

ADVERTISING NEEDS ITS OWN  
SET OF INGREDIENTS IN THE  
SOCIAL MARKETING MIX:  
A CASE STUDY IN  
DEVELOPING SUSTAINABLE  
BEHAVIOUR CHANGE.

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PEACH

SOCIAL MARKETING REQUIRES  
A SPECIALIST UNDERSTANDING  
AND APPROACH TO WORK.

OUR PROCESS: THE 4E's  
EFFECTIVE SOCIAL MARKETING



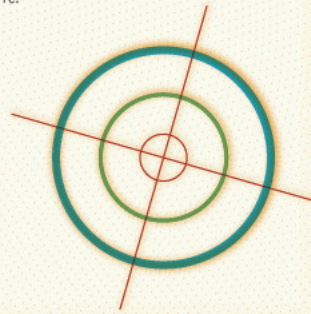
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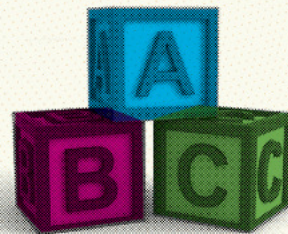
## ENGAGE

- Emotionally connect with the audience and inspire.
- Don't tell, use emotion to powerfully activate interest and commitment.
- Reflect a human truth, exploit an insight.
- Personalise the message.
- Segment audiences for relevance.
- Communicate in the right media.
- Embrace new media.



## EASY

- Promote a single doable behaviour.
- Drill down to an individual action.
- Clear instructions.
- Make it easy to remember.
- Make the response mechanism easy and accessible.
- Don't ask for too much.





## EDUCATE

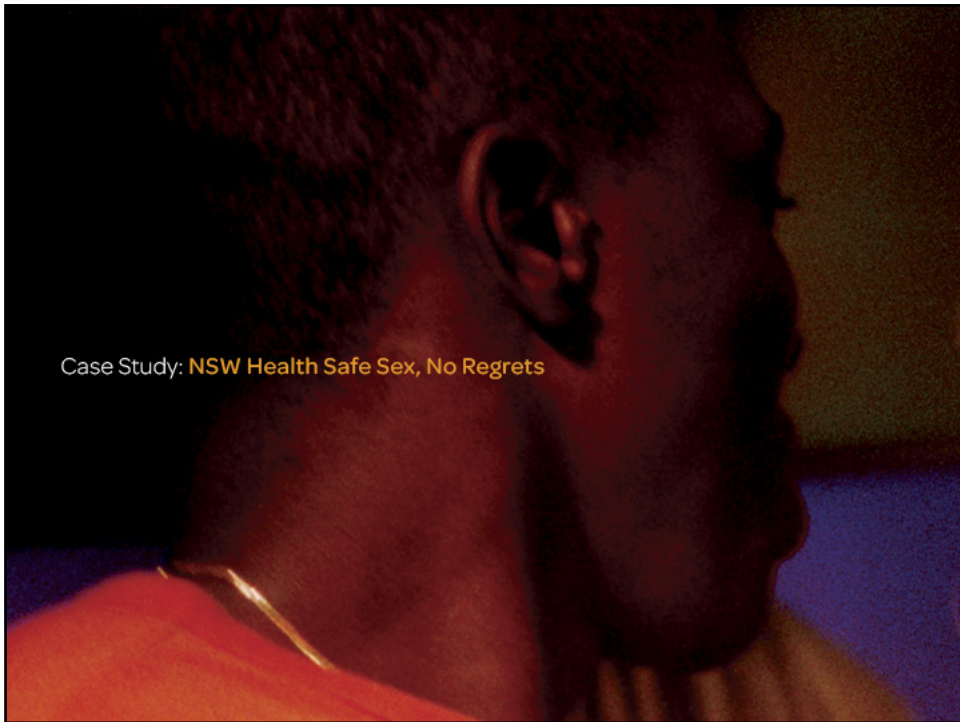
- Meaningful education (engage, don't tell).
- Promote benefits that makes action desirable.
- Don't disguise the truth.
- Provide necessary support for guidance.
- Integrate with enforcement messages.



## ENDURING

- Commit to a long-term, simple, memorable message.
- Progressively build greater commitment; move audiences along the model of change.
- Provide necessary resources to change entrenched habits.
- Invest in time.
- Track results and make adjustments accordingly.





