

Getting the message across



Tena koutou katoa

When I was asked to talk at this forum, I thought it would be easy. And it has been easy finding material to talk about, the hard part has been cutting out material to fit within the given timeframe!

Social marketing is a massive topic – so I have had to be disciplined and narrow the focus of my talk.

First of all I am going to cover some of the general principles of marketing that shape our work at the Health Promotion Agency

Then I am going to talk about how we have applied some of our learnings to our work at the Health Promotion Agency and also the former Health Sponsorship Council as part of our Feeding our Futures, Breakfast-eaters and current work.

HPA's areas of work



HPA's range of work is broad and growing

This is the most visual part of our work – the public facing media promotions. But there is so much more...



We have 7 main strategies. divided up into three main areas – we promote; we enable and we inform.

To **Promote (red)** we use education, marketing and communications

To **Inform (blue)** we provide research and policy advice (mostly focussed on alcohol)

To **Enable (green)** we provide advice, resources and tools.

**...the right product, at the
right place, at the right time,
and at the right price.**



What is marketing? Simply put...

What is social marketing?

“The application of commercial marketing concepts and tools to achieve socially desirable goals.”

(Donovan, 2005)



So what is social marketing? There are a number of definitions around but I think this one by Donovan is quite good

Essentially, social marketing is applies marketing principles to influence audience behaviour that benefits both the audience and society.

Key features of marketing

- **Customer orientation**
- **Mutual and beneficial exchange**
- **Segmentation and targeting**
- **Competition**
- **Research and evaluation**
- **Integrated approach – “the 4 P’s”**



So what are those marketing principles... Today I’m going to briefly run through each of these principles and how they relate to social marketing.

Clear behavioural outcome

Accept

Reject

Modify

Abandon



One thing that differs from commercial marketing is that in social marketing we need a clear behavioural outcome

To accept or adopt a behaviour ---- apply sunscreen and wear a hat, eat breakfast, wear a seatbelt

To reject a behaviour – smoking, don't drink and drive,

To modify a behaviour --- cut down their drinking, try to limit the amount of time you spend in the sun when UV levels are high, minimise the harm from one's own gambling

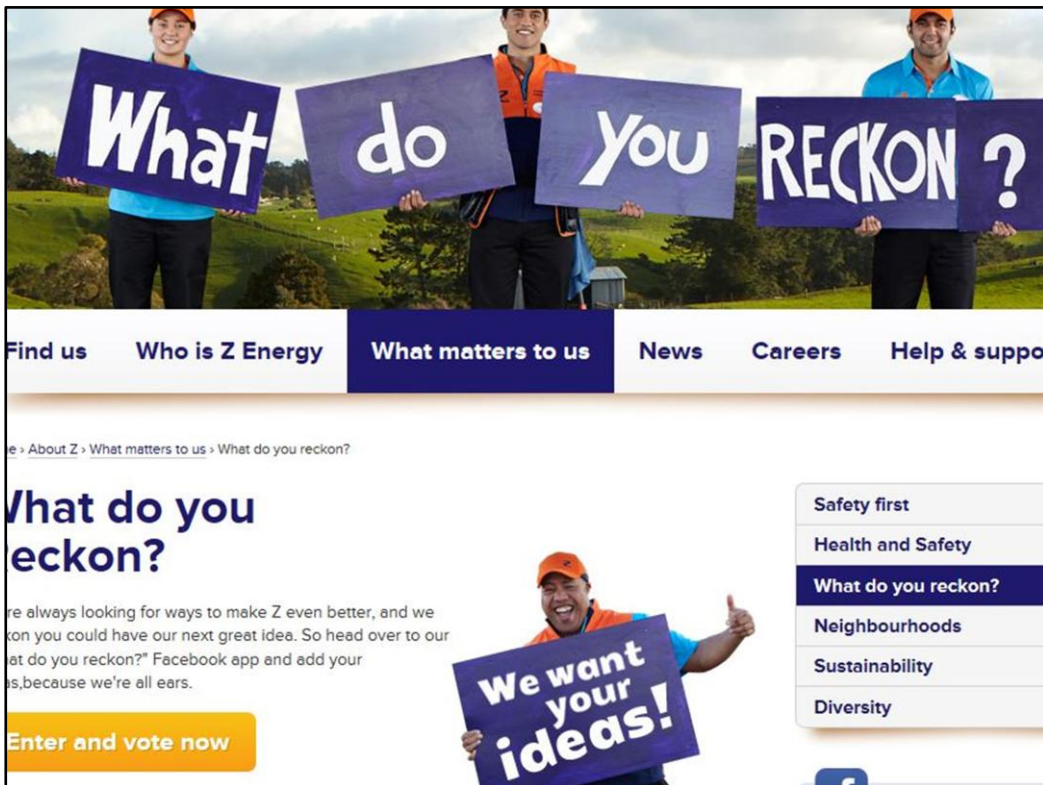
or abandon a behaviour --- give up smoking,

