
Debra Z. Basil • Gonzalo Diaz-Meneses •
Michael D. Basil
Editors

Social Marketing in Action

Cases from Around the World

EXTRAS ONLINE

 Springer

Contents

Part I Understanding Social Marketing

1	The Big Picture in Social Marketing	3
	Debra Z. Basil	
	Introduction	4
	Defining Social Marketing	5
	Social Marketing Versus Education Versus Law	7
	Externalities, Free Will, and Self-interest	8
	Macro Versus Micro and Upstream Versus Downstream Approaches to Social Marketing	11
	Planning a Social Marketing Program	13
	Situation Analysis	13
	SWOT (Strengths, Weaknesses, Opportunities, and Threats)	14
	Competition	16
	Appendix: Additional Resources for the Big Picture in Social Marketing	17
	References	20
2	The Fundamentals of Social Marketing	23
	Debra Z. Basil	
	Introduction	24
	Program Objectives	24
	Segmenting, Targeting, and Positioning (STP)	27
	Exchange, Benefits and Barriers	30
	The Four (or Seven) P's of Social Marketing	31
	Community-Based Social Marketing	35
	Ethics	35
	Appendix: Additional Resources for the Fundamentals of Social Marketing	38
	References	43

3	Research and Evaluation in Social Marketing	45
	Michael D. Basil	
	Introduction	46
	Useful Forms of Research	46
	Formative Research	47
	Process Evaluations	49
	Outcome Evaluations	51
	Benchmarking	52
	Which Type of Research Should I Use?	53
	Appendix: Additional Resources for Research and Evaluation in Social Marketing	55
	References	56
4	Theory in Social Marketing	59
	Michael D. Basil	
	Introduction	59
	Exchange Theory	60
	Diffusion of Innovations	62
	Involvement	64
	Fear and Efficacy	65
	Health Belief Model (HBM)	66
	The Extended Parallel Process Model (EPPM)	67
	Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB)	68
	Stages of Change or the Transtheoretical Model	69
	Social Impact and Environmental Psychology	70
	Community Readiness Model	71
	Conclusion	72
	Appendix: Theories Used in Social Marketing	73
	References	77
5	A Brief History of Social Marketing	79
	Gonzalo Diaz-Meneses and Michael D. Basil	
	A Look Back	80
	Trends and Tensions in the Theoretical World	80
	Trends and Tensions in the Applied World	83
	Social Marketing and the New Millennium	85
	Current Tendencies and Budding Trends	86
	Appendix: Additional Resources for the History of Social Marketing	87
	References	88

Part II Social Marketing Cases: Social Welfare

6 Fun Ways to Engage with Rail Safety Through the Dumb Ways to Die Social Marketing Campaign 93
 Jennifer Algie and Nicole Mead
 Campaign Background 93
 The Dumb Ways to Die Campaign 95
 Past Efforts and Environmental Context 96
 SWOT Analysis 96
 Marketing Strategy 101
 Campaign Evaluation 103
 Discussion and Lessons Learned 104
 References 108

7 The Second Life of Food: When Social Marketing Bridges Solidarity and Waste Prevention 111
 Ksenia Silchenko, Federica Simonetti and Giacomo Gistri
 Theory 112
 Campaign Background 113
 Target Audience 116
 Social Marketing Objectives 117
 Barriers, Benefits, and Competition 117
 Positioning 118
 Research 118
 Marketing Strategy 119
 Program Evaluation 122
 Discussion and Lessons Learned 124
 References 125

8 The Bank of Cancer Research: Applying Social Marketing to Provide Sustainable Funding for Cancer Research 127
 Peter Vitartas, Nicholas Shipley and Aaron March
 Campaign Background 127
 Why Cancer? 130
 Why a Bank? 130
 Concept Implementation 131
 SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) 131
 Opportunity 132
 Demographic 133
 Geographic 133
 Product Usage Characteristics 134
 Campaign Objectives 134
 Positioning 134
 Marketing Strategy (the Extended 7P’s of Marketing: Product, Price, Place, Promotion, People, Process, and Physical Evidence) 135

Program Evaluation	136
Discussion and Lessons Learned	136
Additional Resources	137
References	138
9 VCW for Social Impact in a Developing Country: Personal Development and Entrepreneurship in a Leadership Academy . . .	141
Carlos Reis-Marques, Luís Filipe Lages and Valentine Vix Caminati	
Theoretical Background	142
Campaign Background	146
SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)	148
Project Goals	150
Target Audience	151
Barriers and Benefits	151
Positioning	152
Research	153
VCW Project Marketing Strategy	153
VCW Project Evaluation	156
Discussion and Lessons Learned	158
Conclusion	159
References	161
10 Operation Red Nose: Providing a Safe Holiday Ride and Raising Money for Charity Through Social Marketing	163
Katherine C. Lafreniere and Katharine Howie	
Campaign Background and Environment	164
SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)	165
Past and Similar Efforts	166
Target Audience	166
Campaign Objectives	167
Factors Influencing Behavior	168
Campaign Strategies	169
Other Important Strategies	172
Concluding Remarks	173
References	174
11 Social Marketing for the Reduction of Tax Evasion: The Case of Electronic Invoicing in Portugal	175
Beatriz Casais, Marisa R. Ferreira and João F. Proença	
Campaign Background	176
SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)	177
Target Audience	178
Campaign Objectives	179

