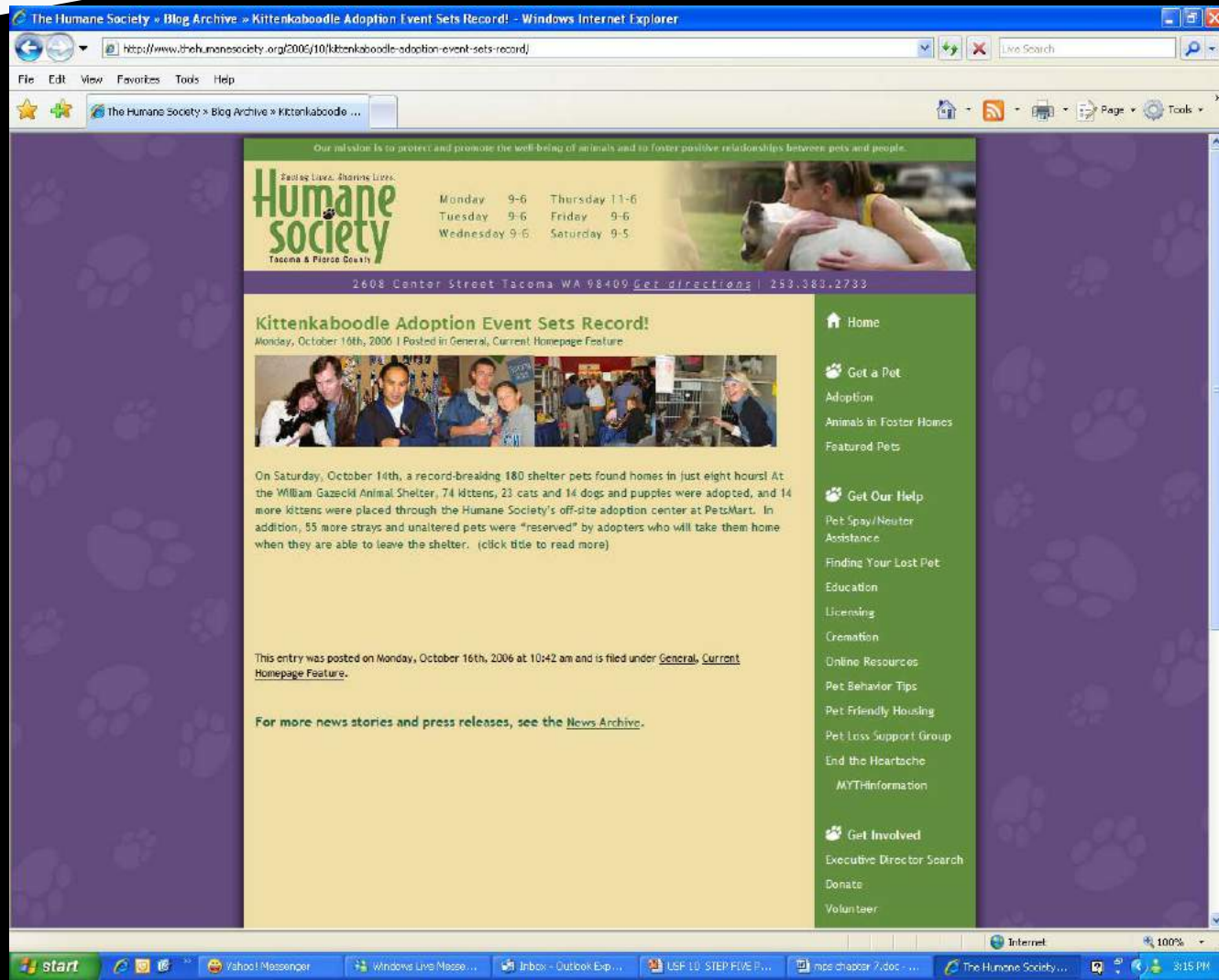


#10 PRINCIPLES FOR DEVELOPING PERSUASIVE MESSAGES

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



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”

