When Social Marketing Campaigns Fall Short: A discussion of lessons learned

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WORKSHOP PLAN

Gathering your initial thoughts
Talking about our research project
Presenting our findings
Collecting your experiences
YOUR THOUGHTS ON WHY SOCIAL MARKETING CAMPAIGNS FALL SHORT

On the sticky notes provided, write up to three ‘mistakes’ that are commonly made in program design and/or implementation

(one mistake per sticky note)

I
Survey & interviews with academics and consultants

Survey & interviews with practitioners

Telling the story of failed campaigns (i.e. case studies)
70% of respondents had at least 16 years of social marketing experience

- 95% - health behaviours
- 67% - environmental behaviours
- 45% - safety behaviours
MOST COMMON ‘MISTAKES’ MADE BY PRACTITIONERS
(unprompted)

- Inadequate research: 19%
- Communication-heavy interventions: 18%
- Lack of focus on target audience: 16%
- Preconceived notions: 15%
- Unclear objectives: 11%
COMMON PROGRAM ELEMENTS THAT ARE NOT WELL MANAGED

(prompted)

- Evaluation: 14%
- Formative Research: 9%
- Theory: 9%
- Ongoing Support: 9%
- Resources: 8%
- Marketing Mix: 8%
OVERVIEW OF WEAKNESSES

- Marketing mix
- Unclear objectives
- Resources
- Pre-conceived notions
- Ongoing support
- Lack of focus on target audience
- Theory
- Communication-heavy interventions
- Evaluation
- Inadequate research
OVERVIEW OF WEAKNESSES

Marketing mix
Unclear objectives
Resources
Pre-conceived notions

Ongoing support
Lack of focus on target audience
Theory
Communication-heavy interventions

Evaluation
Inadequate research
How can social marketers...

Ensure that theoretical and conceptual research is incorporated into the design of their interventions?

Make their monitoring & evaluation processes more robust.

Avoid making assumptions throughout the course of their interventions.

Persuade funders and other clients to prioritize their interventions?
Phone Interviews

• Practitioners generally know that communication does not equate to behaviour change, but there is still too much focus on development of communication tools

• Inadequate research and lack of focus on target audience may come down to assumptions

• Practitioners may not adequately understand or apply theoretical/conceptual principles to interventions

• SM practitioners may not apply robust monitoring and evaluation practices to their interventions

• SM practitioners may find that their priorities are in conflict with those of their funders and other clients. This impacts funding, intervention scope,
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