

The Anatomy of Social Marketing

Communicating Air Quality Conference

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Social Marketing Deals with
Changing Behavior to Effect
A Human or Societal Benefit

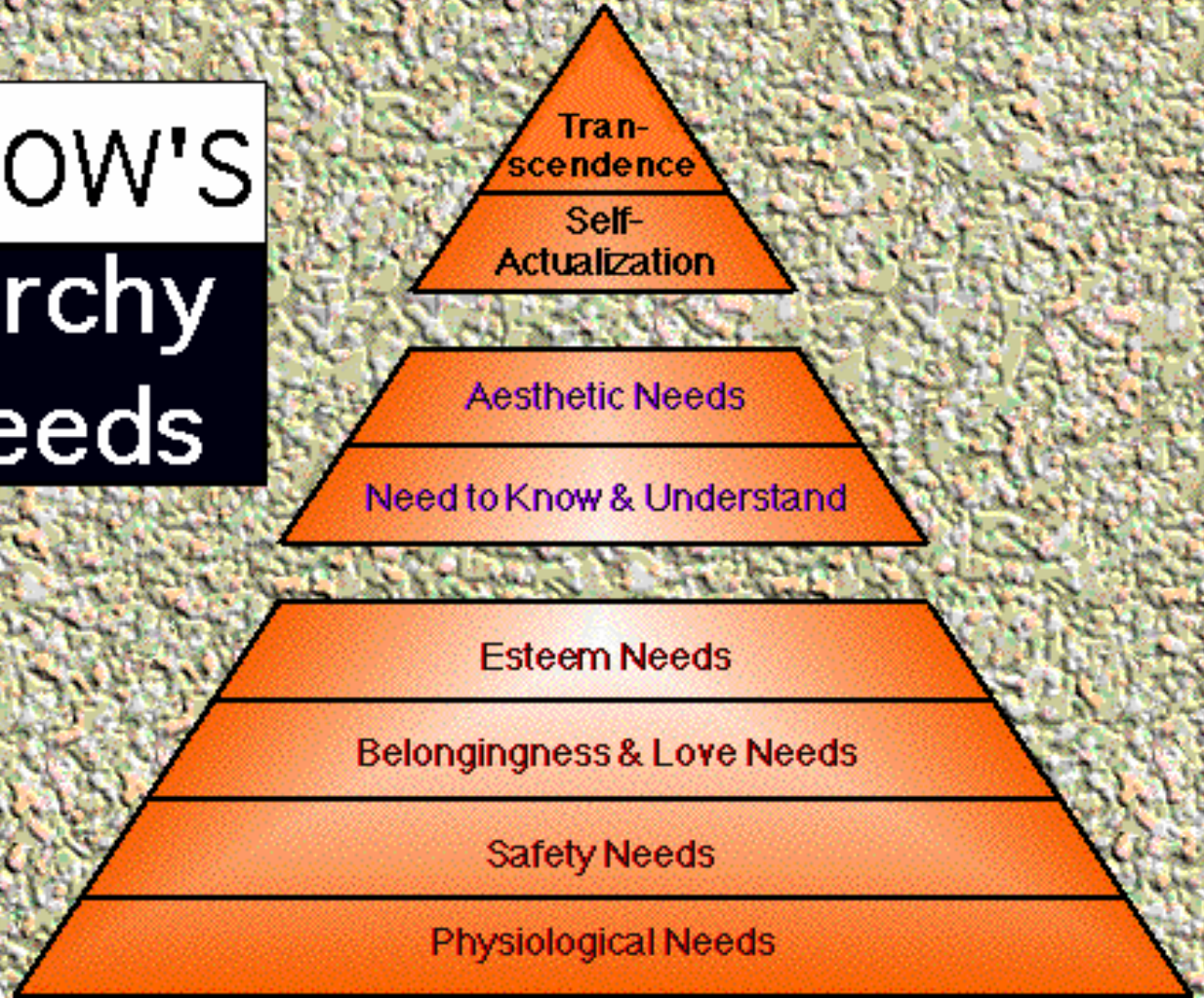
Retail/Product/Service Marketing

Behaviors Desired:

- ***Buying***
- ***Establish Brand
Loyalty***

Where Is Your Audience ?

