Product

- Actual product - behavior
  - What we want them to do
- Core product - What we're offering people
  - Bundle of benefits
- Augmented product
  - Tangible objects or services

Product Example:
Citrus Worker Project

- ## Actual product

  - Wear safety glasses

- ## Core product

  - Avoid daily irritation and burning

  - Prevent eye trauma

- ## Augmented product

  - Specific brand of glasses

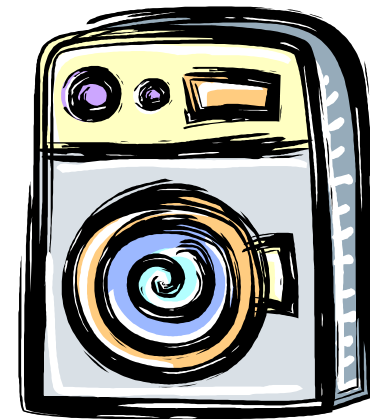# Competition

Product Price

Place

- Place consumer will
  - Practice behavior
  - Acquire tangible objects
  - Receive services
- People and organizations that provide consumers with services, information, support

Promotion

- ## Messages
  - Attention-getting, memorable and persuasive
- ## Information Channels
- ## Spokespersons

Case Study: Drinking and Driving

- Research with young men in rural Wisconsin
  - Competition: "I can drive myself home, even though I've had too much to drink"
  - Didn't want to leave their cars at the bar
- New product:
  - A ride service
    - Home to bar
    - Between bars
    - Back home

Road Crew Results

- 19,757 rides to potential drunk drivers
- Estimated to prevent 15 alcohol-related crashes on area roads
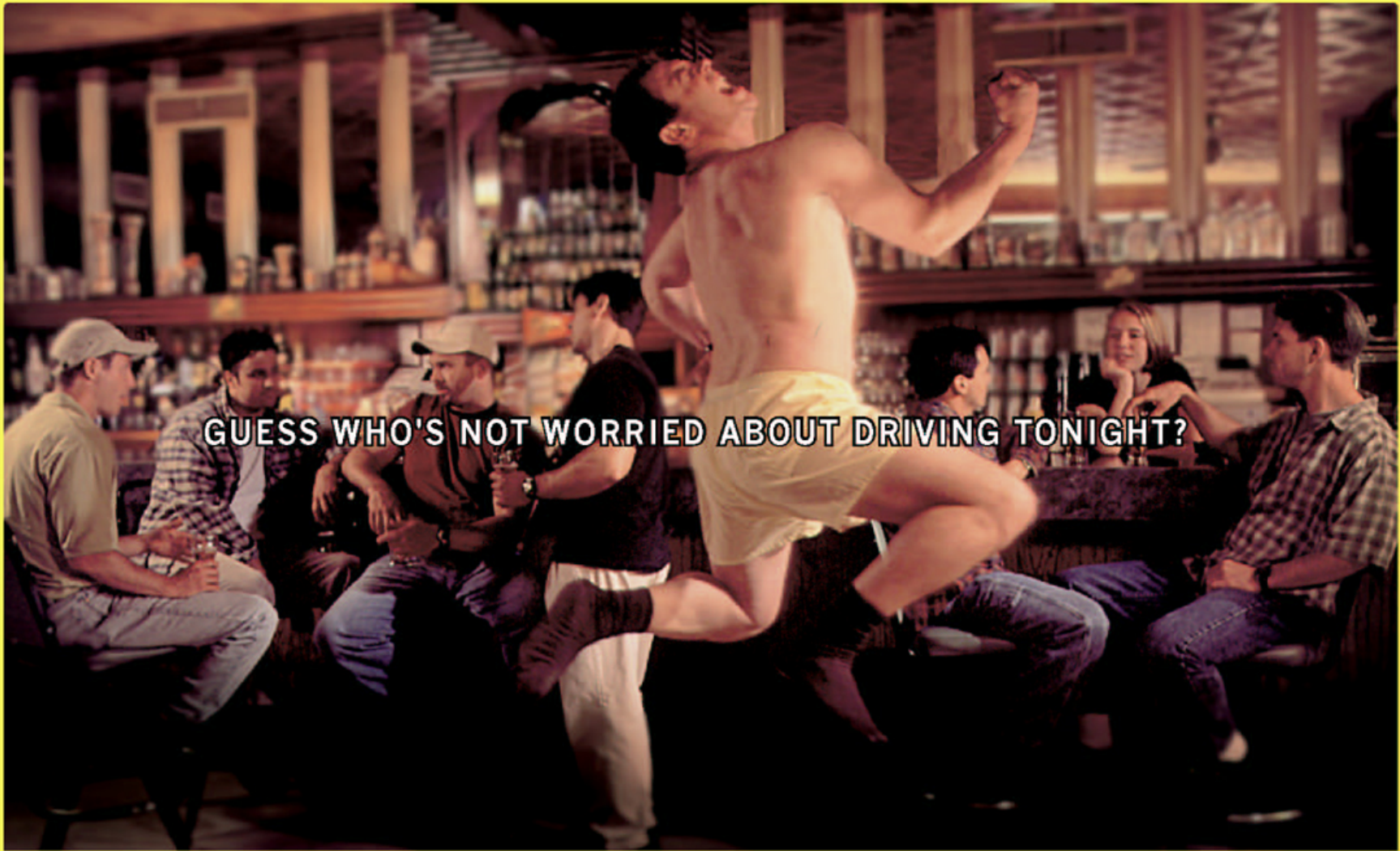- Did not increase drinking

(Rothschild, 2004)

ROAD

"Beats driving"

CREW

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.

ROAD CREW

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.

What Social Marketing Is Not….

- Information campaigns
- Education campaigns
- Awareness campaigns
- Advertising campaigns
- PR or earned media campaigns
- Reaching everyone
- A fast process

What Social Marketing Is..

- A social/behavior change strategy
- A <u>systematic</u> and <u>strategic</u> planning process
- A <u>mindset</u> about addressing problems
- A total package of strategies carefully selected based on characteristics of the target audience