## THE BRIEF

- Best protection from STI/HIV.
- Encourage target market to wear condoms.
- Target market sexually active heterosexuals 16-24yrs, homosexual males up to 45yrs.
- Indigenous communities both heterosexual and homosexual.

## PLAY VIDEO



## ENGAGE

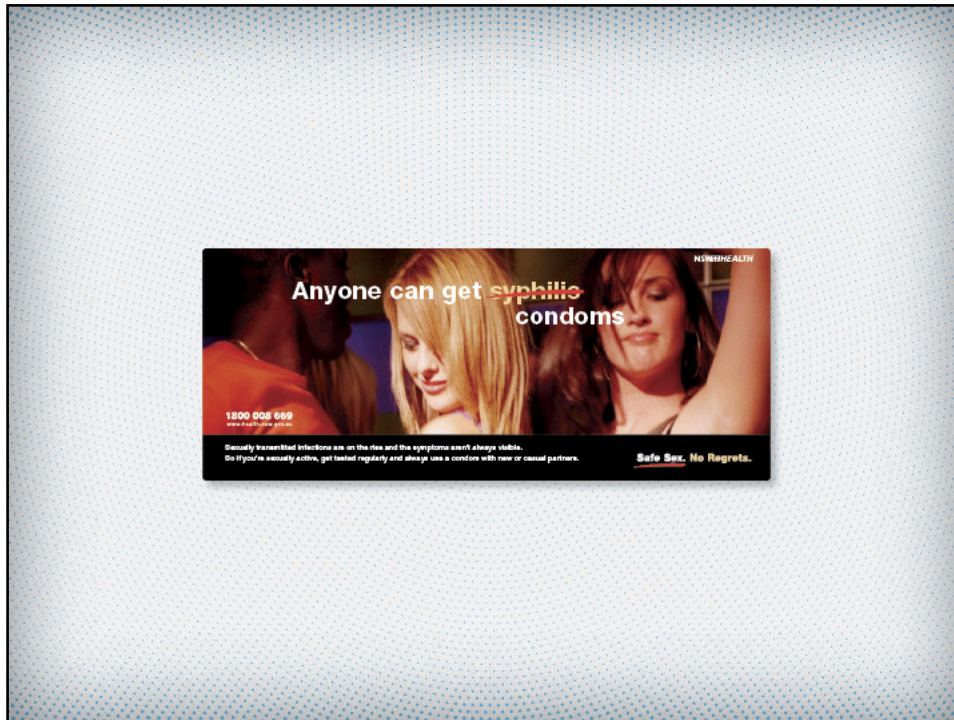
- Message in pubs, clubs and cinemas.
- Positive imagery – no fear based tactics.
- Tag line portraying sex in positive light.
- Gay dating sites, G&L Mardi Gras Festival.
- Ethnic and indigenous strategy based on sound research.
- Used their own language, on their own media.
- Indigenous communities; Australia Aboriginal newspaper and community publication.
- Gay indigenous targeted through indigenous press.





## EASY

- Simple visual treatment presenting the core benefit of condom usage.
- Realism is key.
- Message is straightforward, factual, calm, positive and empowering.
- Message counteracts fear and anxiety.
- Memorable tag line.



## EDUCATE

- Encouraged safe behaviours.
- Sufficient prominence to risks.
- Condoms are the best way to stay healthy.
- Campaign did not trivialise HIV/STIs.
- No stigmatisation to those carrying HIV/STIs.
- Fun and excitement of potential sexual encounters.
- Simultaneous caution issued.
- No judgement or moralising.
- Upbeat, promoting intelligent precaution.





## ENDURING

- Simple execution keeps it relevant and extendable.
- Designed to contribute significantly to an increase in condom usage, resulting in decline in infection rates.



## RESULTS

- Post research of target audience conducted.
- Post research - 20 minute telephone interviews over two months.
- Results broken down into three key areas; Efficiency, Effectiveness and Persuasion.

## RESULTS: EFFICIENCY

- Excellent campaign reach.
- 60% of the target audience recall seeing one or more elements of the campaign.



## RESULTS: **EFFECTIVENESS**

- Many people indicated they had changed their safe sex practices as a result of the campaign.
- They expressed an intention to continue using condoms.

## RESULTS: **PERSUASION**

- Longer term behavioural change can be achieved with greater frequency of exposure.
- The initial impetus that the campaign created can be maintained by continually reminding the public of the safe sex message.
- Campaign adopted by two other states in Australia.