



**European
Social Marketing
Conference**

The European approach to social marketing: What is emerging and how it might be different to other regions of the world.

Dr. Christine Domegan, NUI, Galway

Professor Rebekah Russell Bennett, University of Strathclyde

Professor L. Suzanne Suggs, USI

Professor Gerard Hastings, ISM UK

1.

The European approach to social marketing: What is emerging and how it might be different to other regions of the world.



2.

The European approach to social marketing: What is emerging and how it might be different to other regions of the world.



3.

**The European approach to social marketing:
What is emerging and how it might be
different to other regions of the world.**



Need your help !



Nordic countries – top right of room

Mediterranean countries – top left of room

Eastern countries – back right of room

Western countries – back left of room

Visitors – Tables at back of room

+ Voting cards

GREEN SUPPORT

RED NOT SUPPORTED

Mega Trend

Moving from Tunes to Symphonies



WHO “Health & change, the business of all”



WHO “Health & change, the business of all”



Mega Social Marketing Trend

Moving from Tunes to Symphonies

How to **Co-ordination** in the face of diversity?

What strategy **Global** in nature, **Local** in application?

How do we get **Whole-System-in-the-Room** thinking - **Societal** Stakeholders?

How do we get from **behaviour change** to **social and societal change**?

Trend 1 From Tunes to Symphonies

**Change is the business of all sectors -
global in nature and local in
application.**

Change is a Process

**a person's behaviours are intimately
related to our societal structures**



Queensland University of Technology

Prof Rebekah Russell-Bennett
University of Strathclyde/
Queensland University of Technology

Debate at European Social Marketing
Conference 2012



Trend 2: Service Business Approach



From BLOOD Service Thinking To Service Thinking

Process Thinking

Inflexible appointments
Lead to lateness and dissatisfaction

Fully branded, clinical, efficient vans

Service Thinking

Some 'free' appointments and communicate more about our need to know the supply – i.e. donor availability

Service Thinking

Change the look of the vans
Keep the clinical and safe aspects but 'soften'

Demand Thinking

Spontaneous donations
Lead to unmanageable supply/demand targets

Unmarked, spacious, luxury

From BLOOD Service Thinking To Service Thinking

Process Thinking

Use of Needles

Service Thinking

Sorry!

Demand Thinking

No Needles

Regulations on deferrals
for safety and quality

Service Thinking

Maintain quality but
communicate reasons
more effectively

Be less backward
'discriminatory'

Medical model – 'patient'
mentality

Service Thinking

Phlebotomists as
customer service

Look after me, pamper me,
care

From BLOOD Service Thinking To Service Thinking

Process Thinking

Donate-remind-donate

Always asking for more

Service Thinking

On-going communication,
involve donors

Service Thinking

Social media recognition
Twibbons etc.

Demand Thinking

Keep me engaged, follow
up where blood goes

What do I get?



Trend 3: Use of Technology as the Social Product/Service Delivery



Cost-effective for large markets



Personalised and tailored



Peer support



Facilitates self-monitoring



Interactive and real-time



Overcomes embarrassment and social barriers

Co-creation and Technology in Social Marketing

HELLO SUNDAY MORNING




Trends

2. Increase in application of service business approach in design and delivery of social marketing programs

3. Increasing use of technology as the social product rather than just as a promotional strategy of social marketing



Università
della
Svizzera
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Facoltà
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Istituto di
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Professor L. Suzanne Suggs
Assistant Professor of Social Marketing
Head, BeChange Research Group
Institute for Public Communication
Università della Svizzera italiana
Lugano Switzerland

Trend 4.

