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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



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**INSPIRE!**

Introduction to the International  
Social Marketing Association:

**Win Morgan**  
President & CEO, ISMA

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**iSMA**

International  
Social Marketing  
Association



[i-socialmarketing.org](http://i-socialmarketing.org)

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## 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)



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# 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

THE FLUFFY BUN		THE BEEF		
INPUTS	OUTPUTS	OUTCOMES	IMPACT	ROI
Resources allocated to the campaign or program effort				

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THE FLUFFY BUN		THE BEEF		
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THE FLUFFY BUN		THE BEEF		
INPUTS	OUTPUTS	OUTCOMES	IMPACT	ROI
Resources allocated to the campaign or program effort	Program activities conducted to influence a desired behavior	Audience response to outputs	Indicators that show levels of impact on the social issue that was the focus for the effort	Economic value of changes in behavior and the calculated rate of return on the spending associated with the effort

## 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?

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## 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

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## 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



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**PRODUCT**

**PRICE**

**PLACE**

**PROMOTION**

- Old limos
- Pick up at home, work or hotel
- Scheduled time
- Can take you between bars
- Can smoke & drink



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**PRODUCT**

**PRICE**

**PLACE**

**PROMOTION**

- Average \$15-\$20 evening /per person



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PRODUCT

PRICE

PLACE

PROMOTION

**Barron County Road Crew**

Home About Road Crew News Toolbox Local Road Crews Research

**Barron County Road Crew**

**Get a ride** Phone: (715) 641-1098

**Service Area** Almena, Turtle Lake, Cumberland and Barron

**Hours of Operation** Friday & Saturday 7:00 p.m. to 2:00 a.m. last call

**Fares** \$5 for a one-way safe ride home, \$20 for all night bar hopping including a safe ride home

**Be a Road Crew Driver** Contact Kevin Baker at (715) 357-6369.

**Questions?** Contact us at (715) 641-1098

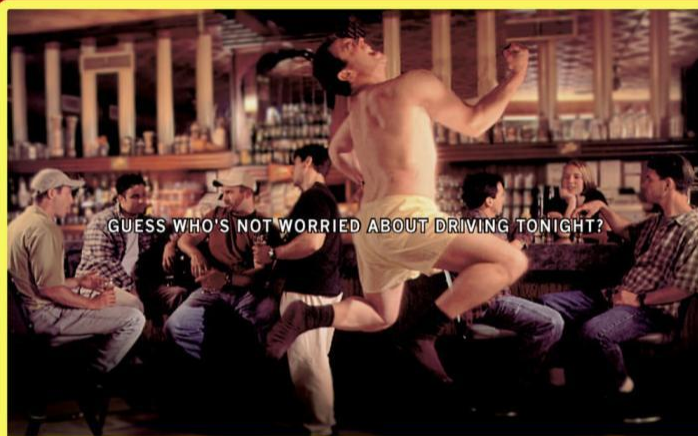
32

PRODUCT

PRICE

PLACE

PROMOTION



Dave doesn't have to drive tonight. That makes him happy. Because when The Road Crew is driving, and Dave is not, he can relax and enjoy a nice time with his friends.



For more info on the totally brand new way to get around safely, ask your bartender about The Road Crew. And remember, safety first, so don't pass around the bus. Thanks.

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# MODIFIED LOGIC MODEL

THE FLUFFY BUN		THE BEEF		
INPUTS	OUTPUTS	OUTCOMES	IMPACT	ROI
2000-2007 \$870,000	Road Crew Service Developed & Available  Promotional materials	85,000 rides	17% reduction in crashes  Avoided:  <i>140 alcohol related crashes</i>  <i>6 fatalities</i>  No increase alcohol	Cost of crash \$231,000  Savings \$31 million  For every \$1 spent \$35.63 saved  3463% ROI

# STORY #2: SCOOP THE POOP

- Austin, Texas
- Background:
  - 120,000 households with dogs
  - Each dog 1/2 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

### Fecal Bacteria Machine



The ingredients of dog waste are harmful to children.

**Scoop the poop, bag it,  
and place it in the trash**

Clean Yards. Clean Creeks. Clean Shoes!



