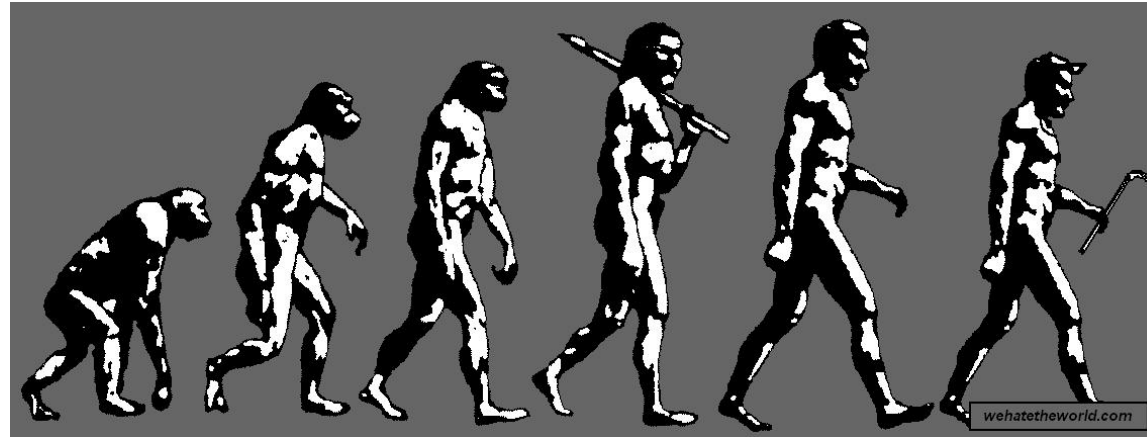




Historical Highlights of Social Marketing 1969 - 2000

Steven W. Honeyman
Population Services International

Historical Highlights of Social Marketing



THE ORIGINS:

- Before 1969, marketing was seen by scholars as an economic activity in which commercial companies provided goods and services to consumers with the objective to maximize return on investment.
- In 1969, Philip Kotler and Sidney Levy argued that:
“. . . marketing is a pervasive societal activity that goes considerably beyond the selling of toothpaste, soap, and steel. . . . [An] increasing amount of society's work is being performed by organizations other than business firms . . . [and] every organization performs marketing-like activities whether or not they are recognized as such.”

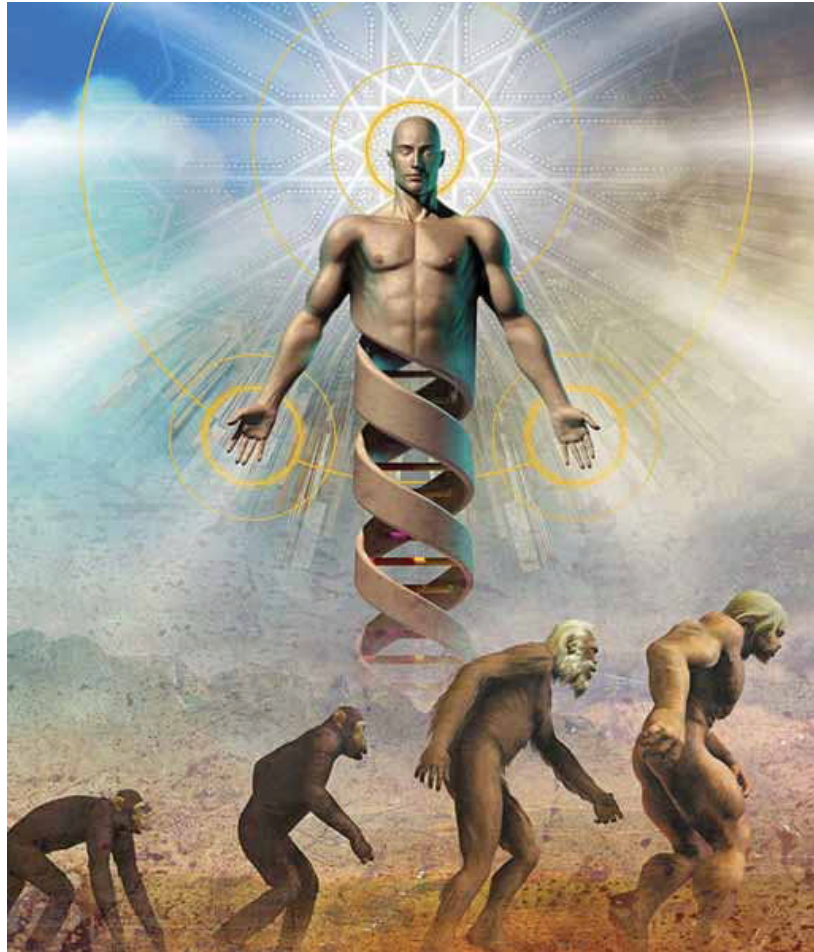
Historical Highlights of Social Marketing

