

Principles and Practice of Social Marketing

This fully updated edition combines the latest research with real life examples of social marketing campaigns the world over to help you learn how to apply the principles and methods of marketing to a broad range of social issues. The international case studies and applications show how social marketing campaigns are being used across the world to influence changes in behaviour, and reveal how those campaigns may differ according to their cultural context and subject matter. Every chapter is fully illustrated with real life examples, including campaigns that deal with racism, the environment and mental health. The book also shows how social marketing influences governments, corporations and NGOs, as well as individual behaviour. The author team combine research and teaching knowledge with hands-on experience of developing and implementing public health, social welfare and injury prevention campaigns to give you the theory and practice of social marketing.

ROB DONOVAN is Professor of Behavioural Research at the Centre for Behavioural Research in Cancer Control in the Faculty of Health Sciences, Adjunct Professor of Social Marketing and co-director of the Social Marketing Research Unit at Curtin Business School, Curtin University, Western Australia.

NADINE HENLEY is Professor of Social Marketing, director of the Centre for Applied Social Marketing Research and Associate Dean of Research and Higher Degrees for the Faculty of Business and Law at Edith Cowan University, Western Australia.

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An International Perspective

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CONTENTS

<i>List of tables</i>	<i>page</i> xi
<i>List of figures</i>	xii
<i>Preface</i>	xv
<i>Acknowledgements</i>	xvii
Chapter 1 Social marketing and social change	1
Introduction	1
Marketing and business	2
What is marketing?	3
Defining social marketing	4
Social marketing's beginnings	8
Social marketing and social change tools	12
Concluding comments	19
<i>Questions</i>	21
<i>Further reading</i>	21
Chapter 2 Principles of marketing	23
Introduction	23
Marketing basics	25
Principles and practices of marketing	27
The use of market research	37
Differences between commercial and social marketing	40
Concluding comments	43
<i>Questions</i>	43
<i>Further reading</i>	43
Chapter 3 Social marketing and the environment	44
Introduction	44
Environmental monitoring	46
Food for thought: a monitoring example	49
Environmental determinants of health and wellbeing	52
Social class and self-efficacy	57

vi	CONTENTS ● ● ● ● ● ●	
	Importance of early childhood	59
	Social capital	64
	Social ecology	65
	Concluding comments	66
	<i>Questions</i>	68
	<i>Further reading</i>	68
Chapter 4	Advocacy and environmental change	70
	Introduction	70
	Media advocacy: targeting socio-political change	74
	Advocacy – a global phenomenon?	76
	Advocacy for environmental change	77
	Environmental cases from Central and Eastern Europe	82
	Planning for advocacy	85
	Concluding comments	86
	<i>Questions</i>	87
	<i>Further reading</i>	87
Chapter 5	Principles of communication and persuasion	88
	Introduction	88
	Communication principles for successful campaigns	89
	The communication process: Rossiter's and Percy's six-step model	90
	Planning a communication strategy	93
	Principles of exposure and attention	94
	Cognitive processing models for persuasion: elaboration-likelihood model	102
	Cialdini's six principles of persuasion	105
	Fear arousal and threat appeals	110
	Incentive appeals	118
	Framing effects	119
	Concluding comments	123
	<i>Questions</i>	124
	<i>Further reading</i>	124
Chapter 6	Models of attitude and behaviour change	125
	Introduction	125
	The health belief model	126
	Protection motivation theory	128
	Social learning theory	130
	The theory of reasoned action	131
	The theory of trying	134

CONTENTS ● ● ● ● ● ● ● ●

vii

Cognitive dissonance	135
Theory of interpersonal behaviour	136
The Rossiter–Percy motivational model	138
Morality and legitimacy	142
Diffusion theory	146
Behaviour modification and applied behavioural analysis	150
Synthesising the models	153
Concluding comments	156
<i>Questions</i>	156
<i>Further reading</i>	157
Chapter 7 Research and evaluation	158
Introduction	158
Qualitative versus quantitative research	158
Qualitative research	161
Research and evaluation framework	169
Formative research: ‘what is likely to work best?’	170
Efficacy testing: ‘can it work and can it be improved?’	176
Process research: ‘is the campaign being delivered as proposed?’	176
Outcome research: ‘did it work?’	177
Do intentions predict behaviour?	180
Research concepts in public health	182
Research in ethnic and Indigenous communities	189
Most significant change technique: an alternative or additional methodology for community research	190
Concluding comments	193
<i>Questions</i>	194
<i>Further reading</i>	194
Chapter 8 Ethical issues in social marketing	195
Introduction	195
What do we mean by ‘ethics’?	196
Ethical principles	200
Codes of behaviour	203
Criticisms of social marketing	204
Criticism of power imbalances in social marketing	209
Criticism of unintended consequences	211
Concluding comments	215
<i>Questions</i>	215
<i>Further reading</i>	216

