

Why Europe Needs Social Marketing and why Social Marketing Needs Europe

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Professor Jeff French

PhD, MBA, MSc, Dip HE, BA, Cert.Ed

jeff.French@strategic-social-marketing.org



I am a Proud European

- Great Grandfather: Dutch
- Great Grandmother: Irish
- Great Grandfather: German
- My Mothers maiden name:
Holland
- Nationality: British (English)
- Name: French!

Social Marketing can help Europe deliver more effective, responsive and efficient social programmes and also help make Europe more competitive.

A European perspective is enriching Social Marketing theory and practice



My
thesis

Why Europe needs Social Marketing

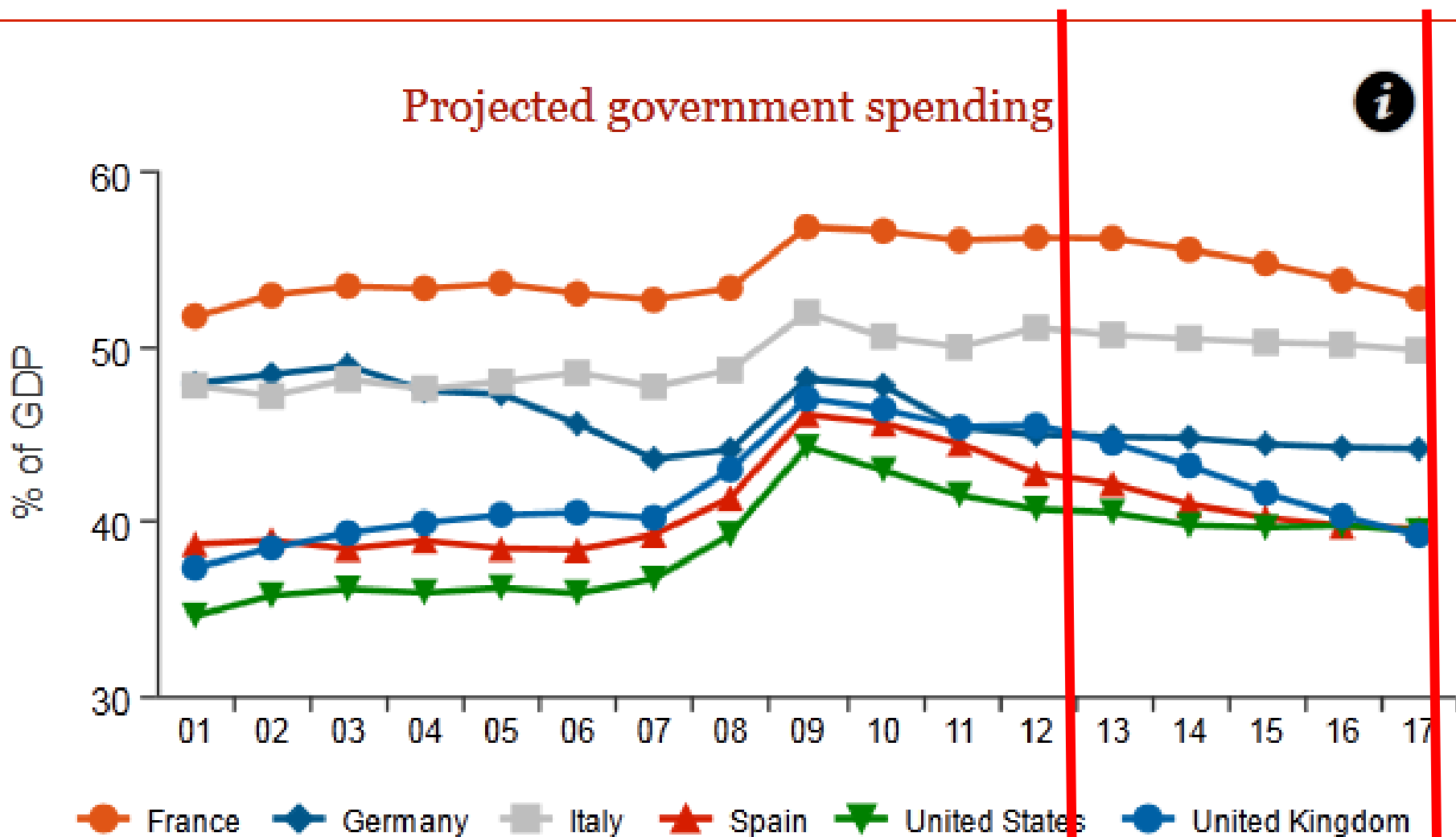




Dark Days Across Europe



Money is tight and is going to get tighter

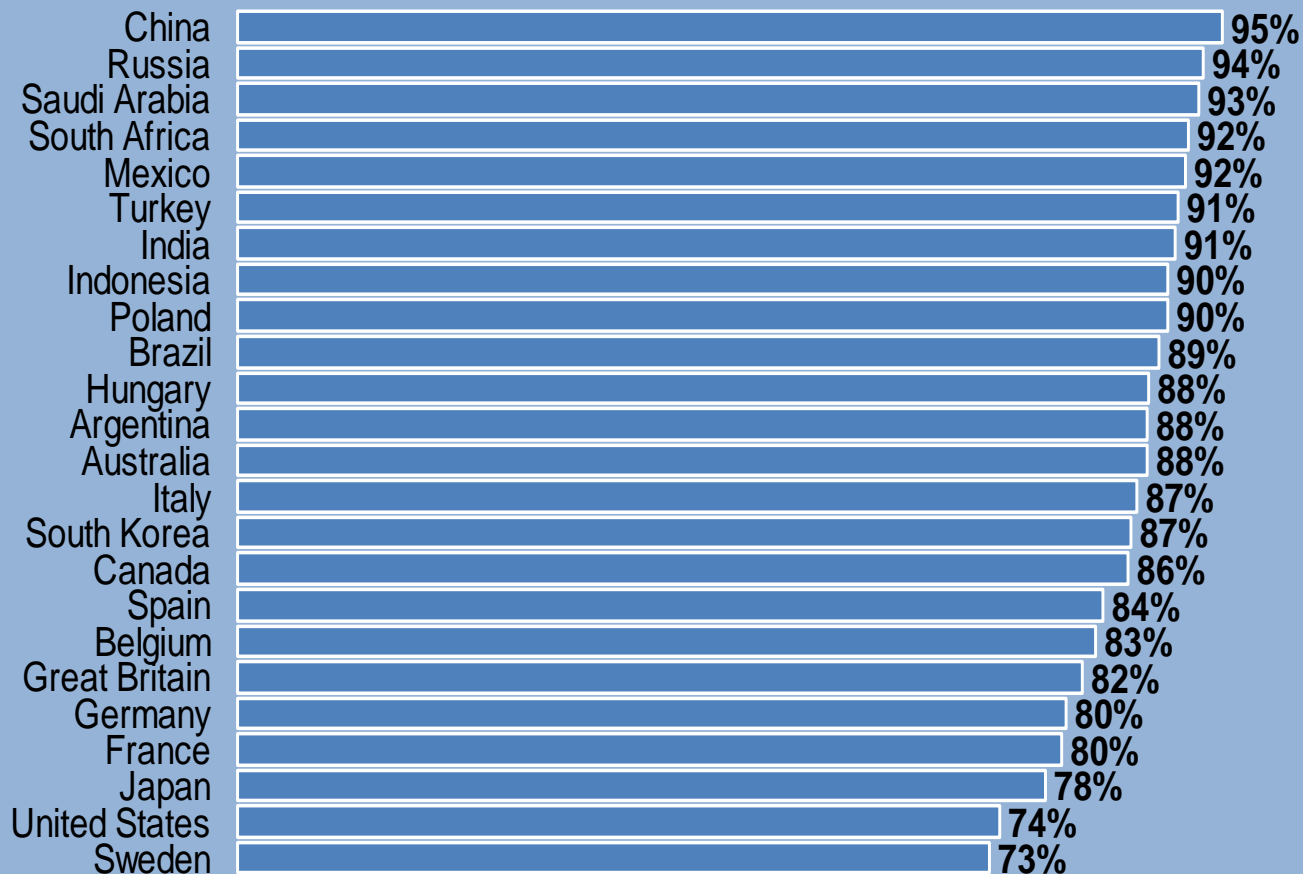


Government should provide incentives...

INCENTIVES

■ Tend to support/strongly support

Average over all four policy areas



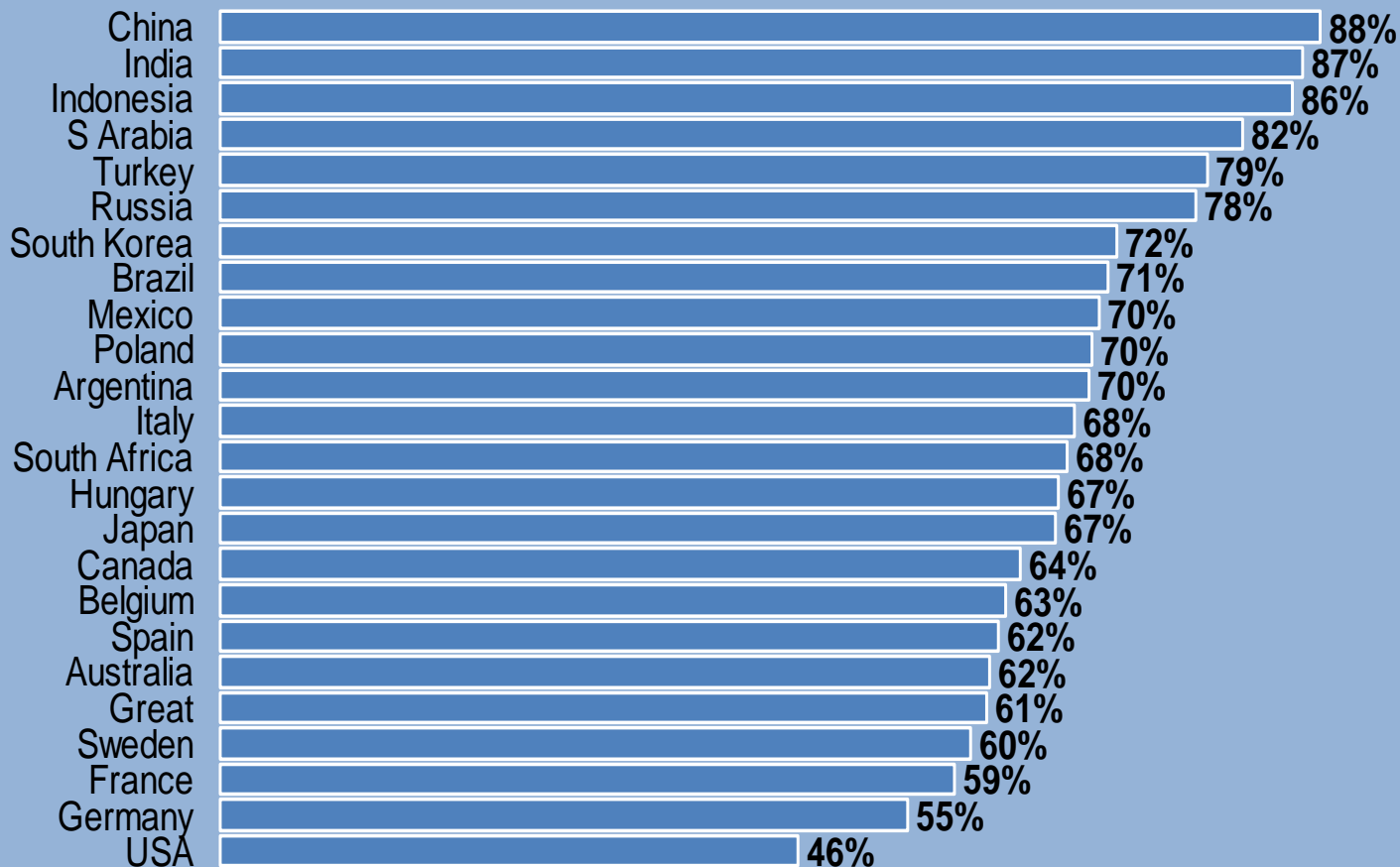
Base: c.500 - 1,000 residents aged 16-64 (18-64 in the US and Canada)
in each country, November 2010

Source: Ipsos Global @dvisor

Government should make it more expensive/more difficult...

