

# DEBUNKING THE MYTHS

When **commercial marketing** and  
**social marketing** work differently

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USA

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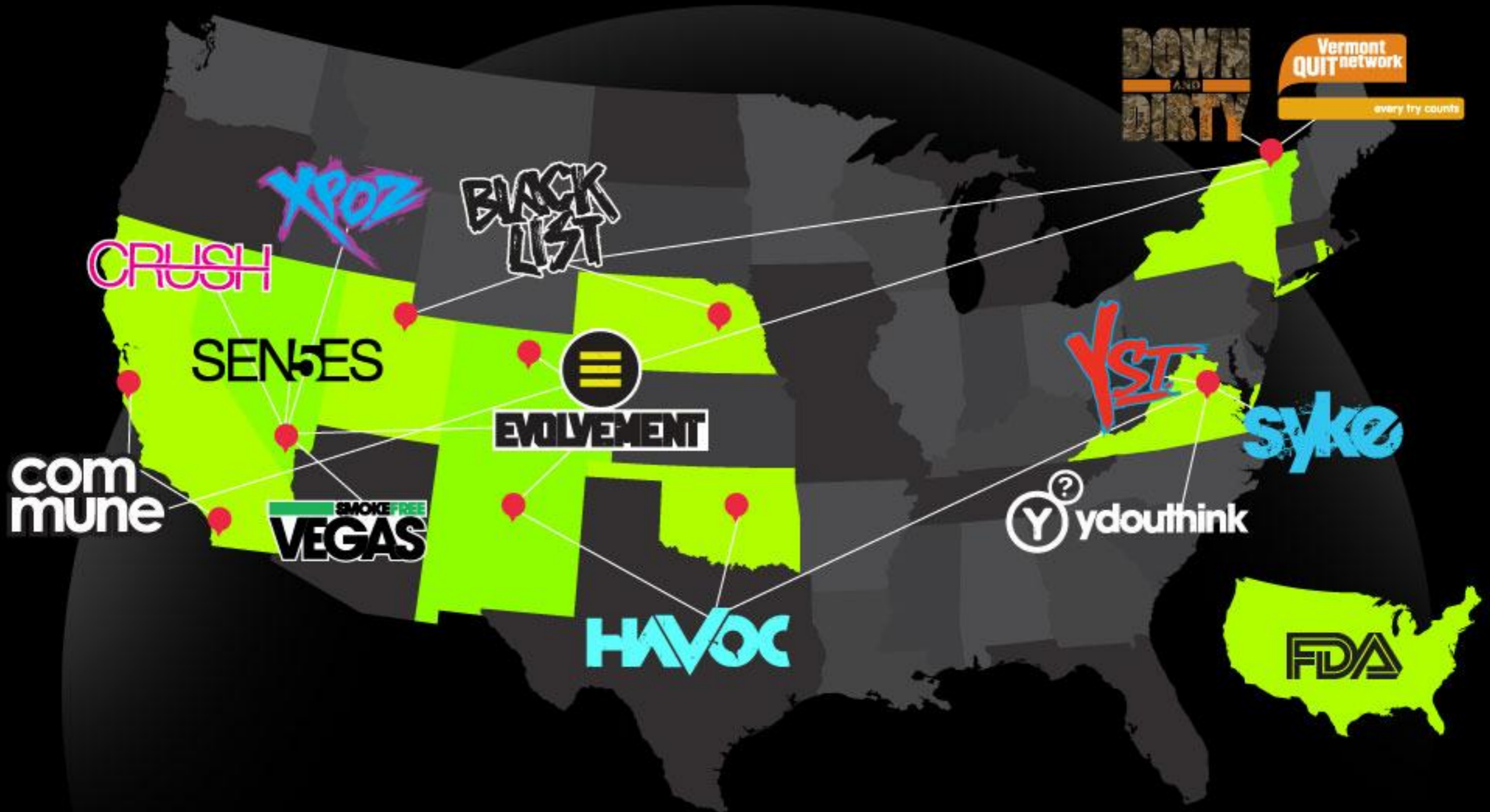


**LAS VEGAS**  
NEVADA

**SAN DIEGO**  
CALIFORNIA

**ALBUQUERQUE**  
NEW MEXICO

**ALEXANDRIA**  
VIRGINIA





**JEFF / 2000**



**MAYO / 2001**

BEGINNING AS **YOUTH**  
**ADVOCATES** AGAINST  
**TOBACCO...**



**CONNOR / 2003**



**MORGAN / 1996**

# COMMERCIAL **MARKETING**



# **BEHAVIOR**

— CHANGE —

## **DIFFERENCE #1**

Most commercial marketing  
**doesn't** aim to change  
behavior.



