



World Social Marketing Conference 2008

Brighton & Hove City, England, 29 – 30 September 2008



World
Social Marketing
Conference 2008

Keynote Session

Branding in Social Marketing
Gerard Hastings

Hopes and Dreams

Professor Gerard Hastings

World Social Marketing Conference
Brighton

Structure

1. Communication
2. Branding
3. Marketing
4. Conclusions

Communication

Four questions:

- What factual message(s) do you take from it?
- What other message(s) do you take from it?
- Do you like it? (why? / why not?)
- Who is it from?

Communication

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Communication

- Factual messages: impotence
- Other messages: many and various
- Liking: again varies
- Source: not sure
(European Commission)

Communication

→ three ideas:

- Active consumer: dialogue not monologue; with not to
- Emotion matters
- Source matters

All social marketing communications have an emotional dimension - a 'personality' or 'tonality' - whether the sender intends it or not

(Levebre 1995)

knowledge

The facts:
smoking kills;
veg saves

attitudes

smoking
is bad

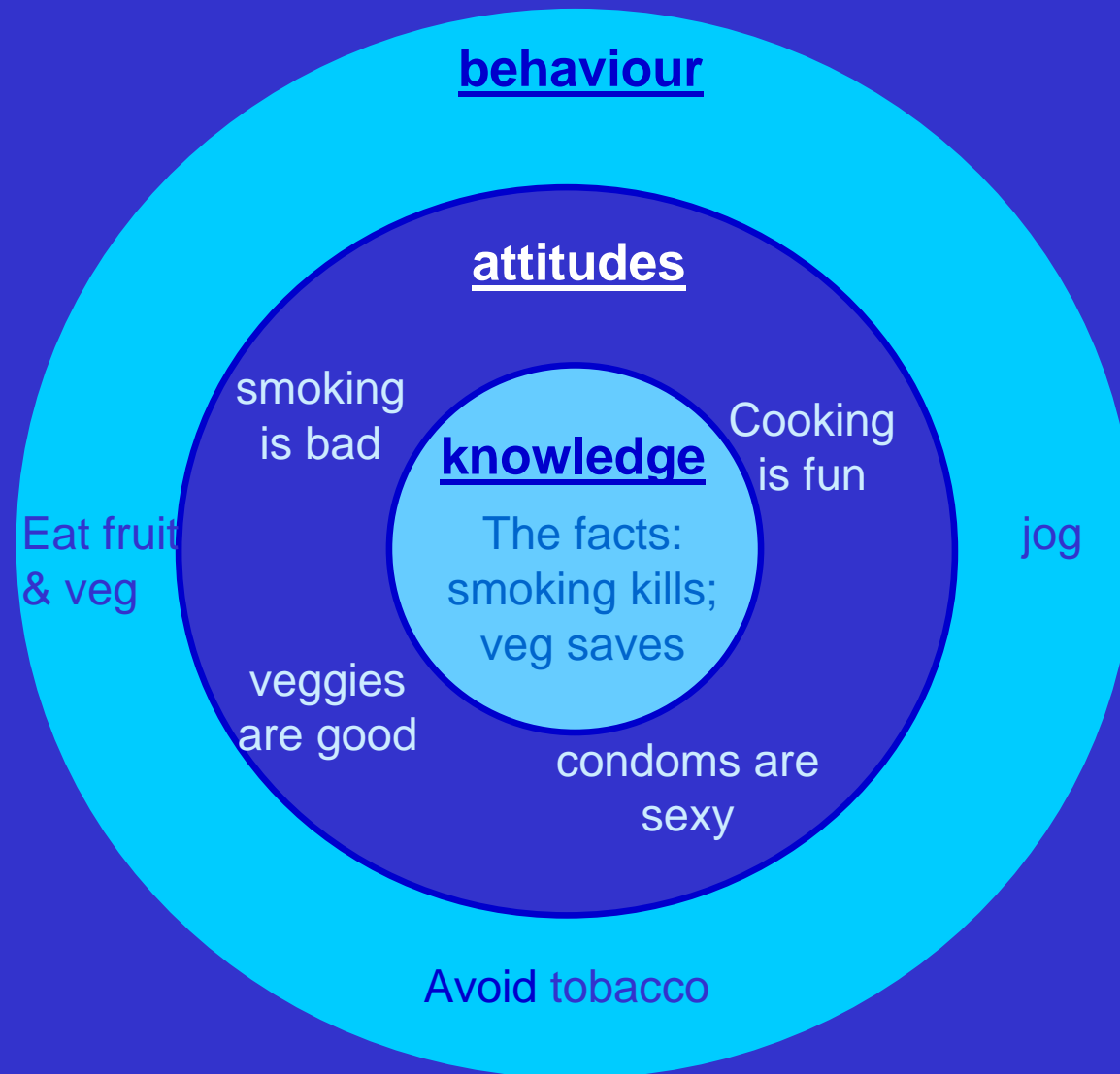
Cooking
is fun

knowledge

The facts:
smoking kills;
veg saves

veggies
are good

condoms are
sexy



behaviour

attitudes

knowledge

The facts:
smoking kills;
veg saves

smoking
is bad

Cooking
is fun

Eat fruit
& veg

jog

veggies
are good

condoms are
sexy

Avoid tobacco

identity

behaviour

attitudes

knowledge

The facts:
smoking kills;
veg saves

lifestyle

power

smoking
is bad

Cooking
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Eat fruit
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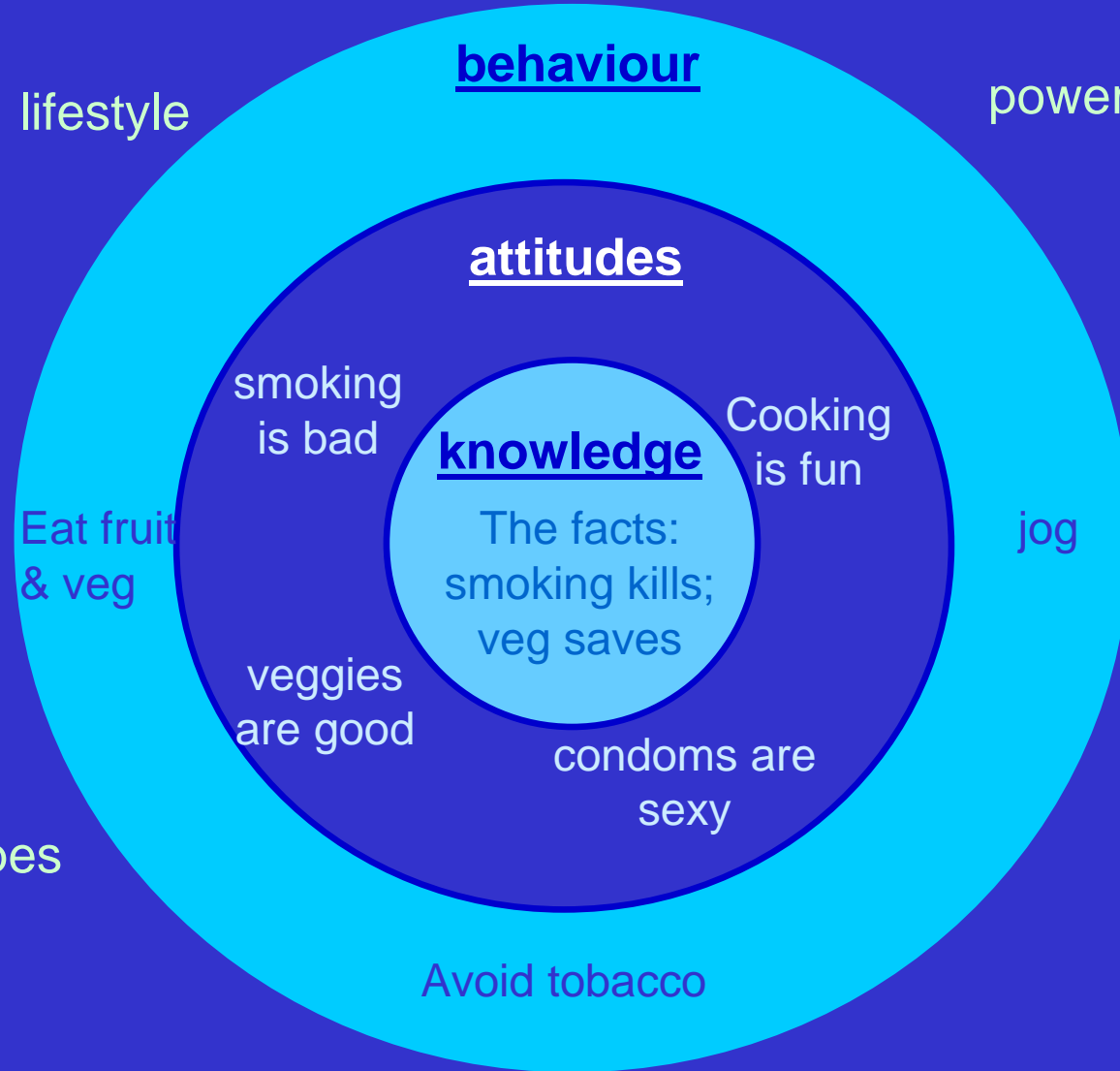
condoms are
sexy