OPTIONAL LEG.

% Tend to support/strongly support (average over all four policy areas)

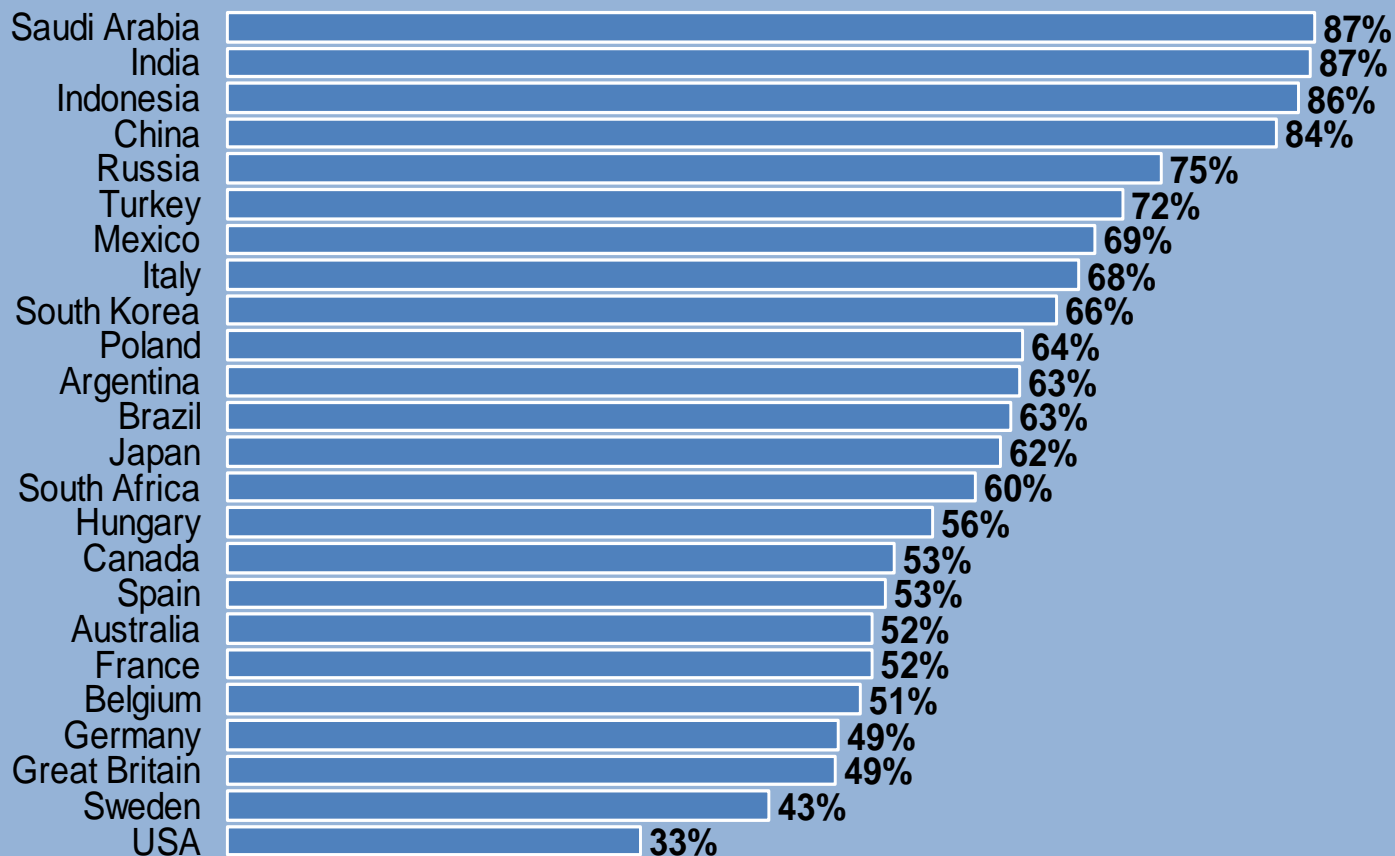


Source: Ipsos Global @dvisor

Government should ban...

Tend to support/strongly support

MANDATORY LEG.

