



UNODC

United Nations Office on Drugs and Crime

Social marketing in promoting online interventions

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Social marketing is a public health marketing methodology that uses commercial marketing techniques to promote the adoption of behaviors that will improve the health or well-being of the target audience or of society as a whole.

Social marketing uses the same methods that Kellogg's uses to sell cereals

- a focus on the audience
- market research
- a strategic marketing plan

instead of asking consumers to buy a product, the target audience is encouraged to adopt a healthy behavior.

- distribute a survey
- qualitative research
- audience segmentation



Best Practices: Strategic Stigma Change (SSC): Five Principles
for Social Marketing Campaigns to Reduce Stigma
Corrigan, 2011

Principles of social marketing

Contact involves planned interactions between people
with mental illness and key groups

Contact needs to be targeted: key groups in positions of power

Local contact programs are more effective; homogeneous groups, rural, urban

Contacts must be credible

individual in the contact role should be similar in ethnicity, religion,
and socioeconomic status, social role to the target group.

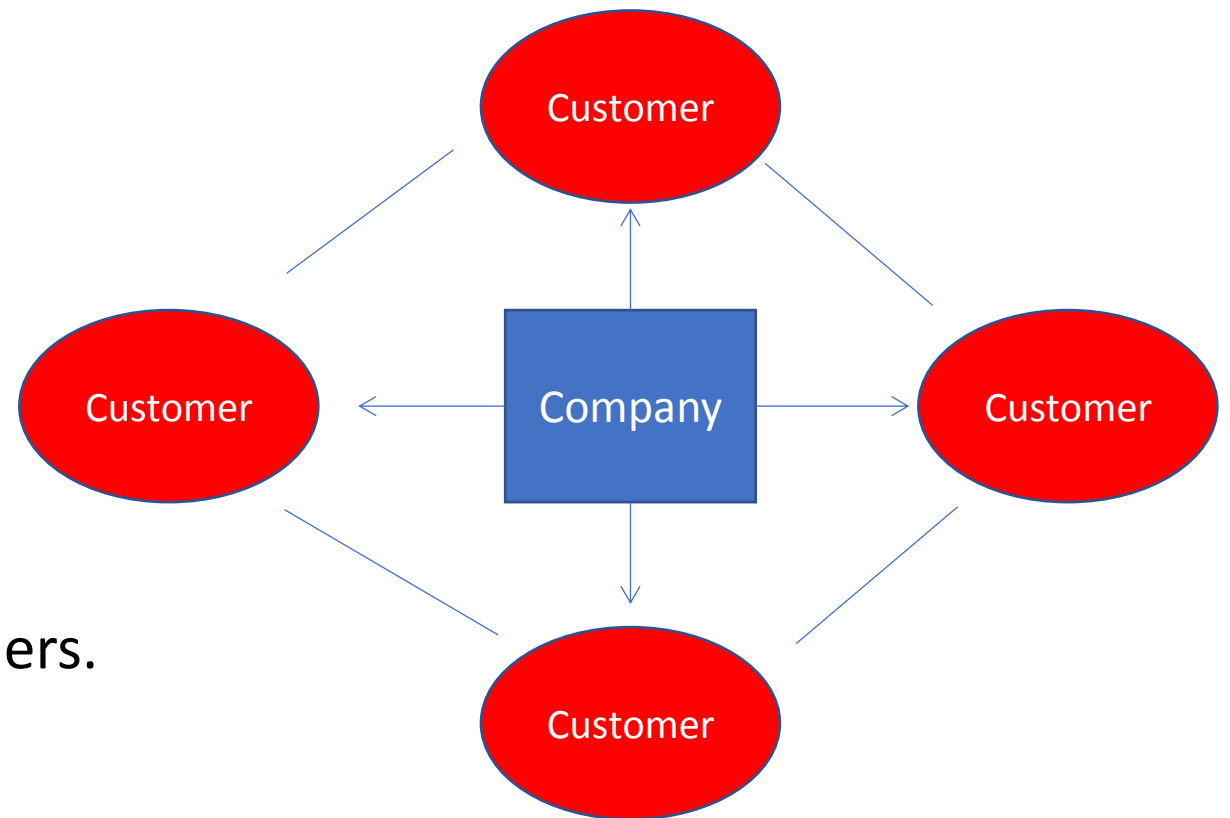
Contact must be continuous

Social marketing and social media

social media is a hybrid element of the promotion mix because in a traditional sense it enables companies to talk to their customers, while in a non-traditional sense it enables customers to talk directly to one another

providing consumers with

- networking platforms
- using blogs
- social media tools
- promotional tools to engage customers.





UNODC Youth Forum

Vienna-Austria

MARCH 12-14TH
2018



UNODC Youth Initiative

Facebook

Magazine

Web-site

Network platform



Free theatre performance (UNODC Youth Initiative) targeting peers and parents



Youth Initiative

@UNODCYouthInitiative

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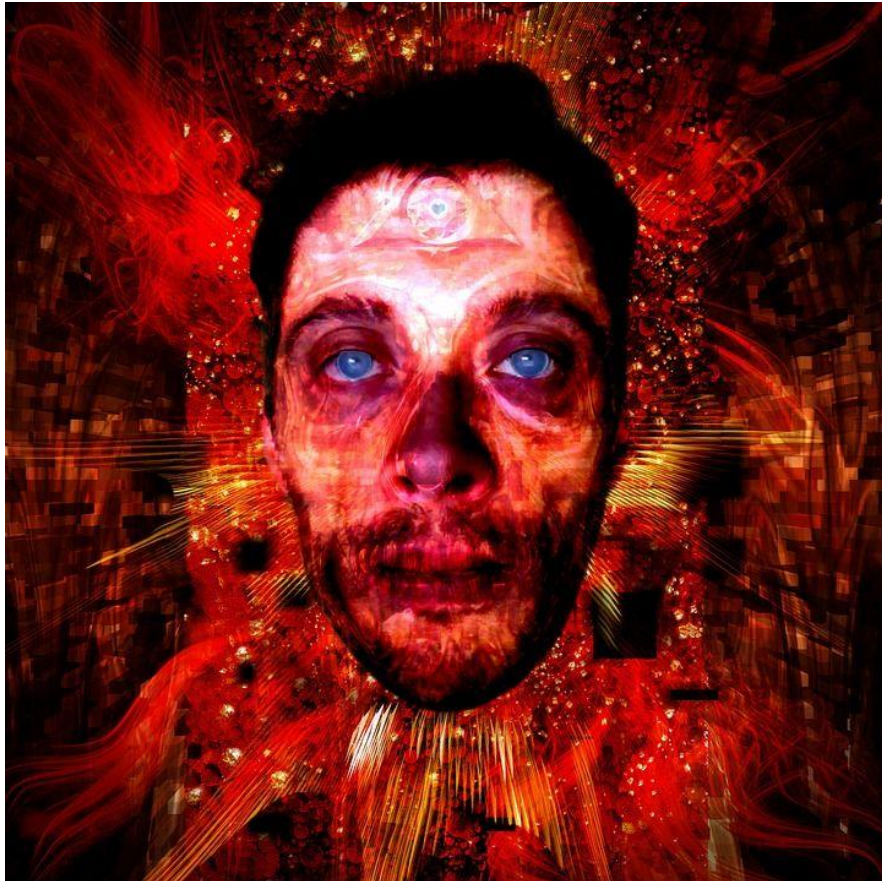
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How to reach homogeneous target of psychonauts on the web ?



Changing trends of frequent drunkenness amongst Finnish adolescents BOYS by study year contrasting:
privileged (non depressed boys with highly educated and employed parents)
to unprivileged (depressed boys with low education and unemployed parents)

- Parents unemployed
- Parents low level of education
- Adolescents depression