Key features of marketing

- **Customer orientation**
- **Mutual and beneficial exchange**
- **Segmentation and targeting**
- **Competition**
- **Research and evaluation**
- **Integrated approach – “the 4 P’s”**



Getting back to the features of marketing...



The first is customer orientation

Marketing is a way of thinking. It makes the **customer** and their **satisfaction** the **focal point** of all activity.

It starts and finishes with the customers wants and needs. It's about putting the customer first – what do they want? How do we provide it for them?

In this example, Z Energy is very overt about asking their customers what they want.



In social marketing, this means...

Putting people, families, whanau, communities at the centre of everything we do – what matters is their needs and wants

We must respect and understand their perceptions and their realities

At HPA, we spend a lot of time trying to understand the perceptions and realities of our audiences. Eg. Healthy Eating in NZ Families and Whanau report and the Homemade takeaways research

Mutual and beneficial exchange



In commercial marketing that involves a seller with something to sell that is of value to a buyer with money to spend

It's about exchanging something I have that you want for something you have that I want.

But it's not unique to commerce...

You go to work and offer your skills and knowledge and in return your employer pays you an agreed amount

At home, I'll cook if you do the dishes

Seeking benefit and reward is fundamental to human behaviour



I find that it is helpful to ask the question – what’s in it for them?

Why should people do what we want them to do unless there is a clear benefit to them.

That benefit must be perceived to be of real value to the target audience too – not to us as the social marketer.

Eg. Cash benefits in images shown on left. Or kids do better at school and sport if they eat breakfast (image on right)

We must never forget that we are asking our audience to do something that may come at a significant cost to them.

Market Segmentation



Marketers segment and then profile their audience.

Marketers identify groups within the population that have similar wants and needs.

They put them into groups so they can target their marketing in different ways to the different groups.

They understand that different people want different options according to their particular needs and desires. So they don't treat them all the same way.



At HPA we recently did some audience profiles or persona to help us better understand our audience needs.



In marketing and social marketing you have to know and understand your competition.

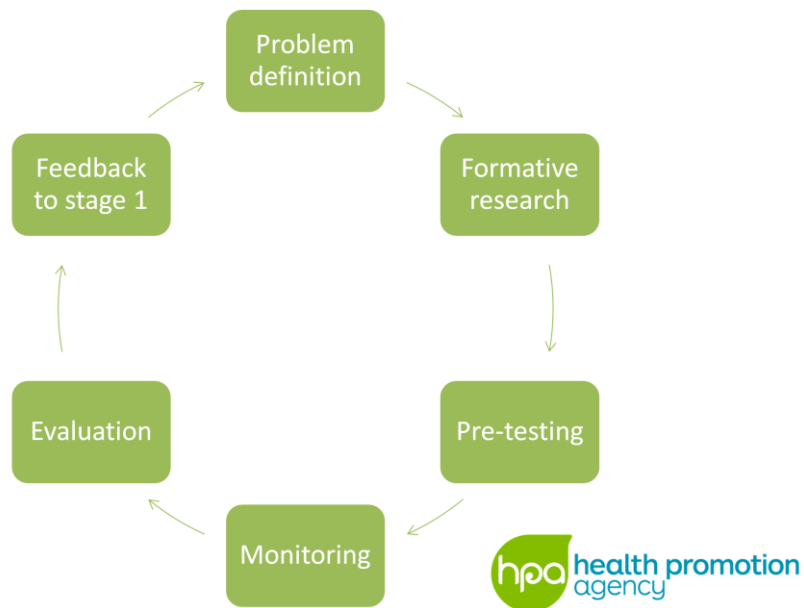
What's our competition doing and saying? This image is quite different from the images of obesity and tooth decay used with "avoid sugary drinks" messages. This image is about achieving your full potential, being the best you can be.