Benefits, Barriers, and Competition	179
Positioning	180
Marketing Strategy	180
Program Evaluation	183
Discussion and Lessons Learned	184
References	185
12 Worn Wear: Better than New—How Patagonia’s Social Marketing Campaign Enhances Consumers’ Responsible Behavior	187
Nina Bürklin	
Campaign Background	188
SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)	190
Target Audience	192
Campaign Objectives and Goals: Inspire, Educate, Take Action	194
Positioning	195
Marketing Strategy	196
Organization and Campaign Evaluation/Campaign Objectives and Goals: Inspire, Educate, Take Action	198
Discussion and Lessons Learned	199
References	200
Part III Social Marketing Cases: Health	
13 Inculcating the Handwashing Habit Through Social Marketing Among Poor Children in India	205
Dinesh Kumar and Punam Gupta	
Introduction	205
Campaign Background and Environment	206
The Clean Hands Project	207
Target Audience	208
Target Audience Barriers and Benefits	208
Barriers, Benefits, and Competition	209
SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)	209
Past and Similar Efforts	210
Campaign Objectives and Goals	211
Campaign Strategies	211
Evaluation	216
Lessons Learned and Future Direction	217
References	218

14	Social Marketing Campaigns for Healthier Eating Habits in France: VIF and “LES BONNES PORTIONS” (The Right Portions) Campaign Against Childhood Obesity	221
	Patricia Gurviez and Sandrine Raffin	
	Campaign Background	222
	SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats)	223
	Past and Similar Efforts	224
	LES BONNES PORTIONS Target Audience	225
	Campaign Objectives	227
	Barriers, Benefits, and Competition	228
	Positioning	228
	Research	229
	Marketing Strategy	229
	Program Evaluation	232
	Discussion and Lessons Learned	234
	References	235
15	Smile Train India: A Social Marketer Targeting Cleft Lip/Palate as a Socio-Medical Issue	237
	Sivakumar Alur	
	Campaign Background	237
	SWOT Analysis	238
	Target Audience	240
	Campaign Initiatives and Objectives	241
	Barriers, Benefits, and Competition	241
	Positioning	242
	Research	242
	Marketing Strategy	243
	Program Evaluation	245
	Discussion and Lessons Learned	245
	References	246
16	Enhancing Existing Communication Channels for Large-Scale Health Interventions: Making Every Contact Count in the United Kingdom	247
	Katherine C. Lafreniere and Andy McArthur	
	Campaign Environment and Background	247
	SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)	249
	Target Audience	250
	Campaign Objectives and Goals	250
	Campaign Strategies	251
	Lessons Learned and Future Direction	255
	References	256

17	Saving Lives Through Lifebuoy’s “Help a Child Reach 5” Social Marketing Campaign	257
	Sonal Kureshi and Sujo Thomas	
	Campaign Background and Environment	258
	“Help a Child Reach 5” Campaign	259
	SWOT Analysis	260
	Target Audience	261
	Campaign Objectives	261
	Creating Awareness	261
	Influencing Attitude	262
	Changing Behavior	262
	Barriers, Benefits, and Competition	262
	Positioning	263
	Campaign Strategies	264
	Other Important Strategies	266
	Program Evaluation	266
	Discussions and Lessons Learned	267
	References	268
18	Behavior Change and Nutrition Education for Teenagers: Nestlé Social Marketing “Healthy Kids Programme” in India	271
	Andrei Tiganas, Anamaria Boghean and José Luis Vázquez	
	Campaign Background	271
	SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)	272
	Target Audience	273
	Competition	274
	Campaign Objectives	274
	Positioning	275
	Marketing Strategy	275
	Program Evaluation	279
	Discussion and Lessons Learned	281
	References	282
19	Using Social Marketing to Promote Handwashing with Soap for a Healthier Vietnam	283
	Hoang Minh Doan and Van Dao Truong	
	Introduction and Background to the Campaign	284
	SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis	285
	Target Audience	288
	Campaign Objectives	288
	Positioning	288
	Campaign Evaluation	292
	References	294

