



World Social Marketing Conference 2008

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World
Social Marketing
Conference 2008

The Global Challenge – we are in this together

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Up and Out of Poverty: Making It Happen With Market Analysis and Social Marketing

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Early Solutions

- Alms programs
- Workhouses for the poor
 - Men and women were kept in separate quarters to prevent more births
- Deficit financing (Keynes)
- Economic development (Harrod/Domar)

Major Strategies to Reduce Poverty

- Economic growth strategy
- Redistribution strategy
- Massive foreign aid
- Population control

Two Main Thrusts

- Population Control
 - China
 - Contraceptive campaigns by PSI
 - Abortions
 - Industrialization
 - Education of women
- Improve the support for poverty-escaping behavior
 - Microfinance and empowerment
 - (Read Muhammad Yunus' two books and Prahalad's book *The Fortune at the Bottom of the Pyramid*)
 - Education
 - Read *Three Cups of Tea* (about life of Greg Mortensen written by David Oliver Revin)
 - Health
 - Read *Mountains Beyond Mountains* (about life of Dr. Paul Farmer written by Tracy Kidder)

Three Levels of Poverty

- **Extreme poverty:** "cannot meet basic needs for survival"
 - Estimated that 1.4 billion people are living in extreme poverty, less than US\$1.25 a day (2005)
- **Moderate poverty:** "the basic needs are met, but just barely."
 - Estimated that 1.6 billion people are living in moderate poverty, earning between \$1.25 and \$2 a day (2005)
- **Relative poverty:** "income level below a given proportion of average national income."
 - Estimated that 1.0 billion people living in relative poverty

Millennium Goals of the World Bank and U.N.

- There are eight goals and 17 targets.
- Goal 1. Eradicate extreme poverty and hunger
 - Target 1
Halve, between 1990 and 2015, the proportion of people whose income is less than one dollar a day.
 - Target 2
Halve, between 1990 and 2015, the proportion of people who suffer from hunger.

Top Ten of World's Poor

Top Ten Countries Representing 84.24% of the World's Poor
(Below US\$1/day) Source of Data: World Bank

Rank	Country	% of World's Poor
1	India	41.01%
2	China	22.12%
3	Nigeria	8.03%
4	Pakistan	3.86%
5	Bangladesh	3.49%
6	Brazil	1.82%
7	Ethiopia	1.82%
8	Indonesia	1.49%
9	Mexico	1.43%
10	Russia	.99%

Living Below The Poverty Line

Countries with 50% or More Living Below Poverty Line

Source of Data: CIA World Fact Book

Rank	Country	%	Rank	Country	%
1	Zambia (Africa)	86%	18	Rwanda (Africa)	60%
2	Zimbabwe (Africa)	80%	19	Nigeria (Africa)	60%
3	Haiti (Central America)	80%	20	Turkmenistan (Asia)	58%
4	Chad (Africa)	80%	21	Guatemala (Central America)	56.2%
5	Liberia (Africa)	70%	22	Sao Tome, Principe (Africa)	54%
6	Angola (Africa)	70%	23	Georgia (Asia)	54%
7	Mozambique (Africa)	70%	24	Senegal (Africa)	54%
8	Suriname (South America)	69%	25	Peru (South America)	54%
9	Swaziland (Africa)	68%	26	Afghanistan (Asia)	53%
10	Burundi (Africa)	64%	27	Malawi (Africa)	53%
11	Sierra Leone (Africa)	64%	28	Honduras (Central America)	53%
12	Bolivia	64%	29	Kenya (Africa)	50%
13	Mali (Africa)	64%	30	South Africa	50%
14	Tajikistan (Asia)	64%	31	Eritrea (Africa)	50%
15	Gaza Strip (Middle East)	63.1%	32	Djibouti (Africa)	50%
16	Niger (Africa)	63%	33	Madagascar (Africa)	50%
17	Comoros (Africa)	60%			

Poverty in the United States

- An estimated 37 million Americans (12%) live below the official poverty line.
- A family of four is considered poor if the family's income is below \$19,991.
- One third of all Americans will experience poverty within a 13-year period.
- In 2000, the United States ranked 24th among 25 countries when measuring the share of the population below 50 percent of median income.

Why Should We Care About the Poor?

- Our sympathy and compassion about wasted lives.
- Poverty drives some poor people into crime or terrorism.
- Poor are more prone to health problems and spreading of disease.
- Poor are more likely to follow demagogues.
- Poor nations can collapse into “failed states” that cannot pay their foreign debts.
- The poor are an untapped trillion dollar market opportunity.

How Can Social Marketing Help the Poor?



