

***“The Healthy Foundations  
Life-stage Segmentation Project”***

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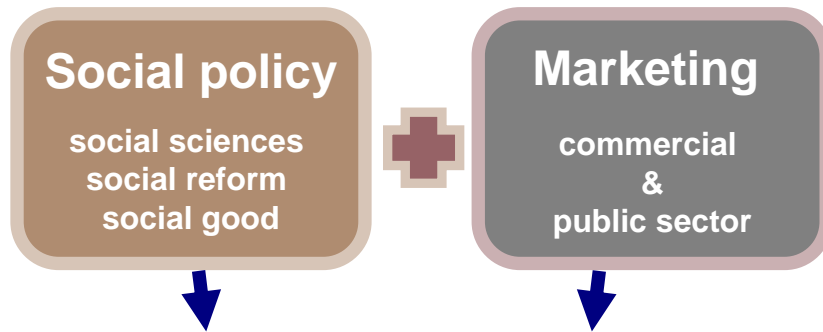
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## The roots of social marketing *'two parents'*



# SOCIAL MARKETING

Both areas contribute valuable expertise, skills, techniques and theory

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## Defining social marketing

*“the systematic application of marketing, alongside other concepts and techniques, to achieve specific behavioural goals, for a social or public good”*



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## The Essential Attributes of a Social Marketing Intervention

1. BEHAVIOUR CHANGE
2. CONSUMER RESEARCH
3. SEGMENTATION & TARGETING
4. EXCHANGE
5. COMPETITION
6. MARKETING MIX

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**Deep insight and understanding of people underpins effective social marketing**

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## The “Insight” agenda

*“Customer Centred Services”*

“Customer Satisfaction Metrics”

*“Engaging with the Citizen”*

**“Customer Journey Mapping”**

**“Deliberative Polling”**

*“Effective targeting of limited resources”*

*“Holistic view of the customer”*

**“The best preparation for governing is listening to the British people”** *Gordon Brown PM*

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## The “Insight” agenda



*"A deep truth about the citizen based on their behaviour, experience, beliefs, needs or desires, that is relevant to the task or issue and rings bells with targeted people"*

Sir David Varney's Review of Service Transformation  
2007

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## The “Insight” agenda



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**"We need to exploit customer insight as a strategic asset"**

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**Do we exploit insight  
as a strategic asset?**

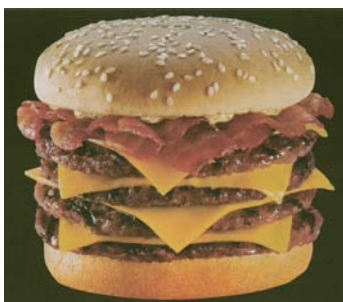
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**The “competition”  
exploit insight as a  
strategic asset?**



**For example the competition to  
a *healthy eating* campaign are  
those that market *unhealthy*  
*food***

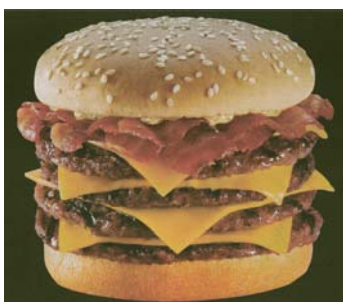
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**The “Stacker Quad” Burger**  
A new Burger King Product

*4 burgers+ 4 slices of cheese +  
4 slices of bacon – NO SALAD  
= 70% of your daily calorie  
intake*



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## The “Stacker Quad” Burger

A new Burger King Product

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*“We’re satisfying the serious meat lovers by leaving off the produce and letting them decide exactly how much they can handle”*

Denny Marie Post  
Chief Concept Officer  
Burger King



*“We listened to consumers who said they wanted to eat fresh fruit*

*– but apparently they lied.”*  
Wendy’s Spokesperson

*“A typical buyer isn’t driving in there with a BMW and an expense account. They’ve got a couple of bucks in their pocket and their big objective is to get full”*

*“Anti fast-food backlash”*

*“Healthy eating is more a state of intention than it is of action”*  
Burger King

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**Research and Insight  
– plenty of it!**

- Industry monitoring
- Social climate monitoring
- Consumer research
- Family Shopping behaviour