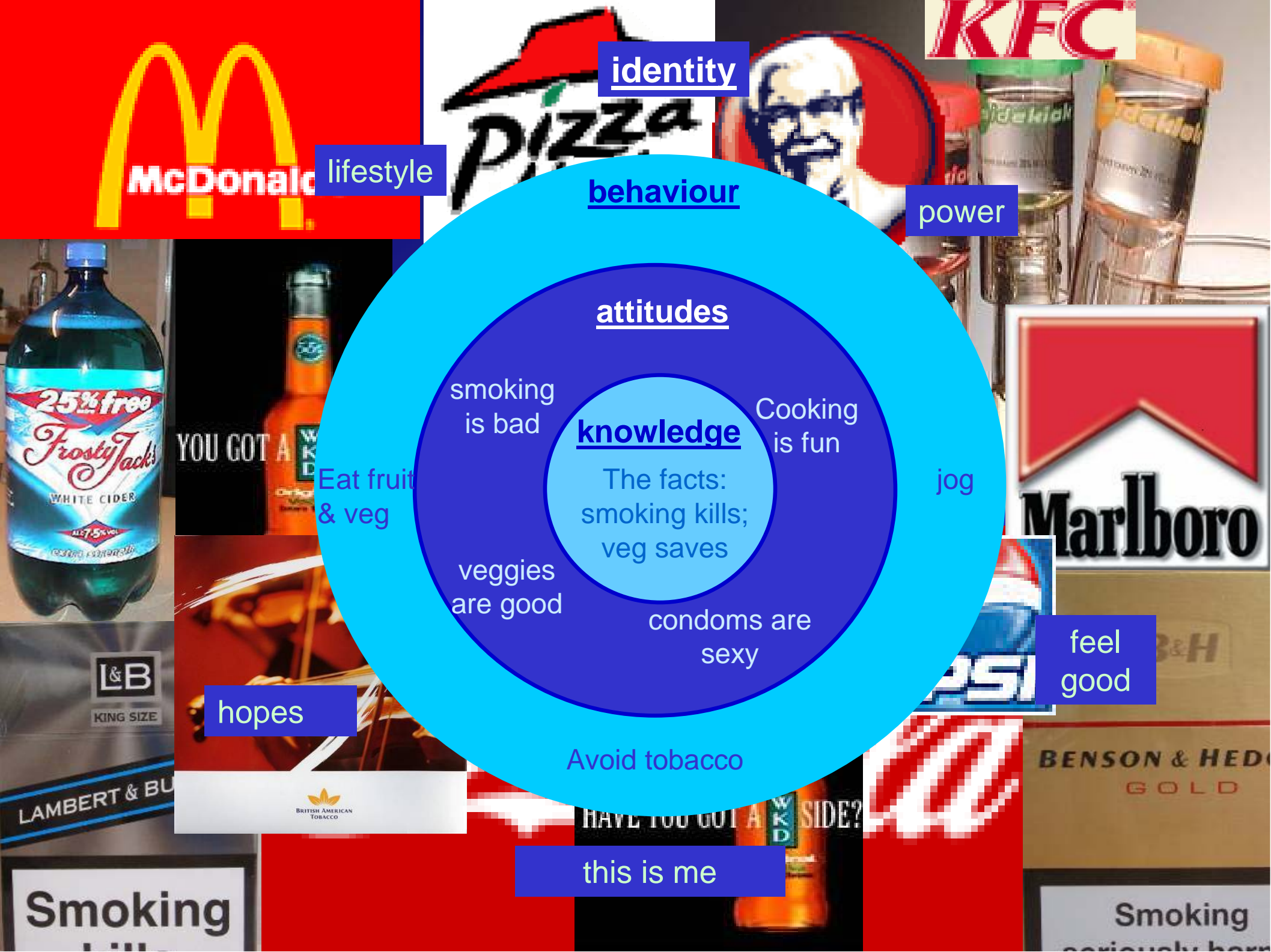
feel
good

hopes

Avoid tobacco

this is me





identity

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L&B
KING SIZE

BRITISH AMERICAN
TOBACCO

Smoking
kills

Smoking
seriously
harmful

McDonald's

Pizza Hut

KFC

Marlboro

BENSON & HEDGECOCK
GOLD

YOU GOT A

LAMBERT & BURNETT

HAVE YOU GOT A

WORLD SIDE?

Structure

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Structure

1. Communication
2. Branding: can we construct public health brands?
3. Marketing
4. Conclusions

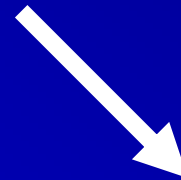
13% pass
along rate



Viral Campaign



Viral Campaign



CONTACT REPORT ABUSE LEGAL INFORMATION SEARCH EN - English

NEWS REPORTS AD-FOLIO NEED HELP? PARTNERS

NEED A COACH TO QUIT? 10 TIPS NOT TO START 5 TRUTHS ABOUT PASSIVE SMOKING

