STEPS IN PLANNING

1. Purpose & Focus
2. Analyze Situation
3. Select Target Audience
4. Set Behavior Objective & Goals
5. Understand Barriers & Benefits, Motivators Competition, Influential Others
6. Craft Positioning Statement
7. Develop 4Ps
8. Determine Evaluation Plan
9. Establish Budgets & Find Funding
10. Write Implementation Plan
4Ps IN THE MARKETING TOOLBOX

- Product
- Price
- Place
- Promotion
PRINCIPLE

• Consider All 4Ps to:
  – Remove Barriers
  – Provide (More) Benefits
4Ps IN THE MARKETING TOOLBOX

- Increasing use of PedFlags in Kirkland, Washington
4Ps IN THE MARKETING TOOLBOX

- **Situation:** City of Kirkland
  - Pedestrian flags since 1996
  - 2006: Wanted to increase usage

- **Target Audience:**
  - Workers, shoppers

- **Behavior:**
  - Use a flag every time
• **Purpose:**
  - How many people are using?
  - Who uses?
  - Who doesn’t?
  - When?
  - Why?
  - Why not?
RESEARCH:

- Student observed for 20 days.
- Different locations/time of day
- Observed almost 3000 pedestrians
- Interviewed 150+
- 11% Used
### WHO USES? WHO DOESN’T?

<table>
<thead>
<tr>
<th></th>
<th>&lt;10 YRS.</th>
<th>10-20 YRS.</th>
<th>20-40 YRS.</th>
<th>40-60 YRS.</th>
<th>60+ YRS.</th>
<th>MALE</th>
<th>FEMALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Pedestrians Flag Available</td>
<td>44</td>
<td>177</td>
<td>1343</td>
<td>744</td>
<td>315</td>
<td>1486</td>
<td>1302</td>
</tr>
<tr>
<td># Using Flag</td>
<td>31</td>
<td>25</td>
<td>111</td>
<td>57</td>
<td>43</td>
<td>137</td>
<td>130</td>
</tr>
<tr>
<td>% Using Flag</td>
<td>71%</td>
<td>14.1%</td>
<td>8.3%</td>
<td>7.7%</td>
<td>13.7%</td>
<td>9.2%</td>
<td>10.1%</td>
</tr>
</tbody>
</table>
BARRIERS

• What are they for?
• No flags on my side.
• Holder hard to use.
• I feel safe.
• Adopt a Crosswalk Partners

THANK YOU FOR

See the inside of this coupon for your rewards from our Adopt-a-Crosswalk partners in downtown Kirkland

Take It to Make It

Adopt-a-Crosswalk partners in downtown Kirkland

<table>
<thead>
<tr>
<th>Partner</th>
<th>Check When Redeemed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ben &amp; Jerry’s</td>
<td></td>
</tr>
<tr>
<td>@ 176 Lake Street South, Kirkland</td>
<td></td>
</tr>
<tr>
<td>One extra scoop</td>
<td></td>
</tr>
<tr>
<td>Coyote Creek Pizza</td>
<td></td>
</tr>
<tr>
<td>@ 228 Central Way, Kirkland</td>
<td></td>
</tr>
<tr>
<td>10% discount on all food and drinks</td>
<td></td>
</tr>
<tr>
<td>Windermere Living Room</td>
<td></td>
</tr>
<tr>
<td>@ 16 Central Way, Kirkland</td>
<td></td>
</tr>
<tr>
<td>One free winetasting</td>
<td></td>
</tr>
<tr>
<td>Epicurean Edge</td>
<td></td>
</tr>
<tr>
<td>@ 107 Central Way, Kirkland</td>
<td></td>
</tr>
<tr>
<td>10% discount on merchandise (excluding handmade knives)</td>
<td></td>
</tr>
<tr>
<td>Kirkland Arts Center</td>
<td></td>
</tr>
<tr>
<td>@ 620 Market Street, Kirkland</td>
<td></td>
</tr>
<tr>
<td>10% discount on individual or family memberships</td>
<td></td>
</tr>
<tr>
<td>U.S. Bank</td>
<td></td>
</tr>
<tr>
<td>@ 177 Central Way, Kirkland</td>
<td></td>
</tr>
<tr>
<td>Free checking account</td>
<td></td>
</tr>
<tr>
<td>White Swan Car Wash</td>
<td></td>
</tr>
<tr>
<td>@ 324 Central Way, Kirkland</td>
<td></td>
</tr>
<tr>
<td>$2 off car wash</td>
<td></td>
</tr>
</tbody>
</table>
• Improving Access

62 people have been injured or killed in crosswalks in Kirkland.

