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FROM THE AMERICAN PEOPLE

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## *Social Marketing*

BY  
BAYAN ATHAMNEH



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# Introduction

*What do you know about Social Marketing?*



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# What is social marketing?

Social Marketing is an approach used to develop activities aimed at **changing** or maintaining people's **behaviour**.  
Those **behaviours** (or actions) provide benefit for individuals and society as a whole.



# What's the purpose?

To solve a currently  
existing problem





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# The person who tries to market behavioral change to the society is called a social marketer



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# What is a behaviour?

- An Action
- Observable
- Specific – “*who does what and when?*”
- Measurable
- Feasible
- Directly linked to an improved outcome

# What behaviour(s) to choose for change?

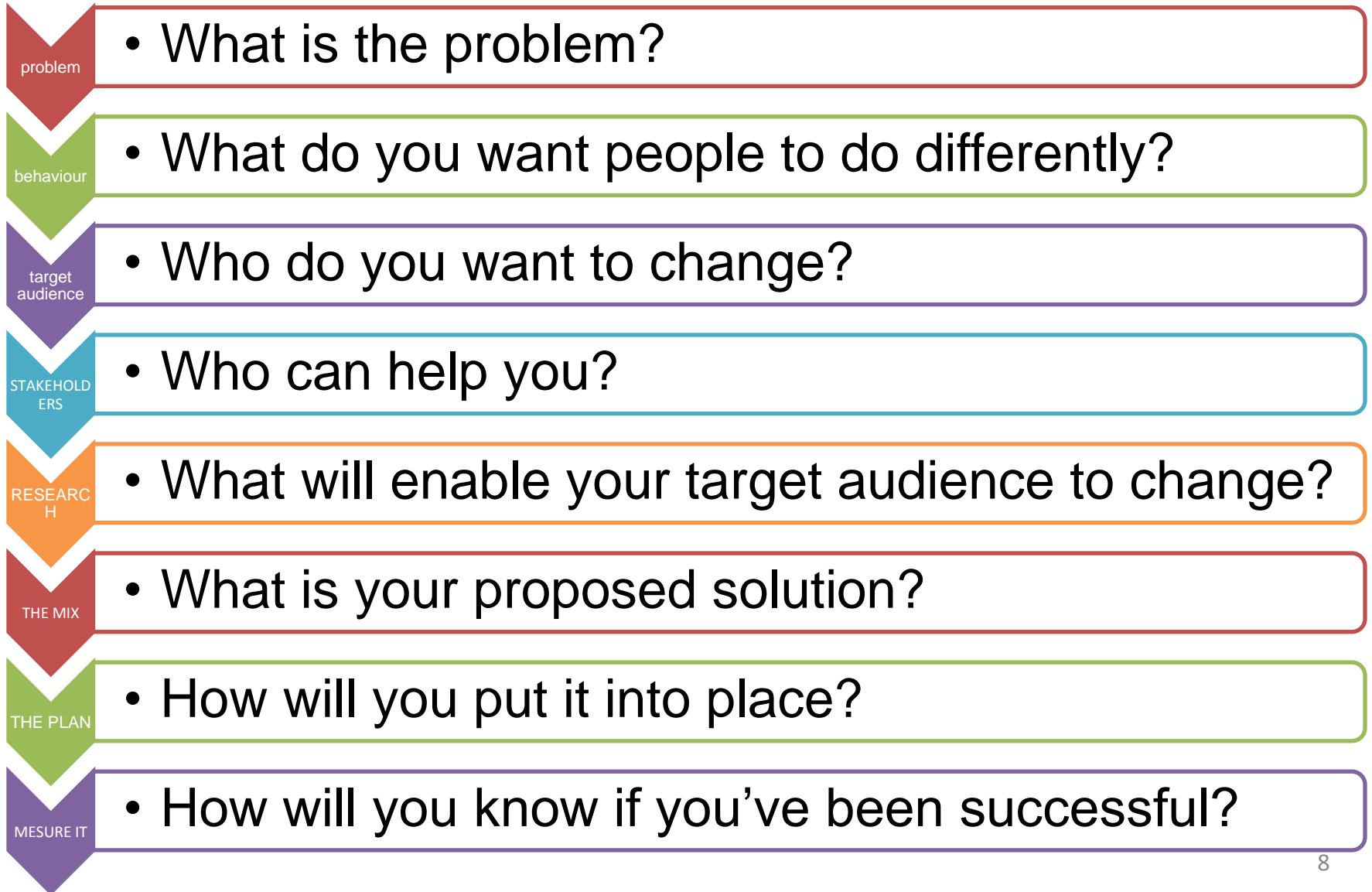


Social marketing programs can target:

1. Repetitive behaviours – such as taking shorter showers
2. One-time behaviours – such as installing high efficiency shower heads

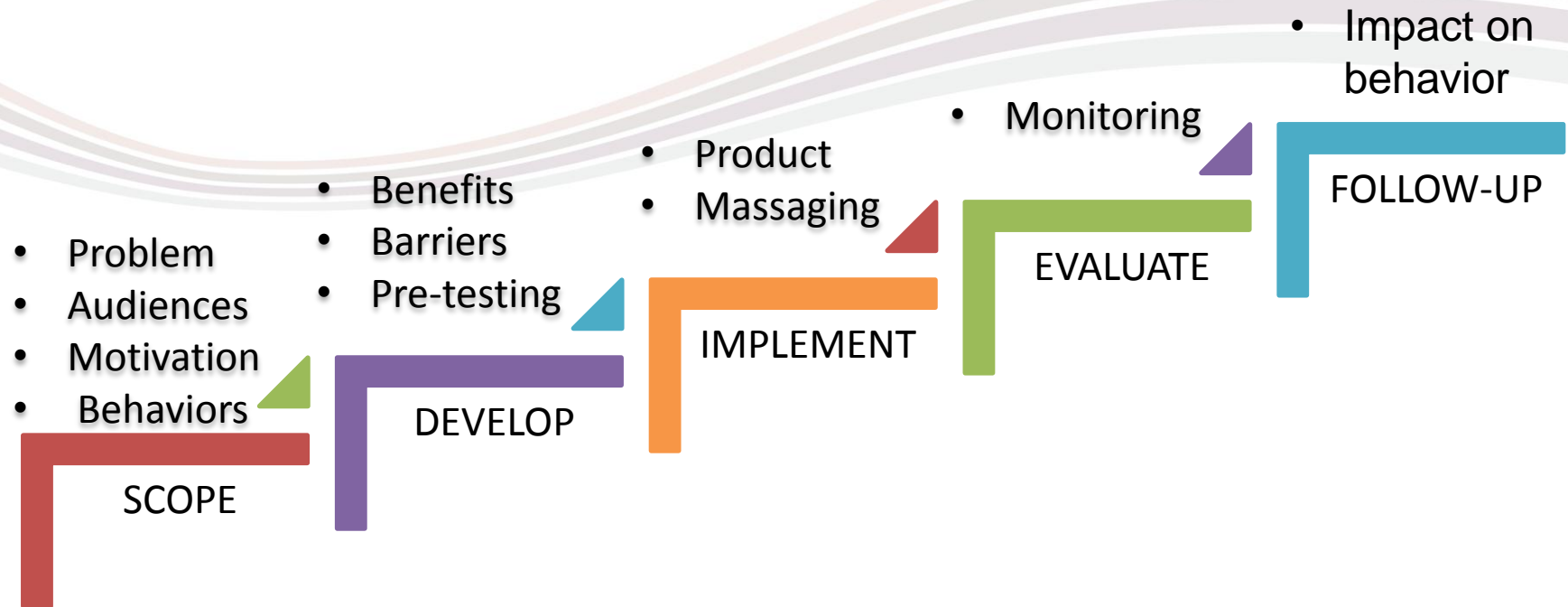


# How to think like a Social Marketer





# What is the Social Marketing Process?





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# Scoping



المعرفة  
Knowledge



المختبرات  
Testing



الجودة  
Quality



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.....design an effective mix?

Observe!!!

Read...

