BRIGHT SPOTS AROUND THE WORLD:
No Secrets To Their Success

Social Marketing Conference
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Nancy R. Lee, MBA
### THEY USED CRITICAL TOOLS AT EACH PHASE

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<th>Understanding</th>
<th>Designing</th>
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- **Scoping**
  - Determine Purpose & Focus
  - Conduct SWOT

- **Prioritizing**
  - Prioritize

- **Selecting**
  - Target Audiences

- **Understanding**
  - **Designing**
  - **Managing**
They used critical tools at each phase:

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- **Scoping**: Determine purpose & focus, conduct SWOT
- **Prioritizing**: Prioritize target audiences
- **Selecting**: Select behaviors
- **Understanding**: Understand barriers, benefits, competition
- **Designing**: 4Ps
- **Managing**: Partners implement (pilots)
They used critical tools at each phase

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**Tools Used at Each Phase**

- **Scoping**
  - Determine purpose & focus
  - Conduct SWOT
- **Prioritizing**
  - Prioritize target audiences
- **Selecting**
  - Select behaviors
- **Understanding**
  - Understand barriers, benefits, competition
- **Designing**
  - 4Ps
- **Managing**
  - Partners implement (pilots)
  - Evaluate

**Locations**

- New York
- U.K
- Jordan
- Thailand
- Philippines
- Peru
- Cape Town
- Australia
- Jordan
- Philippines
- Peru
- Cape Town
- Australia
DECREASING HIV/AIDS IN NEW YORK CITY

- **Background:**
  - 2005, Epicenter of AIDS
  - Leading cause death 35-54 year olds

- **Target Audience:**
  - Blacks (44%), Latinos (32%)

- **Behavior:**
  - Use condom

- **Motivators: Bill Smith’s**
  - Fun, Popular, Easy

**PRODUCT**

- The New York City branded condom

  “Any successful product has a strong *brand*, and condoms are no different.”
  - Kenneth Cole

**PRICE** **PLACE** **PROMOTION**
The New York City branded condom
“Any successful product has a strong brand, and condoms are no different.”
- Kenneth Cole
FREE

Call or order online
Any NYC establishment
- Health club
- Nail salon
- Liquor store
- Laundromat
Delivered free
DECREASING HIV/AIDS IN NEW YORK CITY

• Dispensers

PRODUCT PRICING PLACE PROMOTION

• 2007 Valentine's Day Launch
• 150,000 NYC Condoms handed out by street teams
• 100 Night Spots
• Kenneth Cole unveiled new line of tee shirts and boxer shorts with condom-size pocket and label:
  - “Safety Instructions: This garment and its contents should be worn whenever conceivable.”
PROMOTION

- Subway ads
- TV spots

http://www.youtube.com/watch?v=5iLJD2YMEeA&NR=1

DECREASING HIV/AIDS IN NEW YORK CITY

- **OUTCOMES**
  - Hoped for 18 million/year
  - 2010, 33 million/year
  - 900 partners
  - Constant improvement:
    - 22% want ultra-thin
    - 14% wanted larger size
REDUCING TUBERCULOSIS IN PERU

**Background:**
- 1991, 15% of TB, 3% of population
- 190 TB cases per 100,000 adults
- 50% not getting treated
- 12.1% abandoning treatment
REDUCING TUBERCULOSIS IN PERU

• **Target Audiences:**
  - **Downstream**
    • Those not completing drugs
    • Those not diagnosed
  - **Midstream**
    • Family, neighbors, healthcare workers
  - **Upstream**
    • Policy makers, media, healthcare providers

• **Barriers:**
  - Unaware cough signaled get tested
  - If aware:
    • Not knowing where to go to get tested
    • $n
  - Being treated:
    • Felt better
    • Foot travel to clinic, several times/week
    • Stigma
### Core Product (Benefit)
- Peace of mind
- Getting well

### Actual Product
- Tests
- DOTS Therapy

### Augmented (Extras)
- Counseling
- Patient and family support

### Free testing
- Free drugs for those who needed
- Reimburse for travel
- Microcredit loans to support family
• Extend clinic hours
• Transportation for those in need
• Home visits for DOTS

• Key Messages
  - All TB services are free
  - If you cough more than 15 days you should go to the health center.

