

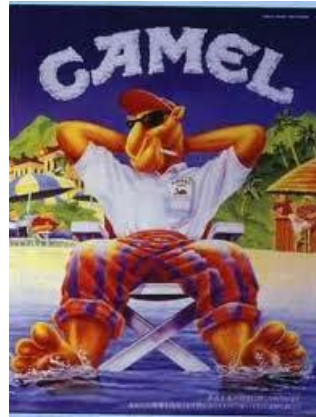
SOCIAL MARKETING and PUBLIC HEALTH

Ashley White

What is Marketing?

- Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.
- American Marketing Association

What is Marketing?



i'm lovin' it™



Core Marketing Activities

- Conducting customer research
- Building sustainable distribution channels
- Improving access to easily adopted programs



How is Social Marketing Different?



Kotler and Andreasen define social marketing as "differing from other areas of marketing only with respect to the objectives of the marketer and his or her organization. Social marketing seeks to influence social behaviors not to benefit to the marketer, but to benefit the target audience and the general society."

Who is using social marketing?

- ✓ Centers for Disease Control and Prevention
- ✓ US Department of Agriculture
- ✓ US Department of Health & Human Services
- ✓ Other governmental and non-profit organizations



Social marketing

- Social marketing is completely consumer driven!
- Finding the priority population/target audience that is **ready** for change is IMPERATIVE



Social Marketing

- Social marketing bases programming on the 4 Ps (product, price, place, promotion) and an analysis and understanding of the competition.

The Four Ps

1. Product
2. Price
3. Place
4. Promotion

Anti-smoking, shown on DVDs



Product



- Not necessarily a physical offering
- Range from physical products (e.g. condoms) to services (e.g. medical exams, practices (e.g. breastfeeding or eating healthy) and finally, more intangible ideas (e.g. environmental protection)

Price

- “Price” refers to what the consumer must do in order to obtain the social marketing product. This cost may be monetary, or it may instead require the consumer to give up intangibles, such as time or effort, or to risk embarrassment and disapproval.

Place

- "Place" describes the way that the product reaches the consumer. For a tangible product, this refers to the distribution system--including the warehouse, trucks, sales force, retail outlets where it is sold, or places where it is given out for free.
- For an intangible product, place is less clear-cut, but refers to decisions about the channels through which consumers are reached with information or training.

Promotion

- Finally, the last "P" is promotion. Because of its visibility, this element is often mistakenly thought of as comprising the whole of social marketing. However, as can be seen by the previous discussion, it is only one piece. Promotion consists of the integrated use of advertising, public relations, promotions, media advocacy, personal selling and entertainment vehicles.

Promotion cont.

- The focus is on creating and sustaining demand for the product. Public service announcements or paid ads are one way, but there are other methods such as coupons, media events, editorials, "Tupperware"-style parties or in-store displays.
- Research is crucial to determine the most effective and efficient vehicles to reach the target audience and increase demand.

National Center for Health Marketing

- NCHM is the one of the newest centers at CDC
- Four functional categories of marketing
 1. Product design, research, and development
 2. Product production and packaging
 3. Product distribution
 4. Customer relationship management

[NCHM Website](#)

NCHM: Product Design, Research, & Development

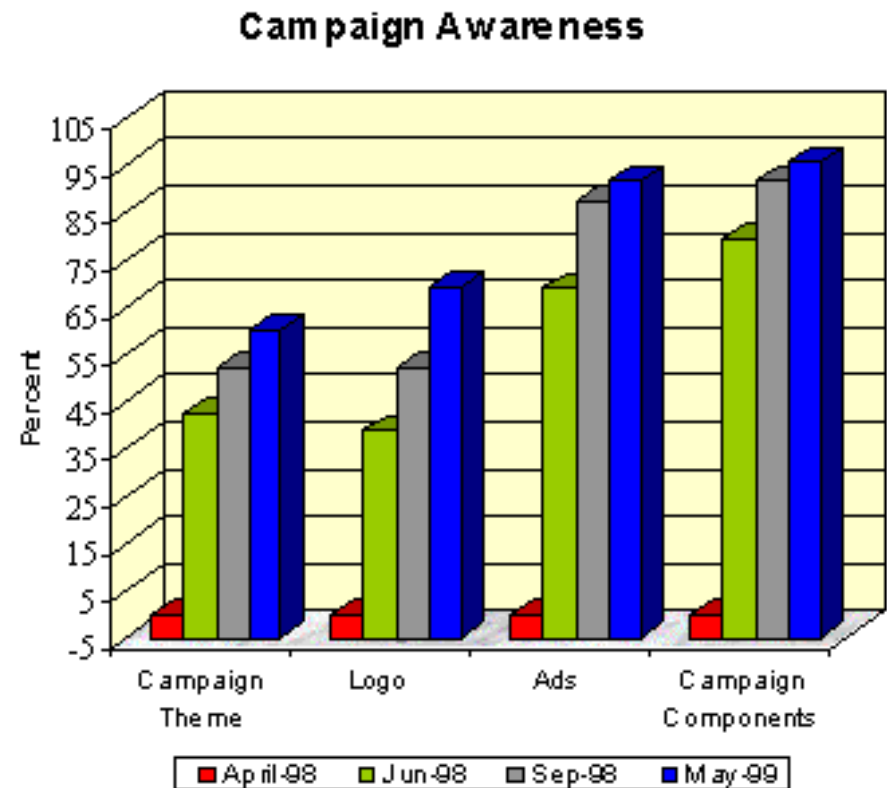
- Primary product is science-based health information
- Customer and market research
- Audience-specific databases



The truth Campaign

- ✓ The Florida Truth built a new product and branded it.
- ✓ Routinely surveyed target audience to discover market segments
- ✓ The campaign incorporates research and evaluation throughout its entire marketing plan
- ✓ Marketing team established a plan using multimedia ads, teen events, merchandising, and media outreach
- ✓ Marketing plan included teens' input at every phase of development
- ✓ [truth clip 1](#)

truth
campaign
awareness



truth philosophy...

