Comprehensive training

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HOSTED BY GAVI, WHO, UNICEF & US CDC

From Social Marketing to Design Thinking

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Outline

Classical Social Marketing & Some “Bloopers”

Shifting from Product (Features) to User Experience

Why Values are key: Behaviors, Messages and Benefits.

The Power of Positioning

Exercise

Learning objectives

- Participants will…
- Understand how the “default” settings of social marketing favor supply-side and rational thinking
- Appreciate the important difference between product features and user experience
- Be able to identify and tap into the power of human values in order to motivate behavior change
- Be able to apply a tool of Design Thinking

Definitions

Marketing: The process of creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and the society at large. *(American Marketing Association)*

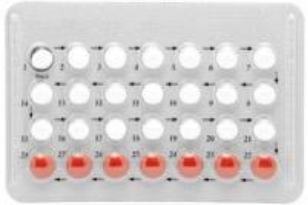
Social Marketing: Applies marketing principles and techniques to create, communicate and deliver value in order to influence target audience behaviors that benefit society as well as the target audience". *(Kotler, Lee, & Rothschild, 2006)*

Design Thinking: Enhances the user experience through innovation. "A discipline that uses methods to match people's needs with what is technologically feasible and viable (from a customer value and market opportunity perspective)". (Tim Brown, CEO Ideo).

“Default” Model of Behavior Change

- Supply Side
- Rational

Products, Services and Behaviors



The marketing mix

Product
The item or service being sold must satisfy a consumer's need or desire.

Price
An item should be sold at the correct price for consumer expectations, neither too low nor too high.

Promotion
The public needs to be informed about the product and its features in order to understand how it fills their needs or desires.

Place
The location where the product can be purchased is important for optimizing sales.

Transmission model

Sender

Receiver

"I know something that you don't know. If you knew it, you be able to improve your behavior"

Problem

Why does our "messaging" often (or eventually) fall on deaf ears?