Not carrying a flag: 62
Carrying a flag: 0
• **Drink Coasters**

![Drink Coasters Image]

- Take It to Make It
- 1996-2006
- 62 people have been injured or killed in crosswalks in Kirkland.
- Not carrying a flag: 62
  Carrying a flag: 0

• **Posters**

![Posters Image]

- An Adopt A Crosswalk Partner
- Reminds you to
- Take It to Make It
• Downtown Banner
• Sidewalk Stencils
## RESULTS: 5 MONTHS LATER

<table>
<thead>
<tr>
<th></th>
<th>BEFORE</th>
<th>5 MO. AFTER CAMPAIGN LAUNCH LATER</th>
<th>% CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td># People/Groups</td>
<td>2426</td>
<td>2363</td>
<td>3% Decrease</td>
</tr>
<tr>
<td># Flags</td>
<td>267</td>
<td>438</td>
<td>64% Increase</td>
</tr>
<tr>
<td>% Usage</td>
<td>11.0%</td>
<td>18.5%</td>
<td>68% Increase</td>
</tr>
</tbody>
</table>
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PRODUCT DECISIONS

- **CORE PRODUCT**
  - What potential benefits are stressed

- **ACTUAL PRODUCT**
  - Tangible Goods & Services
  - Name associated with behavior
  - Sponsors and endorsements

- **AUGMENTED PRODUCT**
  - Any new accompanying services or enhancements
  - Any new tangible good or improvements
## 1st P: PRODUCT PLATFORM

<table>
<thead>
<tr>
<th>CORE PRODUCT (Benefits)</th>
<th>ACTUAL PRODUCT (Goods &amp; Services &amp; any specific product features)</th>
<th>AUGMENTED PRODUCT (Additional tangible goods &amp; services)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prevention of falls among seniors</td>
<td>Exercise Classes</td>
<td>Calendar of daily exercises</td>
</tr>
<tr>
<td>Healthy family &amp; pets</td>
<td>Scoop the Poop</td>
<td>Flashlight</td>
</tr>
<tr>
<td>Protecting wildlife habitats</td>
<td>100 Native Plants</td>
<td>Booklet of options</td>
</tr>
<tr>
<td>Save money and reduce carbon emissions</td>
<td>Home energy audit</td>
<td>Findings from the audit of recommended actions and savings</td>
</tr>
</tbody>
</table>
Although optional, sometimes what’s needed to:

- Provide encouragement
- Remove barriers
- Sustain behavior
- Make campaign more memorable
- Create partnerships
REPLACING THE PYRAMID
TANGIBLE GOOD FOR REDUCING DRINKING & DRIVING
TANGIBLE GOOD TO SUPPORT WATER CONSERVATION
THUMB SOCKS TO DISCOURAGE TEXTING
YOU CAN QUIT. WE CAN HELP.

COLORADO QUITLINE
800.639.QUIT

COLORADO QUITNET
co.quitnet.com

CALL 1.800.639.QUIT (7848)
AUGMENTED PRODUCT

• Guide for Pest Identification
FROM OUR COLLEAGUES IN AMSTERDAM

In Amsterdam, the tile under Schiphol’s urinals would pass inspection in an operating room. Diet nobody notices. What everybody does notice is that each urinal has a fly in it.

Look harder, and the fly turns into the black outline of a fly, etched into the porcelain. It improves the aim. If a man sees a fly, he aims at it. Fly-in-urinal research found that etchings reduce spillage by 80%. It gives a guy something to think about. That’s the perfect example of process control.
PRINCIPLE #7

• “DEVELOP OR PROMOTE A TANGIBLE GOOD OR SERVICE TO HELP THEM.”
A PRODUCT SOLUTION

• Sri Lanka
• Famous for Black Tea
ACTUAL PRODUCT

• THE PROBLEM

• High diabetic related death rate

• 2-3 teaspoons sugar in several cups of tea a day
• The F’Poon
• 1500 tea drinkers in 6 hours; 65% less sugar
• Liked the idea
The Product is the Message!
Saving Dungeness Crab, One Pouch at a Time

Seth Elsen, Program Development Lead
Hood Canal Salmon Enhancement Group
The Problem

- Crab populations dwindling
- Citations up
- One female = 2 million eggs!

- Purpose: Increase Use of a Gauge
The Problem

• 11% of all crab harvested are undersized

• 26% of crabbers keep at least one undersized crab

• Citations distributed throughout Puget Sound and West
The Research

• In-depth interviews saved the project!
  
  – Barriers: Having a gauge handy when I need it
  – Motivators: More crab for me next year, more for kids
  – Risk of fines was least motivating statement.
• Developed FREE pouch with gauge, brochure, pen and place for license
The Place

• Partnered with top license vendors
  
  FredMeyer

• Stationed intern at boat ramps/docks to gather data and hand out additional packs
The Promotion

**MUST BE 6.25” WIDE FOR A BOAT RIDE**

**MEASURE YOUR CATCH!**

Only keep Dungeness crab that are 6.25 inches in length and always measure with a crab gauge. By taking Dungeness crab that are of the correct size, you’re ensuring each crab you catch has had at least one or two chances to mate. When you take an undersized crab, you’re limiting that crab’s ability to mate and the harvest for yourself and future generations.

