

Draft April 2006 (comments via nsmc@ncc.org.uk)

SOCIAL MARKETING BENCHMARK CRITERIA

*The following work has been based on and adapted from
original benchmark criteria developed by Andreasen (2001)*

	Benchmark	Explanation
1	Behaviour Goals	<ul style="list-style-type: none"> Intervention clearly seeks to impact on behaviour, whether individuals or groups Specific measurable behavioural goals or objectives have been established to guide all development work Behavioural goals are phased in realistic way over time
2	Consumer Research & Pre-testing	<ul style="list-style-type: none"> Formative market research used to identify audience characteristics and needs. Range of different research and data sources used to inform development. Pre-tested is integrated into development and used to test out with relevant audiences all insight and developing methods.
3	'Insight' driven	<ul style="list-style-type: none"> The approach is based on identifying and developing insights rather than simply gathering more and more data and intelligence. The focus is clearly on gaining a deep understanding and insight into what moves and motivates the customer / consumer / citizen Approach moves well beyond trying to identify and fill information gaps
4	Theory informed	<ul style="list-style-type: none"> Starts by using an 'open behavioural theory' approach Recognises potential of theory across different disciplines and professions Uses theory to examine and increase understanding about potential influences on behaviour in a given situation or context Does not seek to apply the same theory or set of theories to every context but focuses on identify the theory that offers the greatest potential value to inform selection of appropriate intervention methods
5	Segmentation & Targeting	<ul style="list-style-type: none"> Uses a developed segmentation and targeting approach Different segmentation options and variables are considered to help identify the best intervention target audience. Intervention approaches are directly tailored to particular audience segments Moves beyond a simple demographic or epidemiological targeting approach Particular focus on understanding what people think and feel about issues utilising psycho-graphic data.
6	Marketing Mix	<ul style="list-style-type: none"> Uses a range of methods and approaches to establish appropriate 'marketing mix' drawing on the 'P's of Marketing' approach (Product, Price, Place...) The Social Marketing intervention works to fit alongside any other interventions for greatest potential synergy and effect
7	'Exchange'	<ul style="list-style-type: none"> Fully considers what will move and motivate people to adopt or sustain the relevant behaviour Clear analysis of 'the real costs to the customer' for the benefit being offered. Incentives and barriers for both the positive and the negative or problematic behaviours are considered. Focus placed on maximising tangible and intangible benefits. eg: a tangible benefit could be a direct reward for adopting, sustaining or changing to a particular behaviour; while a more intangible benefit, might be feeling good or having less anxiety or guilt.
8	'Competition'	<ul style="list-style-type: none"> Specific consideration of the importance of both internal & external competition The personal appeal of competing behaviours and external factors promoting or reinforcing potentially negative or problematic behaviours. Strategies employed to help address and minimise such competition.