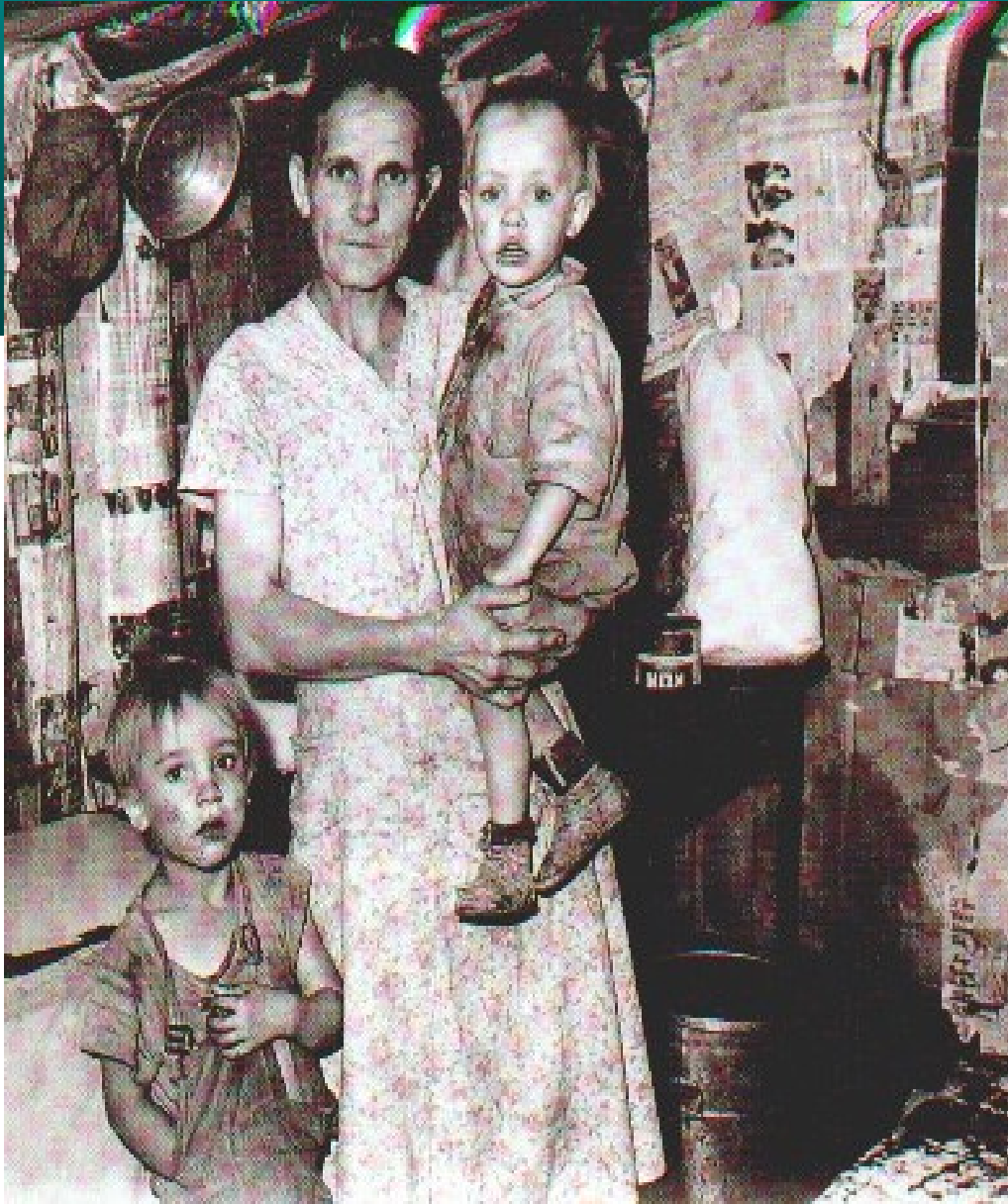
The Social Marketing Answer

1. Segment the market
2. Target the segments where the "most good can be accomplished."
3. Determine desired behaviors
4. Develop a rich understanding of their wants, needs, beliefs and barriers to these behavior
5. Develop strategies using all 4 tools in the marketing tool box
6. Monitor and evaluate results

1. Segment the Market

- Uganda: AIDS in the early '90s, 15 percent. By 2004, 6.5 percent.
- Different messages and behaviors promoted:
 - Young persons who had not yet begun to have sex were cautioned to wait.
 - Young persons who had just begun to have sex were urged to return to abstinence.
 - Sexually active young adults were encouraged to reduce the numbers of partners.
 - Married couples were encouraged to remain monogamous.
 - Sex workers were encouraged to use condoms.
- Uganda's program implementation included:
 - Sex education programs in the schools
 - Same-day results for HIV tests
 - Self-treatment kits for sexually transmitted infections
 - Subsidized condoms and increased availability in remote locations.

