

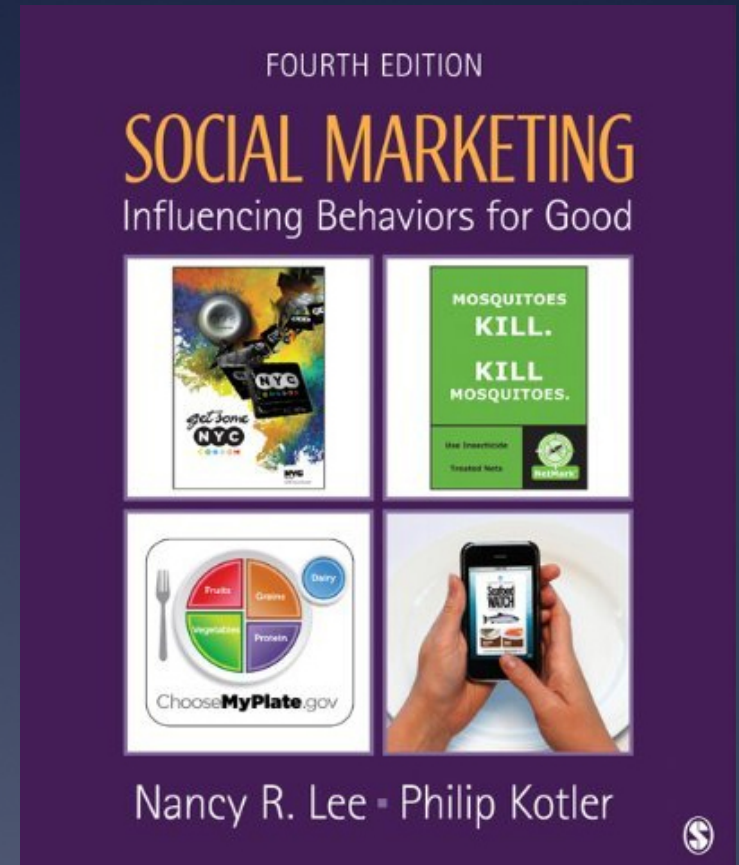
Social Marketing

Influencing behaviors for good

IOM Committee on Public Health
Dimensions of Cognitive Aging
Heidi Keller, kellerconsulting@me.com
June 9, 2014

Social Marketing

“A process that applies marketing principles and techniques to influence target audience behaviors that benefit society as well as the target audience.”



Kotler, P., & Lee, N. (2012). *Social marketing: influencing behaviors for good* (4. ed.). Los Angeles: Sage

Exchange Theory

Costs must equal benefits



It's all about behaviors

- * Eat 5 fruits and vegetables a day
- * Exercise 30 minutes, 5 X a week
- * Brush 2 X a day
- * Wash cars at commercial car wash

Notice how specific these behaviors are. It doesn't say "eat healthy." It says "Eat 5 a Day." You want the audience to know exactly what to do. And you want to be able to measure whether or not they have done it. So what would be a behavior that is associated with "intellectual stimulation" or "being socially connected"?

