

Academy for  
Educational  
Development

AED

PN-ABL-495  
7/1/97

**AIDSCOM**

SOCIAL MARKETING:

Use of Karp Data for National Communication Plans  
in the Caribbean.

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**Eastern Caribbean Workshop**  
**USING KAP DATA TO GUIDE AIDS COMMUNICATIONS PROGRAMS**

**AGENDA**

**Day 1**

7:30 a.m. - 8:00 a.m.	Coffee
8:00 a.m. - 9:00 a.m.	<b>Opening Session</b> <ul style="list-style-type: none"><li>-Welcoming Remarks by MOH</li><li>-Introduction of Participants</li><li>-Update of Project Activities in the Region</li><li>-Re-cap of objectives</li><li>-Expectation Levelling</li></ul>
9:00 a.m. - 9:30 a.m.	<b>Social Marketing: An Introduction</b>
9:30 a.m. - 10:30 a.m.	The Marketing Mix
10:30 a.m. - 10:45 a.m.	Coffee Break
10:45 a.m. - 12:30 p.m.	Product Positioning
12:30 p.m. - 1:30 p.m.	Lunch
1:30 p.m. - 3:30 p.m.	Presentation of KAP data
3:30 p.m. - 3:45 p.m.	Break
3:45 p.m.	<b>Working Groups</b> <ul style="list-style-type: none"><li>-Meet your Team</li><li>-Brainstorming Exercise</li></ul>

## **Day 2**

7:30 a.m. - 8:00 a.m.	Coffee
8:00 a.m. - 8:45 a.m.	Working Group Presentations
8:45 a.m. - 10:30 a.m.	Integrated Marketing Communications <ul style="list-style-type: none"><li>-- Planning Foundation</li><li>-- Selecting IMC Tools</li></ul>
10:30 a.m. - 10:45 a.m.	Break
10:45 a.m. - 12:30 p.m.	IMC Tools (Cont'd)
12:30 p.m. - 1:15 p.m.	Lunch
1:15 p.m. - 1:45 p.m.	<b>Developing a Campaign Strategy: An Introduction</b>
1:45 p.m. - 3:15 p.m.	The Five Key Questions <ul style="list-style-type: none"><li>-Purpose</li><li>-Target Audience</li></ul>
3:15 p.m. - 3:30 p.m.	Break
3:30 p.m.	Working Groups

### **Day 3**

7:30 a.m. - 8:00 a.m.	Coffee
8:00 a.m. - 8:45 a.m.	Working Group Presentations
8:45 a.m. - 10:30 a.m.	Five Questions (Cont'd) -Key Message -Tone & Manner
10:30 a.m. - 10:45 a.m.	Break
10:45 a.m. - 11:15 a.m.	Five Questions (Cont'd) -Media
11:15 p.m. - 12:30 p.m.	Guidelines for Working Group Sessions
12:30 p.m. - 2:00 p.m.	Lunch
2:00 p.m. - 3:30 p.m.	Working Group Sessions
3:30 p.m. - 3:45 p.m.	Break
3:45 p.m. - 5:00 p.m.	Working Group Sessions (Cont'd)

**SOCIAL MARKETING WORKSHOP**  
August, 1990

**SOCIAL MARKETING: AN OVERVIEW**

**OBJECTIVE**

To provide workshop participants with an overview understanding of Social Marketing principles, processes, tools and applications.

**GOALS**

- To promote a general appreciation of social marketing, its contribution and potential.
- To enhance participants' understanding of social marketing concepts through the use of concrete examples and workshop exercises.
- To impart an understanding of the value of all aspects of the marketing mix; from "product" to promotion.
- To encourage and stimulate systematic thinking and creativity in solving social marketing problems.
- To provide appropriate expectations regarding social marketing: its applications and limitations.
- To increase awareness of how commercial marketing "lessons learned" apply to social marketing.
- To enhance understanding of how commercial marketing fits with other disciplines in the field of primary health care.

**KEY CONCEPTS**

- The marketing mix
- Product positioning

## SOCIAL MARKETING: AN OVERVIEW

### Introduction:

What social marketing is and what it's not. Seeing the consumer as the center of the social marketing effort. A look at the four P's.

- The Marketing Mix:
  - Product: Social marketing "products": Tangible and intangible. Examples from domestic and international programs.
  - Place: Delivering the social marketing "product" to the consumer.
  - Price: Social, emotional or monetary: Can the consumer afford it?
  - Promotion: An integrated approach.
  
- Basic Marketing Strategies:

"Push" versus "Pull", "Price" versus "Product": What to focus on?
- Product Positioning:

Where does the product fit? Working through the positioning options.
- Making Social Marketing Work:

Living through the "culture clash". Keys to success.

## The Marketing Mix

Social Marketing requires looking at the social goal and addressing all 4 aspects of the marketing mix--what is generally referred to as the 4 P's. The following paragraphs provide brief summaries of each of the 4 P's and a short discussion on product positioning.

### "Product"

The "product" is the social offering that is exchanged with the end user for a "price." It might be a tangible product like ORS, a service like medical care, a practice like breast feeding, or an idea like accepting the mentally retarded.

### "Price"

The "price" is what the social offering will "cost" the user. It could be a monetary expenditure such as 20 pesos for a pack of condoms, a social cost such as time invested, or an emotional cost such as fear or anxiety. The target audience will generally weigh the "price" against the perceived benefits to determine (either rationally or emotionally) if the social offering or "product" has enough value to be accepted or not.

### Place

Place refers to the channels through which a "product" flows to users and the points at which it is offered. For example, a social "product" may flow through a retail distribution system (condoms) or a public health care system (immunizations). It might be delivered at a retail outlet, village marketplace, community health center, neighbor's home, or mobile van. Many intangible products occur in the mind of the user, however, a system for delivering information must often be established.

### Promotion

Promotion refers to a combination of any 1 or more of the 5 major communication tools: advertising, public relations, promos, personal selling (interpersonal communication), and entertainment.

## Product Positioning

Product positioning refers to the mental market "niche" created for the "product" that distinguishes it from competing products or ideas. This is in essence the image the target audience is intended to have about the "product." It is generally based upon:

- 1) Who uses the product (macho man, modern woman, caring mother),
- 2) What the product is used for (to make you healthy, to make you beautiful, to help you feel secure), or
- 3) How the "product" compares to competing products or ideas (safer, more convenient, less expensive, more effective).

Positioning a social "product" means determining a consistent way the consumer will think about it so that it is memorable and distinctive in their minds.

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# Social Marketing Works!

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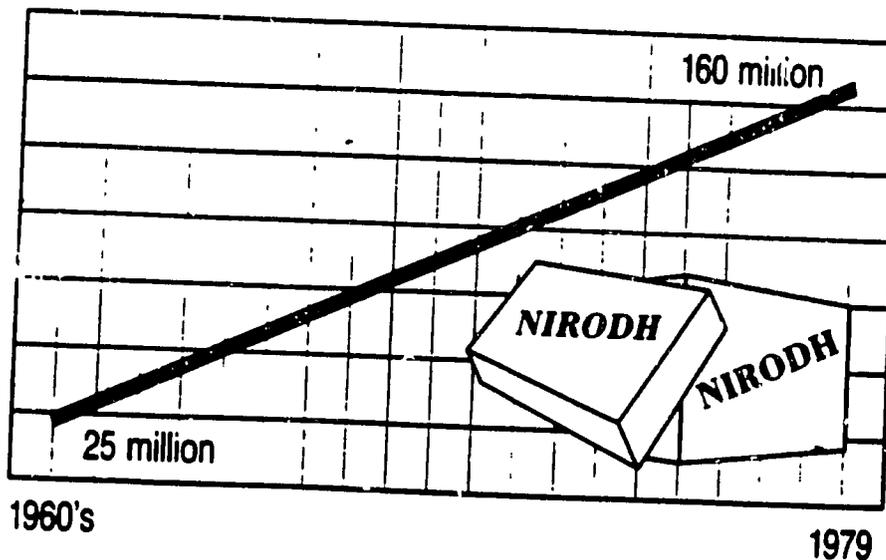
## AIDS Australia

44%  
change



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## Condom Usage India



Ab

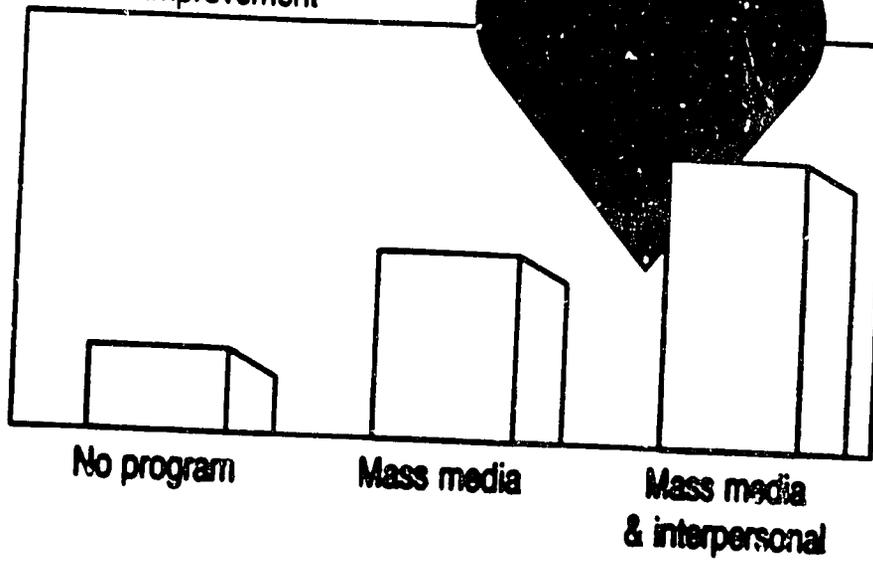
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**Veneral Disease, USA Chart**

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**Heart Disease  
USA**

Percent improvement



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**ORS Usage, Ecuador Chart**

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**Diarrhia Associated Mortality, Honduras Chart**

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**Knew Correct ORS Mixing, Gambia Chart**

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**Special Foods Knowledge, Swaziland Chart**

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**ORT Egypt Chart**

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**Oral Therapy Extension, Bangladesh Chart**

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**Child Feeding  
Indonesia**

**40%  
Better nourished**



**Control Group**



**Experimental Group**

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# Social Marketing

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## SOCIAL MARKETING

The application of the marketing process, principles and tools to further a social goal.

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## EXAMPLES OF SOCIAL MARKETING -- Smoking

Man with glasses lighting a cigarette

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## EXAMPLES OF SOCIAL MARKETING -- High blood pressure

Poster of luggage tags, "Bound for a better life"

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## EXAMPLES OF SOCIAL MARKETING -- Child health

ORS packaging from Egypt

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## EXAMPLES OF SOCIAL MARKETING -- Family planning

Poster of family from Ecuador, "Procreation Responsible"

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EXAMPLES OF SOCIAL MARKETING -- Fire safety

Smoky the Bear billboard, "Forest fires burn more than we

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EXAMPLES OF SOCIAL MARKETING -- Child health

Pregnant woman smoking, "Is it fair to force your baby to smoke cigarettes?"

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EXAMPLES OF SOCIAL MARKETING -- Child health

Pregnant woman drinking

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EXAMPLES OF SOCIAL MARKETING -- Food stamps

"When times are tough, food stamps help"

---

EXAMPLES OF SOCIAL MARKETING -- Drugs

Woman with scissors up her nose

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EXAMPLES OF SOCIAL MARKETING -- Child abuse

"A la folie..."

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EXAMPLES OF SOCIAL MARKETING -- AIDS

"How to stop yourself dying for sex"

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EXAMPLES OF SOCIAL MARKETING -- Mental health

"Why doesn't he just snap out of it"

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EXAMPLES OF SOCIAL MARKETING -- Poverty

"The problem isn't how little we care..."

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EXAMPLES OF SOCIAL MARKETING -- Nutrition

"Shocking, isn't it?"

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## MARKETING

"Marketing is the process of planning and executing the conception pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives."

American Marketing Association

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Marketing is ~~good~~

Marketing is ~~bad~~

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Marketing works.

Marketing doesn't work.

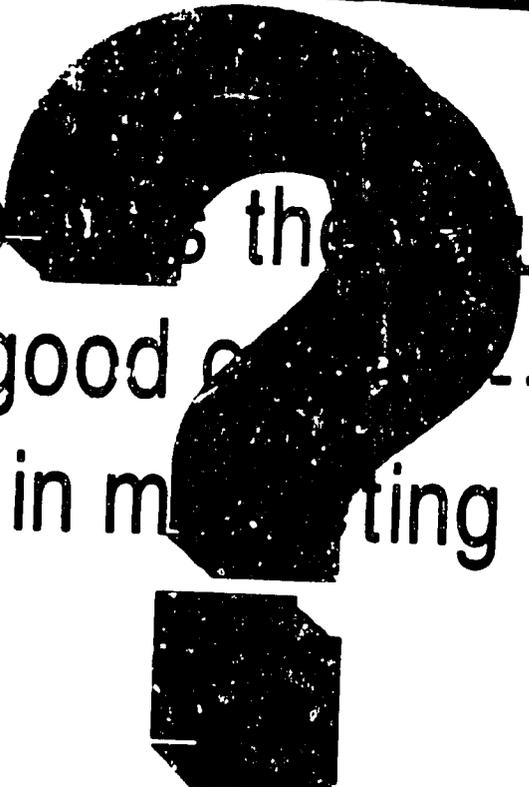
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**VALUE NEUTRAL**

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Who is the value --  
good or bad --  
in marketing



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You Do! (Uncle Sam poster)



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Picture of dinosaurs -- "Bad marketers become extinct"

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**WHO USES MARKETING?**

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**EXAMPLES OF WHO USES MARKETING -- Products**  
Colgate, Ivory, Hines, etc.

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**EXAMPLES OF WHO USES MARKETING -- Insurance**

Father and son, "CNA...for all the commitments you make"

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**EXAMPLES OF WHO USES MARKETING -- Telephone company**

"What can you expect from Bell South beyond the South?"

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**EXAMPLES OF WHO USES MARKETING -- The Army**

"Army. Be all you can be."

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**EXAMPLES OF WHO USES MARKETING -- Educational institutions**

University of Bridgeport, child with computer

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**EXAMPLES OF WHO USES MARKETING -- Medical institutions**

surgery, "Washington Hospital Center: The Critical Differer

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**EXAMPLES OF WHO USES MARKETING -- Public health**

Philippines Measles Campaign

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"Public health leaders who ignore  
or fail to understand marketing  
concepts are as handicapped in their  
work as those who ignore financial,  
logistics, human resources  
development, or other major  
management concepts."

