

# Social marketing: product, positioning



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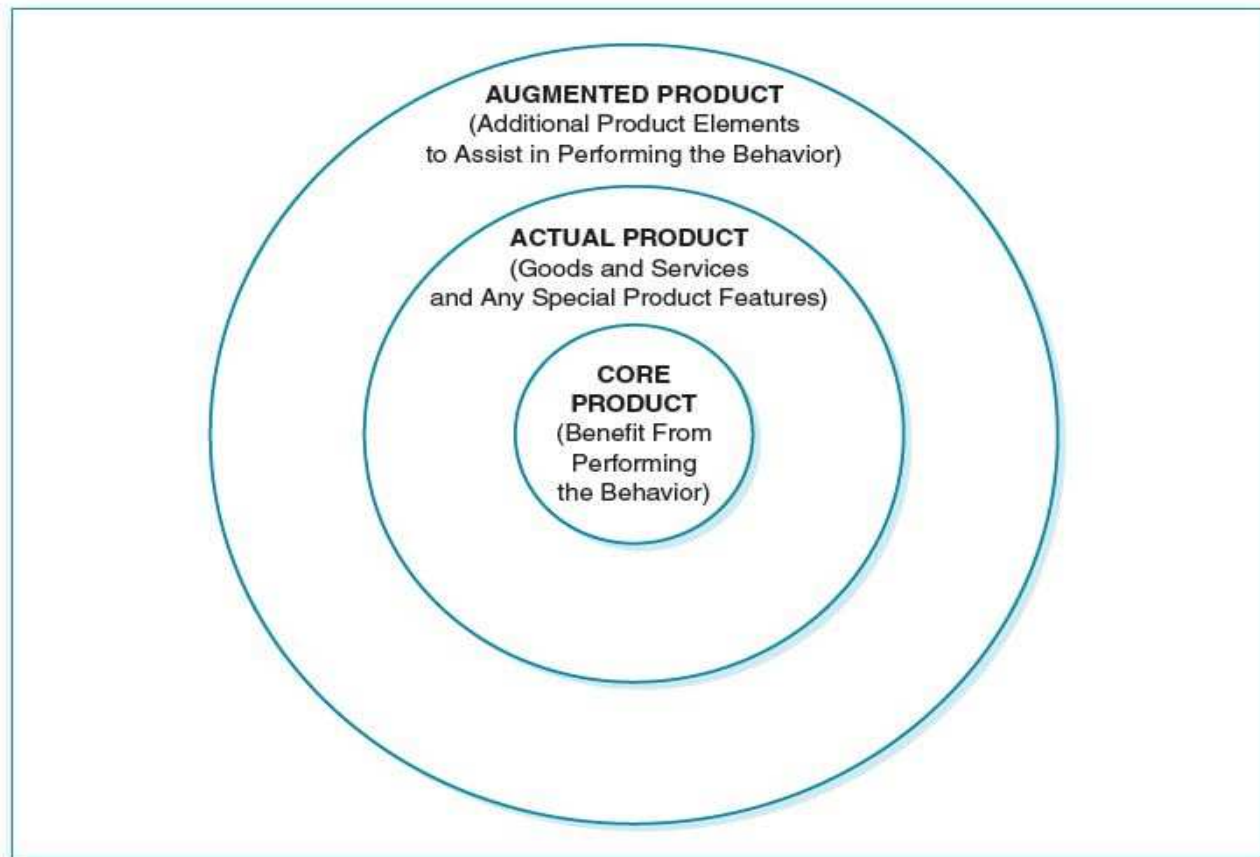
# Product: the first “P”

- Need to know what the product is before can know:
  - The Price, incentives/disincentives
  - The Place, where to access
  - The Promotion, what to say about it

## 3 decisions regarding the product

- What will be the:
  - Core product
  - Actual product
  - Augmented product

Figure 10.2 Three levels of the social marketing product.



Source: Lee and Kotler 2016

# Core product

- What's in it for the customer?
- What benefits do they want?
- What needs will the desired behavior satisfy?
- What problem will it solve?
  
