

THE
Social Branding[®]
MODEL

PRESENTED BY **JEFF JORDAN, MA**

rescuescg⁺



rescuescg⁺

The image shows the rescuescg+ logo centered on a dark background. The logo consists of the word "rescue" in green, "scg" in white, and a green plus sign. The background features a blue and white geometric pattern of plus signs of varying sizes, some appearing to glow or trail off to the right.





WHO YOU ARE
MOTIVATES BEHAVIOR
MORE POWERFULLY THAN
WHAT YOU KNOW

SEGMENTATION

The process of classifying a market into distinct segments that behave in similar ways or have similar needs.

COMMERCIAL MARKETING

SOCIAL MARKETING

rescuescg+

COMMERCIAL MARKETING ≠ SOCIAL MARKETING

THE IDENTITY CYCLE



A FUNCTIONAL ANALYSIS FOR CULTURAL INTERVENTIONS (FACI™)

RSCG'S PROPRIETARY RESEARCH PROCESS

6-STEP QUANTITATIVE & QUALITATIVE RESEARCH PROCESS

QUALITATIVE: ID-PROJECTION GROUPS™ DISCUSS PICTURES UNKNOWN OTHERS TO REVEAL UNDERLYING CULTURE-BEHAVIOR ASSOCIATIONS

QUANTITATIVE: IBASE SURVEY™ TESTS THE HYPOTHESES FORMED WITH SURVEYING THAT MEASURES BEHAVIOR PREVALENCE AND CULTURAL AFFILIATION

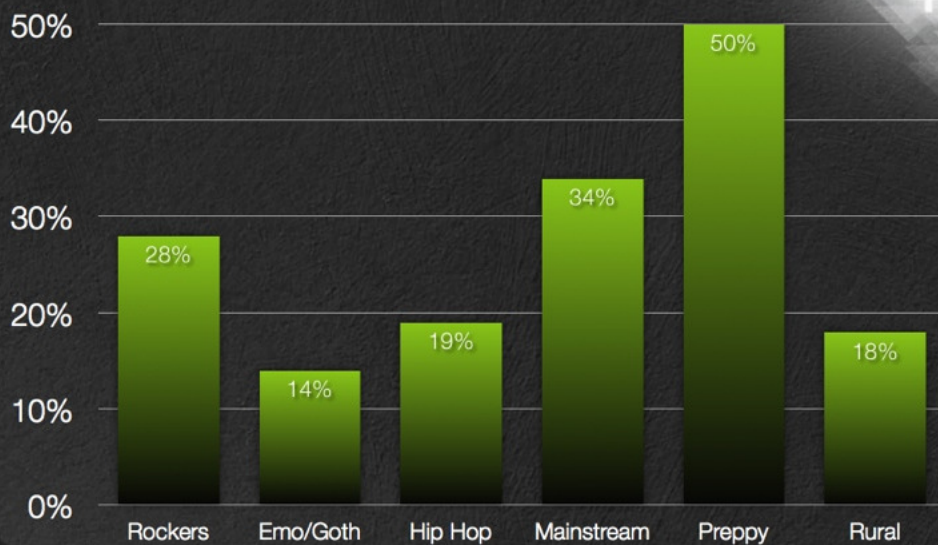




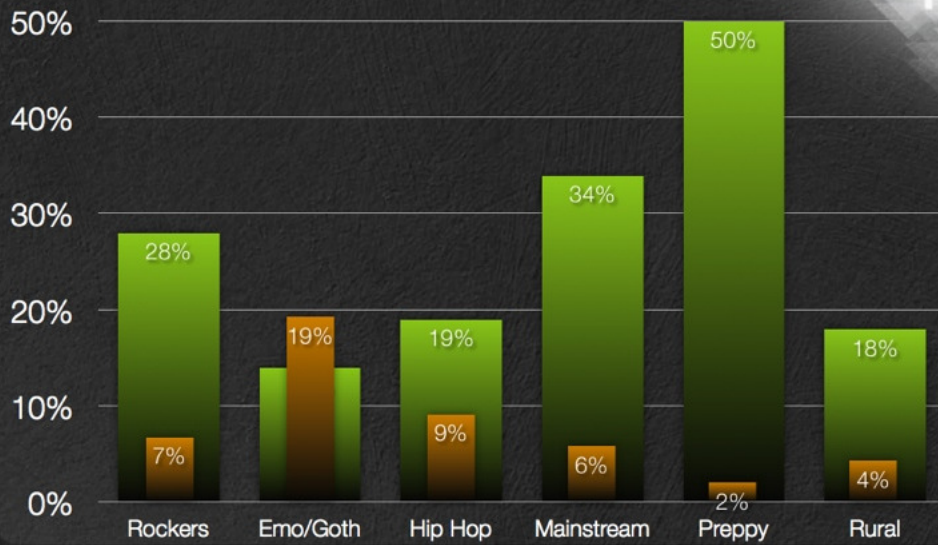


Teen smoking in Utah is just 8.7%.

