



MAXIMISE THE MESSAGE

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Overview

- Sponsors – Sustainability Victoria & Aware
- Objectives of today
 - Learning
 - Being creative
 - Networking



Task

I went to red scooter and I met...

First name...

From...



Glossary of terms

- Social marketing
- Marketing Mix
- Consumer behaviour
- Education
- Sustainability



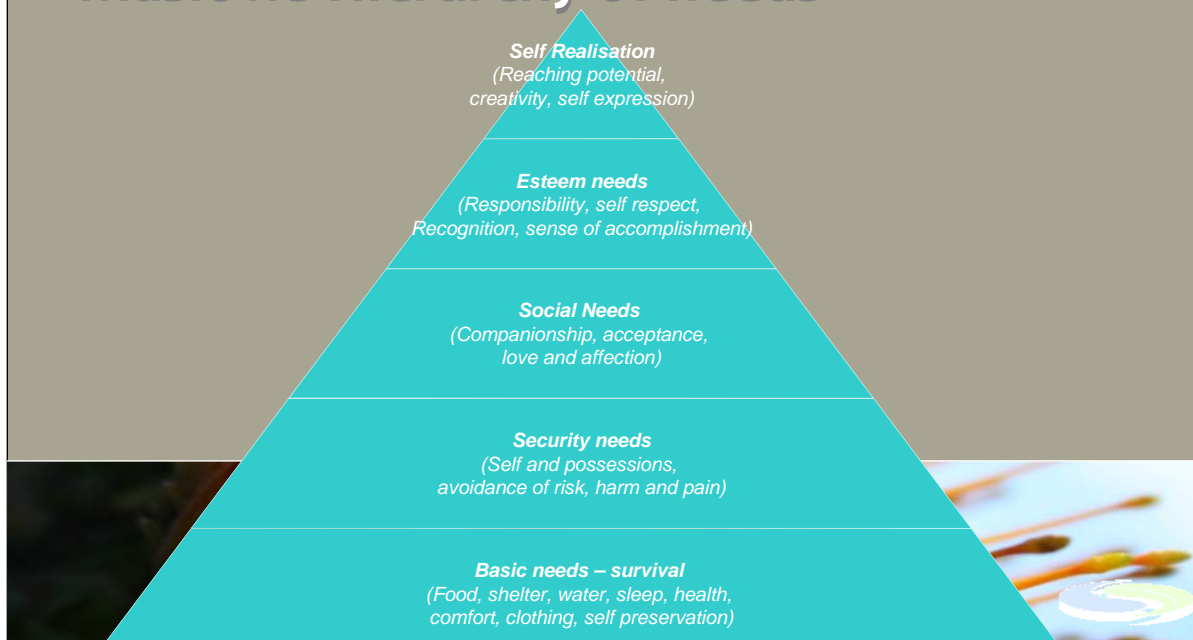
Glossary of terms of reference for today

Values

Attitudes

Behaviour

Maslows Hierarchy of needs



There are many theories which provide us with a basis for developing marketing and communications strategies which connect with an audience.

Some of these include:

Maslows Hierarchy of Needs

Innovation adoption

Information processing

Hierarchy of effects

AIDA

Dissonance (do you notice a common thread here??)

Marketing Mix – Kotler/social marketing

Other theorists – borrowed ideas!

Barriers/Benefits/Prompts - Doug Mackenzie Mohr

7 Doors – Les Robinson

Tipping points

Opinion leaders – what would happen if we could get our message to THEM!

Who are they – are they us?

Rogers - adoption and the diffusion of innovation

Noise

Direct Marketing

Perhaps they are our audience?

Pulling/pushing the message

Chicken and the egg!

What is marketing?

Marketing is the social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others



We can use this definition to add value to sustainability education. By using marketing process which takes a 'customer centric' view of our 'product' (finding a need and selling to that need) we can develop messages which connect with the audience and have them open to hearing our messages.

It is a first step in the process of education.

Marketing mix

Marketing	Education
PRODUCT	Program or Service A behaviour Knowledge An attitude
PRICE	Costs v benefit Sustainable Triple bottom line Perception of value
PLACE	Easy to access Delivery method Where
PROMOTION	Creating and sustaining demand Marketing communications



A new way of looking at the marketing mix...think about how these topics can relate to development of education programs...

