The How, When, & Why’s of Effective Social Marketing Campaigns

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Designing a Media Campaign

- “The Art of Cause Marketing”
- How to prepare an effective Cause Campaign
- How to prepare a Cause Strategy
- How to do no harm
- How to do it right!
Differences

- Cause Marketing vs. Product & Service Marketing
  - Complexity of Objectives
    - “Change” vs. “Buy”
  - “Invisible” vs. Tangible Products
  - Importance of Planning in Cause Marketing
  - Importance of Strategy in Cause Marketing
    - Psychology of Target
      - Tone & Style
    - Must be precise, bullet-proof

Strategy Elements

- Strategic Planning
  - Research
    - Qualitative vs. Quantitative
    - Decision driven by *Science*
- Marketing Objective
  - Why are we advertising at all?
  - A Statement of your goals.
    - Limit it as much as possible
- Advertising Objective
  - Spell out the specific objectives of this campaign
Strategy Elements

“Vague strategies inhibit . . . precise strategies liberate!”
—Norman Berry
Creative Director, Ogilvy & Mather

Strategy Elements

1. Target
   • Whom do you want to talk to?
   • What constituencies do you most need to reach?
   • What do we know about them? (Visualize!)
Strategy Elements (Cont.)

2. Competitive Climate
   • What other messages are out there, competing for the time, attention and commitment of your target?

3. Principal idea (Consumer benefit)
   • What is the single most important thing that you want to tell your target?

4. Support points
   • Why should people believe us?
   • Facts which are an arsenal of proof to back up the principal idea or benefit.

**NOTE...**

**NOT ALL NEED TO BE USED IN EVERY COMMERCIAL**
Strategy Elements (Cont.)

5. Desired action.
   • What do you want your target audience to do once they’ve received your message?

Strategy Elements (Cont.)

6. Tone & Style.
   • What is our tone of voice?
   • Is this message presented in a serious or humorous fashion?
   • Is it “Real?” Reassuring? Startling?

NOTE...
THE MOST IMPORTANT SECTION OF ANY CAUSE STRATEGY!
Mass. Tobacco Control Program

- “Youth Access” Campaign
  - Target
    - Massachusetts Adults aged 18 and older
    - Socio-economic range mid to upper
    - Opinion and Community leaders

“Youth Access” Campaign

- Competitive Climate
  - Freedom of access issues raised by tobacco industry
  - Economic hardship claims by small businesses
“Youth Access” Campaign

- Principal Message (Benefit)
  - Access is the key to prevention. If kids can’t get cigarettes while they’re young, they’re less likely to start smoking.

“Youth Access” Campaign

- Support
  - 75% of smokers start before they are 18
  - While an alcohol retailer stands to lose his license if he sells to minors, there is little reinforcement of tobacco age limit
  - Approximately one million kids start smoking every year
“Youth Access” Campaign

- Desired Action
  - If we could make it harder for kids to buy cigarettes, especially from vending machines, we could keep them from becoming smokers

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“Youth Access” Campaign

- Tone & Style
  - Serious
  - Urgent
Campaign Example

- “Que Sera Sera”
  - 60 Second Commercial
  - Change from the Storyboard in Editing

“The Two T’s”

- The Key to a Cause Campaign that succeeds
  - Target & Tone
    - “Just Say No” to an uncertain Target
“The Two T’s”

- Tone & Style — The Key “T”
  - Examples from The Partnership For a Drug-Free America
  - Interview — Hip Hop Pop — “Grownup”

**Branding Clean Energy**

- A Cause Marketing Approach to Clean Energy Market Building

![CleanEnergy States Alliance](image1)
![SmartPower](image2)
Our Challenges

- Quantitative research consistently shows consumers willing to switch and pay more, but only marginal market activity and few early adopters.
- Lack of common language -
  - Is it green, clean, renewable, alternative?
- An invisible product.

Probing Beyond the Obvious

- Qualitative research - six groups in CT and MA of consumer, business and “opinion leaders.”
  - Recruited from all walks of life: urban, rural, upscale, downscale, Democratic, Republican, Independent.
- Beyond the rational, what are the most powerful emotional hooks that could make clean energy important and desirable to the American public?
The Obituary

- If you want to find out how someone feels about something, take it away from them.
- Respondents are asked to imagine fossil fuels on earth have died. Their task is to write an obituary, including:
  - What was the cause of death?
  - What will it be remembered for?
  - Who will take its place?
  - Who will miss it?

Results

*We uncovered some surprising beliefs about fossil fuels and clean energy.*
Fossil Fuel died after a long, slow illness called greed. Fossil has left the family of the Middle Eastern nations and former President George W. Bush and his cabinet members.

Currently, the world is adjusting from heating by oil and illuminating by electricity to solar and wind mill sources. These are several kinks to be worked out and roadblocks to conquer.

Will we ever be warm again? Miss you fossil fuel.

— Massachusetts Opinion Leader
Clean energy is the obvious successor, but is it up to the job?

- People were very knowledgeable about clean energy.
- Clean energy was seen as a possible successor, but viewed as “eccentric” and with “kinks to work out.”

Next, we asked them to draw “Clean Energy World”

- One way to encourage people to react at an emotional level is to take away their rational tool kit: their vocabulary.
- We asked respondents to imagine that all the energy used to power their world is “clean,” and then draw what clean energy world looks like.
- We asked them to name it, and date it.
The crux of the matter: Clean energy isn’t seen as ready.

- “I’ve heard about this since elementary school.”
- “It’s more concept than product. I don’t see it in real life.”
The Gardner-Nelson Agency & CESA developed a wide range of concepts.

- Self-sufficiency
- Infinite/renewable
- Closer than you think
- The American spirit of ingenuity
- Jobs
- Control
- Security
- Innovative future
- Good for health/environment

The images and facts that made clean energy seem powerful, real, and “closer than you think” triggered very positive reactions.
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“I had no idea. Is that true?”

- If clean energy “already” makes enough to power big cities like Chicago, with all the lights they require, then it must be a lot closer than people think.
- “Let’s produce more” is a compelling thought – “Yeah, why not, let’s do it,” is the reaction.
Conclusion: campaign must be built around two key ideas.

- Clean energy is more real and more powerful than you think.
- It can help make us self-sufficient for our energy needs.

Clean Energy Creative Brief

- **Objective:** *(Why are we advertising?)*
  - To brand clean energy in a way that convinces Americans that making more clean energy now is important, desirable and achievable.

- **Target:** *(Who are we talking to?)*
  - First, the American public. Second, opinion and business leaders who can be influential voices in signaling that clean energy is real.

- **Principal Idea**
  - Clean energy is more real than you think – making more can help make America energy self-sufficient.
Clean Energy Creative Brief (Cont.)

- Support: *(Why should you believe us?)*
  - Clean energy already supplies far more of America’s energy needs than you knew
    - Could Power 9.62% of America’s homes
    - Could Power every home in Eleven States
    - Could Run every factory in NY, NJ, Michigan and Illinois

- Tone and Style
  - Strong, Confident, Powerful

“It’s Real. It’s Here. *It’s Working!*”
Television Spot #1: “Houses”
Television Spot #2: “Factories”

Creative Tool Kit: Print

- “Houses”
Print

- “Factories”

A Bit of History

— Iron Eyes
Make A Difference!

THE ART OF CAUSE MARKETING
RICHARD EARLE
How to Use Advertising to Change Personal Behavior and Public Policy

THE REGIS GROUP
LEADERSHIP IN ACTION