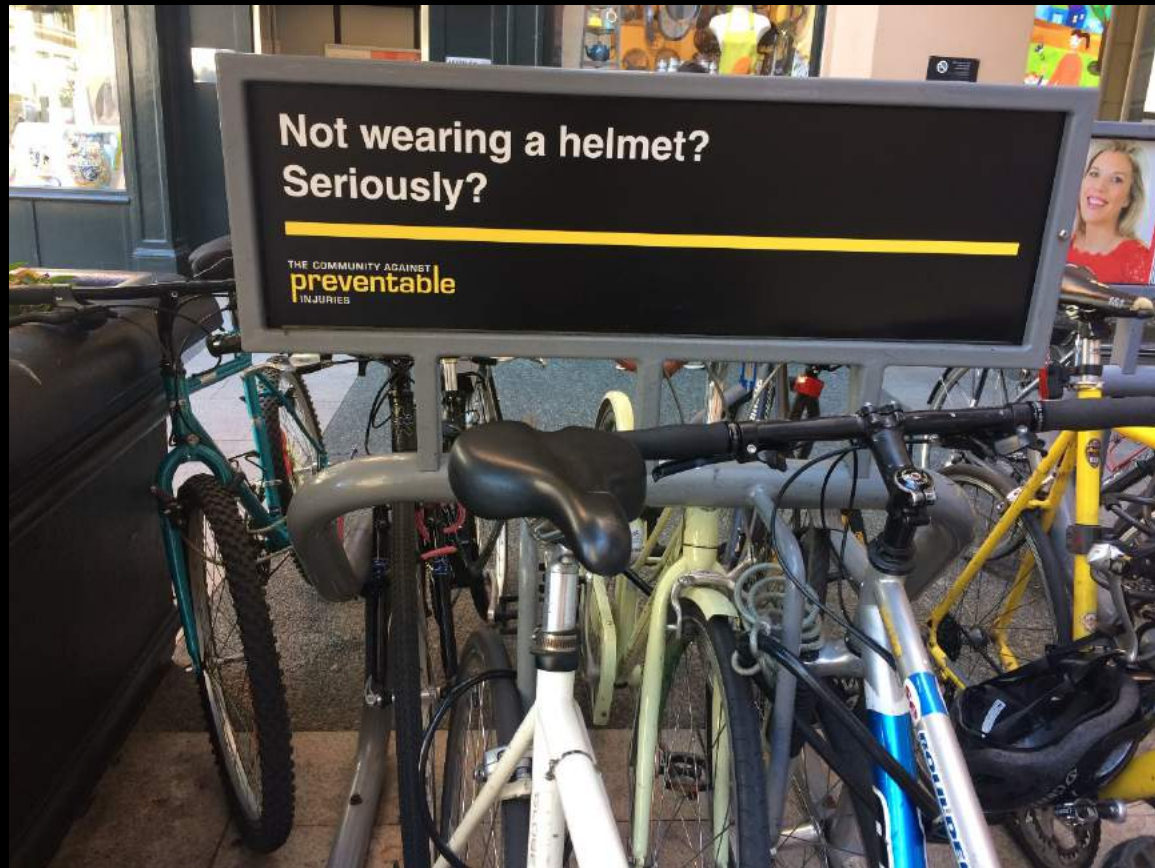


#12 POPULAR ENTERTAINMENT MEDIA



#12 JUST IN TIME MEDIA





#12 TAP SOCIAL MEDIA



#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

oT



#13 MAKE NORMS VISIBLE

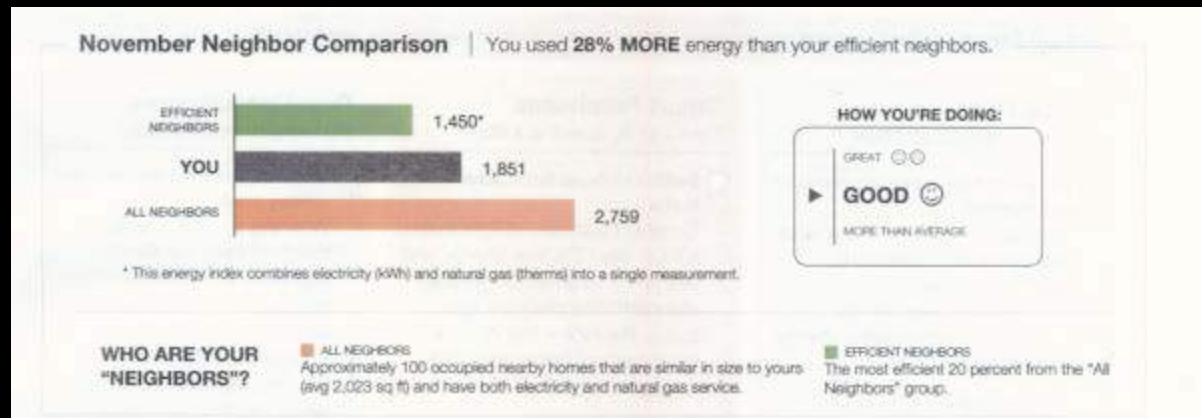
- Especially effective when:
 - Majority doing the behavior
 - Those not doing behavior don't know in minority
- Social Norms Theory
 - Behaviors influenced by what we think others we like/respect do



#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%



#13 MAKE ANY NORMS VISIBLE



#14 USE PROMPTS

- Prompts serve as a reminder
- Prompts help convey social norm
- Newborn diaper strap to reduce SIDS



#14 USE PROMPTS



"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



WORKSHEET EXERCISE

- **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
6. Develop Positioning Statement
7. Develop 4Ps
 - Product, Price, Place, Promotion
8. Determine Evaluation Plan
9. Establish Budgets & Find Funding
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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?"



