

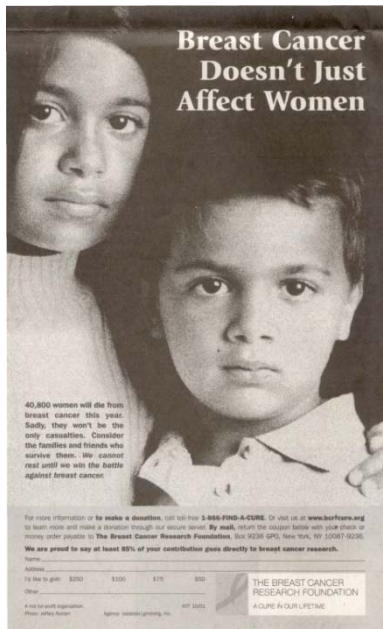
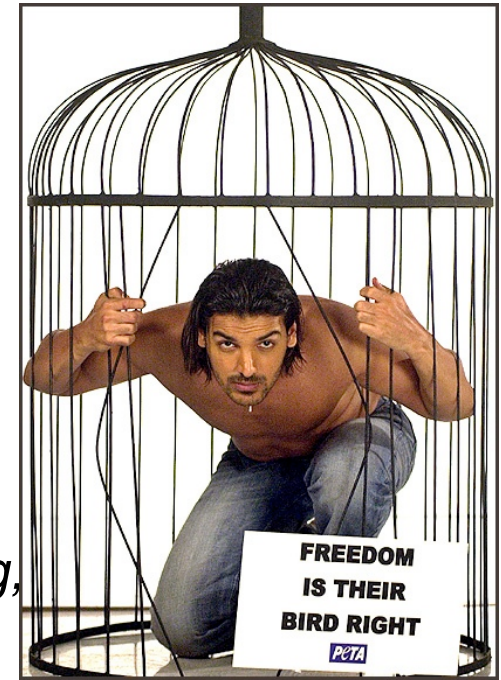
# Social Marketing Practice in Asia

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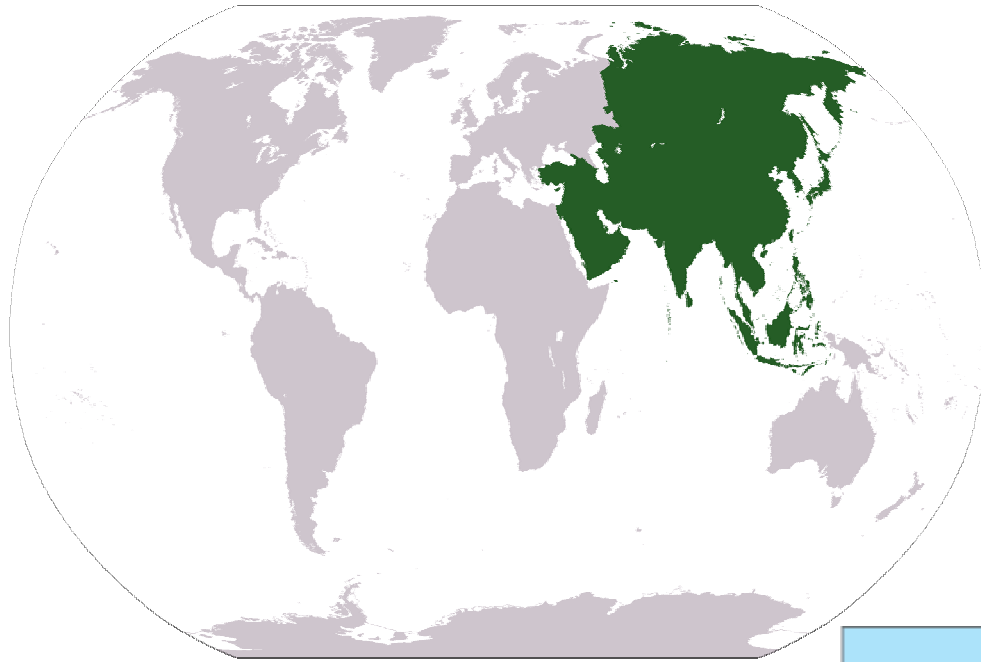
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# Outline

- Looking back and forward
- Stakeholder management and Total Market Approach principles
- Social marketing in India



# The Exotic East

- More languages and Gods than brands of soap
- Burden, burden, and some
- The good, the bad, and the ugly of the past
  - Age profile
- Homo-hierarchicus
  - Patriarchy
- Individual ambition over systemic pack of cards
  - For “chai-pani”
  - Hard way of life
  - Devotion at the alter of Lord Democracy
- Family over individual
- Hungry in the village, lost in the city



