

Social marketing : main principles, tools & theoretical models



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Untitled to supervise thesis

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- **Research activities:**

- Social marketing
- Tobacco control & alcohol prevention (warnings, tobacco plain packaging, industry marketing tactics)
- Scientific Journals, books, conferences

- **Working groups:**

- Member of the working group to implement the « Etats Généraux de l'alcool » in 2006, health Ministry, France
- Member of the working group to elaborate guidelines for the article 11 (FCTC, WHO, Manilla, nov 2007)

Aim of the presentation

- Europe's drinking habits cause around 195,000 premature deaths every year
- Can social marketing be helpful ?

« Social marketing is a process that applies marketing principles, tools and techniques to create, communicate and deliver value in order to influence target audience behaviors that benefit society (public health, environment...) »

Kotler and Lee (2008), Social marketing, Sage.

Social marketing : tools & principles

- 1- Consumer research / analysis of the environment
- 2- Applies segmentation & targeting
- 3- Sets objectives & goals
- 4- The « 4P » : Product, Price, Place & Communication
- 5- Evaluation of the program

1- Consumer research / analysis of the environment

- **Tools** that allow to better understand people & environment => thus, sm programs are more effective

- Review of the literature
- Observation of the market & competitors

- 33 focus groups
- 40 in-depth interviews
- Face to face survey (800 teenagers + 601 young adults + 404 parents)
- *On teenagers, young adults & parents*



Australian Government

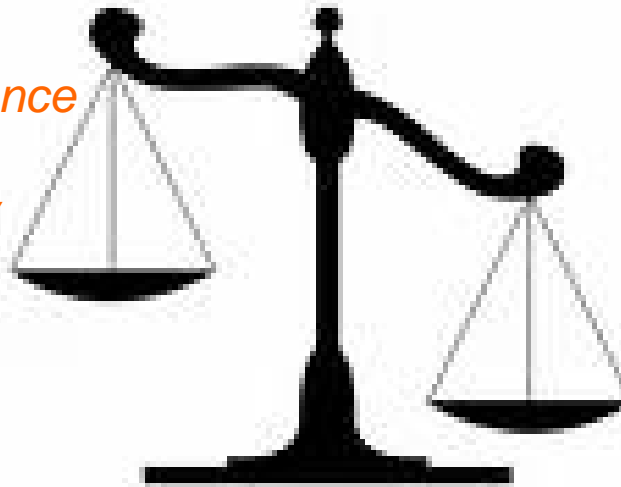
Department of Health and Ageing

Ex: Alcohol, binge drinking & students

20 In-depth interviews, Rennes, France

« COSTS »

*Car accident
Loss of driving licence
Loss of memory
Hard following day*



« BENEFITS »

*Pleasure
To have fun
To do like friends
To speak easily with
unknown people
To forget problems*

Not dangerous for health

Reasoned action theory

Binge drinking

behavioral intention

Attitude toward product

Not dangerous for health

Subjective norms (social norms)

To do like friends

Fishbein M., & Ajzen I. (1975, 1980)

To change Attitude toward product



What happens when we drink more than the sensible limit?

Weight gain

Alcoholic drinks contain more calories than you think. If you're concerned about weight gain you should consider cutting down your alcohol intake.

Dehydration

Alcohol dehydrates the body. This is partly what causes 'hangover' symptoms. If you've been drinking alcohol, drink plenty of water before going to bed.

Early ageing

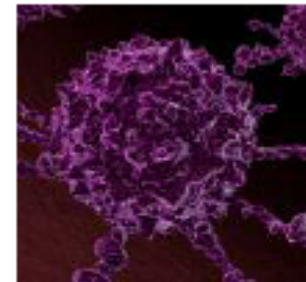
Dehydration and lack of proper sleep wrecks skin and hair. It expands blood vessels, causing thread veins and other physical symptoms.

Sleep problems

It can help us nod off but even small amounts prevent the deep sleep that we need to feel alert and refreshed.

Cancer

Drinking is the second biggest risk factor for cancers of the mouth and throat after smoking. Drinking too much could increase your risk of developing breast cancer.



Liver disease

Alcohol turns some liver cells into fat and damages others. Because the liver has no 'feeling' in it, people often don't realise it's suffering until it's too late. Repeated heavy drinking scars the liver ('liver cirrhosis') and causes permanent damage which can cause death.

