Behaviour change at your fingertips:

Social Marketing’s use of Smartphone Apps and SMS

Professor Rebekah Russell-Bennett
Queensland University of Technology

HealthCAM  30 September 2014
My experience with social marketing
Definition of Social Marketing

Developing and applying marketing theories and concepts

In addition to other approaches

To influence individuals, communities, structures, and societies

To bring about positive social change
Different to....

1. Education
   * Education informs (job is done when people know)
   * Social marketing influences behaviours (job is done when people do)
Some misconceptions and mythunderstanding

1. Social media
   * A medium or communication channel
   * Can be used as part of an overall social marketing programme

2. Social Advertising
   * One of the communications options
   * There are 3 other powerful tools in the marketing mix

Review of 34 healthy eating studies:
• 16 studies that met the definition of social marketing were more effective in achieving behavioural change than the 18 studies defined as social advertising
• Carins and Rundle-Thiele, Public Health Nutrition, 2013
Obesity Example

• This is social marketing
• Success measure: behaviour

• Change4Life was England’s first ever national social marketing campaign to reduce obesity 2007+
• Full marketing mix used
• Engaged with networks and partners
• Database of local products and services
• Behaviour outcomes: e.g. reduced sugar intake/portion size, 60 min activity done

• This is not
• Success measure: awareness

• Go for 2&5 was introduced in 2005 by Qld government
• TVCs, online information
• Campaign outcomes: awareness of 47%, 61% felt campaign was a good reminder
Digital is being used everywhere.

I'm quitting because...

I'm sick of the corporate world.

$
The customer’s reality

Smartphone Ownership

* UK 70% (Arthur, 2014)
* Australia 64.6% (Godrey, 2013)
* USA 61% (Nielsen, 2013)
* Ireland 50% (RTE, 2013)

* Mobile app stores saw annual downloads reach 102 billion in 2013 (Riveria & Meulen, 2013)

* 145 billion SMS text messages were sent in the UK in 2013 (Donnelly, 2014)
How can technology be used in social marketing Services?

- Cost-effective for large markets
- Personalised and tailored
- Peer support
- Facilitates self-monitoring
- Interactive and real-time
- Overcomes embarrassment and social barriers
**Smartphone apps in Social Marketing**

**Design Principles in Gamified Apps** - Eagle, Dahl, Muscat & Low (2013)

<table>
<thead>
<tr>
<th>Red</th>
<th>Tail + Sugg</th>
<th>Self</th>
<th>Cond</th>
<th>Sur</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <strong>Reduction</strong></td>
<td>1. <strong>Customization</strong></td>
<td>1. <strong>Self-monitoring</strong></td>
<td>1. <strong>Reinforcing</strong></td>
<td>1. <strong>Observing</strong></td>
</tr>
<tr>
<td>Making a complex task simpler (eg. give them tips)</td>
<td>Customization; providing more relevant information to individuals</td>
<td>Automatically tracking desired behaviour (eg. a drink counter)</td>
<td>Reinforcing target behaviour (eg. give users praise and reward them for good behaviour)</td>
<td>Observing one’s behaviour publicly (eg. sharing progress with peers)</td>
</tr>
</tbody>
</table>
Cases

MumBubConnect: SMS program to support breastfeeding mothers

Quit for you, Quit for Two: Smartphone app for pregnant women

Citysmart digital project: Low Income Earners Energy Use
MumBubConnect: A digital Service intervention

mumbubconnect text message response guide

ALL RESPONSES MUST START WITH MBC (e.g., MBC GOOD)

