



Influencing Behaviors Using Social Marketing

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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



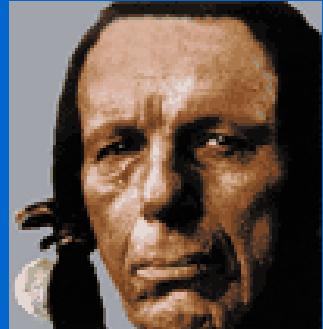
Social Issues

■ 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



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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)

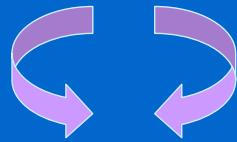


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Benefits

■ Real Benefits

- Save money
- Save time
- Protect health



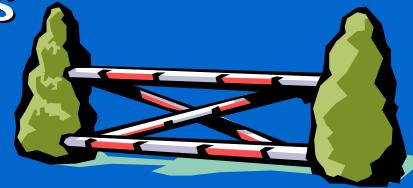
■ Perceived Benefits

- 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



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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



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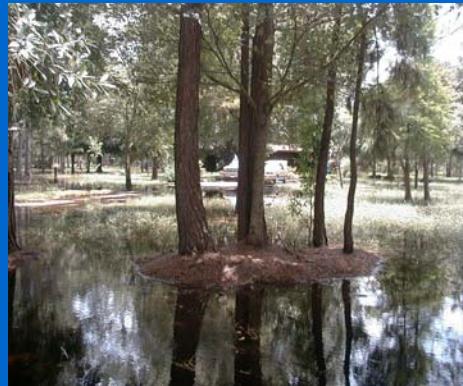
Research Your Audience

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

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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

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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



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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%

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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

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Message

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KEEP IT SIMPLE

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

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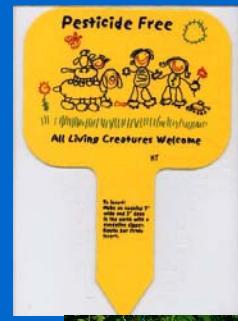


Questions?

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Tools for Changing Behaviors

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



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Social Norms

- Behavior perceived as normal and expected



For Example...

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



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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.

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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

The Bay is
closer than
you think.

Turn off
water when
brushing
your teeth.

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



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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



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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



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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



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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



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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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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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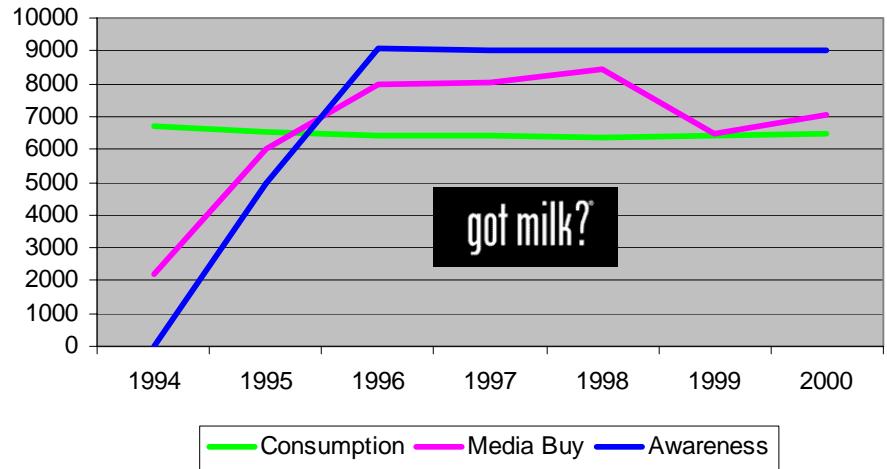
Caution

Remember, knowledge is not enough.



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Got Behavior Change?



AED

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Steps to Behavior Change



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Questions?