-Glenn K. Wasek

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**WHAT IS SOCIAL MARKETING?**

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**Social Marketing Is Not...**

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~~Selling~~

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~~Mass Media~~

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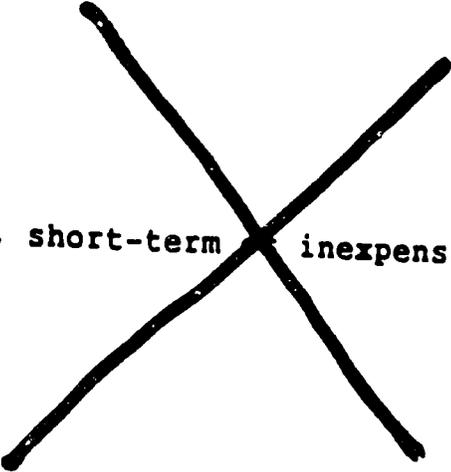
~~Promotion~~

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~~Miracle Drug~~

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An easy, short-term inexpensive solution

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**Social Marketing Is . . .**

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**Consumer-oriented**

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**Graphic Showing:**

**Bangladesh woman and child as the center**

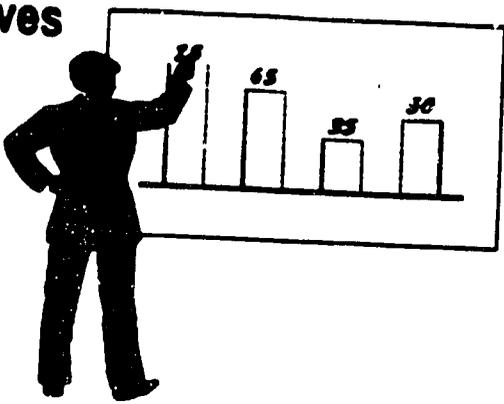
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**Information-based**

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# Objectives

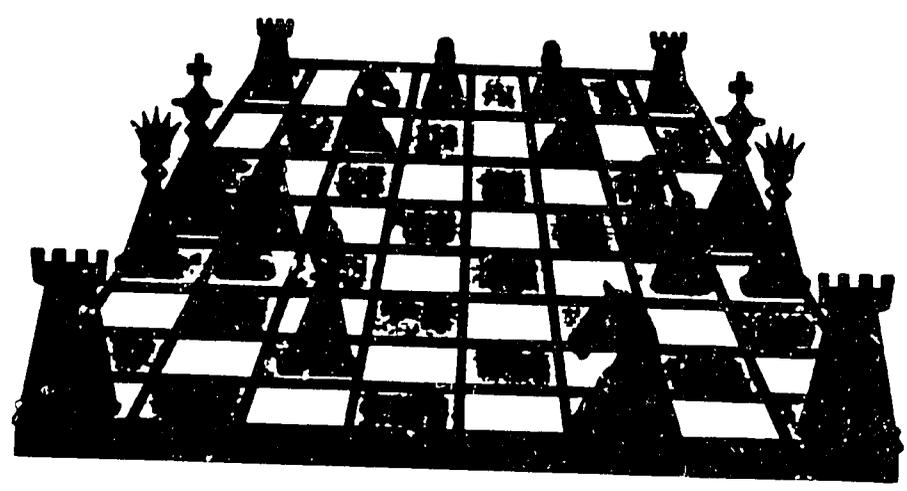


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# Strategic

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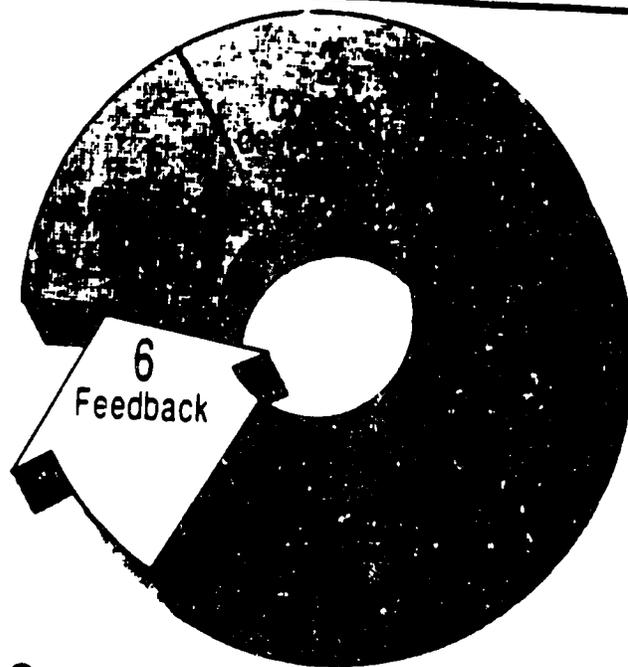
# Strategy



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# Systematic

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Social Marketing Wheel

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# Rigorous

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Body Builder

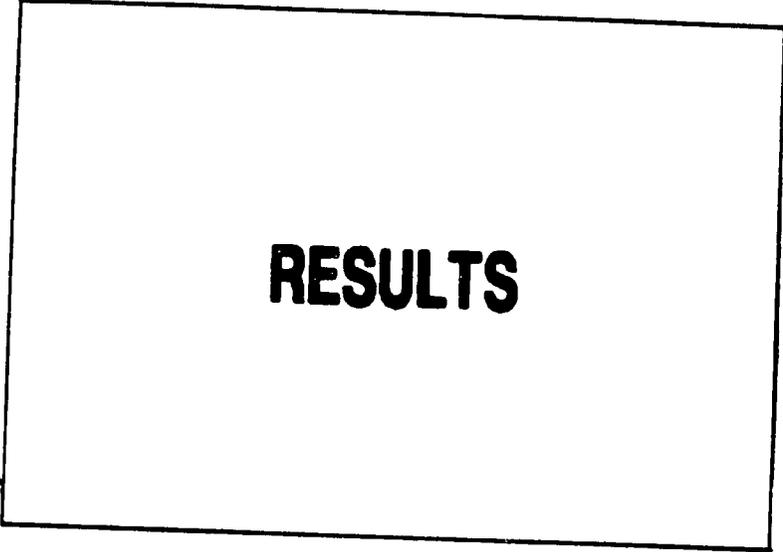
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**Social Marketing is:**

- Consumer-oriented
- Information-based
- Strategic
- Systematic
- Rigorous

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**RESULTS**

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**In order to get results,  
social marketers must  
look at . . .**

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# . . . The big picture

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## **Big Picture**

- Stimulate demand
- Education
- Product features
- Regulations
- Infrastructure
- Accessible

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## **Efficiency**

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Bad social marketers  
don't *necessarily*  
become extinct . . .

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Gorilla, "Endangered species"

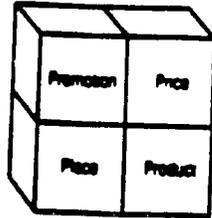
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## The Marketing Mix

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### Marketing - The Four "P"s



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### "Product"

The offering that is exchanged with the end user for a "price"

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### Exchange

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Graphic: Mouse and Mousetrap

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Who is the most important person in social marketing

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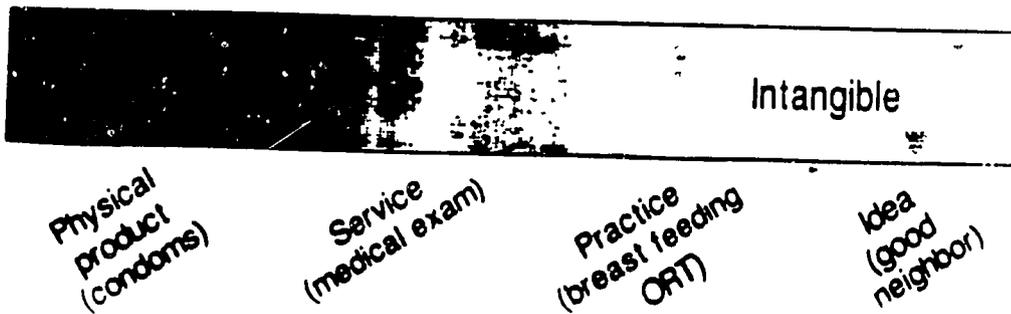
Montage of target audience

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Talk *to* the consumer, not *about* the product

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## "Products"



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## **Social Marketing "Products"**

- Cognitive change
- Action change
- Behavioral change
- Value change

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**EXAMPLES TO DEMONSTRATE TANGIBLE-INTANGIBLE CONTINUUM**  
Tangible product--ORS

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**EXAMPLES TO DEMONSTRATE TANGIBLE-INTANGIBLE CONTINUUM**  
Tangible product -- condoms

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**TANGIBLE-INTANGIBLE CONTINUUM**  
Service (patient care) --  
doctor and nurse by hospital bed, Egypt

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**EXAMPLES OF TANGIBLE-INTANGIBLE**  
Practice (breastfeeding) --  
woman breastfeeding child, Honduras

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**EXAMPLES OF TANGIBLE-INTANGIBLE**

Practice -- Walk...or go to the chair

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**EXAMPLES OF TANGIBLE-INTANGIBLE**

Practice(making sex safer) --

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**EXAMPLES OF TANGIBLE-INTANGIBLE**

Idea(accept the mentally retarded) -- man in wheelchair

---

**EXAMPLES OF TANGIBLE-INTANGIBLE**

Idea(learn about drug abuse)-- Man has drinking problem; it started about 17 years ago.

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**The "Product"**

A tangible product involves all of the senses. You can...

...see it

...touch it

...smell it

...hear it

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**Rinso laundry detergent**

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# Intangible products

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## When the "Product" Is a Practice

- Start doing something — exercise
- Stop doing something — smoking
- Switch to something — safer sex

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## Exercise Poster

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## Quit Smoking Poster

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## Safe Sex Poster

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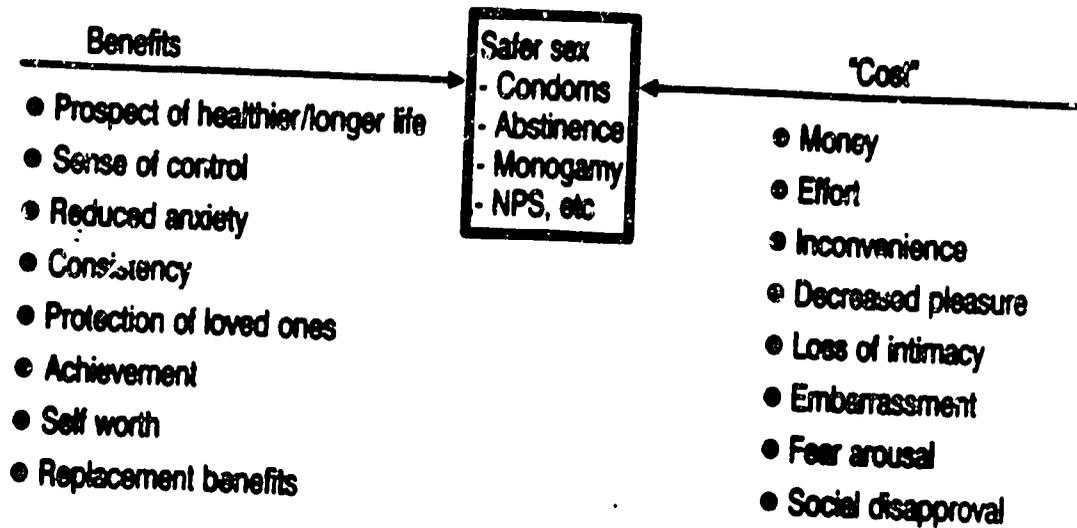
## "Price"

A monetary expenditure or an emotional "cost."

- Opportunity cost
- Status loss
- Lost time
- Fear/anxiety, etc...

---

## Concept of Exchange



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$$\frac{\text{"Cost"}}{\text{Benefit}} = \text{Perceived Value}$$

---

### Place

The channels through which a "product" flows to users and the points at which it is offered.

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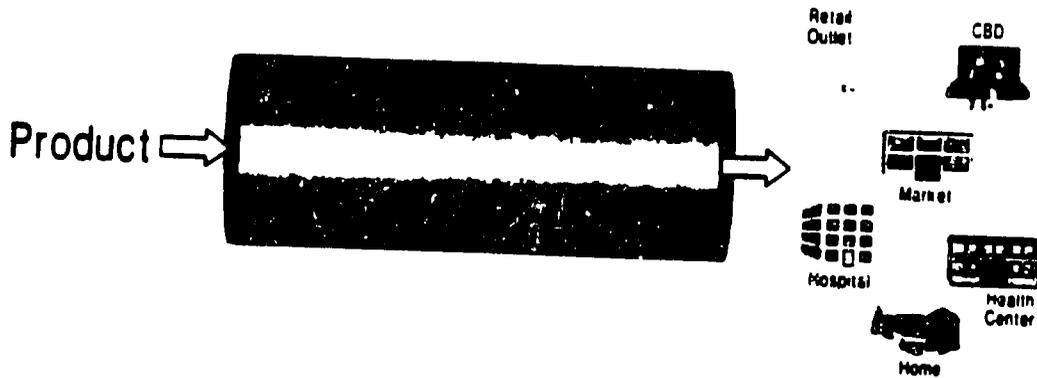
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## Product Flow



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## Point of Offering



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**EXAMPLES OF PLACE -- Family planning outlet**  
**Women buying contraceptives, Bangladesh**

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**EXAMPLES OF PLACE -- Radio in home**  
**Mother with baby and radio in home**

---

**EXAMPLES OF PLACE-- Pharmacy**

Woman buying contraceptives over the counter in Mexico

---

**EXAMPLES OF PLACE -- Bar**  
Condoms in a bar in Mexico

---

**EXAMPLES OF PLACE -- Market**

Distribution of samples from atop a vehicle

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# *Service*

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**Promotion (Communication)**

A combination of advertising,  
public relations, promo, personal  
selling and entertainment

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**Promotion**

How will a demand be created or  
sustained for the "product"?

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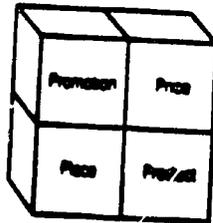
## Promotion

What is the existing demand for the product?

- Latent?
- Negative?
- Falling?
- Irregular?

---

## Marketing - The Four "P"s



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## "Product"

- What is being offered to the consumer?
- What do we want them to "buy"?

---

## "Price"

- How much will the "product" "cost" the consumer?
  - Is the "cost" a fair exchange for the "product"?
-

---

### Place

- Where will the consumer obtain the "product"?

Is it accessible?

- How will the "product" get to the consumer?

Is this system adequate?

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### Promotion

- What is the current demand for the "product"?

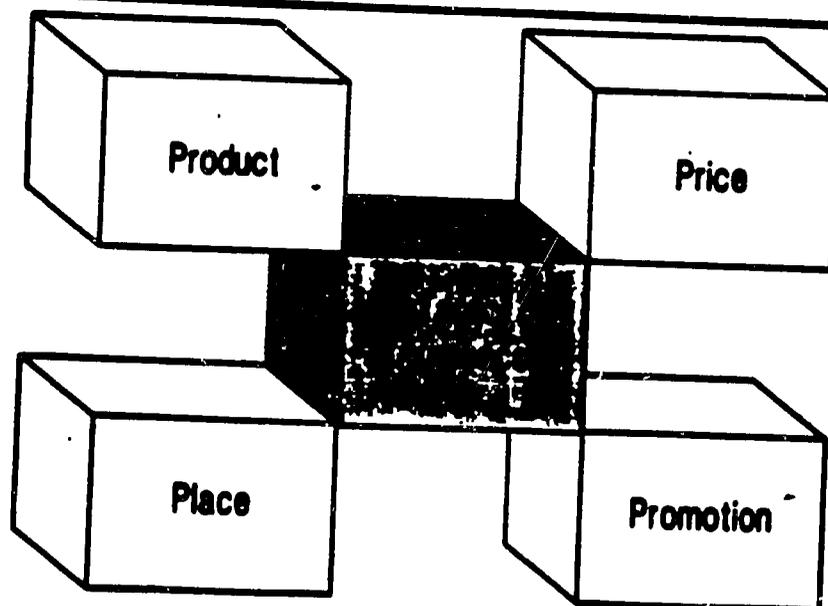
- How will a demand be created or sustained for the "product"?