Ask people





# Good research is the key to success

- All research must help us to design an effective intervention
- We must use all the existing data available to us
- Too much research is the result of poor management and lazy thinking



**Put simply,  
is...**



- Asking the right questions
- Of the right of people
- In the right way
- Analyzing responses correctly



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# Why do research in social marketing?

- Get a baseline measurement
- Help with stakeholder buy-in
- Develop a persona
  - ✓ Understand the problem from the perspective of the target audience
  - ✓ The barriers and benefits
- Find out the size of the target audience
- Identify segments
- **Develop our marketing mix**



# Two types of research



## **Qualitative**

- Why?

*Focus groups, Interviews (Friendship/pair interviews-Individual), Observation, Photo records, video diaries, texts, etc*

## **Quantitative**

- Who, what, where, when and how many?

*Questionnaires/ surveys, Face to face – street or at home, Telephone, Postal, Internet*

Find out about  
attitudes and  
values

Need to  
know  
Why???

Sensitive  
topic

Open  
ended  
questions

**Qualitative**



A woman with dark hair tied back, wearing a grey sweater, is shown from the chest up. She has a thoughtful expression, with her hand near her chin and her eyes looking upwards and to the right. Four speech bubbles of different colors (blue, red, black, and green) are positioned around her head, each containing a question or statement related to quantitative research.

**When need  
numbers**

**Measure  
behavior  
change**

**Statistically  
reliable**

**Quantitative**

**How  
many?**





BORING  
DIFFICULT  
CHALLENGING  
LONELY

Hard to do...!

# FUN

# Easy

# POPULAR



# Fun-theory



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## Piano Staircase

"Take the stairs instead of the escalator or elevator and feel better" is something we often hear or read in the Sunday papers. Few people actually follow that advice. Can we get more people to take the stairs over the escalator by making it fun to do? See the results here "[video](#)"

## The World's Deepest Bin

To throw rubbish in the bin instead of onto the floor shouldn't really be so hard. Many people still fail to do so. Can we get more people to throw rubbish into the bin, rather than onto the ground, by making it fun to do? See the results here "[video](#)".

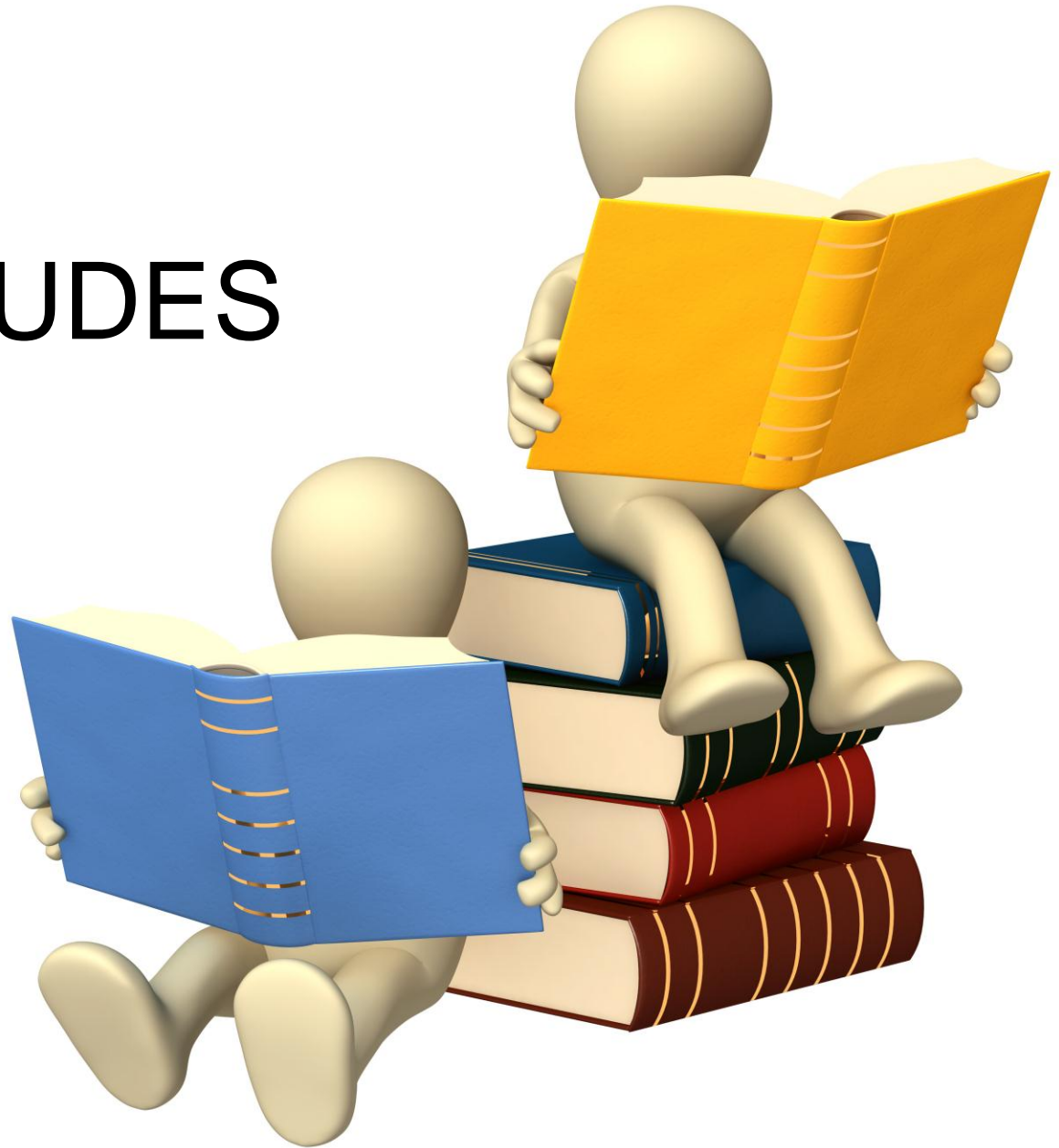
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# CASE STUDES





My child is  
always safest  
in my arms.  
God decides  
when to take  
my baby.