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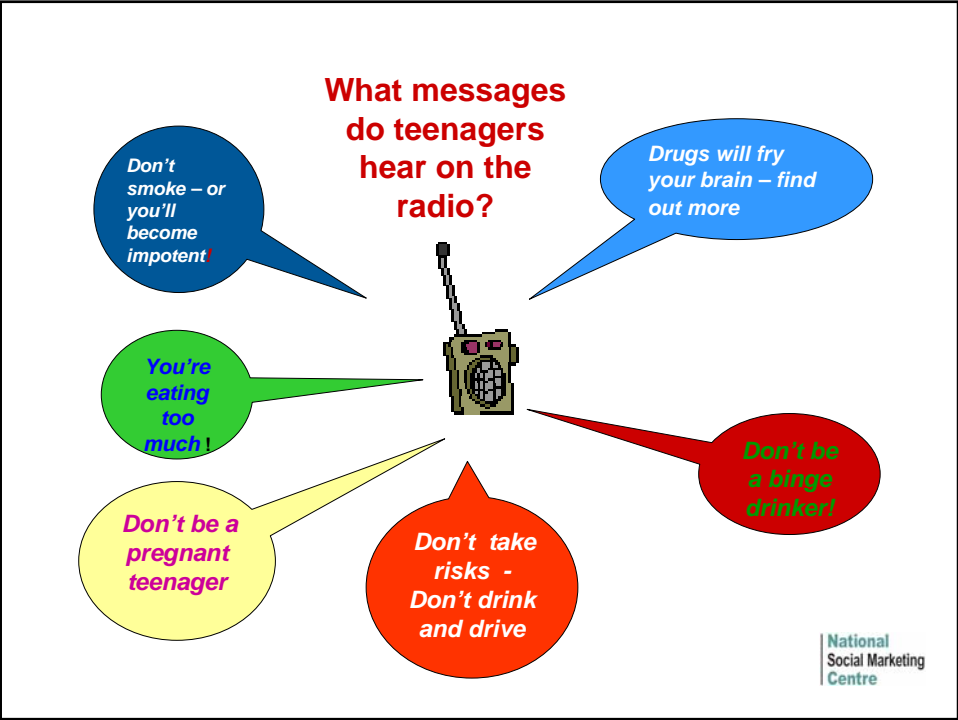
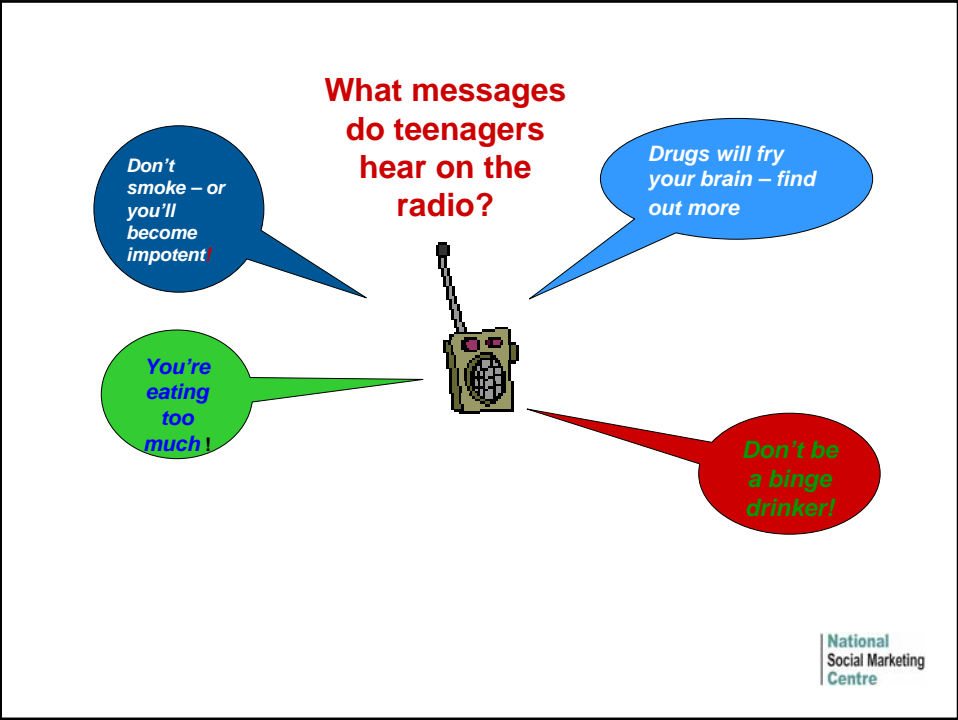
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