



# World Social Marketing Conference 2008

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



World  
**Social Marketing**  
Conference 2008

# Keynote Session

Some Things in Life Are Free

**Colin Shevills**

Director, Porter Novelli

# How to Save The World on a Budget

Colin Shevills

Director and Head of Social Marketing

Porter Novelli

# How to save the world on a Budget

How not to waste your time, effort and money

- Start by building a campaign/intervention that will work

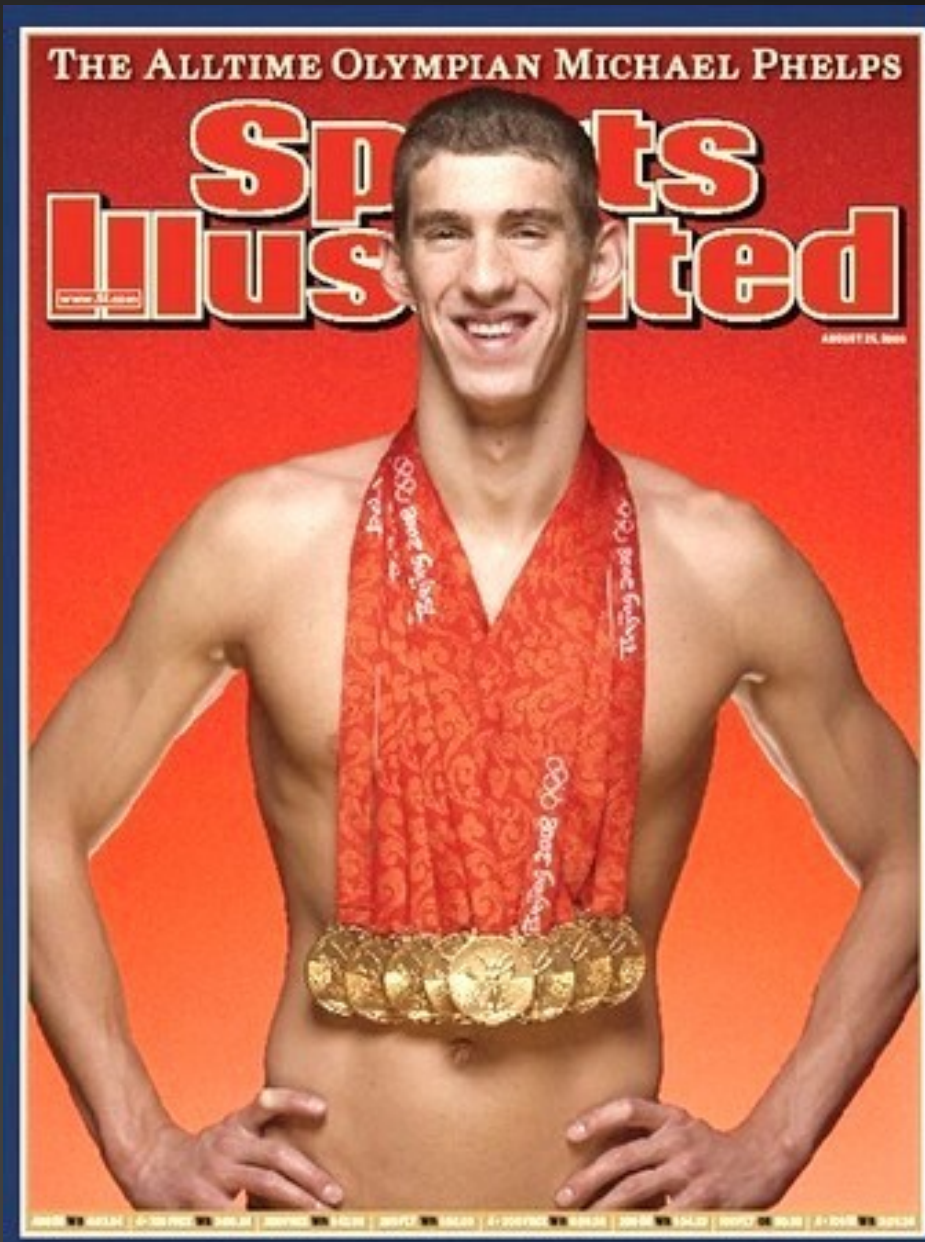
How to make your budget go further

- Utilising the resources at your disposal

# How to change the world.

## Nine lessons

1. Every campaign or intervention is a story – capture it in one sentence



He is on a quest to  
make Olympic history  
by winning eight gold  
medals!



**You feel as if you've known him forever,  
but that doesn't mean you know everything.**

Out of all the women in the U.S. living with AIDS, almost 70 percent are African American. More than half of them contracted HIV through unprotected sex with a man. The good news is more and more women are stepping up and getting tested for HIV. Women just like you are doing this because they understand that no one can look out for them better than they can. Whatever the test result, there are treatment and support programs available in your community. To learn more about free HIV testing or to find an HIV testing location near you, call 1-800-332-AIDS (2437) or visit [www.hivtest.org](http://www.hivtest.org).