**BENEFITS**

**Social Marketing**

**BARRIERS**

Use of child safety restraints  
increased from 21% to 73%

*CREATE A SERVICE...*  
...have a priest bless the car seats



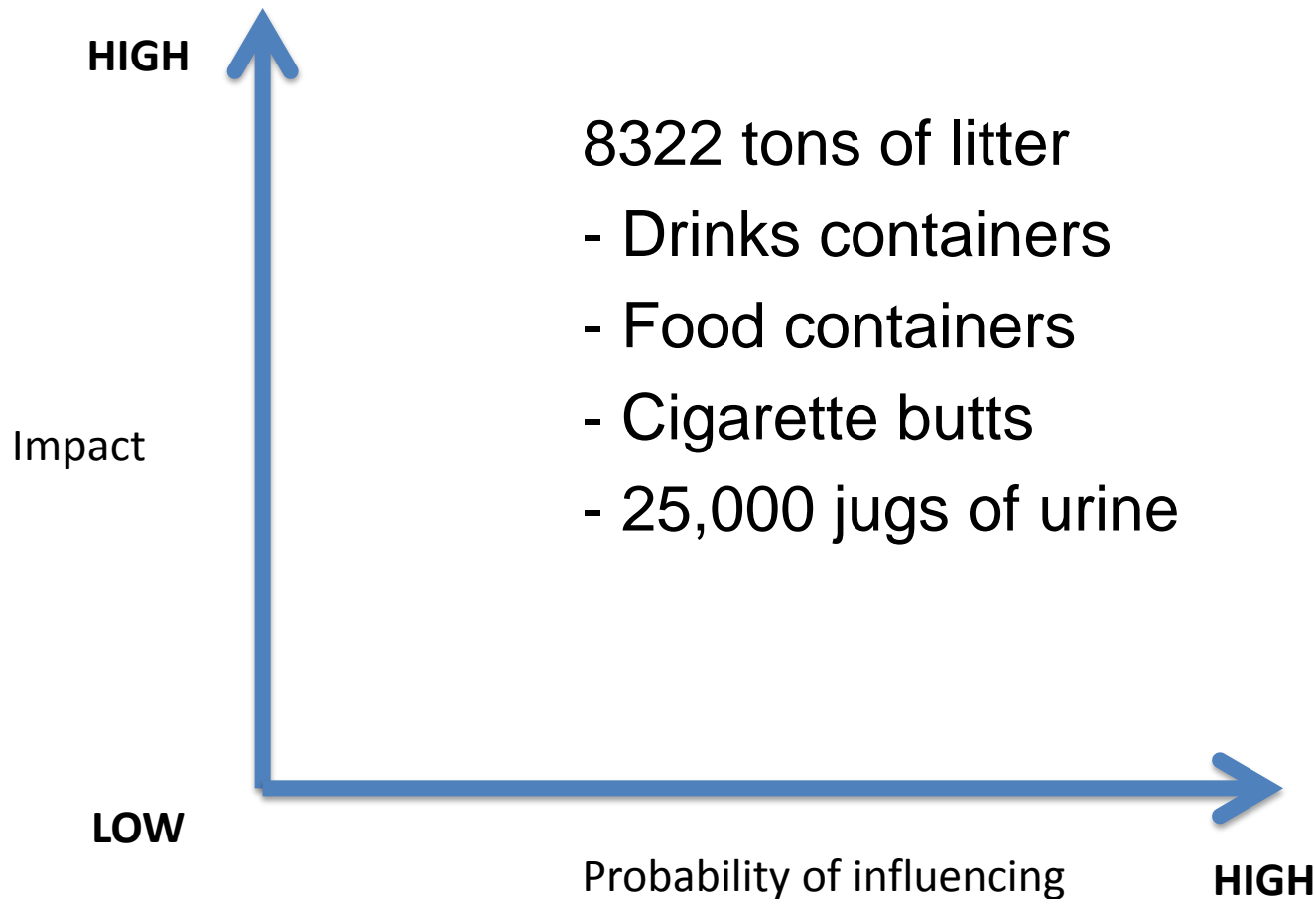


# What is the problem?

- In Washington State over 8322 Tons of "stuff" was tossed onto Roads in 1999.
- Litter creates an eyesore, harms Wildlife and puts motorists at risk.
- Each year the State spends more Than \$4 million dollars picking up this litter



# What is the problem?

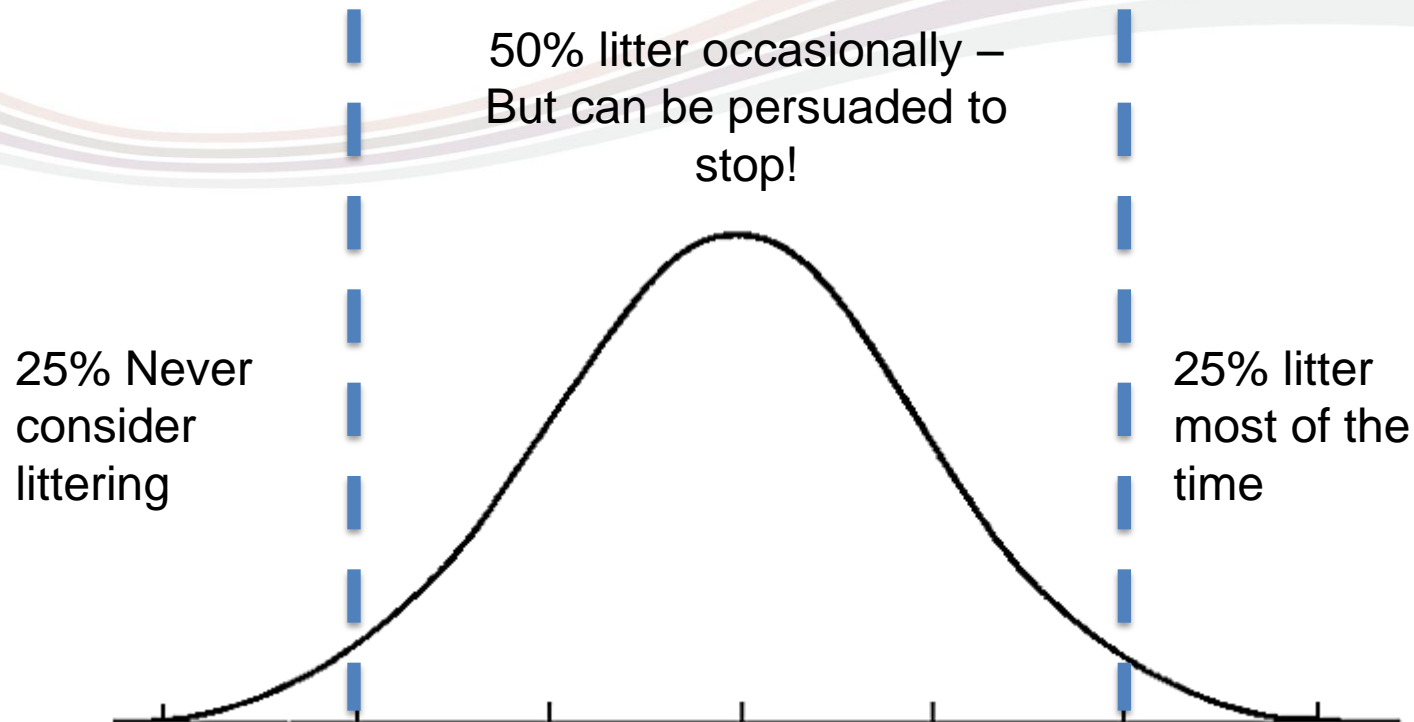




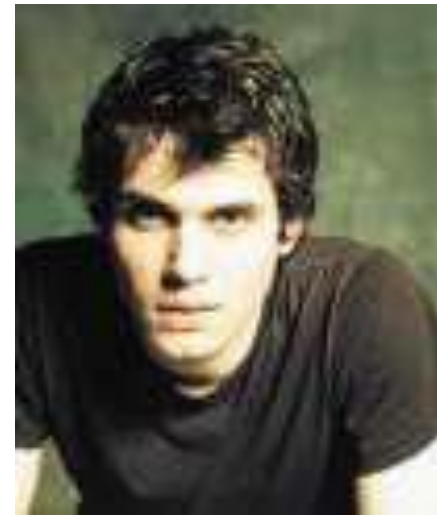
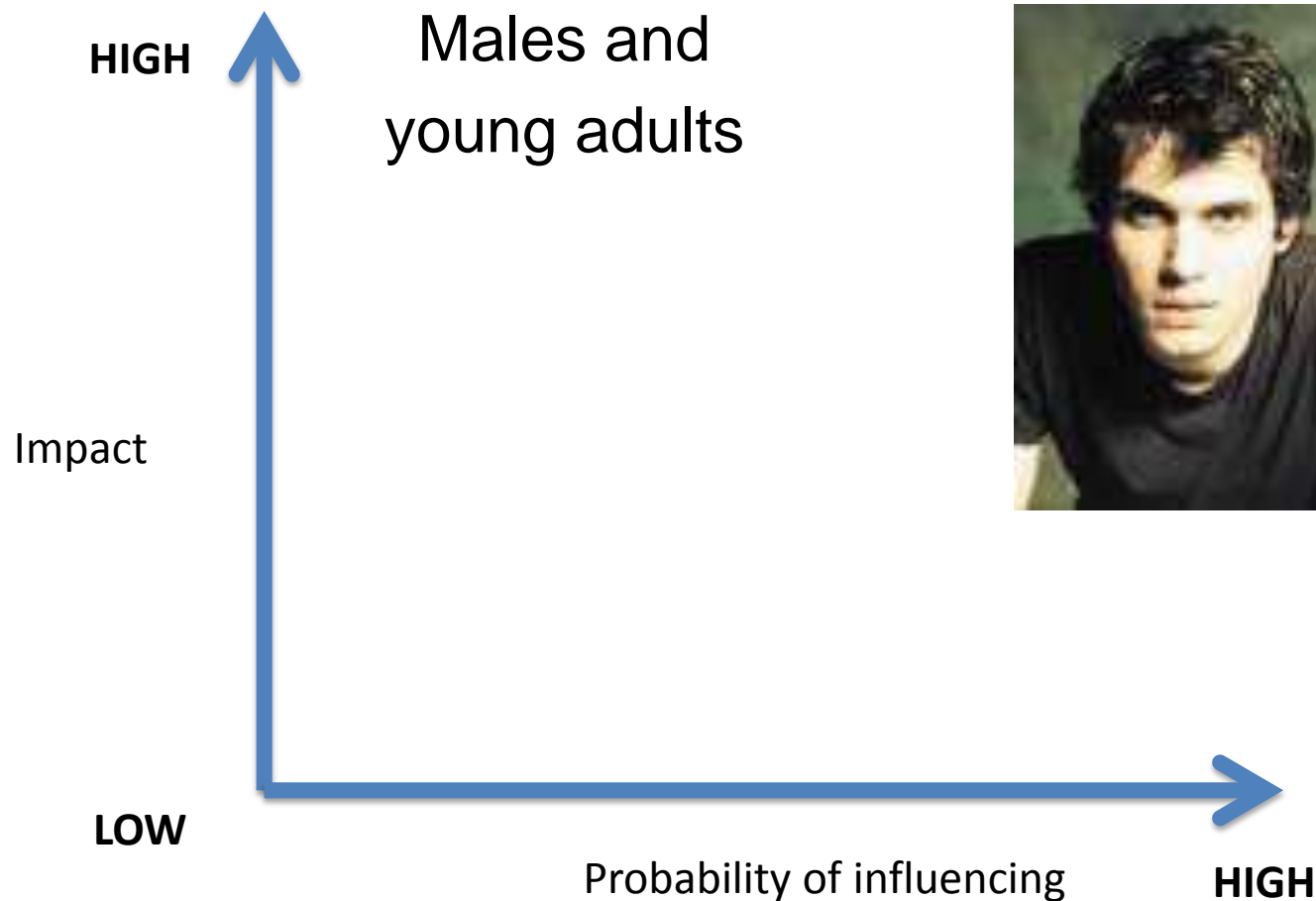
# Where should we focus our resources?