To change social norms

- It is not a shame not to drink alcohol



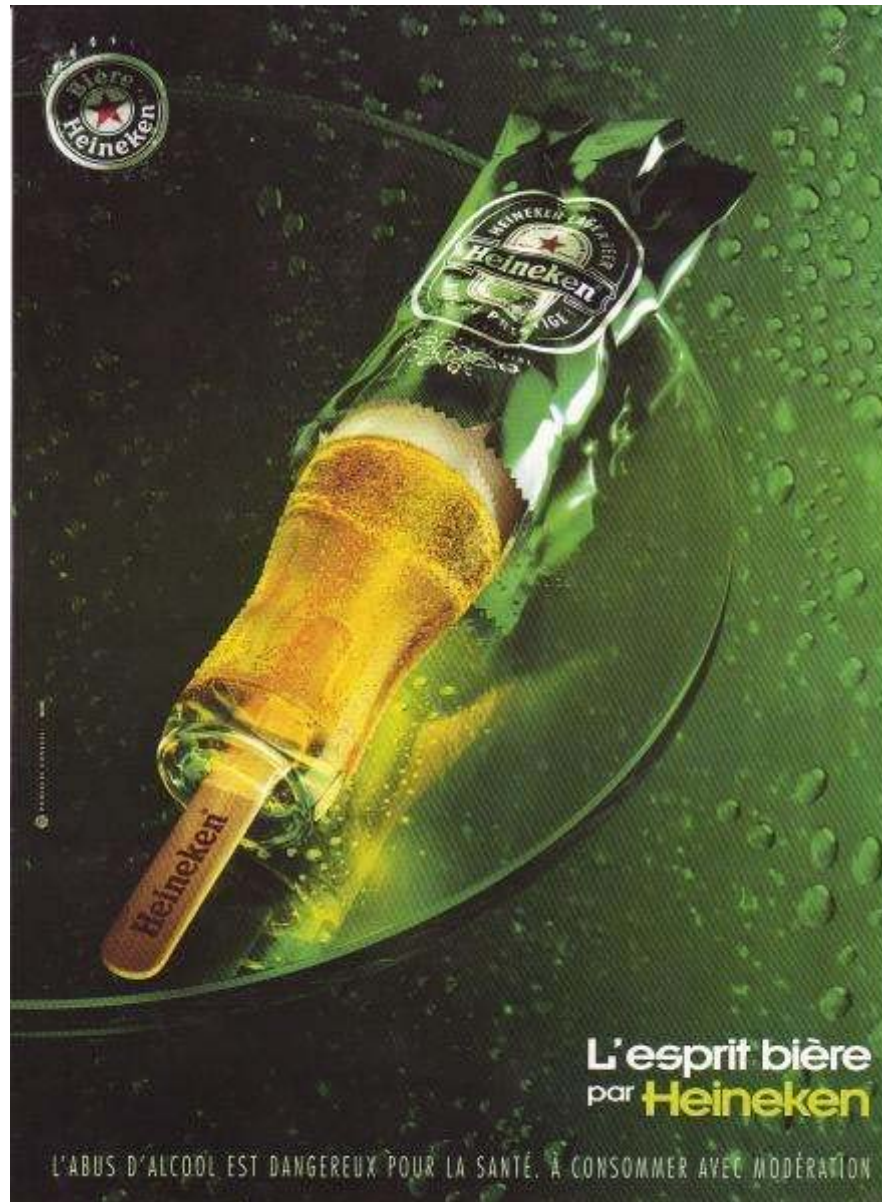
Observation of the market



A very competitive environment for social marketing programs

1,4 billion Euros a year on alcohol advertising

Alcoholic Drinks							
2007							Million euros
Country	Television	Newspapers	Magazines	Outdoor	Radio	Cinema	Total
Belgium	25.87	4.33	4.67	11.63	3.10	4.67	54.27
France	0.34	3.62	5.55	18.62	4.98	0.00	33.11
Germany	361.83	19.99	59.84	62.97	42.99	3.65	551.27
Italy	134.86	9.04	12.09	5.30	7.24	0.88	169.41
Netherlands	60.29	2.79	7.29	6.43	2.45	5.20	84.45
Spain	93.81	33.07	14.69	35.38	19.95	1.72	198.62
Sweden	41.31	14.04	7.09	0.46	0.00	0.05	62.95
Switzerland	4.17	9.42	9.94	2.92	0.60	0.92	27.97
UK	134.33	40.01	21.22	51.32	6.15	23.31	276.34
Grand total	856.81	136.31	142.38	195.03	87.46	40.40	1458.39



You Sexy Thing.



Sounds good. ★ Heineken



2001 - Castelbajac

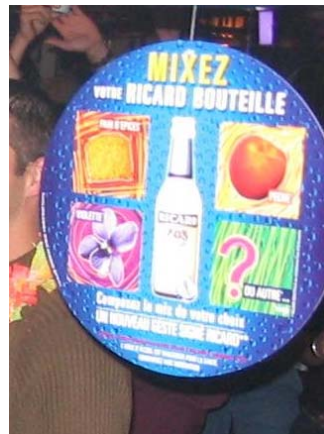


2002 - Christian Lacroix





Sponsoring



Alcoholic beverages
for young people :
sweet & soft



Positive impact of alcohol advertising exposure on young people

- Snyder & alii. (2006), *Effects of alcohol advertising exposure on youth drinking, Arch Pediatr Adolesc Med.*
- Ellickson & alii. (2005), *Does alcohol advertising promote adolescent drinking? Results from a longitudinal assessment, Addiction.*
- Wyllie & alii. (1998), *Positive responses to televised beer advertisements associated with drinking and problems reported by 18 to 29-year-olds, Addiction.*
- Woodside (1999), *Advertising and consumption of alcoholic beverages, Journal of Consumer Psychology.*
- Dring & Hope (2001), *The impact of alcohol advertising on teenagers in Ireland, Centre for health Promotion Studies*
- ...

2- Segmentation and targeting

- people are unique, this means a social marketer must offer **different programs for different people.**
- Segmentation improves the quality of health prevention programs.

Several segmentation criteria can
be used...

Stage of change or transtheoretical model

- **Developed in the 1980s by Prochaska & DiClemente**
- **people go through to several stages before changing their smoking behavior:**



Canadian Cancer Society
Société canadienne du cancer

precontemplators

for smokers who
don't want to quit



ONE
STEP
AT A
TIME

Let's Make Cancer History

1 888 939-3333 | www.cancer.ca

contemplators


for smokers who
want to quit



ONE
STEP
AT A
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Let's Make Cancer History

