Lose the Fags.
A case study in social marketing co-creation

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In this presentation

• Overview of principles behind co-creation
• Overview of Lose the Fags stop smoking intervention
• Discussion of the implications of the case study
Co-creation: A whistle-stop tour

• “The practice of developing systems, products, or services through collaboration with customers, managers, employees and other stakeholders” (Ramaswamy, 2011)

• Involves building long term relationship with customers and other key stakeholders

“People formerly known as the target audience” (Lefebvre, 2007: 38)
The Literature

- Paradigm shift from transaction to relationship marketing: “Market share is trust materialized” (Stengel cited by Lee, 2007) (Berry, 1993; Morgan and Hunt, 1994; Vargo and Lusch, 2004, 2006, 2008; Gronroos, 1994; Prahalad and Ramaswamy, 2004; Gummesson, 2008)

- Social marketers borrow thinking from community organisation/development (Glanz et al, 1990; Garvin and Cox, 2001; Minkler et al, 2001, 2003; Minkler and Wallerstein, 2005)

- Little reference to relationship marketing in social marketing literature: (Hastings, 2003; Bryant et al, 2007; Lefebvre, 2007; D Schwartz, 2007; Lee, 2007; Domegan, 2008; Desai, 2009)
Relevance of RM to social marketing

- Longevity of relationship
- Relationship marketing
- Hard to reach groups
- Services
- High involvement behaviours

(Hastings, 2003)
Multi-relationship model of social marketing (Hastings, 2003)
Brinnington

• Top 3% most deprived areas for England and Wales
• High unemployment, low education, high premature death and poor health (IMD, 2007)
• Pop: 6,508. 54% smoking rate (NRARS, 2007)
The Case Study: Lose the Fags

• NSMC learning demo site
• Project dates: January 2007 – September 2010
• Budget: £20k + NSMC support
• Intervention: service re-design

New services
• Lapwing Centre gym instructors
• Children’s Centre PPWs
• Other services re-branded

Marcomms
• Roadshow
• Posters etc.
• Brand champions
Community co-creation step by step

- Primary Research
- Asset mapping
- Solutions group meetings
- Stakeholder meetings
- Intervention development
- Creative development
- Concept testing
- Roll out
Asset Mapping

...Internal marketing planning

Least powerful

Local community groups

Least interested

Most powerful

Smoking cessation team

PCT executive

Most interested

Children’s Centre

Lapwing Centre

Local media
Multi-relationship model for Lose the Fags

Supplier partnerships
- Stockport PCT Tobacco Team
- PCT smoking cessation team

Internal Partnerships
- Stockport PCT Tobacco Team
- PCT smoking cessation team

Lateral Partnerships
- Lapwing Centre
- GPs and pharmacy
- Children’s Centre
- Smoking Cessation advisors
- Council
- Brinnington community organisations

Buyer Partnerships
- Brinnington residents
- PCT board

Social marketing organisation

(Hastings, 2003)
Co-creation: Community ownership
Results

- Slow increase in quit attempts

 Quit attempts

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<tr>
<th>Year</th>
<th>Quit Attempts</th>
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<td>2007/8</td>
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<td>2008/9</td>
<td>150</td>
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<td>2010/11</td>
<td>100</td>
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Intervention
Implications

• Long term relationship with wide range of stakeholders
• Community’s brand ownership – culture change?
• Trust by community – for future interventions
• Service quality not just sales graph (Hastings, 2003).
• Need for soft evaluation – unexpected outcomes
Thank you!

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