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# Who is causing the problem?



# What are the objectives of the campaign?

- Create **awareness** that littering can lead to significant fines and that a toll-free number is available to report littering
- Make litterers **believe** their littering will be noticed and they could be caught
- The **long-term objective** is to influence litterers to dispose of litter properly, cover and secure pickup truck loads, and clean out the back of trucks before driving

Want to litter? Fine.	
Food or beverage container	\$103
Unsecured load	\$216
Lit cigarette	\$1025
Illegal dumping	\$1000-5000 + jail time
<small>Fines subject to change and may vary locally.</small>	

## Litter and it will hurt.

Get caught littering and you'll feel a sharp and unpleasant pain in the wallet. If you see someone littering or dumping, remind them how much littering hurts by reporting their license number.

A message from the  
Washington State  
Department of Ecology.

**REPORT VIOLATORS**  
**866-LITTER-1**  
711 (TTY Relay)

## *Behaviour: Not throwing cigarette butts out the window*

### Benefits

- Don't want car to smell
- Don't want ashtray mess
- It's in my left hand, next to the window
- I'm lazy/It's easy

### Barriers

- Won't be punished
- Won't hurt others
- A container that would prevent smell and mess



# Core Proposition

For motorists to believe:

They will be noticed, caught and fined for littering



\$1,025

That disposing of their litter properly is a better and cheaper option



Litter and it will hurt.

Want to litter? Fine.

# Litter and it will hurt.....!!

## SUPPORT



## DESIGN



## INFORM/EDUCATE



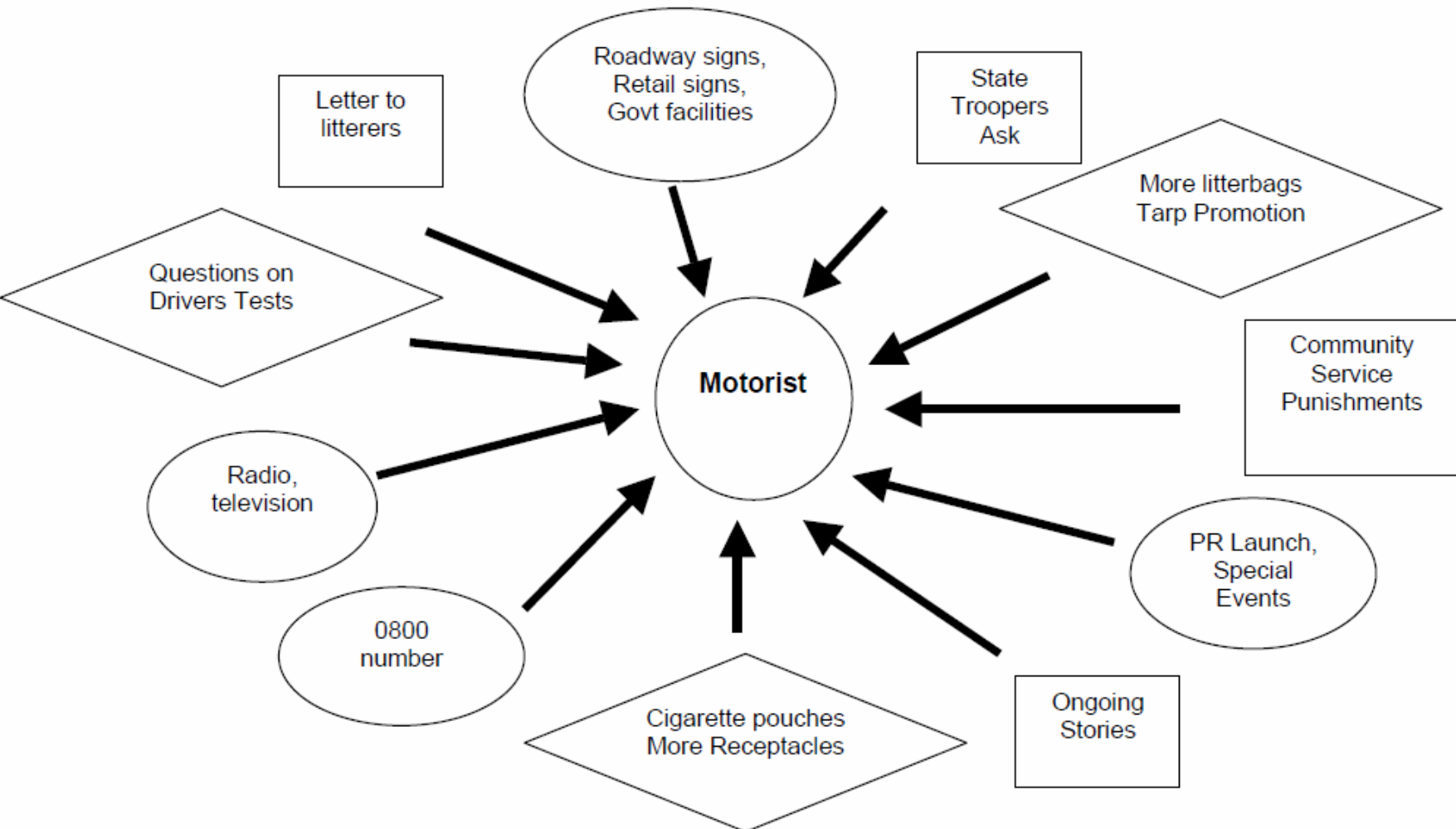
## CONTROL/COMPEL



# An Integrated Solution...



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# Measuring Success...

