

**Sydney:**

Suite 108 272 Victoria Avenue Chatswood NSW 2067  
Mail: PO Box 1675 Chatswood NSW 2057  
Phone: +61 (0)2 9413 1233  
Mobile: +61 (0)414 504 832  
Email: leswinton@bigpond.com  
Internet: [artcraft.com.au](http://artcraft.com.au)

**Canberra:**

Suite 17 Level 1 Manuka Arcade  
20 Franklin St Manuka ACT 2603  
Phone: +61 (0)2 6232 6264



Communications, Marketing and Social Research Consultants

# SOCIAL MARKETING

**The Art of Behaviour Change!**



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## **WHAT IS SOCIAL MARKETING?**

Social marketing is the art of behaviour change in the society, whether it be a specific target segment (eg, encouraging young people not to take up smoking) or a whole community (getting people to use water more efficiently), using concepts drawn from commercial marketing.

Effective social marketing has both strategic and tactical elements, and is strongly based on the careful use of insightful diagnostic and strategic communications, social and market research.

## **EFFECTIVE SOCIAL MARKETING STARTS WITH SOUND RESEARCH:**

In the first instance, a review of previous research can often help us to develop an initial feel for the beliefs and behaviour of the target audience for a social marketing campaign. A look at what others have done to implement social marketing campaigns on analogous issues, and how well they have achieved their goals, can also help to focus our thinking.

However, further research needs to be undertaken to really get to know and understand our target audience, develop and pre-test ideas and concepts that might cut through the clutter and make an impact, provide accurate baseline measurements against which the campaign can later be monitored, and then regular monitoring, review and adjustment of the campaign.

## **ARTCRAFT'S COMMITMENT TO SOCIAL MARKETING:**

Artcraft Research has been actively involved in many social marketing campaigns over the years in areas as diverse as:

- elder abuse
- taxation reform
- disability reform
- carer counselling
- asbestos assessment
- employment programs
- educational opportunities
- transport behaviour change studies
- planning and land management issues
- energy efficiency and water efficiency programs
- environmental pollution and waste reduction programs.

## **KEY QUESTIONS WE NEED TO ANSWER:**

In developing a social marketing campaign, some of the key questions we need to answer are:

- What value or behaviour are we wanting these people to adopt? Do we understand how they view it from their perspective, not ours?

- What behaviours, attitudes, feelings will these people have to give up or replace? What is the price to them, of giving these things up?
- What rational, financial or emotional benefits are there to changing their behaviour? Will adopting this new behaviour save them money, or make them feel good?
- What message(s) will convince people to adopt this value or behaviour?
- How and where will we promote our message?

### **IMPORTANT CONCEPTS OF SOCIAL MARKETING:**

In most cases, social marketing requires more finesse than traditional marketing campaigns. Among the important marketing concepts as interpreted for use in social marketing are the following:

- The ultimate objective of social marketing is to influence action, in this case, behaviour change;
- Action is undertaken whenever target audiences believe that the benefits they receive will be greater than the costs they incur – where the pleasure exceeds the pain;
- Programs to influence behaviour change will be more effective where they are based on an understanding of the target audience's own perceptions of the proposed exchange;
- There is no mass market or broad target audience anymore, so mass communications campaigns won't work. Even specific target audiences are rarely uniform in their perceptions or likely responses to marketing efforts. Indeed, much research is pointing to the fact that the best way of communicating in this context is on a one-to-one basis, where each person feels that we are talking to them in their language;
- Recommended behaviours always have competition which must be understood and addressed;
- The marketplace is constantly changing and so program effects and outcomes must be regularly monitored and where necessary we must be prepared to rapidly alter strategies and tactics.