Visit www.CatchMoreCrab.org

**DON’T FORGET YOUR CRAB GAUGE!**

Make sure that whenever you’re not crabbing, you’ve got your gauge! Only keep Dungeness crab that are 6.25 inches in length and always measure with a gauge. When you take an undersized crab, you’re limiting that crab’s ability to mate and the harvest for yourself and future generations.

Visit www.CatchMoreCrab.org

**CRABBING CHECKLIST**

- CRAB GAUGE
- License & Catch Card
- Crab Pots
- Bait
- Life Jacket

**TOO SMALL? LET IT GO, LET IT GROW!**

Make sure that whenever you’re not crabbing, you’ve got your gauge! Only keep Dungeness crab that are 6.25 inches in length and always measure with a gauge. When you take an undersized crab, you’re limiting that crab’s ability to mate and the harvest for yourself and future generations.

Visit www.CatchMoreCrab.org
Home

Navigate our tabs at the top of this page! Learn about crab measuring, recipes, and other interesting resources.

For people who enjoy Recreational Crab Fishing in Puget Sound, it is important to use a crab gauge to accurately measure their catch, ensuring a healthier harvest for future generations. Visit the “Using a Gauge” Tab to learn how.

Many local businesses sell fishing licenses, where you can purchase the license endorsement for crabbing. Beginning on June 24th, 2014 the Puget Sound Partnership and Pacific Northwest Salmon Center are providing some of these local businesses with:

FREE crab gauge, carrying pouch, and pen!
FREE for people getting their crabbing license for the first time after 24 June 2014! The minimum age that people are required to have a fishing license for recreational fishing is 15 years old. You can find a list of participating vendors on our “License Vendors” tab.
The Outcomes

- Nearly 3,000 pouches handed out
- 4136 individuals recorded catching crab in Hood Canal in 2014.
- Only 13 citations in the 2014 season (85% drop)
- Data gathered through hundreds of intercept interviews backed up limited audience research
WORKSHEET EXERCISE

- **Step #7: Product Strategy**
- **5 Minutes**
  - “What tangible good or service might help perform the behavior?”
- **Share With Someone Near**
WHERE ARE WE?

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Price Tool Options:

- Monetary incentives
- Monetary disincentives
- Nonmonetary incentives
- Nonmonetary disincentives
2. Develop Strategies:

Monetary Strategies
- Coupons
- Bulk discounts
- Rebates
- Fines

Nonmonetary Strategies
- Recognition
- Appreciation
MONETARY INCENTIVES

- Free native plants for beach fronts
- Rebates on old car seats
- Discount coupons for home energy audits
- $200 for sterilization of drug-addicted women
- Paying people to be tuberculosis pill pals
MONETARY INCENTIVE

• On Arizona Ballot November 2006
• $1,000,000 LOTTERY FOR VOTING
• What do you think?
RESEARCH HIGHLIGHT

• Program Response
  – **Purpose:**
    Improve economic, health, and social well-being of women and their families
  – **Focus:**
    Loan of a pig
• Female pig for a woman
• Pig gives birth 2x a year to 12 piglets
• Stud services
• Assistance with building enclosures
• Vet services
• Loan Payment: Two piglets from the first litter only
  – One to repay for the pig
  – One to pay interest on the loan
• Pig is delivered to families living in the village
• Community word-of-mouth

• Personal Visits
  – Congolese-Based Organizations
  – U.S.-Based Organizations
RESULTS

• Implemented in December 2008, 4 families

• By August 2013, 492 families in 23 Villages in South Kivu

• Sustainable Household income resource that cost $9.40 per family member.
“Preference for “free” seems to be hardwired into our brains.” Dan Ariely *Predictably Irrational*

“FREE! Gives us such an emotional charge that we perceive what is being offered as immensely more valuable than it is.”
CASE EXAMPLE: POWER OF FREE

- Northern Wisconsin
- Purpose: Increase Shoreline Plantings
- Focus: Planting Native Plants
- Tested two versions of a coupon
- Inserted in a newsletter
- 263 Coupons Redeemed
• Can use for a free pack of six small native plants or can use to get $5 off one of the top ten plants
CASE EXAMPLE: POWER OF FREE

- Same two options, presented in reverse order: (66% of Redeemed)
NONMONETARY INCENTIVES

- Gifts for kids at dental offices
- One year birthday refrigerator magnet for timely immunizations
- A room of praise at a weight-watcher meeting
NONMONETARY DISINCENTIVES

