

# Influencing Behaviors Using Social Marketing

Charlie MacPherson  
Tetra Tech, Inc.

Christopher Conner  
Chesapeake Bay Program

June 28, 2006  
Webcast



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.**

3

# Social Issues

## ■ Public Health

- Not smoking
- Exercising
- Regular Checkups



## ■ Public Safety

- Wearing seat belts
- Wearing motorcycle helmets



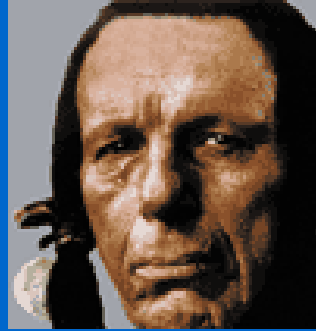
# Social Issues

## ■ 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

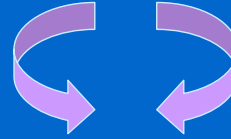
- Target markets most ready to act (early adopters)
- Identify Benefits and Barriers (Motivation)



# Benefits

- **Real Benefits**

- Save money
- Save time
- Protect health



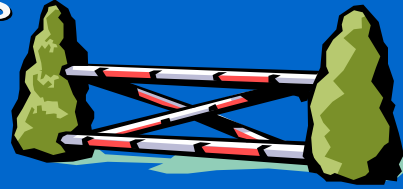
- **Perceived Benefits**

- 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.



## 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.

22

## 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.

23

## KEEP IT SIMPLE

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





**Questions?**

25

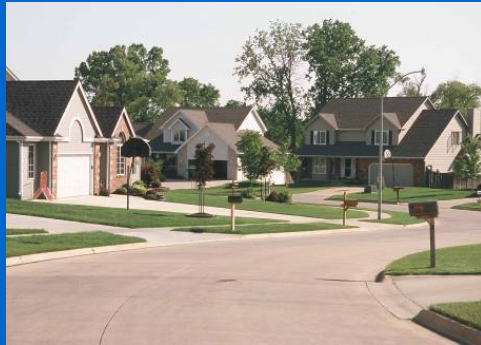
# Tools for Changing Behaviors

- 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?**



**Choices**  
we got the  
facts from you

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

National College 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



## 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

**The Bay is  
closer than  
you think.**

**Turn off  
water when  
brushing  
your teeth.**

33

## 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



## ■ 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



42

Supported by the Utah Natural Resources 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)

44



## 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



45

## Caution

**Remember, knowledge is not enough.**

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.

got milk?

Going, going, gone.

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.

got milk?

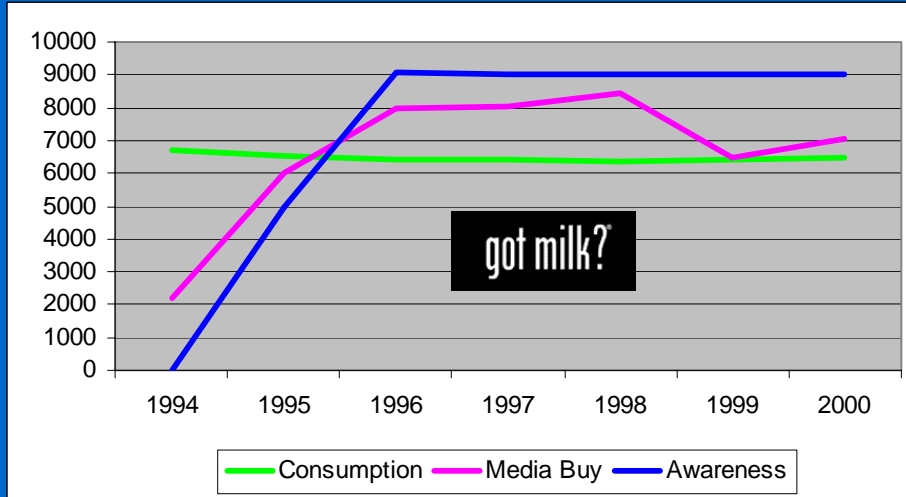
It takes more than a hit single to reach the top.

got milk?

1 1/2% of adult height is added during the 2000-2005 period, and growing taller added calcium to the body. This may be done as early as the high school years.

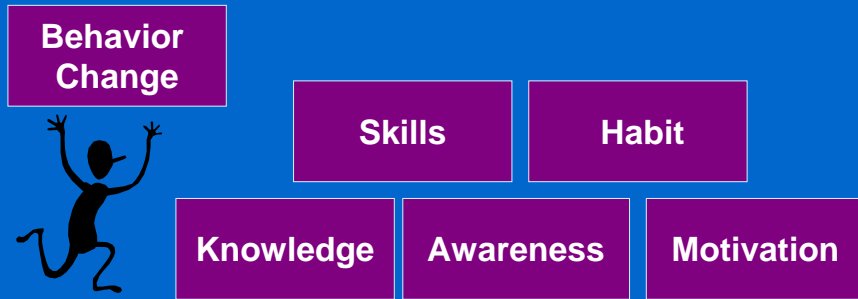
www.gotmilk.com

## Got Behavior Change?





# Steps to Behavior Change





**Questions?**

50



## Case Study

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



## 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





## 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





## 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

CHESAPEAKE CLUB

Get in touch with your local Chesapeake

**HOME**  
 Events &g  
 Members  
 Mailings  
 Job Openings

**FOOD**  
 Recipes  
 Recipes  
 Recipes

**LIFE**  
 Day Trips  
 Homefront  
 Chesapeake Bay  
 The Club  
 The Club  
 Our Club

**ENTERTAINING** <  
 Enjoy the perfect club life, Chesapeake style.

**HOMEFRONT** <  
 Create the Chesapeake homefront in your own home with our expert advice and the help of our club.

**YARD CARE** <  
 Create and maintain a healthy Chesapeake yard with our expert advice and the help of our club.

**LAWN SERVICES** <  
 The best lawn care services are available from our club. Our experts will help you choose the right service for your lawn and provide you with the best results.

