

Towards a co-creation perspective in social marketing



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An overview

- Changes, changes
- Commercial marketing: shift towards service logic: relationships, service, value, co-creation
- Social marketing – transactional marketing model
- Time for change? From transactions to value creation
- Co-creation orientation in social marketing
- Implications

Co-creation of value

- A new perspective on value creation: Customer is a co-creator of value by integrating resources through activities and interactions with collaborators in the customer's service network (McColl et al.2012; Vargo & Lusch, 2004)
- Service dominant logic (Vargo & Lusch, 2004): a new approach, different from the 4Ps
- Value as a function of experience (Prahalad & Ramaswamy, 2004)

From transactions to value creation

Goods dominated logic: focus on the “seller”; “passive consumer”, focus on promotion

Challenges of exchange and the 4Ps mix, “bad marketing” connotations (NSMC, 2009, 2010)

The need to move upstream

Contributions to new social marketing developments:
Relational perspective (Hastings, 2003); Interaction (Peattie & Peattie, 2003); value creation (Russell-Bennett et al. 2009); service design (Lefebvre, 2012); social marketing mix Gordon (2012)

The need for change

Questions

- What are the implications of co-creation perspective in social marketing?
- How does co-creation orientation influence the social marketing benchmarks?



Let's talk about co-creation

<http://www.youtube.com/watch?v=FY2r3IEOEP>

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Translating co-creation in social marketing: value as experience

Co-creation principles in mainstream marketing	Co-creation perspective in social marketing	Organizational illustrative actions
Value as a function of human experience (interactions & consumption) (Prahalad & Ramaswamy, 2004)	Define value (i.e. functional, emotional, social) Social marketing offering incorporates an experiential element	<ul style="list-style-type: none"> •To create customized support services •To provide one-to-one support



Translating co-creation in social marketing: value-in-context & networks

Co-creation principles in mainstream marketing	Co-creation perspective in social marketing	Organizational illustrative actions
Value-in-context (Chandler & Vargo, 2011) Network actor engagement (Gummesson, 2008)	Value-in-context: collaboration & ecological approach	<ul style="list-style-type: none"> •To take action at individual, family, community, society levels •To define the audience context (social, economical, cultural factors) •To identify and engage key network actors for value co-creation



Translating co-creation in social marketing : active audience

Co-creation principles in mainstream marketing	Co-creation perspective in social marketing	Organizational illustrative actions
<p>Active customer: customer engagement and co-production (Vargo & Lusch, 2004; 2008)</p>	<p>Audience is formed of active agents: participation of the audience and stakeholders as advisors, consultants, co-producers Bottom-up approach</p>	<ul style="list-style-type: none"> •To delegate power to network actors; •To create opportunities for co-planning, co-designing, co-servicing



Translating co-creation in social marketing : interaction & dialogue

Co-creation principles in mainstream marketing	Co-creation perspective in social marketing	Organizational illustrative actions
Interaction & continuous dialogue (Grönroos 2012; Ballantyne & Varrey, 2006)	Audience encounters & Dialogical learning	<ul style="list-style-type: none"> •To ensure two way communication •To built in feedback mechanisms •To integrate the offering within existing services



Translating co-creation in social marketing: Resource integration: the organization as a value creation facilitator

Co-creation principles in mainstream marketing	Co-creation perspective in social marketing	Organizational illustrative actions
<p>Resource integration (Vargo & Lusch, 2004; 2008)</p> <p>Knowledge, skills and motivation (Grönroos, 2012)</p>	<p>Capacity building: knowledge, skills and motivation</p> <p>The social marketing organization as a “facilitator”</p>	<ul style="list-style-type: none"> •To identify and facilitate access to resources for change •To provide learning opportunities •To identify existing services and their offerings


time to change

let's end mental health discrimination

Revisiting Social Marketing Benchmarks

- Behaviour change - **structural change**
- Customer orientation – **active audience**, co-learning
- Exchange – **value creation**
- Competition – **collaboration**
- Segmentation & targeting – **one-to-one**, interact, learn, contextualize
- Marketing mix – **co-creation** inspired framework: experiences, engagement, collaboration, facilitation, resource integration

Challenges of co-creation

- Vulnerable customers – how do you reach them?
 - Desire to co-create? (Prahalad & Ramaswamy, 2004)
 - Co-destruction: negative experiences/interactions
 - Direct interaction opportunities
 - Capabilities of the social marketing organization
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Future Research

Co-creation Theories

- Social Network Analysis (Scott, 1991)
- Actor Network Theory (Latour, 2005)
- Social Practice Theory (Schau et al. 2009)
- Resource Theory (Arnould et al., 2006)
- Consumer Culture Theory (Arnould & Thompson, 2005)

The role of communication technologies to facilitate co-creation

Conclusions

- Co-creation principles resonate with social marketing contexts
- **Experiences** -> From functional value to experiences and emotional value
- **Active audience** – bottom-up approach, engage the audience to create experiences and co-produce
- **Audience encounters & dialogical learning** – interactional capability (integrate services)
- **Value-in-context and networks** - collaborative marketing & ecological approach
- **Resource integration** - human, organizational, informational, relational, cultural



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