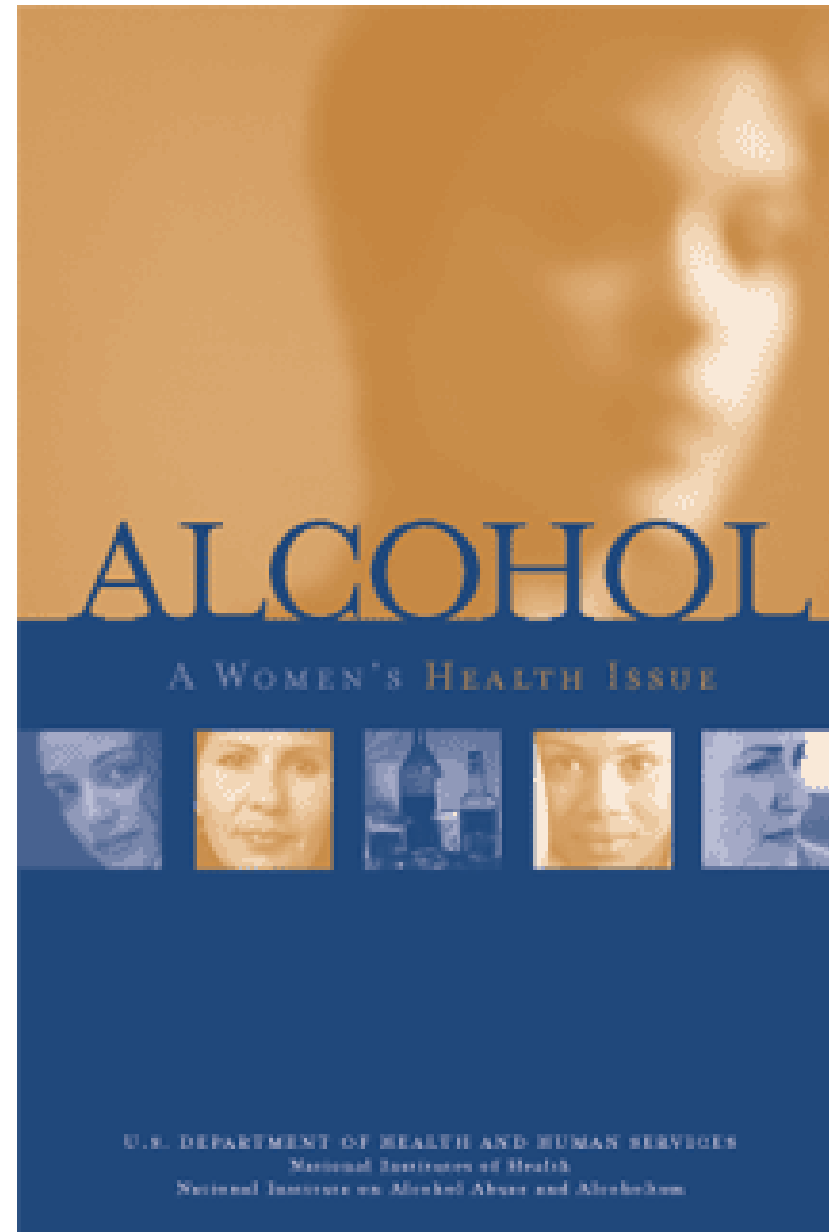
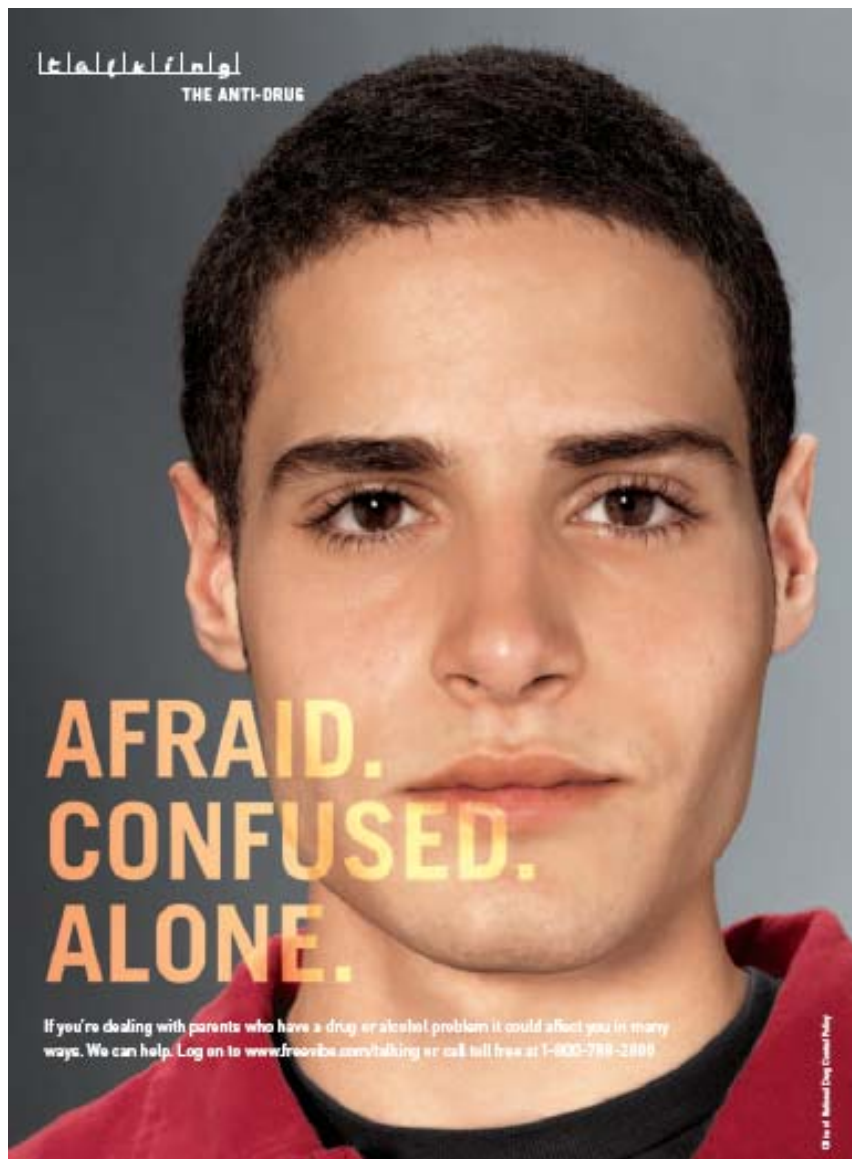
1 888 939-3333 | www.cancer.ca



your body never forgets
all what you drink

**If you drink more than
3 glasses of alcohol
a day for men and 2 glasses
for women,
the risk of developing cancers increases**

