Introduction to the International Social Marketing Association:

Win Morgan
President & CEO, ISMA
Keynote Presentation: 
Reporting on return on investment

Nancy Lee 
President, Social Marketing Services, Inc. Adjunct Faculty, 
University of Washington and University of South Florida 
(USA)

Social Marketing in 
Tough Economic Times

“WHERE’S THE BEEF?”

Nancy R. Lee 
Social Marketing Services, Inc. 
Adjunct Faculty
"WHERE’S THE BEEF?"

- 1984 Commercial
- Wendy’s hamburgers
- Making fun of the competitor’s big fluffy bun
- And not much beef.
- An exec on his yacht.
WHAT I’LL SHARE

- Modified Logic Model
- 4 Quick Stories
- What You’ll Need to Calculate ROI
- Benefits

MODIFIED LOGIC MODEL

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<td><strong>Economic value of changes in behavior and the calculated rate of return on the spending associated with the effort</strong></td>
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WHAT’S THE BEEF?

• For every taxpayer dollar spent, what did we save or earn?

• What, then, is the rate of return on our investment (ROI)?

STORY #1: ROAD CREW

• Wisconsin, 2000
• Professor Mike Rothschild & State DOT
  – Reduce driving after drinking excessively
• Focus:
  – Men 18-35
  – Rural Area
  – Drink and Drive
• Formative Research:
  – Why do you drive after drinking excessively?
  – What do you want instead?
STORY #1: ROAD CREW

“Why do you drive after drinking excessively?”

– To get home!
– I need my car in the morning
– Everybody does it
– I feel safe (especially at 1am)
– Low risk of getting caught

STORY #1: ROAD CREW

“What do you want instead?”

– Nice vehicles (no school buses)
– Ride from home
– Ride between bars
– Ride back home
– With my buddies
– Smoking and drinking
- Old limos
- Pick up at home, work or hotel
- Scheduled time
- Can take you between bars
- Can smoke & drink

- Average $15-$20 evening /per person
• Thailand, 1991, 140,000 AIDS cases/yr.
## MODIFIED LOGIC MODEL

### THE FLUFFY BUN

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<th>IMPACT</th>
<th>ROI</th>
</tr>
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<tbody>
<tr>
<td>2000-2007</td>
<td>Road Crew Service</td>
<td>85,000 rides</td>
<td>17% reduction in crashes</td>
<td></td>
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<tr>
<td>$870,000</td>
<td>Developed &amp; Available</td>
<td></td>
<td>Avoided:</td>
<td></td>
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<tr>
<td></td>
<td>Promotional materials</td>
<td></td>
<td>140 alcohol related crashes</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>6 fatalities</td>
<td></td>
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<td></td>
<td></td>
<td>No increase alcohol</td>
<td></td>
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<td></td>
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<td>Cost of crash $231,000</td>
<td></td>
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<td></td>
<td></td>
<td>Savings $31 million</td>
<td></td>
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<td></td>
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<td></td>
<td>For every $1 spent $35.63 saved</td>
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<td>3463% ROI</td>
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### STORY #2: SCOOP THE POOP

- **Austin, Texas**
- **Background:**
  - 120,000 households with dogs
  - Each dog ½ lb. waste daily
  - 60,000 pounds/day in Austin
  - 22 million pounds/year
- **Since 1992, $500/fine**
- **No enforcement/influence & little impact**
STORY #2: SCOOP THE POOP

- **Behavior Objectives**
  - Scoop the Poop

- **Knowledge Objectives**
  - Why pet waste is harmful

- **Belief Objectives**
  - You can make a difference

**Product:**
- Mutt Mitt Stations
- Bag Holder Giveaway

**Price:**
- Non-emergency number to report violators
- Free dispenser to “Green Neighborhoods”
• **Place Strategies:**
  – Number to call if dispensers empty
  – Yard signs mailed to homes

