

# REAL CHANGE

OR

# WINDOW DRESSING?

How **CSR campaigns** can utilize brands to change behaviour and **make a difference** with young people



**Jeff Jordan**  
President  
Rescue Social Change Group  
USA



PROVIDES  
**RESEARCH, STRATEGY,**  
AND **BEHAVIOR CHANGE**  
**MARKETING** SERVICES

**rescuescg+** OFFICES IN



## THE **rescue**scg<sup>+</sup> SOCIAL BRANDS

ALTERNATIVE TEEN  
TOBACCO PREVENTION



YOUNG ADULT  
TOBACCO PREVENTION



LGBT  
TOBACCO PREVENTION



YOUTH ENGAGEMENT



OTHER  
TEEN BRANDS



## **rescue**scg<sup>+</sup> CURRENT TOBACCO CONTROL PROGRAMS



FOUR MYTHS ABOUT  
**CSR** &  
**SOCIAL MARKETING**  
THAT YOU **NEVER** KNEW  
WERE MYTHS

## MYTH

“All **commercial marketing** strategies can also be used in behaviour change”

ARE YOU **PEPSI** OR **COKE** ?



VS



COMMERCIAL MARKETING



**BEHAVIOR**  
— CHANGE —

## A FUNDAMENTAL DIFFERENCE

PREFERENCE CHANGE



AWARENESS  
MEMORABILITY  
LIKABILITY

TO EXPAND THE BASE

VS.

BEHAVIOR CHANGE



PERSUASIVENESS  
RELEVANCE  
IDENTIFICATION

TO REACH A NEW GROUP

# MYTH

“People make  
**logical** and **rational**  
decisions to behave”



## THE **IDENTITY** CYCLE



## WHAT DO YOU WANT TO **CHANGE?**

THINK OF YOUR **BEHAVIOR** AS AN **EQUATION** FOR YOUR CUSTOMER...



**WHO YOU ARE**  
MOTIVATES BEHAVIOR  
MORE **POWERFULLY** THAN  
**WHAT YOU KNOW**

## THE THREE KEY INGREDIENTS OF BEHAVIOR CHANGE



# MYTH

“Demographic **segmentation** is enough to reach youth”



## A FUNCTIONAL ANALYSIS FOR CULTURAL INTERVENTIONS



RSCG'S PROPRIETARY  
**RESEARCH** PROCESS

### 6 STEP **QUANTITATIVE** & **QUALITATIVE** RESEARCH PROCESS

**Qualative: ID-PROJECTION GROUPS™**

Discuss pictures unknown others to reveal underlying cultural behavior associations.

**Quantitive: IBASE SURVEY™**

Tests the hypothesis formed with surveying that measures behavior prevalence and cultural affiliation.

## Social Concern & Risk Behaviors



## Social Concern and Risk Behaviors

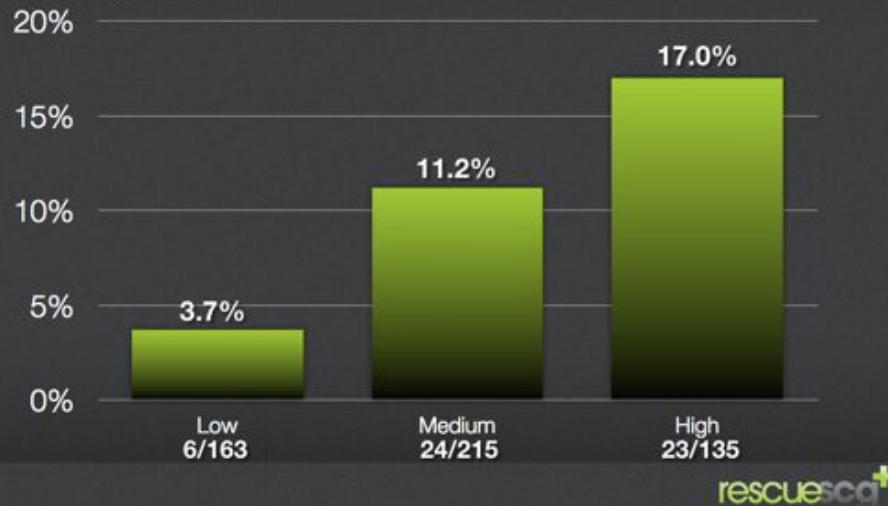
San Diego HS Social Concern Level and Reported Binge Drinking ( $p < .001$ )