- Negative public visibility
PLEDGES

• Pledges work:
  – “Be who we say we are.”
  – Praise
  – Recognition
A PLEDGE THAT WORKED

- Reducing Tobacco Use
- Philippines
- "Put Your Money Where Your Butt Is"
- Background in 2009:
  - 28% of ages 15 yrs+ current smokers
  - 15% of monthly income
  - 72% wanted to quit
• Commitment Savings Account

• Deposits kept in locked bucket in homes
• Initial deposit of US$1
• Deposit amount monthly would have spent on cigarettes
• No withdrawals for 6 months
• At 6 months:
  – Pass nicotine test get $ back
  – Don’t pass, forfeit $ to charity
• Bank personnel collected money at their home
Bank personnel approached smokers on the street.

Asked if wanted to quit.

If did:

- Signed contract
- Information packet
- Tip sheet on how to quit
A PLEDGE THAT WORKED

• Contract Group 3.3 to 5.8 percentage points more likely to pass the six-month urine test than a control group with no contract (Cue cards only)
PRINCIPLE #8: LOOK FOR A PRICE THAT MATTERS

A STORY OF A PRICE THAT REALLY MATTERED:
PRINCIPLE #8: LOOK FOR A PRICE THAT MATTERS
WORKSHEET EXERCISE

• Step #7: Price
• 5 Minutes
• Share With Someone
1. Purpose & Focus
2. Analyze Situation
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3rd P: PLACE

Definition:
Where and when market will:
- Perform behavior
- Acquire tangible goods
- Receive services
COMPONENTS:

- Physical location and its ambiance
- Whether you provide remote access:
  - Internet: Web sites, email, blogs, podcasts
  - Mail
  - Phone
  - Mobile Units
  - Kiosks
  - Where people dine and hang out
- Days of week available
- Hours available
NOTE: It is not the same as the media channel, where messages will appear.
3rd P: PLACE

• Place Objective:
  – Make it as convenient and pleasant as possible for our target audience to perform the behavior, acquire any tangible goods, and receive any services.
  – Why?
STEP 5: PLACE TACTICS

• Look for ways to:
  – Make the location closer
  – Extend hours
  – Make location more appealing
  – Be there at the point of decision-making
  – Make performing the desired behavior more convenient than the competing behavior
MAKE THE LOCATION CLOSER.

• **Examples include:**
  – “Dental Office on Wheels”
  – Exercise facilities at work sites
  – Health clinics with drive by flu shots
  – Recycling electronics at office supply stores
  – Others?
STEP 7: PLACE TACTICS

• Ways to extend hours
  – Saturday clinics for flu shots
  – 24-hour help lines
  – Child care searches on line
  – Pets on the net
STEP 7: PLACE TACTICS

• Ways to improve “ambiance”:
  – Mammograms in the mall
  – Organized walking groups on trails
  – Community clinics . . . just for teens, with reading materials and décor to which the market can relate
HOW ABOUT THIS FOR THOSE TRUCKERS?

Okay, one last time:
This is not a urinal.

REPORT VIOLATORS
866-LITTER-1
STEP 7: PLACE TACTICS

• Ways to be there at the point of decision-making:
  – Providing pet waste bags and receptacles at parks
  – Organ donation sign up when getting drivers licenses
EYE LEVEL IN REFRIGERATOR
IMPROVED CHOICES!
STEP 7: PLACE TACTICS

• Make performing the behavior more convenient than the competition
  – Family friendly lanes in grocery stores
  – Smoking locations outside buildings
CASE EXAMPLE: FORK IT OVER!

- Year 2000. Metro Regional Government
- Perfect storm in Portland Oregon:
  - 180,000 tons food disposed annually in solid waste system
  - Oregon Food Bank struggling
CASE EXAMPLE: FORK IT OVER!

- **Food Rescue Program**
- Partners: Restaurant Association, Chef’s, Food Bank, 3 Counties, 25 cities, Food Alliance
- Provide food business a safe and convenient way to donate their perishable and surplus prepared foods to agencies that serve the hungry
CASE EXAMPLE: FORK IT OVER!

- **Restaurant Concerns Addressed:**
  - How do we get involved?
  - How do we get the food to you?
  - Can we select the agency closest to us?
CASE EXAMPLE: FORK IT OVER!

- **Response of Fork it Over:**
  - Online registration
  - Online selection of agency
  - Picked up at scheduled time
CASE EXAMPLE: FORK IT OVER!

- **Making a difference:**
  - 1999-2005, 18 million pounds forked over
  - Spent $700,000 to administer program
  - Saved $647,650 in disposal costs
  - Food worth $17 million
  - Every dollar invested, $31 benefit
PRINCIPLE #9

“MAKE ACCESS CONVENIENT.”