EXPANDED PERSPECTIVE ARGUMENTS :

- Scholarly establishments argued that the "broadening" of marketing was taking the field well beyond where it properly belonged.
- Kotler and Levy responded that marketing was about transactions, not just *market* transactions (Kotler and Levy 1969b).
- David Luck argued that marketing obviously involved markets and this meant buying and selling. Broadening the field would divert attention from critical issues and encroach on other disciplines (Luck 1969).
- The 'broadening movement' threw the field into some confusion and sparked debate as to just what the essence of marketing really was. Whether marketing was defined by its technology (the Kotler-Levy position) or by the class (or classes) of behaviors towards which it was directed (the Luck position).



Historical Highlights of Social Marketing



EARLY DEVELOPMENTS:

- Because Kotler saw marketing as a technology, he and his colleagues set out to ask what it would mean if one applied it to non-economic settings (Elliott 1991).
- Kotler and his colleague Gerald Zaltman explored what it would mean to apply the technology to social issues where, they suggested, it could be called "social marketing" (Kotler and Zaltman 1971).
- Social marketing began as a formal discipline in 1971, with the publication of "Social Marketing: An Approach to Planned Social Change" in the Journal of Marketing by marketing experts Philip Kotler and Gerald Zaltman.

Definitions of Social Marketing

- **Kotler & Zaltman (1971)**

“Social Marketing is the application of principles and tools of marketing to achieve socially desirable goals, that is, benefits for society as a whole rather than for profit or other organizational goals and includes the design, implementation and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communications and market research.”

- **Andreasen (1995)**

“The application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence the voluntary behavior of target audiences in order to improve their personal welfare and that of their society.”

- **Kotler, Roberto & Lee (2002)**

“Social Marketing is the use of marketing principles and techniques to influence a target audience to voluntarily accept, modify, or abandon a behavior for the benefit of individuals, groups, or society as a whole.”



Social Marketing in USA

Social marketing approaches have been adopted by a wide range of federal agencies, most prominently the US Department of Agriculture “5-a-Day” program and the Centre for Disease Control and Prevention, as well as state and local governments and a significant number of non-profit organizations.

Some Examples

- National High Blood Pressure Education Program
- Blood Donation Programs (Influence People to Donate Blood)
- Click-it or Ticket (Encourage Seat Belt Usage)
- The Truth (Youth Tobacco Prevention Campaign)
- Florida Cares for Women Program (Breast Cancer Screening)



A Special Gift For Women 50 And Over.
Once A Year, Peace Of Mind.

From The Florida Cares For Women Program.
The new Florida Cares For Women Program makes it easy to get the yearly breast and cervical cancer screenings doctors recommend. The screenings are free or low cost if you do not have insurance or enough money. You may qualify for this special gift if you:

- Are 50 years of age or older
- Have little or no insurance
- Meet income guidelines (see chart on the back of this coupon)
- Have not been screened in the past year

Your Gift Is Waiting. Call Now.
To schedule a gentle, private exam at an office near you, call now. Because there is no greater gift than peace of mind.

Florida Cares For Women
Gentle, Affordable, Breast & Cervical Cancer Screenings

International Social Marketing Efforts



The **Nirodh condom project** in India was the first nationwide contraceptive social marketing program. (1967)



Health promotion campaigns in the late 1980s began applying social marketing in practice. Notable early developments took place in Australia.

- Anti-tobacco campaign "**Quit**" (1988)
- Campaign against skin cancer "**SunSmart**" (1988)



International Social Marketing Efforts



Противозачаточные таблетки с низкой дозировкой – отличный способ увеличить интервалы между родами.

Таблетки с низкой дозировкой гормональной безопасности, надежны и безвредны.

Таблетки очень просты в применении – принимайте одну таблетку в день, чтобы предохраниться от беременности.

Если вы решите забеременеть – просто прекратите прием таблеток.



Противозачаточные таблетки – против, не за, не против.