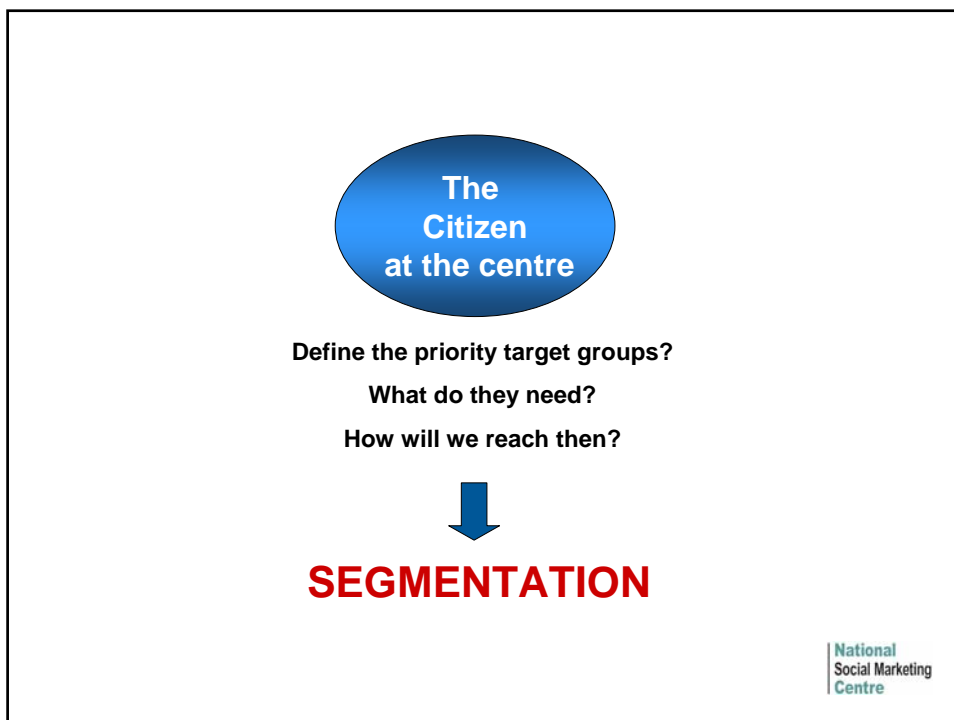
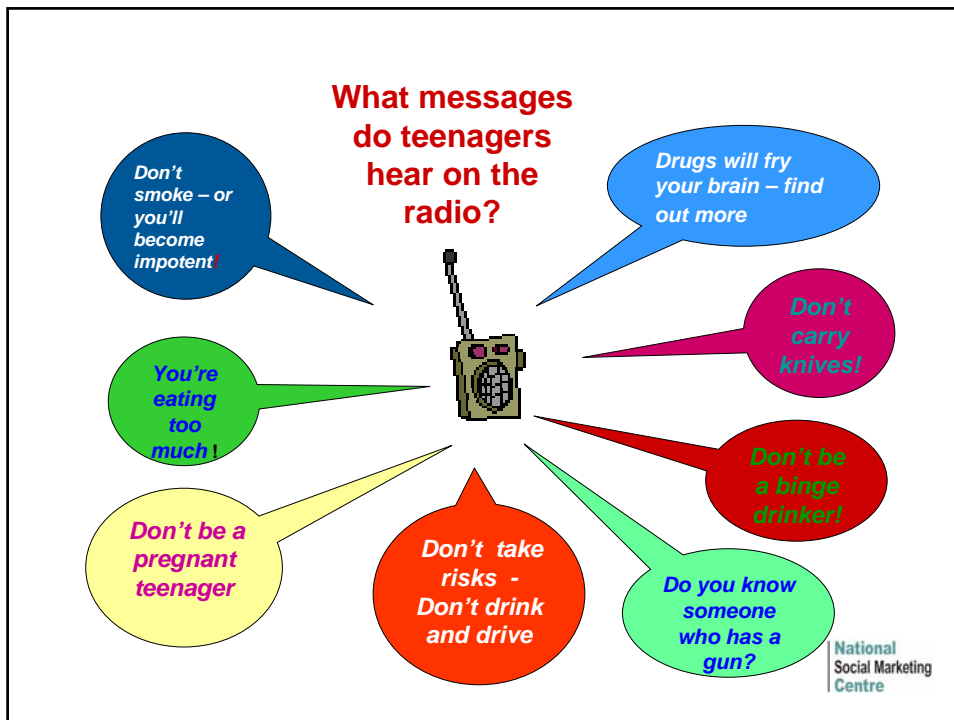
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**What messages  
do teenagers  
hear on the  
radio?**