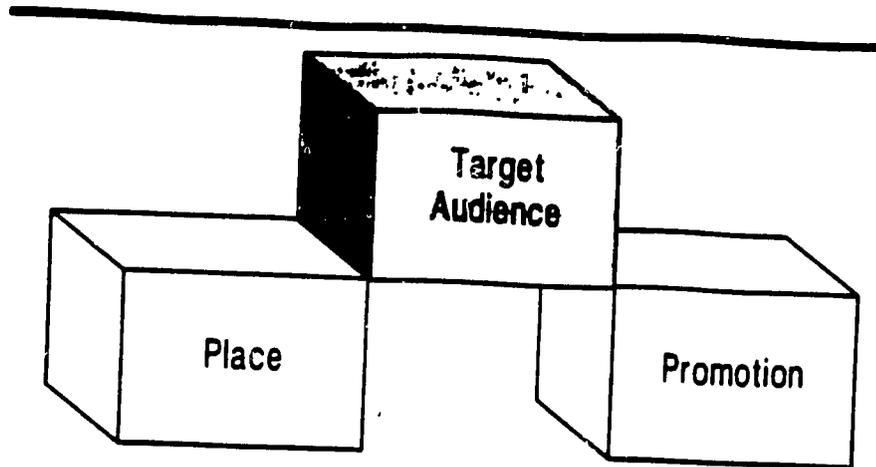
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Montage of target audience

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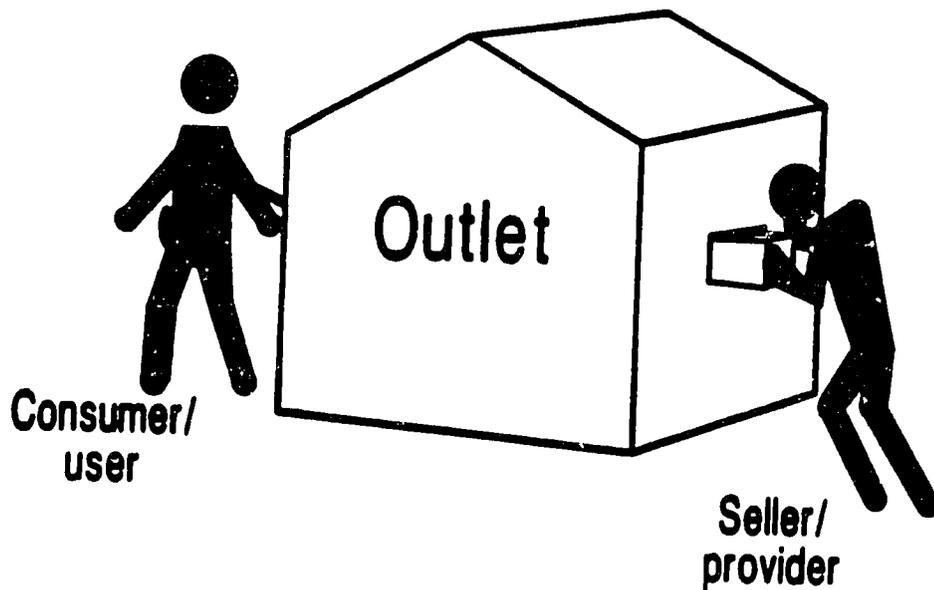
### BASIC MARKETING STRATEGIES





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## Push vs. Pull Strategies



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### PUSH vs. PULL

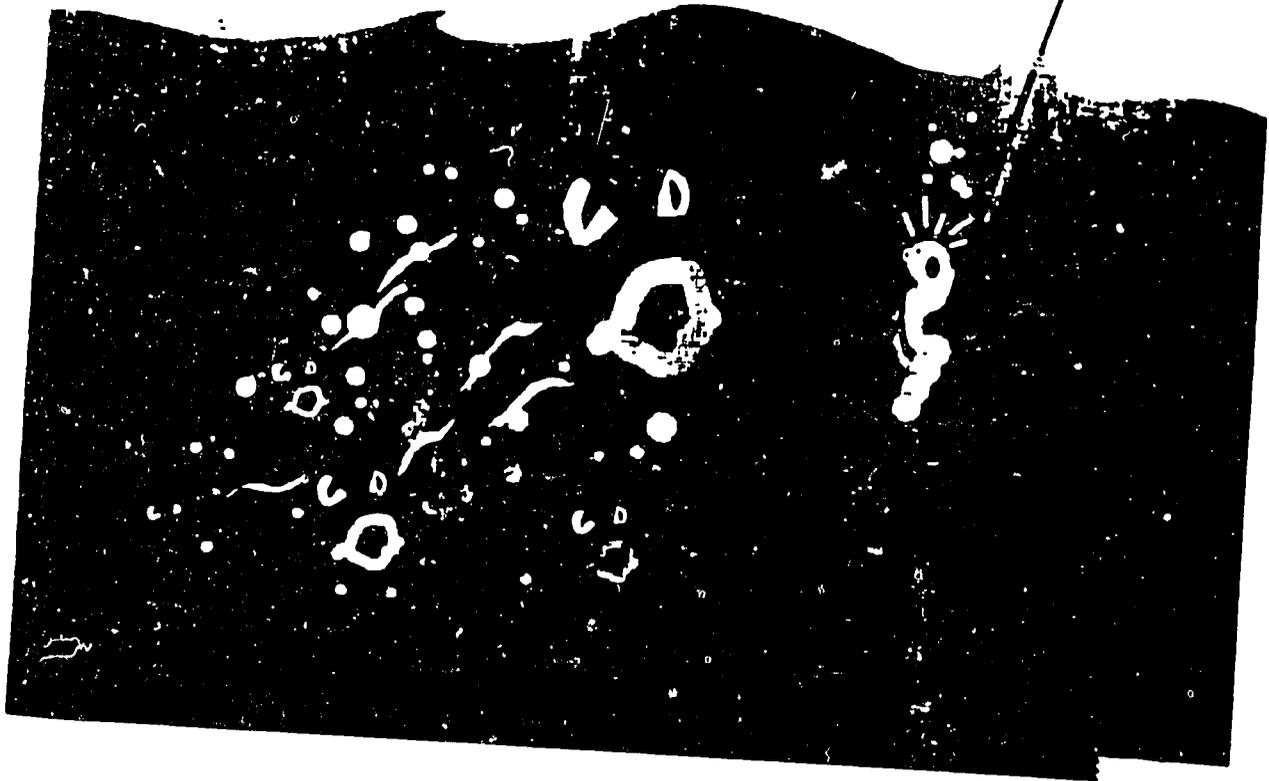
- The essence of a "pull" strategy is Creating demand among potential users
- The essence of a "push" strategy is encouraging selling among providers

---

## "Pull" Strategy

Creating demand is a function of persuasion and motivation.

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**PERSUASION & MOTIVATION ARE BASED UPON:**

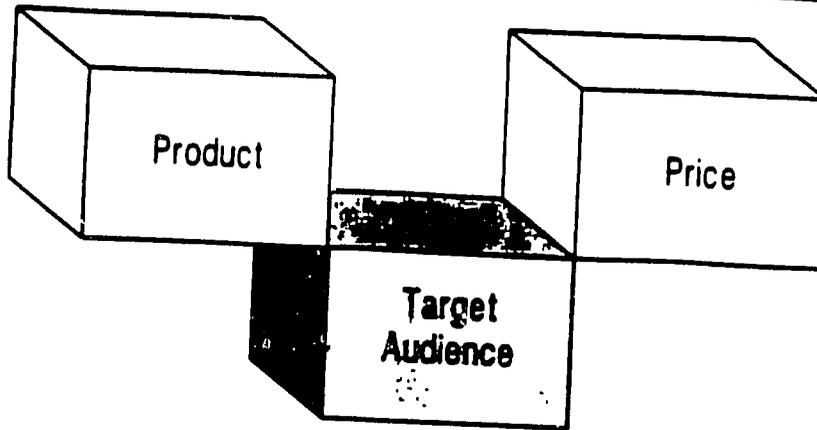
- **Providing benefits**
  - **Overcoming barriers**
  - **Reducing risk**
- 

**THERE IS A BIG DIFFERENCE BETWEEN GIVING  
INFORMATION AND SELLING AN IDEA.**

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**"PUSH" STRATEGY**

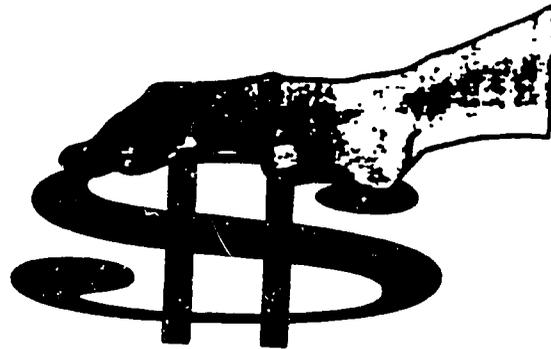
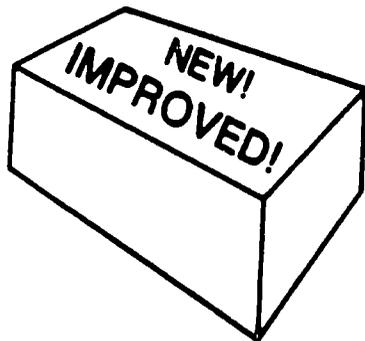
**Encouraging selling is a function  
of incentive and training.**



---

**Product Strategy**

**Price Strategy**



---

**"Product" Positioning**

The mental or market niche created for the product or practice that distinguishes it from competing products or ideas.

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**POSITIONING SLIDE -- products directed at woman**

---

**POSITIONING SLIDE #2 -- Woman thinking of immunization**

---

**POSITIONING**

- Based on use
- Based on who uses
- Based on competition options

---

**Positioning Based On Use:**

- How is it used?
- What is it used for?
- When is it used?

---

**Positioning**

I would use ( product ) in order  
to \_\_\_\_\_.

---

**EXAMPLES OF POSITIONING**  
**VICL body lotion**

---

**EXAMPLES OF POSITIONING**

**Caress soap**

---

**EXAMPLES OF POSITIONING**

**Ferrari**

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**EXAMPLES OF POSITIONING**

**Honda Civic**

---

**Positioning**

*"I would use condoms in order to  
space my children."*

---

**Positioning Based On Who Uses:**

- How do the users  
see themselves?
- How do others see  
the user?

---

## Positioning

("Product") is the right choice  
for someone who \_\_\_\_\_.

---

### EXAMPLES OF POSITIONING #1

Marlboro

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### EXAMPLES OF POSITIONING #2

Virginia Slims

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### EXAMPLES OF POSITIONING #3

Camel

---

### EXAMPLES OF POSITIONING #4

Benson and Hedges

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Condom ad -- Professional man, "Live life the way you  
want to."

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---

## Positioning

"Immunization is the right choice  
for someone who cares about her  
baby."

---

## Positioning Based On Competition/Options

- How is it different?
- How does it compare?

---

## Positioning

"Compared to (competition),  
(product) is \_\_\_\_\_."

---

## Positioning

"Compared to Lysol, Oracel  
is \_\_\_\_\_."

---

## Positioning

"Compared to an I.V., Oracel  
is \_\_\_\_\_."

---

**Positioning**

- Compared to an IUD, condoms are \_\_\_\_\_

---

**Bigger**

**More expensive**

**Stronger**

**Less expensive**

**Faster**

**Trendy**

**Modern**

**Classic**

**Old fashioned**

---

**Key Point:**

Positioning Makes the "Product" ...

- More memorable
  - More distinctive
  - More understandable
  - More predictable
-

---

- **"Product" Positioning**

Where does the "product"  
fit .

.in my life?

.in my mind?

.among other "products"?

---

**A well positioned  
"product" is like a  
strong personality**

---

**PERSONALITIES -- Hitler**

---

**PERSONALITIES: John Wayne**

---

**PERSONALITIES -- John F. Kennedy**

---

**PERSONALITIES -- MARILYN Monroe**

---

Do fast food  
outlets have  
personalities

---

FAST FOOD CHAINS -- Wendy's

---

FAST FOOD CHAINS -- McDonald's

---

FAST FOOD CHAINS -- Hardee's

---

FAST FOOD CHAINS -- Burger King

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**VIDEO: Fast food chain personality clips**

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**Making Social Marketing Work**

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 **Three Keys  
to Success**

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**Culture**

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**Illustration: cloud bumping building**

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**Areas of Conflict**

	<b>Social Service Culture:</b>	<b>Marketing Culture:</b>
<b>Target Market:</b>	Harder - most in need	Easier - ready to adopt
<b>Role:</b>	Do the whole job; education to distribution	Focus on "product," practice, or service
<b>Growth:</b>	Reach tougher markets; provide additional services	Increase revenue - produce extensions

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"The need for a common language...."  
Construction of pipeline

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Picture of man pulling two cables together

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Illustration: two fingers reaching to touch

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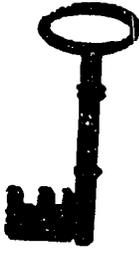
Marketing effectiveness  
relies on a  
marketing culture.

Obtaining social goals  
relies on a  
social consciousness.

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Illustration: cloud embracing building

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 Organize for  
Success



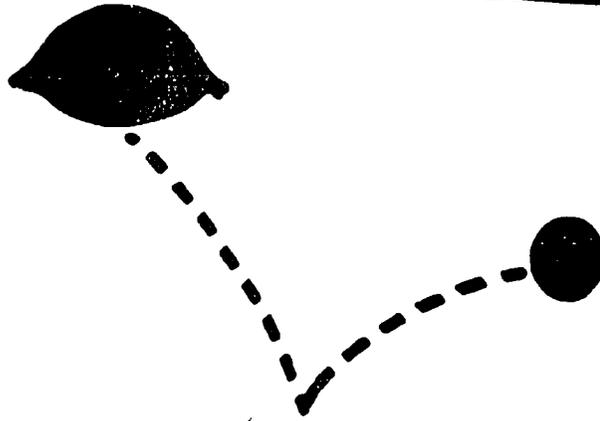
Change

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Illustration: two men looking at figures on floor

---

 **DYNAMIC** 



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Illustration: crisis clinic going over waterfall

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# FLEXIBILITY

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 Plan for  
Change

---



People



Silent  
“P”

A group of small black silhouettes of people of various sizes, arranged in a loose cluster to the right of the text.

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Illustration: Consumer at the Center

---

# Service

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## Make People Count

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### Three Keys for Success:

 Organize for success

 Plan for change

 Make people count

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**SOCIAL MARKETING WORKSHOP**  
August, 1990

**INTEGRATED SOCIAL MARKETING COMMUNICATIONS**

**OBJECTIVE**

To provide workshop participants with an overview understanding of each of the 5 basic communication tools and how they work together.

**GOALS**

- To promote an appreciation where the synergistic affect of thoughtfully combining communication tools.
- To encourage workshop participants to think through all possibilities before selecting the communication tools to be used.
- To increase sensitivity of participants regarding the different role and value of each major communication tool.
- To encourage both creative and systematic thinking in selecting communication tools and developing communication formats.
- To reinforce the importance of marrying the communication tool to the communication objective.

**KEY CONCEPTS**

- High vs. low involvement "products"
- Readiness stage ("product" lifecycle)
- Media mix (the 5 communication tools)

# INTEGRATED SOCIAL MARKETING COMMUNICATIONS

## Introduction:

Why an integrated approach to communications is essential. Things to consider in selecting communications tools.

- Advertising:  
An overview of the role of advertising. Print, broadcast and other media. Examples from commercial and social marketing.
- Public Relations:  
Where public relations fits in. What it can do for the program. Examples from commercial and social marketing.
- Promotions:  
A look at both user and provider promotions. Where each fits and what each can do for the program. Examples from commercial and social marketing.
- Personal Selling:  
The critical role of interpersonal communications in social marketing. Examples from a variety of social marketing programs.
- Entertainment:  
Entertainment vehicles offer creative possibilities for driving a message home. Examples from around the world.

## Conclusion:

Putting it all together. Let Integrated Marketing Communications work for you.

## INTEGRATED SOCIAL MARKETING COMMUNICATIONS

Selecting the right communication tool for the right job at the right time will help ensure a successful outcome to the communication program.

In addition to reviewing target audience research and program resources, it is helpful for program planners and strategists to review the following before selecting communication tools and tactics.

- 1) What is the stated social goal?

Social marketing objectives must be consistent with National goals. It is always useful to look at the big picture first and determine where the social marketing effort fits in.

- 2) What audience influences represent opportunities for delivering a product, service, or message?

Mass Media are only 1 influence in the life of the target audience. Religion or community organizations might be more accessible, provide greater exposure, or carry greater weight with the target audience. It is helpful to brainstorm the communication opportunities inherent in all spheres of target audience influence: family, political organizations, retail or commercial establishments, peers, leisure activities, the medical system, community activities, the educational system, the workplace, the financial sector, and religious organizations. This brainstorming process will provide an array of possible communication channels to choose from.

- 3) What is the nature of the social "product?"

Tangible products offer specific communication opportunities such as packaging and displays as well as mass media. Intangible products may require other communication tools and channels. Low involvement "products" may actually be "sold" through single mass media efforts whereas high involvement "products" will most likely need the additional support of public relations programs and personal selling. "Products" which have a negative demand may require a larger communication effort than those for which a positive predisposition already exists.

