

IS SOCIAL MARKETING ACTUALLY EFFECTIVE?



Increasing Diversion through Outreach

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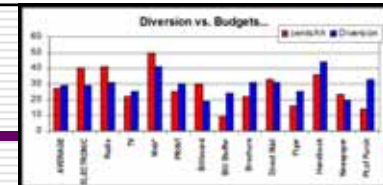
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THE CHALLENGE – MOTIVATING “GREEN BEHAVIORS”

- Using practiced marketing techniques combined with sociological tools to influence positive behavior
- Traditional education / outreach / advertising to move consumers from:
 - Unaware → aware → consider → intent → purchase / modify behavior

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MEASURING OUTREACH



- Study of recycling outreach campaigns
 - (Skumatz & Green for Iowa DNR 2000)
- Data: 120 outreach campaigns (nationwide, oversampling in IA), cross section regressions
 - recycling performance vs. program factors, demographic, outreach program dollars and types
- Found impacts from campaigns – and differences by intervention type (media)

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THE CHALLENGE – MOTIVATING “GREEN BEHAVIORS”

- CBSM approach / focus – incorporate culture, interactions, feelings to encourage behavioral change; 20+ years
 - Address barriers to change
 - Personal approach
 - Pledges and honor commitments
- Recommends 5 elements
 - Commitments to behavioral change
 - Prompts
 - Norms
 - Incentives
 - Communication

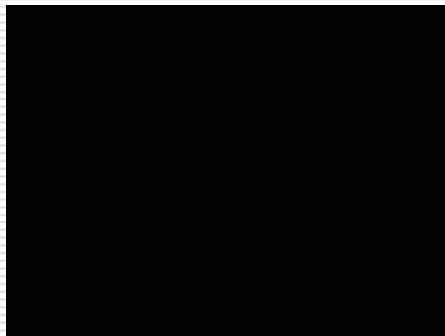
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LITERATURE REVIEW

- Pallak, Cook, & Sullivan, Iowa City 1973
- Save the Bay Foundation, MD 2008
 - Save the crabs-Then eat' em



THE POWER OF NORMS



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LITERATURE REVIEW

- **BIG** gaps
 - Costs, Cost-effectiveness
 - Retention
- **KEY** gaps IF to be taken seriously

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SELF-EFFICACY

- Perception of impact of personal actions / empowerment...
- What we do makes a difference – regardless of others, etc.



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SELF EFFICACY

- Higher SE scores are more likely to recycle or purchase EE, etc. SERA study examples:
 - Recycle 11% more
 - Take more green actions (25% increase vs. 12%)
 - Campus program – increased SE and actions
- → Consider advertising local actions to encourage feelings of empowerment to move toward converted – especially for “cutting edge”

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SOCIAL MARKETING – RECENT RESULTS

A Social Marketing Project in Colorado



THANK YOU SPONSORS

THANKS TO OUR SPONSORS/PARTNERS!



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SERA'S CBSM EXPERIMENT

- Skepticism – demonstration motivation
- Two goals –
 - Deliver savings (recycling & energy)
 - Study / analyze / lessons
- 1,600 suburban single family residents in CO
 - Convenient and homogeneous
- Relatively homogeneous
- Design & measurement



EXPERIMENTAL DESIGN

- 2 impact, 1 control
- Route 1
 - Control
- Route 2 – PARTIAL TREATMENT
 - Social marketing, expanded outreach, door hangers
- Route 3 – FULL TREATMENT
 - Add site visits



BACKGROUND RESEARCH - FOCUS GROUPS, BASELINE, & SURVEYS

- Field measurements
- Focus groups
 - Barriers, resonant words / goals, etc.
- Baseline measurement
 - Surveys (behaviors, attitudes) – no kWh
 - Trash / recycling / composition
- → Goals, basics of messaging, market research
 - Facebook (78%); self-efficacy (low); ***what they value***
 - Rarely talk about with friends; ***barriers to address***



CONTACTS – MORE OUTREACH THAN OPTIMAL...

- | | |
|---------------------------------------|------------------------------------------------------|
| □ Survey postcards | □ 2 contests |
| □ Handbills / pamphlets / direct mail | □ Phone calls on “house tightening week” / reminders |
| □ Commitment cards | □ Surveys, phone, mail |
| □ DTD (or door-hangers) | □ Monitoring |
| □ Reminder behavior postcards | □ → To allow us to measure separate impacts & costs |
| □ Bumper stickers, decals | |

CBSM TOOLS

- Commitments (and reminders)
- Home visits (pairs, CFL, recy)

Thank you for taking the My Green Broadlands Challenge!