## Awareness of:

- “Litter and It Will Hurt” campaign slogan
- Stiff fines associated with littering
- Cost-free number to report littering

*“The estimated amount of litter decreased by 24% between 1999 and 2004 (from 8,322 - 6,315 tons)”*

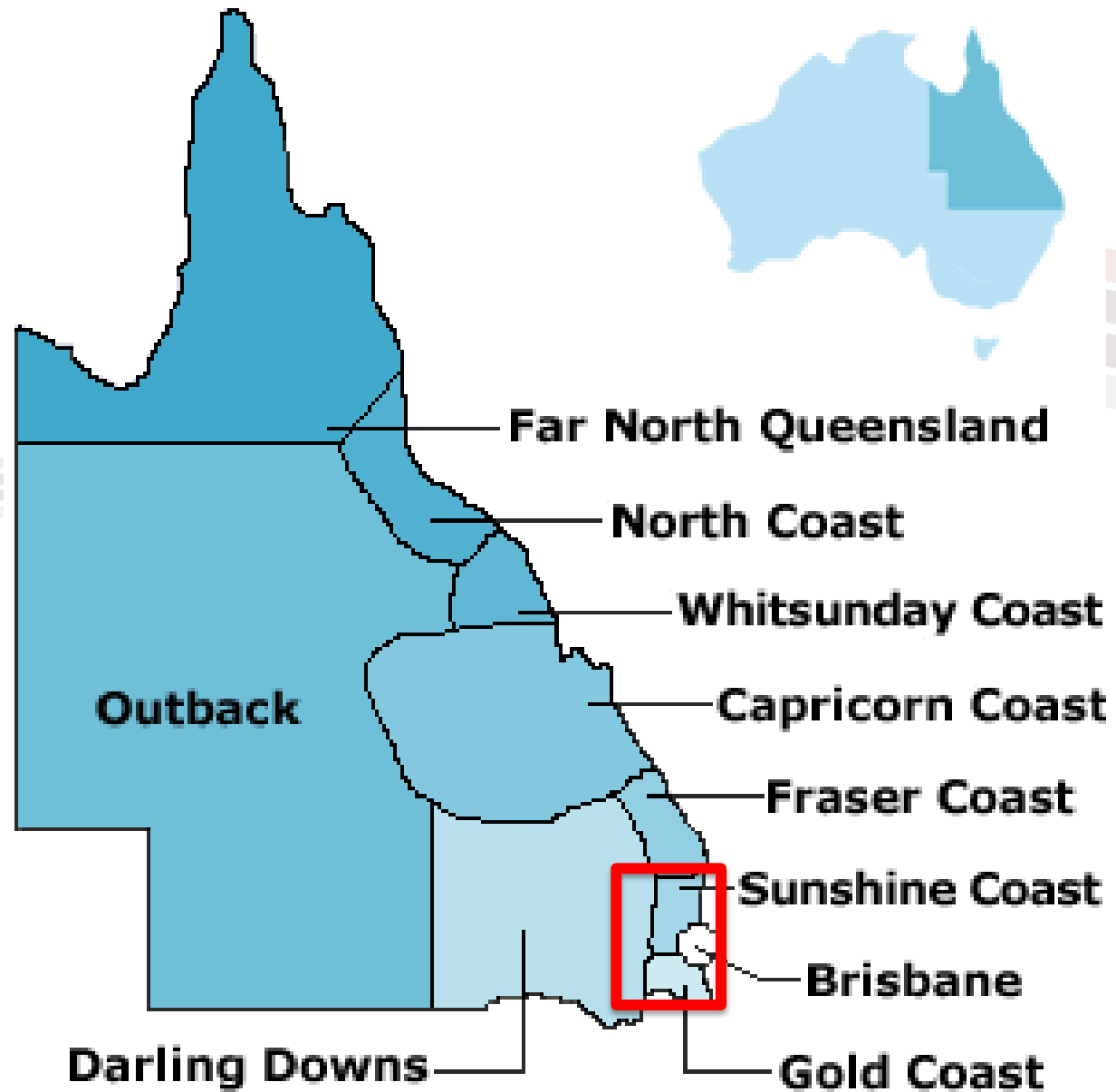


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# WATER CRISIS IN SOUTH EAST QUEENSL AND



What is  
the  
problem?





# What is the problem?



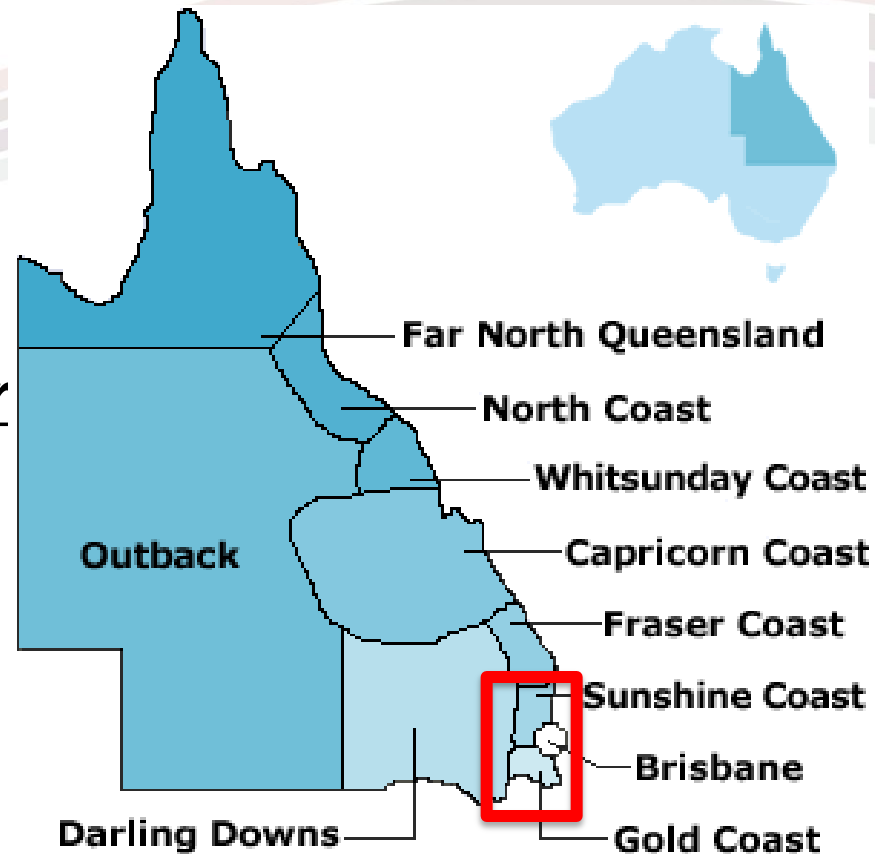
- 2007 worst drought on record
- Dam levels predicted to drop to 6%
- Urgent action needed to keep combined dam levels above 10%

# What was the problem?



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- 80% of water in Queensland consumed by business and agriculture
- In the South East **70% of water** consumed by households
- One of the fastest growing areas in Australia



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# What were the objectives?

- Maintain dam levels above 10%
- Householder consumption down from 300 litres in 2005 to 180 litres in early 2007
- Needed to reduce to 140 litres by the end of 2007



# What is the problem?

- Water restrictions had focused on outdoor water use
- But indoor use offered the greatest potential for savings