- USAID was one of many agencies that have applied social marketing extensively in their strategies. Social Marketing for Change (SOMARC) project was funded by USAID (1980–1998).
- DFID started funding social marketing programs from 1991. DFID currently uses SM primarily in relation to its health and population development programmes (family planning, HIV/AIDS and other sexually transmitted infections (STIs), and communicable diseases, especially malaria). DFID-funded SM programmes are currently operating in over 30 countries.

International Social Marketing Efforts

- **Mass Media and Health Practices Project (Honduras) 1978**

Under funding by USAID this was the first major test of social marketing applied to reduction in infant mortality in developing countries to address the growing epidemic of acute diarrhea dehydration in infants.

- **National Breast-feeding program (Brazil) 1981**

One of the successes of social marketing methods is that it is remarkable for its broad scope, including activities aimed at protecting (employment legislation, control of marketing of substitutes for mother's milk), promoting (use of the media, professional training), and supporting breastfeeding (mothers' groups, information material, and direct counseling).

- **“Stop Aids” (Switzerland) 1987**

Developed by the Swiss Aids Foundation, this is one of the longest running and most carefully evaluated social marketing programs for AIDS prevention in the world.



International Social Marketing Efforts

- **Condom Social Marketing**

In the mid-1980s, condom social marketing (CSM) emerged as an effective tool in combating the spread of HIV/AIDS. Social marketing has been widely used globally to promote the distribution, sale and use of condoms by organizations such as UNAIDS and the World Bank especially in developing countries.



- **Social Marketing for AIDS Prevention (Haiti) 1989**

Population Services International (PSI) has been active in social marketing for reproductive health and reduction in high-risk sexual behavior in Haiti since 1989, focusing its efforts principally on providing accessible and affordable condoms to the low-income segments of the population for HIV/STD prevention.

- **Social Marketing of Bednets (Tanzania) 1997**

Funded by The World Bank, Population Service International (PSI) and Ifakara Health Research and Development Centre (IHRDC) have implemented social marketing of insecticide-treated nets in Tanzania as an effective malaria control strategy.



International Social Marketing Efforts

Examples of Social Marketing Programs in Different Sectors

Area	Type	Country	Organization
Public Health	Nutrition	Indonesia	Indonesian Government
	Sanitation	Tanzania	WEDC
	Immunization	Nepal	UNICEF
	Breastfeeding	Brazil	Brazilian Government
	Oral rehydration	Honduras	HealthCom USAID programs
Family Planning	Contraceptives	India, Bangladesh, Indonesia, Zambia, Pakistan Vietnam	DKT International Government Ministries
HIV/AIDS	Condom use	Ethiopia, Uganda, Thailand, Vietnam	UNAIDS
	HIV/Aids prevention information		UNICEF
Human Rights	Child rights Gender	Africa/Asia	UNICEF
Civil Society	Corruption	Asia	World Bank

SOURCE: Cecilia Martinsen : SOCIAL MARKETING - a useful tool or the devils work?

International Models of Social Marketing (1980's–1990's) (1)

The Manufacturer's Model

- Relied to a large extent on an established commercial partner (or supplier), who is provided with incentives (e.g. marketing support) to enter a new market, but who continues to operate as an independent, commercial, for-profit player.
- The manufacturer maintains control over the brand, and is usually responsible for sales and distribution.
- A manufacturer's model can have varying degrees of market intervention: large subsidies can support brand building, distribution, product price reduction, etc. over a long period of time; alternatively, temporary brand building and market support with quick transition to independence and subsidy withdrawal can be provided.



International Models of Social Marketing (1980's–1990's) (2)

The Manufacturer's Model

- The manufacturer's model is more feasible in middle-income countries with a fairly well developed commercial infrastructure.
- “The manufacturer’s model comes with built-in product sustainability that may help ensure continued availability after donor funding is no longer obtainable. Products marketed through this type of intervention are sold at commercially viable prices through a manufacturer’s existing distribution network. The trade-off of the manufacturer’s model is its limited ability to meet the needs of people outside the mainstream population, such as low-income or hard-to-reach groups.”

(Social Marketing Models for Product-Based Reproductive Health Programs: A Comparative Analysis by Franciose Armand 2003)

International Models of Social Marketing (1980's–1990's) (1)

Product Social Marketing

- The traditional product social marketing program involves developing a brand; establishing an in-country management unit; and selling and promoting through the local infrastructure.
- The entity usually undertakes research, planning, procurement, marketing, behavior change/demand creation while 'piggy-backing' on existing distribution systems.
- Product social marketing is more appropriate in lower-income countries with less-developed commercial infrastructure.