I-Base Survey Findings

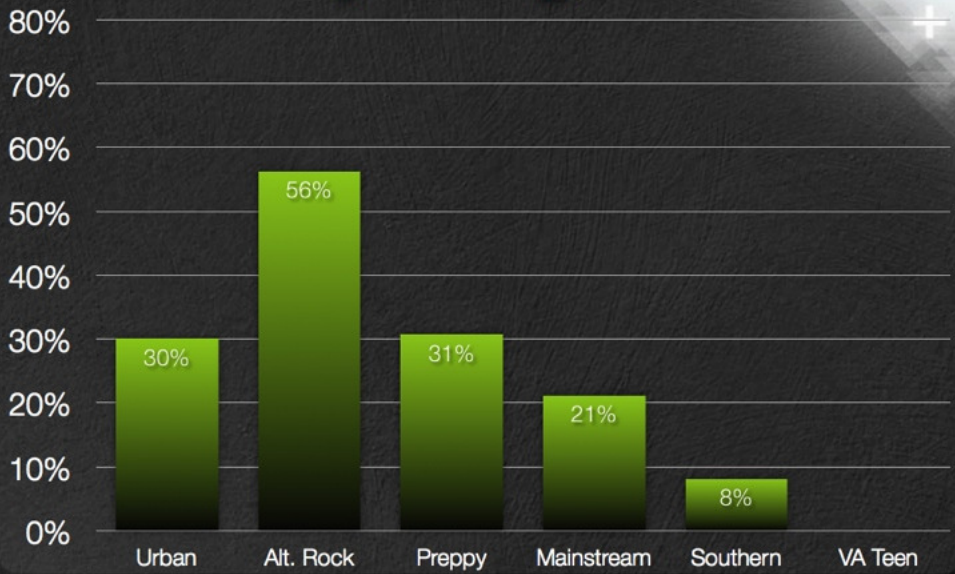


I-Base Survey Findings

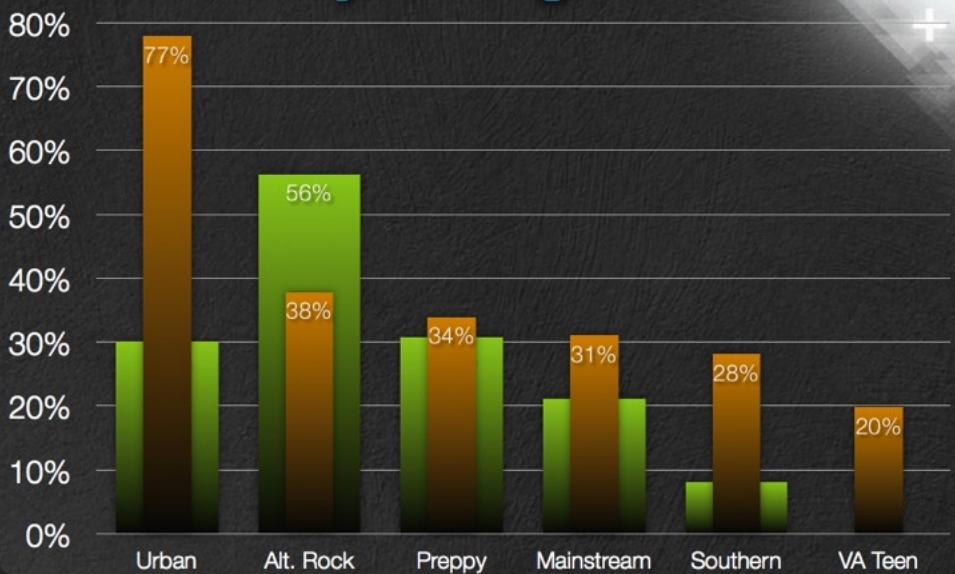


In Virginia, 37.6% of teens at rock shows smoke cigarettes, compared to 19.7% overall teen smoking.

