

SOCIAL MARKETING STRATEGY PITCH

Students have identified a social problem that can be addressed by designing a social marketing mix of marketing touchpoints for a selected, clearly defined target market and detailed Persona. Based on the identified problem and customer orientation established, you are required to design and pitch a social marketing mixⁱ to address the problem behaviour identified. In designing the mix of social marketing interventions, you need to keep in mind: (1) the alignment of marketing approach with the mission and values of the client; (2) the social marketing solution designed to influence and shape behavioural outcomes.

Good social change strategy requires a planned approach when designing a creative mix of marketing interventions. The strategy pitch should include the following important information:

- **TITLE SLIDE** with Campaign name, an image (associated with the desired behaviour), the names of the members in your team.

PITCH INTRODUCTION: How the team “see’s the problem” and the why the selected target market is part of the solution. Show insight about the market through the persona description of lifestyle and values.

- **Problem statement:** Clearly and briefly explains the problem behaviour that will be addressed, and needs to change to benefit the overall UQ community and society as a whole. The problem statement is based on credible research evidence. This slide should clearly indicate what the gap is between an acceptable/desirable human behaviour, and the current problem behaviour. Include relevant statistics (cited and up to date statistics).
- **Persona description:** presents a clear justification and representation for the target market selected as the focus of your campaign. A strong justification will explain why this target market will be effective in generating positive outcomes to the identified problem. Include the **empathy map** of your Persona’s thoughts, feelings, sayings and doings. A **Persona** is based on good research gathered about our target market (Segmentation Report and Interviews). The Persona should be richly outlined, including visual representation, detailed information that gives character and further understanding about the target market. Your persona description will include:
 - ☑ **Portrait image** – a representative photo or image. Avoid using images of celebrities to prevent bias, and to increase authenticity. Consider the influence of age, gender, ethnicity – and attempt to avoid any stereotypical assumptions.
 - ☑ **Name** – a name reflects a persona’s heritage and social environment. Here you could also use an archetypeⁱⁱ as a subheading to provide deeper knowledge about the consumer.
 - ☑ **Demographic information** such as age, gender or geographic information gives context to a persona and immediately creates a specific image of a certain target market for social marketers to reflect on. Demographics can lead to stereotypical assumptions, and can in fact be misleading when predicting tastes or behaviour, therefore be careful in how they are used in your description.

- ☑ **Quote(s)** – can summarize your persona’s attitude in a few sentences. You can gather quotes from qualitative interviews, or online forums, or the media. Always reference where this type of information comes from.
- ☑ **Mood images** – these photos or sketches enrich a persona with context, as they illustrate a persona’s environment or behaviour patterns, as well as goals and motivations. One common type of contextual image shows items that personas always have with them in their pocket, purse or bag. Mood images can also be used to add illustrative materials to a written description.
- ☑ **Description** – the description can reveal characteristics, personality, attitudes, interests, skills, needs, expectations, motivations, goals, frustrations, brands or technologies the persona likes, or background stories. This information **must include details that are important in the context of the social change problem** the persona is related to.
- ☑ **Statistics** – visualize statistics to summarize relevant quantitative information. Representative statistics can increase the reliability of a persona because they provide important links to the incidence of attribute/characteristics or the issue in the wider population being represented by the persona.

SOCIAL MARKETING PLANNING AND STRATEGY FOUNDATION: Demonstrate a planned approach, setting realistic and time sensitive objectives and goals.

- ☐ **Social change aim and objectives:** includes relevant social change aims and objectives. A planned approach to social change design requires clearly defined social change objectives. An aim is a broad strategic purpose of the social change intervention. Aims can be long term, medium term or short term. An objective is a specific and measurable goal whose achievement will contribute towards the aim. **Objectives needs to be specific, achievable and time bound (SMART).** It is expected that ONE aim and MAXIMUM three appropriate objectives are stated – linked to the identified problem and desired behaviours.
- ☐ **Strategy – Social exchange matrix:** provides a detailed explanation of the social marketing exchange by selecting and qualifying an appropriate value/cost exchange framework based on the defined Persona (refer to relevant theory from workshops). The social exchange relationship is communicated using a clear **positioning statement** (refer to relevant theory from workshops). A well-crafted positioning statement clearly demonstrates and communicates value in behaviour change for the target market and for improved societal outcomes for animal welfare. State the **value proposition** which will be delivered/co-created through the mix of marketing elements.

SOCIAL MARKETING CREATIVE DESIGN AND MARKETING MIX: Persuasively outlines the integration of the marketing mix design and how it will influence and shape the Persona’s desired planned, behaviours.

- ☐ **Strategy - Intervention matrix:** presents and explain the range of interventions designed to guide the social change approach. A mix of interventions are required – two or more intervention approaches are designed and detailed: inform/communicate; educate/engage; support/service; design; control/regulate. **BE SPECIFIC.**

- **Social marketing intervention mix:** A mix of marketing techniques and tools are selected as part of the intervention design. A creative mix of marketing techniques should be outlined and explained, including:
 - ☑ Product/idea platform – linked to the social exchange;
 - ☑ Branding – demonstrating understanding of how branding aligns with (1) type of behaviour, (2) client’s brand, and/or (3) co-branding to demonstrate strategic partnerships.
 - ☑ If appropriate – service elements and touch points
 - ☑ Perceived price/barriers that may influence adoption of the desired behaviour. Incorporates important information on the **defined competition** and its influence on shaping behaviour.
 - ☑ Demonstrate consideration of ‘place’ and channels relevant to creating access to required information, and/or services.
 - ☑ Promotions mix – illustrating and justifying **message framing** and illustration of **creative elements** and channel selection and timing.
 - ☑ *If required* – Partnerships identified and justified
- The design for the intervention mix is planned using **customer journey mapping** – to demonstrate the points of intervention along the target market’s journey to adopting the desired behaviour change and where the marketing interventions are applied to support and maintain the target market’s desired behaviour. The journey map applies useful theory to illustrate the behaviour change process (e.g., Stages of Change; Decision making process, etc).
- Launch Summary: Aligned with the stated timelines for the objectives
- Relevant references (specifically reported statistics)

FOLIO DOCUMENT SUBMISSION:

- **Required:** One-page Persona description – Creatively presented
- **Required:** One-page summary of **consumer interview** insights aligned with key statistics, copy of the **empathy map** as discussed briefly in the presentation.
- **Required:** Journey map(s): Included to align with marketing intervention mix.
- **Required:** Creative portfolio – illustrates the relevant promotion mix elements as identified in the pitch – include illustrative **examples** that align with the team strategy, for example:
 - Branding copy
 - Print creative: Leaflets, posters, etc – include ‘rough’ copy layout
 - Advertising/message copy – including visual elements. For example, a storyboard illustrating the sequence of steps planned to influence/shape the desired behaviour in a planned advertisement or YouTube video.
 - Social media creative – layout, imagery and messaging and choice of platform

ⁱ Following the social marketing benchmark criteria, use a mix of marketing methods to bring about behaviour change – do not solely rely on raising awareness.

ⁱⁱ Archetypes are universally shared ideas or behaviour patterns, central to Carl Jung’s conception of personality; archetypes involve themes – such as births, death or the devil – that appear frequently in myths, stories and dreams (Solomon et al., 2019, p. 503).