- Location
- Ambiance of facility
- Hours
- Days of week
“Lunch Line redesign:
– Wansink, Just and McKendry
– New York Times
IMPROVING SCHOOL CAFETRIA NUTRITION

- Broccoli at beginning of lunch line
- Increased purchase by 10-15%
• Salad bar away from wall in front of checkout register
• Tripled selection of a salad
HIV/AIDS TESTING

- **Situation: King County, WA**
  - About a third of positives don’t know it
  - Knowing positive changes behaviors
  - 1996 declining testing rates

- **Target Audience:**
  - Customers at Gay Bath Houses

- **Behavior:**
  - Get tested

- **Theory:**
  - Ecological Model
Ecological Model

- Behaviors Influenced By:
  - Individual factors
  - Relationship factors
  - Societal factors
PRODUCT:

- Oral rapid testing
- Results in 30 minutes
- Counseling
Free
SEATTLE'S BIGGEST AND BEST
Bathhouse for Men

Special Events & Offers

STD / HIV testing most Friday & Saturday nights from 10pm - 2am
Rapid Testing now available!
Free & anonymous

Have you been 86?
We are re-evaluating our list. Stop by and talk to Spike or Carlos to see if you can be removed from the list. They will be doing this Tuesday thru Saturday from 4pm till Midnight.

Leather Night At The Z
2nd Thursday of each month!

May 8th, 2008 8pm - Midnight
SML Members (must show SML membership card)
or Men in Leather Gear get $3 off!

W e e k d a y S p e c i a l
(From 6pm to 8pm, Monday through Friday ONLY)
SML Members get $5 off!
Small Rooms: $10.00 for 4 hours

News:

More TV Rooms Available with Flat Screen LCD TVs.
For Job Opportunities see our Employment Page.
Open Every Day 24 Hours

"Weekday Special" Monday through Friday, for lockers & small rooms. 86 list being reviewed. Check with us to see if you can come off it. New video's being added & changing all DVDs.

Message from:
[Name]
[Email Address]

Club 2
917 7th Ave.
Seattle, WA 98104
Closet intersection: Pike St. & S. Pine Ave.
(206) 622-4858
RESULTS

- Tested 1559 (2003 – 2007)
- 33 positives (2.1%)
- 1% considered cost effective
- Unexpected benefit
  - Return for partner help
  - Return for early treatment counseling
PLACE WAS THE PROBLEM

- Denmark 2009
- Pilot to supply addicts w/free heroin to reduce associated crime
  - Included doctor prescription
  - Guaranteed pure dose
- Out of 30,000 addicts only 80 took offer
- The barrier wasn’t **Product** or **Price** or **Promo**
PLACE WAS THE PROBLEM

• The **Place** was the problem:
  – Had to go to medical clinic
  – Doctor administered

• Took away the fun and the freedom benefit
Step #7: Place Strategy
5 Minutes

“How can you make it easier or improve the ambiance of the ‘place’?

Share With Someone Near
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STEP 7: PROMOTION

• DEFINITION

“Persuasive communications designed and delivered to highlight product, price, place.”
STEP 7: PROMOTION

4 COMPONENTS:

- **MESSAGE**
  - *What* you want to communicate

- **MESSENGERS**
  - *Who* might be used to deliver messages

- **CREATIVE ELEMENTS**
  - *How* you will communicate

- **COMMUNICATION CHANNEL**
  - *Where* you will communicate
PRINCIPLE #10

• Use the BAIT they like
  – *(MESSAGE, MESSENGER & CREATIVE ELEMENT)*

• Be where they hang out *(MEDIA STRATEGY)*

• When they are hungry
MOTIVATING MESSAGES

• Blood donors in Sweden get a “thank you” text message every time their donation is used to save a life.
MORE MOTIVATING MESSAGES

• Increasing Blood Donation in Australia
• Background:
  “1/3 People Will Need” but only “1/30 Donate”
• Focus in the Past
  Altruistic Appeal
• Target Audience: #1 Example
  University Students
• Donor Mobile
• Good Karma Zone Hangout
• Messages:

DONE SOMETHING YOU SHOULDN’T HAVE RECENTLY?

Recharge your Karma

Everyone’s done something selfish or unfair. You can’t erase your bad deeds but fortunately there is a way to make up for them. Recharge your karma by doing something good. Give blood and help save lives.

Give blood on campus:
Monday 23 May – Friday 27 May, or
Tuesday 31 May – Thursday 3 June, 9am – 4pm.
Visit dovetailblood.com.au/karma or call 13 44 99

PROMOTION

PRICE

PLACE

PRODUCT
• Communication channels:
  – Website:
    • Karma quiz
    • Info on donating
    • Pledge to donate page
    • Link to booking appointment
  – QR code for photo for mobile devise and receive SMS message with a karma message
  – Facebook
MOTIVATING MESSAGES

- Outcomes:
  - 40% increase compared to same period year before
  - Survey of 200
    - 78% likely to give in next 6 months
CONCRETE MESSAGES
PERSONAL MESSAGES

• Making it Personal
  UK 2010
  Message: “Don’t let that pint come between you and Christmas.”
  Messenger: “Convicted drunk driver held under a giant pint glass.”
  Media Channel: Department store windows
Dear Guest:

Our hotel is committed to conserving our country’s natural resources. Every day, tons of detergent and millions of gallons of water are used to launder towels that have only been used once.