Part IV Social Marketing Cases: Environment

20 Using Social Marketing to Increase Bicycle Ridership to Major Events in Vancouver, Canada 299

Katherine C. Lafreniere and Debra Z. Basil

Introduction 300

Campaign Background and Environment 300

SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) 301

Past and Similar Efforts 302

Target Audience 303

Target Audience Barriers and Benefits 304

Positioning 304

Campaign Objectives and Goals 304

Campaign Strategies 305

Other Important Strategies 308

Evaluation 309

Lessons Learned and Future Direction 309

References 310

21 Akureyri on the Verge: Carbon Neutral and Beyond Through Targeted Social Marketing 311

G. Scott Erickson

SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats) 311

Segmentation and Targeting 314

Campaign Objectives 316

Barriers, Benefits, and Competition 318

Positioning/Research 318

Marketing Mix 319

Program Evaluation 324

Lessons Learned 324

References 325

22 Vancouver Aquarium and World Wildlife Foundation’s Great Canadian Shoreline Cleanup: Increasing Volunteerism by Targeting Social Networks 327

Katherine C. Lafreniere and Michael D. Basil

Introduction 327

The Great Canadian Shoreline Cleanup 328

SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) 328

Target Audiences 330

Campaign Objectives 331

Strategies 332

Message Design	335
Another Important Strategy: Data Collection	336
Program Evaluation	336
Discussion, Lesson Learned, and Future Directions	337
References	338
23 A Community-Based Social Marketing Anti-littering Campaign: Be the Street You Want to See	339
Mine Üçok Hughes, Will McConnell and Stephen Groner	
Campaign Background	340
SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)	340
Target Audience	341
Campaign Objectives	343
Positioning	344
Marketing Strategy	344
Community-Based Social Marketing Campaign	345
Program Evaluation	350
Discussion and Lessons Learned	352
Conclusion	354
Appendix 1: Review of Barriers, Motivators, and Marketing Tactics	355
Appendix 2: Promotional Tools Evaluation Outcomes	356
References	357
24 The Coulee Clean-Up: A Social Marketing Program for Litter Pickup in Lethbridge, Canada	359
Katherine C. Lafreniere and Debra Z. Basil	
Background	360
SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis	363
Past and Similar Efforts	365
Target Audiences	365
Objectives and Goals	366
Factors Influencing Adoption Behavior	368
Positioning	369
Marketing Strategies	369
Evaluation Measures	374
Lessons Learned and Future Directions	375
References	377
25 Applying Social Marketing to Koala Conservation: The “Leave It” Pilot Program	379
Patricia David, Bo Pang and Sharyn Rundle-Thiele	
Campaign Background	379
SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)	381
Target Audience	382

Target Audience Barriers and Benefits	382
Campaign Objectives	382
Positioning	383
Competition	383
Marketing Strategy (Product, Price, Place, Promotion)	384
Program Evaluation	387
Discussion and Lessons Learned	388
Practical Activity	389
References	389

Part V Social Marketing Cases: Education

26 Co-creating a Sea Change Social Marketing Campaign for Ocean Literacy in Europe: A Digital Interactive Tool for Environmental Behavior Change	393
Christine Domegan, Patricia McHugh, Veronica McCauley and Kevin Davison	
Campaign Background and Context	393
Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis	394
Target Audience	397
Campaign Objectives	398
Positioning	399
Marketing Strategy	399
Research and Program Evaluation	405
Discussion and Lessons Learned	406
References	408
27 Enhancing Health by Means of Massive Open Online Courses	411
Gonzalo Diaz-Meneses	
Campaign Background	412
SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats)	416
Target Audience	416
Campaign Objectives	417
Barriers and Benefits	419
Positioning and Competition	422
Research	423
Marketing Mix Strategy (Product, Price, Place, Promotion)	423
Program Evaluation	426
Discussion and Lessons Learned	427
References	429

28	Use of Social Marketing to Improve Science Teaching in Maharashtra, India: 2014–18	433
	Sameer Deshpande	
	Campaign Background	433
	Target Audience	435
	SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)	435
	Campaign Objectives	436
	Target Audience Analysis	436
	Positioning and Marketing Strategy	437
	Budget	443
	Discussion and Lessons Learned	445
	References	446
29	A Case of Co-created Social Marketing Campaign: The Spanish Ana Bella Social School for Women’s Empowerment	447
	Yolanda Díaz-Perdomo, Luis I. Álvarez-González and M. José Sanzo-Pérez	
	Campaign Background	448
	SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)	450
	Target Audience	451
	Campaign Objectives	451
	Barriers, Benefits, and Competition	452
	Positioning	453
	Research	453
	Marketing Strategy	454
	Program Evaluation	457
	Discussion and Lessons Learned	458
	References	460