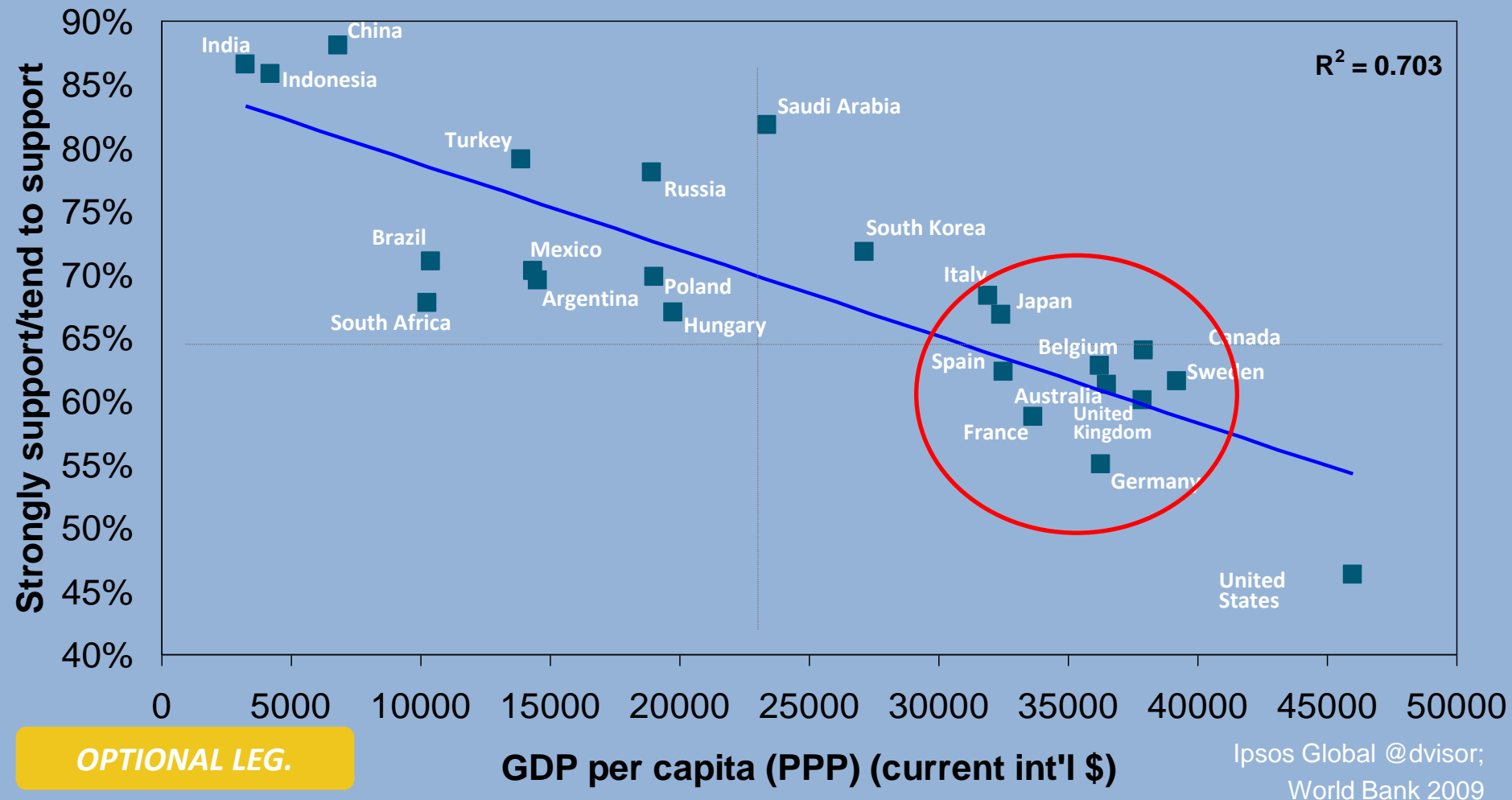


Base: c.500 - 1,000 residents aged 16-64 (18-64 in the US and Canada)
in each country, November 2010

Source: Ipsos Global @dvisor

The wealthier the nation the less likely they are to favour government intervention

The government should make the behaviour more difficult/more expensive (optional legislation)



Alex Reed Peoples Rules McGraw Hill 207.

Feudalism

- Agricultural Economy

Capitalism

- Industrial Economy

Peopleism

- Creative Economy

REITH LECTURES 2009: MICHAEL

SANDEL

NEW CITIZENSHIP

A new politics of the common good

More scrupulous politicians

More demanding idea of what it means to be a citizen

Co-production

- Social media
- Viral marketing
- Community development
- Prosumers
- Co-design
- Relationship Marketing

Tell Sell & Control

Relationship

Co-production



Citizens want to be a big part of the solution. They are saying to us:

I do not believe you

I do not trust you

Listen to me

I am in control now

Help me solve the problems



**Generally
trusted to tell
the truth?**



	Tell the truth %	Not tell the truth %	Don't know %
Doctors	92	6	2
Teachers	87	8	5
Professors	79	9	12
Judges	78	14	8
Clergyman/Priests	74	17	8
Scientists	72	16	12
Television News Readers	66	24	10
The Police	65	27	8
The ordinary man/woman in the street	60	27	13
Pollsters	48	32	19
Civil Servants	48	39	12
Trade Union officials	45	40	15
Business Leaders	30	59	11
Government Ministers	24	70	6
Politicians generally	21	73	6
Journalists	19	74	6

Social Policy

Training &
Development

Support and
best Practice

**Citizen engagement
and understanding**

Evaluation

Quality
Assurance

The big frustrating questions for Donors and Governments

- 1. What was the impact of the investment?**
- 2. What is the ROI and did we get VFM?**
- 3. Do the people feel we have helped them?**
- 4. What have we learnt?**



**Social Marketing can help
answer these questions**

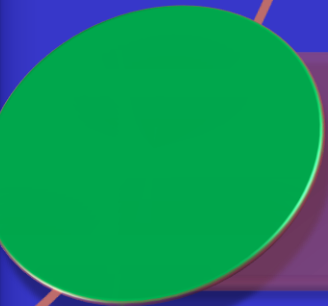
What Social Marketing Delivers:



Significant impact on social issues



Cost effective and VFM



Citizen centric approach = Value to social development

Social Marketing can help change the world...