- It is not the behaviors or accompanying goods/services, but the **BENEFITS** your audience wants and expects to experience when they perform the behavior (the most valuable benefits for them)
  - What potential benefits should be stressed? (we know from knowing consumer perceptions of benefits and costs of the desired and competing behavior)

# Core product

## SMOKING

- For youth, dying at 75 vs. 85 was “no big deal”
- What mattered was not getting addicted
- Benefits:
  - Doing better at school, in sports
  - Looking, feeling good
- Costs:
  - Could get addicted and not be able to quit

# Actual product

- Specific goods or services you want your target audience to acquire, utilize and/or consume (offering existing products/services, e.g. fruits, vegetables, HIV test, community swimming pool) or new products/services (e.g. cycle training for cyclists)
- Can consist in:
  - Tangible goods you will promote
  - Services you will promote/offer
  - Features of the desired behavior
  - Brand name (e.g., 5 A Day)
  - Endorsements

## Example: what could be the core, actual and augmented product?

Audience perceptions	Desired behavior: Not use a plastic bag	Competing behavior: Take a plastic bag in the store
Perceived benefits	Saving environment Not have too many bags at home ???	No need to think about it Easy to shop at any time.
Perceived barriers/costs	Have to remember to take your own. ???	Price of the bag Too many bags at home Contributing to environment deterioration

# Decisions regarding physical goods

- Need for new?
- Need for improved?
- Opportunity for a substitute?
  - Nonalcoholic beer
  - Decaf coffee
  - Nicotine free electronic cigarettes
  - Natural fertilizers
  - Others?



# Decisions regarding services

- Need for new service?

## Pick Chow

- Dragging and dropping foods onto a virtual plate
- A plate teaching serving sizes & food categories

# Branding

- The name, term, sign, symbol that identifies the maker or seller of a product
- Helps to:
  - Create visibility
  - Ensure memorability
- Well known brands in public sector?

# Positioning

- Designing the organization's actual and perceived offering in such a way that it lands on and occupies a distinctive place in the mind of the target audience – where you want it to be.
- Perceptual map

# Positioning statement

“We want (TARGET AUDIENCE) to see (DESIRED BEHAVIOR) as (ADJECTIVES, DESCRIPTIVE PHRASES, SET OF BENEFITS, OR WHY THE DESIRED BEHAVIOR IS BETTER THAN COMPETING BEHAVIORS)

## Example

“We want pregnant women to see breastfeeding exclusively for the first six months as a way to bond with their child and contribute to their health and as more important than concerns about nursing in public.”

# Behavior-focused positioning

- Description of the very specific behavior is highlighted.
  - 311
  - 5 a Day

## Barriers-focused positioning

- To help overcome or minimize barriers:
  - We want tobacco users who want to quit to see that calling the Quitline will provide encouragement and hope for quitting.
  - We want people with cellphones they no longer want to see recycling it as easy.

# Benefits-focused positioning

- Focused on the core product.
- *We want 22-34 year old single men to see Road Crew as a cool way to get around and have fun.*

# PRICE

- For Traditional Marketing:
  - The amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefits of having or using the product or service.
- For Social Marketing:
  - The cost the target audience associates with adopting the desired behavior
  - Monetary :
    - Tangible Goods & Services associated with the desired behavior
  - Nonmonetary:
    - Time, Effort, Energy, Psychological Risks, Physical Discomforts
    - Can be more significant



# Determining monetary and nonmonetary (dis)incentives

- For the Desired Behavior:
  - Increase monetary benefits
  - Increase nonmonetary benefits
  - Decrease monetary costs
  - Decrease nonmonetary costs
- For the Competing Behavior:
  - Increase monetary costs
  - Increase nonmonetary costs

# Increase benefits for the desired behavior

- Monetary incentives rewarding consumers for the desired behavior:
  - Rebates
  - Gift cards
  - Allowances
  - Cash Incentives
  - Price adjustments
  - Others?
- Nonmonetary incentives:
  - Pledge/commitment
  - Recognition
  - Appreciation
  - Others?

#darujiplazmu

# References

- Lee and Kotler (2016), *Social Marketing, Fifth Edition*, Sage.