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## **“The Healthy Foundations Life-stage Segmentation Project”**

- **A segmentation of the population**

- looking at the drivers of behaviour across smoking, obesity, alcohol/substance abuse, sexual health and mental health.

- **Explore the feasibility of multiple issue work streams for social marketing**

- For example, where appropriate tackling common drivers across issues.



**In short providing the basis for a cross-issue view of the population, enabling DH to more accurately target those who need help.**

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## **Who is Involved?**



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**INGRAM**

NCC National  
Consumer Council  
Making all consumers matter

COI

**Plus external experts from the  
academic and market research  
sectors**

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The project was concerned with the health issues covered by the primary PSA (*Public Service Agreement*) targets in England:-

- Obesity
- Mental Health
- Drugs & Substance Misuse
- Sexual Health
- Smoking
- Alcohol abuse

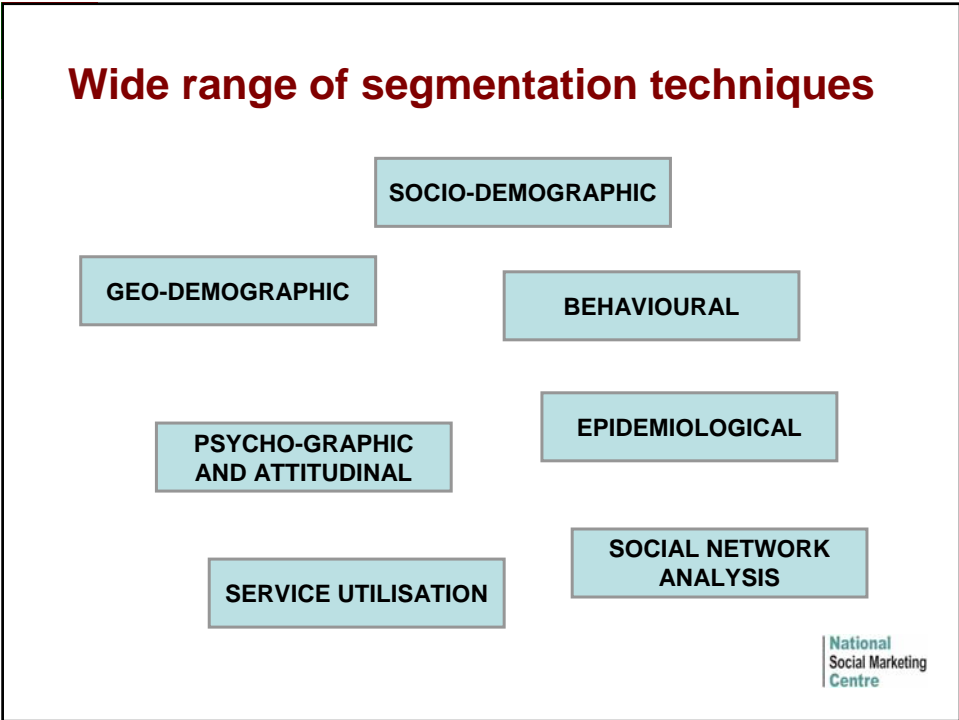
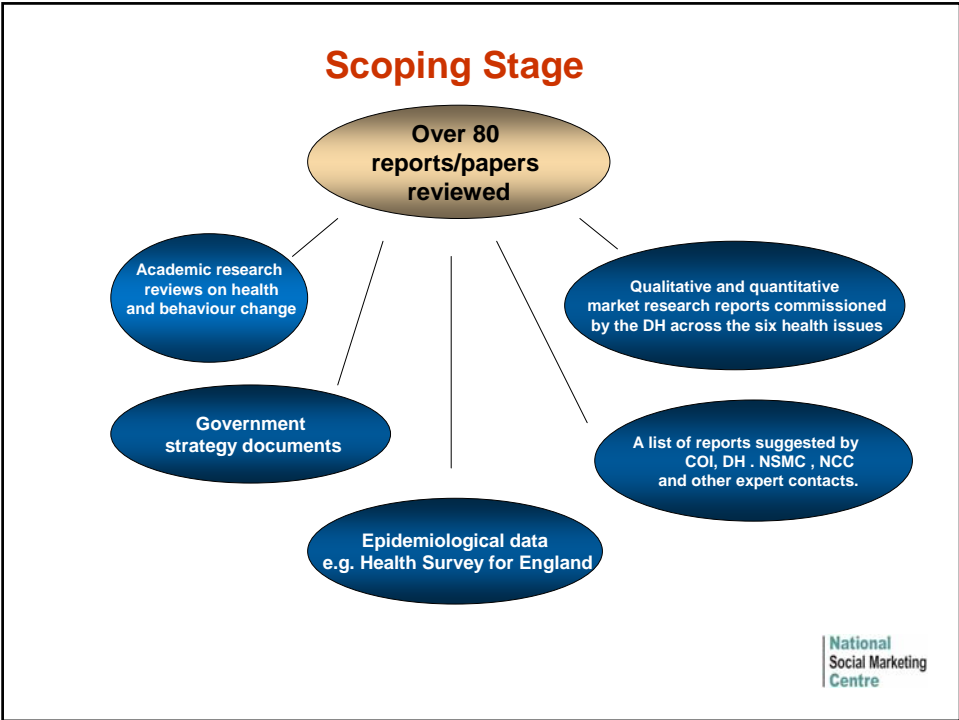