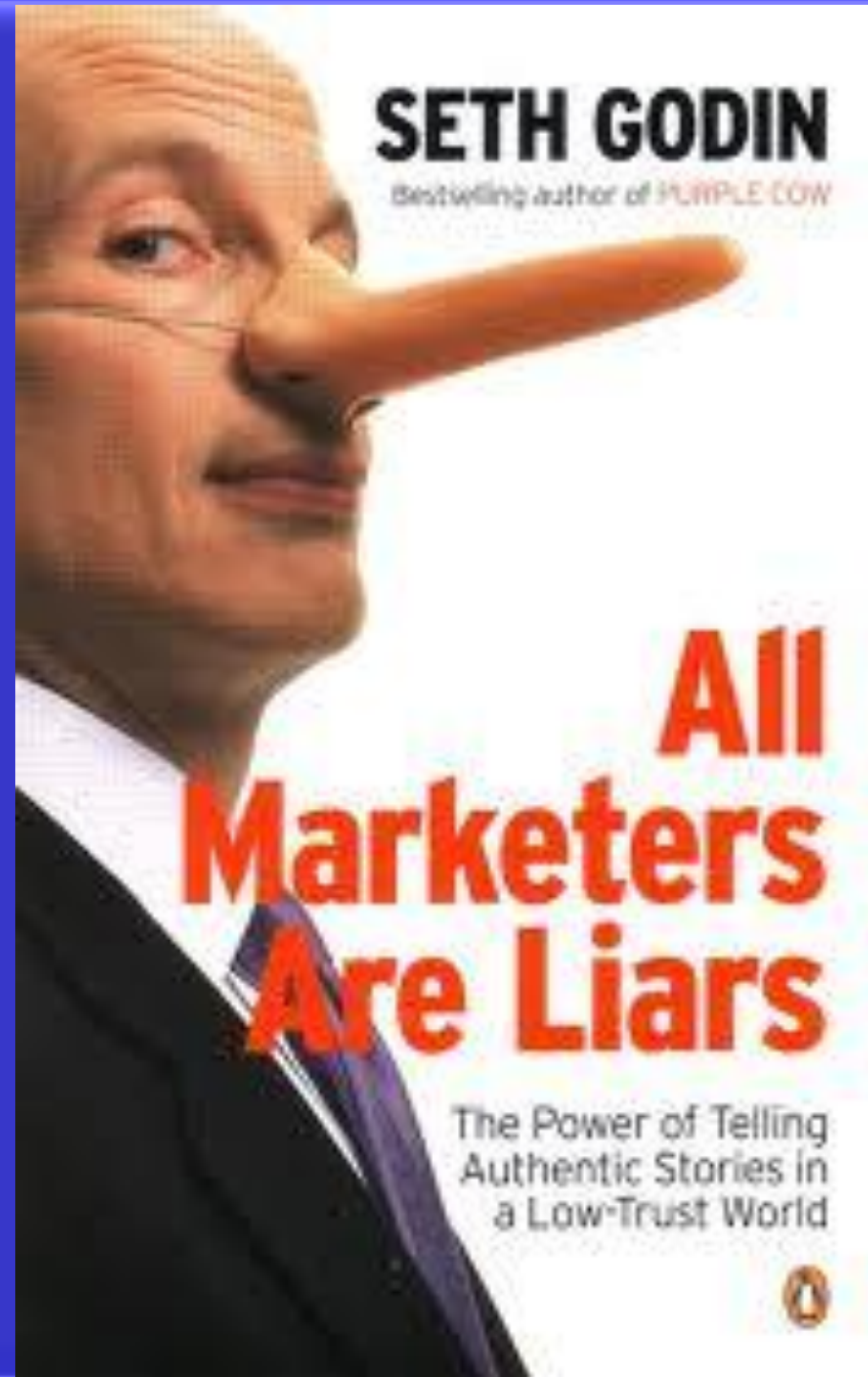


**You can trust
me I am a
Social Marketer**



Our Big Problem:

The on-going
misrepresentation
& misapplication
of marketing in
many parts of the
not for profit
sector



The background of the slide is a photograph of a coastal scene. In the foreground, two white, cylindrical pillars stand in the water, with dark, possibly algae-covered bases. The water is a deep blue-green. In the distance, a white sailboat is visible on the water, and a city skyline is visible on the horizon under a clear blue sky. A seagull is flying in the upper right corner of the sky.

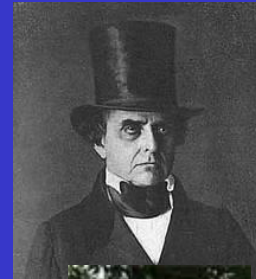
Why Social Marketing Needs Europe

Social Marketing Traditions and Tribes



The Many Warring (But not much) Tribes of Social Marketing

1. The 4P Fundamentalists
2. The Promotion Promoters
3. The Community Champions
4. The Pragmatic Providers
5. The Principles Purists
6. The Private Sector Spector's
7. The Marketing Only Maniacs
8. The Relationship Hippies
9. The Digital Demons
10. The Academic Dreamers



Global Social Marketing 'Traditions'

**The marketing
mix tradition**

**The citizen
relationship &
protection
tradition**

**The social
product and
service tradition**

**The awareness &
demand creation
tradition**

Social Marketing is viewed differently in different parts of the world

Americas: Social Advertising, The 4Ps, Exchange, Planning, Operational projects, behaviour change

Europe, Canada, Australia and NZ: Value, Relationship, Social Policy & Strategy, behavioural challenges

Asia: Social Advertising, education, product focus and policy mix, behaviour change

Africa: Product promotion, Campaigns and Community Development, Service delivery, behavioural challenges

1953, Neil Borden of
Harvard Business School,
introduced the term “marketing
mix”



1960 E. Jerome McCarthy
supplemented that concept with the 4
P's of Marketing.



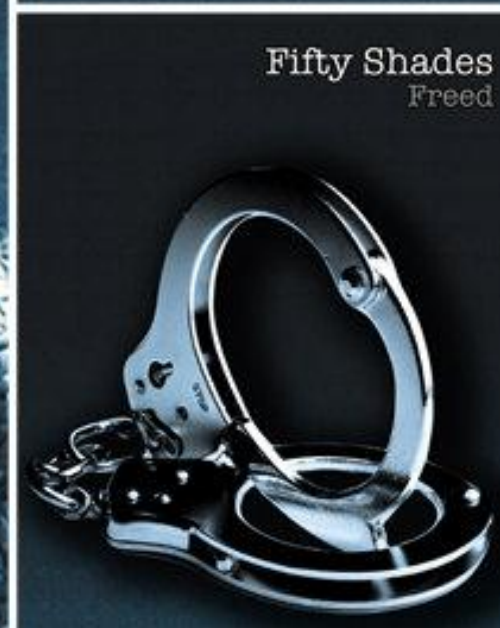
**Ever since then,
every student of
marketing has
learned the 4 P's**

The North American Domination of Academic Social Marketing



The need for a broader interpretation of Social Marketing within a social democratic policy context





From Categorical Recipe to Reflexive Pragmatism



Social Marketing as a reflexive mind-set focused on citizen centric social policy



**Lets go beyond a view of Social Marketing as
a set of fixed principles and planning steps.**



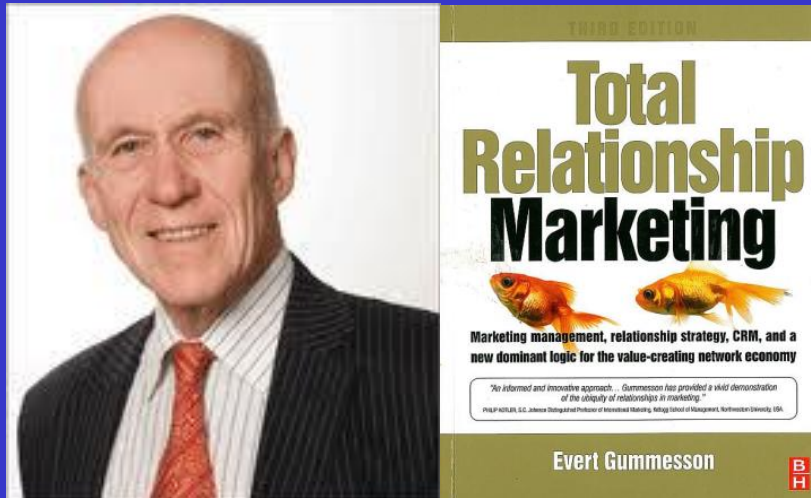
Service Dominant Logic. An Evolving new frame of reference