- 4) **What is the lifecycle of the "product" or what is the readiness stage of the consumer?**

These 2 questions refer to the same basic principle: anything new goes through an adoption process. While that process is never truly linear, it does have different stages and each stage requires a different communication response. In the early stages, communication efforts may focus on building awareness or calling attention to an issue or offering. The mass media may be the most effective means of doing this. But, if the issue is a sensitive one, public relations may also be extremely important--even at that stage.

After awareness has reached a certain level, the communication effort can focus on other issues such as overcoming complacency or other barriers and arousing appropriate levels of concern about the issue. Again, mass media may be an impactful tool, but the focus and approach for the effort will change substantially. Promotion tactics may also be useful at this point to provide periodic points of high involvement among the target audience.

And, of course, even high awareness and high motivation may not be sufficient to bring about and sustain a difficult behavior change. At these stages in the process interpersonal communication plays a critical role and mass media may simply be used as a reminder vehicle.

- 5) **Who is in the selling chain?**

Not all communication goes directly to the target consumer. In many instances, it is some other element in the selling chain that is critical--such as the pharmacist at a retail outlet, the community volunteer, the hotline counselor, or the health center worker. When this situation exists, mass media may play a role in directing consumers to intermediate points and the critical "selling" is done by these intermediaries. Communication efforts which are directed to the intermediary target audiences will probably be quite different from that which goes straight to the potential consumer. The channels, tactics, and even the tone will most likely change substantially.

## WHAT ADVERTISING CAN DO

- Reach many people quickly
- Call attention to an issue
- Evoke feelings, emotions
- Create an impression
- Persuade, motivate, inform, remind
- Create "seeking" behavior

## WHAT PUBLIC RELATIONS CAN DO

- Create a receptive environment
- Enhance message credibility
- Communicate in depth
- Crisis management
- Influence complex behaviors
- Extend an advertising idea

## WHAT CONSUMER PROMOTION CAN DO

- Add value to product or practice without a change in price
- Tie the product or practice to another valued item
- Create a reason to buy or try
- Stimulate repeat behavior
- Change purchase patterns

## WHAT PERSONAL SELLING CAN DO

- Allow for personalization and flexibility in message
- Enhance credibility and conviction
- Permit problem solving between user and provider
- Provide depth and repetition of the message

## WHAT ENTERTAINMENT CAN DO

- Popularize the issue
- Create empathy and identification
- Provide appropriate models
- Enhance involvement
- Deepen feelings/emotional response

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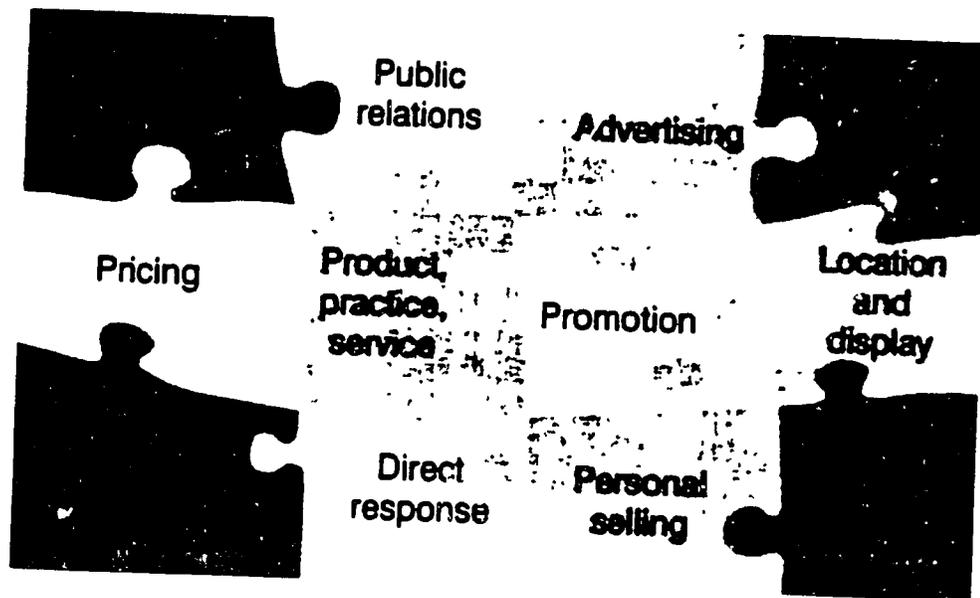
# Integrated Social Marketing Communications

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Everything communicates

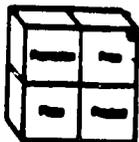
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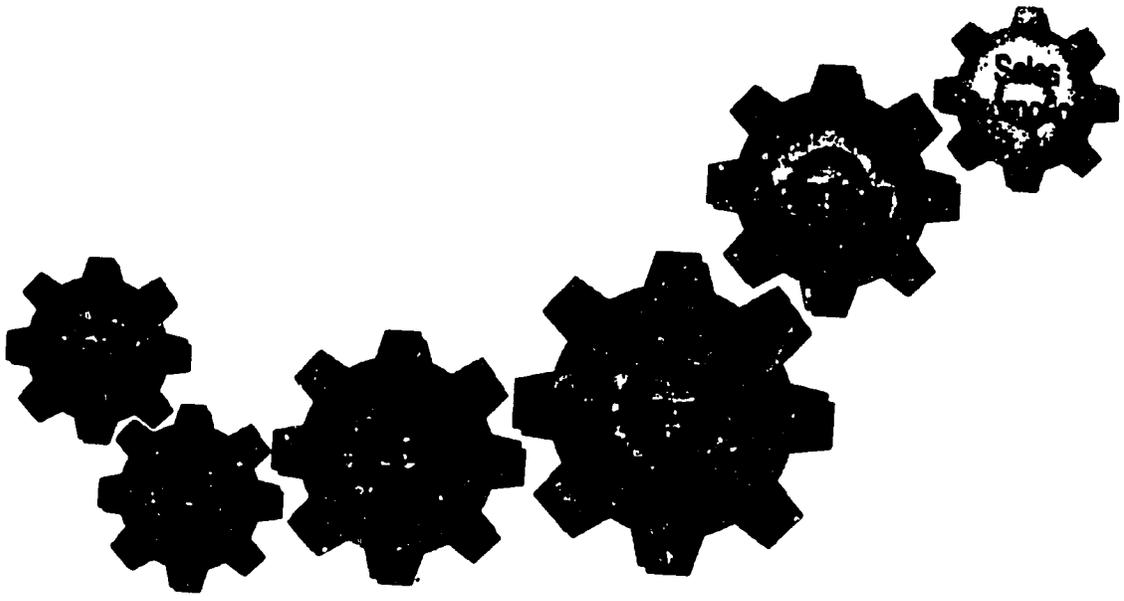
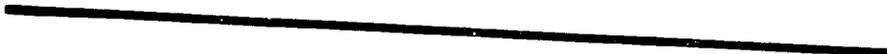
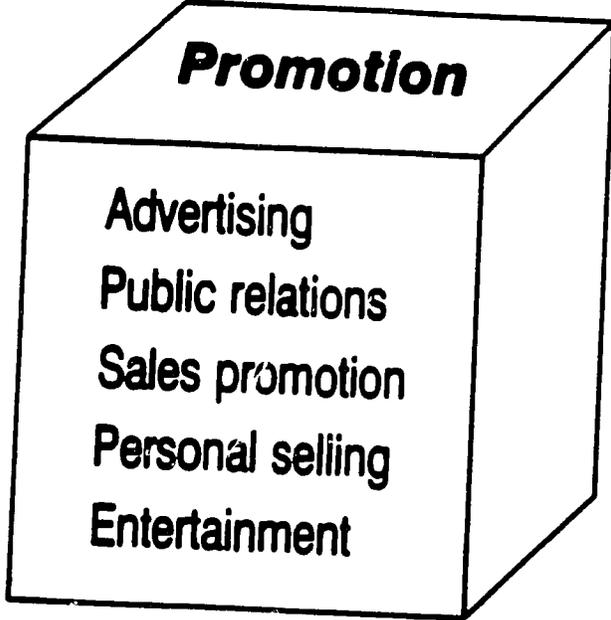
## Integrated Communications



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Marketing - The New 7Ps





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### THREE KEY STEPS

1. Review the situation
2. Establish objectives
3. Select communications tools

---

## I. Review the Situation

---

### Review the Situation

- What is the social goal?
- What audiences influences present opportunities?
- What kind of 'product' is being offered?
- What is the lifecycle of the 'product'?
- Who is in the "selling chain"?

---

## I. Review the Situation

- Social goal

---

### Social Goal

"increase the level of fully immunized children  
from 50% to 70% by 1990."

---

## Social Goal

Bring about a 30% decrease in the number of diarrhea related deaths among children under 2 years of age

---

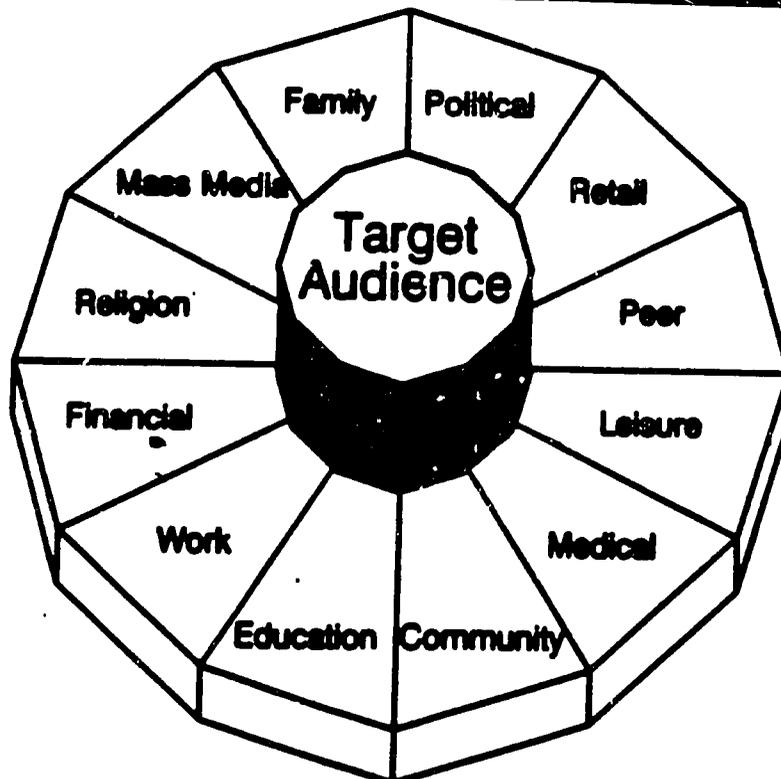
## Social Goal

"Stabilize population growth at 1% per year by the year 2000."

---

## I. Review the Situation

- Social goal
- Audience influences/opportunities



---

Poster from Tatiana and Johnny contest

---

EXAMPLES OF SPHERES OF INFLUENCE -- Educational institutio  
Children in school

---

Examples OF SPHERES OF INFLUENCE -- Community  
Education in the marketplace

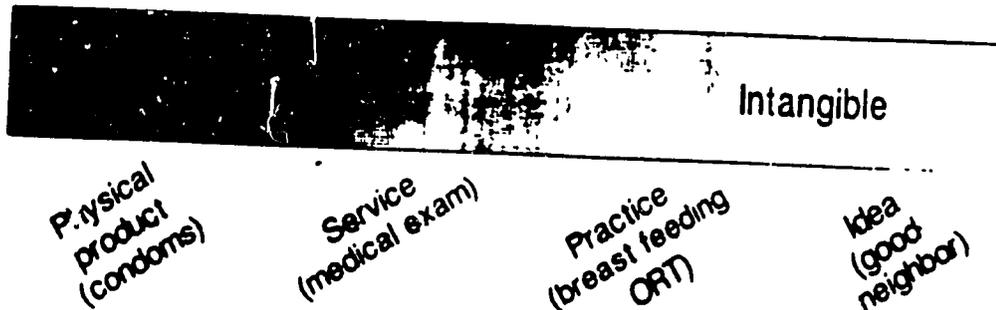
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### I. Review the Situation

- Social goal
- Audience influences/ opportunities
- Nature of 'product'

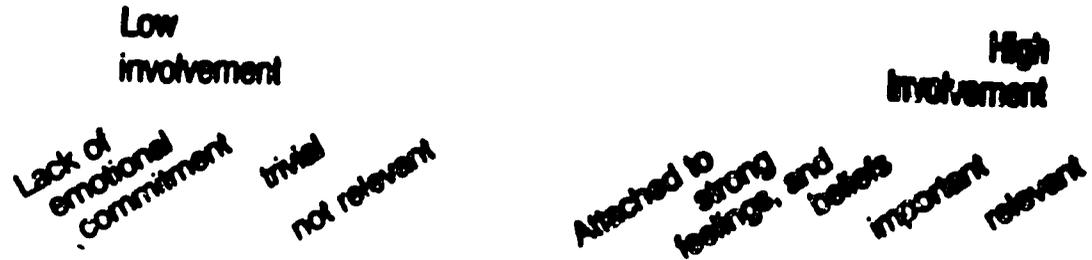
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## "Products"



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# The Involvement Continuum



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## Low Involvement

"Learn → Do → Feel"

Become Aware → Think → Develop Attitudes

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Rinso laundry detergent

---

## High Involvement

"Learn → Feel → Do"

Becomes Aware and Knowledgeable → Develop Attitudes → Think Behavior

---

High involvement -- child survival

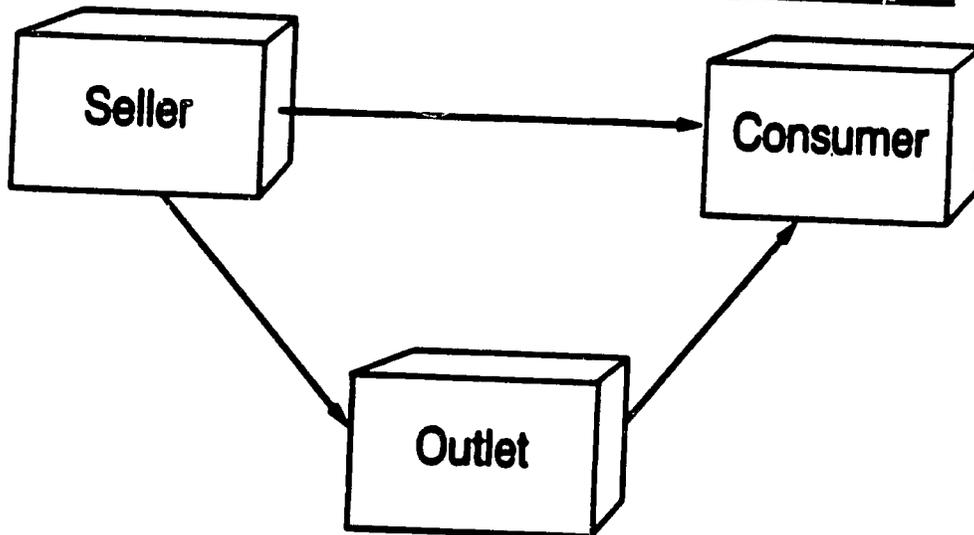
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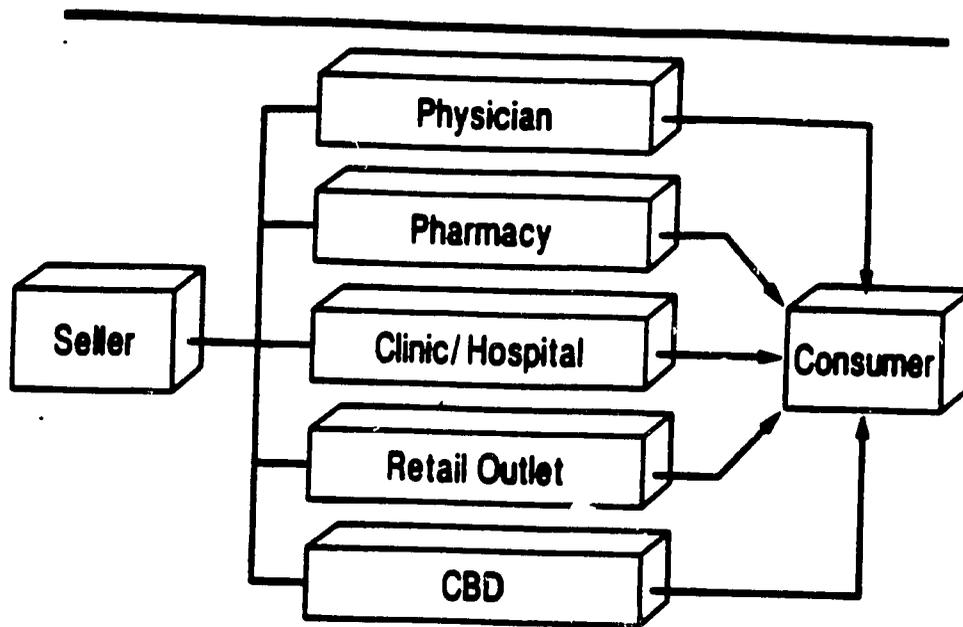
High involvement -- hair loss

