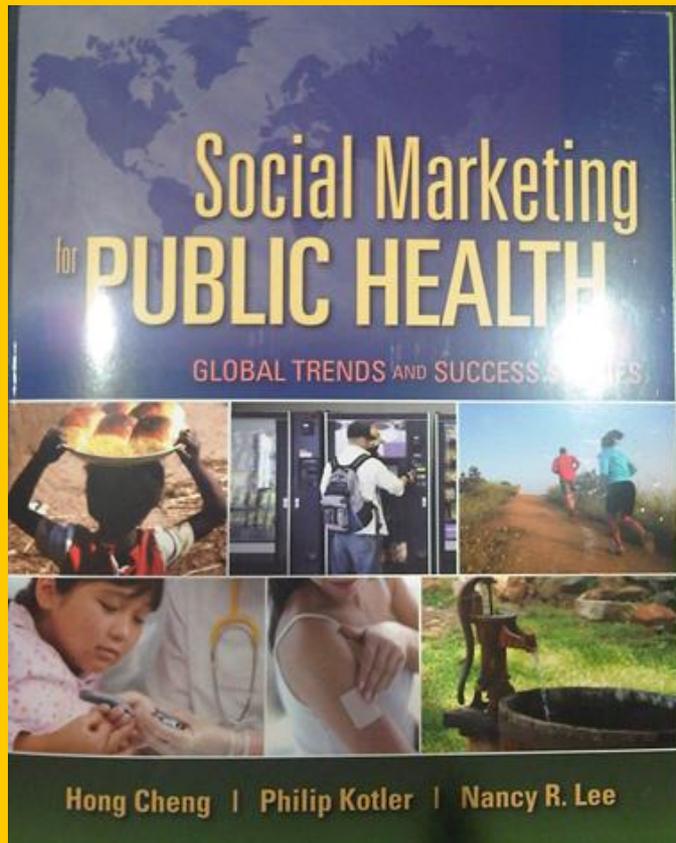
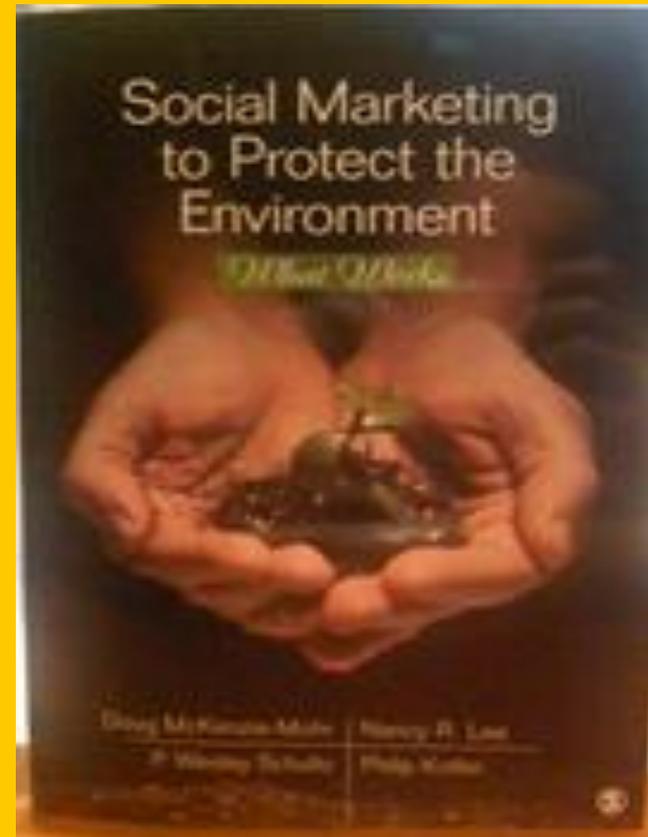


THE LARGER CONTEXT FOR SOCIAL MARKETING



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SOCIAL CHANGE APPROACHES

- 1. Laissez faire**
- 2. Social persuasion....attitudes and beliefs**
- 3. Social technology....passive behavior change**
- 4. Social marketing.....active behavior change**
- 5. Social movements....change thru collective action**
- 6. Social conditioning...change thru social engineering**

SOCIAL PERSUASION

- **Usually aims for attitude change.**
- **Uses a 1P approach: communication oriented.**
- **Examples:**
 - Public service announcements (PSAs)
 - Advertising Council of America ads (8-10 a year)
 - Signs and short messages (“Don’t drink when driving”)

Conclusion: Advertising alone doesn’t change behavior very much.