Robert Lusch

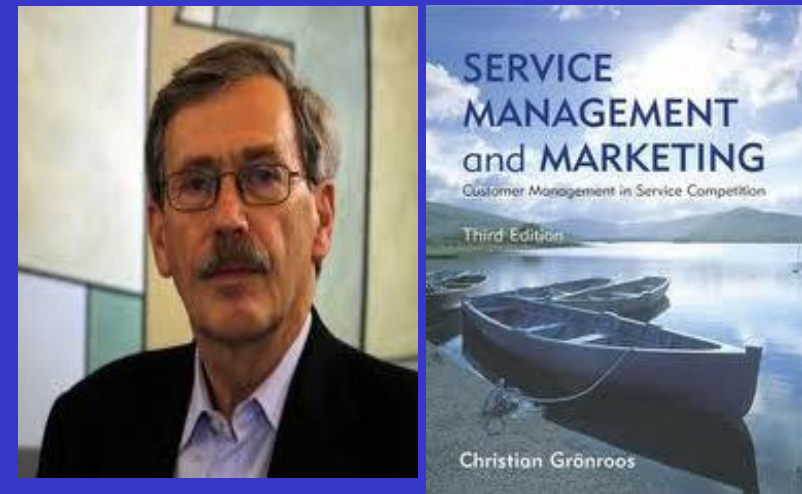


Source: Lusch (2005)

From Product, Tactics and Transaction To: Relationships Strategy & Service



Evert Gummesson
Stockholm University



Christian Grönroos
Hanken School of Economics

A European Perspective

Integrating Social Marketing
as part of

Social Policy

influencing strategy &
delivery.

**Integrate Social Marketing
with community
engagement, education,
empowerment etc.**



Potential 'European' Contribution

'Fixed Mix Tradition'

Customers

Products

Marketer driven

Markets

Equity

ROMI

Individual change

Campaign

Marketing Mix (4Ps)

