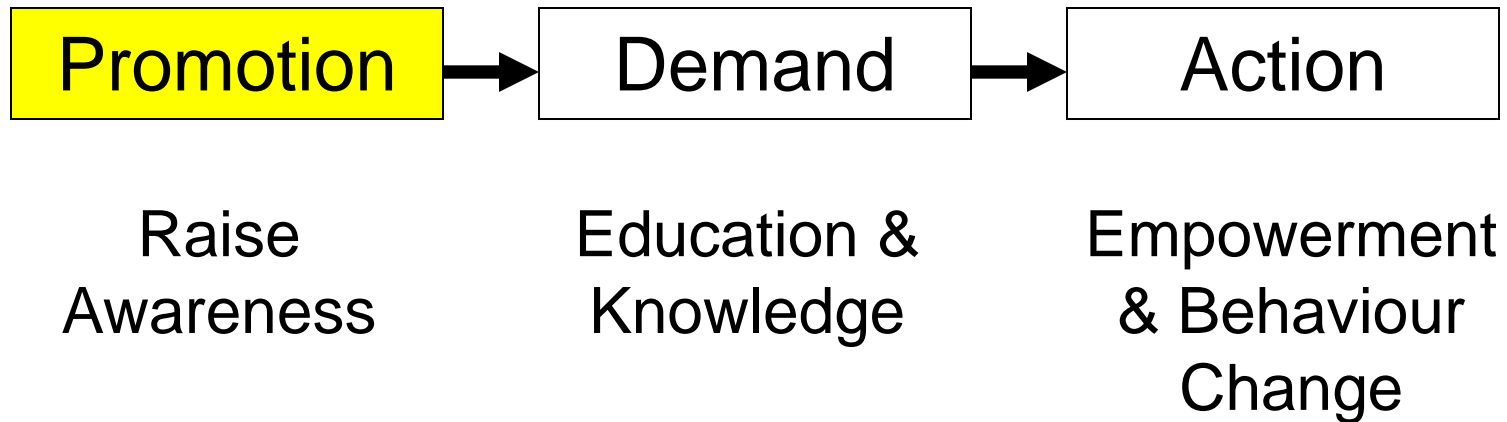




Social Marketing

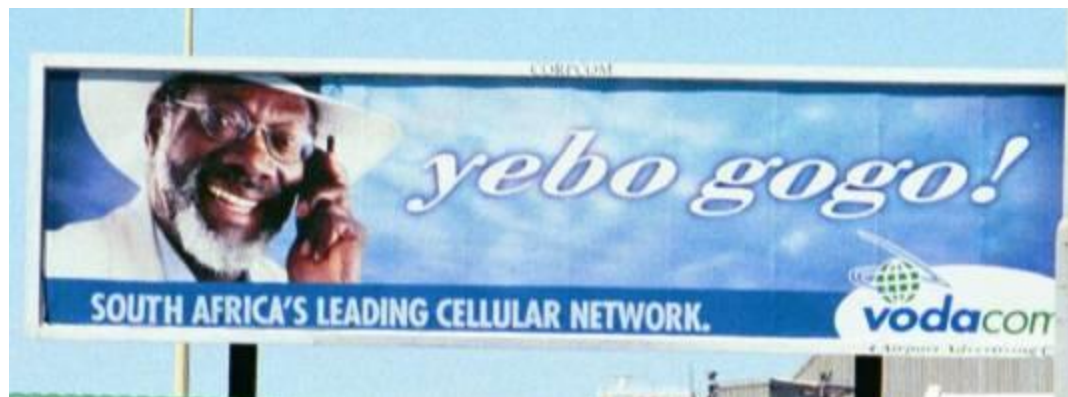
Role of Social Marketing



Commercial Marketing

- Promote product
- Target different groups
- Encourage loyalty to the product (“brand”)
- Ultimate goal is financial - money

Commercial Marketing



Commercial Marketing



Social Marketing

- Use commercial marketing techniques for social goods (health, sustainability, recycling, etc.)
- Target different groups
- Encourage behaviour change
- Ultimate goal is better health, sustainable behaviour change

Can you think of any examples of social marketing?