Firstly we need to identify our competition, then we must work out how best to manage it and then keep an eye on it (and respond as necessary).

In social marketing our competition might include – behaviours, industries, environments, social norms & attitudes (for example)

Remember – your target group can always choose to do something else!

Social marketing research process



Marketing is a process of continual improvement – of ensuring return on investment

In social marketing we follow a similar process...

Gerard Hastings summaries the key elements of research for the social marketing research process...

It's also a process of continuous improvement

We monitor our progress using a range of methods such as measuring short-term impacts and longer-term trends such as the MOH NZ Health Survey and HPA's Health and Lifestyles Survey

The Marketing Mix



Traditionally marketers focus on the 4 Ps - but over time more P's have been added – eg policy and partnerships.

They work best when they are integrated – the old adage – whole is greater than the sum of its parts



A burger is a burger is a burger.... Or is it?

McDonalds is about clean toilets, happy kids, safe playgrounds, convenience, value for money, family harmony, no arguments...

And you'll also notice one of the other marketing P's – partnerships – McDonalds and Coca Cola have a great partnership where with every combo customers also get a Coca Cola.

The social marketer's challenge:

How can we design our offering so that it is a more attractive offering than the competition's?

How can we ensure our offering provides benefits that are of real value to our client?

Eg. Breakfast-eaters --- product isn't breakfast or obesity prevention, it's about parents wanting their kids to achieve their potential, and do better at sport and school



Place

Place is obviously where you get something from. Again, McD's do this well - there are lots of 'places'. And it's easy, you can drive through if you don't have time to stop. You can park for free. You can see the golden arches from miles away. There's always a sign saying how many km's to the next McD.

And if the product or experience is good, you'll often go out of your way to go to the place.

In social marketing --- Sometimes the problem is that there just aren't enough places. Eg, supermarkets in Porirua vs wellington CBD

The social marketer's challenge:

How can we make our offering easily accessible and available (physically and psychologically)?

How can we manage 'place' to minimise the barriers?

Eg. Breakfast-eaters promotion went into supermarkets – to the point of purchase - or the Stroke Foundation did BP checks at supermarkets (going to where the people are)

Health promoting schools is working to provide a school environment that promotes and supports wellbeing

Price



What will it cost?

This is not just about money. What other 'costs' can you think of - time, opportunity cost

Even if something is 'free', it comes at a cost - it may only be the cost of not doing something else.

The social marketer's challenge: How can we minimise the costs and the barriers of our offering?

Eg. takeaways research – people buy takeaways because they are fast, easy, the kids like them, it means there are no arguments about dinner, there is minimal waste (ie, you know the kids will eat them), there are less dishes --- so when we ask people to cook at home we have to remember that it is their perception that we are asking them to give up these things --- our offering can't have any additional barriers or costs



