

# Social Marketing At A Critical Turning Point in Driving Social Change Across the World

London, England and Washington, D.C. (August 16, 2011)

Social marketing, the application of marketing and communications to support personal behavior and social change, is poised to become an increasingly important tool for addressing global health and social issues, according to participants in the 2nd World Non-Profit and Social Marketing Conference.

More than 600 marketers, communications experts, and researchers from 40 countries convened at the Conference in Dublin, Ireland, on April 11-12, 2011. In a survey conducted among Conference participants and invitees—including representatives of leading corporations, civic organizations, academic institutions, governmental entities, and non-governmental organizations (NGOs)—84% of respondents report that they believe that social marketing is at a critical turning point in driving social change.

“The survey findings demonstrate that social marketing is increasingly recognized and applied as a proven approach for public and private sector organizations to apply in helping to improve social ills,” concluded Jeff French, Ph.D., the WSMC Chair. “But, as 88 percent of those surveyed concluded, social marketers need to do a better job of marketing the practice of social marketing for its promise to be realized,” observed Tom Beall, Global Managing Director of Ogilvy Public Relations Worldwide’s Social Marketing practice.

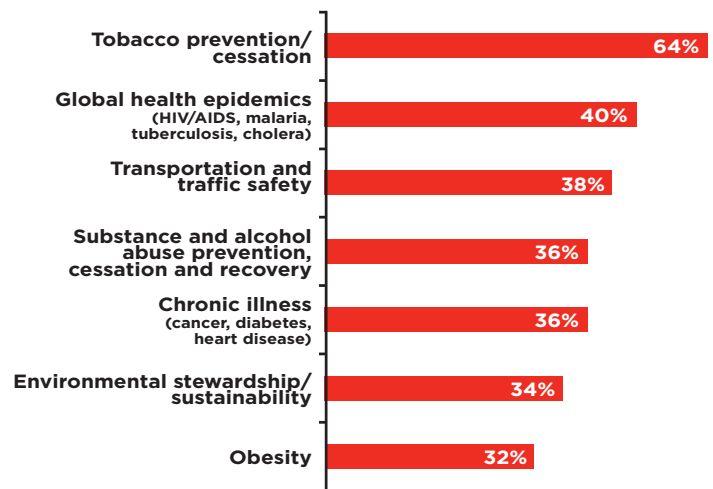
Ogilvy Public Relations Worldwide, in collaboration with The Conference People, respectively the title sponsor and organizer of the Dublin conference, conducted the survey to examine trends, issues, and priorities for the future. Additional results are highlighted below.

## Many Success Stories Lay the Foundation for Successful Social Marketing Initiatives

Over the last 40 years, social marketing has become an increasingly widely-utilized approach to propel awareness and behavior change-focused initiatives, campaigns, and programs around the world. Almost one-third of respondents (31%) feel that social marketing is widely used in their country in driving social and behavior change and an additional 53%

report that it is somewhat widely used. Almost one-half of all respondents (48%) see their country as trailblazers in setting best and new practices in social marketing. This appears to be especially applicable to countries in Europe and North America, in which 76% of survey respondents reside. 39% of respondents report that their countries tend to adopt standard social marketing practices developed by others.

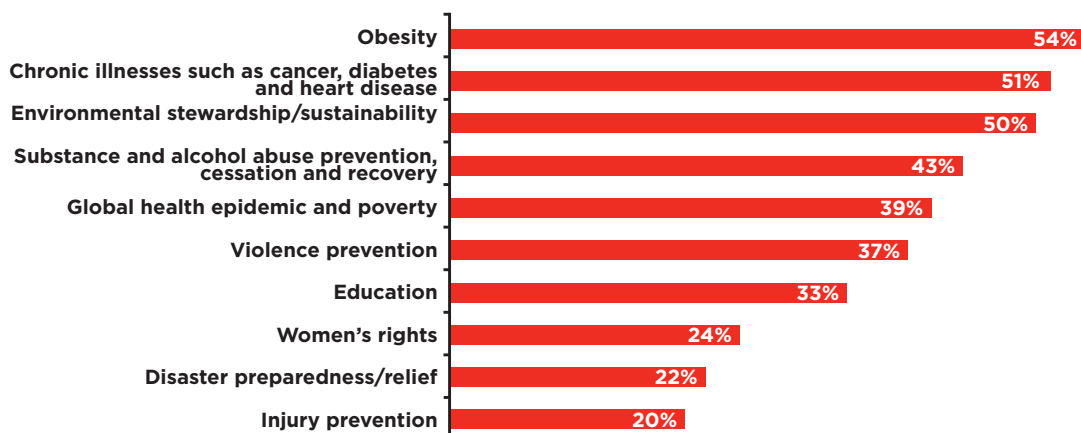
When asked to identify the areas in which social marketing has most advanced societal progress, respondents named:



Survey participants identified specific social marketing interventions or programs that have set the standard for other social marketing programs. Examples cited include the U.S. *truth* campaign targeted to smoking prevention among American youth; the UK *RecycleNow* campaign that engages both government and businesses in support of real environmental behavioral change; Australia’s various skin cancer prevention/“sun smart” campaigns; the U.S.-initiated *The Heart Truth*<sup>®</sup>/Red Dress campaign focused on raising awareness and prompting a response to the fact that heart disease is the #1 killer of women; and various campaigns targeted to seat belt use and other facets of driving safely conducted across the globe.

