Marketing Social Marketing
- how well are we doing?

Iain Potter
Health Sponsorship Council
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He korero te kai a te rangatira
Leadership is the art of persuasion
A bit about me

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

Before I discovered public health
What am I going to cover?

Three themes:
1. Self belief
2. Self knowledge
3. Self destruction

… a critique with some suggestions

Marketing social marketing

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
• 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.

SMOKING NOT OUR FUTURE
WWW.NOFOURFUTURE.CO.NZ

SMOKING WILL END UP NOT BEING A NORMAL PART OF SOCIETY
SAMUEL FLYNN SCOTT THE PATENTS FOUNDATION

SMOKING NOT OUR FUTURE
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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

- 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

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**Lets Make Rope!**

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