Promotion

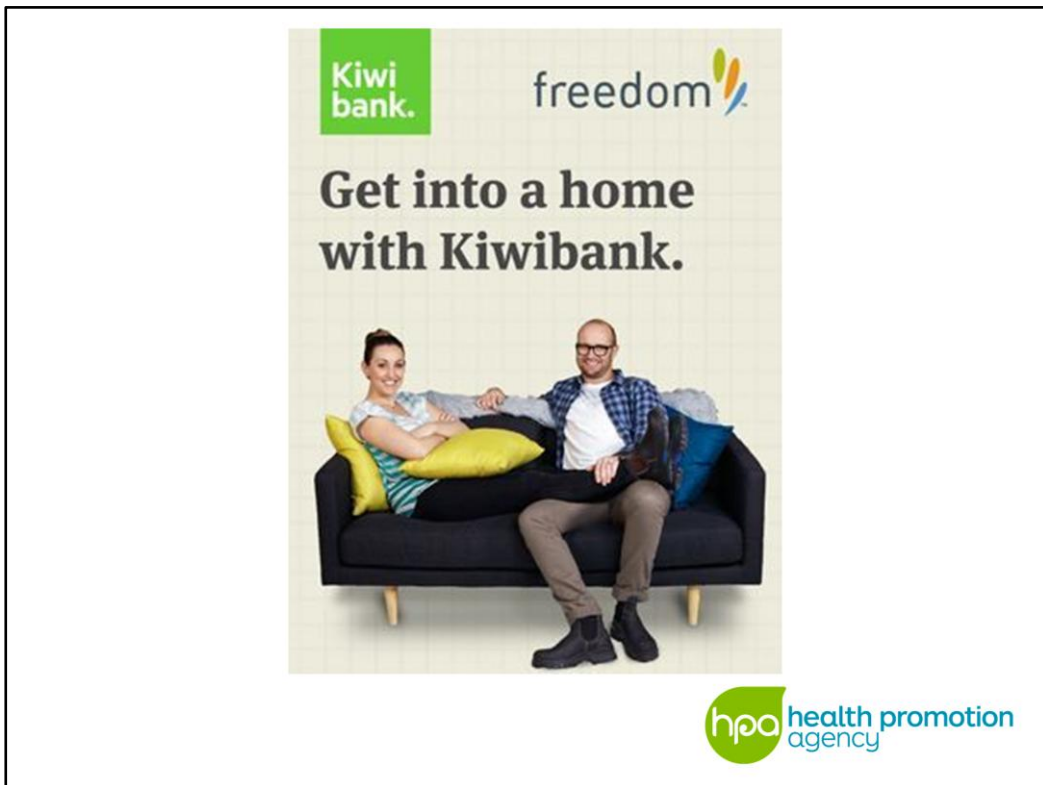
Promotion is self explanatory - how can the customer find out about the product or service. Telly, radio, mail drops, newspapers, magazines, billboards, point of sale advertising, bus backs, mail flyers - all of these things inform the customer.

The thing about marketing is to remember that it's not all about promotion. It's part of an integrated approach. And we have to remember that too - often we get caught up designing something or looking for a way to promote the message without having sorted out our other 'p's' first.

The social marketer's challenge:

How can we best promote our offer to our audience in a way that both reaches and motivates them?

Eg. where is your audience? You need to take your promotions to the people. Increasingly our promotions involve the internet and social media.