A towel on the floor means: “Please exchange”

A towel on the rack means: “I’ll use it again”
A POWERFUL MESSENGER

• The Condom King
• Targeting Married Couples

• “Mechai Viravaidya, Ex-Senator in Thailand and Chairman of Population and Community Development Association has been credited with decreasing the average number of children per family from 7 in 1974 to 1.5 in 2005.”

- TEDxChange 2010
• The Pill, Condoms & Vasectomies
  – Renamed birth control pill “Family Welfare Vitamin”
  – Nurses could prescribe the pill
  – Free vasectomy festivals once a year
  – Free clinics next door to popular restaurants
  – Buddhist monks sprinkled holy water on pills
- Passed out at McDonald’s, tool booths, gas stations
- Nurses could prescribe the pill
- Cabbage & Condoms Restaurants

"Our food is guaranteed not to cause pregnancy"
“The only restaurant I've been to where you are given a condom with your bill. The food here was very good on my first visit and at a reasonable price(can't remember exactly how much) and the service impeccable. No rubbery taste to any of the food unless you think the condom is an after dinner mint.”
• Tiger Woods Statue to promote safe sex at height of sex scandal “Let’s do it.”

• Handing out condoms at talks like TEDx:
  – “Let me warn you. These are Thai size, so be careful.”
INCREASING FAMILY PLANNING IN THAILAND

• OUTCOMES
  – From 3.3 % population growth rate to .5 percent
  – Using same approach to prevent HIV/AIDS
• 2012, Troy Michigan
• Couldn’t afford to sustain library
• Scheduled vote for tax increase
• Strong anti-tax group waged a big campaign
• A grassroots campaign surprised everyone . . .
MEDIA ADVOCACY EXAMPLE

http://www.youtube.com/watch?v=AoT13m8-Kxo&feature=fp
• *Be where your target audience hangs out and when they’re “hungry”*
YOUTH SUICIDE PREVENTION: MEDIA CHANNELS

• POSTERS IN SCHOOLS
HIGH SCHOOL CAFETERIA “TAKE OVER”
TEXT BUBBLES: WARNING SIGNS

Listen, this isn’t easy, but I’m worried.

Hey, what’s going on?

I’m concerned about how you are acting, how you doing?

Point is I’m kind of worried about you.

Listen, this isn’t easy, but I’m worried.

I’ve been feeling concerned about you lately, how are you feeling?

You’ve been acting strangely lately, what’s going on?

Hey, what’s going on?

Hey, are you OK?
YOUTH SUICIDE PREVENTION: MEDIA CHANNELS

- https://www.youtube.com/watch?v=FygtjeUVJLA&t=83s
I don't know. I just kind of felt like alone.
PILOT RESULTS

- 3.2 Million impressions
- 5.5% click through rate on social ads
- 7,200 unique visits to Tumblr site
- 85% completion rate for video
- Preparing to roll out statewide
• Prompts serve as a reminder
• Prompts help convey social norm
• Newborn diaper strap to reduce SIDS
WORKSHEET EXERCISE

- Step #7: Promotion Strategy
- 5 Minutes

Message, Messenger, Creative Strategy, Media Channel

- Share With Someone Near
WHERE ARE WE?

1. Purpose & Focus
2. Analyze Situation
3. Select Target Audience
4. Set Objectives & Goals
5. Understand Barriers, Benefits, Motivators, Competition, Influential Others
6. Develop Positioning Statement
7. Develop 4Ps
   • Product, Price, Place, Promotion
8. **Determine Evaluation Plan**
9. Establish Budgets & Find Funding
10. Write Implementation Plan
STEP #8

• Developing a plan for monitoring & evaluation answering the questions:
  • Why?
  • What?
  • How?
  • When?
  • How Much?

• What’s the difference between monitoring and evaluation?
Potential purposes for an evaluation:

- Grant Requirement
- Do Better Next Time
- Support Continued Funding
- Determine Resource Allocation
- Decide if Course Corrections Needed

Refer to Step #4 Goals
WHAT?

- Input Measures
- Output/Process Measures
- Outcome Measures
- Impact Measures
- Return on Investment
“WHERE’S THE BEEF?”