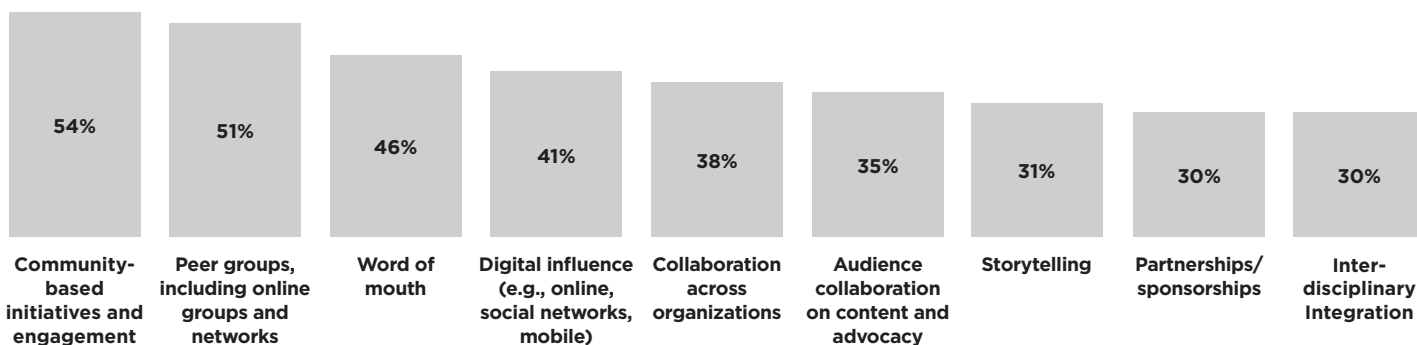
## Obesity and Chronic Illness Top the List of Areas of Greatest Emerging Need for Social Marketing Interventions

Looking ahead, respondents identified areas in which they felt that social marketing was most needed to drive future awareness and behavior change. Obesity, chronic illness, and environmental stewardship top the list of emerging priorities:



## Interpersonal Interventions Are A Key to Social Marketing Success

Although interpersonal interventions are identified by respondents as the most effective social marketing tools, they observed that “keys to success” for social marketing interventions include:



They also recognize the importance of applying the principles of behavioral economics to supporting personal behavior change (25%), but acknowledge that a nudge alone may be insufficient to support sustained behavior change (87%).

## What Defines the Emerging Era of Social Marketing

As social marketers look at the future of social marketing, widespread application of social marketing beyond a traditional focus on public health to issues such as sustainability and economic development is at the top of the list of what respondents say will define the emerging, new era of social marketing (44%).

The expanded importance of social media, community and audience engagement, and corporate participation also were acknowledged as distinguishing features of this new era:

- **Social Media Emerging as Game-Changer.** 88% of respondents agree that the accessibility and participatory nature of communications has forever changed social

marketing. 75 % agree that the rise of social media has created a paradigm shift for social marketing, observing that tapping the power, reach, and influence of digital media (e.g., online, social networks, mobile) will be an increasingly salient characteristic of social marketing going forward.

- **Audience Engagement Through Peer Groups and Community-Based Initiatives Remains Vital.** At the same time, social marketers observe that the emerging era will be defined by continuing dependence on traditional peer groups and social networks (37%), as well as community-based initiatives and engagement (34%). According to survey respondents, the new era also will reflect increased emphasis on audience engagement and collaboration on content and advocacy (33%).



- **Corporations Can and Need to Play a More Important Role.** Collaboration among organizations (29%) and corporate sector participation through public-private partnerships (25%) are perceived as defining features of the new era of social marketing. 93% agreed that

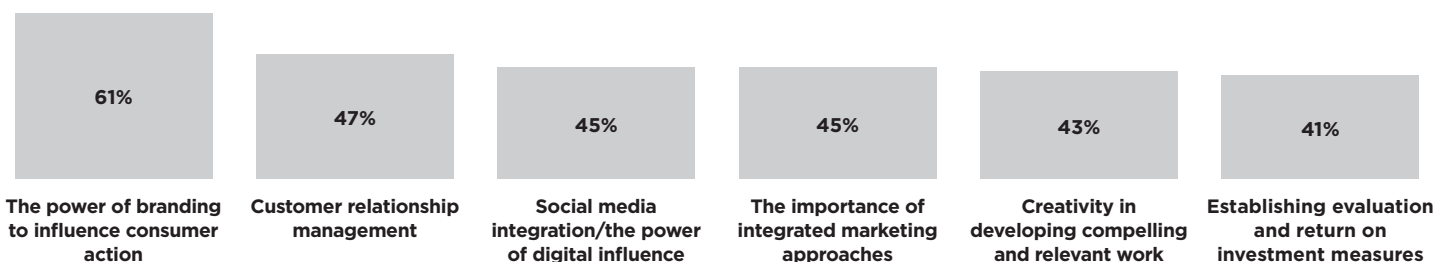
collaboration among public and private partners, including corporations and NGOs, are essential to greater success in supporting social change. Over 90% of respondents agree that the corporate sector has an important role to play in solving the world's most pressing social issues.

