“M” Matters: What’s (Social) Marketing and Media Got to Do with It?

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Why Social Marketing?

- Use the principles of marketing to change behavior:
  - Not to buy something
  - But, to do something for a social good
Social Marketing Campaigns
What Can We Learn From Marketers?

They understand:
- Whom they are selling to
- What motivates them to buy
- Difference between *knowing* about the product and *buying* the product
- Exchange – the cost of buying vs. the pleasure-usefulness of the product
- They need a marketing plan for activities
What are the Principles of Marketing?

- Focus on your audience
- Focus on behavior
- Focus on “exchange”
- Execute a full set of activities
- Plan what you do – based on evidence and feedback
Focus on Audience
Focus on Audience

- Who are they?
- Demographics? Age? Sex? Race? Education?
- Current knowledge?
- Where are they?
- What are their activities?
- Whom do they trust?
- Media?
Focus on Audience

- **How do you find out this stuff?**
  - U.S. Census data for your area
  - Secondary research: other groups’ data
  - Media: advertising managers know audience
  - Ask: talk to community members, leaders
Focus on behavior

- It’s the action that counts. **What do you want people to do?**
Focus on behavior

For clinical trial recruitment:

- Goal: Qualified people sign up for, and stay in, the clinical trial
- Intermediate “process” measures:

  - Know
  - Call
  - Appt.
  - Screen
  - Stay
Focus on Behavior

- How do we get people to take action?
- How can we move people from awareness to action?
Focus on Behavior

Seven Steps to Social Change

I know I should

I want to

DESIRE

I can

SKILLS

That was a success

I’m joining in

REINFORCEMENT

It’s worthwhile

OPTIMISM

It’s easy

FACILITATION

I can

STIMULATION

I want to

KNOWLEDGE

Seven Steps to Social Change
Focus on “Exchange”

- **What is the cost of the action?**
  - Money, time, opinion of others
- **What are the benefits to doing?**
  - WIIFM” – What’s In It For Me?
- **What are the barriers?**
- **Both tangible and intangible**
Focus on “Exchange”
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**Clinical Trial Benefits**

- Treat own illness
- Altruism – advance science
- Personal link to illness (friends, family)
- Compensation
- Affordable medical care
- Access to specialists
## Focus on “Exchange”

### Clinical Trial Benefits
- Treat own illness
- Altruism – advance science
- Personal link to illness (friends, family)
- Compensation
- Affordable medical care
- Access to specialists

### Clinical Trial Barriers
- Less effective treatment
- Placebo
- Side effects
- Time, travel burden
- Extra expenses
- “Guinea Pigs”
- Suspicion, Tuskegee harm
Focus on “Exchange”

Intangible benefits -- people want:
- To feel valued
- To be part of something important
- To feel secure about their health
- Peace of mind – free from doubt, concerns
- Recognition
- Comfort
Focus on Execution

- **Messages**: What are you going to say?
- **Messengers**: Who are credible voices?
- **Intermediaries**: What influential members of the community can support you?
- **Channels**: How are you going to get your messages to your audience?
Focus on Execution

*Messages:* What are you going to say?
- Easy to understand, think about literacy levels, limit “medi-speak”
- Highlight benefits
- Address barriers/concerns (e.g., “safe,” “care”)
- Clear call to action
Focus on Execution

**Messengers**: Who are credible voices?

- Health professionals engaged in trial
- P.I.’s
- Think “bigger picture” – wrap trial into larger Alzheimer’s disease stories
- Do media interviews, make presentations
Focus on Execution

*Intermediaries*: What influential members of the community can support you?

- Alzheimer’s Association
- Faith leaders
- Minority community leaders
- AARP chapters
Focus on Execution

*Channels*: How are you going to get your messages to your audience?

- Media
- Internet
- Meetings
- Community Groups

Impact = Frequency x Channels
Focus on Execution

It’s all about results:

- In advance, decide what you will measure
- In advance, set up systems of *process measurement*
- Evaluate all along the way
- Modify your approach as needed
Putting it All Together: Planning with a Social Marketing Framework

- **Goal** – Outcome you want to achieve?
- **Objective** – Quantify the goal
- **Target** – What audience will you reach?
- **Strategy** – What in general will you do to reach your goal and objectives?
- **Tactics** – How specifically will you operationalize the strategy? How will you reach your audience?
- **Evaluation** – How will you measure results?
Why should you care about media?
Why should media care about you?
Earned vs. Paid Media

**Earned**
- Free, but can’t control placement
- News article/story placement
- Broadcast interviews, talk
- Calendar announcements
- Public Service Announcements

