STARTER FOR TEN

1. DEFINITIONS

National Social Marketing Centre

What is social marketing?

A journey through the definitions of the term

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Session objectives

This session will enable students to:

- Appreciate the academic development of the definition of social marketing
- Critically evaluate key elements in various definitions
- Understand key principles of social marketing
- Appreciate some of the misconceptions about social marketing

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Summary: events and texts

1970s	1971	Phrase 'social marketing' coined for the first time by Kotler and Zaltman
1980s	**World Bank, World Health Organisation and Centers for Disease Control and Prevention start to use the term and promote interest in social marketing**	
	1981	Bloom and Novelli highlight key areas for development
	1988	Lefebvre and Flora publish an article in Health Education Quarterly giving marketing widespread exposure in the field of public health
	1989	Publication of Kotler and Roberto's *Social Marketing: Strategies for Changing Public Behavior*
1990s	**Academic programmes are established in the US**	
2000s	1992	Prochaska, DiClemente and Norcross publish a new organising framework for achieving behaviour change
	1994	Social Marketing Quarterly is launched, based at the University of South Florida
	1999	The Social Marketing Institute is formed in Washington D.C.
	1999	Doug McKenzie-Mohr and William Smith publish *Fostering Sustainable Behavior*
	2003	*Social Marketing: Principles and Practice*, by Donovan, is published in Melbourne, Australia
	2005	10th annual conference on Innovations in Social Marketing and 16th annual Social Marketing in Public Health conferences are held
	2006	The National Social Marketing Centre is formed in London
		Social Marketing in the 21st Century, by Alan Andreasen, describes the expanding role of social marketing
	2007	UK Social Marketing Conference held in Oxford, UK
	2008	World Social Marketing Conference held in Brighton, UK

Adapted from Kotler and Lee (2003), p.12

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The purpose of social marketing

"In most instances the problems posed by excessive drinking, unhealthy diets, and the use of tobacco products and other harmful substances have more to do with a country's health status than do acute but short-lived illnesses"
(Walsh et al, 1993)

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History and development

Wiebe (1951):

"Can you sell brotherhood like you sell soap?"

Kotler and Zaltman (1971):

Social marketing is "the design, implementation and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communication, distribution and marketing research"

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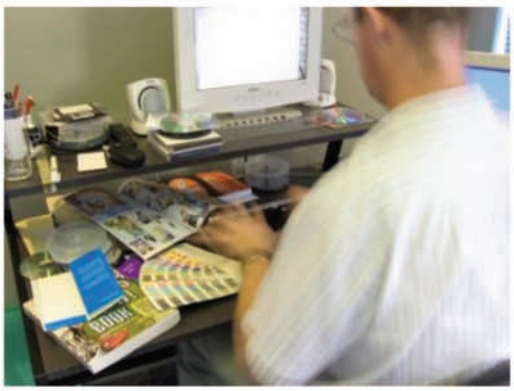
Definitions and Debates



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1. Adoption of ideas or behaviours?

"Social marketing is the design, implementation, and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communication, distribution and marketing research"
(Kotler and Zaltman, 1971)

"Social marketing is the systematic application of marketing concepts and techniques to achieve specific behavioral goals relevant to a social good"
(Gordon et al, 2006)

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2. For social good

Social marketing is "… an attempt to influence consumers for the ***greater good***, and as such, always has an ethical aspect; specifically, social marketing seeks to induce consumer change that is deemed to be inherently good, as opposed to change that is good merely because it increases profits or non-profit earnings"
(Brian Gibbs, in Hastings, 2008).

- Goodness is in the eye of the beholder
- Should 'social marketing' ever result in commercial profit?
- Should public/private partnerships be part of social marketing?

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3. Population or individual level behaviour change?

- Social marketing must always target people on a population level (Lefebvre, 1996)
- Social marketing involves large scale planning (Smith, 2006)

But

- Social marketing targets specific segments
- Social marketing's aims are individual behaviour change

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4. The adoption of commercial marketing techniques

"…the simultaneous adoption of ***marketing philosophy and adaptation of marketing techniques*** to further causes leading to changes in individual behaviours which ultimately, in the view of the campaign's originator, will result in socially beneficial outcomes"
(Susan Dann, in Hastings, 2008)

What is the product?

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5. The exchange principle

"… a programme planning process which promotes voluntary behaviour change based on building ***beneficial exchange relationship*** with a target audience for the benefit of society"
(Beverly Schwartz, in Hastings, 2008)

- **Understanding the importance of self-interest**
- **The 'let's make a deal' principle**

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6. Voluntary behaviour change

"Social marketing is the application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence the ***voluntary behaviour*** of target audiences in order to improve their personal welfare and that of society"
(Andreasen, 1995).

- **What is the relationship between social marketing and control or coercion?**
- **At least four positions among academics**

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Position 1:

Social marketing is never coercive

- Social marketing is not 'the hard sell'
- Even upstream social marketing does not itself seek to coerce
- Coercion not always appropriate or effective
- Changing the conditions in which behaviours occur is not coercion but 'choice architecture'

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Position 2:

Social marketers should influence regulators

Other institutions can be persuaded to use a coercive influence on behaviours if change is critical.

Examples:

- influence pharmaceutical companies to make testing quicker and more accessible
- work with GPs to create protocols to ask patients if they have had unprotected sex and to encourage testing
- advocate to add relevant material to curricula in school
- support needle exchange programmes
- provide media with trends and personal stories
- pitch stories to the producers of soap operas and sitcoms
- testify before government to increase funding in research, condom availability or free testing facilities

(Kotler and Lee, 2008)

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Position 3:

Changing the external influences of behaviours should be the priority

"The most powerful marketing question you can answer is:
What can I do to make it unnecessary for my audience to change their behaviour and still achieve my social goal?"
(Smith, 2006)

"…social marketers should think about the external forces first.
How can social marketers make it as easy as possible for people to do the right thing?"
(McDivitt, 1998)

And anyway, commercial marketing is coercive, isn't it?

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Position 4:

Social marketing can support regulation

- Social marketing as a "viable companion to control and education approaches to behaviour change"
  (Smith, 2006)
- Just because people 'know' or 'should' does not mean they will

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The benchmark criteria

- Customer orientation
- Behaviour and behavioural goals
- Theory
- Insight
- 'Exchange'
- 'Competition'
- 'Intervention mix' and 'marketing mix'
- Audience segmentation

And…changing conditions before messages
(Smith, 2006)

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What social marketing *is not*

- Health education
- Social advertising
- Health promotion
- Cause-related marketing
- Not-for-profit marketing
- Social networking/social media
- Corporate social responsibility
- Societal marketing

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Social marketing *is*

"Social marketing is the systematic application of marketing alongside other concepts and techniques to achieve specific behavioural goals, for a social good"
(French and Blair-Stevens, 2007)

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