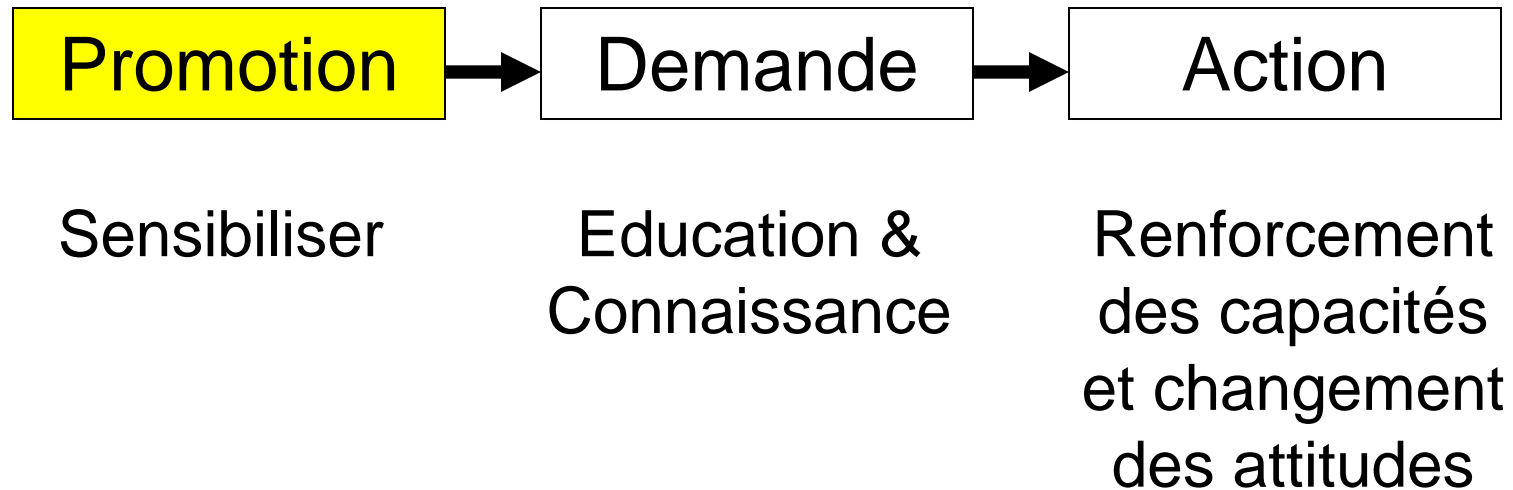




Marketing Social

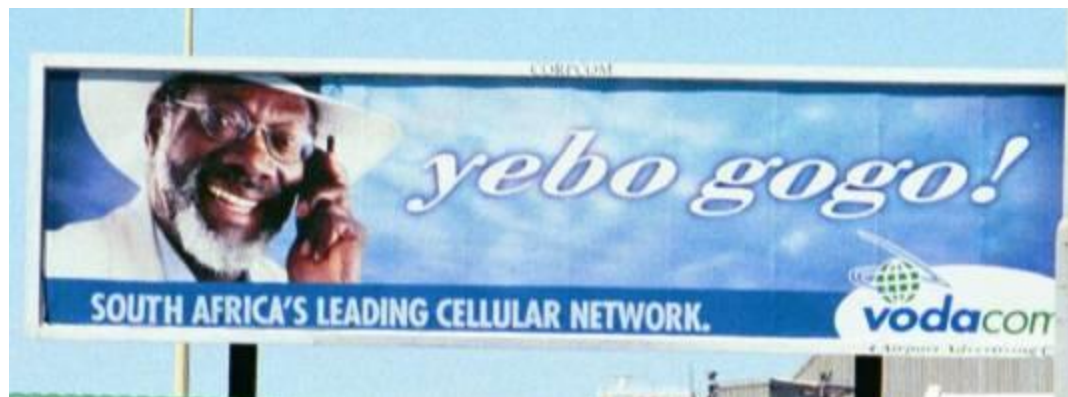
Role du Marketing Social



Marketing Commercial

- Promouvoir un produit
- Cibler différents groupes
- Encourager la loyauté envers un produit (“marque”)
- But principal – argent

Marketing Commercial



Marketing Commercial



Marketing Social

- Utiliser les techniques de marketing commercial pour les biens sociaux (santé, durabilité, recyclage, etc.)
- Cibler des groupes différents
- Encourager le changement de comportement
- But principal c'est une meilleure santé, un changement de comportement durable

Connaissez-vous des exemples de marketing social ?

