

# Influencing Behaviors Using Social Marketing

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**Webcast**

The Watershed Academy



Webcast sponsored by EPA's Watershed Academy 1

# **What is Social Marketing?**

**“Using marketing principles and techniques to influence a target audience to voluntarily change a behavior for the benefit of individuals, groups or society as a whole.”**

- Kotler et al, 2002

## **Why Social Marketing?**

**Knowledge is not enough.**

# Social Issues

## ■ Public Health

- Not smoking
- Exercising
- Regular Checkups

## ■ Public Safety

- Wearing seat belts
- Wearing motorcycle helmets



ONLY YOU CAN PREVENT WILDFIRES.





# **Social Issues**

## **■ Environmental Issues**

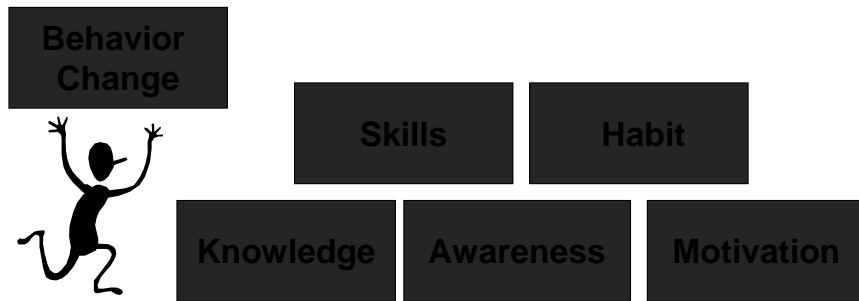
- **Water Conservation**
- **Nonpoint Source Pollution**
  - **Pet waste, Fertilizers, Erosion**
- **Recycling**
- **Sustainable Forestry Practices**
- **Open Space/Buffers**
- **Wetlands Protection**
- **Litter**

# Keep America Beautiful

- Pollution: Keep America Beautiful -- Iron Eyes Cody
- First aired on Earth Day in 1971.
- Message: People start pollution. People can stop it.
- Results--The campaign reduced litter by as much as 88% across 300 communities, 38 states, and several countries." (source: The Ad Council)



# Steps to Behavior Change



# **Tips to Enhance Your Success**

## **KNOW YOUR AUDIENCE**

- Target the markets that are most ready to act.
- Understand audience barriers to behavior change.
- Find what motivates them.

## **KEEP IT SIMPLE**

- Promote single, simple, do-able behaviors.
- Make it easy.
- Use effective communication techniques.

# KNOW YOUR AUDIENCE

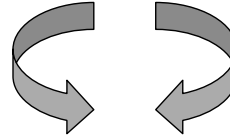
- Target markets most ready to act  
(early adopters)
- Identify Benefits and Barriers  
(Motivation)



# Benefits

- **Real Benefits**

- Save money
- Save time
- Protect health



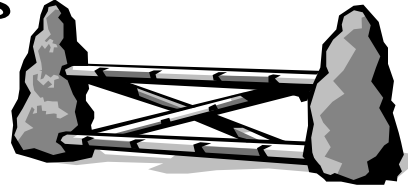
- **Perceived Benefits**

- Fit in with others (It's cool)
- People expect it
- Everyone else is doing it
- I'll get rewarded

# Barriers that Prevent Behavior Change

## ■ Physical Barriers

- Too hard to do
- Not safe
- Takes too long



## ■ Economic Barriers

- Added costs
- No cost savings
- No one else is doing it

## Barriers, cont.

### ■ Education Barriers

- Don't know how to do it

### ■ Social/Psychological Barriers

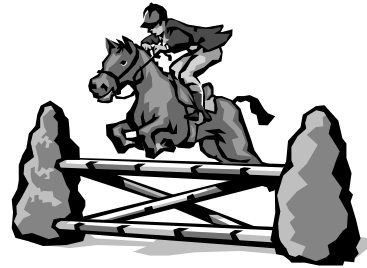
- No one else is doing it
- I've never done it before
- Tried it once and it didn't work





## Overcoming Barriers

- Everyone else is doing it (or not doing it)
- We'll teach you how to do it
- Save money/get money
- It takes 5 minutes or less
- It's the cool thing to do
- You'll get a reward if you do it



## Research Your Audience

- **Use existing data**
  - National surveys
  - Polls
  - Trade association data
- **Conduct original research**
  - Focus groups
  - Interviews
  - Telephone surveys

## Telephone Survey of Tampa Residents

- 19% said that they lived in a watershed.
- 35% said they did not.
- 46% didn't know.