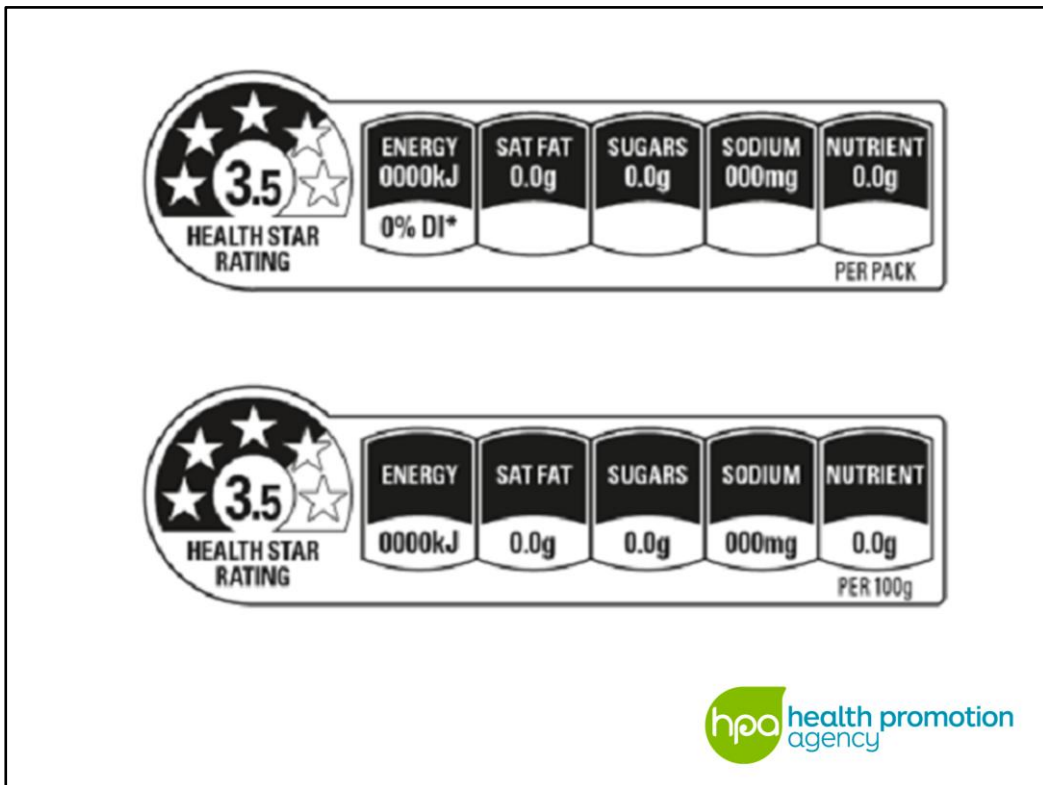


Partnerships - critical to success – already mentioned Coca Cola and McDonalds – for the Block-a-holics in the room – think KiwiBank, Freedom, Bunnings, Wild Bean, New World

The social marketer's challenge:

Who do we need to help us? How can we best involve them so that their needs are met too?

And, sometimes others are better placed to be the messenger or to deliver



Policy

The social marketer's challenge:

How can we influence policymakers (and retailers, communities, schools, etc) and others to create an environment that is supportive of the desired behaviour?

Social marketing

- It is not just about influencing the behaviour of the **individual** smoker, drinker, young person, gambler...
- It can (and should) be used to influence the **social networks** around the individual
- It can (and should) also be used to change the **environments** in which people live, work, play and learn



It's not only about individuals, it's also about social networks and the places where people live work play and learn.

What have we learnt?

Meal solutions



Life is busy and chaotic. Families are time and money poor.

Family meal preparer's told us they want --- To make the best meal that most will eat with the money and time you have

They are looking for meal solutions. They aren't thinking about carbs, fat or nutrients.

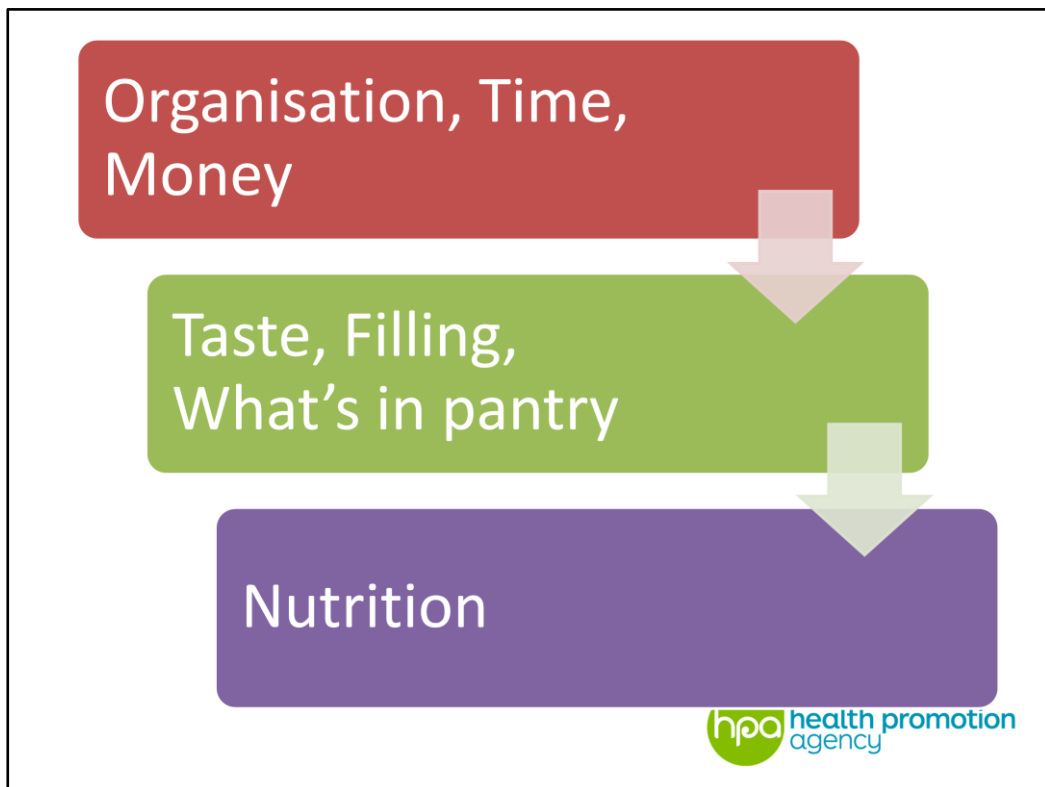
They want fast, tasty, easy meals that their family will eat without a fuss.