viii CONTENTS ● ● ● ● ● ●

Chapter 9 The competition	217
Introduction	217
Competition and the principle of differential advantage	217
Defining the competition in social marketing	218
Monitoring the competition	221
Countering the competition	232
Kids are kids right? Wrong. Kids R Cu\$tomers\$!	242
Internal competition	247
Concluding comments	250
<i>Questions</i>	251
<i>Further reading</i>	251
Chapter 10 Segmentation and targeting	252
Introduction	252
Psychographics	255
Motives and benefits segmentation	260
Sheth's and Frazier's attitude-behaviour segmentation	260
A stage approach to segmentation	263
Selecting target audiences	268
Cross-cultural targeting	273
Cultural tailoring	274
Individual tailoring	277
Concluding comments	279
<i>Questions</i>	280
<i>Further reading</i>	280
Chapter 11 The marketing mix	282
Introduction	282
The social marketing mix	283
Policy	285
Product	286
Place	297
Price	306
Promotion	311
People	314
Partnerships	315
Concluding comments	317
<i>Questions</i>	318
<i>Further reading</i>	319

CONTENTS ● ● ● ● ● ● ● ●	ix
Chapter 12 Using media in social marketing	320
Introduction	320
The importance of media in social marketing	321
Effectiveness of mass media in promoting health and socially desirable causes	324
A practical model for media use in social marketing programmes	327
Advertising	327
Publicity	333
Edutainment	335
Civic (or public) journalism	344
Word-of-mouth and viral marketing	348
New media	350
Choosing media and methods	355
Roles of the media in social marketing campaigns	357
Concluding comments	362
<i>Questions</i>	363
<i>Further reading</i>	363
Chapter 13 Using sponsorship to achieve changes in people, places and policies	364
Introduction	364
The growth of sponsorship	364
Objectives of sponsorship	367
How sponsorship works	368
Evaluation of sponsorship	369
Measures of effectiveness	370
Health promotion foundations: the case of Healthway	375
Engaging the sponsored organisation	378
Evaluating health sponsorship: does it work?	379
Using sponsorship to achieve individual change	380
Using sponsorship to achieve structural change	388
Concluding comments	392
<i>Questions</i>	393
<i>Further reading</i>	393
Chapter 14 Planning and developing social marketing campaigns and programmes	394
Introduction	394
Campaign versus programme	394
Overall programme planning models	397
Lawrence Green's PRECEDE–PROCEED model	399

x	CONTENTS ● ● ● ● ● ●	
	Concluding comments	405
	<i>Questions</i>	406
	<i>Further reading</i>	406
	Chapter 15 Case study: the Act–Belong–Commit campaign promoting positive mental health	407
	Introduction	407
	Background: mental illness and the need for mental health promotion	407
	Background: origins of the campaign	409
	Overall goals of the pilot campaign	410
	Campaign goals	410
	Overall strategy and planning	411
	The marketing mix	418
	Pilot campaign evaluation	422
	The statewide campaign 2008–10	424
	Why has the campaign been successful?	426
	Concluding comments	426
	<i>Questions</i>	427
	<i>Further reading</i>	428
	<i>References</i>	429
	<i>Index</i>	485