ARE YOU **PEPSI** OR **COKE** ?



**VS**



# A **FUNDAMENTAL** DIFFERENCE

Preference Change



Awareness  
Memorability  
Likeability

**TO EXPAND THE BASE**

Behavior Change



Persuasiveness  
Relevance  
Identification

**TO REACH A NEW GROUP**

**VS**

# THE LIFESTYLE EXCEPTION

Most commercial marketing does not seek to achieve behavior change. Only a few brands have crossed over from **preference change** to **behavior change**.



Most **commercial** advertising agencies **do not understand** how to **change behavior**.

**Your agency**  
is most likely  
the rule,  
**not** the exception.

## **DIFFERENCE #2**

**Changing behavior is significantly different from changing brand preference.**

To **change behavior**, you  
must change something that  
**influences behavior**...

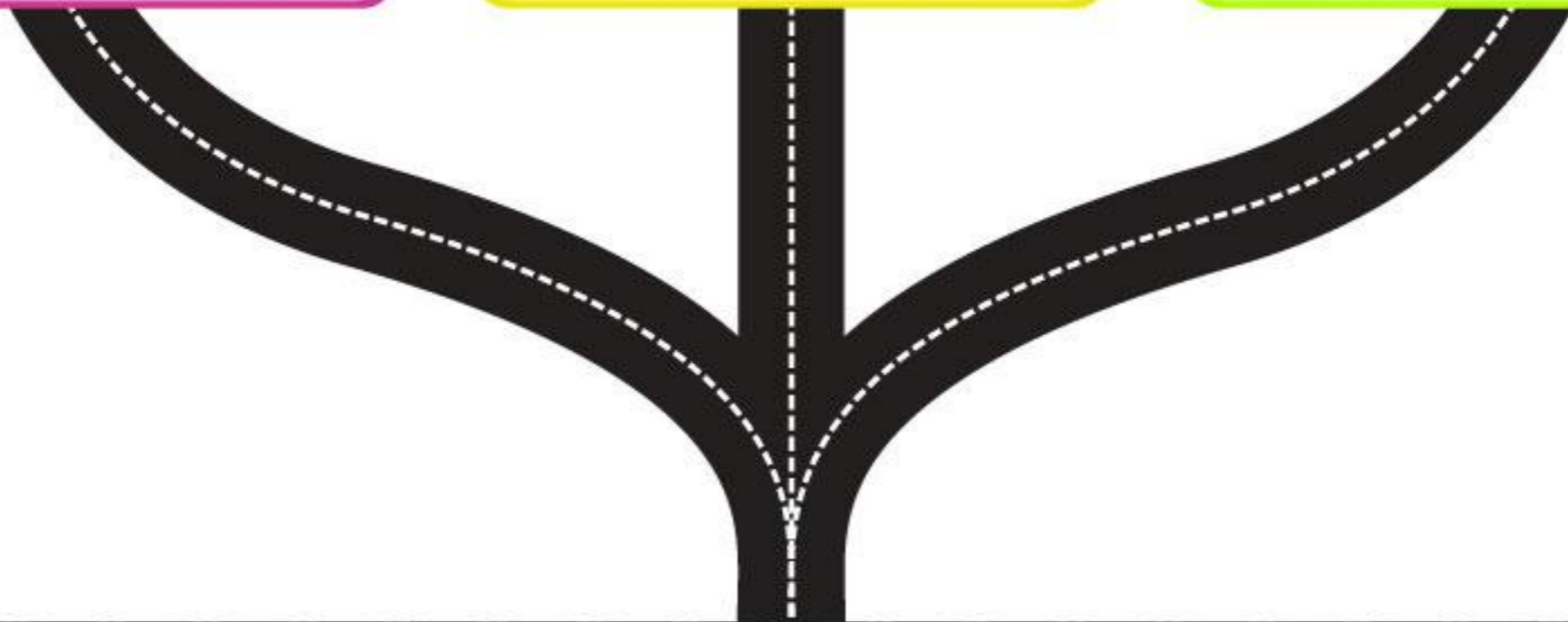
...it **can't** just be **funny**,  
**memorable**, **shocking** or  
**attention-getting**.

