

Social Marketing Consistency Criteria

Criteria	Components
<p>1. CITIZEN ORIENTATION Understanding of the audience, based on research, combining data from different sources and perspectives.</p>	<ul style="list-style-type: none"> • A robust understanding of the customer is developed, which focuses on understanding their behaviours, attitudes, beliefs and understanding together with what influences them. • A range of different research analysis, combining qualitative and quantitative data gathering is used and synthesised. • Interventions are built around this citizen understanding and insight.
<p>2. BEHAVIOUR A specific focus on behaviour, based on analysis and synthesis.</p>	<ul style="list-style-type: none"> • Behavioural analysis is undertaken to gather a full picture of current behavioural patterns and trends. • Interventions are developed that seek to influence specific behaviours and clusters of related behaviours. Knowledge, attitudes and beliefs may be addressed but only as a means of influencing behaviour. • Specific actionable and measurable behavioural objectives and indicators are established • Four different behavioural issues can be addressed: Formation / establishment of behaviours; modification of behaviours, maintenance / reinforcement of behaviour; behavioural change.
<p>3. THEORY Behavioural theory is used to assist the development implementation and evaluation of programmes.</p>	<ul style="list-style-type: none"> • Theory is used to inform, test and guide the development of intervention options and evaluation plans. • An open and reflexive approach to the use of theory is applied that avoids the application of any set theory or model. Theories and models should be used as starting points for understanding and not as end points. • Takes into account behavioural theory from a wide range of fields of study and research.
<p>4. INSIGHT The deep truth about what influences target audiences behaviour.</p>	<ul style="list-style-type: none"> • Focus on gaining understanding into the key influences on behaviour and how these are impact on and are dealt with by the target audience. • The aim is to develop 'actionable insights' that are drawn from what citizens know feel believe and do.
<p>5. EXCHANGE / VALUE Incorporates an 'exchange' analysis that provides understanding about costs, and benefits associated with target behaviours and the development of possible interventions.</p>	<ul style="list-style-type: none"> • Understanding is developed of the costs, benefits and values associated with target behaviours. Analysis is also undertaken on the nature of the choice process to understand if the choice is rational and considered or a result of rapid cognition. • Propositions are developed that aim to create social value for the citizen and or society at large in the form of interventions that deliver rewards or in some cases penalties related to the target behaviour. • Incentives, disincentives, sanctions and rewards, are considered and tailored according to specific audiences, based on what they value and how they make decisions.
<p>6. COMPETITION Has two elements: Competition analysis to understand what competes for the time and attention of the audience and 'Competition planning' to reduce the impact of these factors.</p>	<ul style="list-style-type: none"> • Internal and external competition is assessed.eg internal psychological factors, pleasure, desire, risk taking, genetics, and addiction etc. and external competition e.g. economic, social, cultural and environmental influences. • Strategies are developed to reduce the impact of competition on the target behaviour.
<p>7. SEGMENTATION Identifies groups who share similar views and behaviours and can be influenced in similar ways.</p>	<ul style="list-style-type: none"> • Segmentation uses demographic, observational data, and psycho-graphic data to identify groups that are similar and can be influenced in common ways. • Segmentation leads to the development of interventions directly tailored to specific audience needs and values.
<p>8. METHODS MIX Brings together the most effective mix of interventions to influence the target behaviour.</p>	<ul style="list-style-type: none"> • The process of selection is based on citizen insight data, segmentation analysis, competition analysis and feasibility analysis. By analysing these data sets social marketers can decide which mix of 'Types' and 'Forms' of interventions will be most effective and efficient in influencing target behaviours. • As part of a programmes feasibility assessment, intervention approaches are selected to take full account of any other interventions or opportunities that may arise while the programme is being delivered. This assessment is completed in order to achieve synergy and enhance overall impact. • There are four primary 'Forms' of intervention: Nudge, Shove, Hug and Smack and five primary strategic intervention 'Types' 1: Inform, 2: Educate, 3: Support 4: Design, 5: Control , that can be combined for any Social Marketing plan.

The criteria are essentially those elements to look for in a programme or intervention to determine whether it is consistent with Social Marketing.

The criteria (First published in 2006, updated in 2009 and now further updated in 2012) has been developed to help strengthen the use of Social Marketing.

The criteria are designed to support the following:

- To increase understanding of core Social Marketing concepts and principles
- To increase consistency of approach – to help strengthen potential impact and effectiveness
- To maintain maximum flexibility, to develop interventions related to different needs
- To assist effective review and evaluation of different types of intervention
- To assist in the systematic capture and sharing of learning

It is important that the criteria are not confused with the process of how to implement Social Marketing. Other tools such as the **STELa Social Marketing Planning Tool** <http://stelamodel.com/> can assist with planning implementation and evaluation. The criteria are essentially the key elements to look for to indicate if a programme or intervention is consistent with Social Marketing and can legitimately describe itself as such.

It is important to note the reason why other factors, which are critical to any successful intervention, have not been included. Obvious examples would include: partnership development, stakeholder engagement, review and evaluation. These tasks are clearly all important in their own right, and key to successful interventions. The reason they are not part of the criteria is that they are not essential to describe Social Marketing. Their presence (or absence) does not give an indication if something is Social Marketing or not. The eight criteria included are however, things that we would expect to be present in all Social Marketing interventions.

Different ways that the Social Marketing criteria can be used

Commissioners:

Can use the criteria in tender briefs and send them to people wanting to bid for specific work, with a request that all proposals should indicate how the work proposed will ensure it is consistent with each of the criteria. They can also be used in preparing tender interview panel questions, to test the extent to which those making bid presentations have understood and included Social Marketing.

Providers, agencies, consultants & others concerned with delivering Social Marketing programmes:

Can use the benchmark to guide the planning and evaluation of their work and to assist in presenting proposals to funders, to clearly show how their proposal or bid will be consistent with Social Marketing principles and practice.

Evaluators & researchers:

Can use them to compare and contrast learning from different interventions and programmes and use the criteria to aid search strategies when undertaking reviews.

Trainers:

Can use them to highlight key features of Social Marketing and provide a framework from which to examine and explore key concepts and principles.