MASLOW'S Hierarchy of Needs



1 Physiological: hunger, thirst, bodily comforts, shelter, health, etc.

2 Safety/security: out of danger

3 Belonging and Love: affiliate with others, be accepted

4 Esteem: to achieve, be competent, gain approval and recognition.

5 Cognitive: to know, to understand, and explore

6 Aesthetic: symmetry, order, and beauty

7 Self-actualization: to find self-fulfillment and realize one's potential and

8 Self-transcendence:

To connect to something beyond the ego or to help others find self- fulfillment and realize their potential.

Location Location Location

Location on the Pyramid

Impacts Formation of

Attitude and Belief Systems

Basic Needs = Appeals

➤ **Satisfaction of Needs Are Underlying Motivators -**

➤ **Construct Messages to Appeal to Basic Needs**

Appeals

- **Physiological = health messages**
- **Safety = security, protection**
- **Love = acceptance**
- **Esteem = “I’m Worth It”**
- **Cognitive = information**
- **Aesthetic = everything in it’s place**
- **Self-actualization = you’ve made it or will make it.**

Appeals

➤ **Self- transcendence =**

➤ **The right thing to do**

Cancer Society's Anti Smoking Campaign

- **1954 – 1964 – Information – Not Much
Public Response**

**Tobacco Companies Respond with
“low tar” and filter cigarettes—use actors
as MDs in ads**

Smoking Positioned as Cool

**Movies and print ads show sophisticated
or “cool” people smoking 1920 - 60s**

**Joan Crawford - Bette Davis - John Wayne
Now Voyager – “let’s have a cigarette on
it...”**

Early 70s – Equal Time Rule

**Broadcasters Must Give Same
Amount of Time to Anti-Smoking
PSAs As Cigarette Commercials**