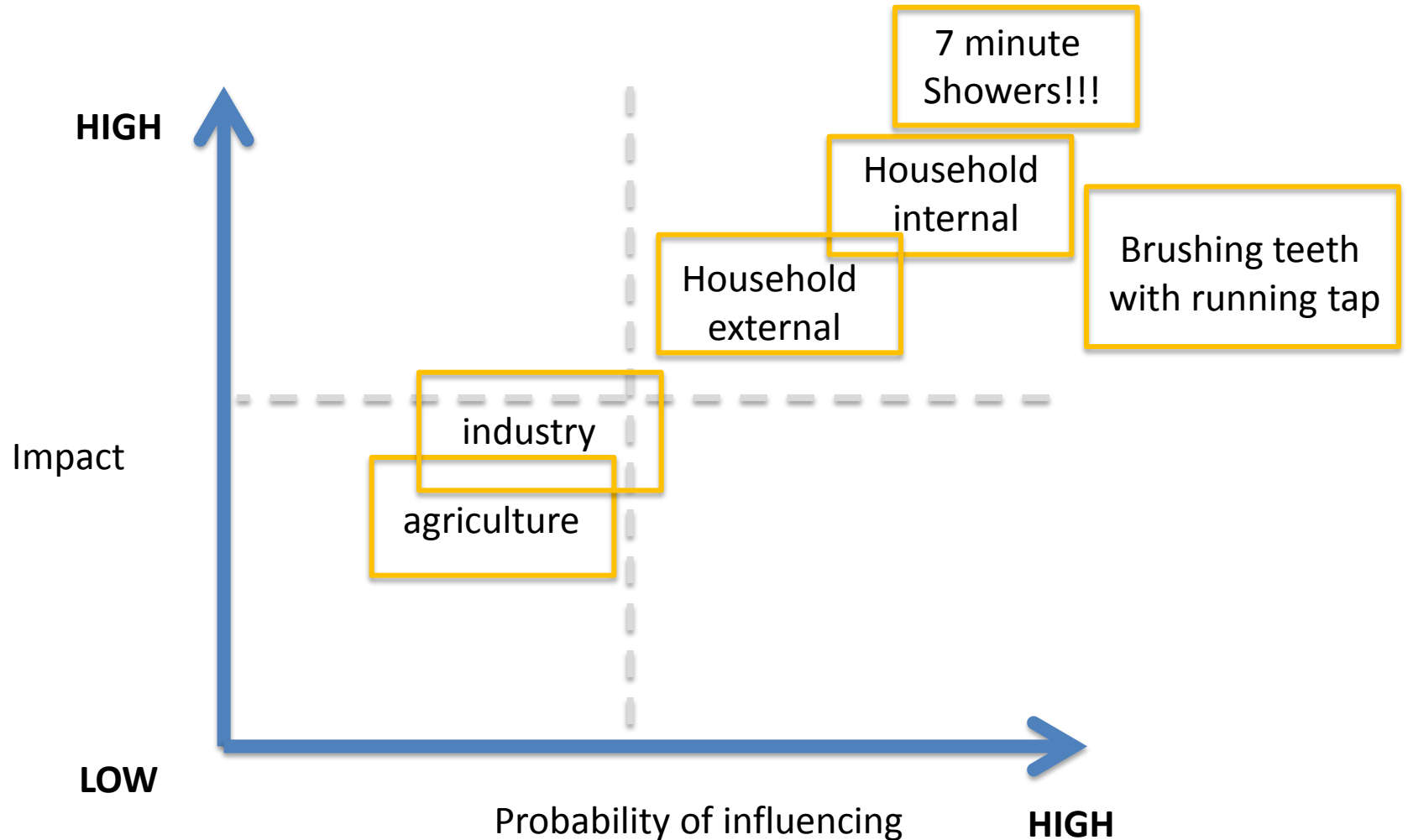


# What is the problem? ?

- 10% of householders used 25% of the water!!
- Showers accounted for a staggering 33% of total household use!!!
- The current average shower time was 7 minutes

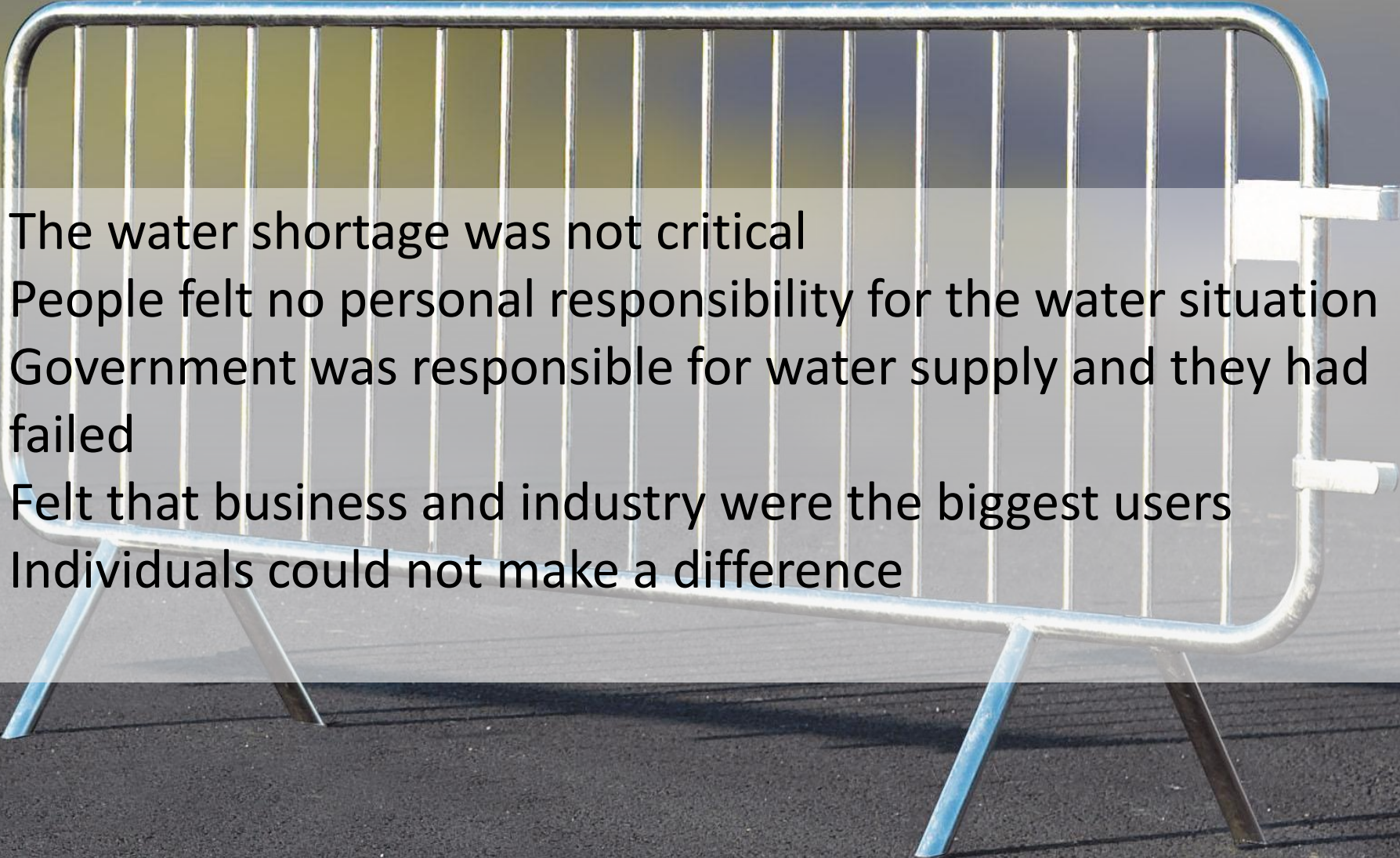


# What is the problem?





# What were the barriers?

- 
- The water shortage was not critical
  - People felt no personal responsibility for the water situation
  - Government was responsible for water supply and they had failed
  - Felt that business and industry were the biggest users
  - Individuals could not make a difference

What do  
you want  
people to  
do  
differently?



