Building Grassroots Support to Create a Social Norm

Nancy Lee
Adjunct Faculty, University of Washington
President, Social Marketing Services, Inc.
DEFINITIONS

FORMAL:

“A process that applies marketing principles and techniques to influence target audience behaviors that benefit society as well as the target audience.”
DEFINITIONS: INFORMAL

Changing Public Behaviors for Good
IT’S ALL ABOUT BEHAVIORS

- Eat 5 fruits and vegetables a day.
- Replace half of your lawn with native plants.
- Exercise 30 minutes, 5X a week.
- Don’t idle more than 10 seconds, except in traffic.
- Pick up after your pet and place in trash.
- Set hot water heaters at 120 degrees.
Diffusion Approaches: Education, Marketing, and Law

- Innovators (2.5%)
  - Information & education (SHOW ME)
- Early Adopters (13.5%)
  - Social marketing approaches (HELP ME)
- Early Majority (34%)
- Late Majority (34%)
- Laggards (16%)
  - Regulations & legal interventions (MAKE ME)
HOW DIFFERS

• **Commercial Sector Marketing**
  – Typically goods and services
  – For a profit
  – Benefit of shareholders

• **Non-Profit Marketing**
  – Promoting services of the organization
  – Supporting fundraising

• **Social Marketing**
  – Benefit society and the target audience
HOW DIFFERS

From Education:
– Education typically just informs
– Social Marketing is intent on influencing behavior change

From Advertising and Social Media:
– Advertising and social media are only two of the many communication options (Promotion Tool) for influencing behaviors
– There are 3 other powerful tools: Product, Price and Place
PRINCIPLES FOR SUCCESS

1. A Clear **Target Audience** is Identified

2. A Single, Simple Desired **Behavior** is Selected

3. Audience **Barriers, Benefits, Motivators** are Understood

4. All 4Ps in the Marketing Toolbox are Considered

*PRODUCT, PRICE, PLACE, PROMOTION*
#1: A CLEAR TARGET AUDIENCE IS IDENTIFIED

- Helps Develop Strategies
- Increased Effectiveness
- Increased Efficiencies, Return on Investment
#1: A CLEAR TARGET AUDIENCE IS IDENTIFIED

• Year 2000. Metro Regional Government

• Perfect storm in Portland Oregon:
  – 180,000 tons food disposed annually in solid waste system
  – Oregon Food Bank struggling
#1: A CLEAR TARGET AUDIENCE IS IDENTIFIED

- **Target Audience:** Restaurant Owners

- Provide a safe and convenient way to donate their perishable and surplus prepared foods to agencies that serve the hungry
#1: A CLEAR TARGET AUDIENCE IS IDENTIFIED

• Restaurant Barriers/Concerns:
  – How do we get involved?
  – How do we get the food to you?
  – Can we select the agency closest to us?
#1: A CLEAR TARGET AUDIENCE IS IDENTIFIED

• **Response of Fork it Over:**
  – Online registration
  – Online selection of agency
  – Picked up at scheduled time
#1: A CLEAR TARGET AUDIENCE IS IDENTIFIED

- Making a difference:
  - 1999-2005, 18 million pounds forked over
  - Spent $700,000 to administer program
  - Saved $647,650 in disposal costs
  - Food worth $17 million
  - Every dollar invested, $31 benefit
#2: A SINGLE, SIMPLE DESIRED BEHAVIOR IS SELECTED

• Use a programmable thermostat
• Set water heater to 120F
• Sign up for an energy audit
• Purchase appliances with Energy Star label
• Sign up for Green Power
#2: A SINGLE, SIMPLE DESIRED BEHAVIOR IS SELECTED

- Colliers International
- Encouraging Tenants
- Close blinds on Friday evenings
- Achieved 85% compliance
- 2.13% reduction in energy reduction
#2: A SINGLE, SIMPLE DESIRED BEHAVIOR IS SELECTED

- University of British Columbia
- Targeted Labs
- Lower the glass panel (sash) on front of hoods
Fact: 41% of all MI burglaries involve unlocked entries.
#3: AUDIENCE BARRIERS, BENEFITS AND MOTIVATORS ARE UNDERSTOOD

- **Barriers**
  - Why haven’t done or not likely to

- **Benefits**
  - What want in exchange for doing behavior

- **Motivators**
  - What they say would make it more likely
#3: BARRIERS TO REMOVE

- City of Kirkland
  - Pedestrian flags since 1996
  - 11% usage in 2007
#3: BARRIERS TO REMOVE

• What are they for?
• No flags on my side.
• Holder hard to use.
• I feel safe.
#3: PRODUCT TO ADDRESS BARRIERS

- Old Design
- New Design
#3: PLACE TO ADDRESS BARRIERS

68% Increase In Usage In 5 Months
#3: BENEFITS THEY WANT

- Island Health 2013
- Approx. 250 beds
- Research Benefits
  - *Reduce Costs*
- Tip a Day for Five Days
#3: BENEFITS THEY WANT

SAVE THE CRABS
THEN EAT 'EM

SPRING RAINS WASH
EXCESS FERTILIZER FROM OUR AREA TO
THE CHESAPEAKE BAY, WHERE BLUE CRABS
HAVE BEEN RAPIDLY DISAPPEARING.
SO SKIP THE LAWN FERTILIZER UNTIL FALL.
THE LUNCH YOU SAVE MAY BE YOUR OWN.

