Setting a Brand Research Agenda in Social Marketing
Healthy Lives. Measurable Results.

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Kim Longfield, Doug Evans
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Brands

Google

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Socially Marketed Brands

Social Marketers’ Challenges within Different Market Environments

**Developing Market**
- SM brand may be market dominant
- continue building demand
- increase behavior change

**Nascent Market**
- launch new brand
- increase access through private sector
- build demand

**Mature Market**
- SM brand one of many on the market
- grow category
- increase sustainability by segmenting market
- increase & sustain behavior change

**Sell-off Brand**
Factors that Influence Market Environments

**Outside of marketers’ control**
- Burden of disease
- Macroeconomics
- Wealth distribution
- Existing infrastructure
- Market dynamics – what the competition looks like
- Decisions the government makes around free product distribution
- Donor pressure for sustainability

**Within marketers’ control**
- The socially marketed brand
- Segmenting the market
- Making space for the commercial sector
- Growing the category
- Public/private partnerships

Questions about Socially Marketed Brands
- How do consumers experience and perceive them?
- What is their role in accomplishing organizational objectives?
- What influence do they have on behavior change?
- When and where do brands require repositioning?
- When are new brands needed to meet the demands of a changing environment or different consumers?
- Are we unintentionally competing with other brands on the market?
Session Objectives

- Describe PSI’s approach to branding research
- Illustrate a better brand management process across a range of socially marketed brands
- Present results from two pilot studies in Madagascar and Guatemala
- Demonstrate how findings can be integrated into brand development, positioning, execution and long-term management

Branding Research & the Social Marketing Process

- Project Plan – Logical Framework
- Segmentation – What Should We Do?
- Marketing Plan – 4P Specification
- Implementation & Monitoring – How Are We Doing?
- Evaluation – How Did We Do?
Brand • equity

(brand• e-kwē-tē’) n. 1. a set of assets (and liabilities) linked to a brand’s name and symbol that adds to (or subtracts from) the value provided by a product and or that products’ customers.

Exhibit 1. Brand equity conceptual model

- Brand Exposure
- Reactions/receptivity
- Brand Equity
- Mediators (attitudes/beliefs, efficacy, norms)
- Product/category purchase/use

Social, cultural & physical environment moderate each pathway
PSI’s Brand Equity Initiative

1) Design a conceptual framework and research methodology with standardized metrics of brand equity, mediators of health behavior change and consumer purchase behavior;
2) Develop a mid-term strategy to extend existing PSI consumer purchase methods into behavioral branding; and
3) Develop a long-term strategy to implement a comprehensive consumer purchase and behavioral branding research agenda.

Madagascar Case Study (Developing Market)
Protector Plus Positioning

Madagascar Research

- Formative research helped the marketing team:
  - Rebrand P+ including positioning, personality, and execution strategy
  - Design a baseline survey to monitor changes in brand repositioning & evaluate the influence of brand equity on condom use
- Survey Research revealed that:
  - Higher-order brand equity factor associated with both condom category and P+ brand use
  - Individual brand equity factors such as price, satisfaction and quality associated with condom use
New Protector Plus Positioning
PASMO Case Study (Mature Market)

PASMO Research

- High brand equity, equal to that of the competitor brand
- Competitor brand had loyal users and appeared to be ‘premium’ condom in the low-tier category
- High in leadership and popularity, except for some products in mid-tier category
- Users of multiple condoms could be potential switchers between primary brand used
- Consumers used different brands of condoms with different partners
- Consumers willing to pay more than current price
Future of Brand Equity Initiative

- Continue to improve research methods
- Conduct follow-up studies to monitor and evaluate progress against brand positioning
- Incorporate into marketing planning process
- Build demand through a total market approach
Thank you!

- http://psi.org/resources/research

Kim Longfield, PhD
klongfield@psi.org

Douglas Evans, PhD
sphwde@gwumc.edu