---

**I. Review the Situation**

- Social goal
- Audience influences/ opportunities
- Nature of 'product'
- Selling chain

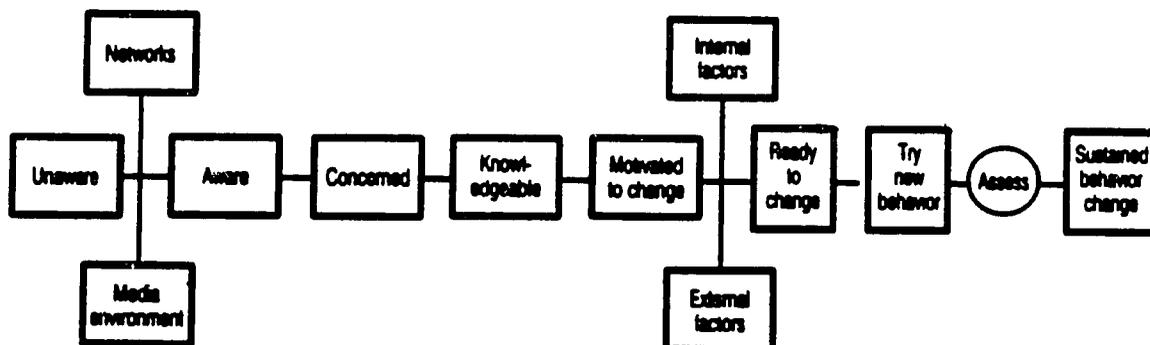




### I. Review the Situation

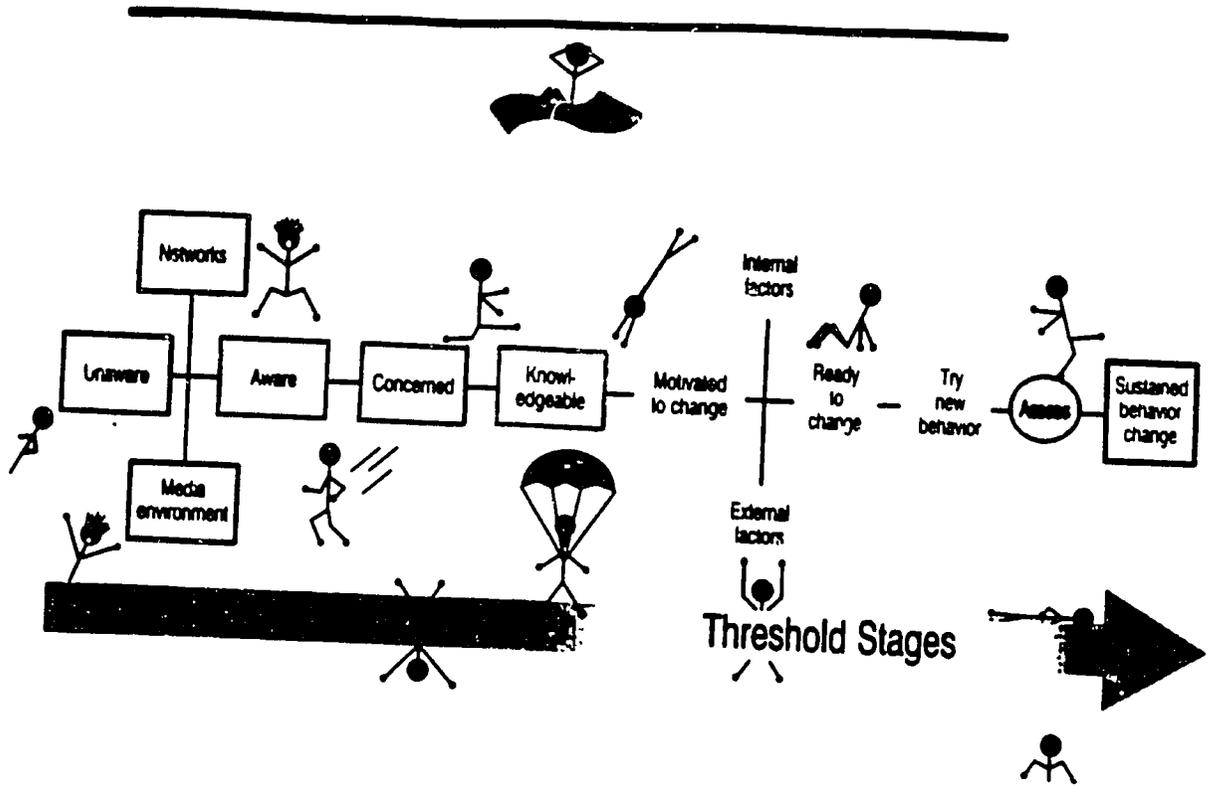
- Social goal
- Audience influences/ opportunities
- Nature of 'product'
- Selling chain
- Lifecycle of the 'product'

## Health Behavior Change Continuum A Framework for Measurement



Threshold Stages





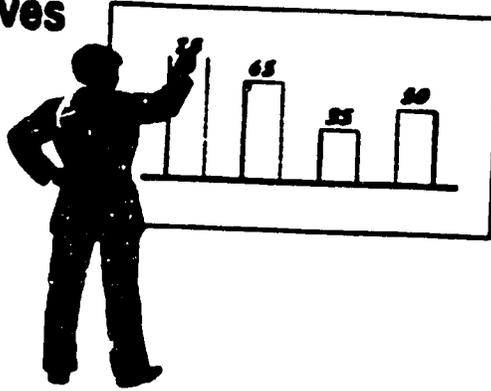
Couple talking over table

---

## II Set Objectives

---

### Objectives



---

### Typical Objectives

- Generate awareness
  - Create a lasting impression
  - Enhance image
-

---

### **Typical Objectives (Cont'd)**

- Generate trial behavior
- Encourage repeat behavior
- Enhance compliance

---

### **Typical Objectives (Cont'd)**

- Convey specific information
- Overcome a specific negative
- Encourage a specific action

---

### **Integrated Communications**

**First . . . Review**

- Social goal
- Influences/ opportunities
- Nature of "product", lifecycle and selling chain

**Then . . .**

- Set objectives

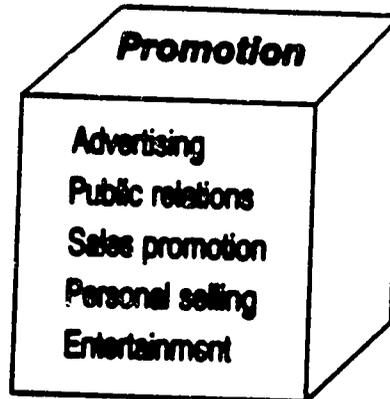
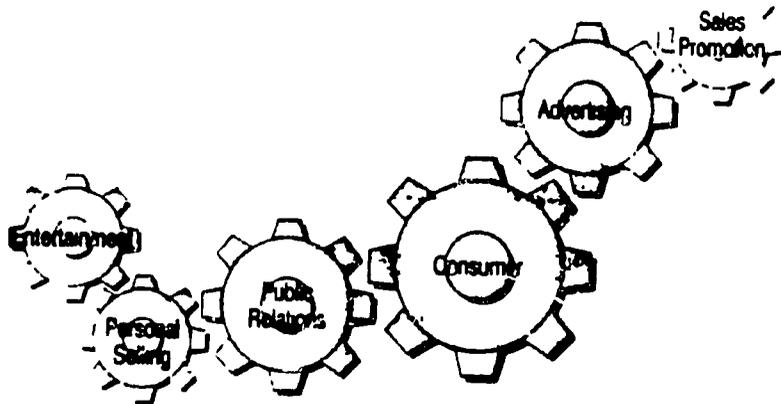
**And . . .**

- Select communications tools
-

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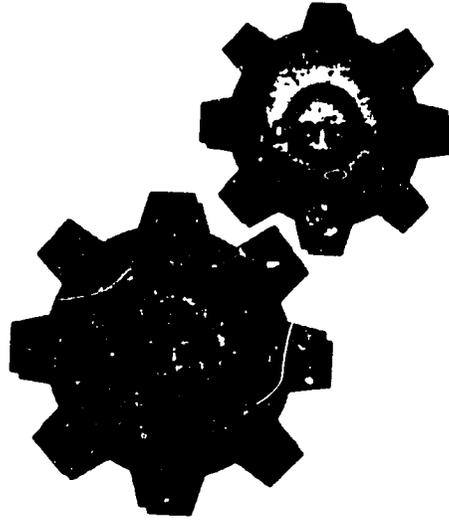
### III. Select Communication Tools

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# Advertising



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## Advertising

**"Salesmanship in print"**

Albert Lasker  
(Father of modern  
advertising)

---

## Advertising

**"Truth well told."**

McCann Erickson  
(Coca Cola Agency)

---

## **Advertising**

"The nonpersonal communication of information, usually paid for, and usually persuasive in nature, about products, services or ideas... through the various media"

- Bovee and Arens

---

## **Media Tactics**

- Television
- Radio
- Print
- Billboards, signs, etc.
- Transit
- Cinema
- Leaflets; POP

---

## **What Advertising Can Do**

- Reach many people quickly
-



---

## What Advertising Can Do

- Reach many people quickly
- Call attention to an issue

---

### EXAMPLE

WHO AIDS Poster: "A worldwide effort to stop it"

---

### EXAMPLE

Drugs: Cocaine

---

**Videos: Call Attention**

- Shut It Out
- Deficit Trials
- Like Father

---

**What Advertising Can Do**

- Reach many people quickly
- Call attention to an issue
- Evoke feelings, emotions

---

**EXAMPLES**

Scarface: "Not everyone who drives drunk dies"

---

**EXAMPLE**

Children's Defense Fund: Pregnant teen poster -- "IF you'r embarrassed by a pimple, try explaining this"

---

**Videos: Evoke Feelings, Emotion**

- Anti-Fur
- Depression
- Family Album
- Dad Reading

---

## What Advertising Can Do

- Reach many people quickly
- Call attention to an issue
- Evoke feelings, emotions
- Create an impression

---

### EXAMPLE

Fear -- AIDS poster from Uganda

---

### EXAMPLE

Containment -- "Know about AIDS"

---

### EXAMPLE

Control -- Condom ad, "Live life the way you want to"

---

### EXAMPLE

Eroticizing -- Safer Sex Poster,  
"Safer Sex. Do it."

---

### EXAMPLE

Intimacy -- condom poster from Mexico

---

### Videos: Create an Impression

- Teen-age Pregnancy from Jamaica
- Angel Soft
- Natural Born Smoker
- Roseland

---

### What Advertising Can Do

- Reach many people quickly
- Call attention to an issue
- Evoke feelings, emotions
- Create an impression
- Persuade, motivate

---

### Videos: Persuade/Motivate

- Mother

---

### What Advertising Can Do

- Reach many people quickly
- Call attention to an issue
- Evoke feelings, emotions
- Create an impression
- Persuade, motivate
- Inform, remind

---

**EXAMPLE OF INFORM**

Print ad: "Yes answers could be....".

---

**Example of Reminder**

Hot Rubber with Street Signs Ad

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**EXAMPLE**

Rubber Ducky billboard

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**EXAMPLE**

Rubber Ducky air trailer

---

**Videos: Inform/Remind**

- Riddle
  - Say Goodbye
  - Junkyard
-

---

## What Advertising Can Do

- Reach many people quickly
- Call attention to an issue
- Evoke feelings, emotions
- Create an impression
- Persuade, motivate
- Inform, remind
- Create "seeking" behavior

---

### EXAMPLE

Patti Labelle poster

---

### Videos: Create Seeking Behavior

- Lea Salonga
- Excuses
- Lost Girl

---

#### Strengths

- Efficient
- Dramatic
- Legitimacy

#### Weaknesses

- 1-way
- Non personal
- Restrictions

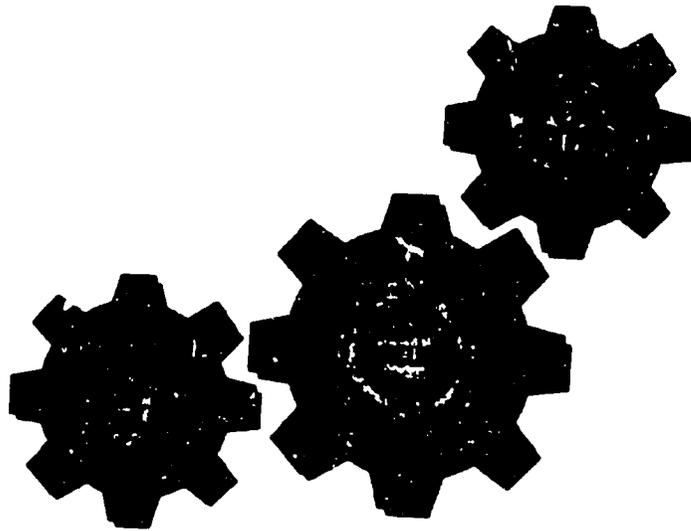
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Is Advertising Enough?



