Social Marketing:
the second greatest story ever told

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Six Key Ideas

1. Engaging people
2. Insight
3. Needs and wants
4. Trust
   - Time
   - Emotion
5. Remain critical
6. Context matters
What has public health taught us in the last 100 years?

A raft of capricious threats are out to get us

….so best hide under the bed

Aids makes us equal

What has public health taught us in the last 100 years?

There are many ways in which we can make our lives healthy, happier and longer

The human race has never come closer to finding the elixir of life

- Positive not negative
- Empathetic not authoritarian
- Short-term as well as long-term
- Helping not telling
- People not behaviours
What has public health taught us in the last 100 years?

How can we give people access to the elixir of life

Your task (should you choose to accept it)
Many prisoners in US jails smoke
Thinking as Social Marketers how would you encourage them to stop?
(Note: prohibition is not an option)
A lesson from Robben Island…

…and an epilogue from Palestine
Enabling people to become heroes in their own stories

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But It All Starts With ‘Who’s Got The Biggest Insights?’
**Category Insight**

To own sociability is to dominate the booze market.

**Brand Insight**

Carling is Britain’s most sociable, most sessionable pint.
Your task (should you choose to accept it)
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I want to know your Insights
What sort of a **person** is your prisoner?
Give them a **name**
Personal story: home? Job? Vacations? Favourite TV show?
Character: values; aspirations
Flaws?

Prepare a Hollywood pitch
Make your pitch

• Everyone else: listen and think
• What ideas does this give you for engaging with this prisoner?
• Can you turn them into heroes?
• What is the strategic idea for your intervention?

Strategic Idea

Join Us

Carling celebrates, initiates and promotes the togetherness of the pack, their passions and their pint
When I Becomes We

Invite the Individual Into The Group

BELONG
Make your pitch

- Everyone else: listen and think
- What ideas does this give you for engaging with this prisoner?
- Can you turn them into heroes?
- What is the strategic idea for your intervention?
- Insight: blends empathy and creativity

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Let’s put some structure on this…

Consider something you have bought recently – an item of clothing perhaps or an electrical appliance. Think through why and how you bought it. What made you think of it in the first place? What encouraged or discouraged you? Would you buy it again? What did you like / dislike about it and the process of buying it?

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This is what marketers do: listen to us, then craft our hopes and dreams.
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This is what marketers do: listen to us, then craft our hopes and dreams
And they do this systematically and rigorously
Strategic Marketing Planning

- Situation analysis → vision
- Stakeholder analysis
- Who: Segmentation and targeting
- What: Objectives
- How: Formulating the offer
  - Product
  - Price
  - Promotion
  - Place
- Implementation
- Monitoring and evaluation

Market/Consumer Research

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Social Marketing adapts these ideas
Strategic Marketing Planning

Commercial marketers do this all for us
Marketing is founded on consumer orientation
And these lovely folk also do lots of great social responsibility

No it is not about us or social good
It is about profits and shareholders
If it were otherwise, Philip Morris could not exist

Monitoring and evaluation

Remember Eisenhower’s words

“But each proposal must be weighed in the light of a broader consideration: the need to maintain balance in and among national programs, balance between the private and the public economy, balance between the cost and hoped for advantages, balance between the clearly necessary and the comfortably desirable, balance between our essential requirements as a nation and the duties imposed by the nation upon the individual, balance between actions of the moment and the national welfare of the future.”

(Farewell Address to the Nation January 17, 1961)
Remember Eisenhower's words

“Only an alert and knowledgeable citizenry can compel the proper meshing of the huge industrial and military machinery of defense with our peaceful methods and goals, so that security and liberty may prosper together.”

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Remember the Big Stuff

Apartheid ended
Mandela became President
My Palestinian friend is effectively still in prison
Remember the Big Stuff

Your prisoners are still in prison

We can’t do public health without addressing public issues

To conclude....
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But if I had to choose one….

Social marketing is about enabling people to become heroes in their own stories