### **THE '9 PS' OF SOCIAL MARKETING:**

Marketing efforts must incorporate all of the '5 Ps', that is:

- **People:** Use disciplined research to get to really know who they are, how they think, what turns them on and off – and then 'walk a mile in their shoes'.
- **Product:** Create an enticing product (eg, the package of benefits associated with the desired action);
- **Price:** Minimize the price the target audience believes it must pay in the exchange;
- **Place:** Make the exchange and its opportunities available in Places that reach the audience and fit its lifestyles;
- **Promotion:** Promote the exchange opportunity with creativity and through channels and tactics that maximize desired responses.

Social marketing needs to consider a further '4 Ps', namely:

- **Publics:** Recognise the many different external audiences (target audience, secondary audiences, policymakers, and gatekeepers) and internal audiences (those involved in the approval and implementation of the program) that your program has to address in order to be successful.
- **Partnership:** Social, environmental, health and cultural issues are often so complex that one agency cannot make a dent by itself. You need to team up with other organisations in the community to be really effective. You need to figure out which organisations have similar goals to yours (not necessarily the same goals) and identify ways you can work together.
- **Policy:** Social marketing programs can do well in motivating individual behaviour change, but that is difficult to sustain unless the environment they are in supports that change for the long run. Often, policy change is needed, and media advocacy programs can be an effective complement to a social marketing program.
- **Purse Strings:** Most organisations that develop social marketing programs operate through funds provided by sources such as foundations, governmental grants or donations. This adds another dimension to strategy development, namely, where will you get the money to create, implement and sustain your program?

## **THE ARTCRAFT PRACTITIONERS:**

**Les Winton** *BA DipEd, MA (MktgComs), FAICD, FAIM, FAMI (CPM), MAMSRS (QPMR)*

Les is Managing Director and owner of Artcraft Research, and has been a market researcher for 34 years. He holds a Bachelor of Arts degree in the Social Sciences, a Diploma of Education, and a Master of Arts in Marketing Communications.

After working in marketing positions with a Swedish steel company in Australia (1962-66), Les was called up for National Service, serving in Australia and South Vietnam (1966-68). He then completed his initial university studies (1969-73) and embarked upon a career in market research and marketing with ANOP (1971-83). Les started his own consultancy Artcraft Studios (Artcraft Research, Artcraft Marketing and Artcraft Training) in 1981.

Les is a Member of the Australian Market and Social Research Society (AMSRS), through which he has Qualified Practising Market Researcher status (QPMR), the Australasian Evaluation Society (AES) and the International Association for Public Participation (IAP2). He is also a Fellow of the Australian Institute of Company Directors (AICD), the Australian Institute of Management (AIM), and the Australian Marketing Institute (AMI) through which he has Certified Practising Marketer status (CPM).

### **Laurie West**

Laurie is Operations Manager of Artcraft Research, and Manager of our Queensland Operations. He worked for thirteen years with the Australian Bureau of Statistics (1969-81), on a range of economical, social and population surveys. His principal interest and experience was in the Population Surveys area, ultimately managing the field operations of the NSW office.

Laurie set up his own consultancy in 1981, providing expertise in survey development, field services and field management expertise on a wide range of large surveys for government and industry. Over the years, Laurie has worked with

Artcraft Research on many projects where his skills in project management, specialised field services, and attention to detail can be fully utilised.

### **Marie Pears**

Marie is a Research Officer at Artcraft Research. Before joining Artcraft Research, Marie spent many years in the health and education sectors, and has developed expertise in the sourcing and assembling of secondary data and the building and accessing of databases. Marie's role also includes analysis of qualitative data from focus group discussions, in-depth interviews and community consultations.

### **Robyn Kunko**

Robyn works with Artcraft Research as our National Field Consultant Manager, and has 25 years of experience in market and social research. She assembled and manages an IQCA-accredited team of highly professional interviewers and recruitment personnel trained to her exacting standards, who have worked on many Artcraft Research assignments for more than two decades. Robyn is a member of the Australian Market and Social Research Society (AMSRS, formerly the Market Research Society of Australia, MRSA) and is a past chairperson and treasurer of its Field Management Group in SA.