MODIFIED LOGIC MODEL

THE FLUFFY BUN		THE BEEF		
INPUTS	OUTPUTS	OUTCOMES	IMPACT	ROI
Resources allocated to the campaign or program effort				

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MODIFIED LOGIC MODEL

THE FLUFFY BUN		THE BEEF		
INPUTS	OUTPUTS	OUTCOMES	IMPACT	ROI
Resources allocated to the campaign or program effort	Program activities conducted to influence a desired behavior	Audience response to outputs	Indicators that show levels of impact on the social issue that was the focus for the effort	Economic value of changes in behavior and the calculated rate of return on the spending associated with the effort

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



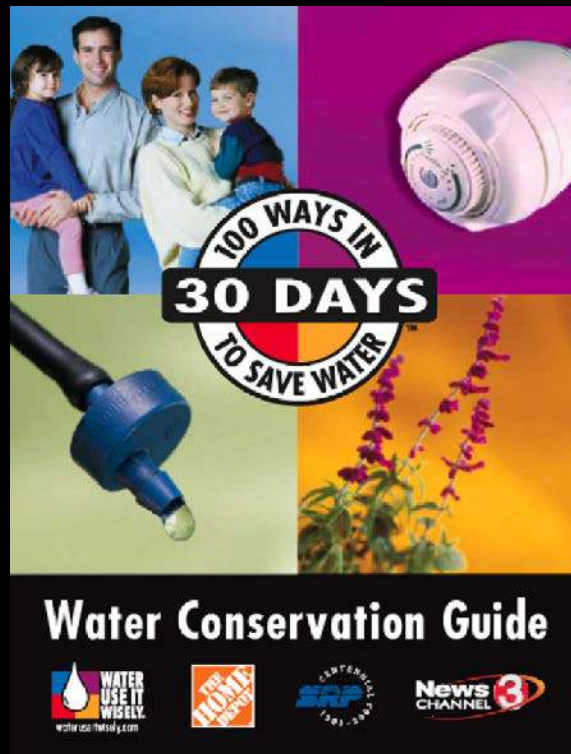
WHY? MARKET ENTRY

- 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

<p>Wash your hands often with soap and warm water to prevent the spread of colds.</p> <p>Antibacterial soaps are not needed.</p> <p>Sponsored by: PREMERA  BLUE CROSS</p> <p>Produced by:  Health DOH Pub 150-041 11/2002 <small>For persons with disabilities this document is available on request in other formats. Please call 1-800-547-0377.</small></p> <p>Developed by:  HEALTH DEPARTMENT <small>Illustrations © 2002</small></p> <p>Endorsed by: AWARE <small>Alliance Working for Antismoking Awareness Education</small> WSMA <small>Washington State Medical Association</small></p> <p>Sources: American Academy of Pediatrics, Centers for Disease Control and Prevention, Puget Clinic, Seattle Childrens Hospital, JNC8/WHO Life Span Goals</p>	<p>What can I do to fight a COLD, COUGH, OR SORE THROAT?</p>  <p>KNOW COMMON SYMPTOMS AND EFFECTIVE REMEDIES</p>
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WHERE ARE WE?

1. Purpose & Focus
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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!



PILOTS ARE POWERFUL



- **Purpose:**
 - Increase “conscious” about water conservation
- **Focus:**
 - Rainwater harvesting
 - Single-family homes in the City of Seattle
 - Landscape irrigation

SETTING THE PRICE

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



RESEARCH

- “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%)



PRODUCT

PRICE

PLACE

PROMOTION

- 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.

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

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!**

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 Lawn & Garden Hotline at (206) 633-0224 or visit our web site at www.seattle.gov/util/rainbarrel/

SAVE THIS COUPON

PRODUCT

PRICE

PLACE

PROMOTION

- **Saturday, April 12**
- **9am-3pm**
- **Public Park in Central Seattle**



PRODUCT

PRICE

PLACE

PROMOTION

- **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.

