

A A S M

A U S T R A L I A N A S S O C I A T I O N O F S O C I A L M A R K E T I N G

aasm.org.au

news
April 2013

Editorial



Dr Nadia Zainuddin
University of Wollongong, Australia
Editor AASM Newsletter

One of the major social marketing events in our calendar is upon us; the biennial World Social Marketing Conference is back in 2013 and has moved across the Atlantic from Dublin, Ireland to Toronto, Canada and the conference theme is *"New Challenges and Solutions to Social Change"*. It is exciting to think that the social marketing discipline is moving towards new ways of thinking and new approaches in addressing social problems.

There have been calls from academics to lay to rest the old debates in social marketing, such as agreeing on a definition of social marketing, or the appropriateness of the use of the 4Ps in social marketing. Like many others, I am eager for social marketing to not only move forward as a discipline, but also explore new theories, new approaches, and new tactics to help achieve our objectives.

The next Viewpoint by Professor Rebekah Russell-Bennett talks to the use of services thinking in social marketing, which is an emerging approach used in social marketing research. Other emerging approaches

used in social marketing research include co-creation, branding, and customer value. Social marketing interventions have the potential to be co-created with target audiences in order to co-create value for all stakeholders involved. Some social behaviours are facilitated through the provision and use of services. Branding can be used to build brand communities among target audiences to encourage behaviour change.

While these theories are not "new" per se, their use in social marketing research thus far has been limited despite their relevance in many social marketing situations. These are just some of the approaches being used by a growing number of social marketing researchers not just in Australia, but internationally as well. What alternative approaches are you using?

The recent call for papers for the Journal of Social Marketing Special Issue, *"Fresh Ideas, New Thinking"* Guest Edited by Dr Ross Gordon, is a testament to the growing appreciation for new approaches in social marketing thinking and research beyond the usual 4Ps framework, or behaviour change theories such as the Theory of Planned Behaviour. While there is a place for these traditional frameworks, let's collectively think of newer ways of doing things and be responsive to the changing landscape of social challenges and barriers.

If you have any questions, comments, or if you would like to send through any contributions to our newsletter or be featured in either our "Social Marketer in Focus" or "Social Marketing Campaign" sections, please contact nadiaz@uow.edu.au



Follow us on Twitter @AASM_Aus

What's new at AASM?

Welcome to 2013, our president Rebekah Russell-Bennett has been away for the past few months working in the UK which was an interesting time to observe social marketing. While in the Northern hemisphere, she attended the UK Social Marketing conference in London, the European Social Marketing Conference in Lisbon and the National University of Ireland's social marketing conference. As a point of interest, social marketing in Australia is certainly leading the way in many innovating ideas including the use of online gaming, smartphone apps and the use of services thinking.

We hope all our AASM members enjoyed receiving the complimentary hard copy of the first volume of the AASM Viewpoint prior to Christmas. The first issue for 2013 is now available on the AASM website <http://aasm.org.au/aasm-viewpoint/>. This issue is by Dr Ross Gordon on "The Potential of Upstream Social Marketing". To access Viewpoint (and other AASM member-only resources) you will need to use your AASM login and password.

We welcome our new treasurer, Roger Lam who replaces Sharyn Rundle-Thiele in this role. Sharyn remains on the AASM committee but as she was recently elected to the role of President of ANZMAC (the Australia and New Zealand Marketing Academy) she hands this role over.

Latest issue of Journal of Social Marketing

All members of the AASM receive complimentary access to the Journal of Social Marketing (individual subscription costs \$679)

Journal of Social Marketing Volume 3 Issue 1 2013

Examining price promotions, venue and place of residence as predictors of alcohol consumption
Maria Raciti, Rebecca O'Hara, Bishnu Sharma, Karin Reinhard, Fiona Davies

Teens' blog accounts of the role of adults in youth alcohol consumption
Simone Pettigrew, Melanie Pescud, Wade Jarvis, Dave Webb