---

## Public Relations



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### Public Relations

Planned, non-sponsored, persuasive communications to stimulate demand and favorably influence attitudes and opinions about a product or service

---

## **P.R. Tactics**

- Press kits
- Advertorials
- Sponsored events and contests
- News coverage (events topics)
- Brochures

---

### **EXAMPLE**

Press kit -- "For a better life"

---

### **EXAMPLE**

Advertorial -- working mothers

---

### **EXAMPLE**

Event -- START March

---

### **Videos: News Coverage**

- MADD March Announcement
- News Coverage of MADD March

---

## Public Relations and Advertising

---

### The Basic Similarities

- Strategy identification
  - Creative development
- 

### The Basic Differences

Advertising	Public Relations
Paid Access Media	Persuasion Media →

---

### What Public Relations Can Do

---

### What Public Relations Can Do

- Create a receptive environment
- 

### EXAMPLE

Male panel: Family of the Future Symposium  
"New Oral Pill Introduction"

---

---

## What Public Relations Can Do

- Create a receptive environment
- Enhance message credibility

---

### EXAMPLE

Authority figure, Indonesia

---

### Video

- Hop Eat Right Segment

---

## What Public Relations Can Do

- Create a receptive environment
- Enhance message credibility
- Communicate in depth

---

### EXAMPLE

Magazine article on cholesterol

---

---

## What Public Relations Can Do

- Create a receptive environment
- Enhance message credibility
- Communicate in depth
- Crisis management

---

### EXAMPLE

Crowd scene, press conference

---

### EXAMPLE

Small group discussion, first world

---

## What Public Relations Can Do

- Create a receptive environment
- Enhance message credibility
- Communicate in depth
- Crisis management
- Influence complex behaviors

---

### EXAMPLE

"For a better life" pamphlets

---

**EXAMPLE**

Walking event, seniors

---

**What Public Relations Can Do**

- Create a receptive environment
- Enhance message credibility
- Communicate in depth
- Crisis management
- Influence complex behaviors
- Extend an advertising idea

---

**Example**

DuaLima Poster, Male Responsibility

---

**Example**

DuaLima

---

**Video: Integrated PR Effort**

- Lea Salonga Campaign
-

---

Videos: Promos, Personal Selling, and Entertainment

- "Pop Persuaders"

---

## Public Relations

### Strengths

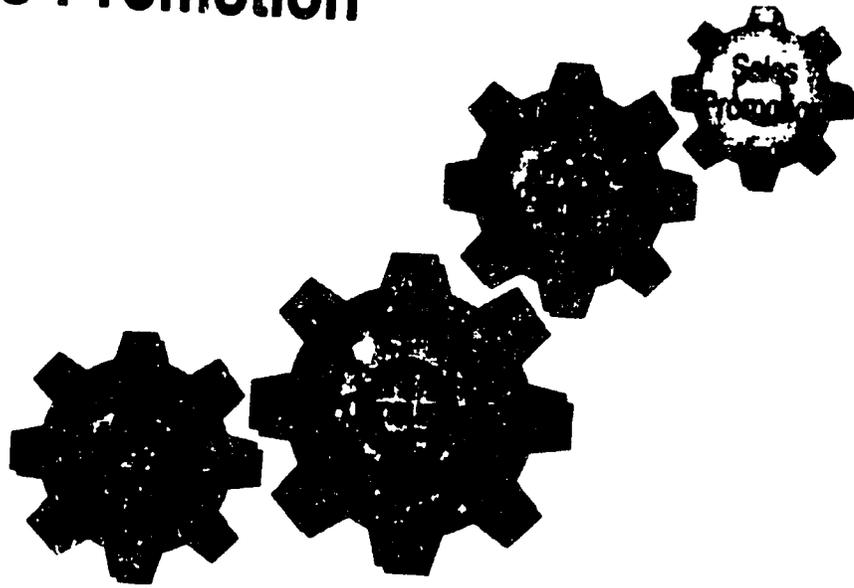
- Credibility
- Element of surprise
- Dramatic

### Weaknesses

- Lack of control
-

---

# Sales Promotion



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## Sales Promotion

- Consumer
- Trade (provider)

---

## Consumer Promotion

Any tactic that offers the target audience an outside incentive to adopt the health behavior or product

---

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## **Trade (Provider) Promotion**

Any tactic that offers providers an incentive to promote the "product" to consumers.

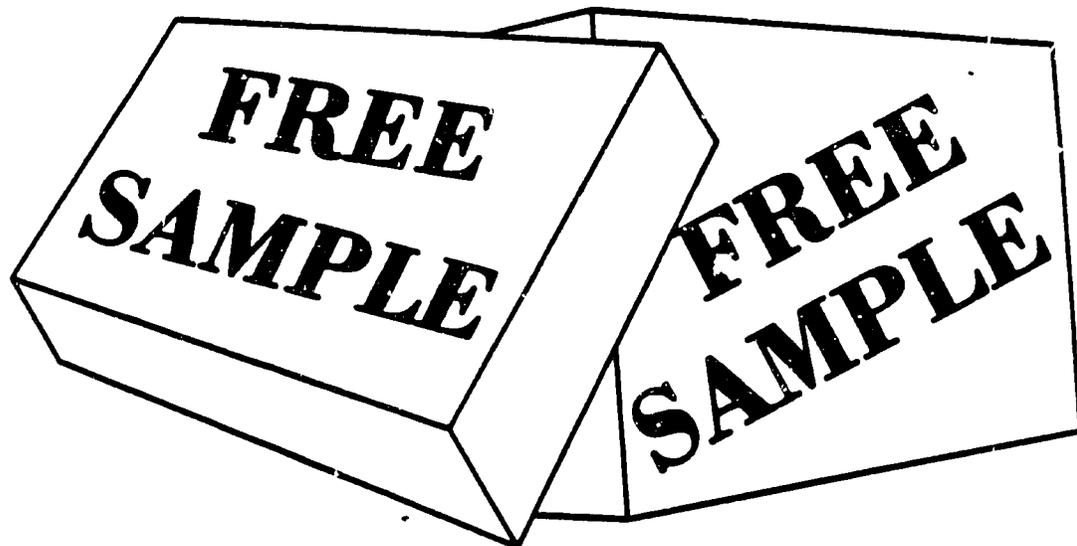
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## **Consumer Promotions**

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### **Tactics**

- Sampling



---

## **Tactics**

- Sampling
- Premiums

---

## **Example of Premium**

**Christmas Tree Ornament, Thailand**

---

## **Tactics**

- Sampling
- Premiums
- Displays

---

## **EXAMPLE**

**Display -- Dualima**

---

## **Tactics**

- Sampling
  - Premiums
  - Displays
  - Point-of-purchase advertising
-

---

**EXAMPLE**

**Point-of-Purchase -- Panther display case**

---

**Tactics :**

- Sampling
- Premiums
- Displays
- Point-of-purchase advertising
- Special events

---

**EXAMPLE**

**Sweepstake/Contest Levelor Blinds**

---

**Other Tactics**

- Coupons
- Refunds
- Sweepstakes and contests
- Cooperative events
- Buy one, get one free
- Bonus packs
- Trading stamps

---

Illustration: coupon in cereal

---

Trojan gold card

---

### What Consumer Promotion Can Do

- Add value to product or practice without a change in price

---

Print ad: Cuisinart cookware

---

Snuggles storybook and cassette

---

### What Consumer Promotion Can Do

- Add value to product or practice without a change in price
  - Tie the product or practice to another valued item
-

---

**Free soup: Lipton and Johnson&Johnson**

---

### **What Consumer Promotion Can Do**

- Add value to product or practice without a change in price
- Tie the product or practice to another valued item
- Create a reason to buy or try

---

#### **EXAMPLE**

**Lottery: man with mailbox**

---

### **What Consumer Promotion Can Do**

- Add value to product or practice without a change in price
- Tie the product or practice to another valued item
- Create a reason to buy or try
- Stimulate repeat behavior

---

**Pharmacy -- woman purchasing over the counter, Mexico**

---

## What Consumer Promotion Can Do

- Add value to product or practice without a change in price
- Tie the product or practice to another valued item
- Create a reason to buy or try
- Stimulate repeat behavior
- Change purchase patterns

---

Buy three, get one free

---

## Consumer Promotion

### Strengths

- Direct reward
- Creates "pull"

### Weaknesses

- Short term
- May erode image

---

## Trade (Provider) Promotion

### Strengths

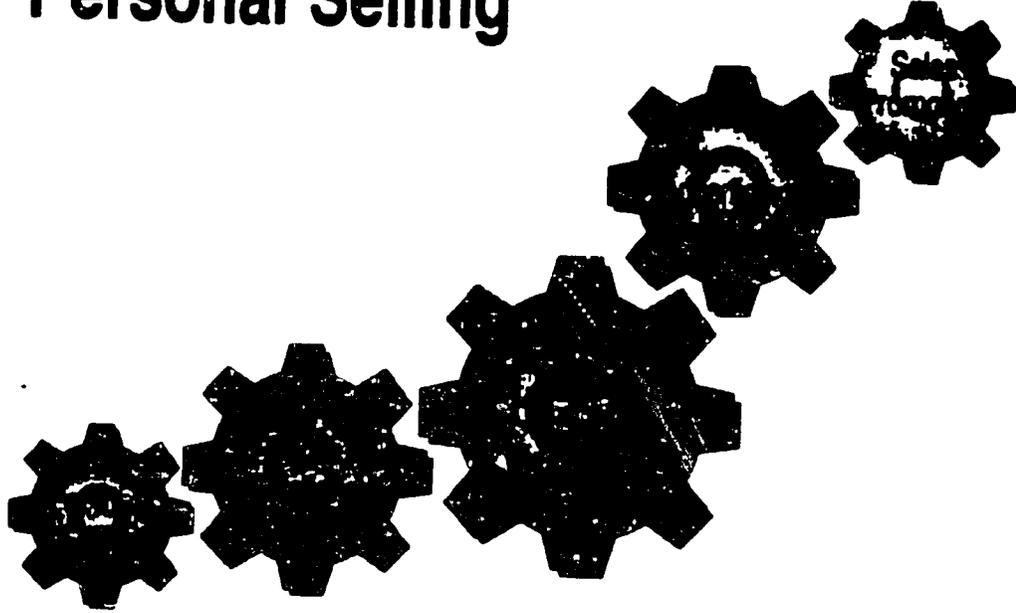
- Increase availability
- Increase visibility
- Increase involvement
- Creates "push"

### Weaknesses

- Spotty support
- "Deal only" mentality

---

# Personal Selling



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Interpersonal -- graphic of handshake

---

## What Personal Selling Can Do

- Allow for personalization and flexibility in message

---

Group of women, discussion on porch

---

---

## **What Personal Selling Can Do**

- Allow for personalization and flexibility in message
- Enhance credibility and conviction

---

Executive and client in office environment

---

## **What Personal Selling Can Do**

- Allow for personalization and flexibility in message
- Enhance credibility and conviction
- Permit problem solving between user and provider

---

Woman demonstrating growth chart

---

## **What Personal Selling Can Do**

- Allow for personalization and flexibility in message
- Enhance credibility and conviction
- Permit problem solving between user and provider
- Provide depth and repetition of the message

---

Woman practicing ORT in marketplace

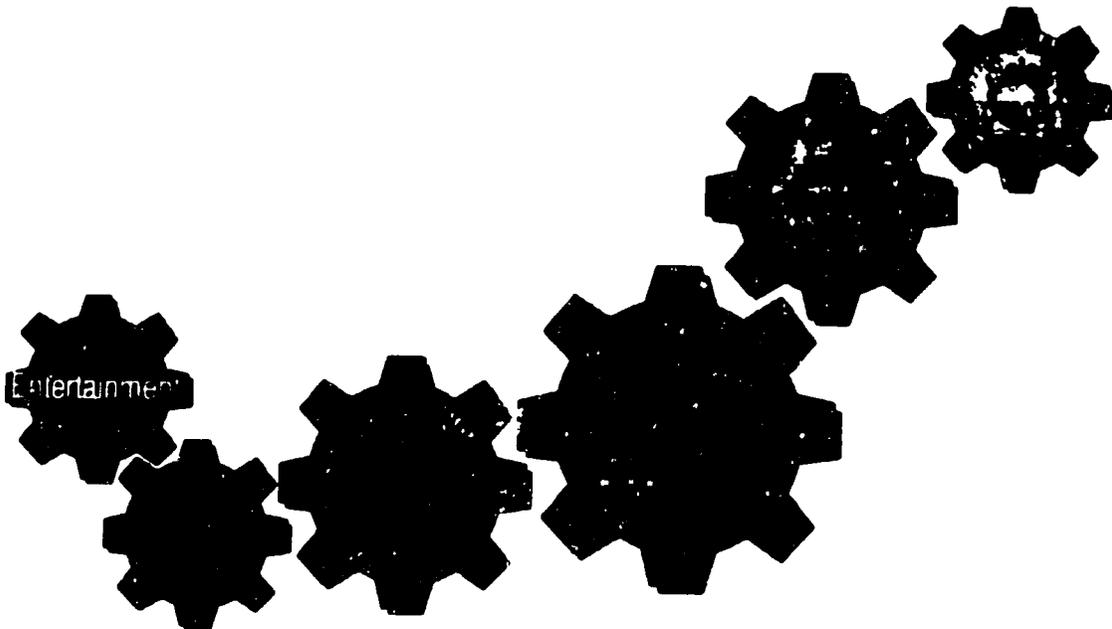
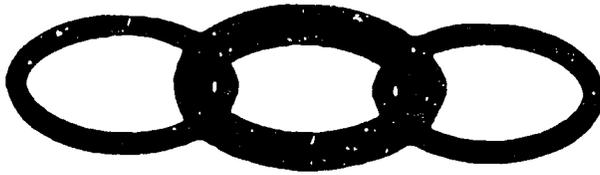
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**Consider Integrating Personal Selling To:**

- Deliver the "product" or service to the end user when no other channel can
- Tailor appeal to specific needs
- Deal with a limited number of users

---

**The Critical Link**



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## **What Integrated Communications Can Do**

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### **Deliver Greater ...**

---

Illustration of impact: fist hitting face

---

#### **Deliver Greater Impact**

- Repetition
- Credibility
- Complexity
- Personality

---

### **Extend Your ...**

---

Illustration of reach: basketball player

---

---

## **Extend Your Reach**

- Editorial Media
- Workplace
- Point of purchase
- Schools
- Community
- Leisure activities

---

## **Add ...**

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Illustration of muscle: little boy with muscles

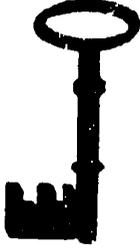
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## **Add Muscle To Your Spending**

- Recognition
  - Image
  - Commitment
  - Behavior change
-

---

**Keys to Success**

 **Start with  
clear objectives**

---

**Keys to Success**

 **Select the right  
tool for the  
right job**

---

**Man trying to catch elephant with noose**

---

---

**Keys to Success**



**Be sure all  
the tools  
work together**

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**Conductor**

---

**Four Men Working Together**

---

**"POP"**

---

# SOCIAL MARKETING WORKSHOP

August 1990

## DEVELOPING A CAMPAIGN STRATEGY

### OBJECTIVE

To provide workshop participants with an overview understanding of what goes into the preparation of a campaign strategy.

### GOALS

- To encourage workshop participants to think through strategic development in both a systematic and creative manner.
- To enhance participant's ability to effectively focus a campaign strategy by tightly defining the campaign's purpose, target audience and desired action.
- To reinforce the principle of focusing on the end user by developing a key message which presents benefits, barriers, and consequences that are meaningful to the target audience.
- To enhance appreciation for the single-minded focus of communication efforts.
- To expand participants' understanding of media options and their relative value.

### KEY CONCEPTS

- Campaign
- Strategy
- Benefits, barriers, consequences
- Tone and manner

## DEVELOPING A CAMPAIGN STRATEGY

### Introduction:

Why a written strategy is important. The 5 key questions that go into a strategy statement.

- What is the Purpose of the Campaign?

A look at defining the campaign's purpose and how to make it precise. Illustrations from commercial and social marketing.

- Who is the Target Audience?

Why vague target audience definitions don't work. How to make the target audience "come alive" for management and the creative team. Examples from commercial and social marketing.

- What Message Should be Delivered?

The role of benefits, consequences and barriers in choosing a message approach. Keeping the message simple and relevant to the target audience. Examples from commercial and social marketing.

- What Tone and Manner Should be Used?

The creative possibilities: How tone and manner work together to support and enhance the message. Examples from commercial and social marketing.

- What Media Will Deliver the Message?

Different media for different purposes. How to get the most mileage from media choices.

### Conclusion:

Bringing it all together. When is a strategy complete?

## HOW TO WRITE A CAMPAIGN STRATEGY STATEMENT

Good communication campaigns require rigorous strategic thinking. A thoughtful strategy provides a type of "road map" for reaching program goals. The campaign strategy statement represents a synthesis of the most critical strategic issues. It addresses 5 basic questions. Although the questions look relatively simple, they cannot be answered well without a careful review of everything known about the issue, the target audience, and the environment. And they are hard because they cannot be answered 1 at a time. They must be "juggled"--held up in the air--until the structure is complete. The answer to any 1 of them must fit with the answers to the other 4.

Furthermore, the answers must work in a real and changing world. If the strategy is to lead to relevant communication, it must be responsive to what the target audience is doing, thinking, and feeling and must be mindful of what they might do next. It must also be mindful of the realities of the environment in which they live and work.

These 2 requirements--internal consistency and responsiveness to external realities--add up to a demanding task. Effective strategies can be hard to write.

The following paragraphs present the 5 key questions to be answered in preparing a campaign strategy statement. A brief summary of each is provided.

### 1) What is the purpose of the campaign?

The purpose is the precise action you want the target audience to take after being exposed to the campaign. It answers the question "exactly what do you want the target audience to do right now." It may sometimes also refer to a specific thought or feeling you want the target audience to have as a result of the campaign. Again, whether an action, a thought, or a feeling, the purpose should be defined in precise terms rather than vaguely.

