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
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 GROUPSTM 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%.

HBase Survey Findings

- Rockers: 28%
- Emo/Goth: 14%
- Hip Hop: 19%
- Mainstream: 34%
- Preppy: 50%
- Rural: 18%
In Virginia, 37.6% of teens at rock shows smoke cigarettes, compared to 19.7% overall teen smoking.
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 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.
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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