

Social Marketing: A Critical Tool in a Critical Field

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Structure

1. What is (social) marketing?

2. It works

3. But:

- Multifaceted action needed
- Source effect: who does it matters

4. Conclusion:

- with these provisos social marketing can be a useful tool

What is marketing?

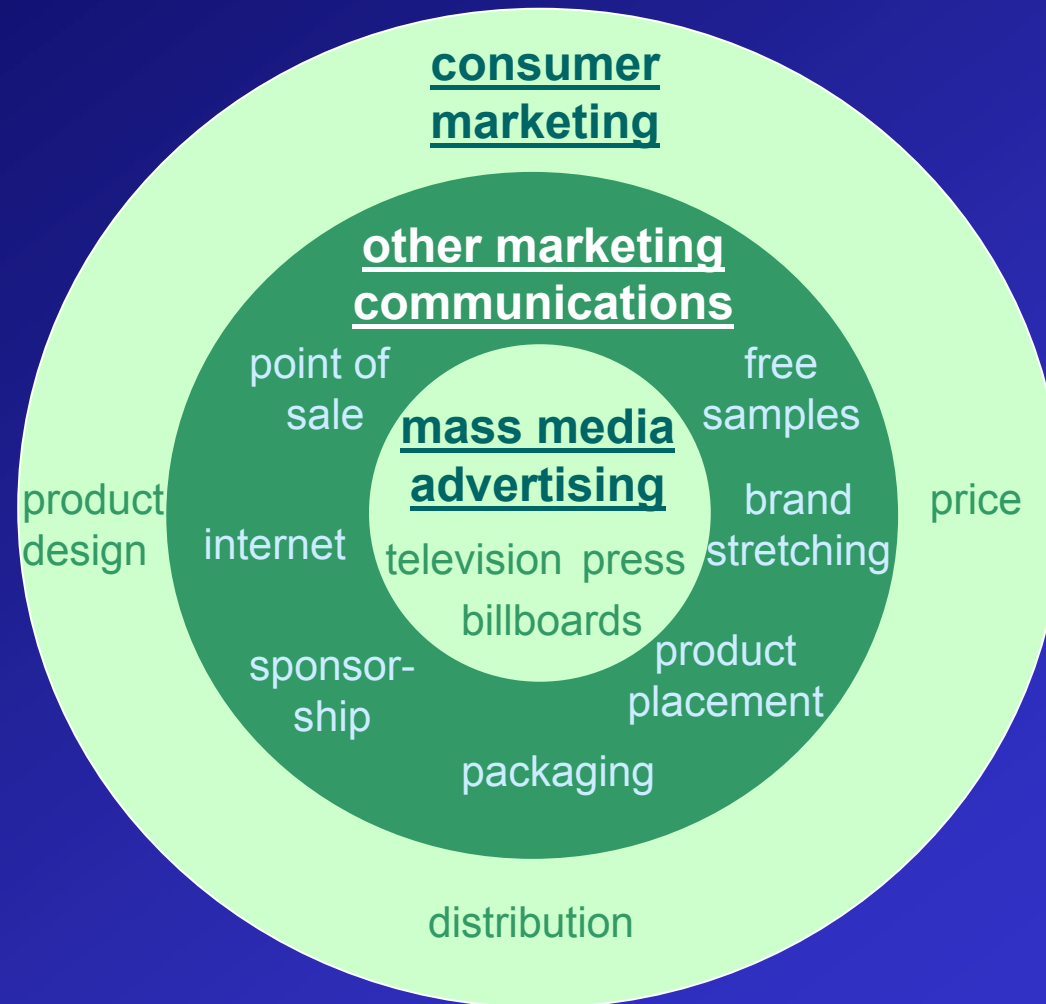
mass media
advertising

billboards press
television

What is marketing



What is marketing



What is marketing



stakeholder marketing

consumer marketing

other marketing communications

mass media advertising

social marketing

corporate affairs

Comp analysis

product design

internet

sponsorship

packaging

distribution

corporate social responsibility

point of sale

television

billboards

product placement

free samples

brand stretching

press

price

media know-how

What is marketing?

- The processes business uses to encourage consumption of its products:
 - Multifaceted
 - Strategic and long term: consistent and coherent; relationships not just transactions; the who as well as the what
 - Seeking to influence the behaviour of customers, stakeholders and even competitors
- Social marketing uses the same techniques to influence social and health – rather than consumer - behaviour

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It works

- Commercial marketing clearly has an effect



It works

- Commercial marketing clearly has an effect
- So does social marketing

Gordon R, McDermott L,
Stead M, Angus K (2006)
*The effectiveness of social
marketing interventions for
health improvement:
What's the evidence?*
Public Health, Elsevier

Search Strategy

35 SRs



310
individual
studies



35 met SM
criteria

1. Search for good quality SRs of all substance misuse interventions (drugs, alcohol and tobacco)
2. Use the included studies in these SRs as sample frame
3. Retrieve and assess these studies against key social marketing benchmarks

