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Marketing Conference

11-12 April 2011 Citywest Hotel, Dublin, Ireland



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Keynote Presentation:
**Rethinking Non-profit and Social
Marketing in the Marketing Firmament**

Professor Alan Andreasen
Professor of Marketing, Georgetown University (USA)



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Rethinking Social Marketing's Place in the Marketing Firmament

Alan R. Andreasen
Georgetown University

What should be my role?

- I have had a long history in the field
- As an academic, I have long sought to provide conceptual underpinnings to social and nonprofit marketing teaching practice



My view of myself



On Cloud 4

What is needed now . . .

Rethinking the place of nonprofit and
social marketing in the minds of
academics, practitioners, and the media

But social and nonprofit marketing has grown and matured

- Multiple textbooks
- Papers, articles, Journals
- Listserves
- Associations (including AMA)
- Funding
- Conferences
- Private sector involvement



So what is needed?



- Expanding applications horizontally and upstream
- Building proof
- **Getting more respect!**

My* challenge

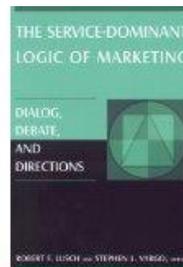
- Reposition social and nonprofit marketing vs. commercial marketing
- Make an argument for this position
- Suggest major implications



**Marketing Professor in a major US business school*

There is evidence that the marketing world view can be challenged

- Steve Vargo and Bob Lusch have shaken up conventional academic thinking about marketing which has been focused on product marketing (e.g. the 4Ps).
- Services were different and had different challenges
- They proposed a “service dominant view of marketing”



- It has had wide acceptance

So, how do we reframe our field to accommodate commercial and social sectors?

- Historically, we have said that social marketing and non-profit marketing involves *the application of commercial marketing concepts and tools to social challenges**
- That is: we are a spin-off.

**mea culpa*



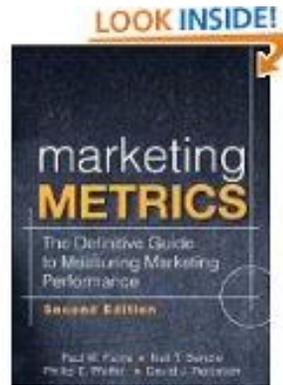
And the commercial and academic worlds assume this

- For example, mainstream marketing textbooks typically devote a few pages to nonprofit and social marketing . They barely
 - Acknowledge its existence
 - Give a few examples
 - Show clever campaigns



And

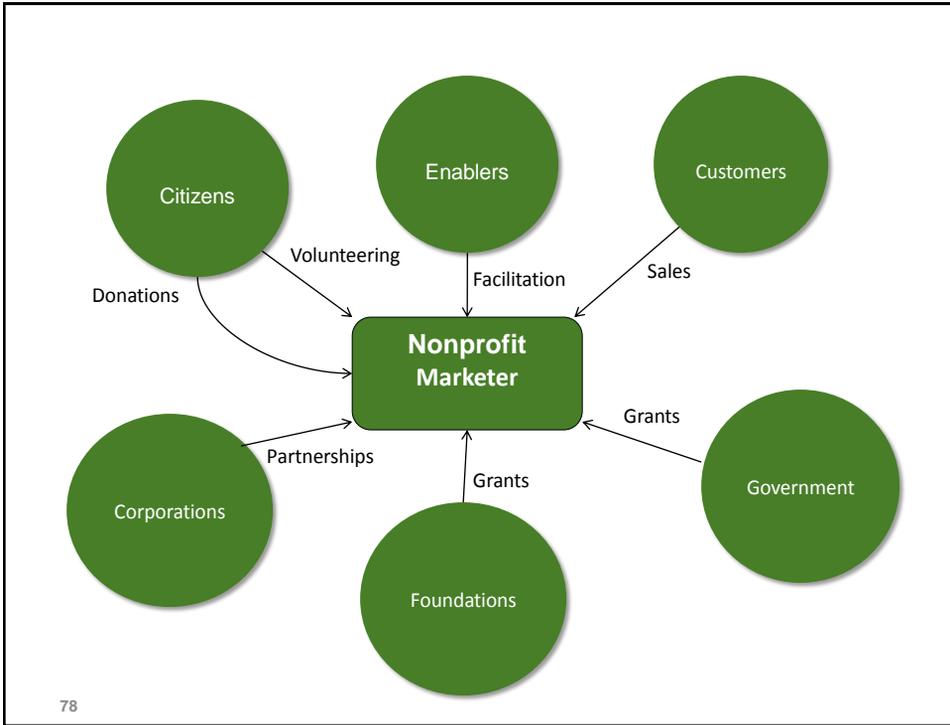
- Major academics who develop marketing models and frameworks try to help **commercial organizations** maximize profits and ROI.