***Community Social
Marketing and Co-Creation***



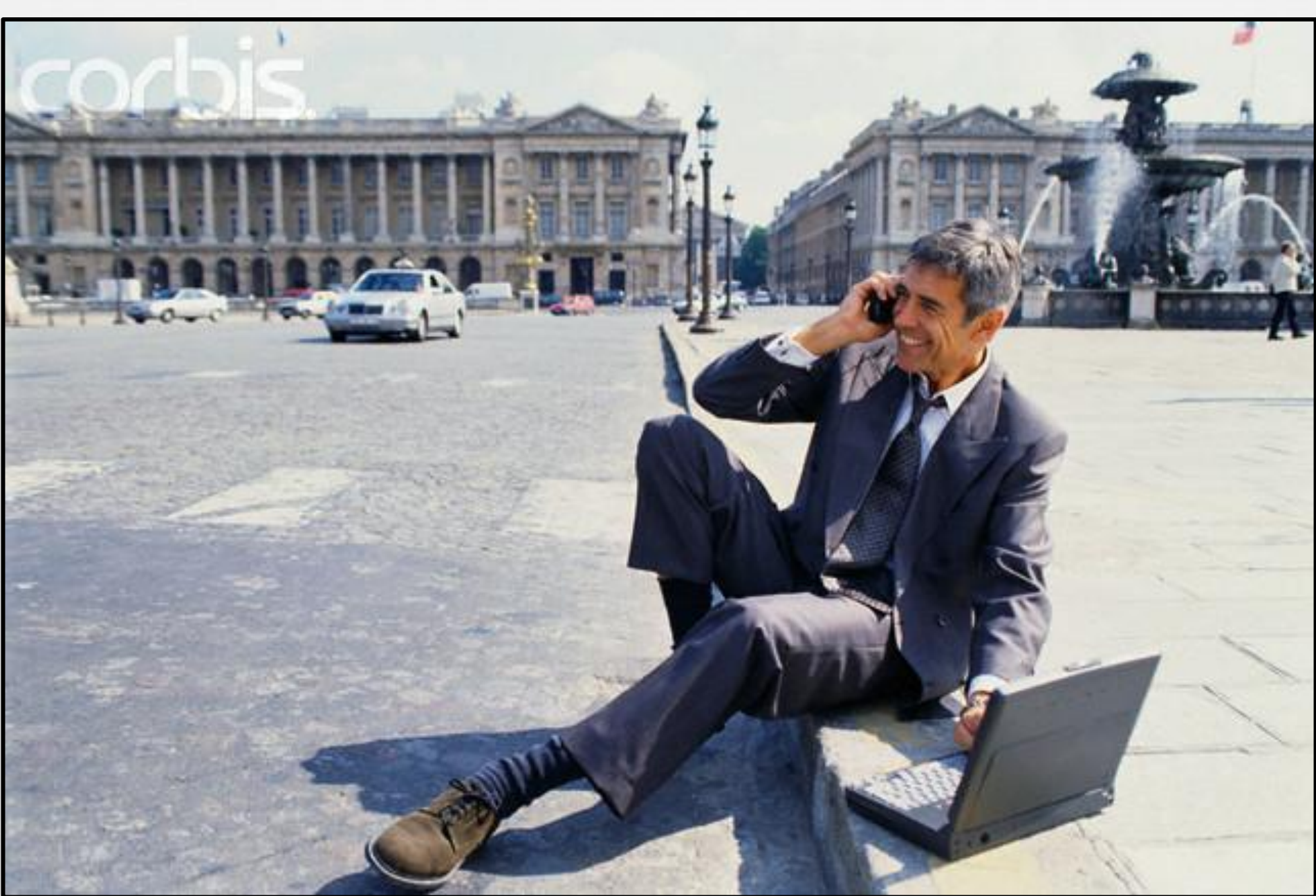
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search ID: iban83

"TAKE TWO OF THESE AND TWITTER ME IN
THE MORNING."





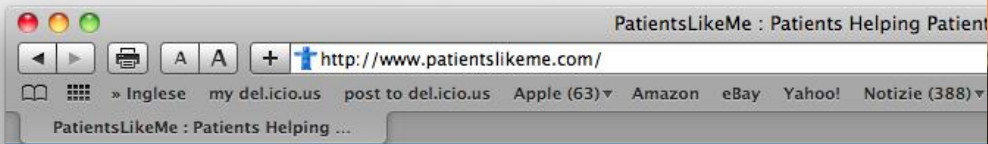
Access and use in Europe

- 86% use the internet at least once a week
- 56% used it almost daily
- By 2015, 75% of the population should have regular use of the Internet

(From eurostat, 2011. Internet use in households and by individuals in 2011 - Issue number 66/2011 .

http://epp.eurostat.ec.europa.eu/portal/page/portal/product_details/publication?p_product_code=KS-SF-11-066)

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famiglia
attività fisica
nutrizione

I'M ALLERGIC TO STUPID DECISIONS

*A social marketing initiative using mobile phones
to help youth say no to alcohol*

When the pressure asks you
“*WHY NOT?*”,
You tell it WHY!
Text TADD to 69302!