Transaction

Tactics

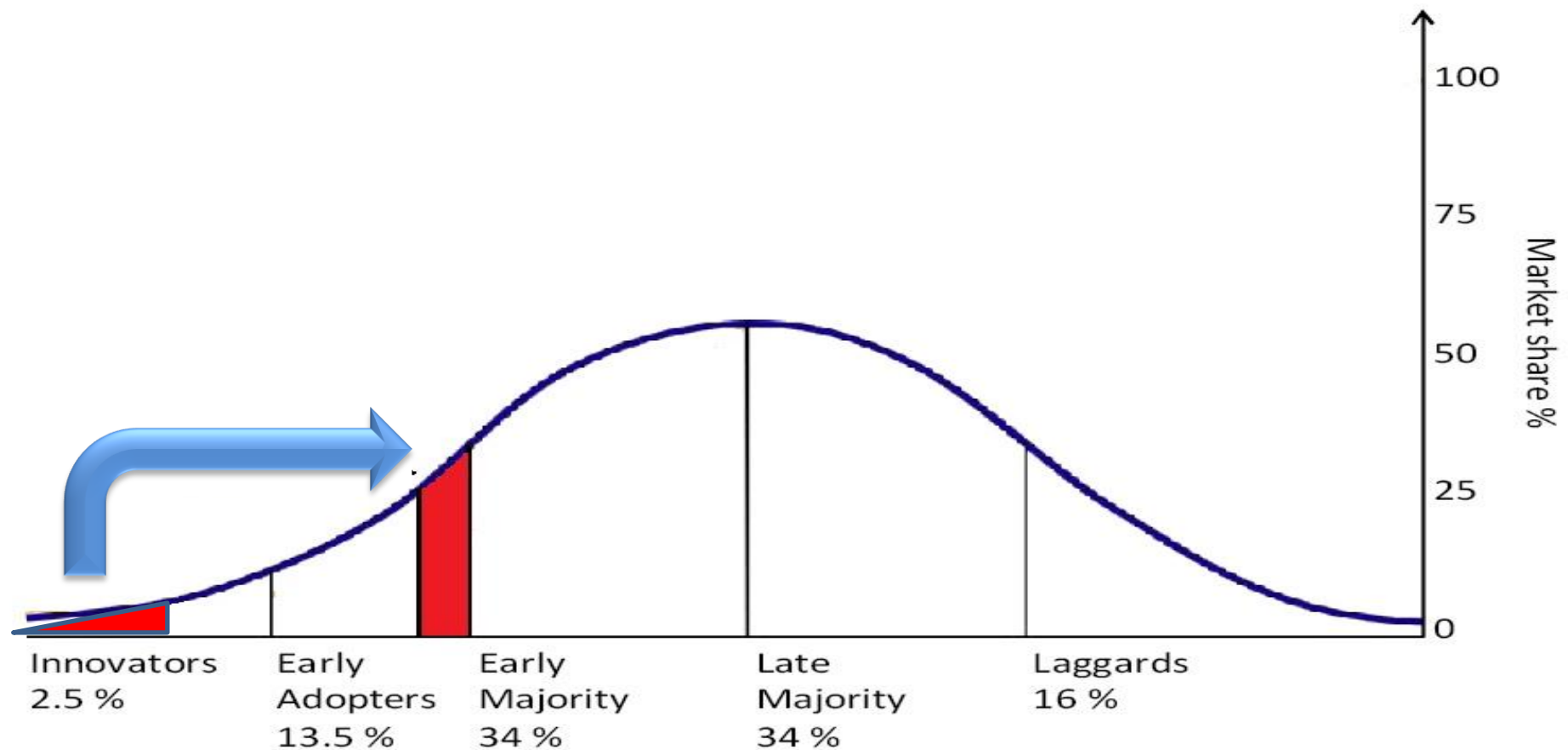


**It's a mind-set
its not about geography**

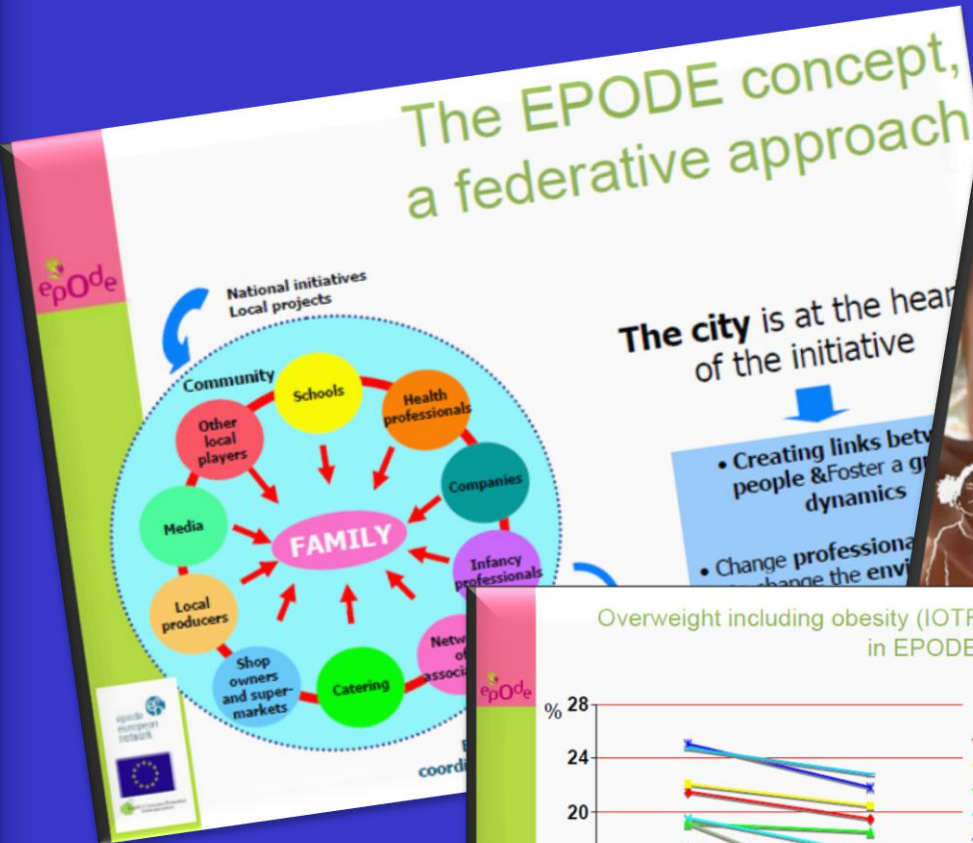


Summary

Social Marketing Diffusion



Applying Social Marketing Principles in design and evaluation. EPODE France

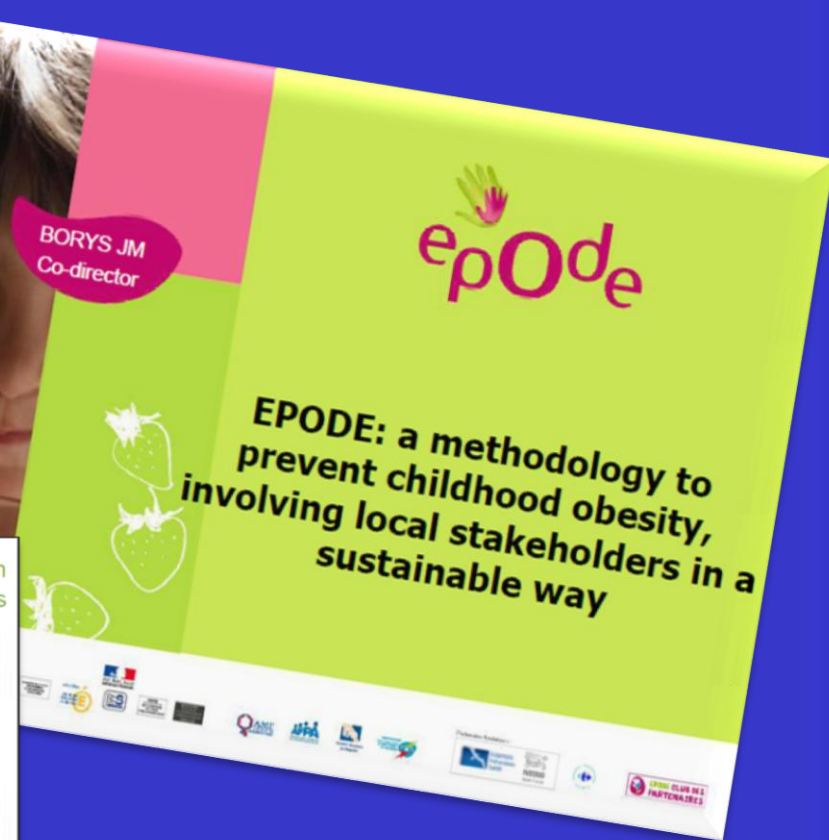
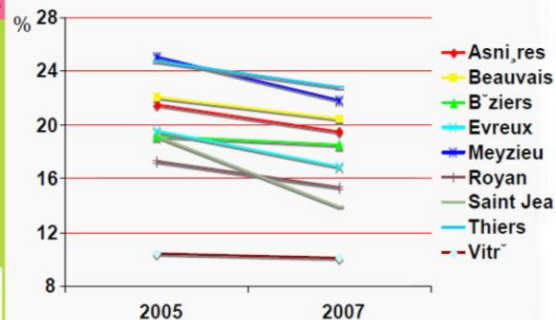


The city is at the heart of the initiative

• Creating links between people & Foster a good dynamics

• Change professional practices & change the environment

Overweight including obesity (IOTF) evolution in EPODE pilot cities



Co-production of Social Marketing in health programmes in the Netherlands



National Standards for Social Marketing UK

The NOS for Social Marketing

Purpose, functions and key areas of activity

The key purpose of social marketing, as defined by the NOS, is 'to apply marketing alongside other concepts and techniques in order to influence individuals, organisations, policy-makers and decision makers to adopt and sustain behaviour which improves people's lives'.