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## **What Motivates Your Audience?**

- **Money**
- **Prestige**
- **Guilt**
- **Shame**
- **Social Acceptance**

# If You Don't Know Where to Start, Start with the 3 H's

## ■ Health

- Drinking water, swimming, their children's health



## ■ Home

- Property values, flooding



## ■ Heritage

- Historical value, future generations, quality of life



## Messages Change in Response to External Factors

55 saves lives

## Messages Change in Response to External Factors



Lower speeds saves gas

## **Multiples Messages to Achieve Same Result**



Click it or Ticket



## Multiples Messages to Achieve Same Result

Seat Belt Use Last Week

85%

## Matching the Message to the Audience

### Audience

- Teenage girls
- Pregnant women
- Teenage boys
- Middle-aged man

### Message

- Stop smoking. You're breathing for two.
- Inside every smoker is an ex-smoker
- You're bright enough to learn 40 football plays, and you're still smoking?
- Want yellow teeth? Keep smoking.

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## Matching the Message to the Audience

### Audience

- Teenage girls
- Pregnant women
- Teenage boys
- Middle-aged men

### Message

- Stop smoking. You're breathing for two.
- Inside every smoker is an ex-smoker
- You're bright enough to learn 40 football plays, and you're still smoking?
- Want yellow teeth? Keep smoking.

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## **KEEP IT SIMPLE**

- **Promote single, simple, do-able behaviors.**
- **Make it easy.**
- **Use effective communication techniques.**

# Questions?

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# Tools for Changing Behaviors

- Social norms
- Commitments
- Prompts
- Incentives
- Tangible actions and services
- Vivid communication
- Building motivation



# Social Norms

- Behavior perceived as normal and expected



For Example...

**80% of MSU students use a designated driver. Do you?**



[justthefacts.msu.edu](http://justthefacts.msu.edu)

National Collegiate Health Assessment, MSU 2002.  
N=1005, margin of error = 3%.



# Commitments

- Pledges (verbal or written)
- Sign-ups
- Petitions
- Donations (time/money)



## **The Residential Conservation Assistance Program (ReCAP)**

- ReCap gave free home tours to point out areas where households could save energy and water.
- Residents committed orally to carrying out the list of repairs they helped prepare.

# Prompts

- Behavior reminders
- Use at “point-of-sale”
- Target specific behaviors



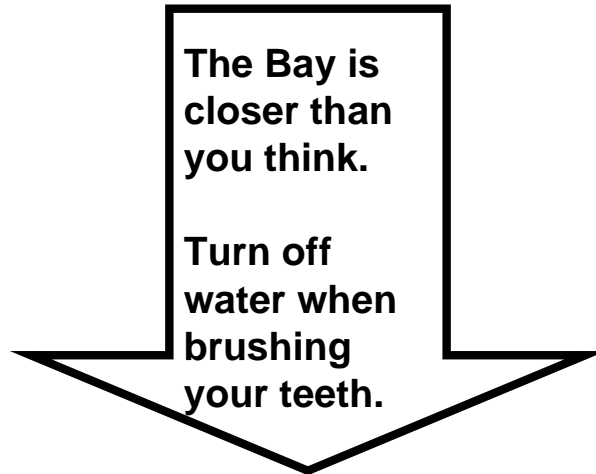
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## Get in the Loop-Buy Recycled



This "shelf-talker" was placed near products with recycled content to encourage customers to buy them.

## **The Bay is Closer Than You Think**



# Incentives

- Money, money, money, money
- Free stuff
- Recognition
- Reward positive behavior
- Disincentives: punish negative behavior (e.g., user fees)



For Example...