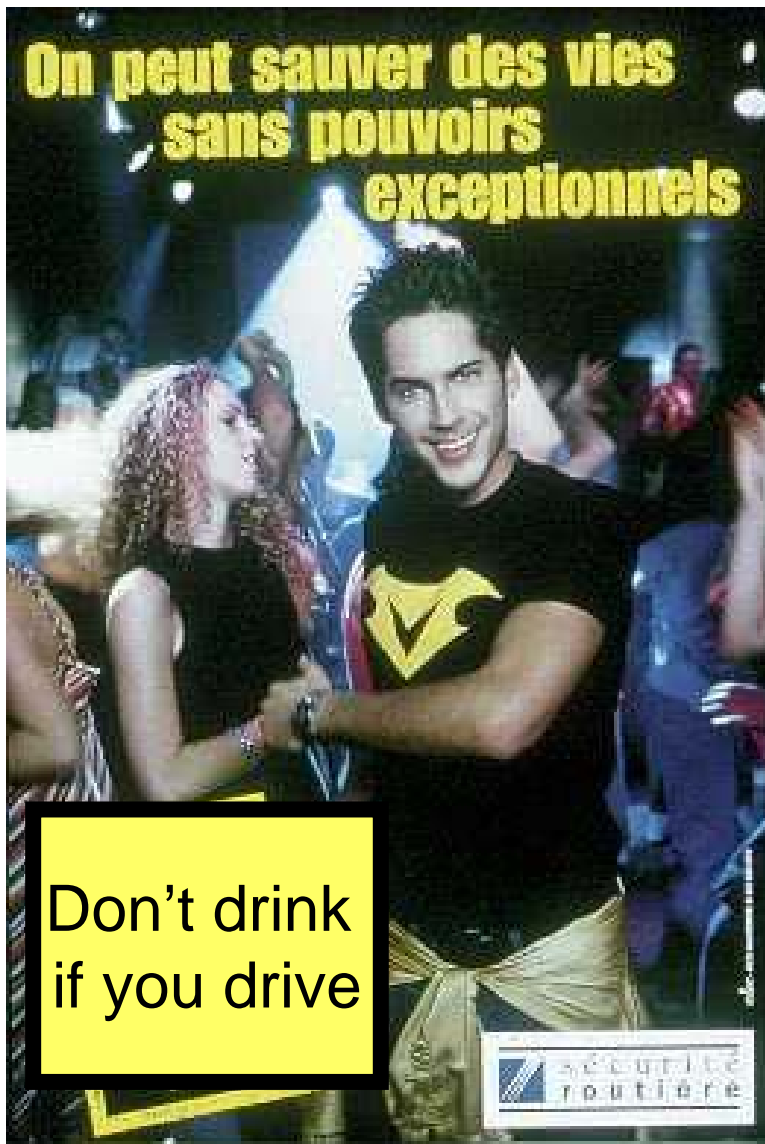
Sex





FASfacts

initiates FAS-prevention
campaigns and
programs
that are
holistic and Christian
based
ensuring a real
decrease
in the prevalence of
Fetal Alcohol Syndrome
in South Africa.



Age

Ethnicity

www.alcohol.gov.au



Alcohol Treatment Guidelines for Indigenous Australians



Other targets...

- **influencers :**

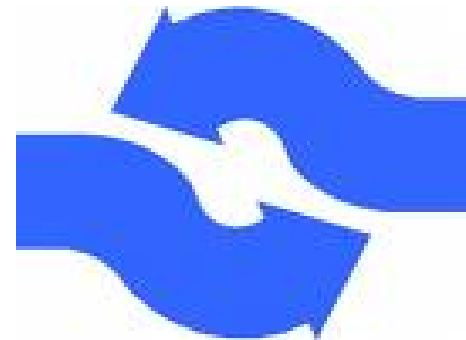
- Parents for teenagers
- Health practitioners
- Opinion leaders (singers, sportmen/women...)
- Journalists...



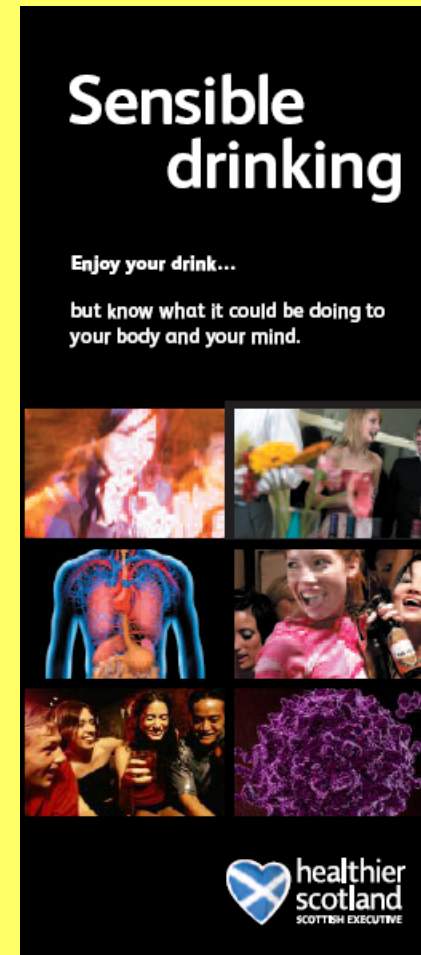
3- Set objectives & goals

Ex: alcohol program

- **To change targets' behavior**
 - Ex: in 1 year, to decrease of XX% the number of men that drink more than 3 units of alcohol per day
 - In 3 years, to reduce alcohol-related harm of XX% on people 18-24 year-olds...
- *To increase information on negative consequences of drinking*
- *To move social norms*
- **Objectives must be realistic & measurable**



4- The 4 P



- **A service :**
 - Medical consultation
 - Alcohol weaning

Worried about your drinking?

Call **DRINKLINE** free on 0800 7 314 314 at any time.

For more tips and information about alcohol, visit www.infoscotland.com/alcohol



NHS
Health
Scotland

Reach Out Now: talk!

Talk with me.

Talk with him.

Talk with her.

Talk with them.

Now is the time to talk about underage alcohol use.

If you have questions about alcohol, go to www.stopalcoholabuse.gov.

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
Center for Substance Abuse Prevention
www.stopalcoholabuse.gov