International Models of Social Marketing (1980's–1990's) (2)

Product Social Marketing

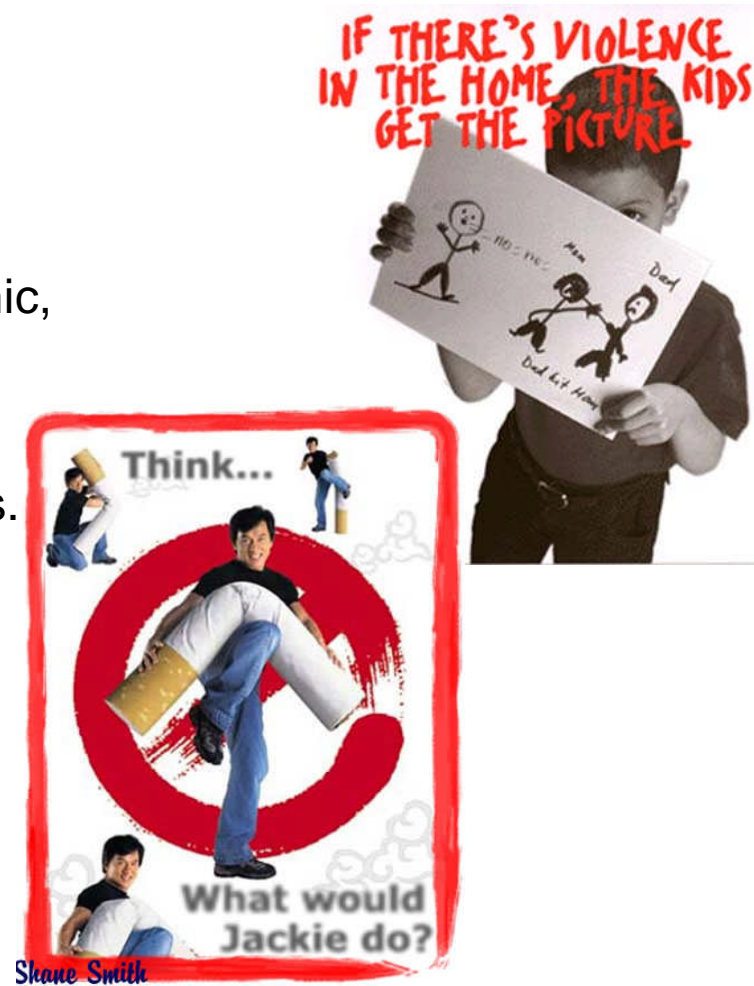
- “Donor-funded NGO models are more likely to focus on achieving health impact and serving the poor because they do not need to secure minimum profit levels. Programs managed by NGOs also tend to have greater control over the full marketing mix as brands are often created and managed in-house, rather than by a commercial manufacturer. As a result, these programs have the ability to reach entirely new population groups because they offer the most flexibility in terms of branding, pricing, and distribution. The downside of this approach is its dependence on sustained donor funding and, in some cases, high operating costs.”

(Social Marketing Models for Product-Based Reproductive Health Programs: A Comparative Analysis by Franciose Armand 2003)

International Models of Social Marketing (1980's–1990's)

Non-Product Social Marketing

- Involves the changing of behavior without a tangible product or service being marketed.
- These transactions are typically not economic, as in the case of many social marketing program and campaigns.
- Influences behavior to address social issues.
Examples of issues:
 - Smoking
 - Domestic violence
 - Child gender issues
 - Corruption
 - HIV/AIDS discrimination



Example of Manufacturer's Model

NetMark Project (1999)

- Public-Private Partnership for sustainable malaria prevention funded by USAID and implemented by Academy for Educational Development (AED) in 7 sub-Saharan African countries.
- NetMark's goal is to reduce the burden of malaria in sub-Saharan Africa by increasing the commercial supply of and public demand for insecticide-treated nets.
- NetMark has entered into partnerships with 35 African and 9 international commercial partners (manufacturers) to increase the distribution of commercial mosquito nets and promote their use in under-served areas.
- NetMark advocacy with governments helped offer tax exemptions to commercial partners who in turn reduced prices and increased distribution coverage. Simultaneously NetMark helped in developing strong market-building programs, such as consumer-directed behavior change communication campaigns.