Please commit to at least 2 of the following recycling actions by checking the box next to the action:

- I pledge to recycle 7 lbs more per week
- I pledge to recycle all of my cardboard, paper, and junk mail
- I pledge to talk to one other Broadlands resident about recycling
- I pledge to use one re-usable bag while shopping

Please commit to at least 2 of the following energy saving actions by checking the box next to the action:

- I pledge to install one compact fluorescent light bulb (CFL)
- I pledge to use a power strip to turn off my electronics in stand-by
- I pledge to turn off my car if it idles for 30 sec. or more
- I pledge to use cold water for half my laundry loads

I am making the pledge alone

My entire household is making the pledge

If yes, how many people ...?

Please print your name _____

Signature _____ Email _____

Check here if you don't need your name listed with others on www.broadlands.com in a newsletter:



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So What Happened??



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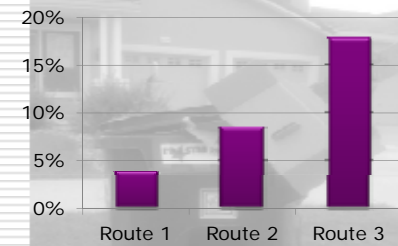
IMPACTS AND MEASUREMENT

- Committed Actions
 - Over 500 people committed to almost 2,400 actions (4%, 40%, 60+%)
 - Over 500 MTCE avoided to date
- Behaviors
- Costs, cost per impact



Recycling and Diversion

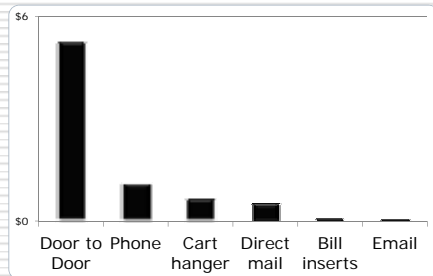
Changes in Recycling



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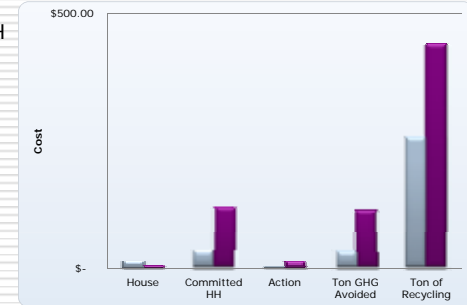
DOOR-TO-DOOR

Is door-to-door outreach worth the extra cost?



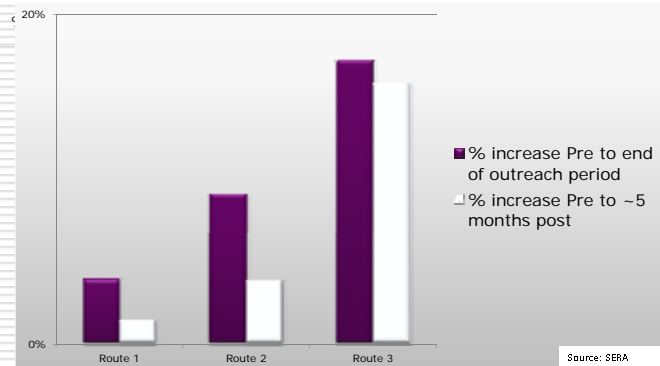
Cost Effectiveness

- Overall cost per HH
- Cost per action
- Incremental costs for routes
- Cost effectiveness



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RECYCLING AND RETENTION



Source: Skumatz Economic Research Associates, (SERA), DRAFT Report, 2010

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SOCIAL MARKETING CONCLUSIONS

- Powerful
- Not cheap but cost-effective
- Lasts – behavior persists
 - Strong impacts – on par with other “widget” programs
 - More expensive than standard outreach, but next step
- → Link to barriers and what they care about in ways they “connect with”.
Move beyond “information”
- Self-efficacy → “message” to clarify individual power,
 - Craft message linkage to THEIR behavior
 - Ready to hear & adopt

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THANK YOU!!

Questions?

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