



# World Social Marketing Conference 2008

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



World  
**Social Marketing**  
Conference 2008

# Keynote Session

The challenges in demonstrating effectiveness and value for money of social marketing campaigns

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# Social marketing and behaviour change: challenges to demonstrating value for money

# The NAO

- The NAO is the government spending watchdog
- We certify around 460 financial statements a year
- We report to parliament on the economy, efficiency and effectiveness with which government spends taxpayers' money

# Government, behaviour change and social marketing

- Most of what government does could be describe as trying to influence behaviour
- Social marketing is one of a range of levers that can be used to influence behaviour
- This isn't new – but it is becoming more sophisticated

# Challenges in demonstrating value for money

- Good value for money requires analysis of cost and benefit – ‘was it worth it?’
- Changing behaviour can take a long time
- Changing behaviour involves a variety of interventions
- This makes cause and effect, and so cost and benefit, very difficult to assess

# NAO recommendations- the basics

- Consider all the levers at your disposal
- Follow good procurement practices
- Have a clear goal for the campaign
- Set outcome based targets
- Monitor progress regularly

# Designing behaviour change programmes to deliver VfM...

- Consultation and integration
- Understanding your audience
- Try seeing things from their point of view
- Behaviour change takes time
- Know what success will look like at the outset

# Demonstrating value for money of social marketing campaigns

- Try to quantify the costs and benefits in monetary terms
- If at first you don't succeed, trial and trial again
- If you can't measure impact, measure proxies
- Innovate!

# Conclusion

- It's difficult to assess VFM of social marketing in isolation, because it's rarely used in isolation
- There are basic steps you can take to make it more likely to be VFM
- If you can't demonstrate cost and benefit for a specific intervention, demonstrate it for the programme as a whole



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