

# What motivates people?

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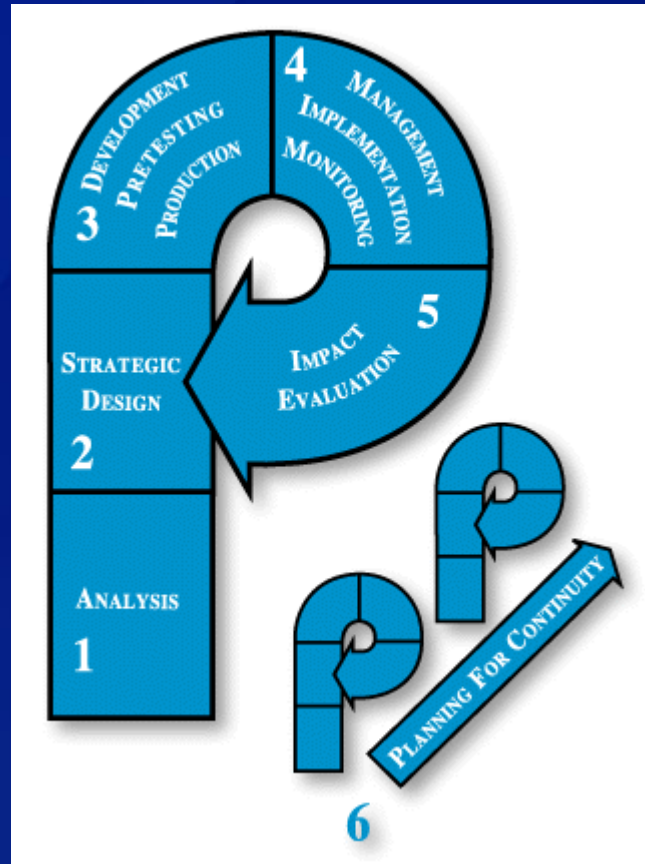
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## **Disclaimer**

The opinions expressed in this presentation are the author's own and do not reflect the view of the Centers for Disease Control and Prevention, the Department of Health and Human Services, or the United States government.

# Gratuitous confusing graphic



# Theoretical background: Diffusion of Innovations

## □ Attributes of the innovation:

- Relative advantage
- Compatability
- Complexity
- Trialability
- Observability

# Theoretical background: Diffusion of Innovations

- ❑ **What type of decision?**
  - In your case, Optional/individual
  - Others: collective, authority
- ❑ **Communication channels**
  - Mass media
  - Interpersonal media
  - Social media

# Theoretical background: Diffusion of Innovations

- ❑ **The nature of the social system**
  - Accepted norms
  - Degree of interconnectedness
- ❑ **Extent of change agent efforts**
  - Credible
  - Homophilous
  - Degree of contact

# But ...

## That's fine in practice, but it doesn't work out in theory

### *Social Marketing: An Approach to Planned Social Change*

PHILIP KOTLER  
and  
GERALD ZALTMAN

Can marketing concepts and techniques be effectively applied to the promotion of social objectives such as brotherhood, safe driving, and family planning? The applicability of marketing concepts to such social problems is examined in this article. The authors show how social causes can be advanced more successfully through applying principles of marketing analysis, planning, and control to problems of social change.

Journal of Marketing, Vol. 36 (July, 1971), pp. 3-13.

IN 1952, G. D. Wiebe raised the question "Why can't you sell brotherhood like you sell soap?"<sup>1</sup> This statement implies that sellers of commodities such as soap are generally effective, while "sellers" of social causes are generally ineffective. Wiebe examined four social campaigns to determine what conditions or characteristics accounted for their relative success or lack of success. He found that the more the conditions of the social campaign resembled those of a product campaign, the more successful the social campaign. However, because many social campaigns are conducted under quite un-market-like circumstances, Wiebe also noted clear limitations in the practice of social marketing.