2. Target Priority Segment(s)



- U.S. homeless: 540,000 people
- Segments include: substance abuse, mental health problems, victims of domestic violence, physically disabled veterans, unaccompanied youths, seniors, persons with AIDS, agricultural workers, and chronically homeless.
- Washington State chose as target “homeless families with children.” 20,000 children in Washington State were sleeping in cars, or tents, or on relative’s floors.
- In 2000, the Gates Foundation committed \$40 million to build 1,500 units of service-enriched transitional housing.
- Outcome: 68% of all exiting families from this transitional housing moved into permanent housing after an average of 12.3 months in the housing program

3. Determine Desired Behaviors

- The Romanian government wanted to provide women with family planning and health information.
- The program targeted factory workers to make informed decisions about contraception.
- A major barrier to acceptance was incorrect information about contraceptives, i.e., that birth control pills would cause facial hair and cancer.
- Reproductive health counselors spoke in places with a high concentration of female workers. They provided referrals to doctors and clinics, and distributed the "Women's Health Guide" and condoms.
- A follow-up study proved that the factory sessions led to increased use of contraceptives.

Other Behavior Goals for Clients

- Getting immunized
- Using mosquito nets over beds
- Taking TB medicines
- Using condoms
- Reducing fats in their diets
- Quitting smoking
- Saying no to hard drugs
- Using alcohol in moderation
- Purifying their water
- Washing their hands often and well enough
- Breastfeeding for six months
- Getting screened for cancer
- Getting schooling

4. Develop a Rich Understanding of Clients

- Need to understand barriers, benefits, and competitive behaviors that stand in the way of changing one's behavior.
- Malawi, after suffering a major corn harvest failure in 2005, got aid from USAID to change behavior of Malawi farmers toward using chemical fertilizers and high yield seeds. In 2006 and 2007, Malawi achieved record-breaking corn harvests and began exporting.

4. Develop a Rich Understanding of Clients

Potential Barriers for Small Farmers in Africa to Use Chemical Fertilizers and High Yield Seeds

TYPES OF BARRIERS	EXAMPLES
Doubt or don't value the potential benefits	They won't help my crops that much.
Lack of understanding or knowing what this is about	How are these fertilizers and seeds different than the ones I am using now?
Self-efficacy – a concern with ability to perform the behavior or not having the know how	Fertilizers are tricky and have to be done just right or you could burn your crop.
Too much time, effort, energy	Switching to different seeds means I'll have to make all kinds of changes like how I store and sow them.
Physical discomfort	Those fertilizers smell.
Concern with potential "side effects" or unintended consequences	The fertilizers are chemical-based. This could harm my livestock.
Reduced pleasure or pride	I feel better knowing I improved my crops without aid from the government or donors.
Costs too much	I have no extra money for new seeds or fertilizers.
Lack access or not available to me	There is no place in our village to get them.
Not a norm or others aren't doing it	This isn't how we farm in our village.
Concern with what others are doing or will think	What if I get a coupon but my neighbor doesn't? It wouldn't seem fair.

5. Develop 4P Strategies



- Thailand's "Condom King", Mechai Viravaidya, is founder and chair of the Population and Community Development Association, a leading health NGO in Bangkok.
- The average Thai family in the 1990s had 7 children; today, 3 children.
 - Distribute birth control pills (he renamed them "the family welfare pill")
 - Publicize condoms
 - Distribute condoms
 - Encourage vasectomies
 - Award un-pregnancies each year
 - Educate sex workers

6. Monitor and Evaluate Results

- In 2000, USAID initiated a five-year effort called "NetMark" to increase demand, appropriate use, availability and affordability of insecticide treated nets (ITNs).
- NetMark developed public-private partnerships with commercial net and insecticide manufacturers and their African distributors.
- NetMark researched mothers attitudes and behavior toward nets and prepared a 4P plan and campaign.
- A 2005 report cited the following accomplishments between 2000 and 2005:
 - Nearly 15 million more people are protected from malaria by ITNs.
 - More than 100 million people have been educated about malaria, the importance of ITNs and how to use them effectively.
 - More than 350,000 pregnant women and children under five received discount vouchers, of which 243,000 were redeemed.
 - Now, 65% of nets owned in NetMark countries have been treated
 - Treated nets now cost from 30% to 75% less than untreated ones did in 2000.
 - The number of distributors had increased from 2 in 1999 to 29 in 2005.