TREND 4

***Community Social
Marketing and Co-Creation***

Gerard Hastings

Stirling and the Open University

profound, systemic change

**The people don't know
their true power...**



**Our job is to
remind them...**

notocosta.co.uk

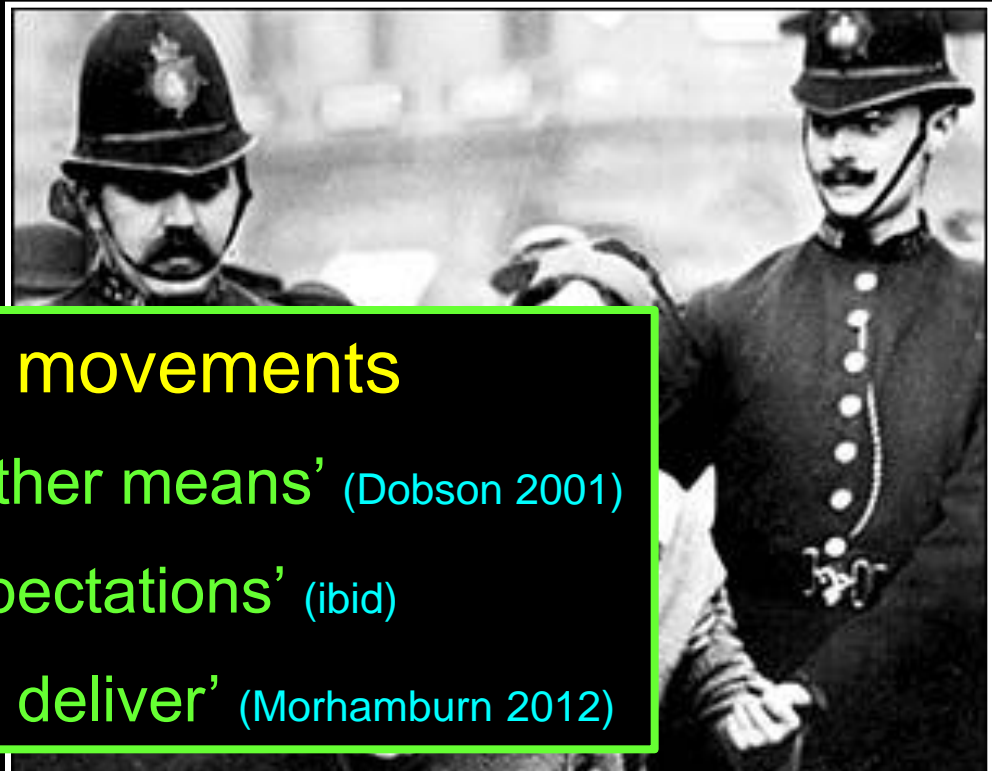
Keep Totnes unique, say **NO** to **COSTA**!

'You don't me
Pruw Bos



social movements

- 'politics by other means' (Dobson 2001)
- 'optimise expectations' (ibid)
- 'facilitate not deliver' (Morhamburn 2012)



We need a social movement to a simpler way of life
What is the role of social marketing in this movement?



Trends

5. Do we need to re examine our consumption behaviour?
6. Can social marketing help bring this about?

MOTIONS BEFORE THE HOUSE

- ✓ From Tunes to Symphonies
- ✓ Increase in application of service business approach in design and delivery of social marketing programs
- ✓ Increasing use of technology as the social product rather than just as a promotional strategy of social marketing
- ✓ Community Social Marketing and Co-Creation
- ✓ Examine our consumption behaviour
- ✓ Social marketing can help bring this about



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