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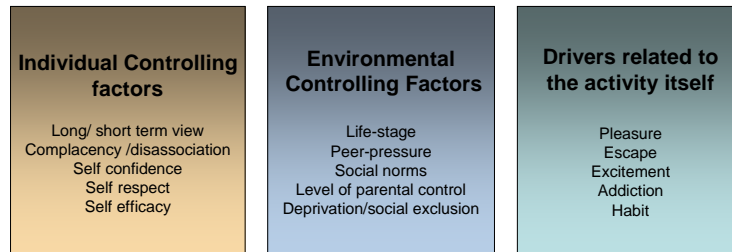
**The specific objectives of the research review were:**

- To map **target groups** as currently defined and / or segmented
- To identify **common 'drivers'** of behaviour shared by target groups across issues
- To identify knowledge **gaps** in the existing research base

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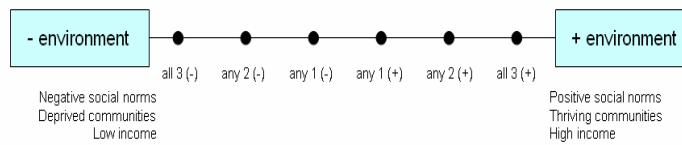


## Grouping the *drivers* of behaviour by type and function



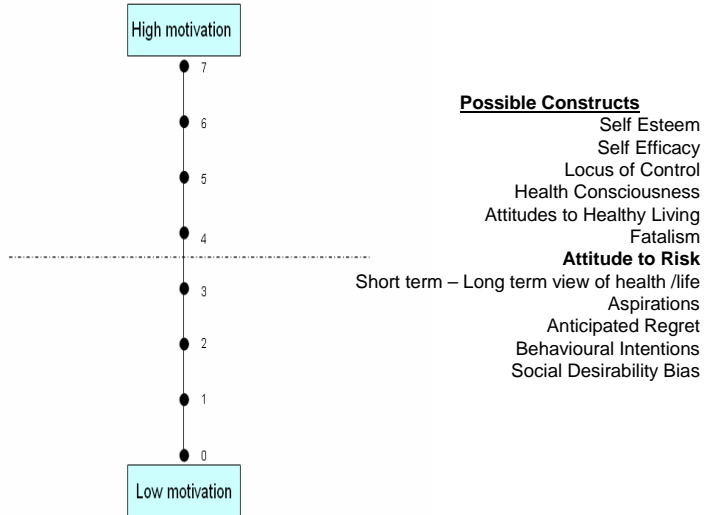
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## Circumstances/environments

