New thinking, new responses

Social Countermarking

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A new conceptual framework – why bother?

– Helps us explain how things work
– Underpin advances in practice and research

– Countermarking techniques are being used for social purposes

BUT

– Socially-focused countermarketing is underexplored
How did we get here?

Marketing → Social marketing → Social activist marketing → Critical marketing → Critical social marketing
The gaps

- SM agenda set by marketers, researchers, and larger organisations
- Focusing on individual-level
- Community opposition to marketing, facilitated by new opportunities
- Hybrid activities have sprung up but have no single conceptual home
Social countermarketing – what is it?

A social change process undertaken in opposition to existing marketing activity, wider socio-cultural norms, or policy positions, in order to create social, environmental and health benefits for people and society as a whole.
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The 8 domains

1. Value
2. Theories and models
3. Marketing/activism/advocacy techniques
4. Social marketing techniques
5. Origination
6. Target audiences
7. Opposition focus
8. Goals (change focus)
## Definition

A **social change process**, drawing on advocacy and social marketing techniques, undertaken in opposition to existing marketing activity of a business organisation (or its representative agents), to wider socio-cultural norms, or to the policy positions of governments or decision-influential agencies, in order to create social, environmental and health benefits for people and society as a whole.

## Value

**Public good**: benefits accrue for people and for society as a whole.

## Main theories and models

<table>
<thead>
<tr>
<th>Individual/Downstream Focus</th>
<th>System/Upstream Focus</th>
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<tbody>
<tr>
<td>Social cognitive theory [SCT]</td>
<td>Community Mobilisation</td>
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<tr>
<td>Theory of reasoned action/planned behavior[TRA]</td>
<td>Community Coalition Action Theory [CAT]</td>
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<tr>
<td>Transtheoretical model [TTM]</td>
<td>Social Activism Theory [SAT]</td>
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<td>Elaboration likelihood model [ELM]</td>
<td>Survival-revenue-cost threat hierarchy [SRC]</td>
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<td>Health belief model [HBM]</td>
<td>Hierarchy of effects model [HOEM]</td>
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- **Social—ecological model [SEM]**
- **Diffusion of innovations theory [DOIT]**
- **Demarketing [DEM]**

Logic Models [LM] or other Integrating Frameworks

## Techniques

- **Integrated intervention mix**: product, price, place, promotion (advertising, sponsorship, advocacy, product placement)
- **Competition analysis & action**
- **Systems approach**
- **Insight-driven segmentation**

**Creation, Co-creation through social networks**: citizens, groups, networks, NGO/ civil society organizations taking action via advocacy/marketing hybrid interventions, for example: paid media, earned media, consumer-generated advertising [CGA], publicity/PR events, protest rallies, social media, letter/postcard campaigns, position statements, calls to action

## Originator

Individuals (CGA), groups, networks, civil society organisations, non-government organisations

## Target audiences

Industry coalition(s), Industry, Industry representatives, Legislators, Policymakers, Population/ population sub-groups

## Opposition focus

Marketing activity of business organizations, Socio-cultural norms, Government policy positions that conflict with the public good or cause harm to people or society as a whole.

## Goals (change focus)

**Support for public policy or regulation** for one or more of: product, price, place, promotion (including advertising or sponsorship)
What is the “new-age B.U.G.A.U.P.”?

B.U.G.A.U.P.
Billboard Utilising Graffitists Against Unhealthy Promotions

http://bugaup.org/bugaup/index.html
The story of… “the CATS that ate London”
SCM - What are the distinguishing features?

- **Social change process** driven from the grassroots community level rather than a marketing driven by social marketers;
- **Can be initiated by individual citizens and groups** (tribal counter marketing, counter-brand communities) rather than by a national/multinational-driven marketing strategy;
- **Involves social activism and community coalition action**, typically using new technologies, rather than market penetration through new media marketing and consumer-generated product advertising (CGA);
- **Places priority on the public good and not on private profit**;
- **Emphasises upstream social policy focus** rather than an individual behavioural focus or a ‘brand-community’ creation / targeting focus;
SCM - What are the distinguishing features?

- Goes beyond raising awareness of issues causes and incites political and/or upstream action;
- Is oppositional to a policy (including lack of a policy), to marketing activity(ies) of a business organisation(s) or to unhealthy/harmful sociocultural norms;
- Aims to generate support for public policy or regulation for a community, group or population of one or more of product, price, place, and/or promotion (including advertising or sponsorship);
- Aims to achieve favourable change in policy-related decision-making behaviours of government officials and cessation or reduction of harmful marketing practices by industry decision-makers.
What next?

- Empirical evidence for SCM is lacking

Possible research questions:
1. Characteristics of contemporary practice?
2. Measurement of promising practices?
3. Effectiveness of SCM and individual practices?