Need help? ireland 1 850 201 203

Where are you at with smoking? Take the test!

Ad-Folio This month's campaign

OPERATION 50 000 MEASUREMENTS of carbon monoxide 248211 Find out more

85000 ZONE

An initiative of the European Union

Location | Home | Reports | Ad-Folio | Need help | Partners | I don't want to start | I want to quit | Smoke cessation | Second-hand smoke | E-cigarettes | E-cigarettes | Help | Find a tobacco helpline

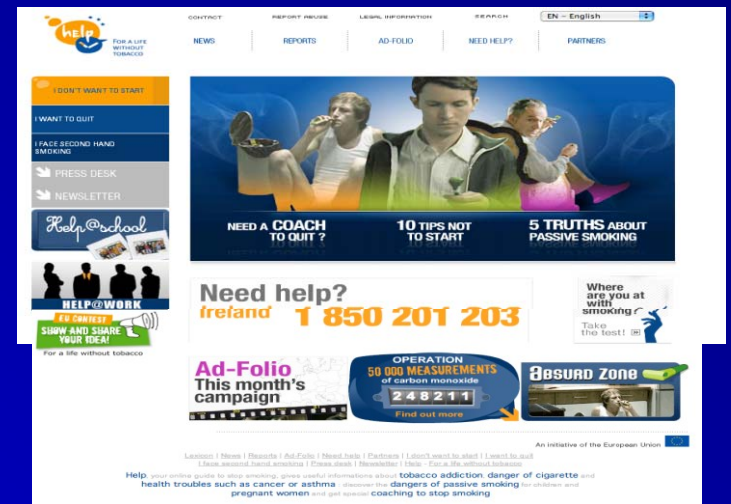
Help: your online guide to stop smoking, gives useful information about tobacco addiction, danger of cigarette and health troubles such as cancer or asthma, information on the dangers of passive smoking for children and pregnant women, and on special coaching to stop smoking.