• Key Messengers
  - Healthcare workers
  - Family members
  - Community volunteers
• **Key Media Channels**
  - Mass media
  - Print materials
  - Special events
  - Videos

REDUCING TUBERCULOSIS IN PERU

• **Outcomes by 1999 (8 years later)**
  - 94% of TB cases diagnosed
  - 90% of patients cured
  - Prevented 70,000 cases and deaths
INCREASING PHYSICAL ACTIVITY IN THE UK

• **Background**
  - City of Birmingham
  - Inner-city, Lakewood
  - Poor health and childhood obesity
  - Feb. 2008, only 90 people using gyms
  - Sept. 2008, 6,555 people
  - 7000% increase
INCREASING PHYSICAL ACTIVITY IN THE UK

• **Target Audience**
  - Low income
  - Over age of 16

• **Barriers**
  - Cost

• **Product**
  - City owned facilities
  - Swimming pools
  - Gyms
  - Exercise classes

• **Price**
  - Free
  - Commitment to 4 times/month
• Register at local sports center
• “Gym for Free”
• Letter mailed to every household

INCREASING PHYSICAL ACTIVITY IN THE UK

• OUTCOMES
  - From 90 to 6,555 in 7 months
  - Winner Guardian’s 2009 Public Services Award
  - Uptake
    • Women from
    • Ethnic minorities
  - Increased demand for weight management and smoking cessation
INCREASING PHYSICAL ACTIVITY IN THE UK

• OUTCOMES
  - Spring 2010, rolled out city wide
  - Be Active
  - Encouraged variety activities: walking, garden
  - Maps
  - Testimonials

300,000 people joined
  - 74.3% not previous gym member
  - 40% confirmed cost major motivator
  - 83% cited health benefits
  - 73% more positive about the city of Birmingham
INCREASING RECYCLING IN CAPE TOWN

• **Background**
  - Until 2008, no domestic recycling
  - 4 of 6 landfills closed

• **Target Audience**
  - HH wanting to recycle
  - Middle+ Income

• **Behavior**
  - Put recyclables in plastic bag
INCREASING RECYCLING IN CAPETOWN

• **Barriers**
  - “Trolley Brigade”
  - Rip open bags, sell stuff, litter

• **Benefits**
  - Would like a convenient way to recycle

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**PRODUCT**

• Clear bags
• 4 in starter pack

**PRICE**

• Dry Mixed recyclables
  - Plastic bottles
  - Bags
  - Paper
  - Cardboard
  - Glass bottles/jars

**PLACE**

• Free
• Put dry recyclables in clear bags

• Place on top of garbage inside bin

• Contractor will take and leave clean bag

• Messages
  - Easy
  - Free
  - Benefit the Environment

• Media Channels
  - Public officials
  - Newspaper ads
  - Web site
  - Media tours

To turtles, a plastic packet looks just like a tasty jellyfish.

Our oceans... and the predators that live in them... send out a cry to unterstützen. Make one thing that isn't handled responsibly or danger of ending up in the sea. OR: waist affects of toxic. To our community, public officials, newspaper ads, and web site. For more details, please (0123) 456 789. Or to a neighbor.
INCREASING RECYCLING IN CAPETOWN

• OUTCOMES
  - 65% in 8 months
  - 80% in one year
  - “Poachers” given bib and badge and paid
INCREASING WATER AVAILABILITY IN JORDAN

• **Background**
  - Jordan, one of world's poorest water resource countries
  - Supplied once/week
  - Rural areas/ every 2 weeks
  - US AID Project

• **Target Audience**
  - Rural households
  - Lower income

• **Behavior**
  - Construct rain water harvest systems
  - Install grey water systems
  - Renovate leaky internal water networks
  - Install drip irrigation

• **Barrier**
  - Cost
  - Conservative Muslim position against paying interest
  - Skills
• Grant from USAID
• 135 community organizations distributed
• Extras:
  - Loan management handbook
  - Trainings
  - Technical assistance

• Communities managed loan fund
• Designed acceptable scheme
• Majority were interest-free loans
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- **Residents submitted applications:**
  - Current water usage
  - Estimated water savings
  - Household profile

- **Midstream to Communities**
  - Local governor held 1-day workshops

- **Downstream to Citizens**
  - Public meetings
  - Flyers distributed at local mosques and schools
  - Visible evidence of efficiencies
• **Diffusion**

“When my neighbors see that I have hung washed clothes to dry, while they don’t have water to wash themselves, they come and inquire!