I-Base Survey Findings



I-Base Survey Findings



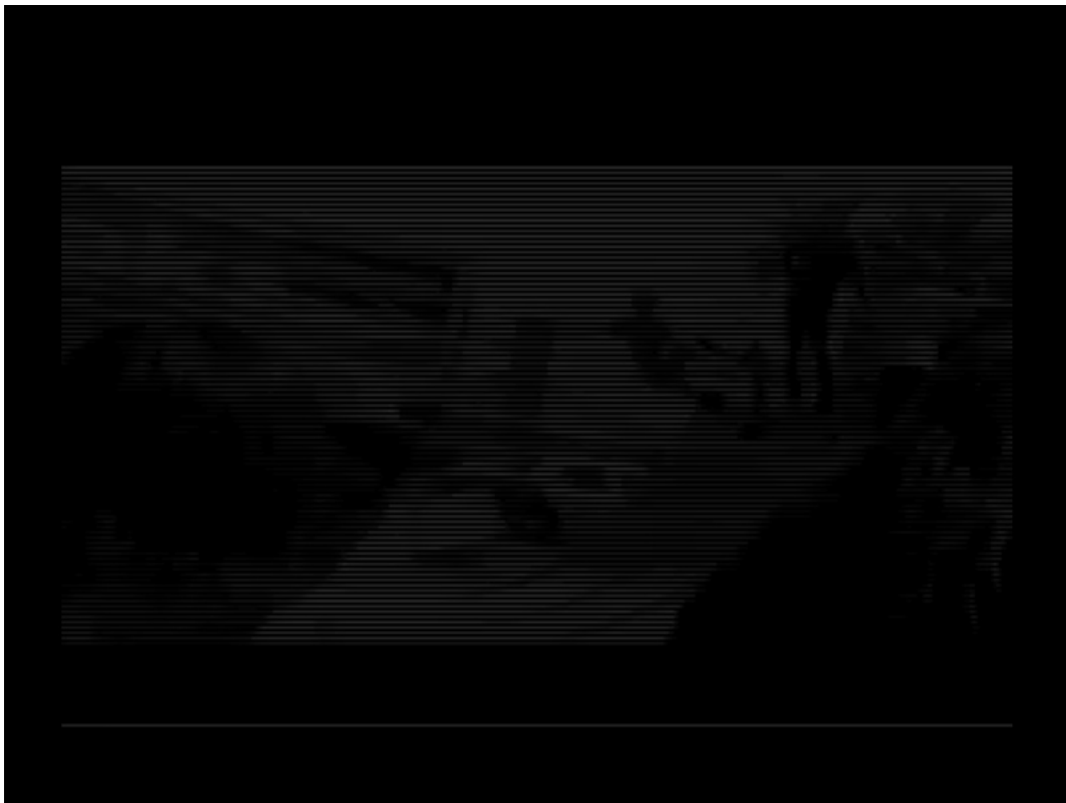
SOCIAL BRANDING®

Social Branding is a behavioral change strategy that utilizes certain commercial marketing tactics to change the social image associated with certain behaviors within specific peer group populations.

THE socialbranding® PROCESS







SMOKEFREE
VEGAS ✓ Like 186 YouTube

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YouTube
0:00 / 0:00

THE TOBACCO INDUSTRY HAS TORTURED AND KILLED DOGS, RABBITS, AND MONKEYS FOR DECADES. IS SMOKING WORTH IT?

BLOG
04.06.11 

[CLICK HERE TO LEARN MORE ABOUT TOBACCO & ANIMAL TESTING](#)



ADDICTED TO ANIMAL CRUELTY

THE TOBACCO INDUSTRY HAS CONDUCTED HUNDREDS OF EXPERIMENTS ON ANIMALS. RATHER THAN TRY TO MAKE CIGARETTES LESS HARMFUL, THESE EXPERIMENTS WERE USED TO MAKE CIGARETTES MORE ADDICTIVE. RABBITS, MONKEYS, DOGS, ETC, HAVE ALL BEEN FORCED TO BREATHE SMOKE IN MANMADE MACHINES, SOMETIMES THROUGH CUTTING HOLES INTO THEIR THROATS. TENS OF THOUSANDS HAVE DIED IN THIS PROCESS. THE RESULT? CIGARETTES ARE MORE ADDICTIVE THAN EVER.

EVERY PACK CONTRIBUTES TO CRUEL ANIMAL TESTING.

SUPPORT A SMOKEFREE SCENE WITH

xpooz

ADDICTED TO ANIMAL CRUELTY

SMOKEFREE VEGAS

smokefreevegas.com

Evidence of Success



**Social Branding
Las Vegas, NV**

Nevada teen smoking rates:
25.2% (2001) to 12.7% (2010)

Discussion & Questions

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