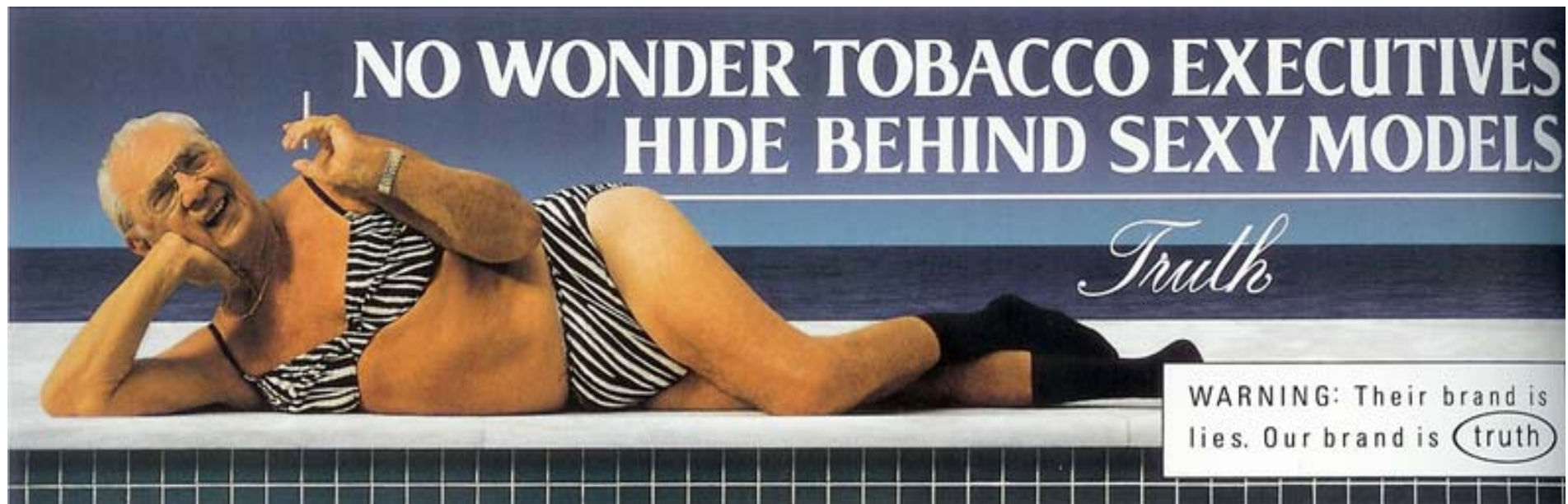
- A behavior & value :
 - Not to drink more than...
 - Not to drink when pregnant
 - Not to drink when driving
 - ...
- To enjoy life without alcohol
- Alcohol is not the norm
- ...

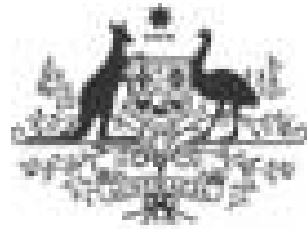
brand of a social marketing product ?

(Florida campaign, USA)



- A model of effective social marketing campaign
- 1 year after : smoking among students declined: 29 000 fewer
Florida teens smoked





Australian Government

Department of Health and Ageing

- NATIONAL ALCOHOL CAMPAIGN, AUSTRALIA, 2000
- A brand for parents : « ***Talk to your kids about safe drinking*** »
- A brand for teenagers : « ***Safe drinking*** »

Jones & Rossiter (2002), Social Mkgd Quarlerly

Price (*how much*)

- Price for real product & service (money)
- Price in social marketing = non monetary costs to give up a behavior :



=

Pleasure, party
to have fun
To do liker friends
to speak easily with
unknown people
To forget problems...

The exchange theory

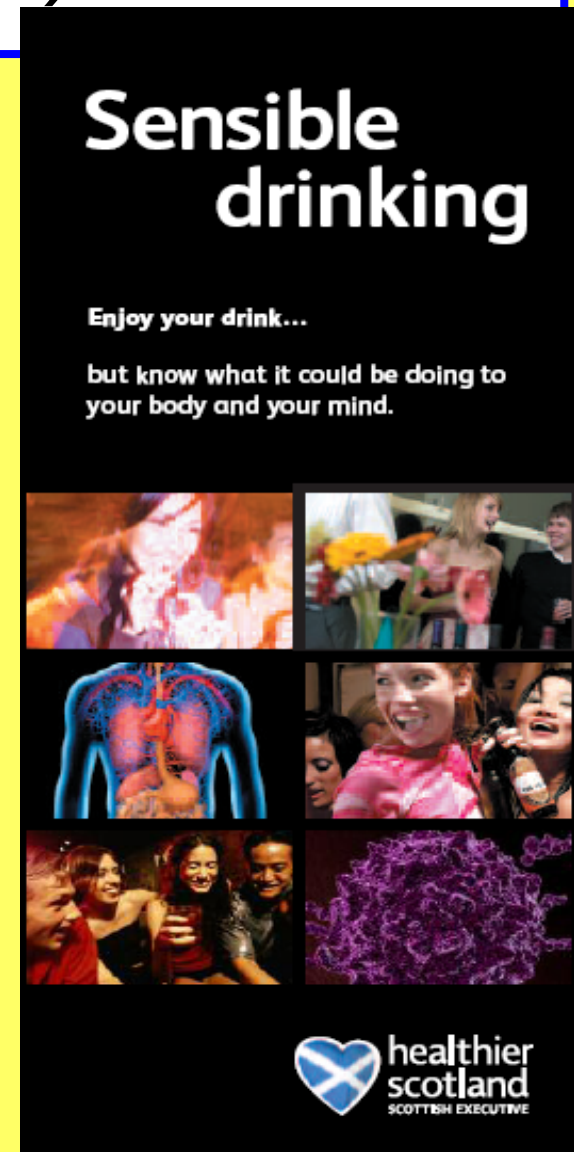
Place (*where*)

