The Anatomy of Social Marketing

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Social Marketing Deals with
Changing Behavior to Effect
A Human or Societal Benefit
Retail/Product/Service Marketing

Behaviors Desired:

- Buying
- Establish Brand Loyalty
Where Is Your Audience?

MASLOW'S Hierarchy of Needs

- Physiological Needs
- Safety Needs
- Belongingness & Love Needs
- Esteem Needs
- Need to Know & Understand
- Aesthetic Needs
- Self-Actualization
- Transcendence
1 Physiological: hunger, thirst, bodily comforts, shelter, health, etc.

2 Safety/security: out of danger

3 Belonging and Love: affiliate with others, be accepted

4 Esteem: to achieve, be competent, gain approval and recognition.
5  Cognitive: to know, to understand, and explore

6  Aesthetic: symmetry, order, and beauty

7  Self-actualization: to find self-fulfillment and realize one's potential and
8 Self-transcendence:

To connect to something beyond the ego or to help others find self-fulfillment and realize their potential.
Location Location Location

Location on the Pyramid

Impacts Formation of

Attitude and Belief Systems
Basic Needs = Appeals

- Satisfaction of Needs Are Underlying Motivators -

- Construct Messages to Appeal to Basic Needs
Appeals

- Physiological = health messages
- Safety = security, protection
- Love = acceptance
- Esteem = “I’m Worth It”
- Cognitive = information
- Aesthetic = everything in it’s place
- Self-actualization = you’ve made it or will make it.
Appeals

- Self-transcendence =
  - The right thing to do
Cancer Society’s Anti Smoking Campaign


Tobacco Companies Respond with “low tar” and filter cigarettes—use actors as MDs in ads
Smoking Positioned as Cool

Movies and print ads show sophisticated or “cool” people smoking 1920 - 60s

Joan Crawford - Bette Davis - John Wayne

*Now Voyager* – “let’s have a cigarette on it…”
Early 70s – Equal Time Rule

Broadcasters Must Give Same Amount of Time to Anti-Smoking PSAs As Cigarette Commercials

➢ Greatly Increased Messages
Targets

- Opinion Leaders (sophisticates)
Appeals

- **Self Esteem** = **Vanity**
“Smoking is Glamorous”

Used A Series of Wrinkled Old Faces Smoking Cigarettes
Results

While anti-smoking ads were shown in the same number of cigarette ads – dramatic decrease in cigarette sales
Equal Time Rule Overturned

Cigarette Sales Rise After Anti-Smoking Ads No Longer Required
Strong Health Appeals

- Person Smoking Through Hole in Neck
- Personal Appeal from Smoker Shortly Before Death
Anti-Smoking Campaign

- Mid 1950s-60s - First Awareness
- 1970s – Strong Appeals
- 1980s - Non-Smoking Sections
- 1990s - No Smoking Laws
- 2000s – Socially Unacceptable
Awareness

- Get Target’s Attention
- There Is A Problem
- It Is Important
- You Can/Must Do Something
- Establish Beliefs About Problem
Air Quality Health

Appeals

Sacramento Metropolitan
AQMD

First Commercials
Put on Public’s Agenda

- Media Sets Public’s Perception of What’s Important – Also, Internet

- Word of Mouth
Selective Attention-Retention

- Attention Given to What’s Interesting or Important
- Retain Only What Is Important
Attitudes and Beliefs

Basic Needs

- Key to Behavior Change

- Shape Propensity for Change

- Strong Beliefs – Difficult to Change

- Shape Attitudes – Beliefs may change
Example

Belief =
Transit is not on time

Attitude =
Transit is inconvenient
Caution

Best marketing efforts cannot change attitudes or beliefs if the product or service does not live up to claims.
Behavior Change Continuum

- Neutral Attitudes/Beliefs – Open to Messages
- Formed Attitudes/Beliefs – Barriers to Messages - Need Time to Convince
- Strong Attitudes/Beliefs – Need Emotional Appeals Over Time
Incentives

- Financial – Free Transit – Discounts
- Social – Prestige – Gold Star
- Legislative – It’s the Law – HOV Lanes - No Smoking – Seat Belts, etc.
Feedback

Surveys – Phone – Mail – Email

Other – Return Coupons, Tickets, Volume Figures, etc.
For More Information

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