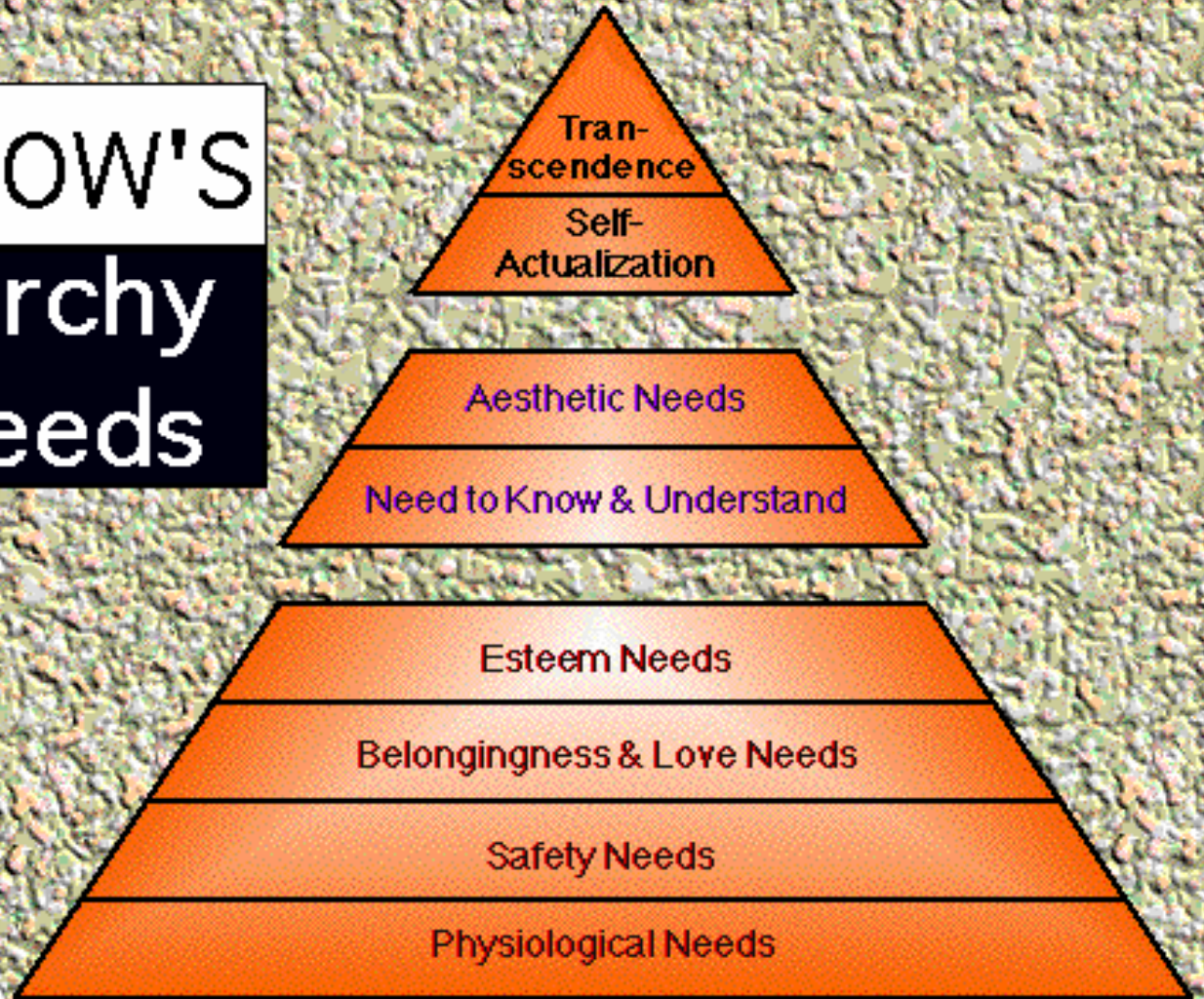
➤ **Greatly Increased Messages**

Targets

- ***Opinion Leaders***
(sophisticates)

Where Is Your Audience ?

MASLOW'S Hierarchy of Needs



Appeals

➤ *Self Esteem =
Vanity*

“Smoking is Glamorous”

Used A Series of Wrinkled

Old Faces Smoking Cigarettes

Results

While anti-smoking ads were shown in the same number of cigarette ads – dramatic decrease in cigarette sales

Equal Time Rule Overturned

**Cigarette Sales Rise After
Anti-Smoking Ads No
Longer Required**

Strong Health Appeals

- **Person Smoking Through Hole in Neck**
- **Personal Appeal from Smoker Shortly Before Death**

Anti-Smoking Campaign

- **Mid 1950s-60s - First Awareness**
- **1970s – Strong Appeals**
- **1980s - Non-Smoking Sections**
- **1990s - No Smoking Laws**
- **2000s – Socially Unacceptable**

Awareness

- **Get Target's Attention**
- **There Is A Problem**
- **It Is Important**
- **You Can/Must Do Something**
- **Establish Beliefs About Problem**

***Air Quality Health
Appeals***

**Sacramento Metropolitan
AQMD**

First Commercials

Put on Public's Agenda

- **Media Sets Public's Perception of What's Important – Also, Internet**
- **Word of Mouth**

Selective Attention-Retention

- **Attention Given to What's Interesting or Important**
- **Retain Only What Is Important**

Attitudes and Beliefs

Basic Needs

- Key to Behavior Change**
- Shape Propensity for Change**
- Strong Beliefs – Difficult to Change**
- Shape Attitudes – Beliefs may change**

Example

Belief =

Transit is not on time

Attitude =

Transit is inconvenient

Caution

Best marketing efforts cannot change attitudes or beliefs if the product or service does not live up to claims.