- 1984 Commercial
- Wendy’s hamburgers
- Making fun of the competitor’s big fluffy bun
- And not much beef.
- An exec on his yacht.
“WHERE’S THE BEEF?”
## MODIFIED LOGIC MODEL

<table>
<thead>
<tr>
<th>THE FLUFFY BUN</th>
<th>THE BEEF</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INPUTS</strong></td>
<td><strong>OUTPUTS</strong></td>
</tr>
<tr>
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## Modified Logic Model

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PRINCIPLE #11

• Report on ROI
“Why do you drive after drinking excessively?”

– To get home!
– I need my car in the morning
– Everybody does it
– I feel safe (especially at 1am)
– Low risk of getting caught
“What do you want instead?”

- Nice vehicles (no school buses)
- Ride from home
- Ride between bars
- Ride back home
- With my buddies
- Smoking and drinking
• Old limos
• Pick up at home, work or hotel
• Scheduled time
• Can take you between bars
• Can smoke & drink
• Average $15-$20 evening /per person
Barron County Road Crew

Ride in style with Road Crew! Using Road Crew adds a festive element to a night out. Our goal is to provide a ride for anyone who has been drinking or plans to drink. Call Road Crew to pick you up at home, take you to your place of fun, and return you safely to your home—a fun night of bar hopping for the low cost of $20. Call us today to book a pick up time for your night out.

Get a ride | Phone: (715) 641-1090

Service Area | Almena, Turtle Lake, Cumberland and Barron

Hours of operation | Friday & Saturday 7:00 p.m. to 2:00 a.m., last call

Fares | $5 for a one-way safe ride home, $20 for all night bar hopping including a safe ride home

Be a Road Crew Driver | Contact Kevin Baker at (715) 357-0369.

Questions? | Contact us at (715) 641-1098
Thailand, 1991, 140,000 AIDS cases/yr.

**PROMOTION**

**PRODUCT**

**PRICE**

**PLACE**

**GUESS WHO'S NOT WORRIED ABOUT DRIVING TONIGHT?**

Dave doesn't have to drive tonight. That makes him happy. Because when The Road Crew is driving, and Dave is not, he can relax and simply enjoy a nice time with his friends.

For more info on the totally breed newest way to get around safely, ask your bartender about The Road Crew. And remember, safety first, don't jump around in the bar, thanks.
## MODIFIED LOGIC MODEL

<table>
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<tr>
<th>INPUTS</th>
<th>OUTPUTS</th>
<th>OUTCOMES</th>
<th>IMPACT</th>
<th>ROI</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000-2007</td>
<td>Road Crew Service</td>
<td>85,000 rides</td>
<td>17% reduction in crashes</td>
<td>Cost of crash $231,000</td>
</tr>
<tr>
<td>$870,000</td>
<td>Developed &amp; Available</td>
<td></td>
<td>Avoided:</td>
<td>Savings $31 million</td>
</tr>
<tr>
<td></td>
<td>Promotional materials</td>
<td></td>
<td>140 alcohol related crashes</td>
<td>For every $1 spent $35.63 saved</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>6 fatalities</td>
<td>3463% ROI</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>No increase alcohol</td>
<td></td>
</tr>
</tbody>
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1. Purpose & Focus
2. Analyze Situation
3. Select Target Audience
4. Set Objectives & Goals
5. Understand Barriers, Benefits, Motivators and the Competition
6. Craft Positioning Statement
7. Develop 4Ps
   • Product, Price, Place, Promotion
8. Determine Evaluation Plan
9. Establish Budgets & Find Funding
10. Write Implementation Plan
STEP #9

• Establishing Budgets & Finding Funding

• Approaches:
  – Affordable Method
  – Competitive-Parity Method
  – Objective-and-Task Method
  – Cost per behavior change
Cost-Related Components:

- Product-Related Costs
- Price-Related Costs
- Place-Related Costs
- Promotion-Related Costs
- Evaluation-Related Costs
STEP 9: BUDGETS & FUNDING

- If budgets exceed funding:
  - Eliminate least effective and efficient strategies
  - Reduce goals (Why so rare?)
  - Develop campaign phases
• Consider a Corporate Partner
CORPORATE SOCIAL MARKETING

BEST OF BREED

- For Supporting
- Marketing Goals:
  - Brand Preference
  - Market Entry
  - Increased sales
  - Building traffic
  - Social Change
  - Attract Credible Partners
  - Increased Profitability
AN INSURANCE COMPANY DECREASING TRAFFIC DEATHS

- Car crashes #1 killer of U.S. teens.
- 11 teens day each day from texting while driving
AN INSURANCE COMPANY DECREASING TRAFFIC DEATHS

- Allstate Insurance
- “It Can Wait”
- Two strategies:
  - Pledges
  - Thumb band
- 300,000 pledges by 2015
A BEVERAGE COMPANY
DECREASING AIDS

