SOCIAL MARKETING—Do we understand how it’s working?

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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
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
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

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
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.

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?

The logic model a general overview
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.

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

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

Thank you!

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

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The applied logic model

1. **Learn to do the planning**
2. **Design the model**
3. **Plan the activities**
4. **Output to the customer**
5. **Impact on the model**
6. **Support the planned activities**
7. **Observe the goal needs and distribute the value

**Short and medium term planning**

- **IF there is a major interest which maximizes the benefits for the whole society, THEN we shall ask the personnel and organizations wanted to promote a certain behavior.**
- **IF we cannot understand internal for a certain type of behavior to be changed, THEN there are necessary changes.**
- **IF you have access to labor, THEN:**
  - **IF you can use those to accomplish your planned activities, THEN:**
  - **IF you accomplish your planned activities, THEN:**
    - **IF you accomplish your planned activities to the extent you intended, THEN:**
      - **IF the change is maintained for a long time, THEN we get the well-being.**