SOCIAL INNOVATION

Technological efforts to facilitate certain behaviors

- **Alcoholic breath prevents car from starting or cell phone from working.**
- **Seat belt automatically wraps around driver.**
- **Car alarm rings when approaching too close to another car.**
- **Cell phone programmed to ring and remind you to take a pill.**
- **Additional reminders, prompts and nudges.**
- **Could be called “micro-social engineering,” “social design,” or “social architecture.”**

SOCIAL MARKETING

- **Aims to produce a behavior change or maintenance**
- **Adds 3 more Ps: Product, Price, Place**
- **Benefits from all the tools used by commercial marketers**
- **Over 10,000 professional social marketers operate today around the world. (PSI, USAID, Dept.of Intl Dev., etc.)**
- **Develops research and marketing plans for over 300 social issues.**
 - **Original issues were family planning, anti-smoking, environment, HIV/AIDs**
- **Operates a social media network where a researcher can put questions to learn of previous research from other social marketers**

SOCIAL MARKETING: QUESTIONS

- **Should “social marketing” be changed to “cause marketing” or “social cause marketing?”**
- **What is the relationship of “social marketing” to “health communications?” Why do health communicators avoid using the term “social marketing” in their thinking and discussions?**
- **What is the relation of the “International Social Marketing Association” and the “World Marketing Summit?”**

SOCIAL MARKETING (CONTINUED)

Distinguish the three levels of Social Marketing:

- Downstream social marketing
- Horizontal social marketing
- Upstream social marketing

UPSTREAM SOCIAL MARKETING

Consider the following issues:

- Overfishing, water pollution, forest destruction

Parties to influence:

- Legislators, associations, companies, social activists

Methods:

- Sol Alinsky, *Reverie for Radicals*
- Ralph Nader, *Unsafe at Any Speed*
- John Kenneth Galbraith, *Affluent Society*

UPSTREAM SOCIAL MARKETING (CONTINUED)

- Advocacy is a political process which aims to influence public-policy and resource allocation decisions. Advocates use media campaigns, public speaking, commissioning and publishing research or polls or the filing of an amicus brief (a legal brief by someone not party to the case).
- Lobbying is a form of advocacy where a direct approach is made to legislators on an issue. Lobbyists aim to influence legislators by knowing their voting records, interests, and degree of party independence or leadership.
- Research is beginning to explore how advocacy groups use social media to encourage civic engagement and collective action.

SOCIAL MOVEMENT

Exists when a large group with leadership and structure embraces a cause which they want to push into public consciousness and acceptance.

Examples:

- Collective bargaining and union movement
- Environmental movement (*Limits to Growth*)
- Women's rights and equality
- Gay rights and marriage

Activation point is the name of a whole methodology for trying to persuade a group to act beyond just talking.

CONSUMERISM: A SOCIAL MOVEMENT IN THE 1970'S

1. Structural Conduciveness

1. Advancing incomes and education
2. Advancing complexity of technology and marketing
3. Advancing exploitation of the environment

2. Structural Strains

1. Economic discontent (inflation)
2. Social discontent (war and race)
3. Ecological discontent (pollution)
4. Marketing system discontent (shoddy products, gimmikry, dishonesty)
5. Political discontent (unresponsive politicians and institutions)

CONSUMERISM (CONTINUED)

3. Growth of a Generalized Belief

- Social critic writings (Rachel Carson, Vance Packard)
- Consumer-oriented legislators (Kefauver, Douglas)
- Presidential message
- Consumer organizations

4. Precipitating Factors

- Professional agitation (Ralph Nader)
- Spontaneous agitation (housewife picketing)

5. Mobilization for Action

- Mass media coverage
- Vote seeking politicians
- New consumer interest groups and organizations

6. Social Control

- Business resistance or indifference
- Legislative resistance or indifference

PEACE MOVEMENT

- **Mohammed Ben Ladin's challenge to me.**
- **Peace movement usually arises as a protest to going to war or after the war ends**
- **Most people believe in peace but few march and the movement dies.**
- **How to sustain and grow a peace movement?**
- **Example: William Ury, *Abraham Path Initiative***

- **Needed: *conflict resolution skills and community building skills***

SOCIAL CONDITIONING

- **Aims to “engineer” or “implant” a certain behavior and value system into a certain population**
- **Earliest example of social engineering is religion! Religion defines the expected attitudes, beliefs, behaviors, and values of that population.**
- ***Behaviorism* is a theory of learning based upon the idea that all behaviors are acquired through conditioning.**
- **Ivan Pavlov and the conditional reflex (Pavlov’s dog)**
- **B. F. Skinner, operant conditioning, and the Air Crib**
- **Contemporary examples of social conditioning:**
 - **National socialism**
 - **Soviet communism**
 - **Taliban**

FINAL QUESTION

Should social marketing stay where it is (mainly downstream social marketing) or move more into:

- **Upstream social marketing?**
- **Social technology?**
- **Social movement formation?**
- **Social conditioning?**