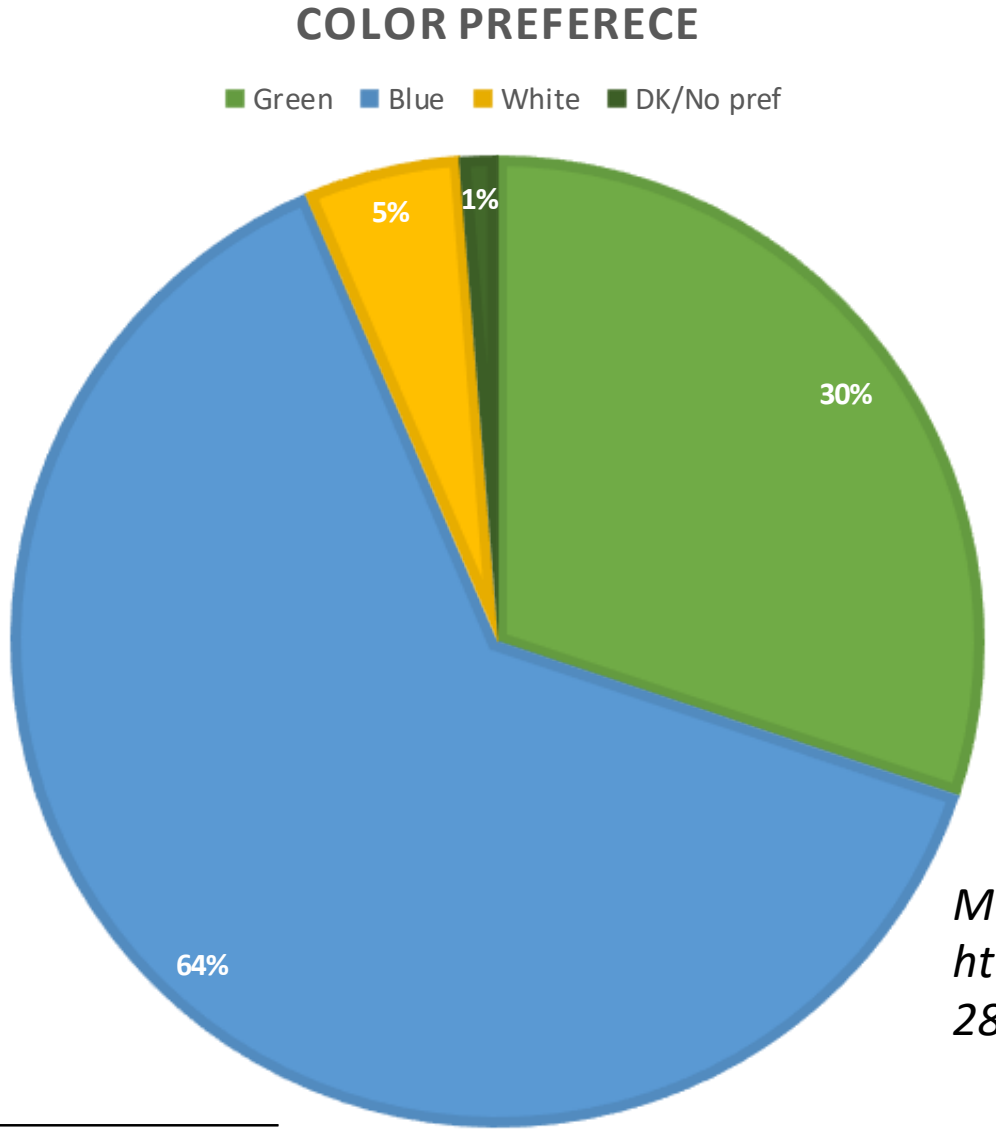
Malaria…Example of Some Problems…

Insecticide-Treated Bednets Offer Significant Protection from Malaria

BUT…

White is the color of mourning

Bednet Color Preference: *Malawi*



Malawi Indicator Survey: https://dhsprogram.com/pubs/pdf/MIS28/MIS28.pdf

Blue or Green is often preferred

Addressing consumer preferences assisted the shift from households simply **HAVING BEDNETS** to ensuring that people **SLEEP UNDER BEDNETS**

"if a net is of a preferred color or shape, it is more likley to be used"

Mategula, D., Ndeketa, L., Gichuki, J. *et al.* Effect of bed net colour and shape preferences on bed net usage: a secondary data analysis of the 2017 Malawi Malaria Indicator Survey. *Malar J* **19,** 428 (2020). https://doi.org/10.1186/s12936-020-03499-9

Malaria Example - Summary

- **Challenge**: Getting Bednet owners to sleep under bednet
- **Approach**: Consider User Preferences (color, shape)
- **Findings**: "If a net is of a preferred color or shape, it is more likely to be used"
- **Resources/Guidance Used**:
  - Malaria Indicator Survey

Ebola

White is the color of mourning

Ebola: Negotiating safe burials was critical to ending the outbreak

Ebola Example - Summary

- *Challenge: Safe handling of deceased*
- *Approach: Consider Community Preferences*
- *Findings:* ***Negotiating with communities is essential for effective behavior change***
- *Resource: Safe and Dignified Burial: An Implementation Guide for Field Managers*

Safe and Dignified Burial
An Implementation Guide
for Field Managers

www.ifrc.org
Saving lives, changing minds.

International Federation
of Red Cross and Red Crescent Societies

Key Lessons

- Shift from focus on how to solve ***our problems*** to solving ***their problems***
- Focus on **who** they are, and what they **value**

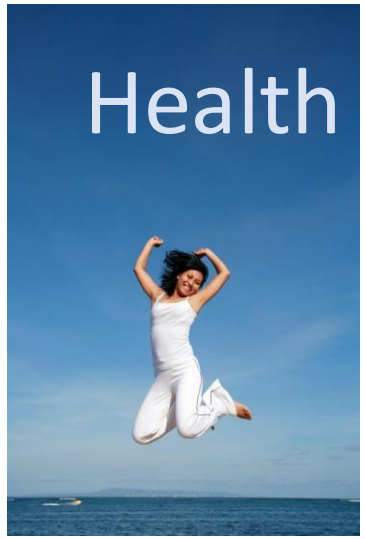
Behaviors, Messages, Benefits and Values