**Get a Free HIV Test.**



**1-800-332-AIDS (2437)**

**HIV TAKE CHARGE.  
TAKE THE TEST.™**

**Most African American  
women with HIV got it  
through unprotected sex  
with a man.  
Get tested.**

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1. Every campaign or intervention is a story – capture it in one sentence

2. Know the story you want to tell – starting with what people want to hear. Is it in tune with their values? Not ‘should do’ but ‘want to do’

Do not let a  
fashion model  
dictate your  
idea of beauty



Make  
'five a day'  
fun, easy and  
enjoyable.

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### 3. Immerse yourself

# Immerse yourself - spend time with your audience

- Watch them – go to places where they are
- Talk to them – family, friends, colleagues, face-to-face or online
- Look at the things they care about and are influenced by  
HCPs, trades unions, religious leaders, politicians
- Listen to them – online
- Be them – role-play what they do, where they go,  
what they buy etc

# Immerse yourself - What are you looking for?

- Perceptions
- Lifestyles
- Behaviours
- Emotions

# What's for free?



General news/information/intelligence gathering:

- Google news alerts (free), chat rooms, discussion groups, blogs,
- Competitor sites, forums, facebook, flickr, myspace etc
- Trendpedia (free trends in online SOV)
- 43things.com

# What's for free?



## Consumer/marketing trends:

- Trendwatching.com, springwise.com, wisemarketer.com,
- utalkmarketing, brandchannel.com

## Free research:

- Google search, GfK, Ipsos, Yougov, Ofcom, Future Foundation, Office of National Statistics - statistics.gov.uk, BBC websites
- Sureymonkey.com (design your own online survey for free)

# What's for free?



## Media information:

- [Abc.org.uk](http://Abc.org.uk) (magazine readership), [alexa.com](http://alexa.com) (web ratings), [nsdatabase.co.uk](http://nsdatabase.co.uk) (newspaper society), [nmauk.co.uk](http://nmauk.co.uk) (newspaper marketing agency),
- [Holdthefrontpage.co.uk](http://Holdthefrontpage.co.uk) (local/regional newspapers), [Rajar](http://Rajar) (radio), [barb.co.uk](http://barb.co.uk) (TV info), [mediatel.co.uk](http://mediatel.co.uk), [nielsen-netratings.com](http://nielsen-netratings.com)

## Specialist stuff:

- Political agendas: [bulletins@dods.co.uk](mailto:bulletins@dods.co.uk), [epolitix.com](http://epolitix.com), [ippr](http://ippr) newsletter, third sector

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2. Know the story you want to tell – starting with what people want to hear. Is it in tune with their values? Not ‘should do’ but ‘want to do’
3. Immerse yourself
4. Solve a problem – one that matters to your audience



Sadly, “dirty air” is not a problem our audience cares about. So if we want to change their commute behaviors, we have to ask ourselves: what IS their problem?



2003:

We get in our cars with dreams of freedom and independence – but we end up frustrated, powerless, and going nowhere. It's supposed to be the American Dream. But it isn't working.



“Free Yourself”



2008:

The oil prices are out of control – and I’m really feeling the crunch. I feel powerless to do anything to get my costs under control.

Start carpooling and you'll see  
your co-workers in a whole new way.



When you carpool, ride transit, vanpool, telework, bicycle or walk to work, you can save thousands of dollars a year. By letting us know how you get to work, you can also earn cash and win prizes through Commuter Rewards.

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4. Solve a problem – one that matters to your audience
5. Don't try to convince your audience to change their values



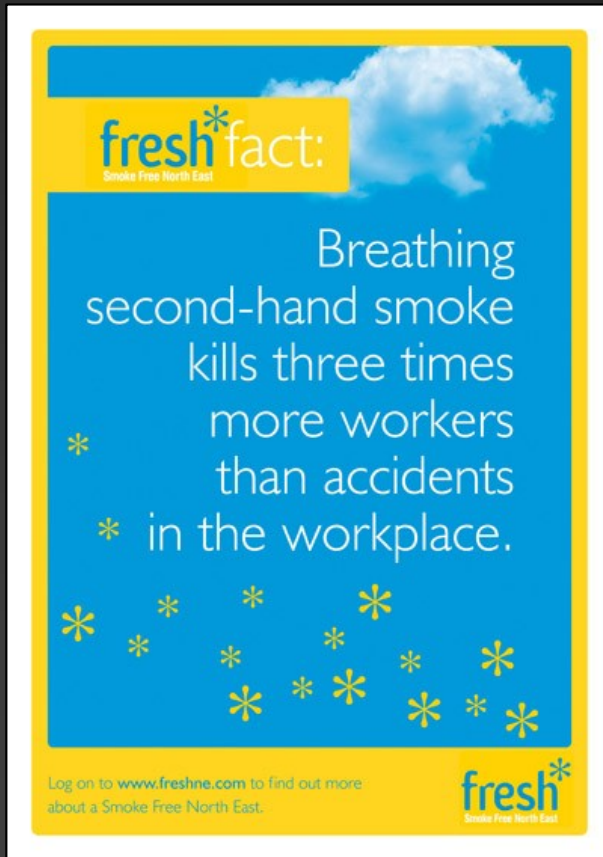
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4. Solve a problem – one that matters to your audience
5. Don’t try to convince your audience to change their values

6. Instead, make your campaign reflect the values they already have





**fresh\*fact:**  
Smoke Free North East

Breathing second-hand smoke kills three times more workers than accidents in the workplace.

