



# Marketing Social Marketing

- how well are we doing?

**Iain Potter**  
*Health Sponsorship Council  
New Zealand*



**He korero te kai a te rangatira**  
**Leadership is the art of persuasion**



## A bit about me

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- Chief Executive – since 1992
- Health Sponsorship Council
- Four areas of work currently

**Breakfast-eaters**  
*have it better.*



## Before I discovered public health



## What am I going to cover?

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Three themes:

1. Self belief
2. Self knowledge
3. Self destruction

... a critique with some suggestions

## Marketing social marketing

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How well are we doing?



# Self Belief

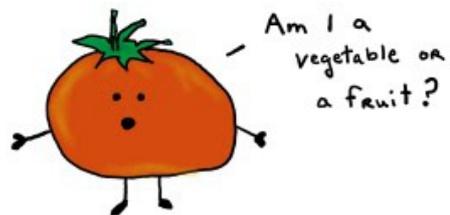




- I believe social marketing makes a difference
- We will produce a result
- I will estimate what that result will be
- Research will play some part in my confidence and estimates



# Self Knowledge



Identity crisis

- *A Declaration of Social Marketing's Unique Principles and Distinctions*

(Nancy R Lee, Michael L Rothschild, William Smith – March 2011)

- We must be able to clearly state what we are
- If we can't, how can we expect others to understand what we offer?

Even the commercial sector has the problem ...

*“The mainstream business media’s preoccupation with promotion and sales-related topics has meant marketing’s multi-faceted nature, which is, simultaneously, a philosophical, strategic and operational discipline, has been misrepresented”*

(Marketing Magazine NZ Nov/Dec 2010 issue)



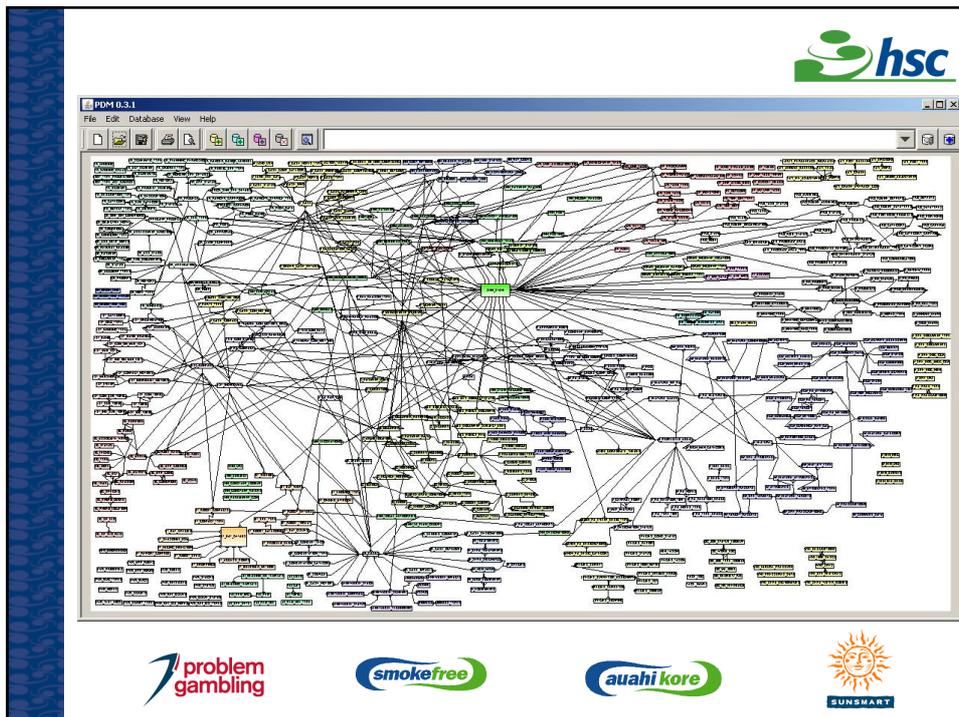
Marketing is foremost a strategic discipline

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- Policy writers are making strategic decisions without social marketing input
- Social marketing limited to an operational function – implementing strategies already agreed
- Often leads to poor decisions around timing and funding
- Dumbs down our contribution
- Partly explains the over-use of mass media

## Self Destruction



## Paralysis by Analysis

- Research is critical – but we allow it to paralyse us
- We can be over-obsessed with research and evaluation
- ‘There is no evidence to support it’ – means we are painfully slow and un-responsive
- Evaluation is often 1-dimensional



## But .... social marketing is 3-dimensional



1. The consumer
2. The intermediary
3. The decision maker/political environment

- These dimensions interplay (smokefree youth media)
- Do our research and planning take that into account?
- Too often a 1-dimensional focus?

IT'S UNBELIEVABLE  
**THAT WE**  
 ALLOW THE  
**TOBACCO**  
 INDUSTRY  
 TO SELL THEIR  
**POISON**  
 IN A DAIRY  
 NEXT TO  
**OUR MILK**

GP WARU  
 JUICE TV/FLAVA FM  
 NGA PUHI/NGATI WHATUA

**SMOKING**  
**NOT OUR**  
**FUTURE**  
 WWW.NOTOURLFUTURE.CO.NZ

auahi kore smokefree

problem gambling

hsc

SUNSMART

**SMOKING**  
 WILL END UP  
**NOT**  
 BEING A NORMAL  
**PART OF**  
**SOCIETY**

SAMUEL FLYNN SCOTT  
 THE PHOENIX FOUNDATION

**SMOKING**  
**NOT OUR**  
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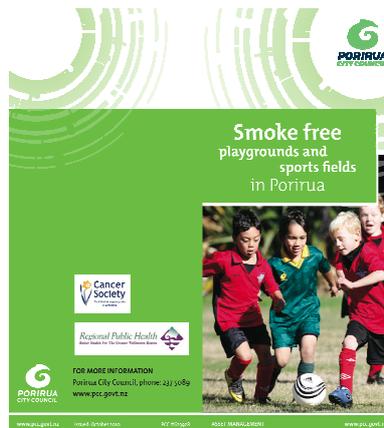
SUNSMART

## Competition – with ourselves

- ‘Other activities are a higher priority/better spend’ – sometimes lacks strategic foresight – we end up competing with ourselves
- We don’t need enemies – we have ourselves!



## Smokefree Parks



## Social marketing is a collective approach

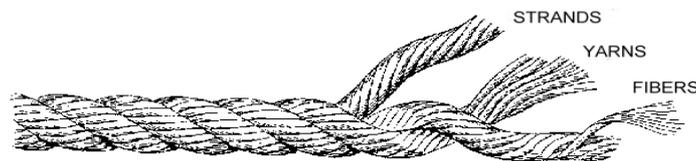
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- Know who your supporters are, know who might support you, build alliances by working together (Smoking, *Not Our Future* – media friends)
- Know who the competition is – work to undermine their ‘market’ position – not that of your friends
- Know the difference

## Lets Make Rope!

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Every strand does not need to justify itself - the whole is greater than the sum of its parts



## How Do We Do Better?

- Believe!
- Have faith in the social marketing process
- Know who you are and what you offer
- Be part of the strategic decision-making process
- Facilitate inclusive planning processes
- Provide solutions (what are the funders' needs and wants? – economic, political)

- Set the research agenda to inform strategy
- Think 3-dimensionally – always
- Make friends in unusual places
- Don't shoot each other down
- Claim success – legitimately – without trying to define attribution





**Thank you**