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Case Study

Chesapeake Club: *Bringing New Audiences to Bay Restoration*

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
 - ¾ 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



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

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Working the Web...

www.chesapeakeclub.org





The website features a top navigation bar with links to Home, Entertainment, Food, and Life. The main content area is divided into several sections: HOME (Entertainment, Food, Life), FOOD (Entertainment, Recipes, Day Trips, Restaurants, Romantic Spots), and LIFE (Entertainment, Recipes, Day Trips, Restaurants, Romantic Spots). Each section includes a brief description and a small image. The overall design is clean and organized, reflecting the club's focus on the Chesapeake Bay area.

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Working with Restaurants...

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



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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



Chesapeake Club: Bringing New Audiences to Bay Restoration

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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



LAWNCARE SERVICES
A new brand of green

We know the concern is there. Demand the Chesapeake Club standard from your lawncare provider. The standard is designed around the needs of your lawn and the Chesapeake Bay. It helps you preserve the health of your lawn and the health of the Bay. Chesapeake Club standards are specific to the Bay.

So now you can relax and enjoy a healthy lawn and a healthy Bay. Smooth keeping of nutrients, mites and ticks is guaranteed.

The Chesapeake Club Standard. That's healthy for both.

How to demand the Chesapeake Club standard

(1) already available from many lawncare providers

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

If you're registered this lawncare provider has an account. They're doing a great job.

To find a participating service, go to www.chesapeakeclub.org/. You can even apply for a free lawn care service and get a refund as soon as chesapeakeclub@aol.com.

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

Get in touch with your inner Chesapeake.

Our pouches are sewn under the strictest care and quality control. Each pouch is specifically designed around the only wet process of your Chesapeake Club lawn. The pouches are perfect for use in the soft and natural way to reduce lawn damage. The pouches are made of Chesapeake cloth fabric (not even back plastic).

More people than ever are willing to protect the Chesapeake. Blue people are helping save ticks and mosquitoes from your lawn. Simply lay and placing wet bands under the base spout — when the spout is wet, the band will expand and grip the spout and pulling the Chesapeake cloth out while holding the band will remove the ticks and mosquitoes.

Know who who hasn't yet discovered their place in the Chesapeake network? Please take this due note and let them know about the Chesapeake Club at www.chesapeakeclub.org where one can find everything from and how to do day trips to watershed.

The batch you save may be your own.

 www.chesapeakeclub.org
Bringing the Chesapeake Club

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Paid Advertising...

Television Spots



“Delicious”



“Appetizer”



“Sod”



Paid Advertising...

The Washington Post & Post Express

PROTECT THE CRABCAKE POPULATION

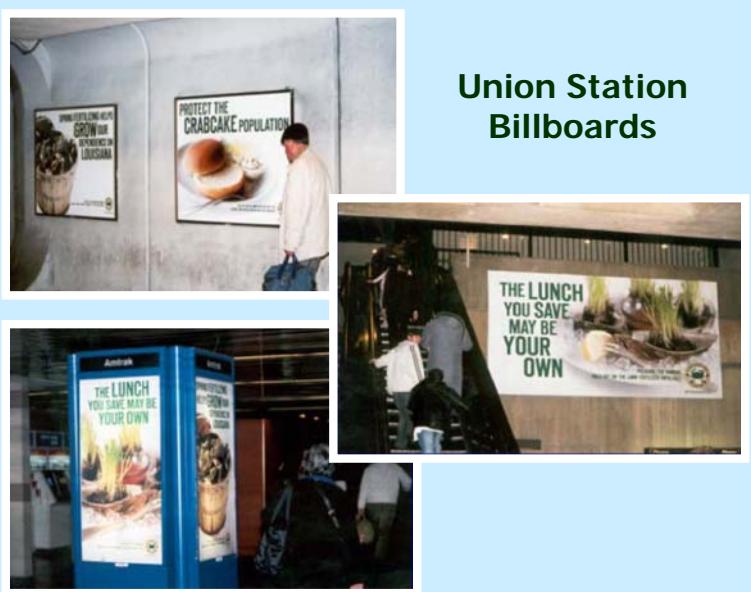
NO APPETIZERS WERE INJURED IN THE MAKING OF THIS LAWN