A different view is implied in Joe McGinniss's best-selling book *The Selling of the President 1968*.<sup>2</sup> Its theme seems to be "You can sell a presidential candidate like you sell soap." Once Nixon gave the word: "We're going to build this whole campaign around television... you fellows just tell me what you want me to do and I'll do it," the advertising men, public relations men, copywriters, makeup artist, photographers, and others joined together to create the image and the aura that would make this man America's favorite "brand."

These and other cases suggest that the art of selling cigarettes, soap, or steel may have some bearing on the art of selling social causes. People like McGinniss—and before him John K. Galbraith and Vance Packard—believe everything and anything can be sold by Madison Avenue, while people like Wiebe feel this is exaggerated. To the extent that Madison Avenue has this power, some persons would be heartened because of the many good causes in need of an effective social marketing technology, and others would despair over the spectre of mass manipulation.

Unfortunately there are few careful discussions of the power and limitations of social marketing. It is the authors' view that social marketing is a promising framework for planning and implementing social change. At the same time, it is poorly understood and often viewed suspiciously by many behavioral scientists. The application of commercial ideas and methods to promote social goals will be seen by many as another example of business's lack of taste and self-restraint. Yet the application of the logic of marketing to social goals is a natural development and on the whole a promising one. The idea will not disappear by ignoring it or railing against it.

<sup>1</sup> G. D. Wiebe, "Merchandising Commodities and Citizenship on Television," *Public Opinion Quarterly*, Vol. 15 (Winter, 1951-52), pp. 679-831, at p. 679.

<sup>2</sup> Joe McGinniss, *The Selling of the President 1968* (New York: Trident Press, 1966).

## **The audience's questions (some questions you need to answer)**

- ❑ How is this better than what I do now?**
- ❑ How does this fit into my everyday life?**
- ❑ Can I do this?**
- ❑ Can I try it first without committing to it?**
- ❑ Can I watch others do it and see how it works for them?**
- ❑ What does my community expect me to do?**
- ❑ Who wants me to do this?**



## Questions to ask yourself

- 1. Who are your target consumers? Describe them.**
- 2. Who is critical to your success? What do you need from them?**
- 3. What is the action the consumer needs to do?**

## Questions to ask yourself

- 4. What is the reward for the consumer?**
- 5. What can you *credibly* promise the consumer?**
- 6. How will you disseminate your message? What openings—that match your budget—are available?**

## Questions to ask yourself

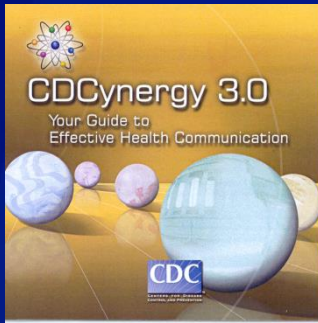
**7. What's your brand?**



**8. Be the audience advocate. Build consensus, not support.**

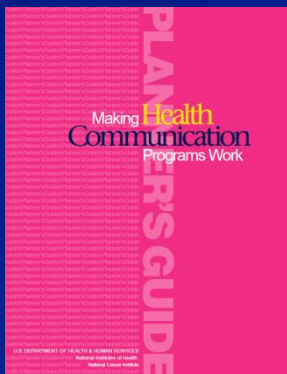
**9. Test-Test-Test**

# Some useful links



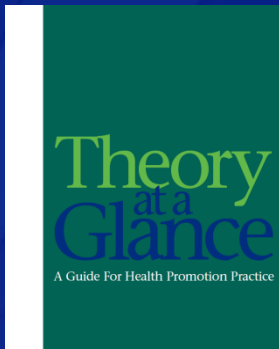
## ☐ CDCynergy:

<http://www.cdc.gov/healthcommunication/cdcynergy/editions.html>



## ☐ Making Health Communications Work:

[http://www.cancer.gov/cancertopics/cancerlibrary/pinkbook/Pink\\_Book.pdf](http://www.cancer.gov/cancertopics/cancerlibrary/pinkbook/Pink_Book.pdf)



## ☐ Theory at a Glance:

<http://www.cancer.gov/cancertopics/cancerlibrary/theory.pdf>