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Social Marketing in Action

Cases from Around the World

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We dedicate this book to our wonderful children Lisa and David. We appreciate Lisa's artistic contribution to the book, and David's never ending patience through the summer of 2018 as we were constantly "working on the book".

—Debra Z. Basil and Michael D. Basil

I dedicate this book to my wife, Magdy, and my children Malena, Mónica and Gonzalo, who accompanied me during my stay in Lethbridge. We met warm people with generosity and many other values, our friends from the Lethbridge Public Library, Lethbridge College, Meadow Primary School, Lethbridge School District 51, and Dhillon Business School of the University of Lethbridge, in beautiful Alberta, Canada.

—Gonzalo Diaz-Meneses

Preface

This book was written for those interested in creating social change for the greater good. In this book, we provide a wide selection of social marketing cases from which we can learn and teach. The book is intended for both academic and practitioner use. Part I of this book offers a brief yet comprehensive review of social marketing. This provides the reader with the background in social change and marketing necessary to read and analyze the subsequent cases. Parts II, III, IV, and V of this book offer a total of 24 social marketing cases, from a variety of countries, addressing many different issues.

For classroom use, this book is written to serve as a stand-alone tool, with Part I providing a concise introduction to social marketing principles and theory. Chapter appendices provide links to further readings on social marketing principles for those wishing to delve deeper. If still further detail on social marketing principles and theory are desired, this book can easily be paired with another social marketing textbook as well. We have aimed the book to be accessible to undergraduate students but also offer sufficient material to challenge students at the graduate level. Advanced students should be encouraged to further explore the references and links provided, to critique the case approaches, and to offer alternative strategies for the cases provided. A separate teaching guide collection is available for the book as well. This collection contains answers to the discussion questions in the cases, as well as suggested activities for inside and outside of the classroom. Additionally, the teaching guides for many cases offer suggestions for further reading and other helpful resources.

For practitioner use, Part I offers a refresher on basic social marketing principles. In addition, a variety of references are offered, allowing for further personal study. Parts II through V offer detailed information about a wide variety of actual social marketing programs. You can compare and contrast these cases with your own situation, hopefully gaining insights that will be helpful in your own social marketing efforts.

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The original version of the book was revised: The information relevant to extra server material and extra online logo has been removed. The correction to the book can be found at https://doi.org/10.1007/978-3-030-13020-6_30

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The initial impetus for this book was a Public Outreach Grant from the Social Sciences and Humanities Research Council of Canada (SSHRC). This funding helped those of us in the Centre for Socially Responsible Marketing at the University of Lethbridge to offer a community practitioner workshop that occurred in conjunction with our SMART (Social Marketing Advances in Research and Theory) conference in Vancouver in 2012. Specifically, we wish to acknowledge our colleagues Tanya Drollinger, Walter Wymer, and Sameer Deshpande, who all played important roles in the SMART conference.

We also thank our many former Master of Science students who provided support in various ways including spurring us to think more deeply about social marketing. In particular, former Master of Science students Katherine Lafreniere, Janelle Marietta-Vasquez, and Pamela Gonzalez were very helpful in the creation of this book, and their efforts are greatly appreciated. In addition, we thank Aerin Caley, our copy editor, for her positive attitude and patience throughout this process.

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About This Book

This book is presented in two parts. Part I offers background information on the practice of social marketing. Specifically, Chap. 1 offers a big picture view of social marketing. Chapter 2 offers a step-by-step strategy for creating a social marketing program. Chapter 3 discusses the role of research and evaluation in social marketing. Chapter 4 reviews commonly used theories in social marketing and in the presented cases. Finally, Chap. 5 provides a brief historical perspective on social marketing. Each of the five chapters in Part I includes an appendix with helpful online links providing further information on the key topics within the chapter. These links are open source for easy access. The chapters are intentionally relatively short; the appendices offer further detailed information for those wishing to attain greater depth and additional perspectives.

Parts II through V of this book include a total of 24 social marketing cases. The cases are all presented in a consistent format to facilitate comparison between cases. Cases were sourced from around the world, and they address a wide variety of topics.

Case Structure

- Background
- SWOT
- Objectives
- Target audience
- Barriers and benefits
- Competition
- Positioning
- Research
- The 4 P's
- Evaluation
- Discussion

The cases are placed within the categories of social welfare (Part II), health (Part III), environment (Part IV), and education (Part V) within the book. There are, however, many other ways that they could be categorized, depending on your interests. The following tables offer some alternative schemes for grouping the cases including geographic location (Table 1) and theoretical frameworks (Table 2). Additionally, the final table indicates specific cases we think do a particularly good job of demonstrating particular program components (Table 3).

Table 1 Cases by topic areas and geographic locations

Chapter number	Broad topic area					Geographic location					Specific topics with multiple cases	
	Social welfare	Health	Environment	Education		North America	Europe/UK	India	Australia	Other locations	Hand washing	Litter
6	X								X			
7	X						X					
8	X								X			
9	X						X					
10	X									X		
11	X						X					
12	X					X						
13		X						X			X	
14		X					X					
15		X						X				
16		X					X					
17		X						X			X	
18		X						X				
19		X								X	X	
20			X			X						
21			X								X	
22			X			X						X
23			X			X						X
24			X			X						X

(continued)

Table 1 (continued)

Chapter number	Broad topic area				Geographic location					Specific topics with multiple cases	
	Social welfare	Health	Environment	Education	North America	Europe/UK	India	Australia	Other locations	Hand washing	Litter
25			X					X			
26				X		X					X
27				X		X					
28				X			X				
29				X		X					

Table 2 Cases by theories applied

Chapter number	Theories applied							
	Exchange theory	Diffusion of innovations	Self-efficacy	Theory of planned behavior	Trans-theoretical model	Community readiness		
6				X				
7						X		
8	X							
9	X	X						
10								
11	X			X				
12	X							
13								
14			X					
15	X				X			
16								
17		X		X				
18								
19	X		X					
20			X					
21								
22								
23		X					X	
24								
25								

(continued)

Table 2 (continued)

Chapter number	Theories applied						
	Exchange theory	Diffusion of innovations	Self-efficacy	Theory of planned behavior	Trans-theoretical model	Community readiness	
26						X	
27						X	
28							
29						X	

Table 3 Exemplars for specific case components

Chapter number	Exemplars of specific case components											
	Understanding the environment	SWOT	Segmenting and targeting	Formative research	Barriers and benefits	Objectives	Product	Price	Place	Promotion	Public/Private partnership	Evaluation
6	X	X			X					X		
7												
8												
9												
10	X											
11												
12								X			X	
13											X	
14				X								
15								X		X		
16												
17										X	X	
18												
19										X		X
20			X		X		X					
21			X									
22												
23			X									X
24										X		X
25											X	

(continued)

Table 3 (continued)

Chapter number	Exemplars of specific case components											
	Understanding the environment	SWOT	Segmenting and targeting	Formative research	Barriers and benefits	Objectives	Product	Price	Place	Promotion	Public/Private partnership	Evaluation
26		X										
27				X			X					
28				X			X				X	
29							X					

We hope that you find the book useful. We welcome any comments or suggestions. Please contact Debra Basil at debra.basil@uleth.ca if you have suggestions for future versions of this book.

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