- “Messages” are at the heart of Communication
- Not the same as behaviors
- Often confused

Effective Messages …

- Convey Benefits
- Show Consequences
- Build Skills/ contribute to Self-Efficacy
- Leverage the Influence of “Important Others”

Benefits are



A Promise

…of something that will happen in the future

If you do_____(BEHAVIOR)

You will experience _____(BENEFIT)

Because_____(Reason Why)

If you **drive a Volvo**

You will **feel safe**

Because **Volvo has undergone rigorous safety tests**

The strongest, most compelling Promises…

Go Beyond "Immediate Benefits" – Connect with

Universal Values or

"Pulse Points"

“Pulse Points” that drive behaviors:

Power. *Independence.* *Status.*

Sex. *Romance.*

Acceptance. *Family.* Security. Order

Tranquility. *Idealism.* *Belonging.*

Freedom. *Recognition.*

Self fulfillment. *Luxury.*

Understanding. *Sensuality.* Novelty.

Achievement

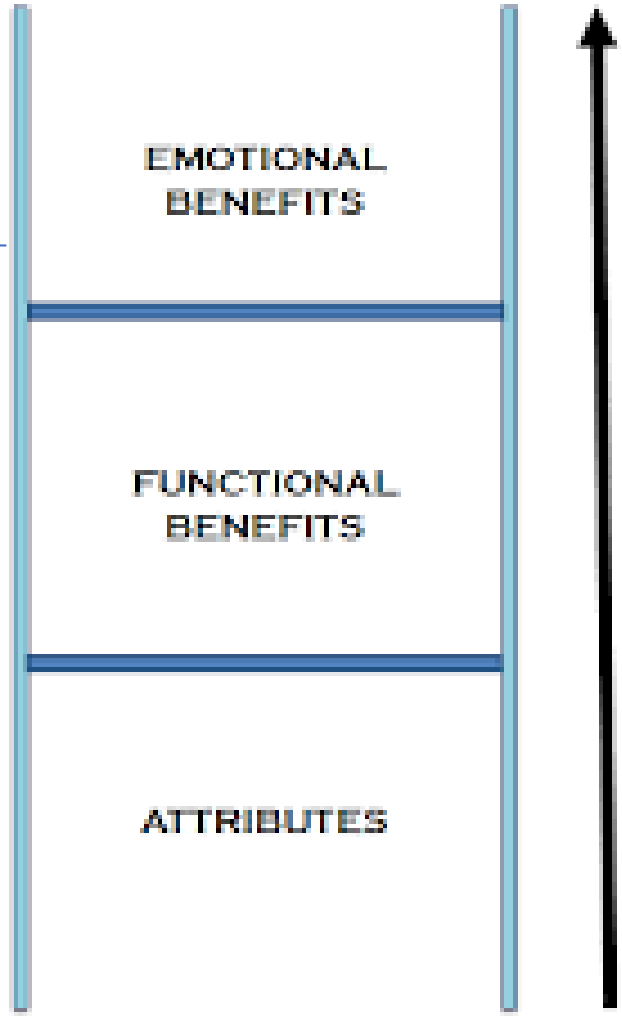
Benefit laddering

"How will you feel if…"

