

A BRIEF INTRODUCTION TO THE JOYS OF SOCIAL MARKETING

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"Why should the devil have all the best tunes?"

--Gerard Hastings

"75% of all premature deaths are preventable by changes in individual behavior, and social and environmental conditions"

-- CDC

A SOCIAL MARKETING PERSPECTIVE

Bottom-up vs top-down

Individual issues

Self interested immediate benefits

Free choice

Awareness/attitude -- behavior disconnect

Environmental issues

Competition

Change agent has little power

Daily hassles and barriers

WHAT IS MARKETING?

(American Marketing Association, 2004)

Creating value

- To create opportunity

- To increase benefits

Delivering value

- To decrease barriers

- To fit into life processes and hassles

Communicating value

- To inform and motivate

REDUCING ALCOHOL IMPAIRED DRINKING

The Goals:

To reduce alcohol related crashes
by 5% after one year

To be self sustaining after one year

To demonstrate the value
of social marketing

NEW PRODUCT RESEARCH

7 focus groups with expert observers

11 focus groups with target

Describing 21-34 single men

What are they looking for in life?

Why do they drink?

Why do they drive after drinking?

Why don't they drive after drinking?

Daily life processes and hassles?

In sum: Benefits, barriers, behavior

WHY DO THEY DRIVE AFTER DRINKING?

To get home

Don't want to leave car behind

Hassle to get back to car in morning

Alternatives are not available

Social pressure; everybody does it

To be cool

Unaware of impairment; become fearless

Low risk of getting caught; weak
enforcement

A FEW KEY FINDINGS

Different phases of evening

To bar, between bars, back home

Get target to bar without car

Vehicles need to be appealing, cool

Willing to pay for service

BRIEF SKETCH OF PROGRAM

Rides to, between and home from bars

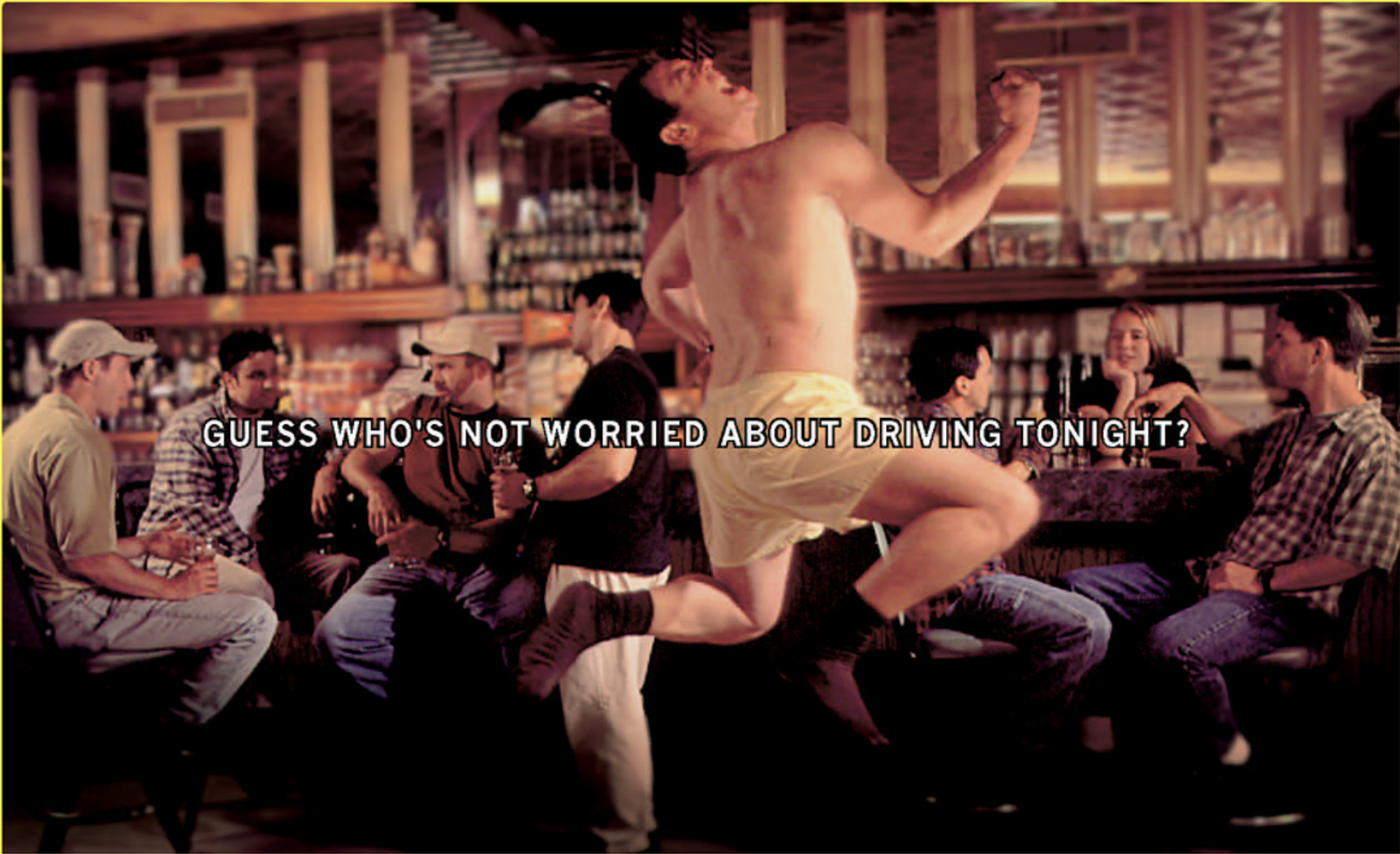
Desirable vehicles and allow drinking

Reasonable, but self sustaining fees

Each community:

Begins with our research and strategy

Develops unique program for community



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-newest way to get around safely, ask your bartender about The Road Crew. And remember, safety first, so don't jump around in the bar. Thanks.

SOME RESULTS AS OF 7/07

Over 85,000 rides taken
in parts of 6 rural counties
covering 2% of Wisconsin population

Avoided ~140 crashes, ~6 deaths

No increase in individual consumption

All are self-sufficient after 1 year

Cost of alcohol related crash: \$231,000

Cost to avoid crash: \$6200

Net savings: \$31mm

FITTING THE BENCHMARK CRITERIA OF NSMC (PART 1)

Theory: behavior results from self interest; from motivation, opportunity, ability; need to create and deliver value

Customer orientation: increase benefits, decrease barriers; fit life processes

Segmentation: 21-34, rural, single, men, drink in bars, most likely to crash

Exchange: behavior in exchange for fun, easy, popular, cool

FITTING THE BENCHMARK CRITERIA OF NSMC (PART 2)

Competition: impaired driving accepted;
has huge market share

Insight: want to drink, but no need to
drive; little power to force behavior

Behavior: overcome disconnect of high
awareness and low behavior; of
motivation without opportunity

Methods mix: qual + quant research;
education, environment, enforcement;
4Ps, not just messages

IT'S ALL ABOUT THE CUSTOMER

People are rational

They make their own best decisions

Within their own view of world

We need to understand these views

And the processes leading to decisions

We need to accommodate these views

By listening early and often

With local coalitions

With a broad set of partners

By managing the environment

"Organize policy and strategy until self interest does what justice requires"

-- Anonymous,
via Julian LeGrande

For more information go to:

WWW.ROADCREWONLINE.ORG

*five-minute video

*Accident Analysis & Prevention