- SM product must be available in relevant places



Ex: breathalyzers in bars
& nightclubs

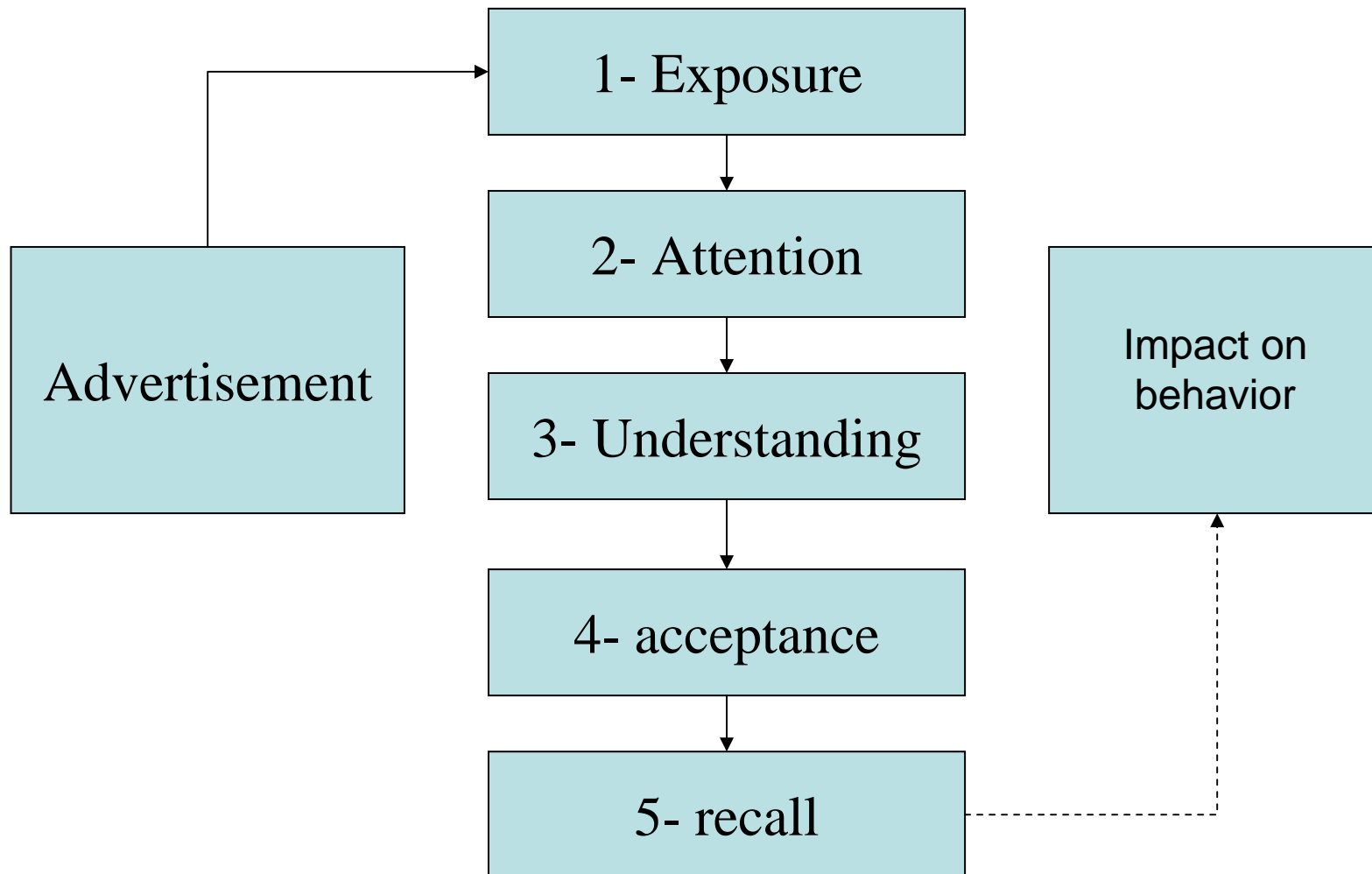
Brochures for
young people
in schools,
colleges...



Promotion
Advertising message

The persuasion process

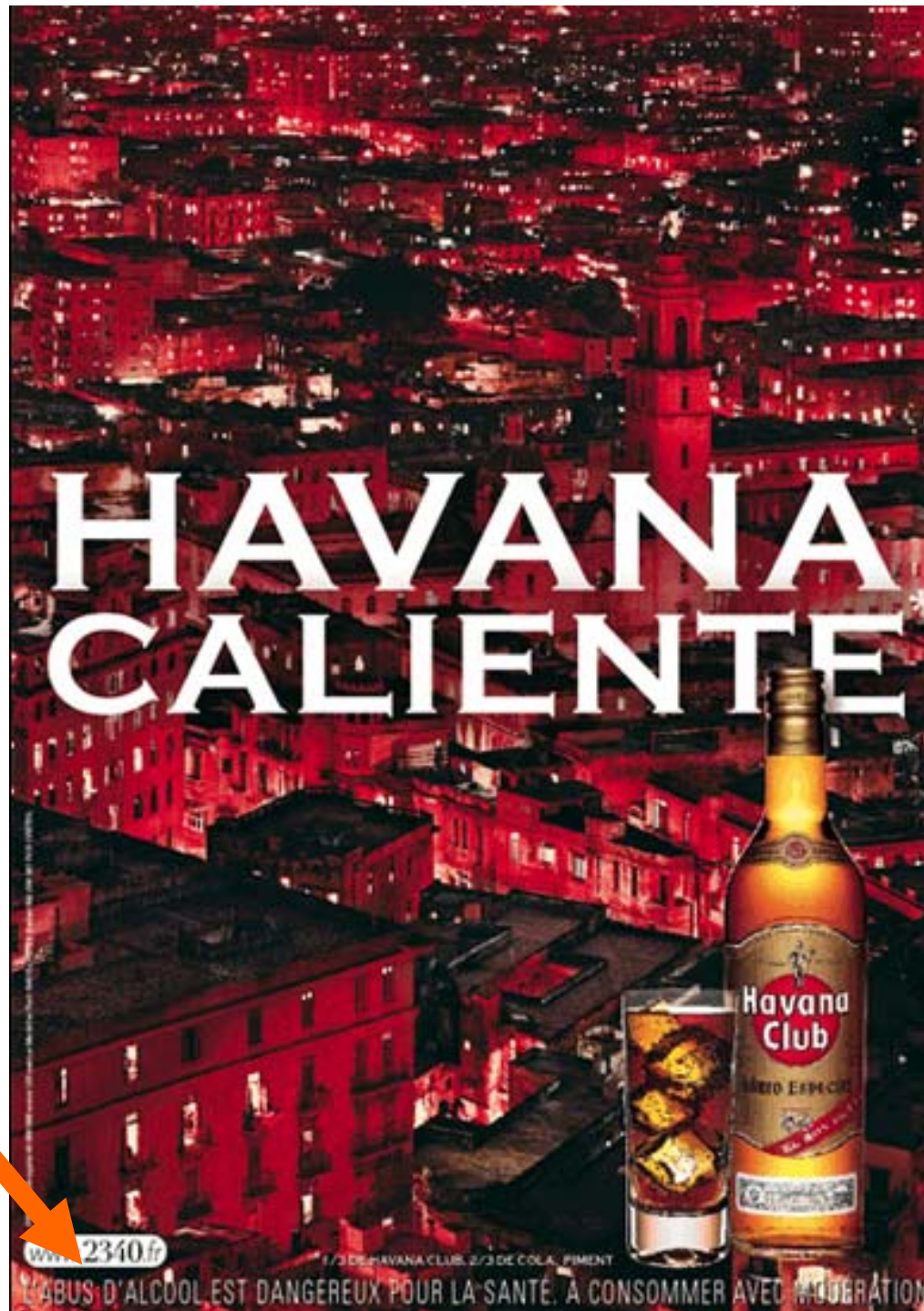
McGuire (1989)