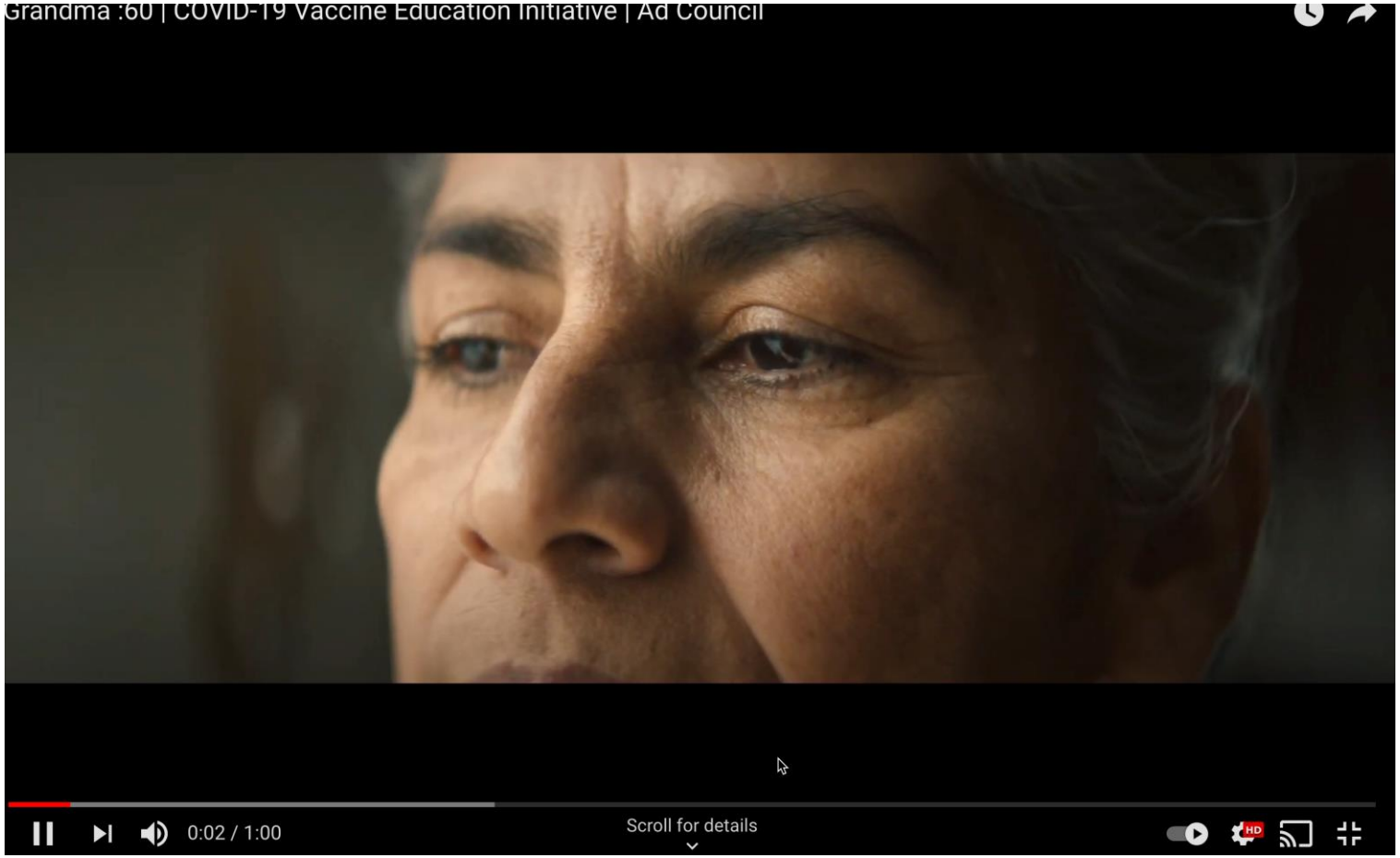
It will keep me healthy, protect my children, my family, my grandma.

Is it safe? Is it effective?

Is it convenient?



Grandma - COVID-19



Product Designed for User Experience

Macbook: What is the User Experience?

Key Lessons: New Macbook Pro Launch Lessons

- Focus on User
- Focus on User Goals, Values, Desire to Achieve/Create
- Shows and tells us who the User is

How to apply these examples?