TABLES

6.1	Rossiter's and Percy's positive and negative motivations	<i>page</i> 140
6.2	Rossiter's and Percy's hypothesised relationships linking emotions to motivations: some examples	142
6.3	Behaviour modification strategies	150
7.1(a)	Using projective techniques to measure attitudes	165
7.1(b)	Using projective techniques to measure attitudes	165
7.2	Personality measures for marijuana use versus non-use	188
10.1	Common bases for market segmentation	253
10.2	A typology of strategy mix for planned social change	261
10.3	Extended Sheth–Frazier segmentation model	262
10.4	Campaign objectives and relative influence of mass media by stages of change	265
10.5	Exercise attitude – behaviour segmentation	271
10.6	TARPARE model for choice of target group for physical activity campaign	272
12.1	Summary of media channels and their characteristics	322
12.2	Examples of social media sites in 2009	355
13.1	Cognitive impact measures as a proportion of each preceding level	381
13.2	Results of observational studies	390
13.3	Smoke-free policies in place in the majority of venues used by sports, arts and racing organisations sponsored by Healthway, 1992–7	390
13.4	Smoke-free area policies present in the main sports or racing club or arts organisation in which community members involved in 1992, 1994 and 1998	391
14.1	The SOPIE model for health promotion interventions	398

FIGURES

2.1	Basic principles of marketing	<i>page 27</i>
3.1	Importance of early life experiences and social support on adult health	62
4.1	A three-step – why, what and how – model of advocacy	71
4.2	Greenpeace energy evolution	77
4.3	Environmental behaviours by attitude segmentation	79
4.4	'If you live uptown, breathe at your own risk' poster	81
5.1	Relative impact of communication versus environmental factors at various stages in the hierarchy of effects	90
5.2	The Rossiter–Percy six-step communication process	91
5.3	Campaign planning sequence	93
5.4	Is your body due for a check up and service?	97
5.5	Rape, Abuse and Incest National Network (RAINN): social norms poster campaign	108
5.6	Purchase intention and fat/lean ratings by fat/fat-free framing	122
6.1	The health belief model	126
6.2	Roger's protection motivation theory	129
6.3	Fishbein's and Ajzen's theory of reasoned action	131
6.4	Theory of trying	135
6.5	Theory of interpersonal behaviour	137
6.6	Rossiter's and Percy's message strategy model	139
6.7	Diffusion of innovations	147
7.1	Ad impact on behavioural intentions as a driver	175
7.2	Where violent men can go for help: % spontaneously nominating a telephone helpline	177
7.3	Types of study designs in epidemiology	183
7.4(a)	Pictorial representations in questionnaires to aid understanding – food types	191
7.4(b)	Pictorial representations in questionnaires to aid understanding – overall health	192
7.5	Heartline Bali FM logo	193
9.1	Dove 'Real Women' ad	225
9.2	Sylvester Stallone's product placement agreement	228
9.3	Heart Plus milk	234
9.4	Adbusters – fighting back!	244

LIST OF FIGURES ● ● ● ● ● ● ● ●

xiii

9.5	School report card from a Seminole County public school, United States	247
10.1	Proportion of the US adult population in global warming's Six Americas	258
10.2	How worried about global warming are people in each of the Six Americas	259
10.3	How certain about global warming happening are people in each of the Six Americas	259
10.4	Impact of Quit ads on likelihood of quitting or cutting down by smokers' stage of change	266
10.5	Relative importance of culture in developing interventions for ethnic groups	275
10.6	Relative importance of culture in tailoring alcohol interventions for Indigenous youth	277
11.1	Tangible augmented product	287
11.2	Promoting incidental physical activity	290
11.3	Branding a physical activity campaign	296
11.4	Roadside posters facilitating uptake of the physical activity message	298
11.5	Making place attractive	309
12.1	Calls to a Quitline by media weight	326
12.2	A framework for using media in social marketing: methods by objectives	328
12.3	A framework for using media in social marketing: methods by channels	328
12.4	Pre–post proportions of Aborigines believed to be in paid employment	333
12.5	Pre–post proportions of employed Aborigines believed to remain in a job for more than a year	333
12.6	<i>Soul City</i> logo	338
12.7	Scene from Project Nothland's <i>Slick Tracy</i> comic	342
12.8	Streetwise comics target street teens	343
12.9	The Runaway Game: an early interactive story on the web	351
12.10	Vietnam helmet campaign	359
13.1	Steps in a hierarchical communication model	370
13.2	Michael Schumacher and Marlboro in the news	371
13.3	Healthway's logo	376
13.4	Healthway's sponsorship model	377
13.5	Cognitive impact measures as a proportion of the total sample 1992/3 and 1996/7	382
13.6	Cognitive impact measures as a proportion of the total sample 2004/5 to 2008/9	384
13.7	Pre–post awareness for sponsored brands and health message	386
13.8	Pre–post preferences for sponsored brands and health message	387
13.9	Billboard announcing baseball field being smoke-free	389
14.1	Green's basic steps in programme planning and implementation	397
14.2	AED's basic steps in programme planning and implementation	398
14.3	The PRECEDE–PROCEED model for health promotion planning and evaluation	400
14.4	Application of PRECEDE–PROCEED to a mental health intervention	401
14.5	Enabling bus usage in Costa Rica	403