Help website
(in 22 languages)

Television



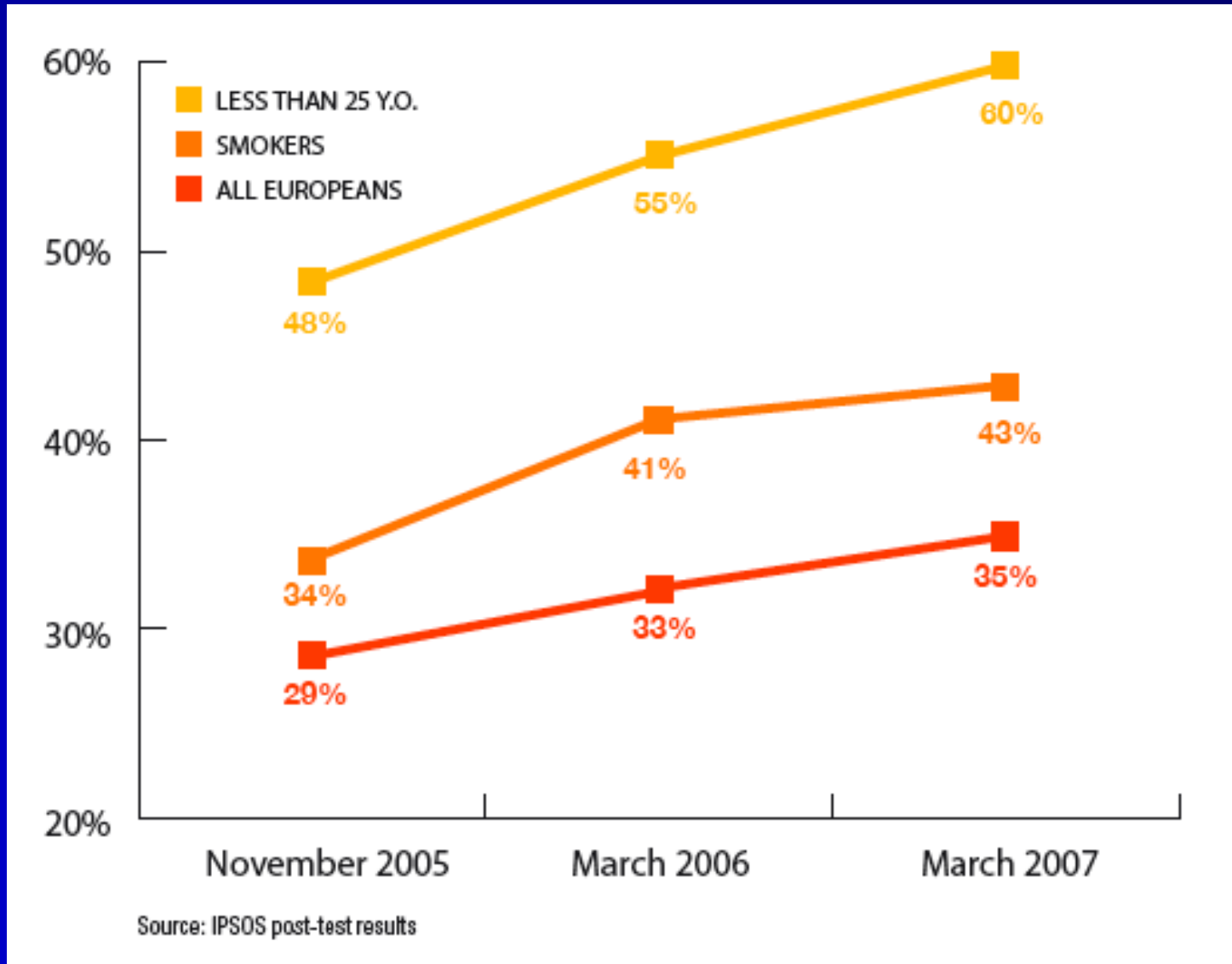
