



The paper's aim is

- to introduce the concept of SM, as is understood in Romania, at conceptual and practical level;
- to identify the way in which SM campaigns are conducted in Romania
- to evaluate the SM campaigns' effectiveness
- to suggest an evaluation tool
- to promote the evaluation tool in order to be accepted by all parties involved

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Social marketing-concept and perception

- Zaltman, G & Kotler Ph- 1971 – first definition of Social Marketing concept
- SM=*systematic application of marketing alongside other concepts and techniques to achieve specific behavioral goals, for a social or public good* (Tulchinsky TH, Varavikova E, 2009)
- *Social Marketing = A powerful and adaptable approach for achieving and sustaining positive behavior* –UK National Social Marketing Center,
- social marketing vs. commercial marketing = the **purpose** Weinreich NK,1999)



Social marketing benchmarks-Romania

-Were built on Alan Andreasen's 2002 eight-point criteria :

1. ***clear behavioral goals***
2. ***understanding the consumer/beneficiary***
3. ***theory-based and informed***
4. ***Insights***
5. ***Exchange***
6. ***Competition***
7. ***Segmentation and targeting***
8. ***Marketing mix***

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What is the social problem we want to address?

- Drug usage in Romania – vulnerable social groups – teens and children
- *3 dimensions*: medical, psychological and social
- Indirect economic costs!!!!
- In Romania, dozens of publicly financed campaigns have been launched focusing on the dangers of drug consumption
- The message? = more a propaganda, superfluously dramatic, promoting fear, fear can induce abstinence?
- What is missing? = a clear statement of intended objectives and an evaluation of the achieved results

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What can be done ?

- To make the audience more receptive to "the product"
- To establish an acceptable "price"
-then behavioral changes will occur
- *To develop a comprehensive strategy, social marketing borrows the concept of "marketing-mix" from traditional marketing, which refers to product, price, placement, and promotion (collectively termed the "four P's" of marketing) (Baker, 2003).*
- *Social marketing also adds some P's of its own : publics, partnership, policy, and purse strings (Weinreich NK,1999).*
- *Case study 2 social marketing campaigns that address the drug consumption problem*
- Conclusion: *a planning and evaluation model is needed*

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The Logic Model- total process planning model

- Others experience- Kellogg’s model : Kellogg W.K. Foundation, 2004
- To the extent of our knowledge, a logical model for implementing and evaluating social marketing campaigns in Romania does not exist .

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A lot of Questions:

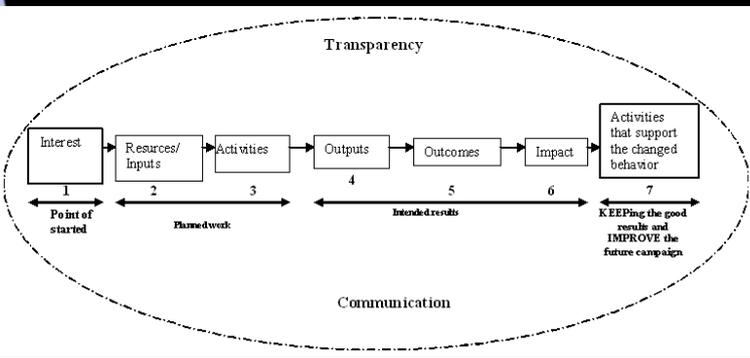
- who and why has an interest to promote a certain type of behavior ?
- how money is needed to be spent?
- which activities should be included in the program?
- how effectively are they implemented ?

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The logic model a general overview

Transparency



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graph LR
    1[Interest] --> 2[Resources/Inputs]
    2 --> 3[Activities]
    3 --> 4[Outputs]
    4 --> 5[Outcomes]
    5 --> 6[Impact]
    6 --> 7[Activities that support the changed behavior]
  
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Communication

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What is our contribution?

The model presented above is an adaptation of W.K. Kellogg Foundation Model to which we added two components that we consider essential:

- 1 - the interest that underlies the desire to change behavior
- 7 - the activities that support the behavioral change

Interest in changing behavior is the force that puts the "engine" on the move.

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The logic model for "Integrate them!" campaign (authors' vision)

Point of started	Planned work			Intend of results			KEEPING the good results and IMPROVE the future campaign
Interest	Resources/Inputs	Activities	Outputs	Outcomes	Impact	Activities that support the changed behavior	
1	2	3	4	5	6	7	
Short and medium term planning						Long term planning	
State wants to reduce costs caused by not integrating into society of drug users	Drug consumers, Potentials consumers, Media, Family, Friendships, Doing business, Society in general	Information through TV campaign, program, legislation to help people to integrate drug consumers, therapy, occupational therapy programs	The campaign "Integrate them?"	Number of companies that have engage drug users, the number of consumers who return to school, etc	The integration of drug users	Free advice, meetings on various occasions, etc	
1	2	3	4	5	6	7	



Conclusions

- Strong commitment
- Powerful NGO's
- Enough money
- Good management
- A strategic view
- Creative message with great impact
- Efficient activities
- Control
- Auditing the results

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Thank you!

For further details and additional comments, please feel free to contact us:

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The applied logic model