People talk about meal preparation as a chore or duty that **MUST** be performed **EVERY** day

They are able to delay the ironing and washing, but **not** the meals

It's the last thing that **MUST** be done every day - when tired, when hungry

However, despite all of this, there is a lot of pride in how well they feed their family



When we look at the “hierarchy of needs” organisation, time and money are the first priority.

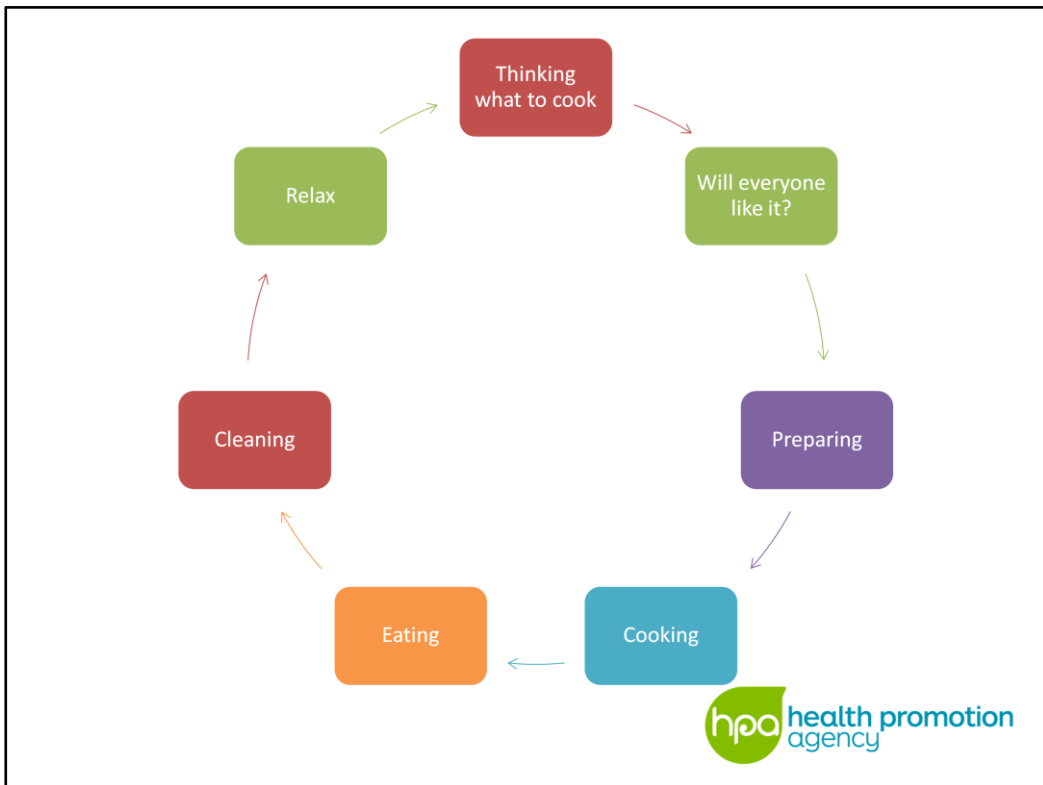
Each layer must be satisfied to move to the next layer

And, most importantly avoid the wastage of time, food and money

“We have the essentials – the things that will get us through the week until the next pay, and key ingredients...stuff that we must have in the kitchen. I tend to look at what the whole family likes, the kids and my husband, and factor the budget in and you have my shopping list.”