Viral Campaign



Help website

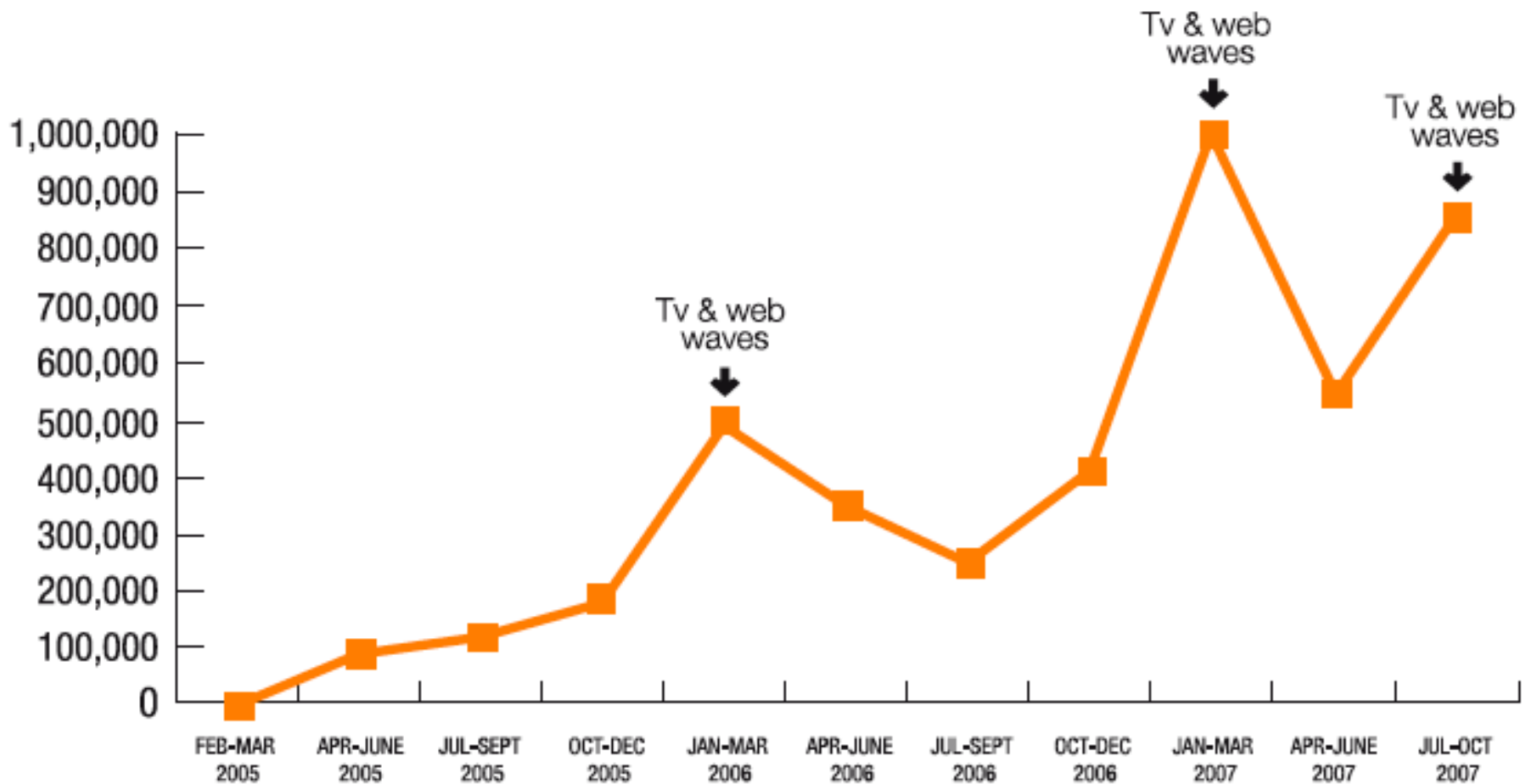
(in 22 languages)