NIDA engages teens through its blog: lessons learned
Everly Macario, Carol Krause, Jennifer Cooke Katt, Shelley Caplan, Robin Stevens Payes, Alexandra Bornkessel

"Lose 30?lbs in 30 days": Assigning responsibility for deceptive advertising of weight-loss products
Julie A. Pirsch, Stacy Landreth Grau, Michael Jay Polonsky

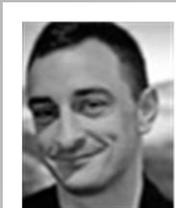
Perceived risk mediates the impact of mood on the effectiveness of health PSAs: Implications for public health marketing
Sela Sar, George Anghelcev

AASM Viewpoint

The next issue of Viewpoint features Professor Rebekah Russell-Bennett, Professor of Marketing at the Queensland University of Technology Business School. The topic will be on 'Are you being served? The Role of Service Thinking for Social Marketing'.

The AASM Viewpoint is available for access to members of the AASM on the members section of the association website and will also be available as a compiled booklet complete with editorial on the hot topics and issues in social marketing for that year.

The annual booklet will have an ISSN number and will be available for purchase electronically from the AASM website.



For further information on AASM Viewpoint, and if you are interested in submitting a piece for the series, please contact the Editor Dr Ross Gordon:
rgordon@uow.edu.au

AASM Hub Events



One upcoming event is the social marketing sessions at the World Marketing Congress conference being held in Melbourne on 17 – 20 July. All social marketing presentations have been scheduled to be held on a single day and AASM committee member Associate Professor Sharyn Rundle-Thiele has arranged for a special rate for AASM members interested in attending this day. Papers from international academics will be presented on a range of exciting topics so stay tuned for more information.

Details of the conference can be found at
<http://www.2013wmc.org/>

Social Marketing in the News

The Sydney Morning Herald recently published a news article on research on nudging tactics commissioned by the New South Wales Department of Premier and Cabinet. Based on research conducted by the Behavioural Insights Team of the British Government, the NSW Premier's department seeks to "nudge" citizens of NSW in an attempt to "*influence behaviour with cleverly targeted nudges rather than more red tape*".

Nudging tactics have been used previously in both social marketing and commercial marketing contexts. For example, it was used by the Behavioural Insights Team to improve tax compliance, while the private sector has long used nudging tactics in a myriad of ways such as through sales, and special offers. Academically, nudging has been discussed previously by social marketer Professor Jeff French who has considered the appropriateness of "hugs", "shoves", "nudges" or "smacks" in various contexts and has published his paper "Why nudging is not enough" in the Journal of Social Marketing (Vol. 1, Iss: 2, pp.154-162). To read more about the use of nudging, go to: <http://www.smh.com.au/comment/what-a-difference-a-nudge-in-the-right-direction-can-make-20130406-2hdab.html>

SOCIAL MARKETER IN FOCUS



The Social Marketing @ Griffith research group at a writing retreat in Tasmania in February 2013

In this issue, we are pleased to feature social marketer, Associate Professor Sharyn Rundle-Thiele from Griffith University's Griffith Business School. Associate Professor Rundle-Thiele is Co-Editor of the Journal of Social Marketing and Head of the Social Marketing @ Griffith research group.

Tell us about your research?

My personal research focuses on alcohol with a series of projects underway that seek to reduce alcohol consumption in Australia. I lead a team of researchers who are applying social marketing to a wide variety of issues including (but not limited to) healthy eating, exercise, workplace environmental behaviours, human trafficking, and alcohol. The work that is currently underway in the Social Marketing @ Griffith team is exciting and we will see change.

What inspired you to undertake research in this area?

I undertook a commercial PhD whose focus was to understand how marketers could sell more alcohol at a higher profit. Post PhD I was simultaneously exploring Corporate Social Responsibility and consumer loyalty to beer. These 2 independent projects led me to see that I could change direction and focus my marketing skills on social issues. From 2006 my research focus changed forever.

As Co-Editor of the Journal of Social Marketing, could you tell us a bit more about the journal and what we can expect to see in coming issues of the journal?