Log on to [www.freshne.com](http://www.freshne.com) to find out more about a Smoke Free North East.

**fresh\***  
Smoke Free North East

This poster features a blue background with a white cloud at the top. The text is in white and yellow. There are several yellow asterisks scattered at the bottom of the main text area.



**fresh\*fact:**  
Smoke Free North East

Breathing second-hand smoke increases your risk of heart disease by at least 25%.

Log on to [www.freshne.com](http://www.freshne.com) to find out more about a Smoke Free North East.

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Smoke Free North East

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**fresh\*fact:**  
Smoke Free North East

Thirty minutes' exposure to second-hand smoke is enough to reduce blood flow to your heart.

Log on to [www.freshne.com](http://www.freshne.com) to find out more about a Smoke Free North East.

**fresh\***  
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## 7. Use your whole cast of characters

Media relations

Publications

Web site

Advertising

Policy/Advocacy

Internal communications

Partnership Outreach

# What can I afford?

Use partnerships to provide access to:

- Members
- Web-sites
- Publications
- Events
- Funds

What kind of partner are they?

- Long term strategic?
- Short term tactical?

# What can I afford?

Treat the media as a partner:

- Do you have a shared agenda?
- Do they want to be seen as part of the local community?
- Can you help them to be a campaigning organisation?

# Using the web

- Keep a blog – low cost, high impact
- Email lists – check open and click rates
- Create a facebook page – and use it!
- Meet Up, Event Brite
- Maintain presence – photos on Flickr, video on YouTube, updates on twitter
- Use Digg, del.icio.us, reddit to identify and work with like-minded people – establish yourself as a connector
- Use government petition tools - <http://petitions.number10.gov.uk>
- Think laterally – promote your site/blog
- Read <http://porternovelli.typepad.com/PNeo>

Skitch.com > mediaczar > WWF-UK: Get on Board Climate Change Campaign - Home

http://skitch.com/mediaczar/s5f8/wwf-uk-get-on-board-climate-change-campaign-home

Most Visited Getting Started Latest Headlines Robin Uleman Build - Showcase Welcome to Frost De... Graphic Design Port... MadeThought Non-Format - http://www.iamtheb...

Skitch.com > mediaczar > WWF...

Skitch.com sign-up | login

# WWF-UK: Get on Board Climate Change Campaign - Home

Pssst!.. This page is Secret - it can only be seen if you give people the URL

1242x897px @ 83%

copy URLs for sharing

This page <http://sk> [copy](#) [?](#)

Direct URL <http://im> [copy](#) [?](#)

Embed `<div class=` [copy](#) [?](#)

Fullsize `<img src=` [copy](#) [?](#)

Forum `[url=http` [copy](#) [?](#)

hosting by (mt) mediatemplate

Apple Store

## MacBook. Now Faster.

Latest Intel Core 2 Duo, larger hard drive, and more.

Customize to your exact specs. Free shipping. From \$1099

Buy now

### GET ON BOARD ABOUT THE BILL THE EVENT BLOG

### Concerned about climate change? Here's how you can help...

**1** Help us make it 80%

MPs will listen if you make enough noise.

Left unchecked, climate change will be devastating for species, habitats and people. We need to reduce carbon emissions by at least 80% by 2050...

...including emissions from boats and planes.

[GET ON BOARD](#)

**2** Get to grips with the Bill

The Climate Change Bill is one of the most important pieces of legislation ever to go before the UK Parliament. Find out why.

[ABOUT THE BILL](#)

The government wants to reduce it by 60% by 2050

Paper Boats and Paper Planes

Our boat floated!

We built a giant paper boat and giant paper plane and delivered them to parliament to tell MPs they can't ignore emissions from boats and planes if we want a strong Climate Change Bill.

Visit our blog for the full story

Campaign photos

Videos of the event

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created by plasq

Done

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3. Immerse yourself
4. Solve a problem - one that matters to your audience
5. Don't try to convince your audience to change their values
6. Make your campaign reflect the values they already have
7. Use your whole cast of characters

## 8. Keep it simple

# Keep it simple



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8. Keep it simple

9. Don’t forget the happy ending

# Don't forget the happy ending

- 35% of primary care practitioners...changed the way they managed COPD patients
- Smoking rates in NE England decline by twice the national average
- 600 per cent increase in HIV testing
- 70,000 commuters benefit from clean air plan
- Over 200,000 click to give fresh water to Africa
- Mobile phones banned while driving
- 45 per cent more PAD sufferers consult GP

Porter Novelli

World Social  
Marketing Conference

30 September

# Thank you

A presentation by

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