## City of Albuquerque

- Problem: Not enough water
- Goal: Promote water conservation through incentives (rewards)
- Technique:
  - Incentives: rebates for xeriscaping, low-flow toilets, washing machines



## City of Albuquerque

### ■ Results

- 1,400 xeriscapes have been created
- 44,000 high-flow toilets have been converted
- 4,100 low water use washing machines installed

### ■ Bottom Line: Water use has dropped 30% by residential customers, saving 88 BILLION GALLONS!



## **Oregon's Air Quality Public Education & Incentive Program**

- Problem: Did not meet EPA standards of carbon monoxide, ground level ozone
- Goal: Reduce air pollution



## Oregon's Air Quality Public Education and Incentive Program

### ■ Technique

#### – Incentives

- Consumers: discount coupons on low VOC products, lawnmower rebates
- Businesses: coupon redemption only at partnering businesses, complimentary ad, certificate of appreciation from governor

### ■ Results

- Voluntarily attained EPA standards for carbon monoxide and smog



## Tangible Actions and Services: Get Green Campaign

- Problem: People don't know how to help the environment or are afraid it will take too much time or money.
- Goal: Quick tips that fit their lifestyles (easy), make a positive impact on the environment (feel good), and save money (rewards).

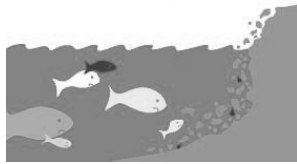
## Get Green

- Formats: TV and radio PSAs
- Messages: Save money and the environment
  - Turn thermostat down
  - Cash for recycling
  - Properly inflate tires
  - Keep your car regularly tuned



# Vivid Communication

"Please don't soil our waters!"



## ■ Vivid

### – Less Vivid:

- Population will increase by 15% over the next 10 years

### – More Vivid:

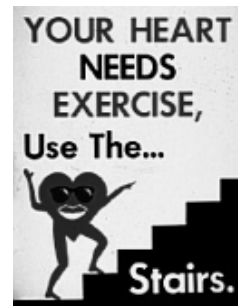
- We'll need to build 10,000 homes, 6 schools, and a hospital within the next 10 years to keep up with growth.

## ■ Tangible

## ■ Positive, clear terms

## ■ Comparisons

## ■ Humorous



For Example...

## **TCEQ Nonpoint Source Pollution Public Education Campaign**

### ■ Key issues

- Yard care, HHW, pet waste, motor oil

### ■ Messages

- “Please don’t feed  
the storm drain.”

### ■ Techniques

- Vivid communication
- Prompts
- Billboards, posters, PSAs



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Sponsored by the Texas Natural Resource Conservation Commission and the U.S. Environmental Protection Agency



**IF YOU THINK  
PICKING UP  
DOG POOP  
IS UNPLEASANT,  
TRY DRINKING IT.**

Pet waste washes into storm drains, polluting our rivers, lakes and drinking water sources. Get the scoop.

1-800-CLEAN-UP





## Las Vegas Ad Campaign

- **Problem:** Pollution of Lake Mead, their primary drinking water source
- **Key issues:**
  - Lawn care
  - Dumping down storm drains
  - Pet waste
- **Techniques**
  - Prompts (storm drain markers), vivid communication (posters, PSAs, pet food lids), build motivation over time (events, school curriculum)

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## Las Vegas Ad Campaign

- Bus shelter posters
  - 25 posters for 4 months
  - \$8,000
  - Sent out similar ads in utility bills 1 month before bus ads appeared



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## **Caution**

**Remember, knowledge is not enough.**

The advertisement is divided into three vertical panels, each featuring a different individual and a specific message related to the 'got milk?' campaign.

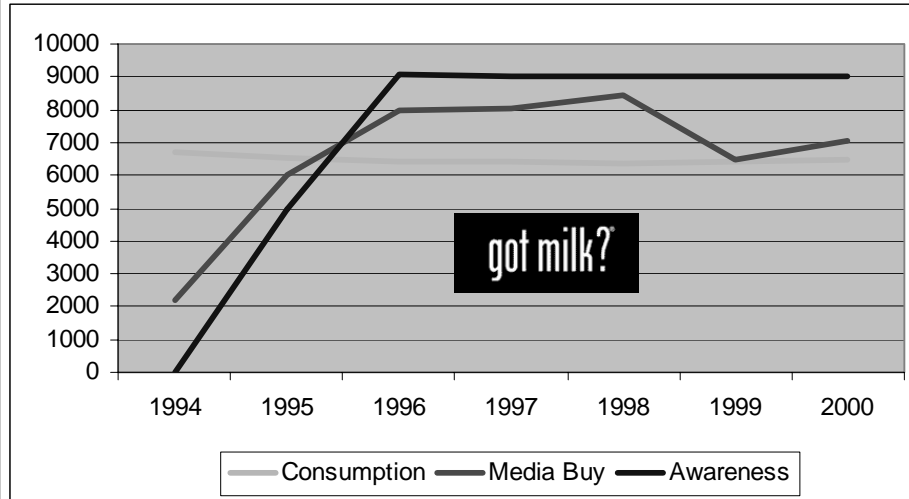
**Left Panel:** Features Whoopi Goldberg. She is smiling and holding a glass of milk. The text reads: "She had a weak funny bone. Lucky for us lactose intolerant folks, there's lactose-free milk. It's available everywhere, and it has all the calcium of regular milk. Good thing, I'm here to crack you up -- not myself." The 'got milk?' logo is at the bottom.