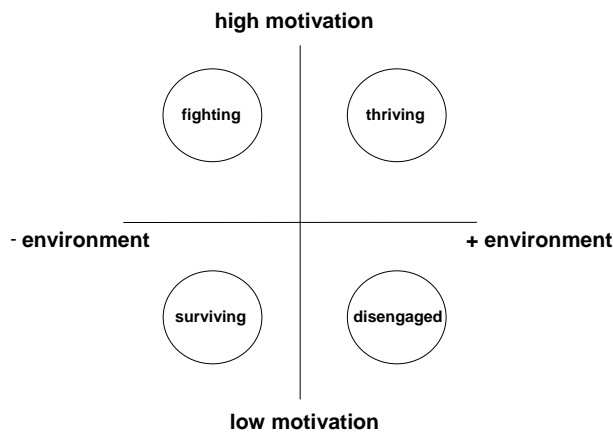


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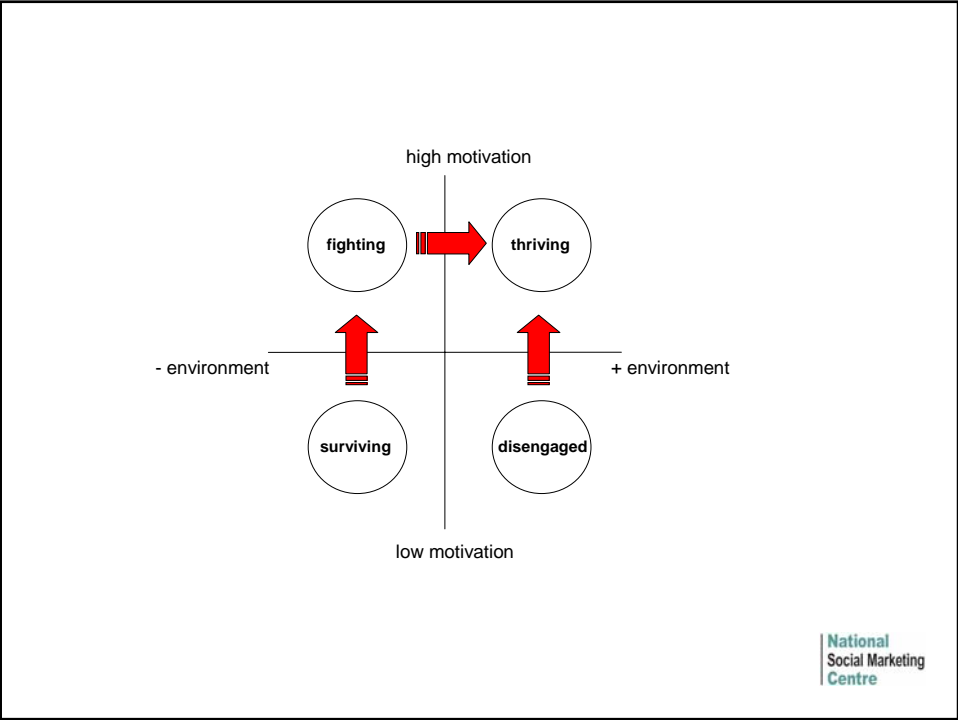
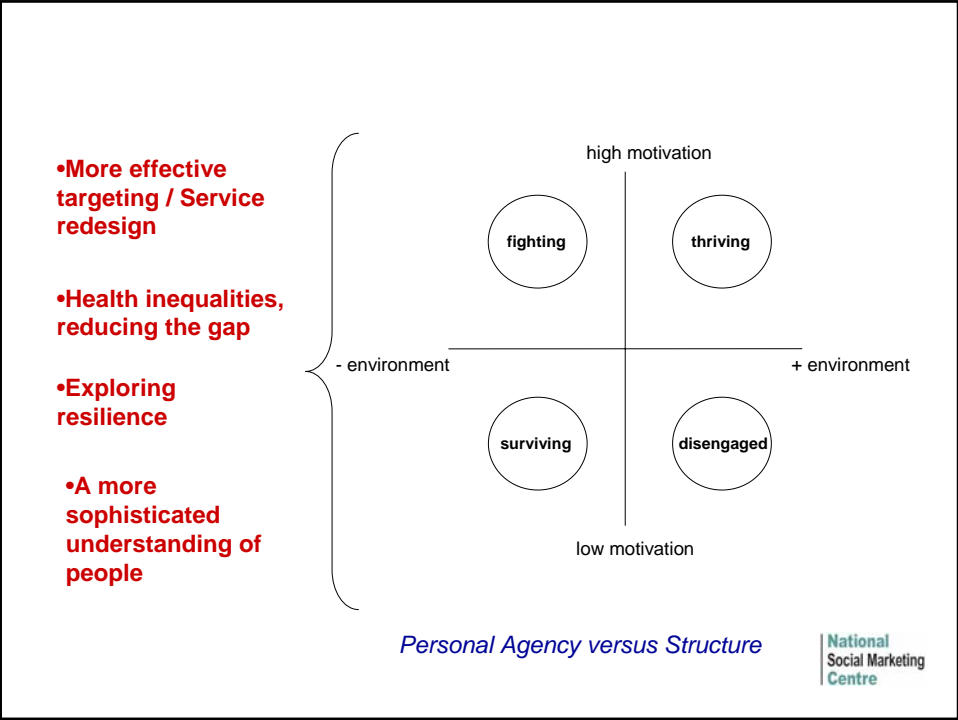
## Motivation/Engagement with health and well being



