Social Marketing Tools Interpreted Through a Behavior Model Lens

Jay Kassirer and Robert Rowell
World Social Marketing Conference
Washington DC, April 2017
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1. Introduction

2. The Fogg Model

3. Motivation

4. Barriers / Ability

5. Triggers
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B.J. Fogg
Persuasive Tech Lab
Stanford University
2. Fogg Model

www.behaviormodel.org/index.html
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3. Motivation

Fogg Model Motivations

Pain / pleasure

Elements of Engagement

Affiliation
Feeling related to: connection, intimacy, identification, kinship or relationship, closeness, loyalty, ownership.

“This is who I am”

Enjoyment
Feeling good: satisfaction, functional benefits, hedonistic emotions

“I like this”

Resonance
Feeling attracted to: involvement, relevance, sharing values, wanting to learn about

“This is right for me”
3. Motivation

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Fogg Model Motivations

Hopes and Fears

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“Even if we didn’t save money on our energy bill, it’s the right thing to do—and the right message to send to our kids.”

Sue Polish, CEO of Pharmasave
Energy conservation buff

Make a difference today.
Set your goal and we’ll help you succeed.
Join Team Power Smart at bchydro.com
3. Motivation

Fogg Model

Social acceptance / rejection

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Six Links of Simplicity

1. Time
2. Money
3. Physical effort
4. Brain cycles / hard thinking
5. Social deviance - going against norms
6. Non-routine
Focus on Ability: Playa Vista Ability2Change

1. **Time**
2. **Money**
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- Cue
- Prompt
- Call to action
- Request
5. Triggers

Three types of Triggers
A great checklist for types of....

3. Benefits / Motivators

4. Barriers / Ability

5. Triggers
Thank you
Questions?

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