# At Least **Three** Paths To **Behavior Change**

**KNOWLEDGE  
CHANGE**

**POLICY  
CHANGE**

**CULTURE  
CHANGE**





## **DIFFERENCE #3**

**Commercial marketing**  
targets the **most likely**  
new customer

**Social marketing** targets the  
**least likely** new customer.

**Smokers** don't want to hear  
about **not smoking**.

**Binge drinkers** don't want to  
hear about **drinking less**.

**Polluters** don't want to hear  
about **conservation**.

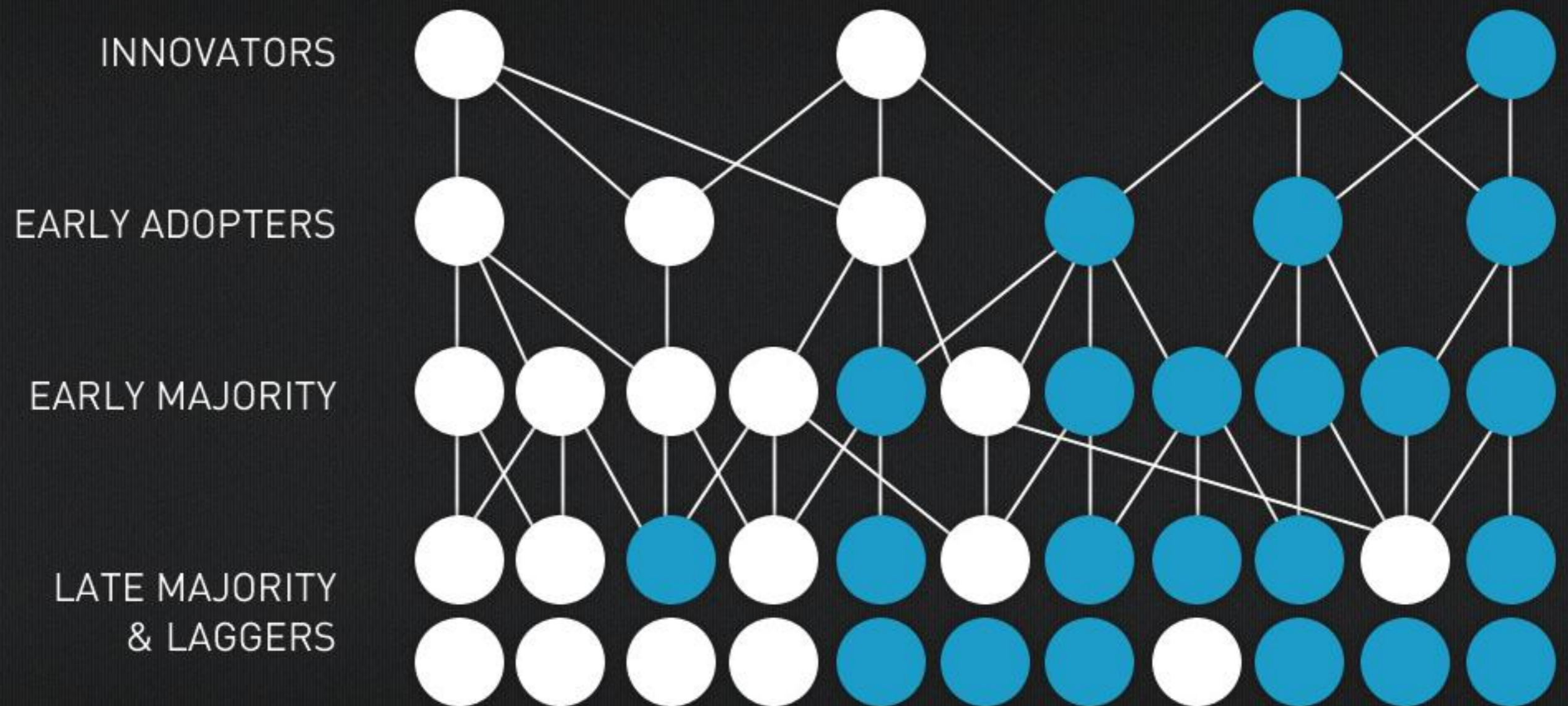
## **DIFFERENCE #4**

**Commercial marketing** **requires** brand awareness to be successful.

**Social marketing** **does not** **require** brand awareness to be successful.



# Roger's Innovation Adoption Curve



Stop focusing on “awareness”

Stop targeting “everyone”

Stop “preaching to the choir”

That’s commercial marketing

It is **NOT** social marketing

Now....