Results

1. Alcohol prevention and harm minimisation

8 out of 13 had a positive effect overall

4 mixed/moderate effects, 1 no effect

 strong evidence of impact

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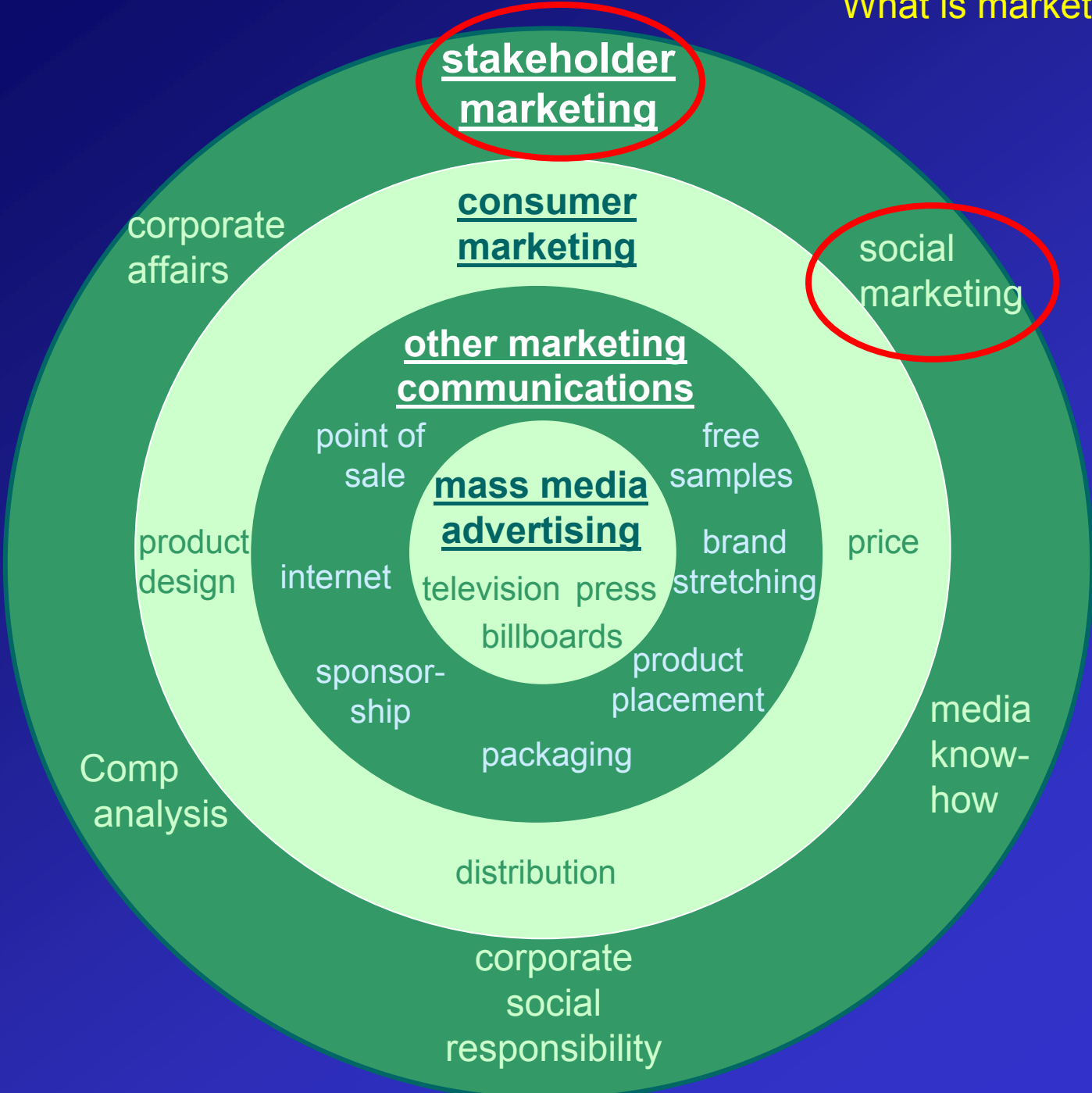
Multifaceted

- Just as commercial marketing has to be multifaceted, so does social marketing
- Same need to move beyond communication and the individual
- Good social marketing, just like good marketing, will encompass communications, supportive mechanisms to help behaviour change and regulation to make the environment more healthful. It will also address the competition

Source effect

1. Marketing is about relationships, and therefore about people
2. Who says what matters
3. Industry run social marketing is problematic for 3 reasons:
 - Boosts their own image, not public health: remember....

What is marketing



Source effect

1. Marketing is about relationships, and therefore about people
2. Who says what matters
3. Industry run social marketing is problematic for 3 reasons:
 - Boosts their own image, not public health
 - Avoids commercially unattractive themes (eg per capita consumption)
 - Can be used to fend off regulation
4. Doesn't mean it shouldn't happen – just that should not replace independent efforts

Conclusion

1. Commercial and social marketing have both been shown to influence drinking behaviour
2. To do so they need to:
 - Be multifaceted
 - Remember source effect: independence matters
3. With these provisos social marketing can be a useful tool