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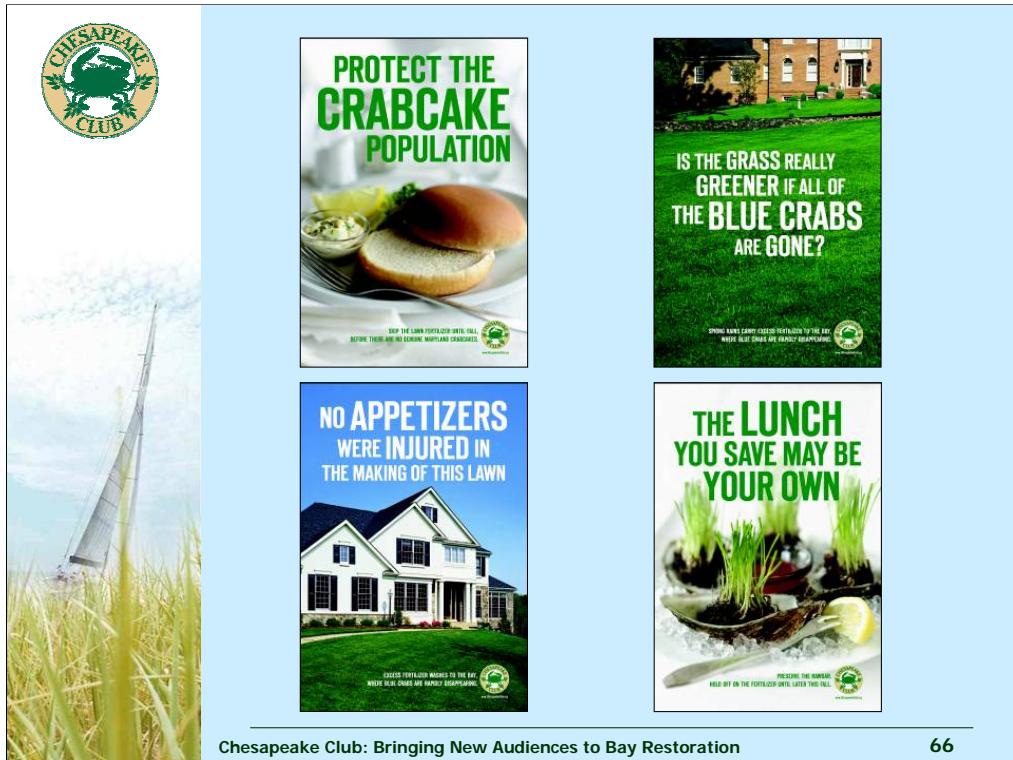


Paid Advertising...



Union Station Billboards

Chesapeake Club: Bringing New Audiences to Bay Restoration



CHESAPEAKE CLUB

PROTECT THE CRABCAKE POPULATION

NO APPETIZERS WERE INJURED IN THE MAKING OF THIS LAWN

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

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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

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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

SAVE THE CRABS
THEN EAT 'EM



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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!



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Questions?

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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:

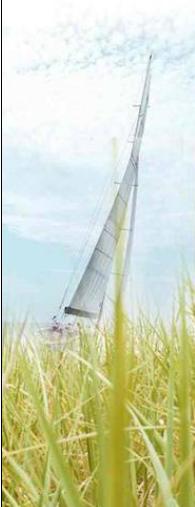
A Little Comparison –

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



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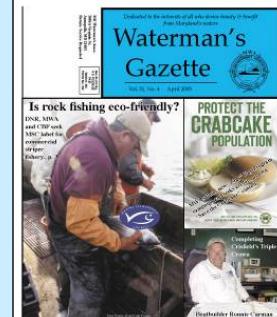
Post-Campaign Evaluation...

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](#)

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