A pair of shoes (my new reeboks – instep support!) which are expensive, but provide good support to your feet. The value to me is not just in the cost, but in how they make me feel! Place was Athletes foot, and I was drawn in by their promotion of being able to assess my feet and tell me what type of shoes I need. I've known about this for ages, but it wasn't until I needed new shoes that I went in to the shop. I was ready to buy.

What's your product – a behaviour you want people to adopt? Lets say it is recycling more of plastic codes 456. The cost is that residents need to think more about what to put into their bin, but the value is that they will have more space in their garbage bin, the place is within their own head – because this is where the action needs to take place. Promotion....residents need to know that they can do this! Can't rely on them to guess.

Example: Colac Otway Organics Bin – usage

Price: Bins won't be collected if you don't do the right thing v do the right thing and receive a reward.

Place: In the home – own behaviour (pushing the message)

Promotion: Providing information, promotional mix covering dm, publicity, pr, advertising (radio/press), incentive rewards, stickers

Education and Marketing

- Educating for sustainability
- Connections
- Understand, plan, implement, review



Marketing Mix and how it relates to EDUCATION and SUSTAINABILITY

Marketing is about making a product attractive to a buyer – by tapping into their needs and wants, by making your product fit these needs and wants, you can at the least encourage them to try the product.

Awareness of a product is no guarantee of sales though – just as awareness is no guarantee of behaviour change.

We need to work harder than that.

We are dealing with people – the human element. The human element is the biggest driver of change. It comes down to values, beliefs, culture, demographics, cost v benefit, ease of use, dissonance,

This is why your research – the understanding factor – becomes so important when you are developing programs. In the same way that you consider your audience for a training program or education seminar/session, you need to think about who your audience is for your communications campaign.

By interlinking all that you do – the on the ground, face to face training with the materials, advertising and overall ‘brand’ of your campaign, you can achieve success – and behaviour change. Marketing communications – using a broad range of disciplines to communicate a message to a target audience.

Understanding allows us to plan. Planning provides the basis for solid campaigns, ease of implementation, and a basis for review.

How do you connect with your audience?

Marketing communications

*Using a
broad range of
disciplines
to **communicate**
a message
to a
target **audience***

- Advertising
- Public relations
- Direct marketing
- Branding
- Conversations
- Publicity
- Packaging



Marketing communications – using a broad range of disciplines to communicate a message to a target audience.

Can include:

Advertising

Public Relations

Direct Marketing

Branding

Publicity

Packaging

Example – User Pays Green Organics programs

Understanding

- Whole program view
 - What are you trying to achieve
 - Where are you delivering it
 - Why are you doing it
 - How can you innovate
 - When will it launch
 - Who is it all about



**Rudyard Kipling. I had six honest serving men they served me well and true.
Their names were what and where and why an how and when and who.**

Think about the campaign as a whole – including the education component

What is the overall objective of the program? Why are you doing it?

Innovation – how can you get the message out?

How will the elements interact?

What will strong messages add?

Stakeholders

How will you deliver the message/campaign/program

Channels – places - where?

What is your budget – how do you get the best from it?

What's your product

Price – value benefit

Understand your audience

Budget – realistic

Objectives

SMART Objectives

- Specific
- Measurable
- Achievable
- Realistic
- Timely



Planning

If you get the planning right, it makes your message matter more!!

Audience

- Demographics
- Lifestyle/lifecycle
- Values
- Needs
- Attitudes
- Motivations
- Culture



How do you connect with your audience? Get to know them! Find their shoes...

Start with demographics

Lifestyle/Cycle

Traditional needs?

Values

Attitudes

Motivations

How do they make decisions?

What do they already know/understand?

What stage are they at - behaviour?

How do they learn?

What else has been done before – level of success?

What have others done – can you build on it?

What will reach them?

Switching them on – awakening them to your message

Product

Branding

Pricing

Planning

If you get the planning right, it makes your message matter more!!

Objectives

What are you trying to achieve? Make it SMART

Think about the campaign as a whole – including the education component

Innovation – how can you get the message out?

How will the elements interact?

Stakeholders

What are your channels - places?

Budget – how do you get the best from it?

What's the message?

Workshop Part 1.

Task...Introduce yourself.

Name. Organisation. Your message. Favourite colour.

Choose a campaign...