“truth’s philosophy isn’t anti-smoker or pro-smoker. It’s not even about smoking. It’s about an industry manipulating its products, facts, and advertising to secure replacements for the 1,200 customers they “lose” every day. [truth’s] only objective is to make sure every single person gets to know the facts about tobacco.”



4Parents.gov

- ✓ The USDHHS set out to develop effective ways to encourage parents to talk with their kids about risky behaviors
- ✓ Studies found that the campaign effectively influenced parental behavior and increased parent-child communication
- ✓ Developed campaign materials for African American and Hispanic audiences

4Parents.gov

- Public service announcements, paid TV, radio, print, and outdoor announcement; community outreach and trainings; and a website
- Website provides a wide range of information for parents about how to talk with their pre-teen or teenage children about waiting to have sex.
- [Muffinhead](#)

Media Tools to Evaluate 4parents.gov

- Online panels are now available for research to evaluate campaign efficacy
- Knowledge Networks offers probability-based sampling of the U.S. population
- Study participants complete surveys, view and hear PSAs, and read print ads

Evaluation of 4parents.gov

- Random selection of parents to collect baseline data on knowledge, attitudes, beliefs, intentions, and behaviors related to parent-child communication about abstinence and the central message to delay onset of sexual activity
- Represents an "efficacy" methodology - parents divided into control and treatment conditions
- Study design was to determine the efficacy of these messages in increasing timing and frequency, and improving content of parent-child communication over time
- Overall, treatment parents were more likely than control to indicate improvements in self-efficacy about talking to their children about sexual activity (Evans et al., 2008).

Ensuring Cultural Sensitivity

1. Package the program to reflect the intended cultural group through appropriate colors, images, fonts, and pictures
2. Utilize evidential strategies to enhance relevance
3. Provide messages in the dominant or native tongue
4. Involve lay community members in planning and decision making for the program
5. Use deep structure - discuss health issues in a broader context of social and cultural values and characteristics of the intended audience

keepin' it REAL

- Based on cultural narratives - revealed how drug offers were made as well as how teens resisted and why
- Narratives were used for each resistance strategy - enactments or models of successful drug resistance by students similar in age and ethnicity
- Results were three versions matching each of the main ethnic groups in the school population - Mexican-American, white/black, and multicultural

Refuse Explain Avoid Leave

Consumer Centered

- Aim is to build relationships between consumers and products by reflecting consumer voices and adding meanings and values to their objects
- The brand name or logo in any campaign is an important element because it captures the theme of the curriculum and effectively connects it to the target audience
- Seventh-grade students in Phoenix, AZ participated in creating the name, logo, and slogan of the keepin' it REAL curriculum
 - keepin' it REAL

Application in Public Health Case Study

The 5th Guy



Initial Planning

- The public health issue: Pandemic flu
- Organizations such as WHO, CDC, APHA develop fact sheets, blogs, campaigns that typically only reach those who actively search for this information
- Florida Department on Health (FDH) wants to heighten awareness without creating panic
- \$1.4 million budget



Formative Research

- Qualitative – Focus Groups
 - ▣ Findings
- Quantitative research on current preventive behaviors

Strategy Development

- Selection of goals
 - ▣ Goals of campaign were to increase hygienic behavior
 - ▣ Strengthen norms around these behaviors



Program Development & Pretesting of Interventions

- Audience segmentation
- Development of creative taglines
- Timeline of campaign
- Pilot testing of materials
- Translation of materials - cultural sensitivity

“Somebody talk to the fifth guy!”

Implementation

- Posters
- Graphics
- Taglines
- Billboards
- Radio Spots
- Television
- Stickers
- Newspaper
- Website

- ✓ All materials presented were translated in Spanish and Creole
- ✓ Featured on over 10 video-posting websites including Youtube, Vimeo, and Google

[The 5th Guy Website](#)

The 5th Guy Billboard

Four out of five people wash their hands.* **Let's talk to the fifth guy.**



www.TalkToTheFifthGuy.com

* Harris Interactive observational survey of 6,336 people at public restrooms in six locations across the United States, performed for the America Society for Microbiology. 85% of the sample washed hands after using the restroom.

Monitoring & Evaluation

- Survey
 - ▣ Post-campaign survey revealed statistically significant increase in the targeted hygienic behaviors
 - ▣ People always reported engaging in healthy behaviors more often than their peers, but after the campaign also reported that peers were engaging less often than before
- Evaluated brand recognition
- Well over 100,000 hits to the website, thefifthguy.com

Broadchannel.com, a leading website content reviewer, called it...

...“a site that’s not just catchy, but contagious!”

HAHA

Limitations of Social Marketing

- Campaigns are aimed at individuals which make it difficult to reach families, cultures, cities and/or states as a whole
- Structural issues – when introduced in areas where people are unable to make change
 - ▣ Campaigns should target areas where people have the resources necessary to make changes

Thank you!