Let's **change**  
**something.**

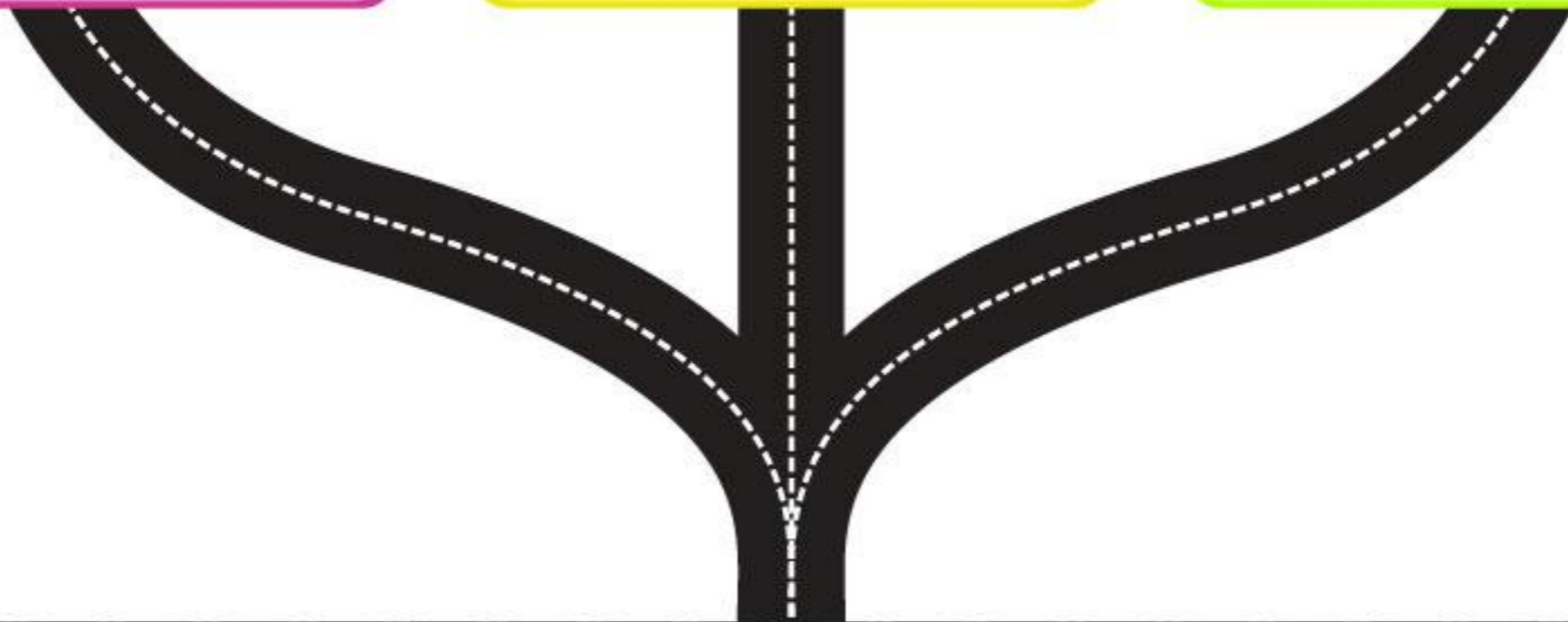
**Here's how...**

# At Least **Three** Paths To **Behavior Change**

**KNOWLEDGE  
CHANGE**

**POLICY  
CHANGE**

**CULTURE  
CHANGE**







**SB**  
**SOCIAL**  
**BRANDING®**

**Who you are**  
**motivates behavior**  
more powerfully than  
**what you know.**

# SEGMENTATION

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The process of **classifying a market** into **distinct segments** that behave in similar ways or have similar needs

**Race, ethnicity** and  
**gender** are **proxy**  
**measures** of something  
even **more meaningful.**

This is the **only time** in our  
lives when **demographics**  
alone **defined us**



