Social marketing: main principles, tools & theoretical models

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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 litterature
  – 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

  Jones & Rossiter (2002), Social Mkgt Quarterly
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

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.
• It is not a shame not to drink alcohol

To change social norms
Observation of the market
A very competitive environment for social marketing programs

1,4 billion Euros a year on alcohol advertising

<table>
<thead>
<tr>
<th>Country</th>
<th>Television</th>
<th>Newspapers</th>
<th>Magazines</th>
<th>Outdoor</th>
<th>Radio</th>
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</table>
You Sexy Thing.

Sounds good. *Heineken*
2001 - Castelbajac

2002 - Christian Lacroix
Sponsoring

Alcoholic beverages for young people: sweet & soft
BIBIR À LA BOTTLE

* À boire à la bouteille

Desperados
Bière aromatisée Tequila
L'abus d'alcool est dangereux pour la santé. À consommer avec modération.
Positive impact of alcohol advertising exposure on young people

- Wyllie & alii. (1998), Positive responses to televised beer advertisements associated with drinking and problems reported by 18 to 29-year-olds, Addiction.
- 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:
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
FAS facts 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.
Don’t drink if you drive

Young people & alcohol

Age
Ethnicity

Alcohol Treatment Guidelines for Indigenous Australians

www.alcohol.gov.au
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
Product in social mkgt *(what)*

- A « real » product:
  - *breathalyzer*
  - *brochures*
• 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

Reach Out Now: talk!
Now is the time to talk about underage alcohol use.
If you have questions about alcohol, go to 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
• 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 Mkgt Quarterly
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
2- Attention
3- Understanding
4- acceptance
5- recall

Advertisement

Impact on behavior
1- Exposure

Argo & Main (2004)
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

Sam doesn’t drink & drives
Thanks to alcohol, all eyes are on you
The power of emotional ads

• Research in marketing showed:

  – Informative advertisements are not as effective as emotional campaigns (positive & negative ones: shame, guilt, fear….)

  Witte & Allen (2000)*
The Protection Motivation Model

Rogers (1975, 1983)

- Pictures, testimonials...
- Efficacy of the proposed response
- Self-efficacy of the proposed response

= Motivation to protect success of the campaign
Thanks to alcohol, you meet new people
Alcohol brings out the best in you

Ex: shame + ...
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 (de 22 h à 3 h au centre-ville). www.crij-

• **Nuit Découvertes** : à l'initiative d'associations de jeunes, ateliers d'initiation, théâtre, spectacles... (de 22 h à 2 h dans les quartiers). www.crij-

• **Nuit du Sport** : pour s'initier à des pratiques sportives (kin ball, peteca, ultimate, speedminton, handisport pour tous (de 22 h à 3 h, dans les stades et piscines).

• **Nuit Bars en Scène à partir de 5 €** : cocktails, projections, théâtre et autres performances dans les cafés-spectacles de la ville.

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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
Media:
How to reach the target audience?
Mass media

TV, radio, print, billboard, cinema

Events

La Clean Party
France - Belgique - Luxembourg

Website & Viral Campaign

Press relations
Ratio of alcohol prevention messages is needed

- 1 anti tobacco message to break...

- ...4 positive tobacco messages from tobacco industry

*Lewit, Coate & Gosssman (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 mkgt programs take time and need significant resources
References SM

Thank you for your attention

If you want some references, contact me at:

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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.