# Previous attempts

- Lab for the scholars and the practitioners
- Are we in the same boat?
  - Asia: CSM
  - U.S./Canada:  $E=Mc^2$ ; Social Networking
- Key players
  - The government
    - Critical involvement
    - Centre vs. state
  - Social marketing organizations
  - The parents
  - Corporate sector

# Previous attempts



- Before and after capitalism took over
- Will the campaigns pass ISO standards?
- Would Sherlock Holmes be happy with our investigation?
- Let's learn from the Spaniards
  - Awake, arise, and stop not till you...document
- Does social marketing really work?
- Tiger vs. Dragon



# The Asian Century

- Inspired and excited
  - From cappuccinos to coconuts
- Is the needle moving
- No food, junk food, food with CO<sub>2</sub>
- Kill me but let the economy grow
- Asia versus Africa



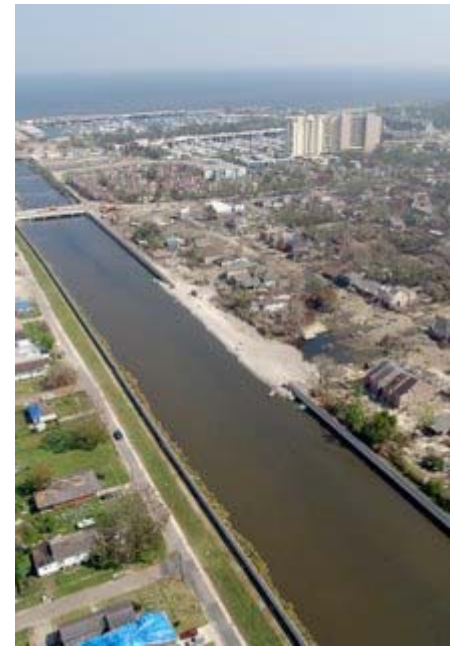
# In the Liberalized World

- Trends
  - Rise of domestic power zones
  - Standing neck to neck with foreign donors
  - Corporate the dominant discourse
- Expectations
  - Go local
  - Show me the bottom line
  - Do it forever
  - Provide products and service them



# What can be done

- Total Market Approach
- Invite others to the party
- Work with other touchy-feelies
- And the community
- Build the levees or date Katrina
- Report what you do
- Improve availability
- Enhance research capability



# Targeting the society

	Urban	Rural	% of pop.
Rich	1	4	20%
Middle	2	5	30%
Poor	3	6	50%
% of pop.	60%	40%	

Change as a result of globalization/ liberalization

Groups	Environment		Health: Lifestyle diseases		Health: Infectious diseases	
	Current behaviour	Change in recent past	Current behaviour	Change in recent past	Current behaviour	Change in recent past
Urban rich	N	N	Mixed	N	P	N
Urban	N	Y	N	Y	P	N
Urban poor	P	N	N	Y	N	N
Rural rich	N	N	N	Y	P	N
Rural	N	Y	N	Y	P	N
Rural poor	p	N	N	N	N	N

# Country-level Strategy

Groups	Environment		Health: Lifestyle diseases		Health: Infectious diseases	
	Upstream	Downstream	Upstream	Downstream	Upstream	Downstream
Urban rich	SM -> CM	CM	SM -> CM	CM	CM	CM
Urban middle	SM -> CM	SM	SM -> CM	CM	CM	CM
Urban poor	SM-> CM	BOP	SM	SM	SM	SM
Rural rich	---	---	SM -> CM	CM	CM	CM
Rural middle	---	---	SM -> CM	CM	CM	CM
Rural poor	---	BOP	SM	SM	SM	SM

# Expanding the Basket

	Labeled as Social Marketing	
Use some aspects of Social	Yes	No
Yes	1) CSM, micronutrients, bednets, healthy diet, ORS, water purification solutions	2) Literacy, public hygiene, vaccination, microfinance, recycling, income tax filing, not driving after drinking, driving hybrid cars
No	3) human rights, animal rights	4) Root causes: corruption, women's empowerment, poverty, international cooperation, Gandhian nonviolence, enhancing rural economy, enhancing primary centres by attracting doctors, public/private ownership of goods

# Thinking from inside the box?

- Some more ideas
  - Evoke passion like religion, nationalism and commercial brands?
  - Behold the power of the individual spirit
- They could teach
  - Dabbawalas and Nanos
  - His greatness lied in his simplicity

