



World Social Marketing Conference 2008

Brighton & Hove City, England, 29 – 30 September 2008



World
Social Marketing
Conference 2008

Keynote Session

Social Marketing Planning in Ten Steps

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PEDESTRIAN FLAGS

Increasing use of PedFlags in Kirkland, Washington



STEP #1

Background, Purpose, Focus

- **Flags since 1996**
- **Grant to increase usage**
- **Purpose: Decrease injuries & death**
- **Focus: Increase use of flags**

STEP #2

Situation Analysis

- **SWOT**
 - **Strength: \$60,000 grant, Priority**
 - **Weakness: No research**
 - **Opportunity: "Paris of the Northwest"**
 - **Threat: Preference for lights vs. flags**
- **Lit review, environmental scan**
 - **Utah at 38% usage**

FORMATIVE RESEARCH

TO DETERMINE TARGET AUDIENCE

- Observed 20 days
- 2426 pedestrians/groups
- 267 flags used
- 11% usage
 - Males & Females similar
 - Younger and Older more frequent

STEP #3

Target Audience Profile

- **Workers downtown**
- **Shoppers downtown**
- **Diners downtown**
- **Male and Female**
- **All ages**

STEP #4

Objectives and Goals

- **Go from 11% to 14% in 5 months**
 - **27% increase**
- **40% in 3 Years**

STEP #5

Barriers & Motivators

Barriers:

- What are they for?
- No flags on my side.
- Holder hard to use.
- I feel safe.



STEP #5

Barriers & Motivators

Motivators:

- **It makes me more visible**
- **Cars pay attention to me**
- **Flags help me be noticed**
- **Be a good role model for kids**

STEP #6

POSITIONING

“We want pedestrians in downtown Kirkland to perceive carrying a flag every time just like wearing a seat belt.”

STEP #7

4Ps



■ PRODUCT

- New flags and plenty of flags

■ PRICE

- Discount coupons & Recognition

■ PLACE

- Bucket versus pole holder

■ PROMOTION

- Drink coasters, posters, stories

STEP #8

Evaluation Plan

- **Repeat Measurement**
 - **2008 (18.5%)**
 - **2009**
 - **2010**

STEP #9

BUDGET

- **\$60,000 Year One**
- **\$10,000 Evaluation 2009 and 2010**

STEP #10

Implementation Plan

- **Launched October 2007**
- **Measurement April-May 2008**



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