## Social Marketers and Corporate Marketers Have Much to Teach Each Other

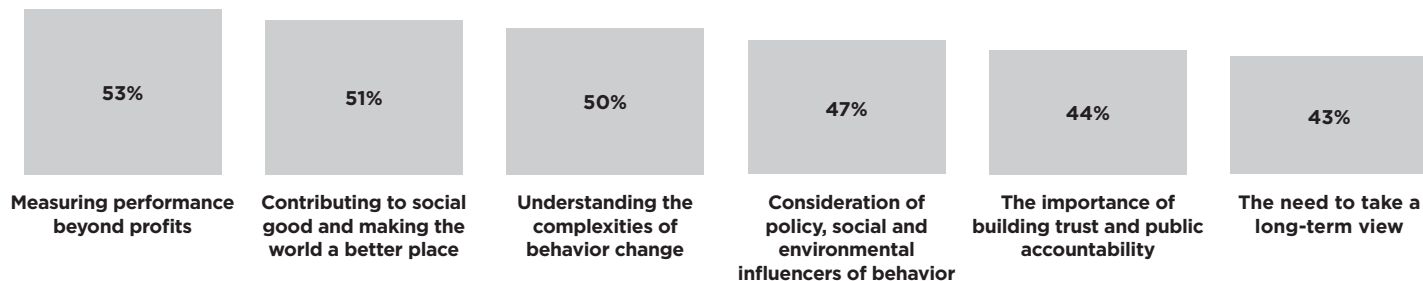
Although altruism compels social marketing involvement (as evidenced in the fact that respondents say that their involvement in social marketing is driven by their ability to make a difference (70%) and have an impact on other's lives (48%), social marketers recognize that they have much to learn from corporate marketers and things to teach corporate marketers as well.

In fact, as observed by Conference Keynote Speaker Miles Young, CEO of Ogilvy & Mather Worldwide, "Pursuing social goals alongside commercial ones are more important to all of us than ever before, ushering in a new era of collaboration between commercial and social marketing practitioners."

For social marketers, most important lessons to be learned from corporations are:



Social marketers suggest that commercial marketers would benefit from adopting common social marketing approaches that include:



### About the Survey

Ogilvy Public Relations Worldwide, in collaboration with The Conference People, sought to better understand trends, issues and opportunities within the field of social marketing internationally. A global online survey was conducted among social marketing professionals across the globe by Greenfield Online/Toluna. The 15-minute survey was fielded from March 15-30, 2011, using The Conference People's database and the 2nd World Non-Profit and Social Marketing Conference pre-registrants. At 95% confidence, the study has a margin of error of 35.9% for the total sample of 280 respondents.

## About the World Non-Profit and Social Marketing Conference

The 2nd World Conference brought together an audience of more than 600 behavioral change experts from 40 different countries, in Dublin Ireland, April 11-12, 2011. The goal of the Conference is to engage professionals with an interest in tackling key social challenges and provide a dynamic venue for learning and sharing.

This conference, held every two years, brings together practitioners, academics, government employees and non-profit administrators to share state of the art knowledge, develop collaborative relationships, and advance the development and application of social marketing around the world. In 2013, the World Social Marketing Conference will be held in Toronto, Ontario, Canada.

## About The Conference People

The Conference People are a full service, global event management company. As well as offering a free worldwide venue finding service, The Conference People provide full event production, administration and live event management services ([www.confpeople.co.uk](http://www.confpeople.co.uk)).

The Conference People own, manage and produce the World Social Marketing Conference. The next World event will take place in Toronto, Canada, April 21-23, 2013. ([www.wsmconference.com](http://www.wsmconference.com)).

## About Ogilvy Public Relations Worldwide

Ogilvy Public Relations Worldwide (Ogilvy PR) is a global, multidisciplinary communications leader operating in more than 80 markets. For more than two decades, Ogilvy PR has been at the forefront of social marketing—advancing personal and public health and safety and broader socially desirable goals via communications initiatives. We have developed numerous social marketing campaigns to successfully raise awareness, educate and prompt action regarding some of today's largest and most complex issues, ranging from cancer to cardiovascular health, substance abuse to homeland security, youth violence prevention to disaster preparedness, and much more. Named Large Agency of the Year by The Holmes Report and PRNews, Ogilvy PR is a unit of Ogilvy & Mather, a WPP company (NASDAQ: WPPGY), one of the world's largest communications services groups.

For more information, visit [www.ogilvypr.com](http://www.ogilvypr.com) and [smexchange.ogilvypr.com](http://smexchange.ogilvypr.com).  
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