**Paid Advertising**
- Control placement, but less credibility, higher cost
Are Research Trials News?

It depends:

- On your media market
- Is trial largest? New research area?
- Drug trials typically not “news”
- May need to tie into larger story on Alzheimer’s Disease research
Types of Media

- Daily and weekly newspapers
- Monthly specialty papers
- City and regional magazines
- TV and radio
- Newsletters
- Internet (62,000 online health sites)
Media Insights

- Free commuter dailies attracting attention
- One quarter of US adults consume ethnic media
- Hispanics – Spanish language TV and radio
- African Americans – Ethnic radio
- Local TV most popular for news for all ages, incomes
What Matters to Media

- Data, statistics, trends
- The “broad brush” view
- Quotable quotes
- New insights
- Tie to local celebrities
- Sense of urgency for finding a cure
- Human perspective (emotive, inspirational)
Navigating the Media Maze

- **News editor** – seeking timely stories, breaking news
- **Beat reporter/reporter** – conducts the interview, files the story on a particular subject or a general news beat
- **Editorial page editors** – oversees letters to the editor and opinion editorials
- **Feature editor** – takes a closer look at trends or in depth stories
Navigating the Media Maze

- **Pictures editor** – visuals
- **Managing editor** – trends focused
- **Assignment desk** – calls attention to reporters/producers in TV and radio incoming newsworthy stories
- **Anchor** – tells the reporter’s story on air
Keys to Media Success

- Gather intelligence on media – what outlets, reporters, talk shows
- Balance facts with faces
- Localize, personalize, humanize
- Drive the story, be part of story
- Prepare your spokesperson
- Honor deadlines
- Say thank you
56% of ages 50 to 64 are online (Pew Internet)
66% looking for health or medical info online
Equal gender split
Women highest users of Internet health
Community groups making internet access available to seniors
Make it easy to read (fonts, size, colors)
The New News Media

- Emerging online technologies changing media landscape
- 75,000 new blogs created each day; 50,000 updated each hour
- Online dialogues impacting perceptions about health issues
- 55 million Internet users visit a newspaper Website monthly
- Health topics high on agenda
News Flash! News Flash!

- Social media
- Web 2.0
- User-generated content
- Search optimization
In PSA Land...

- Large TV and radio stations
  - Public service director, community affairs director
- Smaller stations
  - Program director, news director, general manager
- Newspapers and Magazines
  - Advertising director, production manager, general manager (smaller outlets)
Case Study: HIV Vaccine Research PSAs

Every generation has its great cause.

mine was civil rights
ours is ending AIDS

An HIV vaccine is our best hope of ending the AIDS epidemic.

Right now, there is no vaccine to prevent HIV infection. But scientists are working to find one. To succeed, they will need thousands of people, from all walks of life, to participate in vaccine studies and encourage others to volunteer. You can’t get HIV from a vaccine study, but you can help end the AIDS epidemic. Learn more about how you can do your part at bethegeneration.org. Together, we can be the generation that ends the AIDS epidemic. Call 1-800-448-0340 for more information.

Cada generación tiene una causa.

la mía fue una mejor vida para mi familia
la nuestra es detener el SIDA

Una vacuna contra el VIH es nuestra mejor esperanza para detener la epidemia del SIDA.

Actualmente no existe una vacuna para prevenir la infección del VIH. Para los científicos está trabajando para encontrarla. Pero para que funcione, ellos necesitan miles de personas de todos los grupos sociales y etarios que sometan sus voluntades a los estudios contra el VIH y a los profesionales que se proponen como voluntarios en los estudios. Tú no puedes adquirir el VIH por un estudio de vacuna, pero puedes ayudar a erradicar la epidemia del SIDA. Acompáñanos como voluntarios. Visita bethegeneration.org. Ayudemos juntos ser la generación que detenga la epidemia del SIDA. Para más información, llame gratis al 1-800-448-0340.
Case Study: HIV Vaccine Research PSAs

- Provide materials to each publication that match their target audience
- The telephone can be your friend
- Remember that publications and newspapers have websites
- Be prepared to answer why Alzheimer’s clinical trial recruitment is important
Persistence Pays Off: HIV Vaccine Research Local PSAs
Wrap Up: Marketing and Media

- Understand and target the people you want to reach
- Think of *their* perspective – why should *they* care?
- Focus on multiple ways to reach them
- Ask and evaluate your efforts along the way – what’s working, what’s not?
- Plan ➔ Execute ➔ Evaluate ➔ Feedback