1- Exposure



Argo & Main (2004)

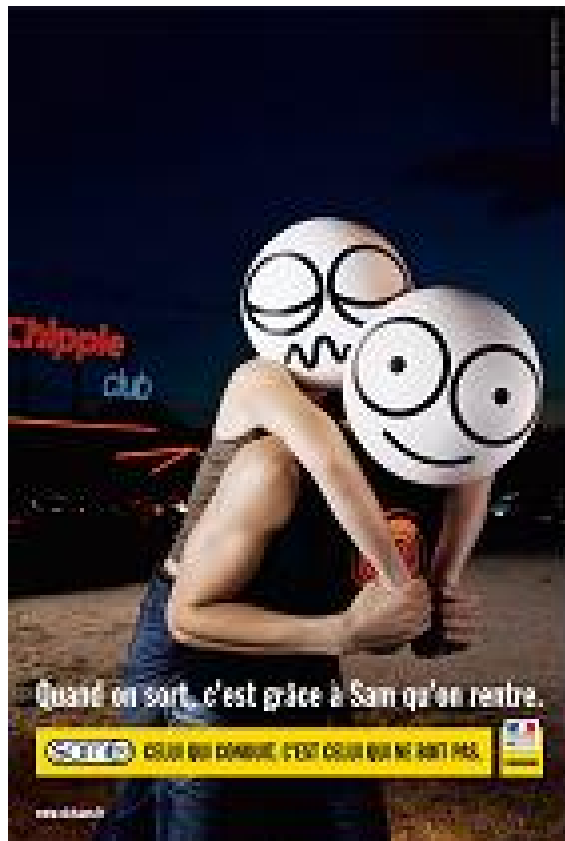


Fischer & AI (1993)

2- Attention

- **how to pay attention of the target ?**
 - **Alcohol prevention messages have to compete with crowded media place** (people see about 2000 ads per day + numerous ads for alcohol products)
 - prevention messages need to make **a strong impact** otherwise they won't be seen

The power of illustration to attract attention



**Thanks to alcohol,
all eyes are on you**



**À TA
SANTÉ!**
www.rennes.fr



VIVRE EN INTELLIGENCE

The power of emotional ads

- **Research in marketing showed :**
 - Informative advertisements are not as effective as emotional campaigns (positive & negative ones : shame, guilt, fear....)

*Edell & Burke (1987, 1989), Petty, Cacioppo & Schumann (1983)
Witte & Allen (2000)...*

The Protection Motivation Model

Rogers (1975, 1983)

negative emotion

Pictures, testimonials...

+

Efficacy of the proposed response

+

Self-efficacy of the proposed response

=

**Motivation to protect
success of the campaign**

Ex : fear + ...

**Thanks to alcohol,
you meet new people**



**À TA
SANTÉ**
www.rennes.fr



VIVRE EN INTELLIGENCE

Ex : shame + ...

**Alcohol brings out the
best in you**



**À TA
SANTÉ !**

www.rennes.fr



VIVRE EN INTELLIGENCE

LA NUIT DES 4 JEUDIS

L'alcool ne fait jamais rire très longtemps. À Rennes, nous défendons un autre sens de la fête. Chaque jeudi, je peux sortir gratuitement dans des soirées sans alcool.

La nuit des 4 jeudis, organisée par la Ville de Rennes, le CRIJ Bretagne et la Fédération des petits lieux de spectacles, propose, en alternance :

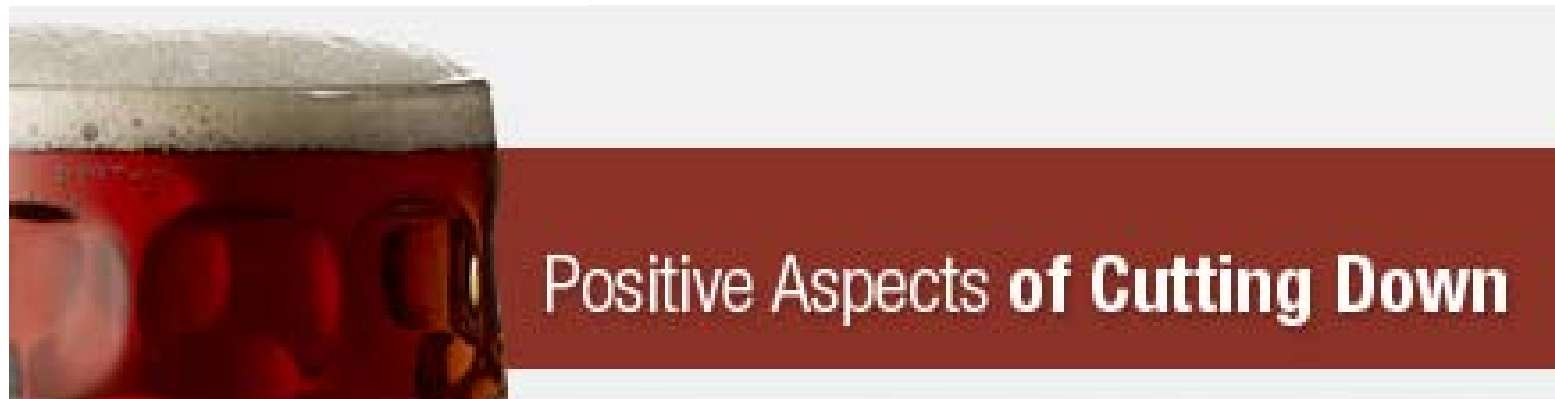
- **Dazibao** : un rendez-vous alternatif pour présenter, découvrir et pratiquer un mix d'activités ludiques musicales artistiques (de 22 h à 3 h au centre-ville). www.crij.org
- **Nuit Découvertes** : à l'initiative d'assoc de jeunes, ateliers d'initiation, théâtre spectacles... (de 22 h à 2 h dans les c
- **Nuit du Sport** : pour s'initier à des pr (kin ball, peteca, ultimate, speedmint handisport pour tous (de 22 h à 3 h, c sportifs et piscines).
- **Nuit Bars en Scène à partir de 5€** : c projections, théâtre et autres performa dans les cafés-spectacles de la ville). v

Ex :
fear / shame
+ self-efficacy

— *The 4 Thursday nights :*

- **festive alcohol-free events, open to all and free of charge (Music, Sport, theatre, bars without alcohol...).**

Ex : fear / shame + efficacy



It's good to cut down...