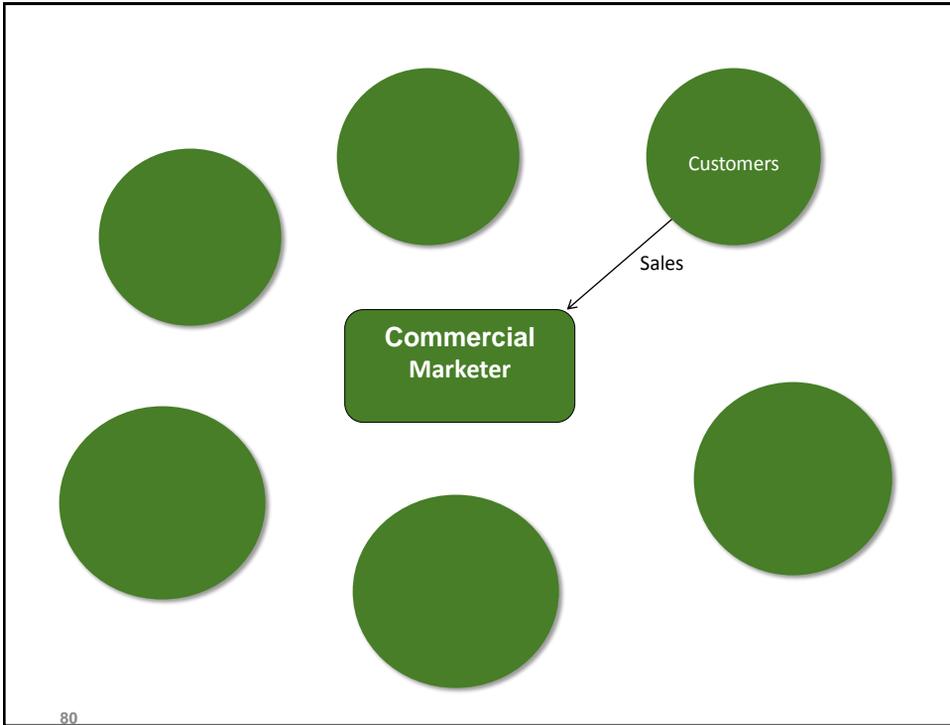
But a nonprofit marketer's challenge is much more complex

- He or she must spend resources optimally to generate:
 - Sales (Goodwill)
 - Donations (Red Cross)
 - Volunteering (Habitat)
 - Corporate partnerships (Boys & Girls Clubs)
 - Grants from government agencies and foundations
 - Behaviors by upstream partners who can remove barriers





What is the commercial marketer's challenge?



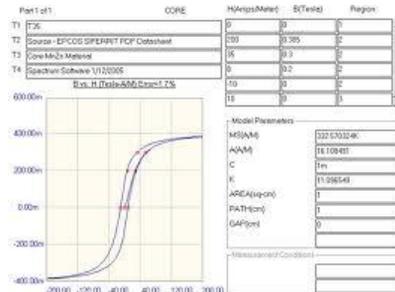
A paradigm shift is needed!!

- They've got it backwards --- and so have the textbooks, the popular and academic press, and (probably) the general public)



So, what are the implications?

1. We need to replace “customer” language
 1. I propose “target audiences”
2. We need to encourage modelers to build grander optimization models that can have a sales element – but need not.



We need to promote academic and commercial research that spans sectors

- Study generic target audience behaviors
 - Starting
 - Stopping
 - Switching
 - Increasing
 - Decreasing
 - Stopping
 - Not starting



- 40 years ago Phil Kotler said”
“Every organization performs marketing functions”
- Today, we need to:
 - Make our language more universal
 - Fundamentally change our textbooks
 - Develop generalizations across sectors – e.g. about target audiences
 - Create ethical frameworks and institutions for **all** marketing practice

And hold our head a little higher!!

- We need to develop a little arrogance
 - Yes, we learn from commercial marketers
 - But, they have even more to learn from us
 - They have lots of money, lots of waste –we achieve with less
- They have one target; we can have six – more – not necessarily responding to the same marketing tactics
- We often cannot detect our effects (not smoking) or partial out who created the effects (e.g. who caused you to diet or exercises)

This new way of viewing the marketing field . . .

- Has great promise for making us all smarter and better
- Can change a great many people's views of who we are and what we do
 - Commercial marketers
 - Politicians and government bureaucrats
 - The general publics



Your takeaway . . .



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Questions

Please wait for the microphone and state your name and organisation before asking your question



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