# Adding Value with Social Marketing

<table>
<thead>
<tr>
<th>Policy</th>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategy</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Tactics</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Managing operations and delivery</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>
### Target segment

<table>
<thead>
<tr>
<th>Behaviour</th>
</tr>
</thead>
</table>

### Barriers to new behaviour or maintaining existing behaviour

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal</td>
<td></td>
</tr>
<tr>
<td>Social / Cultural</td>
<td></td>
</tr>
<tr>
<td>Environmental</td>
<td></td>
</tr>
<tr>
<td>Financial</td>
<td></td>
</tr>
<tr>
<td>Others</td>
<td></td>
</tr>
</tbody>
</table>
Work sheet 3: The Value/Cost Exchange Matrix

The 4 Primary Forms of Intervention

(French J SMJ Vol 1. No2 20111, P 154-162)

Active Decision

Conscious / Considered

HUG

Incentive

Reward

SMACK

Disincentive

Penalty

NUDGE

Passive Decision

Automatic / Unconscious

SHOVE
Work Sheet 4: Generating Interventions

The Challenge

People’s goals/wants/needs

Help needed

Barriers

Intervention

Awareness
Information
Education
Experience
Environment
Support
Service
System
Policy
Process
Game
Reward
Sanction
Product
Etc.

Value Created

How intervention will create value

How intervention will provide help

How intervention will reduce barriers
How to develop effective evidence based programmes that influence positive social behaviour

- **Overall assessment**
  | Poor | Average | Good | Excellent |

- **Content/ Relevance / Interest**
  | Poor | Average | Good | Excellent |

- **Presentations Style / Approach**
  | Poor | Average | Good | Excellent |

- **Exercises and Interactions**
  | Poor | Average | Good | Excellent |

- **Duration**
  | Poor | Average | Good | Excellent |

- **Venue**
  | Poor | Average | Good | Excellent |

- **Other comments**
  | Poor | Average | Good | Excellent |

Many thanks for completing this form, please fold and hand in as directed