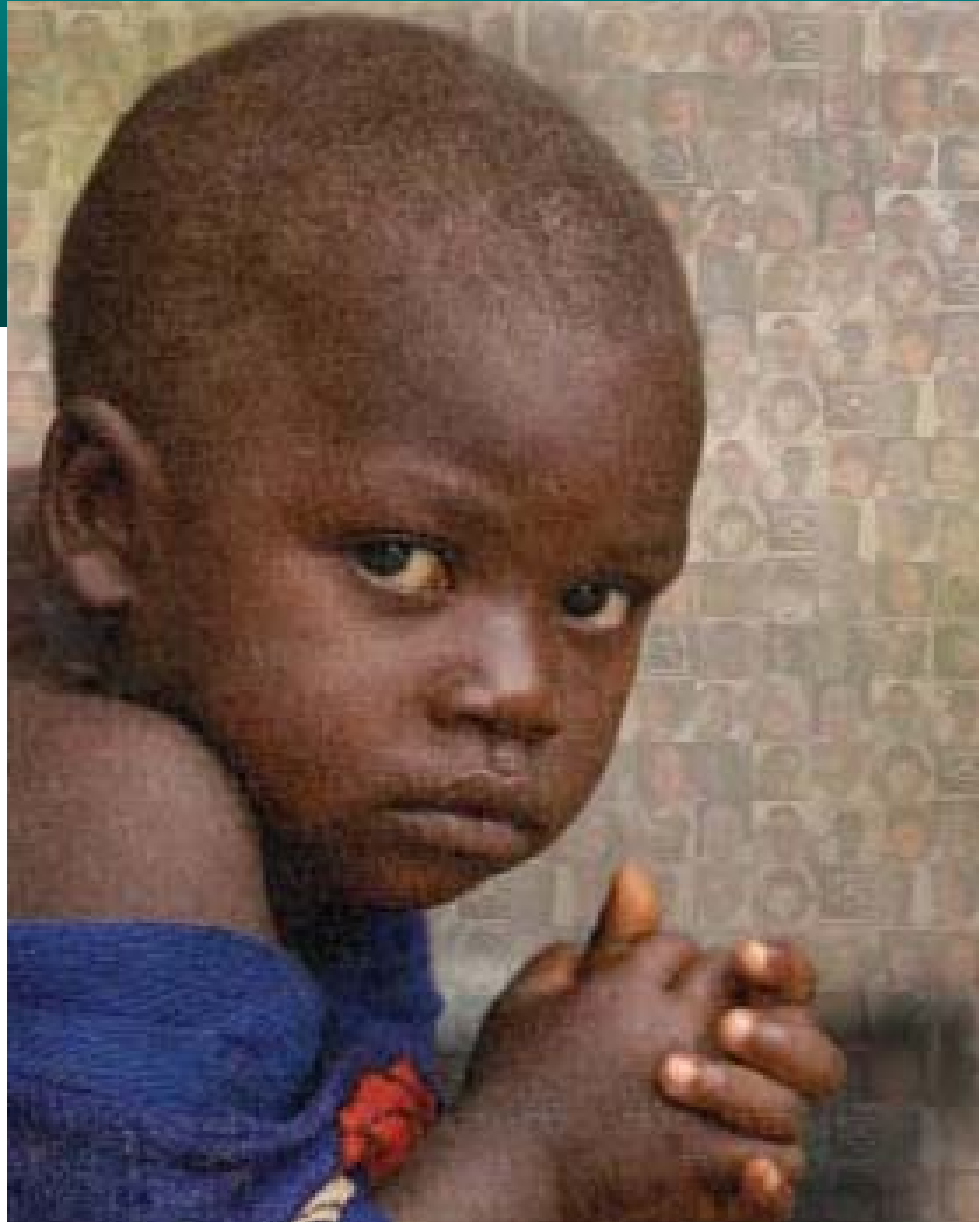
Other Cases on Social Marketing

- Fighting Poverty in New York City
- Training for Emergencies in Central America
- Microsoft Helps Literacy in Serbia and Hungary
- Fighting River Blindness in West Africa
- Training for Disaster Preparedness in Central America

Conclusion

- Poverty solutions need a robust framework to guide planning, implementing, monitoring and controlling poverty fighting activities.
- Social marketing provides such a framework consisting of:
 1. Segment the market.
 2. Target the segments where the “most good can be accomplished.”
 3. Determine desired behaviors.
 4. Develop a rich understanding of their wants, needs, beliefs and barriers to these behavior.
 5. Develop strategies using all 4P tools in the marketing tool box.
 6. Monitor and evaluate results.
- Social marketing has to work downstream toward the client and upstream toward the institutions that affect the behavior.
- Social marketers with compassion will ask “What do you need?” “What will help?”
- Always fit the solutions to the needs and conditions of each poverty segment and location.
- Success requires the collaboration of public, private and not for profit organizations.

Let's Make Poverty History!



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