PRODUCT

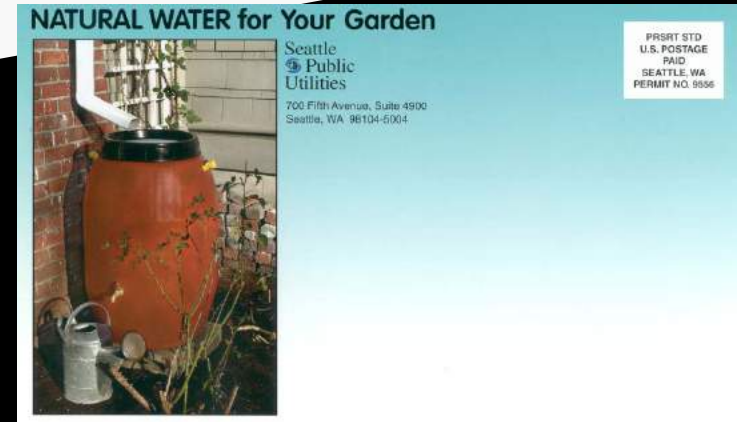
PRICE

PLACE

PROMOTION

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



PRODUCT

PRICE

PLACE

PROMOTION

LIQUID SUNSHINE COLLECTORS

Seattle PI
4-4-03
p. B3



DAN DeLONG / P-I

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.

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RESULTS



FOLLOW-UP NEWS RELEASE



City of Seattle

Gregory J. Nickels, Mayor

Seattle Public Utilities

Chuck Clarke, Director

News Release

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

**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.

USING LESSONS LEARNED

Save **75%** on Food & Yard Waste Bins* up to 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 in 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: Hilary Seese
Name: Hilary Seese Phone: 206.938.4237
Email: hilary-seese@yahoo.com

Qty	Item	Price
2	Food Composter (\$25 ea or 2 for \$40)	\$40
1	Yard Waste Composter (\$25 ea, limit 1 per household)	\$25
Total Cost		\$65

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 Bins

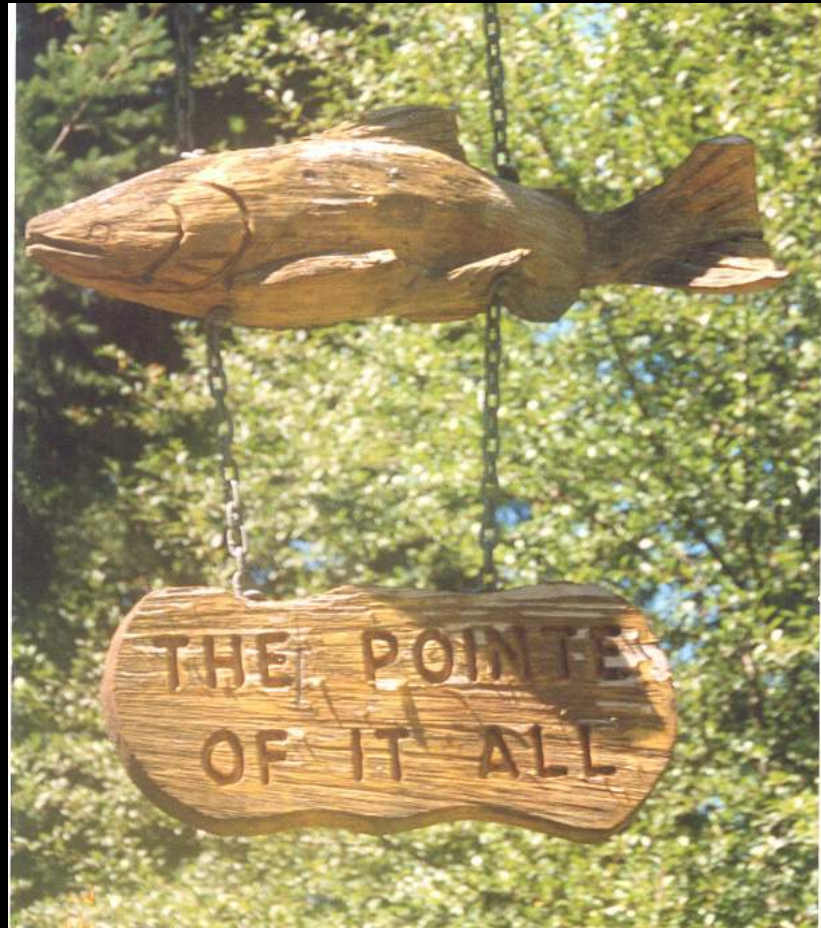
Order forms must be postmarked by **March 23, 2004**. Cash and checks will be accepted at time of pickup—no credit cards.

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
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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.
14. Get pledges.
15. Monitor, evaluate and report on results.

RESEARCH

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

- **Pacific Northwest Social Marketing Association (PNSMA)**
- **100+ Members**



<http://pnsma.org/>

PACIFIC NORTHWEST

- **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**

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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**.

USING ALL 4PS



I' d like for social marketers
Around the world to see

The **Final P** is one we use
To SHOUT OUT the other 3.

USING ALL 4PS



I' d like for social marketers
Around the world to see

If we do this together more

We' ll sing in HARMONY.

lalalala