- June 2001
- Coco-Cola Company
- Philanthropic Mission for employees in Africa: “Our mission is to reduce the impact of HIV/AIDS as well as to educate the public on the terrible effects of the disease.” Eyre&Barlow, 2010
A BEVERAGE COMPANY
DECREASING AIDS

- Education on proper condom use
- Peer counselor
- Free testing and counseling
A BEVERAGE COMPANY DECREASING AIDS

• Access to antiretroviral drugs

• Quality condoms free at vending machines in restrooms, paycheck envelopes
A BEVERAGE COMPANY DECREASING AIDS

- By 2006:
  - 100% of bottlers participating
  - 34,041 employees participating (out of 60,000)
  - 13,740 HIV test
  - 1,115 receiving drug treatment

Handing out condoms
• Best Buy
• Global Sustainability Efforts
• Recycle Electronics & Appliances
• Even makes them a little money!
• Sold to Recycling Partners
• Revenues from brand partners
WHERE ARE WE?

1. Purpose & Focus
2. Analyze Situation
3. Select Target Markets
4. Set Objectives & Goals
5. Understand Barriers, Benefits, Motivators Competition, Influential Others
6. Develop Positioning Statement
7. Develop 4Ps
   • Product, Price, Place, Promotion
8. Determine Evaluation Plan
9. Establish Budgets & Find Funding
10. **Write Implementation Plan**
STEP 10: IMPLEMENTATION

- What
- Who
- When
- How Much (Budget)
- Formats vary; ideally, 2-3 years
STEP 10: IMPLEMENTATION

• WHAT WILL WE DO?
  – Product-related activities
  – Pricing-related tasks
  – Place-related tasks
  – Promotion-related tasks
STEP 10: IMPLEMENTATION

• WHO WILL BE RESPONSIBLE?
  – For each activity
  – Lead and others including:
    • Staff
    • Partners
    • Sponsors
    • Vendors
    • Consultants
STEP 10: IMPLEMENTATION

• WHEN WILL IT BE DONE?
  – Target dates for launch/completion
  – Sometimes start and end dates included (i.e. media campaign)
• Conduct a Pilot
• Reducing Deaths at Railroad Crossings in India
• A Neuroscience Approach
• FinalMile Consultants, 2009, Biju Dominic
CASE EXAMPLE FROM FINAL MILE

• **Background**
  – Mumbai: 7 million railway commuters daily
  – 1000 illegal crossings/day
  – Average 10 deaths a day
  – Failed efforts in the past:
    • Walls
    • Ad campaigns
    • Over bridges
• **Target Audience:**
  – Men 15-39
  – Crossing far from station/during day

• **Influencers of current behavior:**
  – Social Norm
  – Nonconscious behavior
  – Overconfidence bias
CASE EXAMPLE FROM FINAL MILE

• **Behavior:**
  – Cross when it’s safest

• **4 Interventions**
1. BREAK OVERCONFIDENCE
2. REDESIGN HОРNS AND
3. INSTALL WHISTLE BOARDS
4. YELLOW LINES HELP REALIZE HOW FAST
CASE EXAMPLE FROM FINAL MILE

• Outcomes:
  – First 12 months
  – Fatalities reduced by 75%

• Scaling up
IN SUMMARY
A 10 STEP PLANNING MODEL

1. Establish Purpose & Focus
2. Analyze Situation
3. Select Target Audiences
4. Set Objectives & Goals
5. Understand Barriers, Benefits, Motivators Competition, Influential Others
6. Develop Positioning Statement
7. Develop 4Ps
   • Product, Price, Place, Promotion
8. Determine Evaluation Plan
9. Establish Budgets & Find Funding
10. Write Implementation Plan
PRINCIPLES FOR SUCCESS

1. Choose a focus that will contribute to social issue.
2. Take advantage of prior efforts.
3. Target audiences most ready for action.
4. Select a single, simple, doable behavior.
5. See Barriers list as a gift.
6. Find a tangible good or service that will help.
7. Look for a price that matters.
8. Land in the mind of your target audience where you want to be.
9. Consider all 4Ps to remove barriers, provide benefits.
10. Use the bait they like. Be where they hang out and when they’re hungry.
11. Report on ROI
12. Consider a corporate partner.
13. Pilot.
MY GRANDDAUGHTER GIA
10 Years Old
Using all 4Ps

I’d like for social marketers
Around the world to see

That they will have much more SUCCESS

By using all 4 Ps
Using all 4Ps

The **Product** helps the market PERFORM

The **Price P** gives some GLEE

The **Place P** is a way to save

Them TIME and ENERGY.
I’d like for social marketers
Around the world to see

The **Final P** is one we use
To SHOUT OUT the other 3.
I’d like for social marketers
Around the world to see
If we do this together more
We’ll sing in HARMONY.

lalalala