The impacts and benefits of social marketing on Government marketing

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Methodology

• From a round table of senior marketing figures in central Government

• Views and opinions are CIM’s

• Constructively critical

What the paper considers

• The issues – why Government should spend money on marketing at all

• Evidence of Government marketing working

• Issues of measurement
Moment of Doubt

- ‘Moment of doubt’ campaign targeting young men 17-29

Sources IPA, Department of Transport 2010

Does it work?

Perception you’d get caught

58% pre-campaign
75% 6 months in

Source: Department of Transport, May 2010
Does it work?

Deaths from drink driving:

- 560 in 2006
- 430 in 2008
- Has saved 1,000 lives and prevented 90,000 injuries
- Every £1 spent on Think! has saved society £9.36

Sources IPA, Department for Transport 2010

Government’s dilemma - 1

- Not doing enough to help communities

  versus

- Being a ‘nanny state’
Government’s dilemma - 2

Not hard to reach people…

…But hard to engage them

Use trusted stakeholders
How Government does effective marketing

• Understand the barriers to change
• Tailor it to the target audience
• Make it achievable
• Positive messages work better than negative ones
• Ways to engagement
• Localised knowledge
• Community trust
• Use trusted stakeholders

Make it enjoyable

9 out of 10 of our kids risk growing up with dangerous amounts of fat in their bodies

so we’d better get moving!
Does it work?

- Cost: £75m over 3 years
- Obesity costs NHS £4.2bn a year
- 20% of young mothers have made lifestyle changes because of Change4Life

Sources: Home Office, Department of Health, National Archives

Tailor it to the target audience
Does it work?

It doesn’t have to happen

- 35% drop in knife related murders 08-09 after campaign launched
- Cost to public purse of knife crime is £1.25bn p.a.

Sources: Home Office, Department of Health 2010, National Archives

Understand the barriers
Don't stop me now:
Marketing in Central Government

Don't mess with Texas.
Don't stop me now:
Marketing in Central Government

Don't Mess With Texas
UP TO £2000 FINE FOR LITTERING

Does it work?

Source: Dr Foster Intelligence
Make it personal to the target audience

Positive messages tend to work better than negative ones…
...but use powerful images if a positive message isn’t possible
Make it easy to remember

Does it work?

- 160% increase in 999 calls where stroke is mentioned –
  London Ambulance Trust, 2009 from 2008

- 171% improvement in stroke patients arriving at A&E within 3 hour time window
  King’s College London
Government’s dilemma - 3

• Positive effects measured over long period of time

  versus

• People wanting to see instant results

Incentivise

• Cost: £6.8m over 12 months

• Net payback: £11.2m

• ROMI £1.65 : 1
It’s easy to get wrong

Don’t stop me now: Marketing in Central Government

Government’s dilemma - 4

• Marketing means **spending money on posters**

  *versus*

• What marketing **really does**
Power to change communities

Just Eat More
(fruit & veg)
Future economies

- Get supportive stakeholders to help communicate your messages
- Partnerships
- More dynamic use of social media
- Combine campaigns
- Greater use of segmentation to target existing resources

Some conclusions

- Change behaviours positively
- Create awareness, engage, build trust
- Save money in the long term
- Improve peoples’ lives
- Inform
- Not ‘what does it cost’ but ‘what is it worth’
Thank you

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