• **Promotional Strategies:**
  – Paid media
  – Social media
  – Posters
  – Public Events
  – Face-to-Face

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**MODIFIED LOGIC MODEL**

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</tr>
<tr>
<td>2009</td>
<td>Mutt Mitts Stations</td>
<td>2,400,000 Mutt Mitts taken</td>
<td>1,200,000 pounds of dog waste diverted from waterways</td>
<td>For every dollar invested diverted 12.5 pounds of dog waste from the waterways</td>
</tr>
<tr>
<td>$92,000</td>
<td>Promotions</td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td>Yard Signs</td>
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Source: Social Marketing to Protect the Environment: *WHAT WORKS*, McKenzie-Mohr, Lee, Schultz, Kotler  SAGE 2011
STORY #3: SMOKING CESSATION

- **Situation:** Washington State
  - Year 2000: 1 million adult users
  - $1800 taxpayer cost per smoker/per year
- **Target Audience:**
  - 70% want to quit
- **Behavior:**
  - Call the Quit Line

- **Quit coaches**
- **Quit plan**
- **Quit kit**
- **Quit resources**
Toll Free Number
Free Coach
Free Quit Plan Kit
Online Calculator
For Medicaid Patients, Prescription Medications

PHONE
– 7 days/week
– 24 hours/day
WEB SITE
– Worksheet
– “Click to Call”

FAX FROM PHYSICIAN’S OFFICE
• Messages
  – Encouraging
  – Understanding
  – Assuring

• Media Channels
  – Television
  – Outdoor
  – Posters
  – Brochures
  – Wallet cards
  – Bar coasters
  – Workplace activities
  – Publicity
RESULTS & ROI

- Seven years later – 100,000th call
- 13% of callers quit
- State cost per quit: $830
- State healthcare savings per quit: $1800/year
- For every dollar spent, $2.17 saved
- 117% ROI
- First year only!

STORY #4: FORK IT OVER!

- Year 2000. Metro Regional Government
- Perfect storm in Portland Oregon:
  - 180,000 tons food disposed annually in solid waste system
  - Oregon Food Bank struggling
STORY #4: FORK IT OVER!

• **Target Audience (Upstream)**
  – Restaurant Managers and Chefs

• **Behavior**
  – Donate surplus foods

STORY #4: FORK IT OVER!

• **Restaurant Concerns:**
  – How do we get the food to you?
  – Can we select the agency closest to us?
  – What is our liability?
STORY #4: FORK IT OVER!

• Response of *Fork it Over*:
  – Online registration
  – Online selection of agency for food
  – Picked up at scheduled time
  – Limited liability

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<tr>
<td>1999 – 2005</td>
<td>Online Services</td>
</tr>
<tr>
<td>$700,000</td>
<td>Partner Personal Contact</td>
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<tr>
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<td>Pickup Service Availability</td>
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WHAT YOU’LL NEED

1. Dollars Spent
2. # Behaviors Influenced
3. Cost Per Behavior Influenced
4. Benefit for a Behavior
5. Calculation of ROI

Spent $1. Saved $1.36
$1.36 - $1.00 = $.36 x 100 = 36%

WHAT IF?

• Be the Head of the Wisconsin DOT
  – What if only heard # rides your $870,000 bought?
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• Be the WA State Senator for Ways & Means
  – What if you only heard # smokers who called?
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• Be the WA State Senator for Ways & Means
  – What if you only heard # smokers who called?
• Be the Portland City Manager:
  – What if you only heard # restaurants participated?

GIVE THEM WHAT THEY WANT!
SO YOU’LL GET WHAT YOU WANT!

MY GRANDDAUGHTER GIA
10 Years Old
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

Questions

Please wait for the microphone and state your name and organisation before asking your question
Addressing the major behavioural challenges of our time

ENGAGE!

EMPOWER!

INSPIRE!

The 2nd World Non-Profit & Social Marketing Conference

11-12 April 2011 Citywest Hotel, Dublin, Ireland