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978-0-521-16737-6 - Principles and Practice of Social Marketing: An International Perspective

Rob Donovan and Nadine Henley

Frontmatter

[More information](#)**xiv** LIST OF FIGURES ● ● ● ● ● ●

15.1	Community organisations and community members prior to <i>Act–Belong–Commit</i> : unconnected or weakly connected	413
15.2	Community organisations and community members after <i>Act–Belong–Commit</i> : more connections, more strongly connected	414
15.3	<i>Act–Belong–Commit</i> brand/logo	418
15.4	Launch ads to appear on right-hand side of four consecutive pages	420
15.5	Scenes from television ad	421
15.6	Partnership with the Department of Sport and Recreation	425
15.7	Five Ways to Wellbeing	427

PREFACE

In the first edition of this book, we adopted the original definition of social marketing as the application of marketing principles and tools to the achievement of socially desirable ends. In our view, while there are clear differences between commercial marketing and social marketing (as there are between marketing fast moving consumer goods to domestic consumers and marketing industrial products to manufacturers), social marketing is simply an area of application of marketing techniques. Hence, this edition remains firmly based on the basic principles of marketing. This grounding reminds public health and other social change agents who have enthusiastically adopted commercial marketing techniques, that marketing – when applied correctly – is more than just a bag of advertising and promotional tools; it is both a philosophy and a set of principles about how to achieve mutually satisfying exchanges between marketers and consumers. Marketing, and therefore social marketing, relies on a comprehensive and fully integrated approach to achieving a campaign or programme's objectives.

At the same time, the first edition broadened the definition and domain of social marketing by addressing two issues: first, to pre-empt debate about 'who decides what is socially desirable', the first edition proposed the UN Charter on Human Rights as the authoritative source for defining what constitutes a *socially desirable* goal; second, and following the UN Charter, the *social* in our social marketing emphasises the social determinants of individual and population health and wellbeing. Social marketing not only targets individual behaviour change, but also attempts to 'go upstream' and target individuals and groups in legislative bodies, government departments, corporations and non-profit organisations, who have the power to make policy, regulatory and legislative changes that protect and enhance people's health, wellbeing and quality of life. From this perspective, social marketing attempts to bring about changes in *products* to reduce harm and enhance wellbeing; changes in *places* to facilitate adoption of desirable behaviours and inhibit undesirable behaviours; and changes in the *political* allocation of resources to bring about changes in the social and structural factors that impinge on an individual's opportunities, capacities and the right to have a healthy and fulfilling life.

The 2003 edition illustrated the principles of social marketing with numerous examples of practical application from the field. In this edition we do likewise. However, while the first edition emphasised much of our own work and Australian-based examples,

this international edition contains not only updated material, but also provides numerous examples from around the globe. In particular, we have added a chapter on advocacy with a special emphasis on environmental issues; the marketing mix chapter is expanded to include reference also to policy and partnerships; the two previous case chapters have been replaced by a case on promoting positive mental health and well-being (a major emerging area in public health). What remains the same is the book's use of examples from a broad range of topics, not just the usual lifestyle risk behaviours, and the synthesis of both previously published and unpublished on-going research projects and interventions.

The book is a blend of the authors' practical commercial marketing know-how, hands-on experience in developing and implementing social marketing campaigns and extensive involvement in formative and evaluative research across a broad variety of health and social policy areas. This book is intended to be useful for anyone involved in social marketing or health promotion, public health interventions, injury prevention or public welfare in general, whether as teachers, students, practitioners or researchers.

Students in particular will benefit from the book's sequencing of earlier chapters dealing with overall principles and the later chapters dealing with specific components of the marketing plan. They will also benefit from the book's evidence-based approach; the continual referral to concrete examples to illustrate concepts, principles and approaches; the use of boxes to elaborate issues or provide succinct examples that might be a little out of the ordinary; the questions and recommended readings at the end of each chapter; and the companion website.

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