Awareness of the Help TV Ads



59% of under 25's have seen it; 82% liked what they saw

Website visits over time



Clear link between TV and website

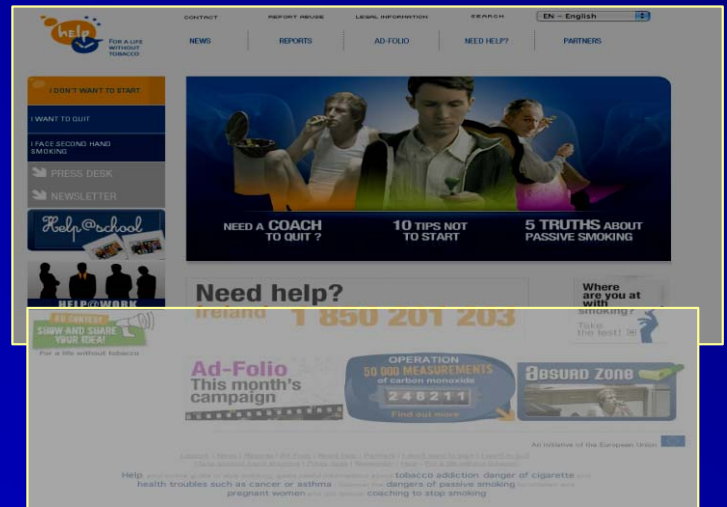
Television



Events



Viral Campaign



Help website

(in 22 languages)

Television



Events

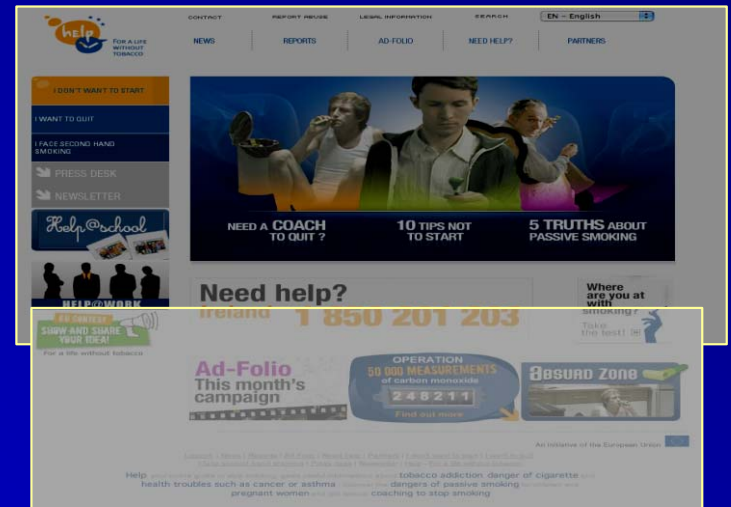


Viral Campaign



Partnerships

- National governments
- NGOs
- Youth Parliament
- MTV



Help website

(in 22 languages)

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behaviour
change

Marketing

- We know commercial brands influence key health behaviours
- Public health has done the research:
 - tobacco (Cochrane Collab, 2004)
 - energy dense food (WHO, 2006)
 - alcohol (JPHP 2005)

Behaviour change

Has Help changed behaviour?

- ✓ 6.8 million website visits (as of 21/9/08)
- ✓ 448,000 viral visits; 13% pass along
- ✓ 140,000 smokers across EU signed up for email cessation coaching
- ✓ Policy changes: generic packaging; smokefree; TC in new member states

A brand is born?

1. Longevity
2. Subtlety
3. Trust
4. Cultural relevance
5. Co-ownership and empowerment



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Conclusions

- Branding is a vital part of the behaviour change domain
- The commercial sector has shown how effectively it can be used
- We need to pick up the baton: long term, serious investment in consumer relationships
- Social marketing is about hearts as well as minds and bodies



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