**Some possible campaign purposes for AIDS prevention could include:**

- **USE** condoms every time
- **TALK** to your partner about sex
- **DELAY** sex until marriage
- **REDUCE** the number of different partners you have
- **AVOID** prostitutes
- **STICK TO 1** safe partner
- **GET TESTED** for HIV
- **CALL** a hotline for more information
- **VISIT** your doctor for a check-up
- **FIND OUT** more about HIV prevention
- **ASK** your partner to use condoms
- **STOP** having sex altogether
- **SUPPORT** your friends in having safe sex

**2) To whom will the campaign be addressed?**

The target audience is the group of people to whom the message is precisely aimed. Target audiences are best defined narrowly and vividly. Narrow descriptions help to sharpen the aim of the campaign and make it more relevant. Vivid descriptions make the writers and crafters of the campaign more able to understand the target audience and "hit home" with the message and approach. When possible the target audience definition should provide a demographic, behavioral, cognitive, effective, and psychographic profile of the target audience.

**Some ways to define the target audience include:**

- **Demographic**
  - Age
  - Sex
  - Social status
  - Relationship status
  - Occupation
  - Etc.
  
- **Behavior**
  - Sexual activity
  - Sexual partners
  - Sexual practices
  - Condom use
  - Etc.
  
- **Cognitive State**
  - Knowledge about HIV transmission
  - Knowledge about HIV prevention
  
- **Affective State**
  - Thoughts and feelings about HIV
  - Concern regarding HIV
  - Denial regarding HIV
  - Motivation to adopt prevention behavior
  
- **Psychographic**
  - Lifestyle/habits
  - Values
  - Psychological barriers
  - Desires/aspirations

**3) What message will be delivered?**

**When possible, the key message should offer the target audience some meaningful benefit. With many social "products" this may mean focusing on a positive alternative to some barrier or on the positive value of avoiding some consequence. In all cases, the message must be personally relevant and meaningful to the target audience and must address them directly. It is important to focus on 1 key message in a single-minded way if it is to be memorable and impactful.**

**Some possible directions for AIDS prevention messages include the following:**

- **Key Benefits**
  - Longer life
  - Sense of control
  - Reduce anxiety
  - Consistency of behavior
  - Protection of loved ones
  - Higher self-worth
  - Sense of achievement
  
- **Consequences to Avoid**
  - Death
  - Deformity
  - Suffering
  - Isolation
  - Separation from loved ones
  - Guilt
  - Loss of intimacy
  
- **Barriers to Overcome**
  - Denial (not me)
  - Misconception
  - Fear of rejection
  - Embarrassment
  - Loss of pleasure
  - Complacency
  - Macho image
  - Peer pressure
  - Social disapproval

**4) What tone and manner will be used?**

**Tone and manner are aspects of the creative approach that support the message. They make it believable, memorable, and impactful to the target audience. They must suit the type of "product" being offered as well as the objectives and the target audience. Some possibilities include the following:**

- **Tone**
  - Serious
  - Factual
  - Humorous
  - Dramatic
  - Light hearted
  - Empathetic
  - Sophisticated
  - "Hip"
  - "Folksy"

- **Manner**
  - Authority presenter
  - Demonstrations
  - Celebrity presenter
  - Image
  - Musical
  - Vignette
  - Slice of life
  - Jingle
  - Testimonial

5) **What media will deliver the message?**

In deciding what media to use, consider the most efficient times, places, and vehicles (TV program, magazine, comics, etc.) to reach the target audience. Consider which media best accomplishes the purpose of the campaign and consider the fit between the media vehicle and the creative idea. Some possible media vehicles/tactics include:

- Television
- Radio
- Print
- Billboards
- Signs/posters
- Transit
- Cinema
- Leaflets
- POP

---

## Developing a Campaign Strategy

---

A campaign is not. . .

---

~~Short term  
event~~

---

### Strategy

The plan, outline or approach for achieving certain predetermined objectives.

---

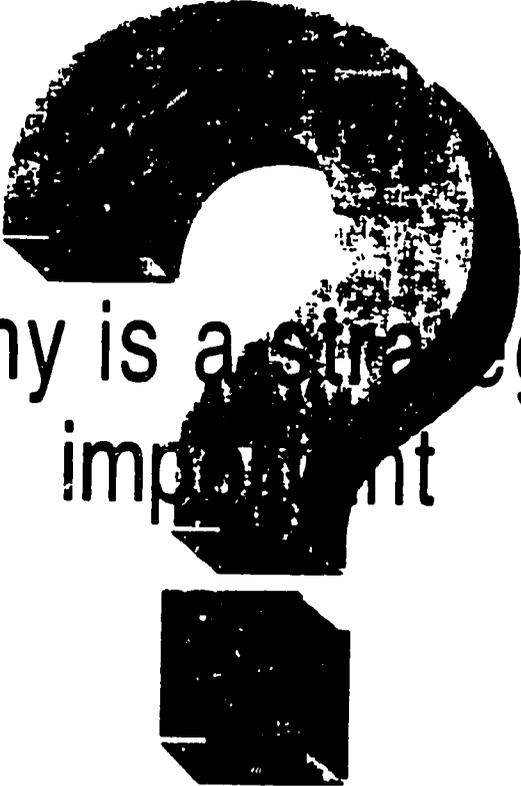
## **Campaign**

**"An organized course of action,  
planned carefully to achieve  
predefined objectives.**

**Can relate to advertising, sales,  
public relations or any part of  
the promotional mix."**

**- Institute of Marketing**

---



**Why is a strategy  
important**

---

**A Strategy is Important Because It...**

- **Provides an outline.**

---

### **A Strategy is Important Because It...**

- Provides an outline
- Coordinates efforts

---

Crowd scene, Roman orgy

---

### **A Strategy is Important Because It...**

- Provides an outline
- Coordinates efforts
- Helps ensure that important points are not missed.

---

Three Blind Men and an Elephant

---

### **A STRATEGY IS IMPORTANT BECAUSE IT...**

- Provides an outline
- Coordinates efforts
- Helps ensure that important points are not missed
- Helps prevent false starts and wasteful digressions

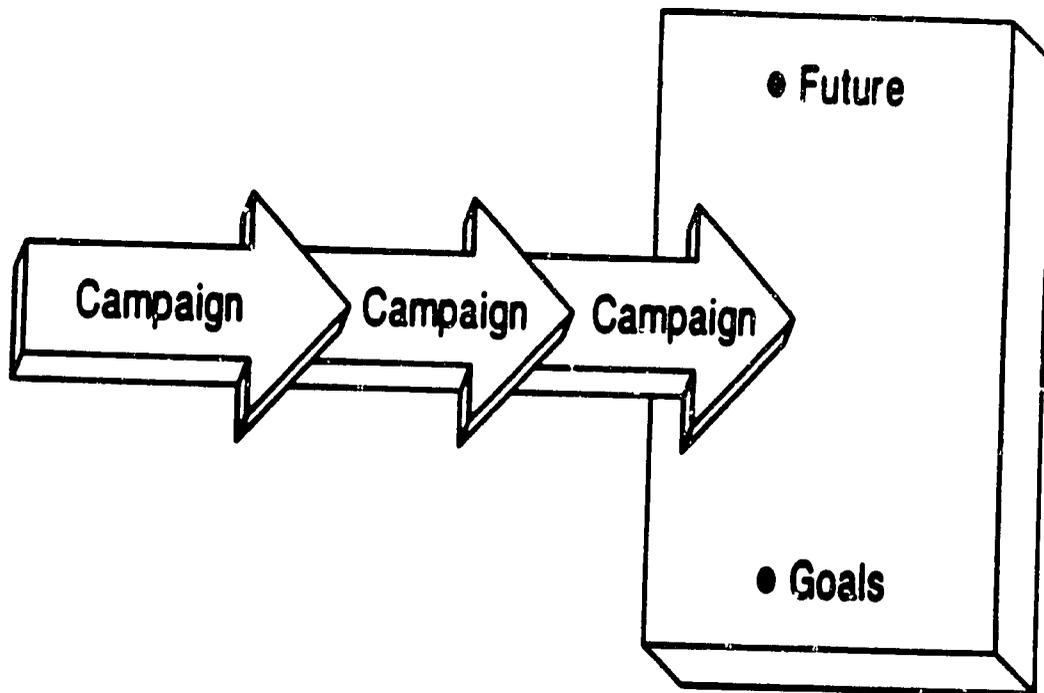
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**Cartoon boss and subordinate**

---

**A STRATEGY IS IMPORTANT BECAUSE IT...**

- Provides an outline
  - Coordinates efforts
  - Helps ensure that important points are not missed
  - Helps prevent false starts and wasteful digressions
  - Provides continuity
- 



---

EFFICIENCY

---

A strategy requires  
making decisions.

---

Decision Pyramid

---

A campaign based on information will be  
more effective than one based on thin  
air.

---

"Strategists Working Late"

---

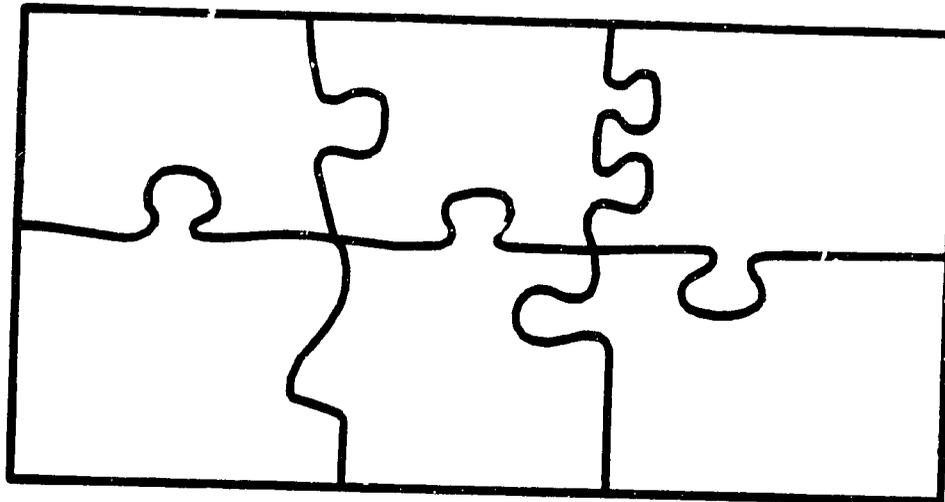
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## Five Key Questions

- I. What is the purpose of the campaign?
- II. To whom will the campaign be addressed?
- III. What message will be delivered?
- IV. What tone and manner will be used?
- V. What media will deliver the message?

---

*The answer to these questions  
\_always interlock.*



---

I. What is the Purpose of the Campaign.

---

The campaign purpose  
is tied to the social  
marketing objective.

---

Is The Campaign Meant To . . .

- Raise awareness
  - Stimulate trial behavior
  - Encourage continuance
  - Increase knowledge
-

---

**Is The Campaign Meant To . . .**

- Provoke a specific action**
- Overcome a specific negative**
- Create a specific impression or feeling**
- Correct a misconception**

---

**I. The Purpose of the Campaign**

*Exactly what is the campaign  
intended to do?*

---

**BUY**

---

---

Direct marketing, contact lens wearers, Hotline

---

**SEND**

---

Hallmark ad: "How to be someone's Valentine"

---

**STOP**

---

McDonald's ad: National landmark ahead

---

**APPLY FOR**

---

American Express ad: Gold Card, "The credentials speak for themselves"

---

**ASK**

---

Pamphlet: Medicine, "Before you take it, talk about it"

---

## VISIT

---

Philippines measles campaign, calendar

---

## WRITE OR CALL

---

AIDS: "For advice, pick up the phone"

---

## CORRECT

---

AIDS: "Some people think you can catch AIDS from a glass"

---

## REMIND

---

"Think Panther" billboard

---

## USE

---

Use condoms: "You won't believe what we like to wear to bed"

---

## SUPPORT

---

Print ad on recognizing drugs in your kids

---

Employer support: "Only a few people can help a drug addict"

---

### Desired Action

- Send
- Stop
- Ask
- Visit, etc.

---

## I. The Purpose of the Campaign

It is better to be specific than  
to be vague.

---

## I. The Purpose of the Campaign

*Exactly*, what do you want the  
audience to do *right now*?

---

Sometimes the purpose  
of the campaign is to  
evoke certain thoughts  
or feelings.

---

## I. Purpose of the Campaign

*Exactly* what do you want  
the audience to do, think  
or feel *right now*?

---

## II. Who is the Target Audience

- User
- Provider
- Influencer

---

Joint Decision

---

## II. The Target Audience

The problem is rarely simple

---

## II. The Target Audience

Be as specific as possible

---

Young, upwardly mobile adults who want  
"the good life" and who consider  
cigarette smoking as part of  
this life.

---

Print ad for Benson and Hedges

---

Women who want an early answer  
regarding pregnancy without  
visiting a doctor

---

Print ad for E.P.T.

---

~~Female 18-49~~

---

~~Females of  
Reproductive Age~~

---

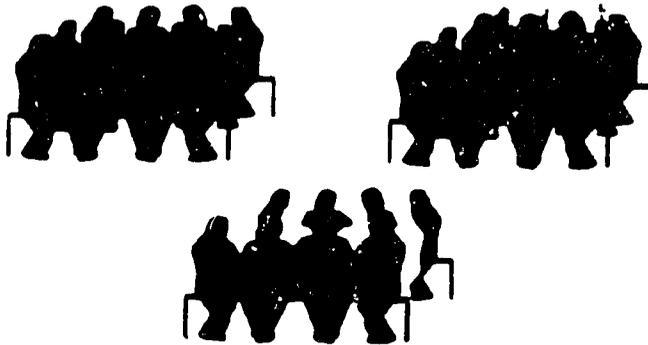
~~Mothers of  
Children Under  
5 Years of Age~~

---

Create a VIVID description  
of the target audience.

---

**Segmentation:**



---

**The Audience**

- Demographically

---

**THE AUDIENCE**

- Demographically
- Psychographically

---

**Slide of Side of Head**

---

## THE AUDIENCE

- Demographically
- Psychographically
- Behaviorally

---

Female prostitutes, age 15-34, who know that condoms are important to prevent HIV but who are inclined to "play the odds" because condoms seem like a nuisance.

---

"Poster of Prostitute"

---

Homosexual men, age 18-34, who are looking for that "special relationship" and who are hesitant to suggest a condom to their partner for fear it will spoil the romance of the moment.

---

Print Ad for condoms, Mexico: "Two men"

---

Homosexual men, age 18-34,  
who are interested in having  
sexual encounters with new  
"short term" partners and  
who often forget about using  
condoms.

---

Print Ad for condoms, Mexico: "I want you"

---

Bulls Eye

---

Illustration of narrow  
audience: thin people

---

If I concentrate my fire,  
I'll leave someone out.

---

Even when the target audience is narrow, the message will appeal to others who resemble the target in relevant ways.

---

Bulls Eye With Holes

---

A good campaign is a highly personal communication between two people -- a sender and a receiver. The sender says. . .

