


World  
**Social Marketing**  
Conference 2008



# The Future

21st Century social marketing  
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# 21<sup>ST</sup> CENTURY SOCIAL MARKETING

# We've come a long way

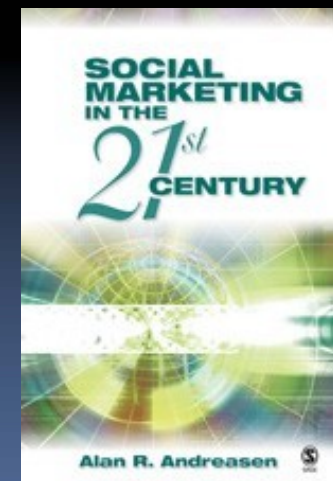
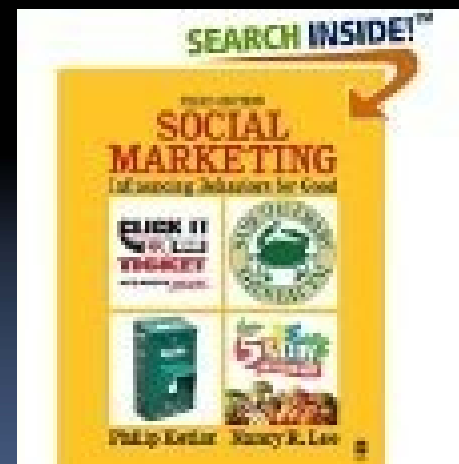
- In the late 1960s and early 1970s we had:
  - The first real on-the-ground social marketing programs on family planning in India
  - First academic articles
  - First books



(I was very young at the time!)

# Today, we have a significant presence

- Several books from several continents
- Social marketing job titles
- Acceptance of “marketing” by agencies like CDC and the UK health service
- Large listserv community
- Academic courses & degrees



# What about our future?



- We need to be more prideful about ourselves and what we do
- We need to consistently focus and protect our brand
- We need to be braver about bringing social marketing to senior leaders and to different social policy realms

# Pride!



- Commercial marketers have it easy!!



# But, in our world . . .

- We face marketing challenges where there are:
  - Invisible benefits
  - Benefits far in the future
  - Benefits mainly to 3<sup>rd</sup> parties
  - Huge objectives
  - Tiny budgets – compared to the challenges
  - Restrictions on tactics
  - Close public scrutiny



# We have a powerful brand

- But it needs both . . .



Police protection



Evangelism

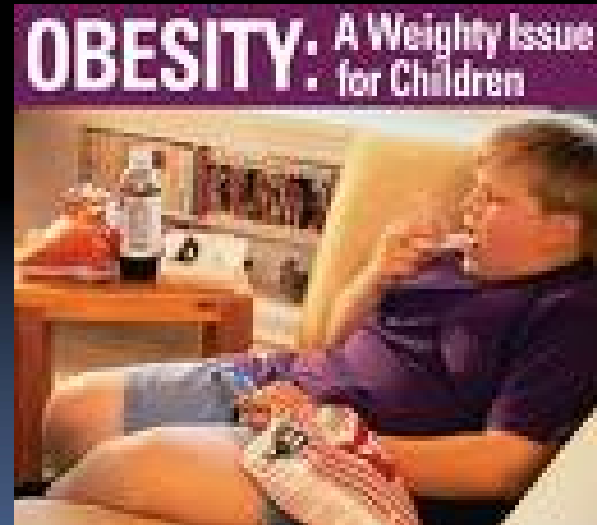
# Crime prevention

- Implying that it is really just (or mostly) advertising
- Settling for education or attitude change goals
- Neglecting intense target audience research up front
- Choosing creativity over research



# Evangelism

- Many of the behaviors we need to influence are unlikely to happen often unless there is:
  - Opportunity to act
  - Ability to act
- Motivation isn't enough
- So we have to get good at influencing upstream audiences



# Evangelism



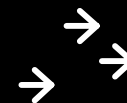
- We are the behavior influence specialists!!
- We can bring important skills and insights to challenges to influence:
  - The media (PR)
  - Legislators (Lobbying)
  - Program resources
    - Business partners
    - Donors
    - Volunteers



# Bottom line

- We can be the “next great thing” in social change if:
  - We have great pride in what we do
  - We protect the social marketing brand at all times
  - We market ourselves relentlessly upstream and across silos

We have much to offer our societies but still much work to do



AIDS



**And this world conference is a  
landmark milestone in  
meeting those goals!!!**