*I show them the rainwater harvesting cistern.*“

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**INCREASING WATER AVAILABILITY IN JORDAN**

• **OUTCOMES**
  - June 2010
  - 3,307 loans
  - 19,700 individuals
  - 162,000 cubic meters rainwater harvested
  - 39,945 cubic meters treated municipal water saved
  - Repayment rates 92%

• **USAID**
  - Rolling out to other communities
DECREASING TOBACCO USE IN THE PHILIPPINES

• **Background**
  - Rural Green Bank of Craga
  - NGO: Innovations for Poverty Action
  - Committed Action to Reduce and End Smoking (CARES)

• **Target Audience**
  - Low income smokers
  - Wanting to quit
  - Earning $70 USD/ mo
  - Spending $2 USD/ mo
DECREASING TOBACCO USE IN THE PHILIPPINES

- **Behavior**
  - Quit smoking
- **Barriers**
  - Cost and availability of quit support
- **Motivators**
  - Increased savings

**PRODUCT**

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- Actual Product: *Commitment Savings Account*
- Required signed contract
- Either a date goal, or an amount goal
• Account did not pay interest
• Required initial deposit and minimum balance
• Recommended the amount paid for cigarettes
• No withdrawal money during the deposit period
• End of 6th month, nicotine test
• Pass test, can withdraw entire savings
• Fail test, forfeit balance to charity

• Bank staff approached smokers
• Offered account
• Personal weekly visits to collect deposits
• Slogan
  “Put Your Money Where Your Butt Is”
• Pamphlet
  Emphasizing dangers of smoking

DECREASING TOBACCO USE IN THE PHILIPPINES

• OUTCOMES
  - Results as of 2009 in Butuan City:
  - 11% of smokers signed up
  - 11 deposits in 6 months

Source: “Tying Odysseus to the Mast”, Ashraf, Karlan, Yin
INCREATING FAMILY PLANNING IN THAILAND

- The Condom King
- Targeting Married Couples

“Mechai Viravaidya, Ex-Senator in Thailand and Chairman of Population and Community Development Association has been credited with decreasing the average number of children per family from **7 in 1974 to 1.5 in 2005.**”

- TEDxChange 2010
### The Pill, Condoms & Vasectomies
- Renamed birth control pill “Family Welfare Vitamin”
- Nurses could prescribe the pill
- Free vasectomy festivals once a year
- Free clinics next door to popular restaurants
- Buddhist monks sprinkled holy water on pills

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- Passed out at McDonald’s, tool booths, gas stations
- Nurses could prescribe the pill
- Cabbage & Condoms Restaurants
  “Our food is guaranteed not to cause pregnancy”
“The only restaurant I've been to where you are given a condom with your bill. The food here was very good on my first visit and at a reasonable price (can't remember exactly how much) and the service impeccable. No rubbery taste to any of the food unless you think the condom is an after dinner mint.”
**PRODUCT**

- Tiger Woods Statue to promote safe sex at height of sex scandal *“Let’s do it.”*
- Handing out condoms at talks like TEDx:
  - “Let me warn you. These are Thai size, so be careful.”

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**OUTCOMES**

- From 3.3% population growth rate to .5 percent
- Using same approach to prevent HIV/AIDS
DECREASING JUNK MAIL IN AUSTRALIA

- 2007, Melbourne Australia
- Bayside Climate Change Action Group
- Mission: Reduce junk mail
- Target: Well-intended, but not active, Greens
- Behavior: Adhere No Junk Mail sticker
### DECREASING JUNK MAIL IN AUSTRALIA

**Barriers**
- Some like coupons/recipes
- Fear would stop wanted mailings

**Motivators**
- Save trees
- Declutter the mailbox

### PRODUCT
- Small, free, 3”x1” sticker,
- BCCAG website carried links to mailings
- Several locations agreed to make copies of publications available
**Distribution**
- 200 boxes w/ stickers at coffee shops and libraries, schools, bakeries
- Door-to-door

**DECREASING JUNK MAIL IN AUSTRALIA**

**OUTCOMES**
- Observation research
- 10,000 stickers posted
- 1/3 households in Bayside City Area
- 350 Australian dollars and 5 volunteers reduced junk mail being delivered by a third
IN SUPPORT OF THE 4P TOOL

MY GRANDDAUGHTER GIA
10 Years Old
I'd like for Social Marketers
Around the world to see
If we do this together more
We'll sing in HARMONY.

lalalala