<table>
<thead>
<tr>
<th>mbc message</th>
<th>Your response word</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stopped breastfeeding?</td>
<td>STOPPED</td>
</tr>
<tr>
<td>If you’re feeling good</td>
<td>GREAT, GOOD, HAPPY, CALM</td>
</tr>
<tr>
<td>If you’re feeling average</td>
<td>AVERAGE, TIRED</td>
</tr>
<tr>
<td>If you’re struggling</td>
<td>WORRIED, CONFUSED, DOWN</td>
</tr>
<tr>
<td>Feeding issues</td>
<td>OVERSUPPLY - producing too much milk</td>
</tr>
<tr>
<td></td>
<td>UNDERSUPPLY - not producing enough</td>
</tr>
<tr>
<td></td>
<td>ENGORGED - breasts swollen and sore</td>
</tr>
<tr>
<td></td>
<td>SORE - sore nipples</td>
</tr>
<tr>
<td></td>
<td>ATTACHMENT - baby won’t latch well</td>
</tr>
<tr>
<td></td>
<td>ALWAYS - feeding constantly 24/7</td>
</tr>
<tr>
<td></td>
<td>EXPRESSING - not getting much milk</td>
</tr>
</tbody>
</table>

To stop receiving messages: END

Supported by:
Queensland University of Technology & the Australian Breastfeeding Association
The mbc support system was accompanied by:

1. A custom website offering information resources and further links to parenting and government support websites
2. Support provided by ABA and Womens Health with ABA Counsellor providing outbound calls
3. a Facebook page that enables participants to discuss common issues and receive peer based, and Mum Bub Connect based professional support and advice.
Social Media Strategy

- Facebook
- 285 people ‘liked’ the page (compared to 167 at UQ Centre for Mothers and Babies)
- Not an advice/problem-solving site
- Generic mother-oriented issues
  - Issues based- to media articles/youtube
  - Comments about mothering and lifestyle that invited responses
Theoretical Framework

**Self-Efficacy**
- Confidence in perceived capacity to control their motivation, thought processes, emotional states and social environment in performing specific behaviours (Bandura, 1977; Dennis 1999)
- When women feel disempowered and helpless in managing breastfeeding they stop (Dennis & Faux, 1999).
- When women feel confident, they breastfeed longer (Dennis & Faux, 1999).

**Social Support**
- Social support usually refers to roles performed for an individual by significant others, such as partners, family members, friends, relatives and neighbours (Thoits, 1985)
- Support validates behaviour and reduces anxiety
- When women have social support, they are more loyal to breastfeeding (Parkinson, Russell-Bennett and Previte forthcoming)
Participant Profile

How many women involved
* 130 women registered to participate
* 6 women withdrew before the trial began
* 4 women ceased participation during the trial
* 120 women completed the full 8 weeks
* 114 women completed the second survey
* 95% response rate

Demographics
* Mean age of 31.2 years
* Mean age of infants was 6.7 weeks
  * Focus is therefore on the medium to long term postnatal period where biggest drops in breastfeeding occur
* 95% were married or in a defacto relationship
* 92% born in Australia
Results

• Self-efficacy
• Positive Coping
• Seeking social support
• Positive emotions

• Negative Coping
• Feeling challenged

• Responsibility for BF
• Breastfeeding duration
Impact on Breastfeeding

Women Fully Breastfeeding at start (6 week baby)
MBC 83%
National 62%

Women fully breastfeeding 8 weeks later (14 week baby)
MBC 79%
(-4%)
National 46%
(-16%)
Quit for you, Quit for Two
Evaluation

Timing
- Launched July 2013

Target
- Hard to reach market: young pregnant smokers

Challenges:
- Low self-efficacy
- Language/literacy barriers
- Judgement-free and discrete

Insights:
- Pressure to confirm to friends and family smoking behaviours is strong
- A craving lasts for approx. 3 min, need distraction

Outcomes
- High penetration, with downloads in the first week equating to approximately 15% of all pregnant women who smoke
- 9 months later the app has been downloaded nearly 25,000 times (out of 40,000)
- Ongoing tracking research will measure the actual shifts in behaviour, but early indications from the level of adoption of the app, are very positive
Understanding Consumer Motivation to Reduce Energy Consumption: A Digital Approach

Jo Little

18 March 2014

Brisbane City Council’s Sustainability Agency
Marketing Energy Consumption

- Social change via digital channels
- Not on the agenda
- Low involvement category
- Intangible and invisible
- What is a high bill?
- Scepticism
- Online noise / competition
Motivations and barriers