Find out how to keep the Blue Crabs coming at
www.chesapeakeclub.org
#3: MOTIVATORS THEY SAY MIGHT WORK

Decreasing Drunk Driving
- Situation: Rural Wisconsin
  - Spring 2002 Wisconsin DOT
- Target Audience:
  - 21-34-year-old single men
- Behavior:
  - Take Alternative Rides
- Explored Motivators
“What could someone give you, show you, say to you?”

– Nice vehicles (no school buses)
– Ride from home
– Ride between bars
– Ride back home
– With my buddies
– Smoking and drinking
• Old limos
• Pick up at home, work or hotel
• Scheduled time
• Can take you between bars
• Can smoke & drink
• Average $15-$20 evening /per person
<table>
<thead>
<tr>
<th>Service Area</th>
<th>Almena, Turtle Lake, Cumberland and Barron</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours of Operation</td>
<td>Friday &amp; Saturday 7:00 p.m. to 2:00 a.m. last call</td>
</tr>
<tr>
<td>Fares</td>
<td>$20 for a one-way safe ride home, $20 for all night bar hopping including a safe ride home</td>
</tr>
<tr>
<td>Be a Road Crew Driver</td>
<td>Contact Kevin Baker at (715) 357-6300</td>
</tr>
<tr>
<td>Questions?</td>
<td>Contact us at (715) 641-1098</td>
</tr>
</tbody>
</table>

Barron County Road Crew

Ride in style with Road Crew! Using Road Crew adds a festive element to a night out. Our goal is to provide a ride for anyone who has been drinking or plans to drink. Call Road Crew to pick you up at home, take you to your place of fun, and return you safely to your home—a full night of bar hopping for the low cost of $20. Call us today to book a pick up time for your night out.
GUESS WHO'S NOT WORRIED ABOUT DRIVING TONIGHT?

Dave doesn't have to drive tonight. That makes him happy, because when The Road Crew is driving, and Dave is not, he can relax and simply enjoy a nice time with his friends.

For more info on the totally brand new cabway to get around safely, ask your bartender about The Road Crew. And remember safety first: so don't jump around in the bar. Thanks.
#3: MOTIVATORS THEY SAY MIGHT WORK

• **Outcome:**
  – 4 years
  – 32 communities
  – 97,200 rides (by 2008)

• **Impact:**
  – July 1, 2002 – June 30, 2003: 17% reduction in crashes
  – No observable increase in consumption compared to control groups

• **ROI:**
  – Cost of Accident: $56,000
  – Cost to Avoid: $15,000
  – ROI: 270%
#4: DEVELOP STRATEGIES USING ALL 4PS

- **Product**
  - Goods & Services to Help Do Behavior

- **Price**
  - Incentives and Pledges

- **Place**
  - Making Access more Convenient & Pleasant

- **Promotion**
  - Persuasive Communications
#4: PRODUCTS THAT HELPED

- Surrey School District
- Providing Services
  - Student “Energy Ambassadors”
  - Partnership: School teams, School District & BC Hydro
  - Connecting with Peers
  - Helping make sustainable decisions
• Oxford Properties
• Targeted the 274 Space Heaters
• For those “hesitant”
  – Operator could offer the more Energy-Efficient Option
In Amsterdam, the tile under Schiphol’s urinals would pass inspection in an operating room. But nobody notices. What everybody does notice is that each urinal has a fly in it.

Look harder, and the fly turns into the black outline of a fly, etched into the porcelain. It improves the aim. If a man sees a fly, he aims at it. Fly-in-urinal research found that etchings reduce spillage by 80%. It gives a guy something to think about. That’s the perfect example of process control.
#4: PRICES THAT HELPED

- City of Maple Ridge
- Nonmonetary Incentive: Recognition
- Posted whose watch was better
- July 2014. 18% decrease energy consumption
#4: PRICES THAT HELPED

Pledges are incentives!

BCIT’s sweater pledge
244 students, staff and faculty
#4: PRICES THAT HELPED

- Free Energy Savings Kits
- For Low Income Households
#4: PLACES THAT HELPED

What the truckers said would help!
#4: PLACES THAT HELPED

http://www.youtube.com/watch?v=2lXh2n0aPyw
#4: PLACES THAT HELPED
#4: PROMOTIONS THAT HELPED

- Energy Efficiency & Software Company
- “It’s time to engage the 300 million Americans in the dark about their energy use.”
- First 1 million HH cut usage by 1.5% - 3.5%
#4: PROMOTIONS THAT HELPED

• MESSENGERS
#4: PROMOTIONS THAT HELPED

- Media Channels
  - Social Media at Thompson Rivers University
#4: PROMOTIONS THAT HELPED

• Crowd Sourcing
• In Nanaimo
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nancyrlee@msn.com

Thank You!

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