**Middle Panel:** Features a muscular man (likely a professional athlete) holding a baseball bat. The text reads: "Going, going, gone." and "Time for more milk. It's got stuff leading sports drinks don't like protein, potassium and calcium. That's why I always have an ice-cold glass...as soon as I get home." The 'got milk?' logo is at the bottom.

**Right Panel:** Features three young men walking outdoors. The text reads: "It takes more than a hit single to reach the top." and "1 1/2% of adult height is added along with 200% of the calcium growing bones need calcium by drinking milk. You'll become as strong as these high school stars." The 'got milk?' logo is at the bottom.

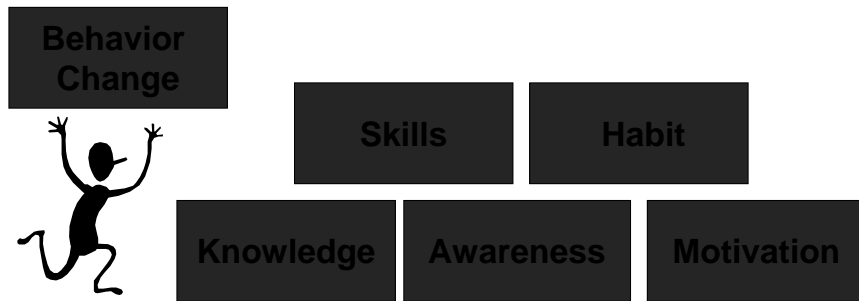
© 2000 National Milk Processor Promotional Board. All rights reserved. Milk is a natural source of calcium. For more information, visit us online at www.gotmilk.com.

## Got Behavior Change?



AED®

# Steps to Behavior Change



# Questions?

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## Case Study

### **Chesapeake Club: *Bringing New Audiences to Bay Restoration***



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Chesapeake Club: Bringing New Audiences to Bay Restoration

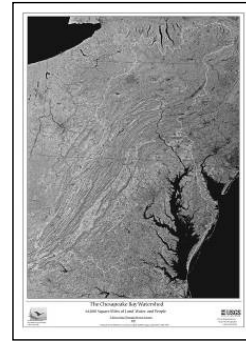
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## What's Wrong with the Bay...

Chesapeake Bay suffers from a number of ills

- Nutrient and sediment pollution
  - $\frac{3}{4}$  from non-point sources
- Rapidly growing human population
- 399 years of development
- Large watershed area
  - Small water volume



Chesapeake Club: Bringing New Audiences to Bay Restoration

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## What's Helping the Bay...

Restoration Efforts are:

- Improving Water Quality
- Protecting and Restoring Habitats
- Managing Watershed Lands
- Managing Fisheries
- Fostering Chesapeake Stewardship

Find out more at  
[www.chesapeakebay.net/assess/index.htm](http://www.chesapeakebay.net/assess/index.htm)





## A Little Background...

**Chesapeake Club was developed through the Chesapeake Bay Program partnership in cooperation with the Academy for Educational Development**

Campaign funded by:

- Commonwealth of Virginia
- District of Columbia
- U.S. EPA Chesapeake Bay Program



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Chesapeake Club: Bringing New Audiences to Bay Restoration

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## Chesapeake Club Goals...