Truths from the field

1. Values are powerful motivators
2. Benefits are in the Eye of the Beholder
3. Our programs are more likely to be successful if we respond to consumer preferences than if we ask consumers to shift their behaviors based on our preferences

Best practices

- Measure preferences and values in addition to knowledge
  - IDI's, KII's , FGD's, Surveys
- When designing interventions, develop programs that respond to consumer preferences rather than asking consumers to shift to your preferences
  - Ask "Why"; "Why is that important"
- View the world from the Consumer's Perspective

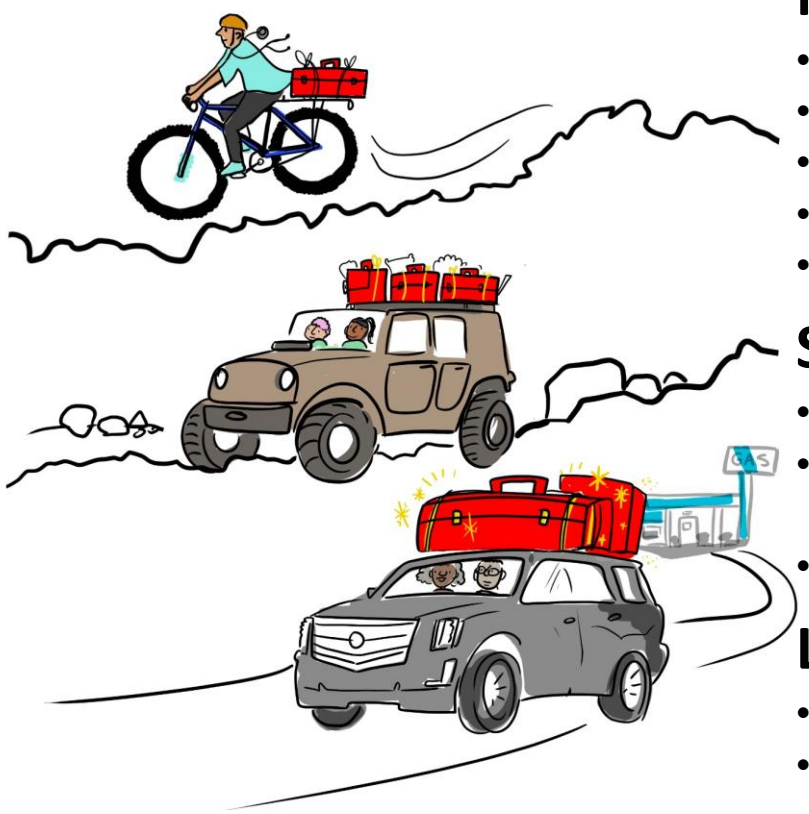
  Use storytelling tools such as "Journey Maps" to understand *consumer experiences in context*

Metrics

- **Use Formative Research (IDI's KII's, FGD's) to discover:**
  - Current behaviors and context
  - Importance of Key Attributes and Features of product/service/behavior
  - Benefits associated with Product, Service or Behavior
  - Potential ''***Pulse Points***'' or Higher-level / universal benefits

- **Use Survey Research to track:**
  - Behaviors
  - Key Behavioral Factors (Determinants)
    - Structural (access, price, convenience) – is the behavior **''EASY**''?
    - Social (approval/endorsement by family, peers, influential others)
      - Is the behavior **''POPULAR''**?
    - Individual (perceived benefits, attitudes, preferences)
      – What is the User Experience **''FUN''**?

Actions You Can Take to bring about meaningful Change in Different Operating Environments



Mountain Bike

- *Engage Community Leaders*
- *Conduct Stakeholder Interviews/Key Informant Interviews*
- *Community Meetings/Townhalls*
- *Conduct Consumer "Journey Mapping" – convenience sample*
- *Review existing studies*

Sturdy 4x4

- *Review Social Media: What are people saying*
- *Conduct Focus Group Discussions and In-depth interviews among key audience segments*
- *Conduct surveys to identify behavioral determinants among key audience segments*

Luxury Vehicle

- *Conduct Behavioral Survey with representative sample*
- *Segmentation Research to identify consumer segments & develop profiles for these groups*