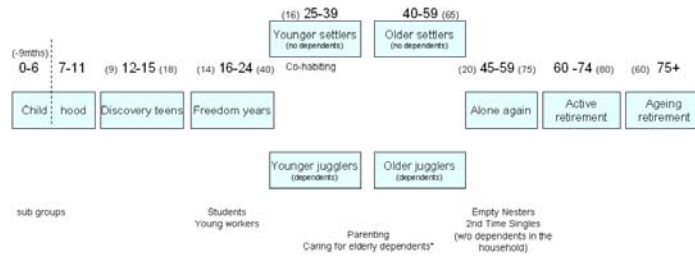
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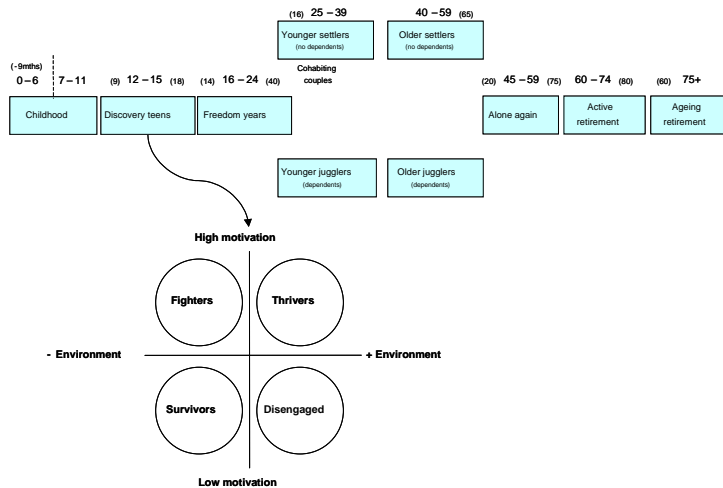
## Life-stage



e.g. of "caring" definition: dependent to be living in the household or needing looking after >3 times per week

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## The Hypothesis



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# Next steps....

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## Next Steps

- This is a *hypothesis* not the finished segmentation
- We are refining the “motivation” and “environment” axes
- We are testing the model:-
  - **Large survey of the general population of England - Autumn 2008**
  - **Qualitative studies of key segments within life-stage - Spring 2009**



**In depth customer insight and segmentation  
within life-stage**

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# Segmentation

**“My goal is simple.  
It is complete understanding of the universe,  
why it as it is and why it exists as all.”**

**Stephen Hawking**

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***“Nothing is particularly hard if you  
break it down into small jobs”***

**Henry Ford**

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**England is hosting the first ever World Social Marketing Conference**



**Brighton: A European Healthy City**  
29<sup>th</sup> - 30<sup>th</sup> September 2008