If you do drink more than the recommended daily limits on a regular basis, then cutting down will be good for your health. But you're more likely soon to start seeing other benefits too, for example:

- You'll feel better in the mornings
- You'll be less tired during the day
- Your skin will start to look better
- Your body will start to feel in better shape
- You may stop gaining weight



3- Understanding



« moderation ? »

4- Acceptance

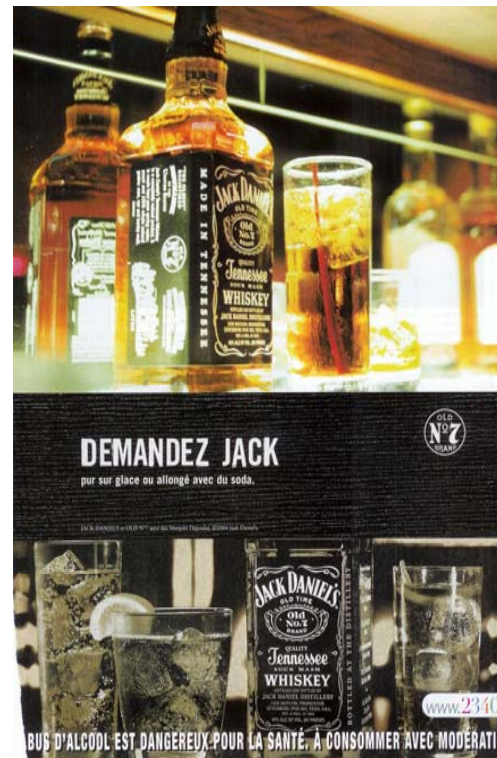
- **Acceptance (and effectiveness) of a prevention message from industry ?**
 - Corporate social responsibility : messages can backfire **if people question the organization's motivations** (*Yoon & al., 2006, Peter & al, 2007, Szykman & al, 2004*)
 - Social responsibility campaigns **are counter productive in a tobacco context** (*Donovan & al., 2006, Farrelly & al, 2006, Wakefield & al, 2006*),...
 - Alcohol ?

Alcohol CSR = problem of source credibility (trust)

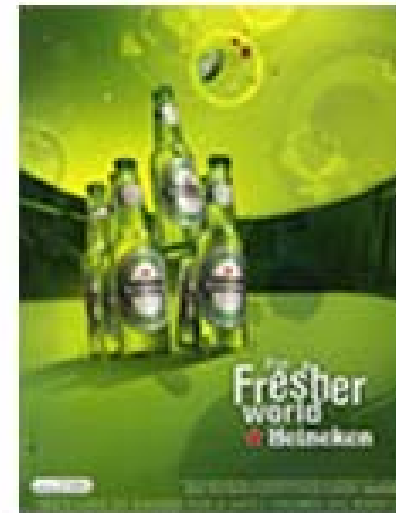
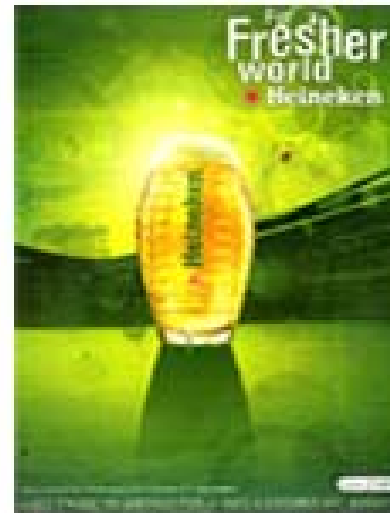
- **Extract from the deontological code, alcohol industry in France :** « *Commercial ads shall never : be spread in print media that targets young people (under 18)...* »
- **Evin Law, 1991 :** regulates the advertising of alcoholic beverages to protect minors

Ex of alcohol ads in a magazine that targets young people

- *Ciné Live* (dec 2007)
- leader on 15-24 (sales)
- 53% of readers = 15-24 ans



Ex of forbidden ads



www.heineken.fr - Heineken site officiel - Microsoft Internet Explorer

< retour à l'accueil

Design Lounge Produit Pression

Heineken
for A fresher World*

E-CARD

Votre nom

voire email

son email*

Votre message ici

ENVOYER

1 2 3 4

*VOTRE CORRESPONDANT DOIT ABSOLUMENT ÊTRE MAJEUR.

points
...
l'irs
...
Nombre de je
NOUVEL

ZONE DE LA

*Pour un monde plus frais, une Heineken est servie entre 4°C et 6°C

Son

Media :

How to reach the target audience ?

TV, radio, print, billboard, cinema



Ratio of alcohol prevention messages is needed

- 1 anti tobacco message to break...



- ...4 positive tobacco messages from tobacco industry

Lewit, Coate & Gossman (1981)

5- Evaluation

Come back to the objectives...

- **To change targets' behavior**
 - Ex: in 1 year, to decrease of XX% the number of men that drink more than 3 units of alcohol per day
 - In 3 years, to reduce alcohol-related harm of XX% on people 18-24 year-olds...
- *To increase information on negative consequences of drinking*
- *To move social norms*



Conclusion

- Advertising messages **are only one aspect** of a comprehensive social marketing alcohol program
- A real social marketing program in Europe
=> a « FCTC » for alcohol
- Social mkgmt programs take time and need significant resources

References SM

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- Kotler P., Lee N. (2008), *Social Marketing : Influencing behaviours for Good*, Sage Publications, 3rd edition.

Thank you for your attention

If you want some references, contact me
at :

karine.gallopel@univ-rennes1.fr

This paper was produced for a meeting organized by Health & Consumer Protection DG and represents the views of its author on the subject. These views have not been adopted or in any way approved by the Commission and should not be relied upon as a statement of the Commission's or Health & Consumer Protection DG's views. The European Commission does not guarantee the accuracy of the data included in this paper, nor does it accept responsibility for any use made thereof.