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Knowledge



المختبرات  
Testing



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Quality

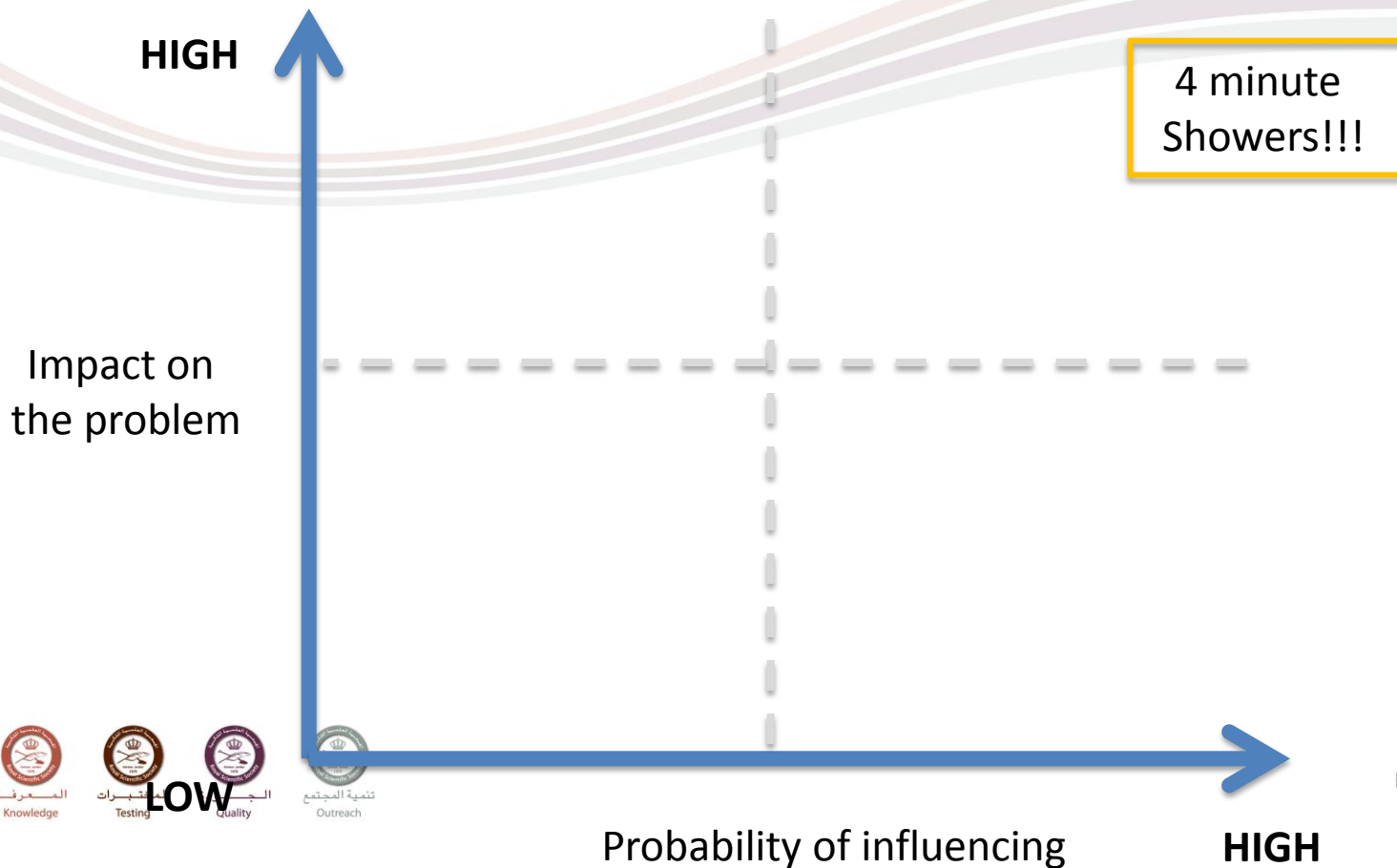


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# What do you want me to do?



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# Behaviour: Take a 4 minute shower



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# Who do you want to change?

Target audience





A photograph of a two-story blue house with white trim and a white garage. A large tree is in the front yard, and a white arrow points towards the house from the bottom left. The text "Who is the target audience?" is overlaid in white.

# Who is the target audience?

- The primary target was all residents - accounting for around 70% of water use
- But the secondary target was high residential water users
- 10% of residents used 25% of the water!!





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# What will enable your target audience to change?



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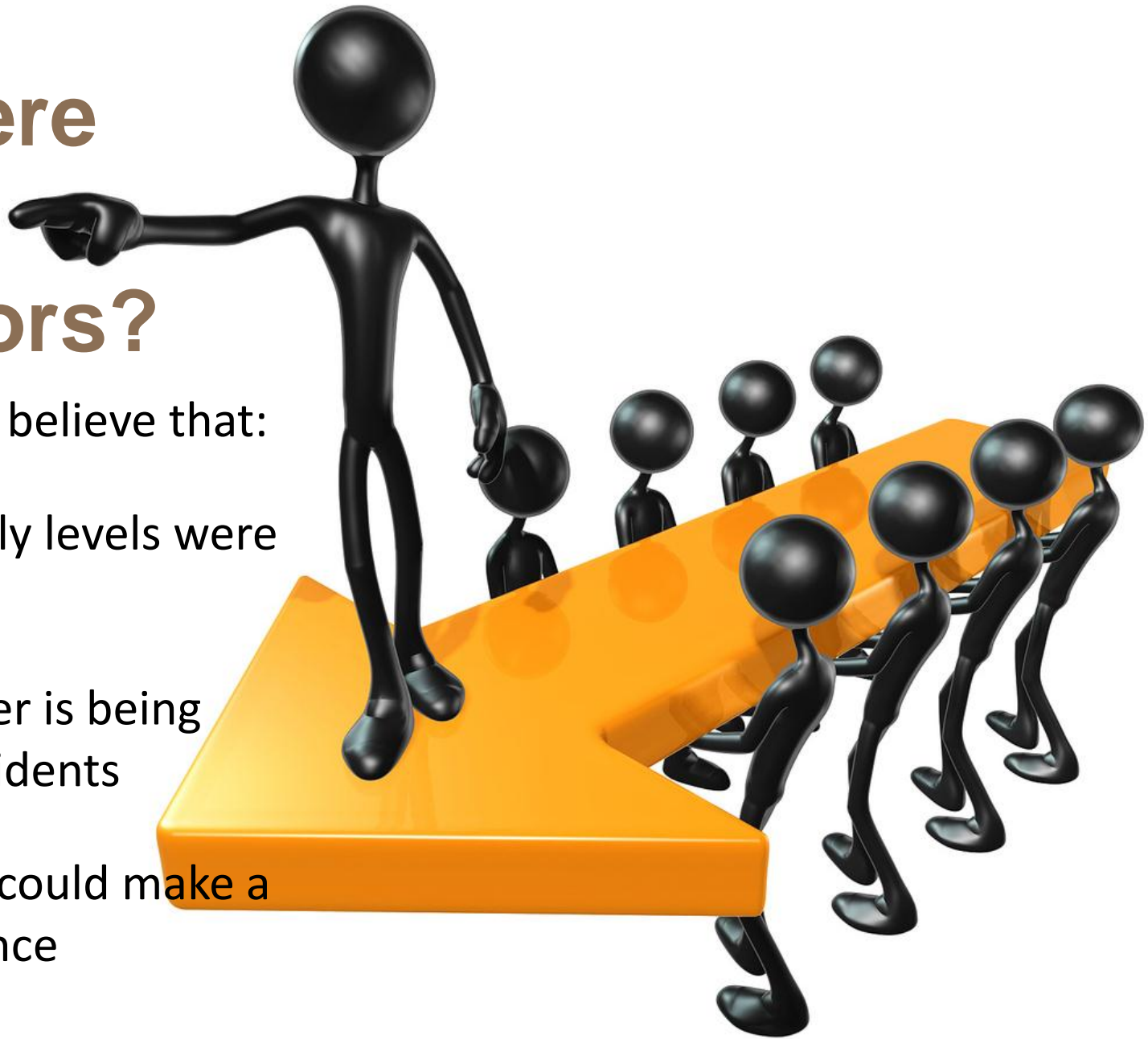
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# What were the key motivators?

For residents to believe that:

1. Water supply levels were critical
2. 70% of water is being used by residents
3. My actions could make a real difference





# What were the key messages?



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Residents use 70%  
of our overall  
water  
consumption

The water situation is  
very serious

If everyone targets 140  
we can save billions of  
liters of water

You can help  
solve the  
problem...

# WE ALL NEED TO TARGET 140 TO KEEP WATER IN OUR DAMS



The response to Level 5 water restrictions has been fantastic. And when you consider that households use 70% of all the water in South East Queensland, it goes a long way to conserving our most precious resource.

However, as the drought tightens its grip, there are still a few simple ways we can make additional savings, to target 140 litres per person, per day:

- limiting showers to four minutes or less
- doing one less load of washing a week
- turning off the tap when brushing teeth or shaving
- scraping plates for the dishwasher, not rinsing them
- washing vegetables in a plugged sink, not under a running tap.

If everyone helps, we'll keep water in our dams. So please turn off the tap. And turn on the savings.

For more information, visit [www.target140.com.au](http://www.target140.com.au)



Securing our water, together.