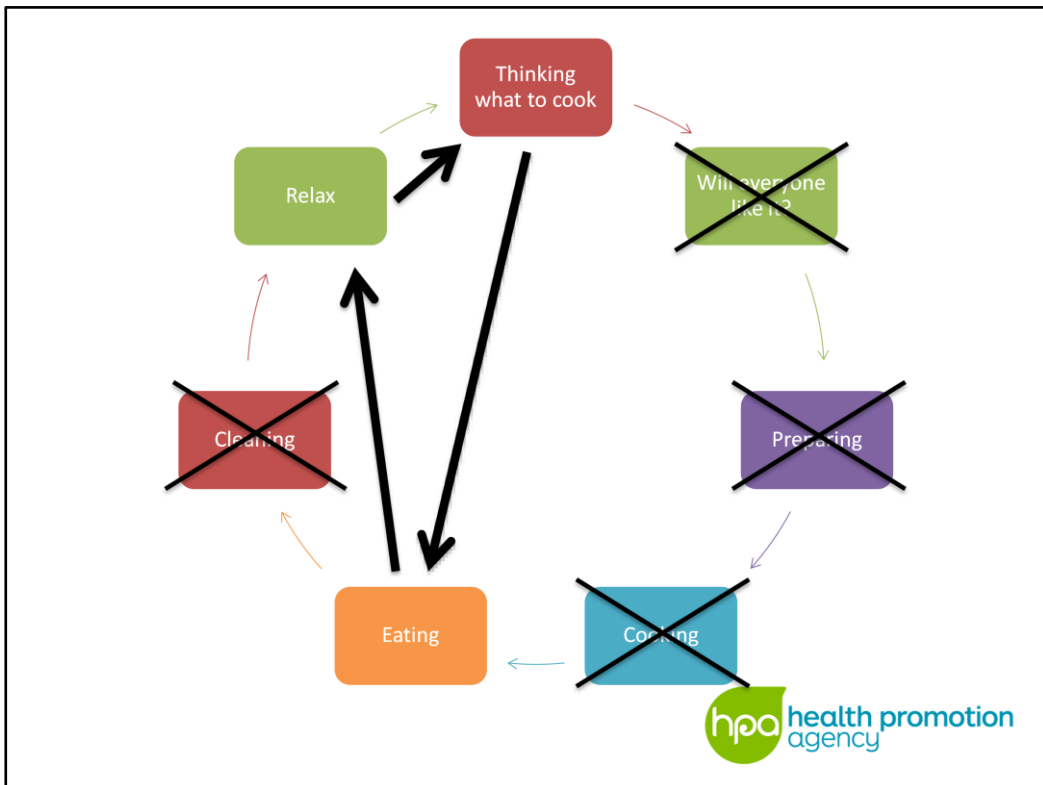
(Female, Pacific Islander)





There are lots of steps to providing a meal for the family

This happens every day. Every single day!



Takeaways provide a solution – the daily meal cycle is much shorter, there's no preparing, cooking, or cleaning.

Even if takeaways only supplement or bulk out the meal, the job of preparing dinner is simpler and quicker.

All you have to do is think about dinner, eat then relax.

People are open to new ideas and recipes



People tend to have a set repertoire of meals they cook each week.

However, they are always keen to increase or improve this repertoire but the new ideas...

- Must be to everyone's tastes

- Must fit budget

- Must not take MORE time to prepare or organise than their current recipes

- Must be easy, quick and simple

- Must NOT be any less healthy

- Must be seen as being a meal – to be seen to be filling – to be a real dinner

- Must NOT require them to purchase a large range of new foods and ingredients (beyond their normal staples and usual key ingredients)

“The cooking shows, like Jamie Oliver and others are excellent but I can’t get the ingredients they have and most of what they have are things I do not have. I want to make what I have work with minimal additions of effort and ingredients as possible.”