What's your product

Price – value benefit

Understand your audience

Set smart objectives – measurement – timeline

Audience

- Decision making
- What they know
- How they behave
- How they learn
- Previous programs
- Turning them on
- Light switches?



How do you connect with your audience?

Then think about:

How do they make decisions?

What do they already know/understand?

What stage are they at - behaviour?

How do they learn?

What else has been done before – level of success?

What have others done – can you build on it?

What will reach them?

Switching them on – awakening them to your message

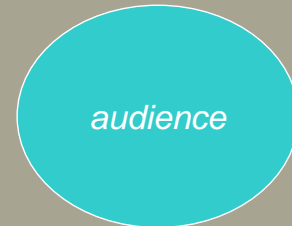
Workshop

- Choose a campaign
 - What is your product?
 - Broad audience
 - Do you have a budget
- Create SMART Objectives
- Describe the audience



Messaging

- Audience values/drivers
- Your objectives
- Connect the two



Tying together what you know about your audience, with what you know about your program, your marketing mix, with your objectives to create a meaningful message

To get the audience to care enough to make a change, find the key in your product that will connect with your audience and show them that the change/behaviour/action aligns with their own needs.

It is the audience that we want to change a behaviour. At the end of the day they will make the decision to change. But if we provide them with information in a way that connects with a genuine feeling/thought/value/attitude they have, we have a much stronger chance. Imagine if everyone in Melbourne was already predisposed with a NEED to grow their own food, to satisfy their basic need of food? And if there was no fertilisers or gardening products available for soil conditioning and enhancing. This would enhance our ability to promote home composting of food scraps. There are basics that you can't change, but if you think about what you can, it will make all the difference.

What do the audience care about – how can you tap into that? EG I am that person...tapped into the locality – connectness with community.

Linking messaging to their deep rooted values and needs.

Inspire them!

Message delivery

- Where and how
 - Advertising, PR, direct marketing, branding, etc
- Innovate
 - Creative ways
 - Budget v bang!
 - Is this the best way?



How will the message be applied across various media? Often a message you think will work in one place, won't because it's not really right for that type of delivery. Consider spoken v written v visual messages. Less words may be more. When will people stop and read, v when will they look and not read? How long do you have to grab their attention?

All of the different delivery methods have different needs...eg billboard/banner v flyer...

Better off spending time thinking about how to get the message out, and what will work well in each area to achieve a truly supportive message. Eg Colac Otway Public Place Recycling. Cards, Posters, Advertising. Same message, different application.

Also consider...is it the best value for money? Bang for buck? Best reach? to reach my audience, achieve objectives?

Might be fun to do, and innovative, but will it achieve campaign objectives?

Words and Pictures

- Clear
- Consistent
- Supportive
- Concise
- Audience specific
- Product specific



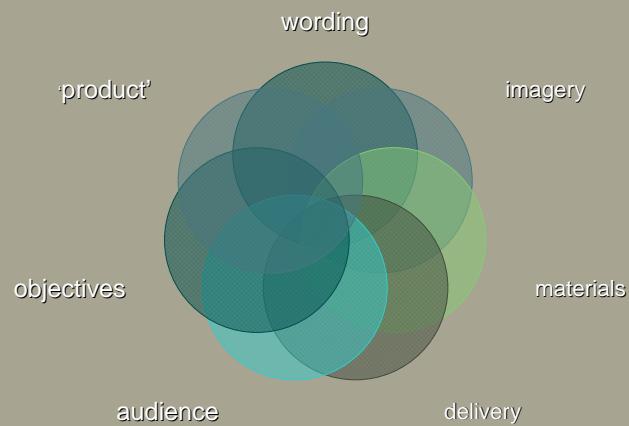
More on messaging

- What is creativity
- Messing up the message
- Listen to others
- Imagery
- Test the message



It is more important that your message does what it is intended to, than being 'clever'. For example, positive v negative messages and play on words.

Messages that matter



Message is not just a key headline...

It involves the right words, the right images, the right materials, the right delivery, the right audience, the right objective. Includes the colours, where it appears, how it is presented, the paper it is printed on, where it appears. Dandenong bin corral sign.

Workshop part two

- Recap
 - Campaign
 - Audience
 - Objectives
- Delivery
- Message
 - Words
 - Imagery
- Campaign name



Permission to be creative!



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