# THE **IDENTITY** CYCLE





# COMMON YOUNG ADULT SUBCULTURES









# THE "HIPSTER" PEER CROWD







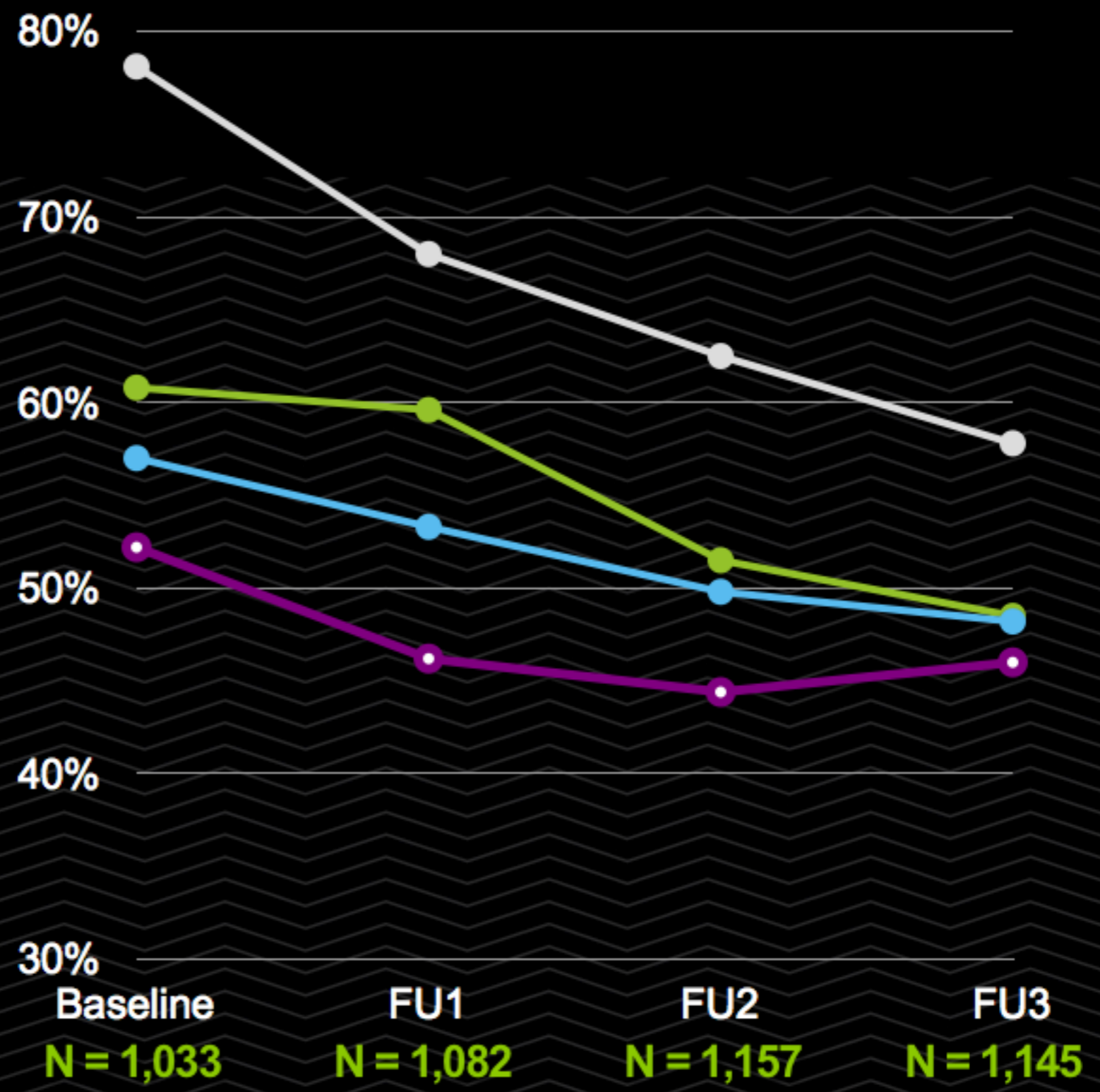
# CURRENT SMOKING

Total Sample (p=0.003, OR=0.71 95% CI [0.57, 0.89])

Hipsters (p=0.001, OR=0.62 95% CI [0.47, 0.82])

SC Hipsters (p=0.006, OR=0.43 [0.23, 0.79])

- Total Sample
- Hipsters
- SC Hipster
- Non-Hipsters



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# DISCUSSION AND QUESTIONS

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