### Primary Goals

- **Encourage Washington-area homeowners to skip spring lawn fertilizer and wait until the fall**
- **Create a greater understanding of how individual actions impact local waters and the Bay**
- **Attract new audiences to Bay restoration**





## Why is Chesapeake Club Different?

**Chesapeake Club aims to engage people through a love of the “Chesapeake Lifestyle”**

- **Connects with their desire to use the Bay for recreation**
- **Promotes the Bay as a “get-away” from urban life**
- **Capitalizes on the love of its seafood**

**While people may care about the Bay’s environmental health, it is not always the strongest driving factor in their decision making**





## The Campaign Itself...

### Five Key Components

- Internet Presence
- Restaurant Initiative
- Professional Lawn Care Initiative
- Paid Advertising
- Earned Media






## Working the Web...

[www.chesapeakeclub.org](http://www.chesapeakeclub.org)




**CHESAPEAKE CLUB**  
Get in touch with your inner Chesapeake

**HOME**  
BARBECUE  
Entertaining  
Mail Order  
Junkies  
**FOOD**  
Recipes  
Cocktails  
**LIFE**  
Day Trips  
Romantic Trips  
Chesapeake Bay  
The Sea  
The Waterfront  
The Watch

**HOME**  
ENTERTAINING +  
How to throw the perfect outdoor party, Chesapeake style.  
**FOOD**  
RECIPES +  
Take the Chesapeake with you: 10 of the best recipes for outdoor cooking.  
**LIFE**  
DAY TRIPS +  
Take a day trip to the Bay: 10 of the best places to visit in the area.

**HOMEFRONT** +  
Chesapeake's homefront is a place to share the best of the region and the nation's food.  
**RESTAURANTS** +  
Find the best restaurants in the area and the Chesapeake Club to make the food experience.  
**ROMANTIC SPOTS** +  
The 10 most romantic Chesapeake spots with a view of the water.

**YARD CARE** +  
Don't let your yard turn into a liability. Chesapeake Club's professional lawn care service will be done for you.  
**CHESAPEAKE CLUB**  
The Chesapeake Club is the only club in the area that offers a full range of services, from lawn care to waterfront property management. We have the staff and resources to make sure your property is in the best of hands. Call us today at 410-326-1111 or visit us online at [www.chesapeakeclub.org](http://www.chesapeakeclub.org).  
**LAWN SERVICES** +  
The best lawn care service in the area. Chesapeake Club's professional lawn care service will be done for you. We have the staff and resources to make sure your property is in the best of hands. Call us today at 410-326-1111 or visit us online at [www.chesapeakeclub.org](http://www.chesapeakeclub.org).



Chesapeake Club: Bringing New Audiences to Bay Restoration

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## Working with Restaurants...

***The Lunch You Save May Be Your Own:***  
**Reaching People Through Their Seafood**





## Working with Restaurants...

- Campaign supported by 51 area restaurants
- Reached people when they were “actively enjoying” the Bay
- Partners distributed 27,000 coasters
- Chefs anchored Kickoff Event







## Working with Lawncare Providers...

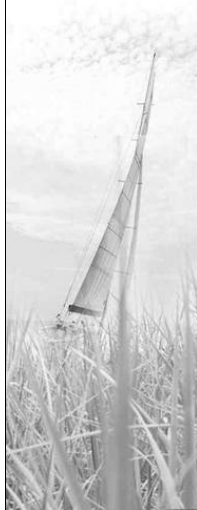
- **Developed partnerships with 38 professional lawncare providers**
- **Providers offered Chesapeake Club Service to their customers**
  - 40,000 Lawn service brochures distributed
  - 8,000 Lawn service door hangers





## Working with Lawncare Providers...

Leave-behind materials link homeowner actions to the health of local seafood and the Bay



**We know the concern is there.**

Over 90% of the Chesapeake Club standard lawn care products are professional. Specifically designed around the grasses, soils, and growing seasons of our watershed. It helps you protect the health of your lawn. It also prevents excess fertilizer from leaching to the Bay, where Blue Crabs are rapidly disappearing.

**The Chesapeake Club Standard.**  
Don't settle for less.

**How to demand the Chesapeake Club standard**

It's already available from many lawn care services. Always ask:

**"Are you registered to provide the Chesapeake Club standard?"**

If you've received this brochure from your lawn care provider, they're already participating.

To find a participating service, go to [www.chesapeakeclub.org/lawn](http://www.chesapeakeclub.org/lawn). You can also have your existing lawn care service sign up by sending an email to [chesapeakeclub@fdu.org](mailto:chesapeakeclub@fdu.org).



### Get in touch with your inner Chesapeake.

Your grounds are now under the tender care of the Chesapeake Club. Our well-loved lawns are specifically designed around the soils and growing of your lawn. We use the natural and sustainable lawn care products that you can recognize as healthy Chesapeake yards quite literally in our crab back yard.