## Social Concern and Risk Behaviors

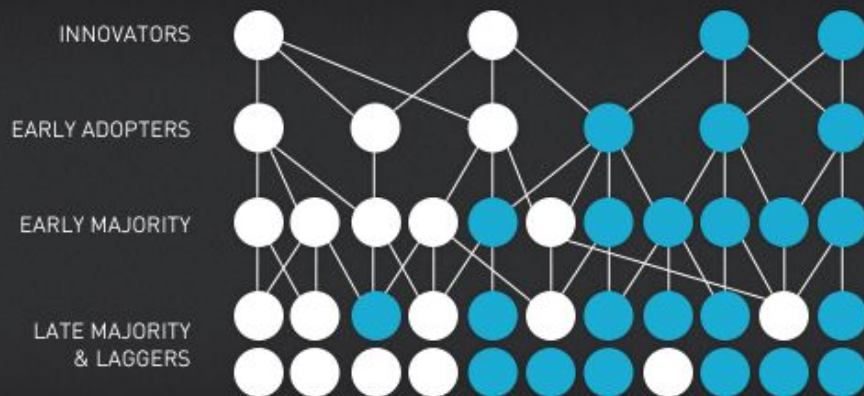
San Diego HS Social Concern Level and Reported Fighting ( $p < .001$ )



## MYTH

“**Brand awareness** is necessary for a behaviour to change”

## SOCIAL STRUCTURE PRIOR TO **SOCIAL BRAND** USING ROGER'S INNOVATION ADOPTION CURVE



## SOCIAL BRANDING®

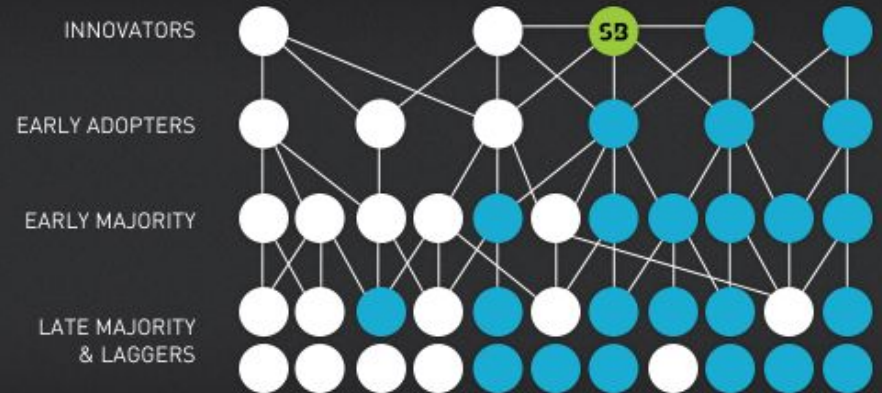
A behavioral change strategy that utilizes certain commercial marketing tactics to change the social image associated with certain behaviors within specific peer crowd populations.



# THE **SOCIAL BRANDING**® PROCESS



## INTRODUCTION OF **SOCIAL BRAND**







## THE “HIPSTER” PEER CROWD



## LOCALLY DESIGNED ART



## BAR-BASED QUIT GROUPS



## CURRENT SMOKING

Total Sample ( $p=0.003$ ,  
OR=0.71 95% CI [0.57, 0.89])  
Hipsters ( $p=0.001$ , OR=0.62  
95% CI [0.47, 0.82])  
SC Hipsters ( $p=0.006$ , OR=0.43  
[0.23, 0.79])

◆ Total Sample  
◆ Hipsters  
◆ SC Hipster