---

*"I know a lot about you. I understand you pretty well and I understand your problems and your aspirations and your needs . . ."*

---

*“What I want to tell you about is a “product” that I believe in, that I’m enthusiastic about and that I honestly think you’ll value and benefit from.”*

---

**Women of C, D, and E class who live in Metro Manila and have at least one child under 12 months of age**

---

**These women visit local health centers for child health care but often do so in a reactive, not proactive manner (when the child is ill)**

---

*They care about their children and are aware of the measles vaccination but do not see it as a priority because "measles isn't really serious."*

---

Philippines Measles Campaign Poster

---





**VIDEO:**

**Cigarette Smoker Talking Head**

**3 Busch Gardens Spots (Distinct Target Audience)**

---

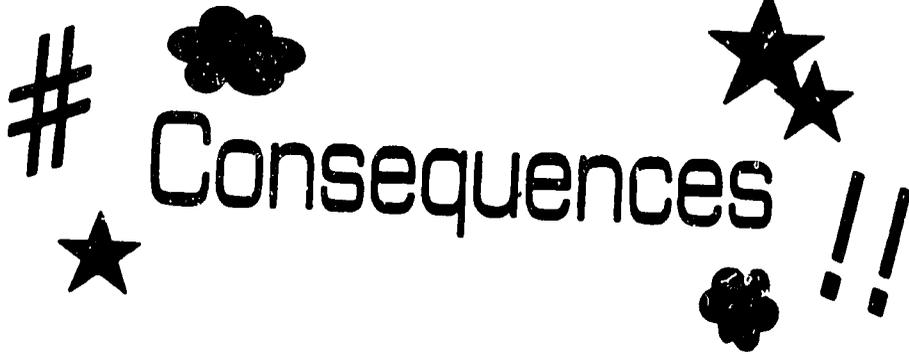
---

III. What Message Will Be Delivered?

---



**BARRIERS**



---

**Barriers**

---

**Key Barriers**

Barriers are often called  
'resistance points'.

---

---

## Key Barriers

- Physical
- Emotional/ psychological
- Social/ cultural

---

## Barrier

"Motorcycle riders are rough, dirty and rowdy people. Most are gang-members."

---

Hell's Angels biker

---

## "Nice people ride Honda"

Results: sales doubled in 2 years.

---

## Barrier

Men felt that having cold cereal for breakfast was not "macho"

---

VIDEO:

Wheaties - Sports Star

---

## **BARRIER**

Men felt that relying on daily high blood pressure medication was admitting weakness

---

## **VIDEO:**

Do it for the loved ones in your life

---

## **Counter-Barrier Strategy**

---

Some barriers are tied to specific fears or perceived risks.

---

## **Barrier**

Women were afraid to practice breast self examination because 'success' would be traumatic.

---

Print ad: "8 out of 10 breast lumps are not cancer"

---

## **Barrier**

Sexually active young female adults were afraid to suggest a condom to their partner for fear he would reject them

---

VIDEO:

Condoms "Talk About It"

---

## **Barrier**

Women in the 50s were afraid that coloring their hair would result in social disapproval, looking cheap or artificial.

---

Clairol ad from the '50s: Does she or doesn't she?

---

## **Risk-Reduction Strategy**

---

## **Consequences**

---

Many health or social offerings provide solutions to a consumer problem.

---

### Problem Areas

- Traffic safety
- Childhood diseases
- Unwanted pregnancy
- Effect of smoking
- Fire safety
- High blood pressure
- Illiteracy
- Drug overdose
- Childhood diarrhea

- 
- The target audience may be unaware, confused, or indifferent to the problem.
  - The barrier may be poor problem recognition.

---

### Problem Recognition Strategy.

---

VIDEO:

Problem Recognition

"Line" (Cocaine)

"Heavy Weight" (Seat-Belt Usage)

---

Distinguish between *aspects* of the problem and *consequences* to the target audience.

---

Scarface, "Not everyone who drives drunk dies"

---

Print ad: Mom driving kids

---

**VIDEO:**

Consequences

- "Stroke" (Physical deformity, loss of facilities)
  - "Judy Smith" (Economic disaster, loss of self-esteem)
  - "Happy Birthday" (Not die, become a vegetable)
  - "AIDS Patient" (Deterioration, suffering)
- 

**Consequence Strategy**

---

- Fear-arousal approach
  - Concern-arousal approach
-

---

### **Barriers**

- Counter-barrier strategy
- Risk-reduction strategy

### **Consequences**

- Problem-recognition strategy
- Concern-arousal

---

Campaigns that address barriers often focus on positive alternatives.

Campaigns that address consequences often focus on negative outcomes.

---

### **Benefits**

---

#### **The Key Benefit**

- Important
- Interesting
- Difficult to identify or recognize

---

## Key Benefit

- The right key benefit is the answer to a complex puzzle. It is the solution to a mystery with subtle, complicated and often misleading clues.

---

## Key Benefit

- Distinguish between an attribute and a benefit.

- 
- An attribute is a *characteristic* of the product, service or practice itself
  - A benefit is *in the mind* of the target audience

---

## Condom Attributes

- Contains non oxynol-9
- Electronically tested
- 49mm size
- Made of latex
- Lubricated
- Convenient

---

## ORS Attributes

- Inexpensive
- Powdered form
- Easy to mix
- Readily available
- Not dangerous
- Effective

---

Some attributes are easily translated into benefits, and others are not.

---

Whirlpool ad for quiet dishwashers

---

Prunes: "Believe it or not, the prunes have more fibre than the cereal"

---

Sears Hammer: Lasts longer, saves money

---

Weight Watchers' new chocolate mousse on a stick  
"Think you can't? Yes, you can"

---

Some highly motivating benefits  
are not traceable to attributes  
at all.

---

Print ad for Remy: single woman

---

Print ad for Virginia Slims

---

Print ad for Babe perfume

---

End benefits or underlying benefits

---

### Underlying Benefits

#### Wanted

- Love
- Recognition
- Pleasure
- Health
- Success
- Security
- Positive self image
- Social acceptance
- Comfort
- Freedom
- Peace-of-mind

---

## End Benefits

- Benefits focus on positive outcomes.
- End benefits often carry this to a deeper, more meaningful and personal level.

---

Print Ad: Allstate, "If you're smart, you may never have to worry about life insurance again."

---

Print ad for Remy: couple

---

Print ad for Soloflex: "No pain, no gain"

---

Benefits often rely on inference -- a conclusion made from the campaign by the target audience.

---

VIDEO:

"Hot Wheels" (Protect loved ones)

---

Benefits refer to the  
future.

Tell the target audience  
about an experience  
they will have if . . .

---

Benefits are often not  
stated directly,

They are frequently implied.

---

A benefit is a promise.

It provides a pay-off  
to the audience.

---

VIDEO:

Night Blindness  
Sarah's Birthday  
Aviance Night

---

A benefit is not  
a copy line.

Ok to put in the  
strategy statement.

---

Benefits should always be  
addressed *directly* to the  
target audience

---

Help you relax

---

Cannon quilts: "Comfortable"

---

Make you happy

---

**"A diamond is forever"**

---

**Make you more beautiful.**

---

**L'Oreal**

---

**Make you feel secure  
that your baby is  
protected from measles.**

---

**Manila Measles Campaign**

---

**How will the product service or  
practice affect me or my loved  
ones?**

---

**Is it meaningful to the target  
audience?**

---

**Benefits, barriers or consequences  
that seem vital to management may  
seem trivial or remote to the  
target audience.**

---

How many messages?

---

Find one key benefit, or sequence  
or message that best fits the  
target audience and the purpose of  
the campaign

---

Usually, less is more.

---

Volkswagen: "Think small"

---



Which to choose

---

---

~~Right  
or wrong~~

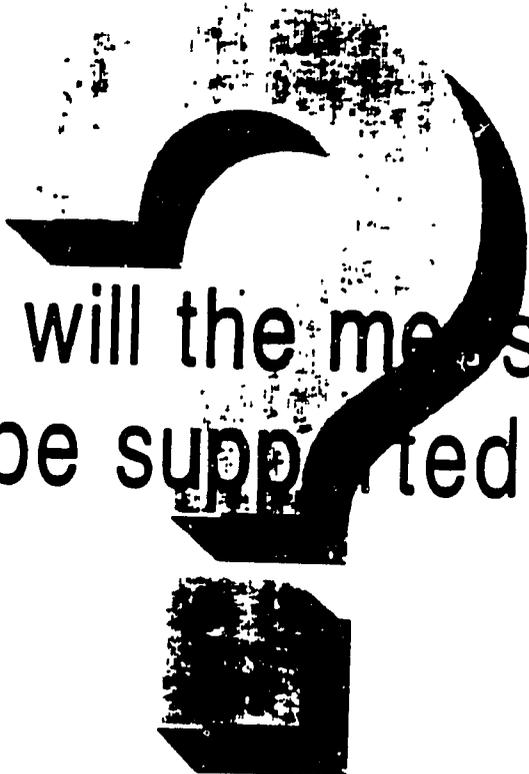
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Select the best choice  
to achieve the objective.

---

**IV. Tone and Manner**

---



How will the message  
be supported

---

## The Tone

- Serious
- Factual
- Humorous
- Dramatic
- Light hearted
- Empathetic
- Sophisticated
- "Hip"
- "Folksy"

---

**VIDEO: Illustrations of TONE**

**Support/Tone**

- "Symbols" (Humor)
- "Mr. Oblivious" (Light-hearted)
- "Circles" (Serious)
- "The Joneses" (Down to earth, personal)
- "Smoking Kisses" (Hip)

---

**IV. The Manner**

- Authority
- Demonstration
- Celebrity
- Imagery
- Musical
- Vignette
- Slice of life
- Jingle
- Testimonial

---

**Print ads: Sylvania--cat, canary, and TV**

---

**Print Ad for glue (billboard with car):**

**"It also sticks handles to teapots"**

---

**Testimonial: "Life after cancer is worth living"**

---

**VIDEO: Illustrations of MANNER**

**Support/Manner**

- "Meryl Streep" (Celebrity: straight forward)
- "Michael J. Fox" (Celebrity: humor)
- "Backwards Hospital" (Drama)
- "Shoe" (Demo)
- "Forget It" (Slice of life)
- "Mercury Morris" (Celebrity testimonial)
- "Spiderman" (Cartoon)
- "Koop on Condoms" (Farce)

---

Tone and manner work together to  
lend credibility to the message.

---

**"Reason Why"**

---

**"Reason Why"**

Often tied to factual elements  
that make the message credible

---

**"Permission to Believe"**

---

**"Permission to Believe"**

Often tied to creative devices  
that make the message credible

---

VIDEO: Illustration of "Reason Why"

Nutrelle Soap -- Vitamin E

---

VIDEO: Illustration of "Permission to Believe"

Silkience: "Infrared Photography"

---

**Test For "Reason Why"**

"If I \_\_\_\_\_  
I will \_\_\_\_\_  
because \_\_\_\_\_"

---

**"If I Use Crest I Will Get Fewer  
Cavities Because It Has Fluoride."**

---

Print ad for new Crest gel:

"Kids love the flavor, Moms love the fight"

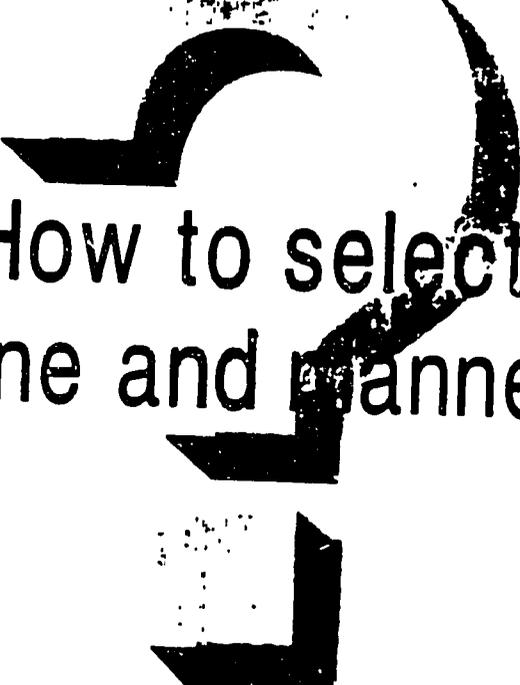
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***"If I Get My Baby Vaccinated, I  
Will Rest Easy, Because He Is  
Protected From the Dangers of  
Measles."***

---

Measles Spot

---



**How to select  
tone and manner**

---

Choosing the "right" tone and manner is  
closely tied to the campaign  
strategy & objectives.



---

"The answer will not jump up and bite you on the bottom. Many answers will suggest themselves, and most of these answers will be wrong."

-anonymous

---

### Finding the Answer

- Become

---

### Finding the Answer

- Become
- Watch

---

## Finding the Answer

- Become
- Watch
- Talk to

---

## Finding the Answer

- Become
- Watch
- Talk to
- Study

---

"THE BIG IDEA" -- Lightbulb

---

---

## V. What Media Will Deliver the Message?

---

### Media Considerations:

- Resources

---

### Resources

- Money?
- People?
- Production capabilities?
- Infrastructure?

---

### Media Considerations:

- Resources
- Efficiency

---

### Efficiency

- How many will be reached?
- How quickly and easily will they be reached?
- Is it too much?

---

### Media Considerations:

- Resources
- Efficiency
- Timing

---

### Timing

Will it reach the target audience when ...

- They are most receptive?
- They are close to the decision?
- They are easy to reach?

---

### Media Considerations:

- Resources
- Efficiency
- Timing
- Capacity

---

### Capacity

Is it able to best fit the objective?

- TV - drama
- Print - detailed information
- Interpersonal - Q&A
- Radio - frequency--"theater of the mind"

---

### **Media Considerations:**

- Resources
- Efficiency
- Timing
- Capacity
- Added value

---

### **Added Value**

**Will it enhance the message  
in some way?**

- Credibility
- Legitimacy
- Popularity
- Prestige
- Compatibility

---

### **Media "aperture"**

**when, where and under  
what circumstances will  
the target audience be  
most receptive to the  
message?**

---

## Five Key Questions

- I. What is the purpose of the campaign?
- II. To whom will the campaign be addressed?
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- IV. What tone and manner will be used?
- V. What media will deliver the message?

---

Illustration of "Consumer at the Center"

---

Montage of Target Audiences

---



When is a  
strategy complete

---

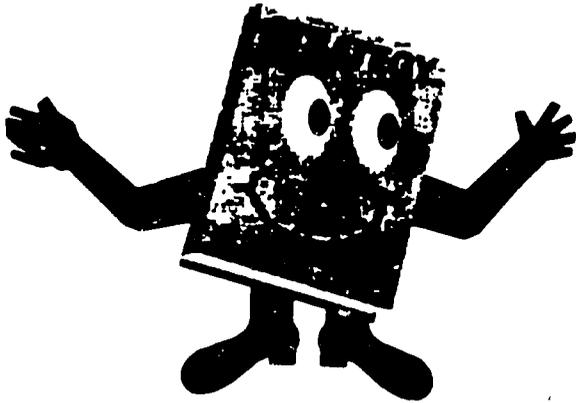
# Creative

# A



---

"THE CREATIVE LEAP"



A strategy  
is a  
living  
document

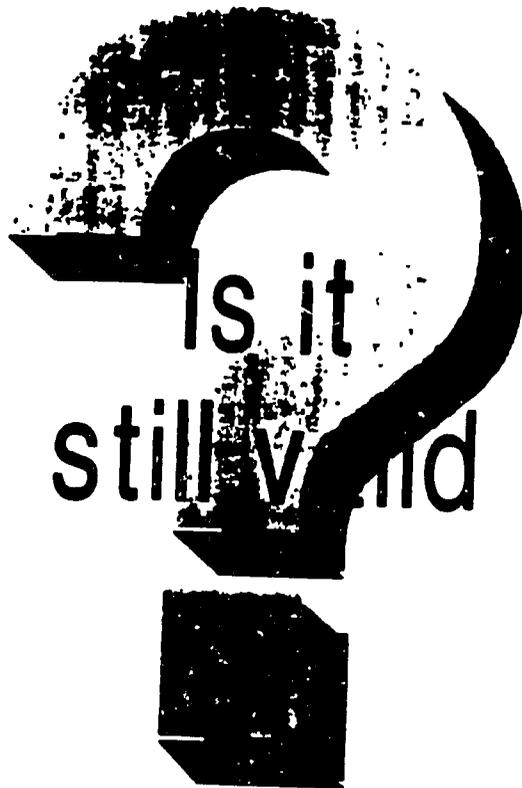
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HOW DO YOU PRESERVE  
THE VALUE OF A CAREFULLY  
CONSTRUCTED STRATEGY AND  
STILL HAVE ROOM FOR THE  
BRILLIANT CREATIVE LEAP?

---

Write a  
new strategy

---



---

The best strategies will provide  
breakthroughs in our thinking  
about the entire health issue.

---

"THE BIG IDEA" -- Lightbulb

---