



Government of the Republic of Croatia
Office for Combating Drugs Abuse



MINISTRY OF
SOCIAL AFFAIRS AND HEALTH
Finland



UNODC
United Nations Office on Drugs and Crime

61st SESSION OF THE COMMISSION ON NARCOTIC DRUGS

Social marketing in promoting online interventions

Applying social marketing strategies in practice

by


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Social marketing...

...is the use of marketing practices to achieve social change.

...integrates marketing concepts and social policy approaches.

...aims to influence behaviors for the common good.



Apply AIDA

- **A** – attention (Awareness): attract the attention of the potential client
- **I** – interest: raise interest by focusing on and demonstrating advantages and benefits (instead of focusing on features, as in traditional advertising).
- **D** – desire: convince customers that they want and desire the product or service and that it will satisfy their needs.
- **A** – action: lead customers towards taking action and engaging

Understand target groups

Categorise groups of like-minded people

- types of drug used
- view of life
- way of life
 - similar basic outlook, values
 - similar life style, tastes
 - similar communication patterns

Well-Established: the self-confident



Post-Materialists: The enlightened intellectuals



Modern Performers: the young and unconventional



Traditionalists: the security and order-loving



New Middle Class: the status-oriented mainstream



Materialists: the materialist lower Class



Escapists: the fun-oriented, modern lower class



Categorise target groups

Higher 1		Established	Intellectual	Modern Performing
Middle 2	Traditional	Modern Mainstream		
Lower 3		Consumer-Materialistic		Sensation Orientated
Social Status Basic Values	A Traditional <i>Sense of Duty and Order</i>	B Modernisation <i>Individualisation, Self-actualisation, Pleasure</i>	© Sinus Sociovision 2007	
			C Re-orientation <i>Multiple Options, Experimentation, Paradoxes</i>	

Know your targets groups

Social Status

- Education
- Occupation
- Income

Working Life & Achievement

- Work Motives
- Work Satisfaction
- Attitudes towards professional and social progress

Lifestyle

- Consumption & money
- Sense of style
- Attitudes towards fashion and trends

Family & Partnership

- Attitudes towards family life
- Role models
- Conceptions of happiness

Leisure Time

- Leisure activities
- Leisure motives
- Preferences: leisure or work?

Drugs use

Higher 1		Established	Intellectual	Modern Performing
Middle 2	Traditional	Modern Mainstream		Sensation Orientated
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Alcohol, medicines

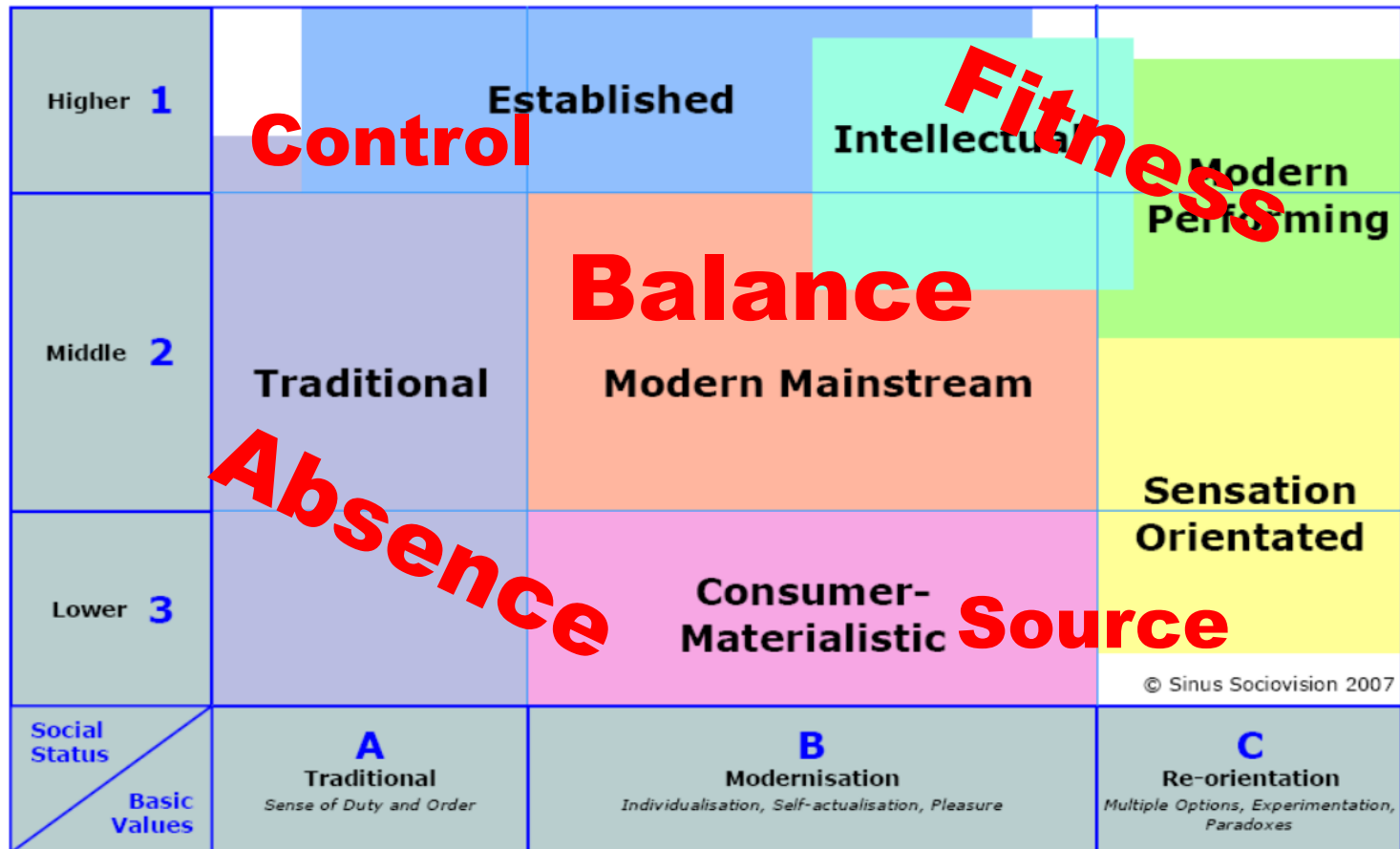
NPS, cannabis, Cocaine

Alcohol, cannabis, NPS

Alcohol, tobacco

Poly drug use

Perception of health



Materialists

- Little interest in issues of health, interest only when illness acute
- Distancing from expert explanations involving theory
- Intense consumption of fast food, tobacco, alcohol
- Low sensitivity for health risks
- Great emphasis on fitness and body shaping


Escapists

- Little importance attached to health issues
- Seeking to audio-visual sensations
- Excessive consumer attitude
- Poly-drug use
- Attracted to physical attractiveness and youthfulness
- Health risks resulting from own behaviour ignored

Traditionalists

- Verbal assertions of importance of health issues, low efforts on personal level
- Moderate/regular alcohol, nicotine, medication consumption
- Informal health preservation methods
- Gender specific roles: Women are responsible for diet & health issues
- Deep rooted trust in doctors

Building attraction

- + view of life → opening line → **A**ttention
the title and opening lines
 - + way of life → look and feel → **I**nterest
the pictures, colours, design and sound
 - + perception of health → message → **D**esire
affirmative message pressing 'right buttons'
 - + drugs used → offered service → **A**ction
tools and remedies that matching a cared for need
- = Client-centred approach**
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2017 *This Is What Happens In An Internet Minute*