- Cost of living challenges
- Unemployment / underemployment
- Time at home
- Lack of control
- Live in the now, instant gratification
- Materially endowed
- Middle-class aspirations
- Digitally engaged and connected
- Sceptical
- Financially motivated
## Customer segments

<table>
<thead>
<tr>
<th>Electricity Bill Size</th>
<th>Intent to Reduce Energy Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low (&lt;$301)</td>
<td>Low (1-4 rating)</td>
</tr>
<tr>
<td>Medium ($300-$500)</td>
<td>Whatevs... (38%)</td>
</tr>
<tr>
<td>High ($501+)</td>
<td>Avoid</td>
</tr>
</tbody>
</table>

|                      | Medium (5 & 6 rating)       |
|                      | Breaking Even (34%)         |
|                      | Engage                      |

|                      | High (7 rating)             |
|                      | Help Me! (28%)              |
|                      | Target                      |
*... build a digital solution which guides households through a phased journey of stealthy learning to make

- the invisible visible
- the intangible tangible
- the unvalued valuable
Goals

Cognitive/information processing
- Use when:
  - High involvement behaviour, importance to customer
  - Possibly high risk
  - Customer willing to make effort
  - Knowledge and attitudes occurs before the behaviour.
- Theories:
  - Social cognitive theory
  - Stages of change
  - Standard learning hierarchy (learn, feel do)
  - Theory of planned behaviour

Behavioural
- Use when:
  - Low involvement behaviour, not central to customer’s life
  - Possibly low risk
  - Consumer not willing to make effort
  - Behaviour needs to occur to achieve learning & knowledge.
- Theories:
  - Instrumental learning (reinforcement)
  - Classical conditioning
  - Experiential learning (do, feel learn)
Experiential learning

- **DO**
- **FEEL**
- **LEARN**

**EXPERIENTIAL HIERARCHY**

- REINFORCEMENT
- FEEDBACK
- REWARDS
- REINFORCEMENT, MOTIVATION
Best practice

- Simple, visual approach
- Tailored, interactive features and content
- Customised, instant feedback
- Continuous engagement and reminders
- Online community / collective engagement
- Motivation and encouragement
- Challenge or competition
- Progression and reward
- Ability to meet needs at different stages
- Social sharing and pledges
The program will be...

- Relevant
  - Real-time/live
  - Tailored/Personalised
  - Interwoven/complement lifestyle
  - Valued/helpful content

- Agile
  - Responsive
  - Personal
  - Flexible
  - Evolving

- Simple – but not simplistic
  - Visual
  - Free – time, effort and money
  - Easy
  - Effortless

- Supportive
  - Credible and trustworthy

- Easy
- Effortless
- Tailored/Personalised
- Interwoven/complement lifestyle
- Valued/helpful content
- Real-time/live

- Innovative
  - New and fresh
  - Leverages all benefits of digital
  - Seamless interface
  - Meshing online/offline
  - Community/collective engagement

- Entertaining
  - Fun
  - Edutainment
  - Makes me feel good / motivational
  - Recognition and reward
  - Learning by stealth

- Supporting
  - Credible and trustworthy
  - Assurance

- Continuous engagement & feedback
- Progressiv e journey
- Quality content
- Subtle

- Supportive
  - Engaging
  - Clear
  - Interactiv e
  - Interesting
  - Addictive

- Accessible and convenient
  - Effortless
  - Simple – but not simplistic

- Clear
- Enthusiastic
- Learning by stealth
- Edutainment
- Progressiv e journey
- Quality content
- Subtle

- Credible and trustworthy
- Assurance
- Supportive
- Engaging
- Clear
- Continuous engagement & feedback
- Progressiv e journey
- Quality content
- Subtle

- Continuous engagement & feedback
- Progressiv e journey
- Quality content
- Subtle
Game 1
Keeping Cool w/o air-con

Game 2
Washing in cold water

Game 3
Turning switches off
Social marketing uses all marketing mix tools
Works with communication but is not a substitute
Smartphones can be used as more than communication tools – they can also be a service to facilitate behaviour