Condoms -

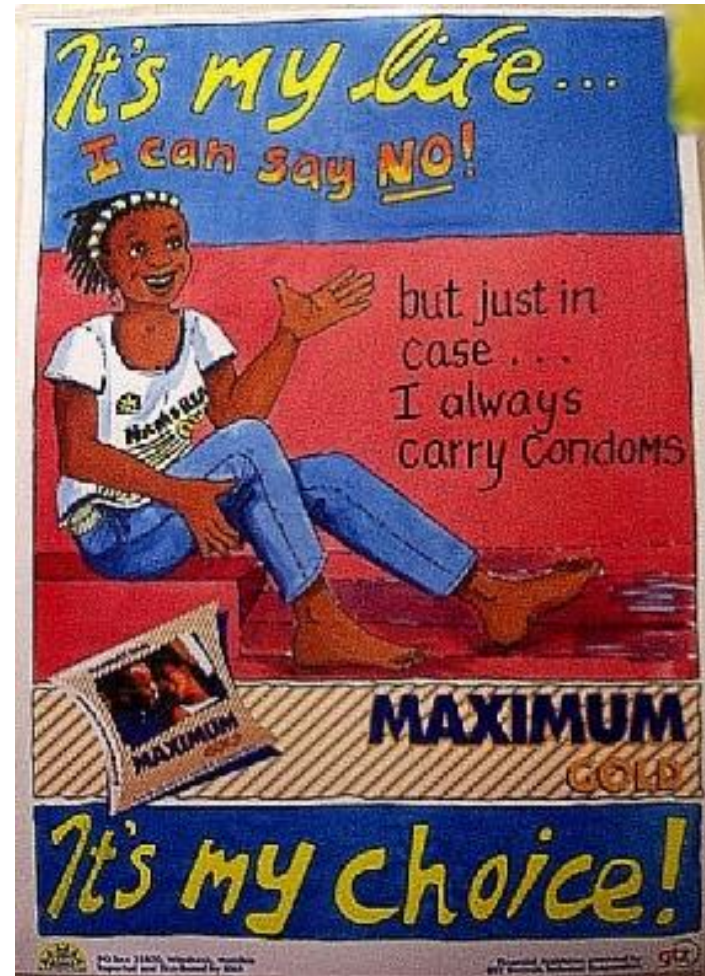


VIVA CONDOMS

LOVERS PLUS Condoms for Pleasure and Protection
Super Safe, Super Sensitive. Come On - Get One On!

For more information about AIDS and the use of condoms write to LOVERS PLUS Condoms at PO Box 405, Auckland Park, 2006. We care about you and the ones that you love!

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*It's my life...
I can say NO!*

but just in case...
I always carry condoms

MAXIMUM GOLD

It's my choice!

NO latex 21420, lubricated, non-toxic
Registered and Trademarked by GTC

Patented Application provided by
GTC Genetic Technical Engineering

Vibrant - Zambia

- Vitamins for pregnant women



Source: Population Services International

Malaria Bed Nets



The Baby**NET**work
-babies helping babies-
End Malaria

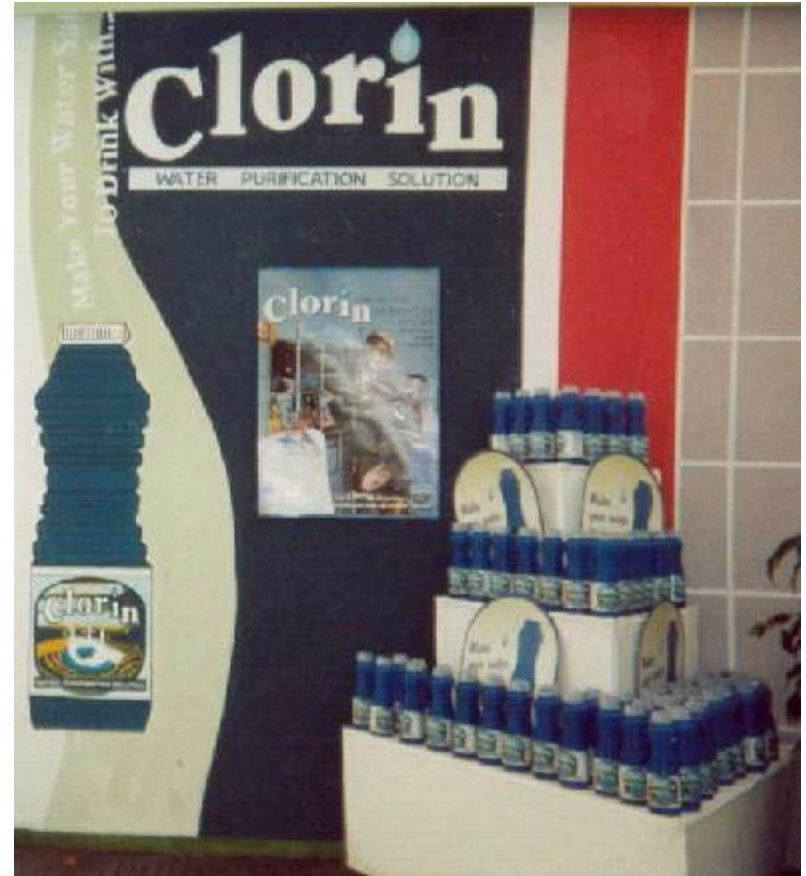


Claro - Bolivia



Source: Centers for Disease Control & Prevention

Clorin - Zambia



Source: Population Services International, Centers for Disease Control & Prevention

Safe Water System



Kenya



Madagascar

Source: Population Services International, Centers for Disease Control & Prevention

What can we learn from commercial marketing?

- Select a target audience
- Design a key message
 - Local needs
 - Perceptions
 - Motivations

“People will get sick more often if they don’t wash their hands.”

“Clean hands smell nice. I’m embarrassed if my hands smell after using the toilet.”