Social Marketing in a Commercial Marketing World

A series of common challenges for behavior change marketers

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WHILE WE CAN USE COMMERCIAL MARKETING AS A GUIDE…

BEHAVIOR CHANGE MARKETING IS FUNDAMENTALLY DIFFERENT.
There is a natural conflict between commercial marketing and behavior change marketing.

Commercial marketing MEETS consumer demand

Behavior change marketing CHANGES consumer demand
Known Obesity Risk Factors

- Lack of time to spend with family
- Low-income, can’t afford healthy food
- Lack of access to healthy food
- Overweight parents that have unhealthy eating habits themselves
- Lack of knowledge (healthy foods, recipes, etc.)
MEETING DEMAND ≠ CHANGING DEMAND
The Fundamental Difference

MEETING
CONSUMER
DEMAND

VS

CHANGING
CONSUMER
DEMAND

Awareness
Memorability
Likeability

TO GAIN MARKET SHARE

Persuasiveness
Relevance
Identification

TO REACH A NEW AUDIENCE
WHO YOU ARE
OFTEN MOTIVATES BEHAVIOR
MORE POWERFULLY THAN
WHAT YOU KNOW
TO CHANGE DEMAND...

YOU NEED AN ARGUMENT BASED ON VALUES
Country Teen Values

- Independence
- Resourcefulness / Practicality
- Freedom
- Family

And, based on formative research, we know Country teens are more at risk for use of chewing tobacco.
Hip Hop Teen Values

- Aspirational
- Overcoming struggle
- Self-expression
- Appearance / Attractiveness

And, based on formative research, we know Hip Hop teens are more at risk for tobacco use.
WE’RE WORKING WITHIN A MARKETING SYSTEM THAT WAS NOT DESIGNED FOR US
Commercial Marketing

Marketers will expand their audience in an attempt to reach the most likely customer who will pick their product over their competition.

Behavior Change Marketing

We cannot expand our audience beyond the factors that make them high risk, therefore are trying to reach the least likely person who might not even like the brand.
Principles in Application

Commercial Marketing

Marketers will run sales or specials and explore the features of their product because an interested customer is more likely to click.

Behavior Change Marketing

We don’t always mention a health message in display ads because the most at-risk people are less likely to click through for the full message.
Principles in Application

Commercial Marketing

Marketers will pay for the most efficient video ad placements regardless of video length because brand recognition matters most.

Behavior Change Marketing

We’re willing to pay more for video ad placements that allow for longer videos because message comprehension matters most.
At an event activation, marketers will distribute as many freebies and giveaways as possible for **maximum brand awareness**.

At an event activation, our attendees engage in a rich educational experiences and conversations for **maximum brand engagement**.
WE MUST THINK CRITICALLY ABOUT BEST PRACTICES AND ASSESS THEM AGAINST BEHAVIOR CHANGE GOALS
AGENTS OF CHANGE
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