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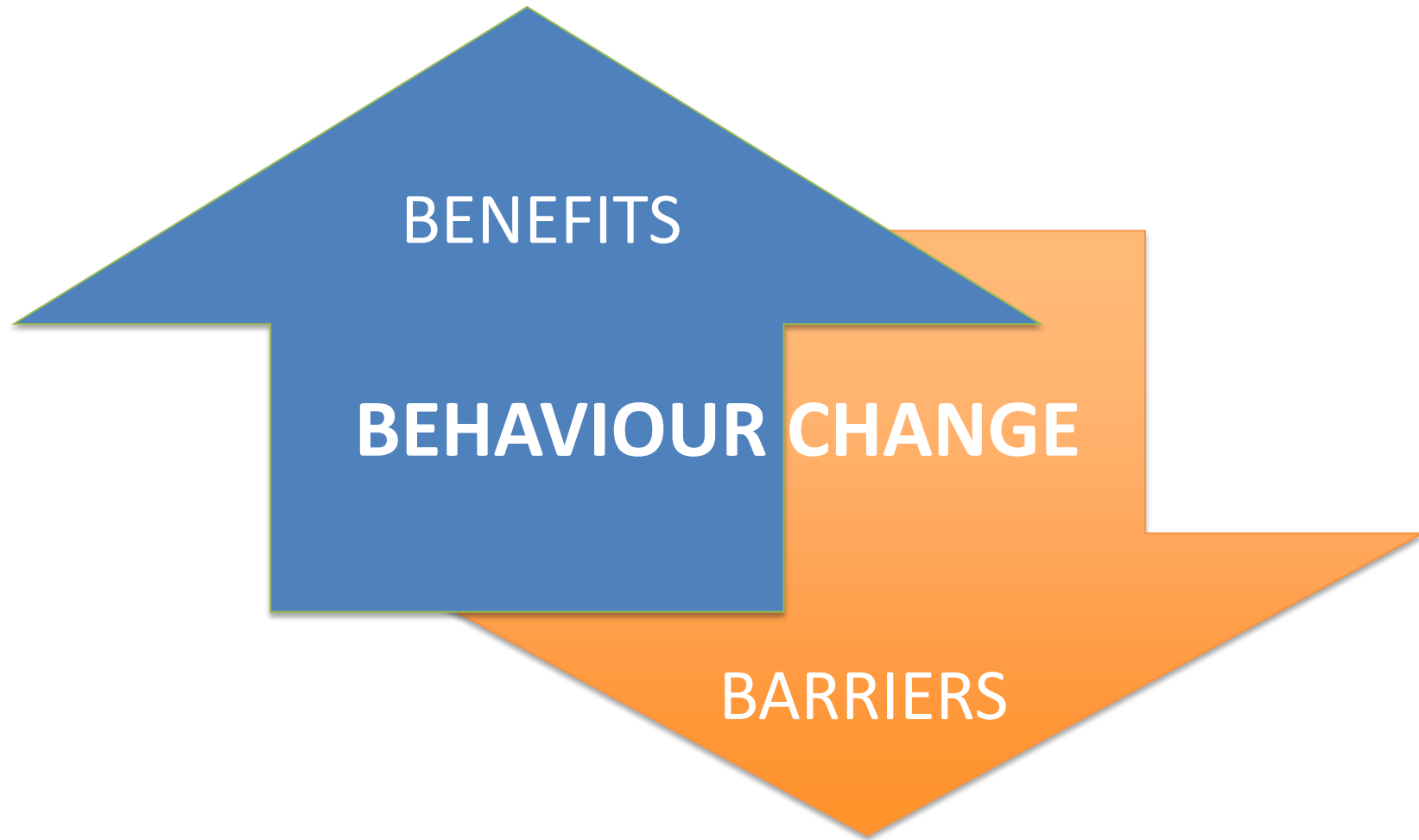
# What is your proposed solution?



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*What can you offer me that is  
better than what I'm currently doing?*





# 4-P's



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## Product

What can we offer to help the audience adopt the new behaviour

Shower timer

## Price

Costs in time, money or other barriers, of engaging in the new behaviour

Free & Fun

## Place

Where do you offer the product?  
Where do people undertake the behaviour?

The shower

Direct mail

## Promotion

How will you persuade the audience to adopt the new behaviour

Show that everyone else is doing it!

---



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1.1 million households were issued  
with a free 4-min timer to use  
when showering

A campaign also encouraged radio  
DJs to play four-minute "shower  
songs"!!!

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# 4-P's

## Product



## Price

- Financial: Free timer
- Non financial – Relaxation time

## Place



## Promotion

- Everyone is doing it
- It makes a real difference
- Fun part of my daily routine
- **EFFECTIVE**



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# How will you put it into place?



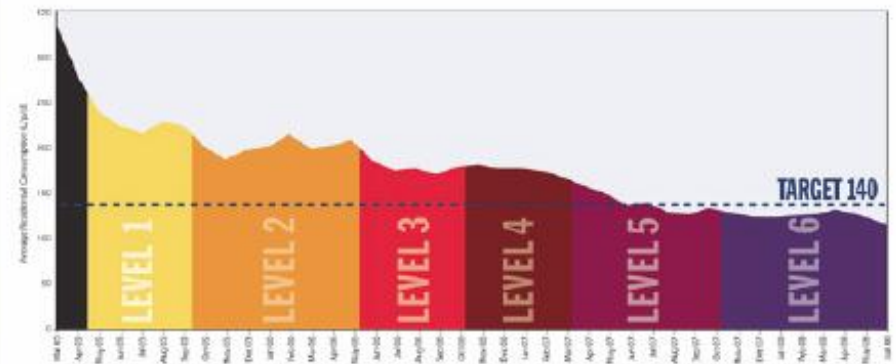
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# Personalize the problem - individualize the solution

- Consistent reminders to residents via a wide range of channels
- Providing every resident with a four-minute shower timer – to self assess and regulate
- Providing weekly feedback of performance against the 140 target



South East Queenslanders have shown incredible commitment to saving water.

Around three years ago, our average daily water use was 300 litres per person. Over the past 12 months, not only have we achieved Target 140 we've averaged 129 litres of water per person per day. Altogether we've saved 39 billion litres of water.

So thank you.

Together, we've reduced our water use to become world class water savers. Water saving is now a part of life, which is helping us to manage both the current drought and our exposure to climate change.

Even as our dam levels rise to 40% and we move towards Target 170, we need to take a cautious approach – so please help us to turn off the tap and turn on the savings.

TURN OFF THE TAP. TURN ON THE SAVINGS.  
Call 1300 789 906 or visit [www.qwc.qld.gov.au](http://www.qwc.qld.gov.au)



Securing our water together

# A personal target

- The 140 target was meaningful and “do-able” for the individual
- Outdoor actions such as watering gardens are very public
- Target 140 needed individuals to find the best way to regulate their own behaviour





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# How will you know if you've been successful?



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# What were the results?

- Water consumption dropped to 129 litres - Saving over 20 billion litres of water
- Drought broke in April 2008 - but maintained 129 litres for 11 months
- In 2012 following several years of regional flooding, still only around 150 litres
- Water consumption now among the lowest in the developed world





# What were the results?



- 95% consciously saving water in their homes and taking shorter showers
- 75% installed water saving devices
- 86% believe water scarcity is here to stay and long-term changes have to be made
- Had made water saving changes within their home 76% by the end of the campaign (from 65% before)

2011 survey  
found that most  
**people still**  
taking 4 minute  
showers!!!!

**The 4 minute  
Shower**







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# Why did Target 140 succeed in reducing household water consumption?



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# **WE ALL NEED TO TARGET 140 TO KEEP WATER IN OUR DAMS**

## **Lessons from the Target 140 Campaign?**

People will act if they:

1. Believe the threat is serious and likely
2. Think their actions will make a difference
3. Know what to do
4. Believe that they can do it
5. Can modify the action to fit their own situation
6. Have a tangible product to help them change
7. Can see that their actions are having an impact



# Basic Principles



1. Put yourself in the shoes of the **target audience**
2. **Action** is what counts (not beliefs or knowledge)
3. People take action when it **benefits** them - **barriers** keep people from acting
4. Our activities should maximize these **benefits** and minimize the **barriers**



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# Thank you..



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