Here people that care are working to protect the Chesapeake. That's why we're supporting your lawn, carefully planting larger lawns along their shores and sharing our lawn care with those who care — where that lawn is growing so fast from having our method and putting the Chesapeake Bay. That's our whole reason things you can do at [www.chesapeakeclub.org](http://www.chesapeakeclub.org).

When you're ready, we'll be there to help you take the club to the Chesapeake watersheds. Please take the club to your lawn and give it the help it needs to be healthy.

Remember, the lawn care you can do at [www.chesapeakeclub.org](http://www.chesapeakeclub.org) when you can find something from your trip to the Bay to be healthy. So you can see how far.

The lawn you have may be your own.

[www.chesapeakeclub.org](http://www.chesapeakeclub.org)  
Bringing the Chesapeake Life.

Chesapeake Club: Bringing New Audiences to Bay Restoration

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## Paid Advertising...

### Television Spots



**"Delicious"**



**"Appetizer"**



**"Sod"**

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Chesapeake Club: Bringing New Audiences to Bay Restoration

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## Paid Advertising...

*The Washington Post  
& Post Express*



**NO APPETIZERS  
WERE INJURED IN THE MAKING  
OF THIS LAWN**



**Spring rains** wash excess fertilizer through our sewers to the Chesapeake Bay, where Blue Crabs have been rapidly disappearing. Bad news for the crabs. Worse for us. So ask for the Chesapeake Club Standard from one of our participating lawn-care providers, and keep the fertilizer out of the Bay. Help save the crabs. Then eat 'em.



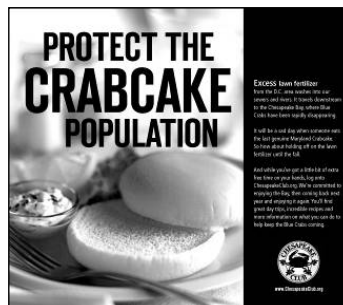
## Participating lawncare providers.

[illegible]

**RESEARCH** **Anapoda** Support Coaching 910-611-6212 **Anallé** Cells Coaching 910-625-7286 **Ceballos** Neurobiology Cells 210-151-7050  
**East Spring** Juvenile Cells 314-914-0125 **Guthrie** East Coast Cells 311-602-3011 **Van Wazer** in Cells 210-240-1428 **Chen** Neurobiology Washington DC 202-114-6888 **Lee** Integrative Cells 210-610-0888  
**Leggett** Complex Cells in Cells 210-348-5500 **McNeill** DC Society Natural Science in Cells 210-234-2000 **Penduff** Pediatric Learning Memory DC 210-710-6627 **Silver Spring** Italian Learning DC 210-310-6610 **Smith** Geriatric in Cells 210-22-1544 **Winters** Learning in Cells 210-585-0571  
**Upper Merion** Trainers' Center Washington DC 202-201-780-8

**BIOSCIENCE** **McNeill** Natural Science in Cells 210-234-2000  
Bioscience **McNeill** Natural Science in Cells 210-234-2000

**WASHINGTON, DC:** **Menfield:** National Census Inc. (703) 204-9000  
 Fairfax, Commonwealth of Virginia (703) 745-4344



**Excess lawn fertilizer**  
from the D.C. area washes into our  
sewers and rivers. It seeps down to  
the Chesapeake Bay, where blue  
crabs have been rapidly disappearing.

And while you've got a little bit of extra free time on your hands, log onto [ChesapeakeHub.org](http://ChesapeakeHub.org). We're committed to enjoying the day, then coming back in your and enjoying it again. You'll find great day trips, incredible recipes and more information on what you can do.



www.Chrysalis.co.uk

# NO APPETIZERS WERE INJURED IN THE MAKING OF THIS LAWN



**Spring rains** carry across fertile hills into the oceans and down 11,000 ft to Chesapeake Bay where Blue Crabs are rapidly disappearing. Bad news for the crabs. Worse for us. Because scientists have found a definite link between the number of available crabs and the amount of available oysters, the toll of fewer blue crabs will surely hit the fish. The bottom line, only the past year's



www.ChesapeakeBay.org



### Chesapeake Club: Bringing New Audiences to Bay Restoration

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## Paid Advertising...

### Union Station Billboards



Chesapeake Club: Bringing New Audiences to Bay Restoration

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**PROTECT THE CRABCAKE POPULATION**

SOUP THE LUNCH FORTIFOLIO UNTIL FALL.  
BEFORE THERE ARE NO BAKING WHITELAND CRABCAKES.