Bigger vehicle = larger toolbox of interventions, more ways of promoting vaccine demand and mitigating the infodemic

Key Points

- Use every opportunity to gain consumer insights
- Negotiate behaviors – don't be afraid to adjust behaviors to community values and norms
- Facts are hard to remember - Stories are easier
- Speak to who people are/values; not what they know (or don't)
- Show the user who they can be, not just what your product or service or behavior can provide
- Lead with benefits - Use "features" as support
- Go deeper – tap into core "Values"
- Use credible spokespersons, role models and platforms, engage community members, ambassadors for specific audiences

Thank You!

Resources

- Tim Brown, *Design Thinking*: *https://readings.design/PDF/Tim%20Brown,%20Design%20Thinking.pdf*
- Smith, William, *Social Marketing Lite*, 2001. *https://files.eric.ed.gov/fulltext/ED455167.pdf*
- Kahneman, Daniel. *Thinking, Fast and Slow*. New York: Farrar, Straus and Giroux, 2011.
- Veludo-de-Oliveira, Tânia & Ikeda, Ana & Campomar, Marcos. (2006). Laddering in the practice of marketing research: Barriers and solutions. Qualitative Market Research: An International Journal. 9. 297-306. 10.1108/13522750610671707.
- Human Centered Design: *https://www.designkit.org/human-centered-design*
- Safe and Dignified Burial An Implementation Guide for Field Managers *https://www.ifrc.org/sites/default/files/IFRC_BurialGuide_web.pdf*
- Mategula, D., Ndeketa, L., Gichuki, J. *et al.* Effect of bed net colour and shape preferences on bed net usage: a secondary data analysis of the 2017 Malawi Malaria Indicator Survey. *Malar J* **19,** 428 (2020). https://doi.org/10.1186/s12936-020-03499-9
- Malawi Indicator Survey*: https://dhsprogram.com/pubs/pdf/MIS28/MIS28.pdf*

Extra slides

Exercise

Creating a **Consumer Journey Map**:
“Walking in the shoes of your customer”

Uncover key elements of the User Experience through a journey map (instructions for template)

As an Exercise for this training, try and put yourself in the shoes of your customer/user. In actual practice do this exercise with people who are priority groups for your work

1. Identify the intended behavior or practice

2. Identify key stages or steps from beginning to end

3. Capture what the consumer is currently doing in each stage/step?(Activities)

4. Capture what the consumer is feeling and thinking at each stage.

5. Think about 'touch points' – that is, opportunities through communication or intervention to improve the consumer experience.

5. Interpret the high points or low points from the user's experience.

6. Identify what common themes emerge. For instance: 'access, time, frustration, etc.'

Exercise: Create a journey map

State behavior: (e.g Getting Vaccinated, Seeking Care for Fever)

_____

Phase 1: _____	Phase 2: _____	Phase 3: _____	Phase 4: _____	Phase 5: _____	Phase 6: _____
Activities (What does the customer do?):	Activities (What does the customer do?):	Activities (What does the customer do?):	Activities (What does the customer do?):	Activities (What does the customer do?):	Activities (What does the customer do?):
Thoughts & emotions (What does the customer feel and think?):	Thoughts & emotions (What does the customer feel and think?):	Thoughts & emotions (What does the customer feel and think?):	Thoughts & emotions (What does the customer feel and think?):	Thoughts & emotions (What does the customer feel and think?):	Thoughts & emotions (What does the customer feel and think?):
Touchpoints:	Touchpoints:	Touchpoints:	Touchpoints:	Touchpoints:	Touchpoints:

List 3 high points:

1.
2.
3.

List 3 low points:

1.
2.
3.

What key themes emerge? What insights can you gather?

Macbook Example - Summary

- *Challenge: Exceed expectations for new product launch*
- *Approach: Shift from Product; Focus on User*
- *Findings: 50% revenue growth (even stronger than previous)*
- *Tools Used: (?) Understanding Consumer Values*