**TOOLS FOR SOCIAL MARKETERS**

4Ps Only One of Them

- Determine Focus
- Prioritize Target Audiences
- Select Behaviors
- Understand Barriers
- Influence
- Implement
- Evaluate

**IN DEFENSE OF THE 4Ps**

4 Quick Stories: Missing a “P” to . . .

- Reduce barriers
- Increase benefits
- Beat the competition
Since 1984 Monterey Bay Aquarium
Educating about endangered sealife
Wanting us to buy “green” fish

Awareness wasn’t our problem

Lack of skill was barrier to buying green
1999 developed a card to carry with us
Over 32 million of us got one
Now an iphone app and map
• Farming industry high fatality rates
• Tractor overturns most frequent
  – Only 59% tractors had rollover bar
• Interest in Product wasn’t the barrier

Price was the barrier ($1000)
• Northeast Center for Agricultural and Occupational Health
• $703 Rebate
• Sales increased 10X
• 58 farmers among the grateful NOT dead
Denmark 2009
Pilot to supply addicts w/free heroin to reduce associated crime
- Included doctor prescription
- Guaranteed pure dose
Out of 30,000 addicts only 80 took offer
The barrier wasn’t Product or Price or Promo

The Place was the problem:
- Had to go to medical clinic
- Doctor administered
Took away the fun and the freedom benefit
Thailand, 1991, 140,000 AIDS cases/yr.
Condoms were available and cheap
But Product and Price and Place weren’t the problem

A new social norm needed Promoting
- Buddhist monks sprinkled holy water on condoms
- High school students - condom blowing contests
- Condoms instead of mints at restaurants
By 2003, from 140,000 to 20,000 cases/yr.
### I’M AFRAID WE’LL FORGET 1

<table>
<thead>
<tr>
<th>Location</th>
<th>Need</th>
<th>Reason</th>
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</thead>
<tbody>
<tr>
<td>Monterey Bay Aquarium</td>
<td>Seafood Watch Program</td>
<td>Also Needed A Product To Help Us Choose</td>
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<tr>
<td>Northeast Center for Agricultural and Occupational Health</td>
<td>Tractor Safety</td>
<td>Also Needed a Price Incentive</td>
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<tr>
<td>Denmark</td>
<td>Reduce Crime</td>
<td>Also Needed a Better Place</td>
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<td>Also Needed to Promote a New Norm</td>
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### MY GRANDDAUGHTER GIA

10 Years Old

Nancy Lee, Social Marketing Services, Inc.
IN DEFENSE OF THE 4Ps

I’d like for Social Marketers
Around the world to see
If we do this together more
We’ll sing in HARMONY.

lalalala