**IS THE GRASS REALLY GREENER IF ALL OF THE BLUE CRABS ARE GONE?**

SPRING NURSERY CRABCAKE FORTIFOLIO TO THE DAY  
WHEN BLUE CRABS ARE FINALLY REAPPEARING.

**NO APPETIZERS WERE INJURED IN THE MAKING OF THIS LAWN**

CRABCAKE FORTIFOLIO INJURED TO THE DAY  
WHEN BLUE CRABS ARE FINALLY REAPPEARING.

**THE LUNCH YOU SAVE MAY BE YOUR OWN**

PREPARING THE BOWLS  
HOLD OFF ON THE FORTIFOLIO UNTIL LATER THIS FALL.

Chesapeake Club: Bringing New Audiences to Bay Restoration

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## Getting People Talking...

- **Earned Media Coverage**
  - More than 20 articles run locally and nationally
- **Including:**
  - The Associated Press
  - *The Los Angeles Times*
  - *The Washington Post*
  - *The London Independent*
  - *Environment Journal*
  - *Free Range Thinking*
  - Three local television segments
  - *Social Marketing Quarterly Journal*
  - Other local outlets





## Getting People Talking...

- **Additional materials provided to the public**
  - 19,000 window stickers distributed through events, partners and website
  - 4,500 bumper stickers distributed
  - Coasters distributed at Metro stations by volunteers
- **Blah, blah, blog...**
  - More than a dozen internet bloggers and websites chatted up the campaign







## A New Web Addition for 2006...

- **Viral marketing component**

- **Crab Kwon Do**

- Helps drive up web visitors
    - Conveys environmental message in a non-traditional manner
    - It's fun!



Chesapeake Club: Bringing New Audiences to Bay Restoration

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# Questions?



## Post-Campaign Evaluation...

- **Post-campaign Survey**

- Similar to pre-campaign survey completed in May 2004
- Allows us to assess change in behavior and awareness levels
- 600-person random telephone survey of homeowners with lawns (either care for themselves or hire lawn service)





## Post-Campaign Evaluation...

### Key Result #1:

#### Increased awareness was high

- 72% surveyed had seen the campaign and correctly identified one of the major campaign themes (*e.g., wait 'til fall to fertilize, Chesapeake Club*)





## Post-Campaign Evaluation...

### Key Result #2:

#### Many people remembered the brand

- 43% of respondents were able to recall the Chesapeake Club brand and/or "Save the Crabs, Then Eat 'Em" tagline
  - 24% recognized "Chesapeake Club"
  - 32% recognized "Save the Crabs..." (some remembered both)





## Post-Campaign Evaluation...

### Key Result #2 continued:

#### A Little Comparison –

- 76% of respondents recognized the Scotts brand
- 43% recognized Chesapeake Club/ Save the Crabs, Then Eat 'Em



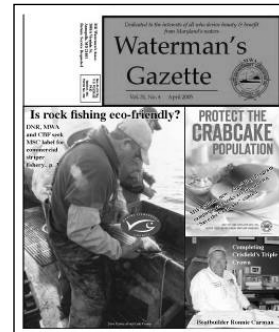


## Post-Campaign Evaluation...

### Key Result #3:

#### People liked the brand

- Of those who recalled the tagline "Save the Crabs, then Eat 'Em,"
  - 50% liked it
  - 43% had no opinion
  - 7% disliked it
- Of those who recalled "Chesapeake Club,"
  - 34% liked it
  - 64% had no opinion
  - 1% disliked it



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## Post-Campaign Evaluation...

### Key Result #4:

#### Some people retained our specific “ask”

When those who recalled hearing something about fertilizer use and the Bay were asked what they heard:

- 38% said “wait until fall to fertilize” or “don’t fertilize in spring”







## Post-Campaign Evaluation...

### Key Result #5:

#### **Campaign appears to have impacted fertilizer use**

2004 Pre-survey

- 23% were not planning to fertilize this year

2005 Post-survey

- 28% were not planning on fertilizing this year





## Post-Campaign Evaluation...

### Key Result #5:

#### Campaign appears to have impacted fertilizer use

- 42% of respondents who **were** exposed to the campaign reported that they would fertilize this spring, vs.
- 46% of respondents who **were not** exposed to the campaign reported that they would fertilize this spring

\*important, but not statistically significant





# Questions?

**Additional Resources**