Example of Product Social Marketing

Social Marketing of Insecticide-Treated Nets (ITNs) in Kenya (2002)

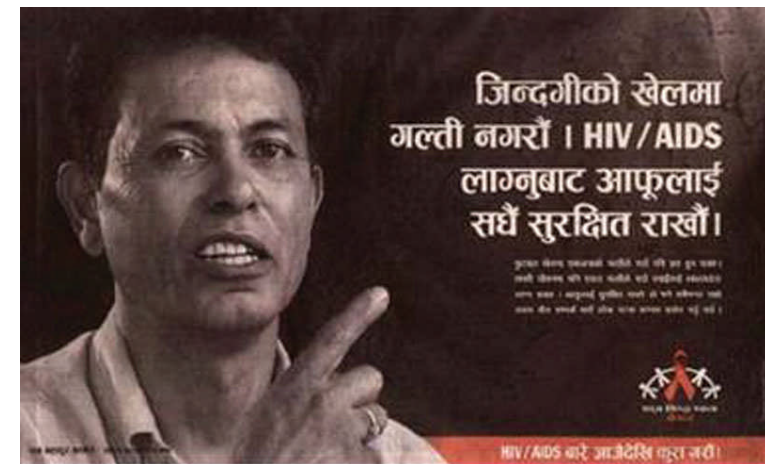
- DFID contracted PSI for an intensive 5-year effort to stimulate the emergence of a “mosquito” net culture for widespread sustainable malaria prevention.
- The program rapidly scaled up the commercial trade in ITNs by developing and introducing a heavily promoted social marketing brand ‘Supanet’.
- PSI collaborated with ministries of health, national malaria control programs, NGOs and commercial companies, to ensure effective coordination and to maximize distribution opportunities.
- The promotion and sale of ‘Supanet’ was primarily through existing commercial infrastructure.
- To ensure coverage of the most vulnerable, highly subsidized ITNs were delivered to pregnant women and children under five through public sector and NGO channels.



Example of Non-Product Social Marketing

The 'Black-and-White' Celebrity Campaign for HIV/AIDS – Nepal 2002-03

- Collaboration between National Centre for AIDS STDs Control (NCASC), Family Health International (FHI), Population Services International (PSI) and USAID.
- Objective of the campaign was to reduce stigma related to HIV/AIDS.
- Campaign Slogan-“*Let’s start talking about HIV/AIDS today*”.
- Campaign ‘firsts’: Open declaration of HIV+ individual on national media, condom shown on national television, use of national sports stars (national football team coach and captain), movie stars, national singers, and comedians in HIV prevention campaign.
- Integrated campaign with 10 individual spots on national television, radio, hoarding boards, print advertisements and advocacy forums in a striking ‘black-and-white’ format.
- Won the Nepal Advertising Association Award in 2002 for “Best Media Campaign”.



The 'Black-and-White' Celebrity Campaign for HIV/AIDS -- Nepal

<http://www.youtube.com/watch?v=Vks1XI5xtAk>

References

- Kotler, Philip and Sidney J. Levy (1969a), "Broadening the Concept of Marketing," *Journal of Marketing Vol. 33 (January 1969)*
- Luck, David J. (1969), "Broadening the Concept of Marketing - Too Far," *Journal of Marketing Vol. 33 (July)*
- Elliott, Barrie J. (1991), *A Re-examination of the Social Marketing Concept. Sydney: Elliott & Shanahan Research.*
- Kotler, Philip and Gerald Zaltman (1971), "Social Marketing: An Approach to Planned Social Change," *Journal of Marketing, Vol. 35 (July)*
- Philip Kotler, Ned Roberto, Nancy Lee (2002), *Social Marketing: Improving the quality of life (Second Edition)*
- Francoise Armand (2003), *Social Marketing Models for Product-Base Reproductive Health Programs - A comparative analysis*
- Cecilia Martinsen (2003) : *Social Marketing - a useful tool or the devils work?*
- John Meadley, Richard Pollard, Mark Wheeler (2003), *Review Of Dfid Approach To Social Marketing*
- Steven Chapman, Martine Collumbien, Andrew Karlyn (2006), *Segmentation and a Total Market Approach*
- Philip Kotler and Nancy Lee (2006), *Marketing in the Public Sector*
- Richard Pollard (2007), *An Introduction to The Total Market Approach to Commodities & Services Supply in Low-income Countries*

- www.social-marketing.org
- www.socialmarketing.blogs.com
- www.comminit.com
- www.eldis.org
- www.fhi.org
- www.aed.org
- www.psi.org
- www.dfidhealthrc.org

Acknowledgments

I would like to thank the following persons for their kind assistance in preparing this presentation:

- Yogesh Raj Gurung, PSI
- Susan Mitchell, Abt Associates
- David J. Valentine, PSI
- Prabal Pradhan, PSI