Choose a single, doable, measurable behavior

One that will make a difference

One that the audience will know if they have done

One that you can measure

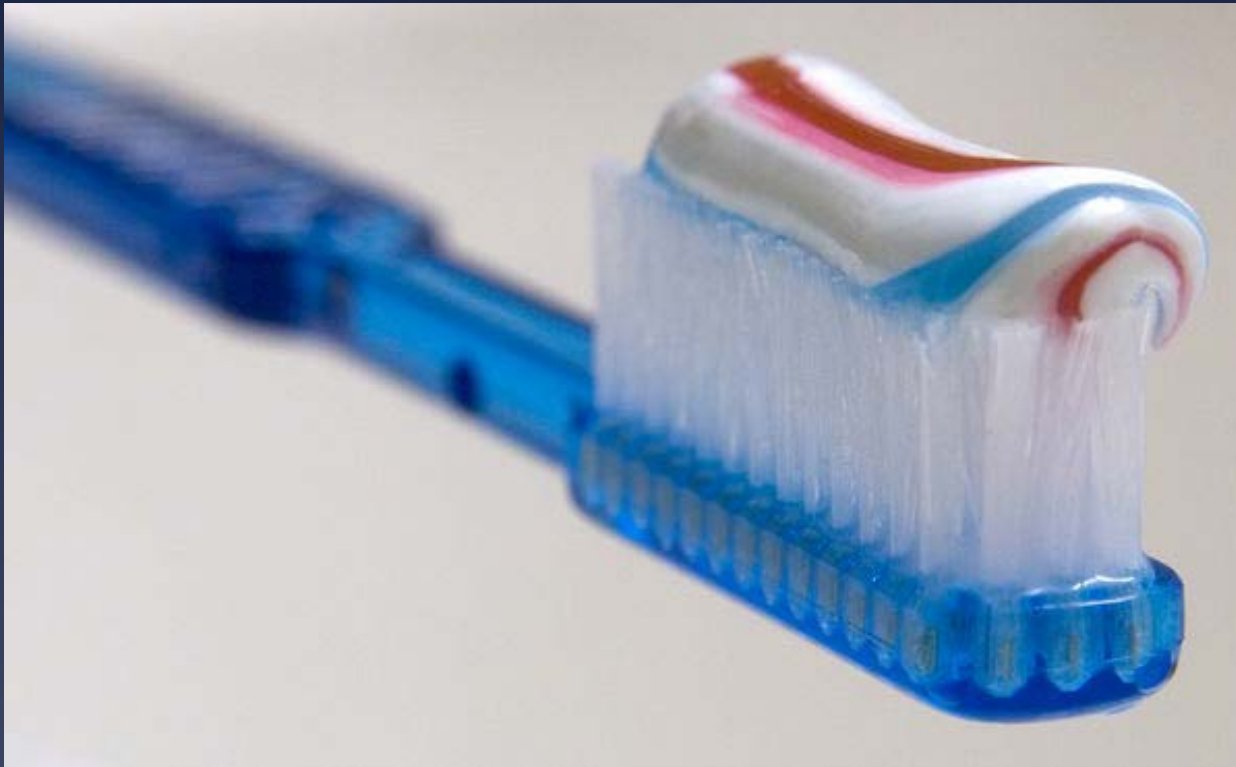


Monaghan, P. (2013). Lessons learned from a community coalition with diverse stakeholders: the partnership for Citrus Worker Health. *Annals of Anthropological Practices*, 35, 27-42.

Segmentation: Who is most ready?

BROWNS	SPROUTS	GREENS
Don't have the value or the behavior "And I'm not likely too!"	Have the value, but not the behavior "I am interested but have barriers and lack motivation."	Have the value and the behavior "Just tell me what you want me to do next."

Where's the toothpaste?



Product

Smith, B., 2009. The Power of the Product P, or Why Toothpaste is So Important to Behavior Change. *Social Marketing Quarterly*, 15, 98-106

Fun. Easy. Popular



Price. Place.

Be healthy. Be active.



Dancing 108%



Housework 116%



Stair climbing 72%



Yard work 230%

55% increase in mention of feeling better

Feel better, look better, live longer

The benefits of physical activity are remarkable. It can lower your risk of diabetes, heart disease, high blood pressure and cholesterol. It can boost your energy, lower your stress and improve your balance. And you can get these benefits through everyday activities. Physical activity fits with life.

30 minutes a day
110 minutes a week
5 days a week

245% increase in mention of living longer

Increased intention

More likely to increase physical activity level

66.2% vs. 54%

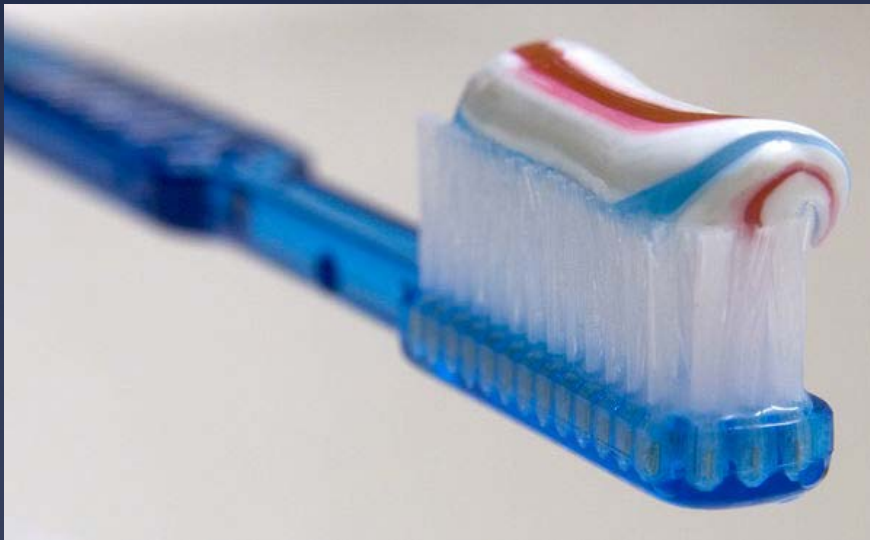


Marketer's Role

Move people to the next stage

BROWNS → → →	SPROUTS → → →	GREENS
Make sure know about facts Eventually, out number them!	Remove barriers Offer incentives	Reward

Where's the toothpaste for healthy cognitive aging?



What can we offer people, that they can use, that will make it worth it to them to change?

What is the benefit?

How can we make these behaviors the norm, in other words fun, easy and popular?

Social Marketing is*

- * A system, not a slogan.
- * A benefit we're offering people, not a message.
- * About better services, better products, and better behaviors.

*Bill Smith

THE 5 BIG QUESTIONS TO ASK

To Assure A Social Marketing Approach*

1. Have you selected a clear target audience?
2. Are you encouraging a single, doable behavior?
3. Have you identified audience barriers and desired benefits?
4. Have you considered all 4Ps?
5. Will you report on levels of behavior change?