The functional map (figure A) identifies the functions and key areas of activity undertaken in order to deliver the key purpose of social marketing.

It divides social marketing into five key areas (figure A). They are not proposed to be of equal size or complexity, as they reflect activities undertaken by individuals of varying levels of experience, responsibility and seniority.

Format

Suites of NOS follow a standard format. Each suite is divided into a series of key areas (for social marketing, there are

five – see Figure A). Within the key areas, there are further divisions, known as 'Areas of Competence', which provide a high level descriptor of a critical activities of the workforce within this key area. These Areas of Competence are then sub-divided into a series of 'standards' or 'NOS', which describe a core part of someone's role. For example, the first area of competence of Key Area A of the social marketing NOS, A1 Carry out social marketing research, has six NOS. (see table 1 on next page)



Figure A: Functional Map for Social Marketing © MSSSB 2009

European 'HEALTH 2020' (2012)

Paragraph 9

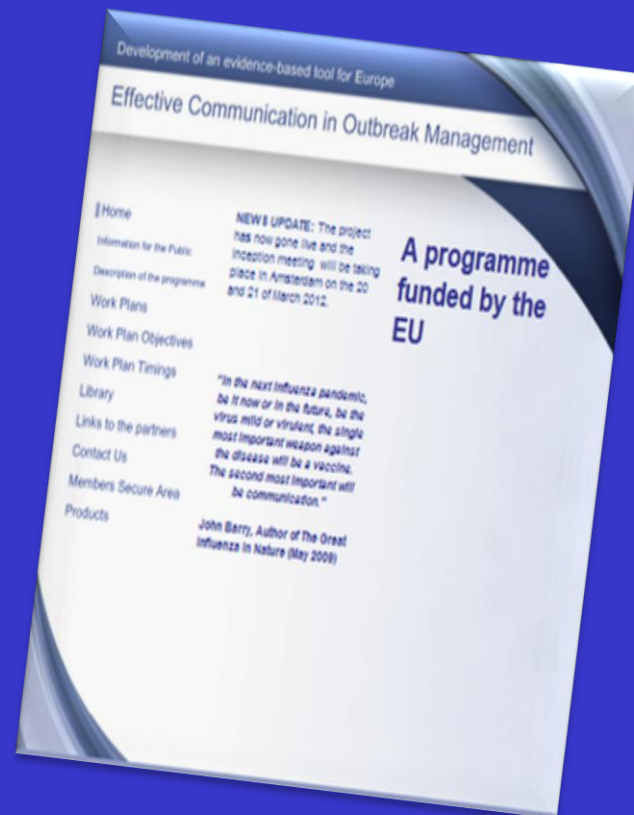
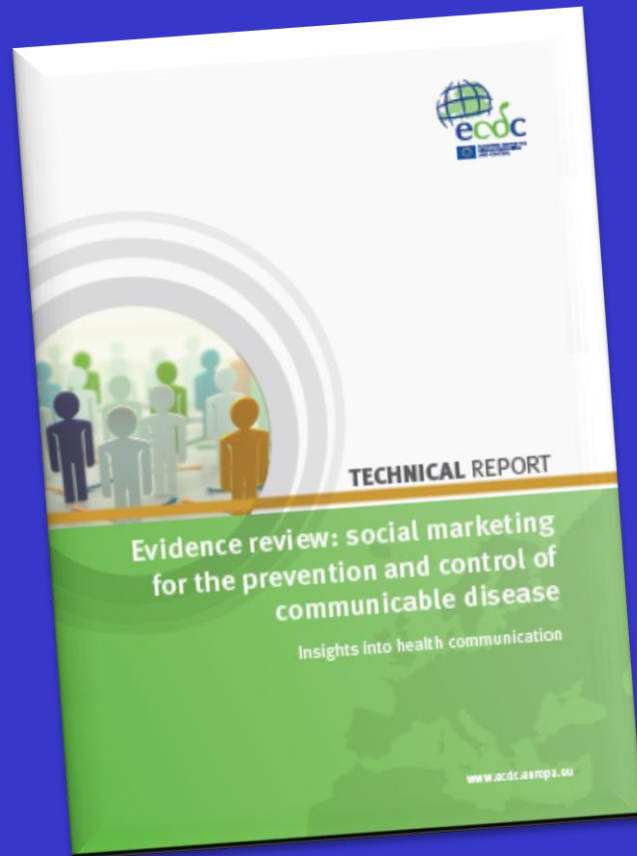
“Real health benefits can be attained at an affordable cost and within resource constraints if effective strategies are adopted... especially in the areas of information, **social marketing** and social media.”

Paragraph 26

“Tackling complex problems such as obesity, multi-morbidity and neuro-degenerative diseases is challenging. Drawing on knowledge from the social, behavioural and policy sciences is proving increasingly important, including **social marketing**, behavioural economics and neuroscience....



ECDC and EU funded Social Marketing Programmes and Projects



And Many other Country examples

A close-up photograph of a person's hand cupping their ear, symbolizing listening or attention. The background is a soft, out-of-focus light color.

**Lets work with
policy colleagues
and citizens to
build a more
responsive model
of social policy
development**

" A DEVELOPED COUNTRY IS NOT A PLACE WHERE

Lets work to position
Social Marketing as
part of all social policy
aimed at developing
social solidarity

The prize

**More effective and
efficient social
programmes**

**Happier & healthier
people**



Social Marketing

Social Marketing

**Lets work together to
build a big tent of
diverse
understanding and
debate.**

A A S M

A U S T R A L I A N A S S O C I A T I O N O F S O C I A L M A R K E T I N G



**EUROPEAN
SOCIAL MARKETING
ASSOCIATION**



African Social Marketing Forum

**Size matters not.
Look at me. Judge me
by my size, do you?
Hmm**

**And well you should not.
For my ally is the Force of
Social Marketing
and a powerful ally it is.**



Many thanks

Come and help us with



EUROPEAN
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ASSOCIATION