**RECIPES** <  
 Taste the Chesapeake with the help of our expert advice and the help of our club.

**RESTAURANTS** <  
 Find the best restaurants in the Chesapeake Club to make the most of your time.

**CHESAPEAKE CLUB**  
 The Chesapeake Club is the only club in the Chesapeake Bay area that offers a wide range of services to its members. From the best lawn care services to the most delicious recipes, we have everything you need to make the most of your time at the Chesapeake Club.

**DAY TRIPS** <  
 Take a day trip to the Chesapeake Bay with our expert advice and the help of our club.

**ROMANTIC SPOTS** <  
 Find the most romantic spots in the Chesapeake Bay with our expert advice and the help of our club.

Chesapeake Club: Bringing New Audiences to Bay Restoration

58



## 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 attributed from your lawn-care professionals. Specifically, delayed arrival of the product, leaks, and other issues in our neighborhoods. It's time to get serious about the health of your lawn. It also prevents excess fertilizer from leaching to the Bay, where Blue Crabs are rapidly disappearing.

**So now you can relax and enjoy a great yard, a thriving Bay and a healthy breeding of oysters, crabs and blue crabs restored.**

**The results you want, only your lawn.**  
**The Chesapeake Club Standard.**  
Don't settle for less.

**How to demand the Chesapeake Club standard**

It should be available from many lawncare 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 become a member, have your service sign up by sending an email to [chesapeakeclub@fmc.org](mailto:chesapeakeclub@fmc.org).



**Get in touch with your inner Chesapeake.**

Your grounds are now under the tender care of the Chesapeake Club. Our lawn-care professionals designed around the crab and grasses of the Chesapeake Bay watershed and around the impact our work has on the watershed and water that's so vital to us. So you, our neighbors and healthy Chesapeake crabs can flourish in a crab back yard.

Many people that own are working to protect the Chesapeake Bay crabs are supporting your work, carefully clearing larger debris along their lawns and clearing pet waste from their yards — others that have damaged lawns from having our lawncare and parking for Chesapeake Bay. We'll be glad to make things you can do at [www.chesapeakeclub.org](http://www.chesapeakeclub.org).

When the crab season gets underway that's what the Chesapeake Club is all about. Please take the time to sign up and join the club. Register now at [www.chesapeakeclub.org](http://www.chesapeakeclub.org) where you can find everything from your Bay to Bay trip to seafood to keep you well-rested.

The beach you love may be your own.

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



## Paid Advertising...

### Television Spots



**"Delicious"**



**"Appetizer"**



**"Sod"**









## Paid Advertising...



## Union Station Billboards



Chesapeake Club: Bringing New Audiences to Bay Restoration

65



**PROTECT THE CRABCAKE POPULATION**

KEEP THE LAWN FERTILIZED UNTIL FALL, BEFORE THERE ARE NO REMAINING WINTERLAND CRABCAKES.

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

SPRING BARELY CRABBY CRABS TRIBUTION TO THE BAY, WHERE BLUE CRABS ARE CRABBY BEAPPEARING.

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

EXCESS FERTILIZER INJECTED TO THE BAY, WHERE BLUE CRABS ARE CRABBY BEAPPEARING.

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

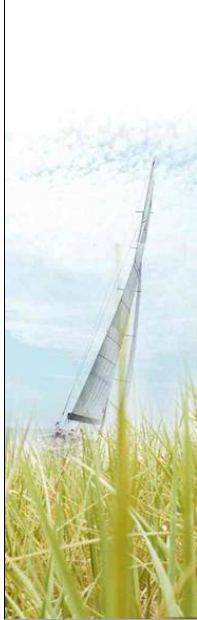
PRESCRIBING THE BOMBARD, HELD OFF ON THE FERTILIZER UNTIL LATER THIS FALL.

Chesapeake Club: Bringing New Audiences to Bay Restoration



## 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**

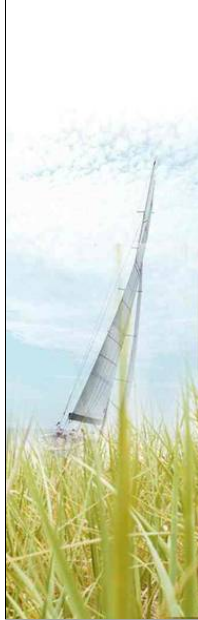
- **Crab Kwon Do**

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





# 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





## 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:**

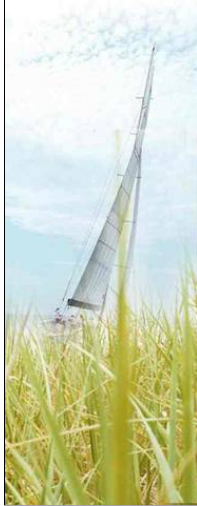
### **Campaign appears to have impacted fertilizer use**

#### 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](#)