Behavior Change Continuum

- **Neutral Attitudes/Beliefs – Open to Messages**
- **Formed Attitudes/Beliefs – Barriers to Messages - Need Time to Convince**
- **Strong Attitudes/Beliefs – Need Emotional Appeals Over Time**

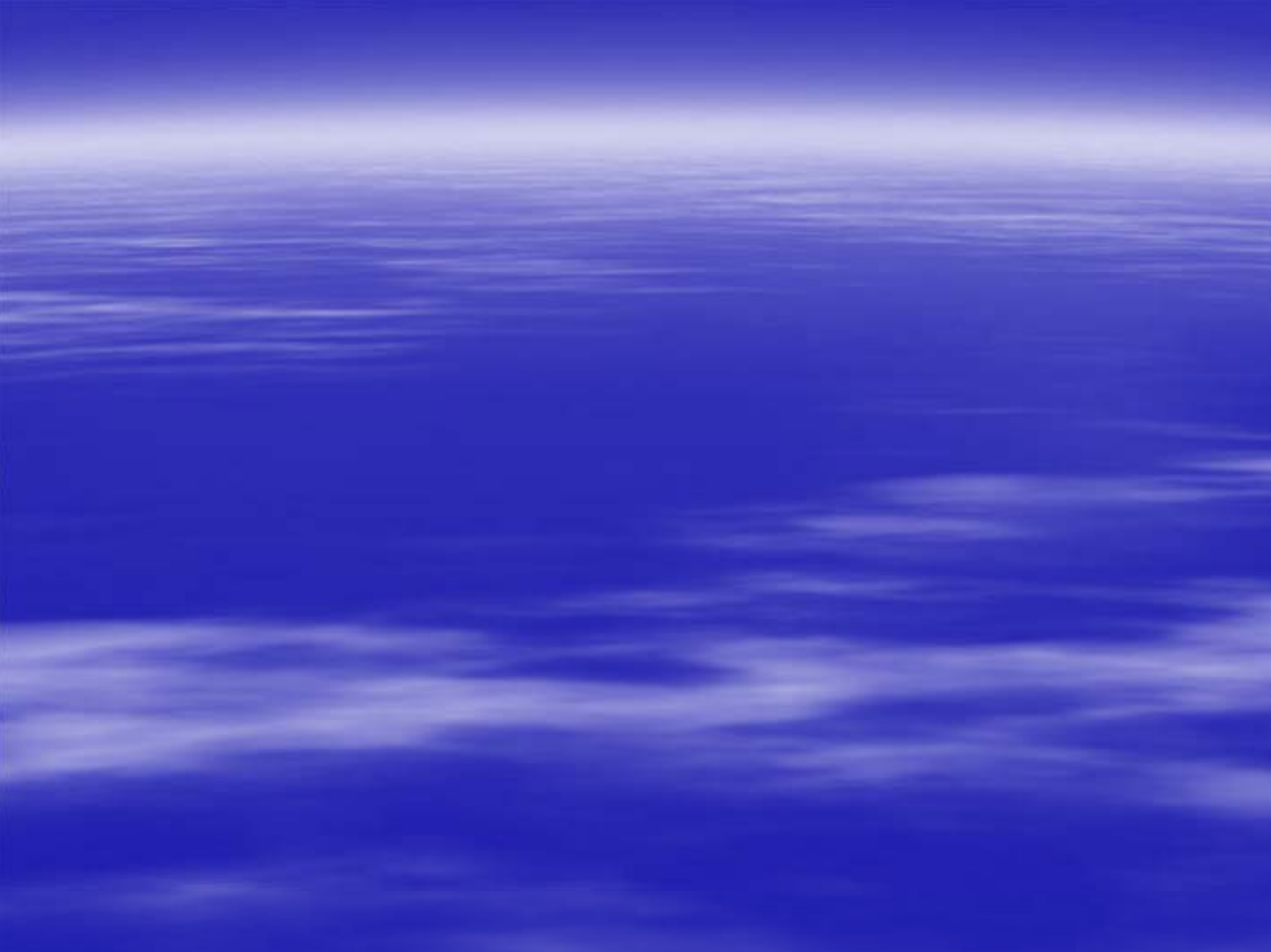
Incentives

- **Financial – Free Transit – Discounts**
- **Social – Prestige – Gold Star**
- **Legislative – It's the Law – HOV Lanes - No Smoking – Seat Belts, etc.**

Feedback

Surveys – Phone – Mail – Email

**Other – Return Coupons, Tickets,
Volume Figures, etc.**



For More Information

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