Preservatifs -

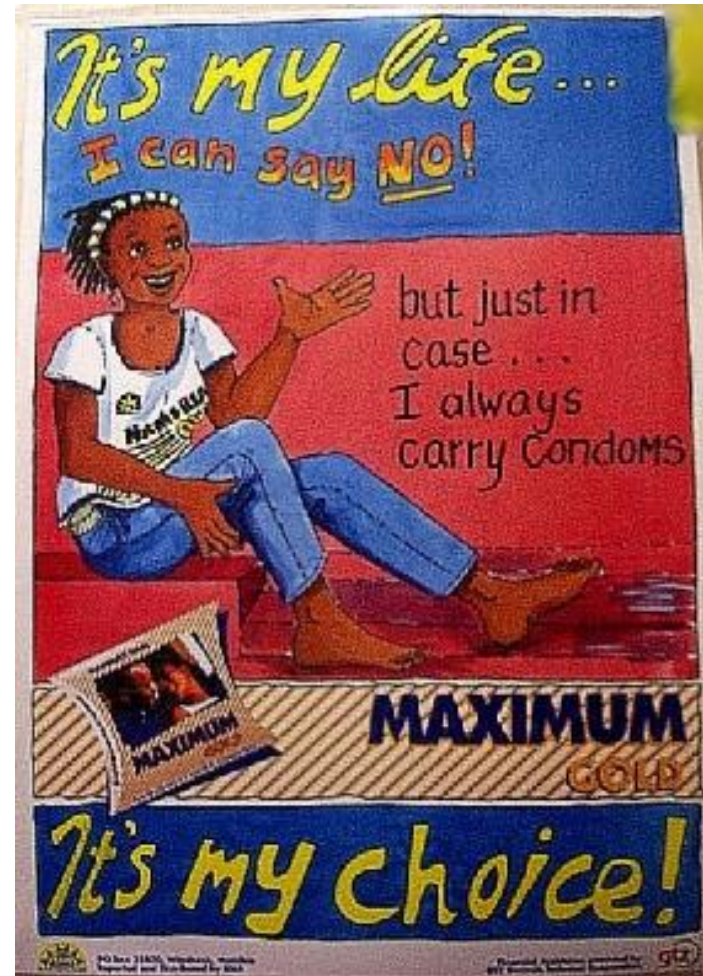


VIVA CONDOMS

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!

© 1991 Lovers Plus Condoms. All rights reserved.



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

but just in case...
I always carry condoms

MAXIMUM GOLD

It's my choice!

NO latex 21x30, lubricated, non-toxic
Latex and Non-Latex condoms
Imported and Distributed by K&N

Financial Assistance provided by
SACU, National Industrial Development Corporation

GTZ

“Vibrant” – en Zambie

- Vitamines pour femmes enceintes



Source: Population Services International

Moustiquaires



The BabyNETwork
-babies helping babies-
End Malaria

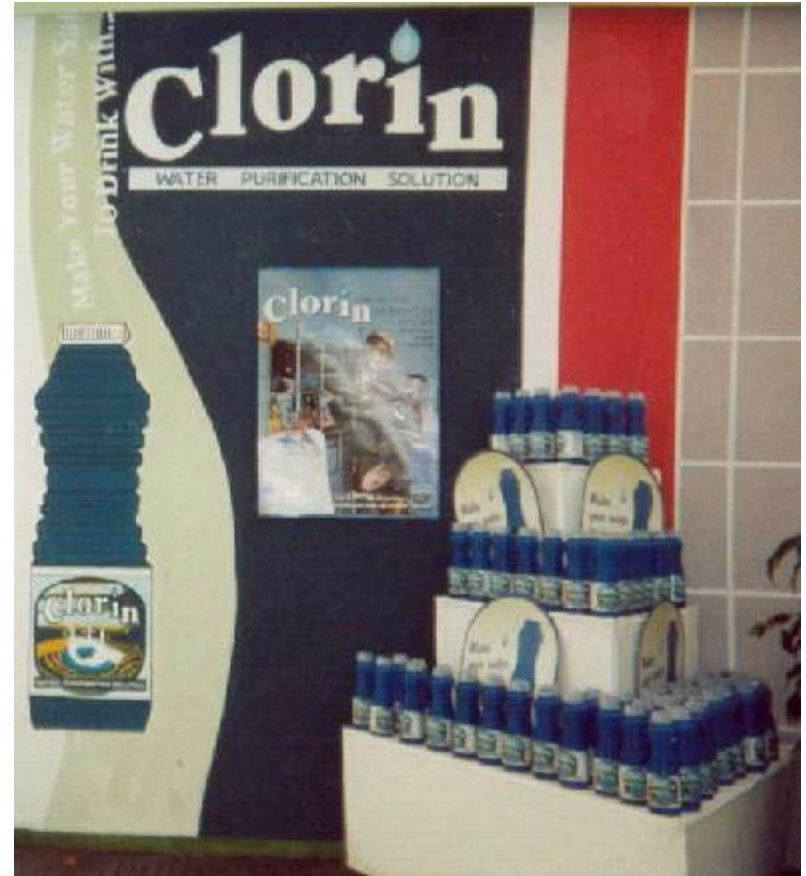


“Claro” – en Bolivie



Source: Centers for Disease Control & Prevention

“Clorin” – en Zambie



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

“Safe Water System”



Kenya



Madagascar

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

Que pouvons-nous apprendre du marketing commercial?

- Choisir un public cible
- Formuler un message clé
 - Besoins locaux
 - Perceptions
 - Motivations

“On tombe malade plus souvent si on ne se lave pas les mains.”

“Les mains propres ca sent bon! Je suis embarrassé si mes mains sentent mauvais après utilisation de la toilet.”