(Female, Pacific Islander)



If I can come up with different ways where our bag of mince can make a grand entry, that would be great.

**Our offerings need to
meet all these criteria –
oh, and by the way, it's
healthy**



Our offerings need to meet all these criteria....

Must be to everyone's tastes

Must fit budget

Must not take MORE time to prepare or organise than their current recipes

Must be easy, quick and simple

Must NOT be any less healthy

Must be seen as being a meal – to be seen to be filling – to be a real dinner

Must NOT require them to purchase a large range of new foods and ingredients (beyond their normal staples and usual key ingredients)

Oh, and by the way, it's healthy!



Some learnings from our Facebook page...

People like novel ideas and ideas that use up leftovers or that prevent waste – this is banana pancakes made with only two ingredients – eggs and mashed banana - a great way of using up browning bananas

Another recipe that is super popular is savoury bread cases that use up stale bread (stale bread in muffin tin and fill with baked beans, creamed corn, etc and top with a sprinkle of cheese).

Nearly 1,000 likes

113 shares

42 comments



People like fast, easy dinners. Solutions for busy nights. This is a chicken cooked in a slow cooker. Slow cookers cause controversy – people love them or hate them. But it's a great way for people to share their evening meal solutions with others.

Nearly 700 likes
 Around 250 shares
 50 comments



And, again, another fast easy meal idea – this very simple pasta bake was shared with nearly 2,500 people.

And, people do try these ideas and feed back to us. What they liked, what they didn't, how they tweaked it to fit what they had in the cupboard.

This is a great example of people sharing their own ideas – it's not about us getting our message across – its about creating a platform where people can get their own messages across

Over 2,000 likes
 Nearly 2,500 shares
 129 comments

Keep an eye out...

- Updated website – myfamily.kiwi
- Introducing first foods
- Research
- Health Star Rating
- The marketing mix
- Your family meal decisions



We're taking these learnings forward with our updated website – myfamily.kiwi – with refreshed food ideas and recipes and information on introducing first foods

New research on infant feeding and food advertising to children is available on the HPA website

Health Star Rating – in store now – and appearing on an increasing number of foods in both Australia and NZ

Take notice of the marketing mix and some of the key features of marketing I've talked about today – take notice of where you receive information about food and beverages, take notice of partnerships between products eg. The Block and New World or Wild Bean Cafe.

Think about your individual and family meal decisions – do you follow the process described earlier? How do you decide what to have for dinner?

Good social marketing works

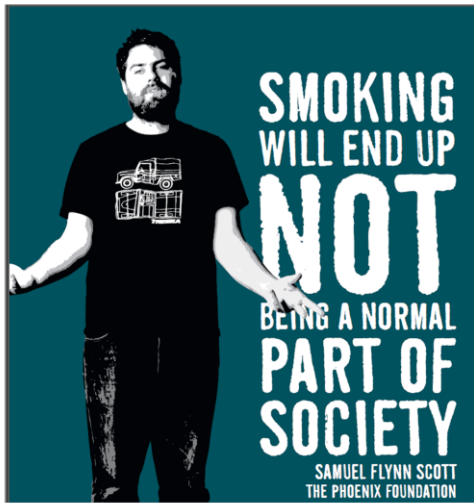
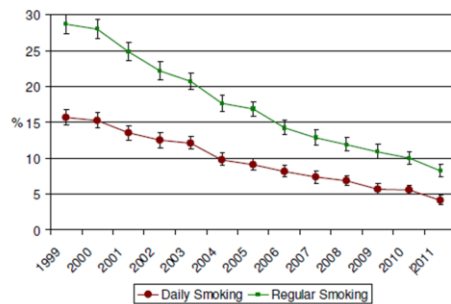


Figure 1. Percentage of Year 10 students who were daily or regular smokers, 1999-2011



IN summary, good social marketing works... Just look at smoking rates (these show the percentage of Year 10 smokers over the past 15 or so years), the acceptability of smoking in public places, seat belt wearing, etc.

And, I'm not saying that we are the sole instigators of that change --- we were part of a much bigger and comprehensive plan --- that's the beauty of good social marketing

www.hpa.org.nz