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**PRODUCT**

**PRICE**

**PLACE**

**PROMOTION**

- **Product:**
  - Mutt Mitt Stations
  - Bag Holder Giveaway
- **Price:**
  - Non-emergency number to report violators
  - Free dispenser to “Green Neighborhoods”



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PRODUCT

PRICE

PLACE

PROMOTION

- **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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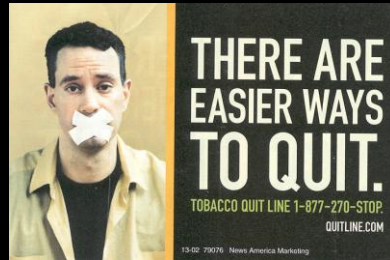
## MODIFIED LOGIC MODEL

THE FLUFFY BUN		THE BEEF		
INPUTS	OUTPUTS	OUTCOMES	IMPACT	ROI
2009 \$92,000	Mutt Mitts Stations Promotions Yard Signs	2,400,000 Mutt Mitts taken	1,200,000 pounds of dog waste diverted from waterways	For every dollar invested diverted 12.5 pounds of dog waste from the waterways

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



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PRODUCT

PRICE

PLACE

PROMOTION

- Quit coaches
- Quit plan
- Quit kit
- Quit resources



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PRODUCT

PRICE

PLACE

PROMOTION

Toll Free Number

Free Coach

Free Quit Plan Kit

Online Calculator

For Medicaid Patients,  
Prescription Medications



PRODUCT

PRICE

PLACE

PROMOTION

PHONE

- 7 days/week
- 24 hours/day

WEB SITE

- Worksheet
- "Click to Call"

FAX FROM PHYSICIAN'S OFFICE





PRODUCT

PRICE

PLACE

PROMOTION

- **Messages**
  - Encouraging
  - Understanding
  - Assuring



**QUITTING  
TAKES PRACTICE.**

TOBACCO QUITLINE.COM OR CALL TOLL FREE 1-877-270-STOP.

Not to be used by the Washington State Department of Health.

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PRODUCT

PRICE

PLACE

PROMOTION

- **Media Channels**
  - Television
  - Outdoor
  - Posters
  - Brochures
  - Wallet cards
  - Bar coasters
  - Workplace activities
  - Publicity



You can't rely on  
cold turkey alone.

Make a plan at 1-800-QUIT-NOW [www.quitline.com](http://www.quitline.com)

Provided by the Washington State Department of Health.

## RESULTS & ROI

- Seven years later– **100,000<sup>th</sup> 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!**



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## 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**



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## STORY #4: *FORK IT OVER!*

- **Target Audience (Upstream)**
  - Restaurant Managers and Chefs
- **Behavior**
  - Donate surplus foods



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## 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?



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## 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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## STORY #4: *FORK IT OVER!*

THE FLUFFY BUN		THE BEEF		
INPUTS	OUTPUTS	OUTCOMES	IMPACT	ROI
1999 – 2005 \$700,000	Online Services  Partner Personal Contact  Pickup Service Availability	18 million lbs. forked over	Food worth \$17 million	"Earned" \$17 million  Saved \$647,650 in disposal costs  For every \$1 invested, \$25 benefit, a 2400% ROI

Source: Social Marketing to Protect the Environment: *WHAT WORKS*.  
McKenzie-Mohr, Lee, Schultz, Kotler SAGE 2011

## 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  
 $\$1.36 - \$1.00 = \$0.36 \times 100 = 36\%$

## WHAT IF?

- Be the Head of the Wisconsin DOT
  - What if only heard # rides your \$870,000 bought?



## WHAT IF?

- **Be the Head of the Wisconsin DOT**
  - **What if only heard # rides your \$870,000 bought?**
- **Be the City Council member for Austin, Texas**
  - **What if only heard # bags your \$93,000 bought?**



## WHAT IF?

- **Be the Head of the Wisconsin DOT**
  - **What if only heard # rides your \$870,000 bought?**
- **Be the City Council member for Austin, Texas**
  - **What if only heard # bags your \$93,000 bought?**
- **Be the WA State Senator for Ways & Means**
  - **What if you only heard # smokers who called?**



## WHAT IF?

- Be the Head of the Wisconsin DOT
  - What if only heard # rides your \$870,000 bought?
- Be the City Council member for Austin, Texas
  - What if only heard # bags your \$93,000 bought?
- 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**

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## Questions

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



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