The Journal of Social Marketing is now well into its 3rd volume and today I am looking at the first paper that may be accepted for Volume 4. You can expect to see papers evaluating social marketing campaigns and more debate on social marketing. Social marketing scholars continue to debate where social marketing can deliver the best return on investment - some say choice architecture, some say upstream while others will debate that upstream is far from marketing whose key underpinning principle is exchange. In the coming issues there will be plenty of room for thought.

Will we be seeing you at the upcoming World Social Marketing Conference in Toronto this April?

For those travelling to Toronto, enjoy! I will be enjoying Gabrielle's (my 16 year old daughter) Year 12 formal.

Sharyn can be contacted at s.rundle-thiele@griffith.edu.au

UK Social Marketing Conference 14 November 2012



The UK Social Marketing Conference was held at the Park Plaza Victoria on Wednesday 14 November 2012. In attendance, were guest speakers from the public, NGO, and private sectors such as John Bromley, Managing Director of the National Social Marketing Centre, Dan Metcalfe, Head of Planning and Strategy at the Department of Health, and AASM President Rebekah Russell-Bennett, Professor of Marketing at the Queensland

University of Technology. Interesting points that came out of the conference was the movement of the social marketing function within the National Health Service from the promotions unit to the service delivery unit. This indicates that the UK government (or at least their health department) is getting the message that social marketing needs more than just 1 P to be effective. A contentious presentation was on the topic of Stealth Marketing and its use in social marketing.

The audience engaged in a vigorous debate about the ethics of concealing the true purpose of a campaign to achieve the desired goals. The last session was very powerful and delivered by Will Linden from the Violence Reduction Unit who used a criminology approach to outline a timeline of one young man's life and all the possible intervention points that had been missed. Whilst this was a sobering presentation, it personalised the whole point of why we do what we do in social marketing – and that is to make a difference. For details on the programme including a video and presentations that can be downloaded go to http://wsconference.com/londonuk_programme

Third World Social Marketing Conference 21-23 April 2013 Toronto, Canada



The next World Social Marketing Conference is upon us and will be held in Toronto, Canada at the Westin Harbour Castle from the 21st to 23rd of April 2013. The conference will be chaired by Professor Jeff French and will feature a number of academic presentations including those by some of our own AASM members.

AASM member and Viewpoint Editor, Dr Ross Gordon has been invited to present as one of the Keynote Speakers for the conference under the session, "The Next Generation Speaks" as well as facilitate a practitioner session on branding in social marketing. Dr Gordon will also be presenting his paper with Dr Nadia Zainuddin and Dr Shaun Powell on "Unlocking the potential of branding in social marketing".

Professor Rebekah Russell-Bennett will be presenting her paper with Jessica Mayer and Dr Nadia Zainuddin on "Branded breast screening: How brand congruence, perceived threat and age influence coping" while Professor Sandra Jones has a number of papers that will be presented at the conference including, "Why social marketing? Because knowledge is not enough to deter secondary supply of alcohol to minors" and "Current ethical issues in social marketing" with Bob Marshall and Jeff Thom.

For live tweets from the conference, follow social marketers such as @JeffFrenchSSM, @DrBekMarketing and @chiefmaven as well as official conference tweets at @wsmconference



Social Marketing on Twitter – stay connected



Simon Dudman @simondudman

New European **Social Marketing** Association takes shape <http://lnkd.in/573K4i>



wsmconference @wsmconference

Looking for more good [#SocialMarketing](#) reads? Check out this blog <http://bit.ly/XM4Tgn> by [@ogilvypr](#) and [@OgilvyDC](#) [#wsmc](#)



Vala Afshar @ValaAfshar

Social marketing: the 3 big problems working with influencers <http://bit.ly/16pPXXh> [@rww](#) [#socbiz](#) [#cmo](#)



Julia Kittelsen @jkittle

World Social Marketing Conference, Toronto 2013 shar.es/eqQKR via [@ShareThis](#) / Would be fun to go... Fingers crossed!