



The slide features a red background with a white vertical bar on the left. The title is in white text, and the author's name is in white text on the right. Logos for the University of Sydney and the INSM 2010 conference are at the bottom.

The Role of Social Marketing in International Development

Lessons from the 'Fantastic Mom' Project in Indonesia

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  **2010 INTERNATIONAL NONPROFIT & SOCIAL MARKETING CONFERENCE (INSM)**
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The slide has a dark blue header with the University of Sydney logo on the left and the title 'What we will cover today' on the right. Below the header is a list of topics.

What we will cover today

- › Snapshot of social marketing
- › Issues in international development
- › Social marketing meets international development
 - Micro impact
 - Macro influences
- › Lessons from the 'Fantastic Mom' Project in Indonesia
- › What's next?



Snapshot of Social Marketing

- › Micro level: individual behaviour
- › Product, Price, Promotion, Place
- › Models:
 - 6 points for effective SM (Andreasen)
 - 8 benchmark criteria (UK's NSMC)

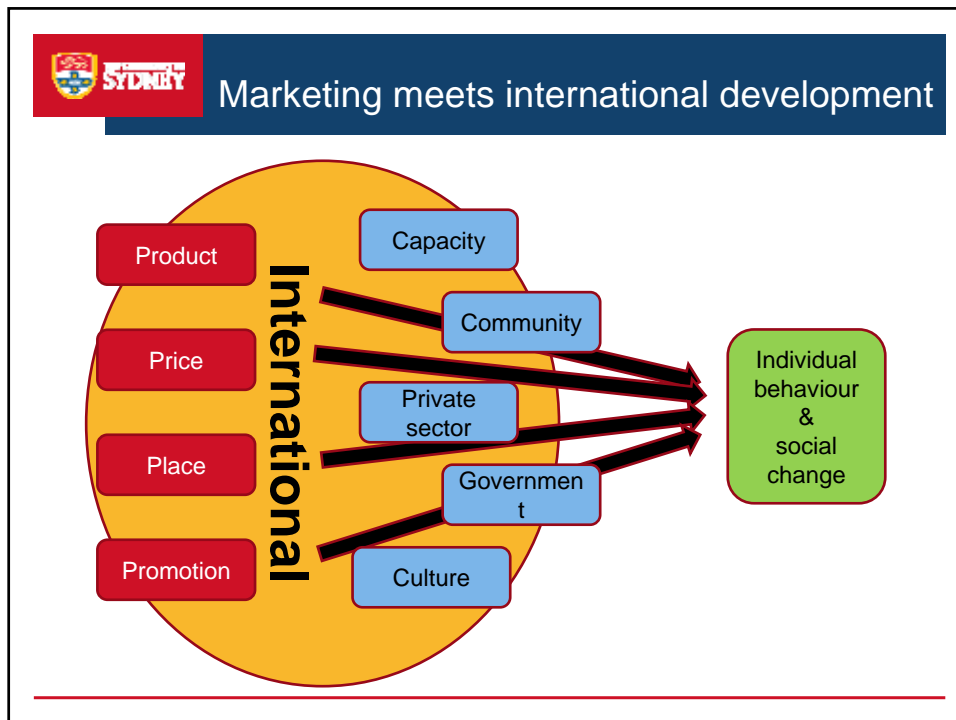
“Why can't you sell brotherhood like you sell soap?”

- G.D. Wiebe, 1952 -



Issues in international development

- › Macro level is a complex environment
 - Political and cultural contexts
 - Global, national, regional and local influences
 - Donor-government relations: supply and demand
 - Commitment of partners
 - Capacity constraints
-



The slide, titled "Fantastic Mom", displays a circular logo with the Indonesian text "Biasa Bersih, Hidup Jadi Sehat" (Clean is Normal, Living is Healthy) around the perimeter. The logo depicts two hands being washed under a stream of water. Below the logo is the slogan "Ayo, Biasakan Cuci Tangan Pakai Sabun!" (Come on, let's get used to washing hands with soap!).

Hand Washing with Soap Movement to Reduce Infant Mortality from Diarrhoea in Indonesia



The slide titled "Issues in Indonesia" features a dark blue header with the University of Sydney logo on the left and the title in white text on the right. Below the header, there is a list of three bullet points. At the bottom right, there are two logos: Johns Hopkins Bloomberg School of Public Health and Koalisi untuk Indonesia Sehat.

- › Diarrhoea affects 3 in 10 people (all ages)
- › Diarrhoea is #2 killer of children under 5, causing 13.2% of deaths
- › Low awareness among poor mothers & care givers of benefits of preventative action



Challenges

- › Educate and socialise the benefits
 - › Create collective action, especially at local level
 - › Create a campaign relevant to community organisations
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Insights

- › Build a movement
 - › Create an aspirational figurehead
 - › Make it fun
 - › Enable trials of new behaviours
 - › Ensure long term commitment
 - › Engage partners and stakeholders
-







Results

- › Increase in awareness from 45% to 85%
- › Increased practice from 35% to 56%
- › Community mobilisation and media campaigns reached 10 million people
- › 200 locations reached by the roadshow
- › Unilever and Wings launched soap product campaigns
- › More than 12 NGOs trained and mobilised



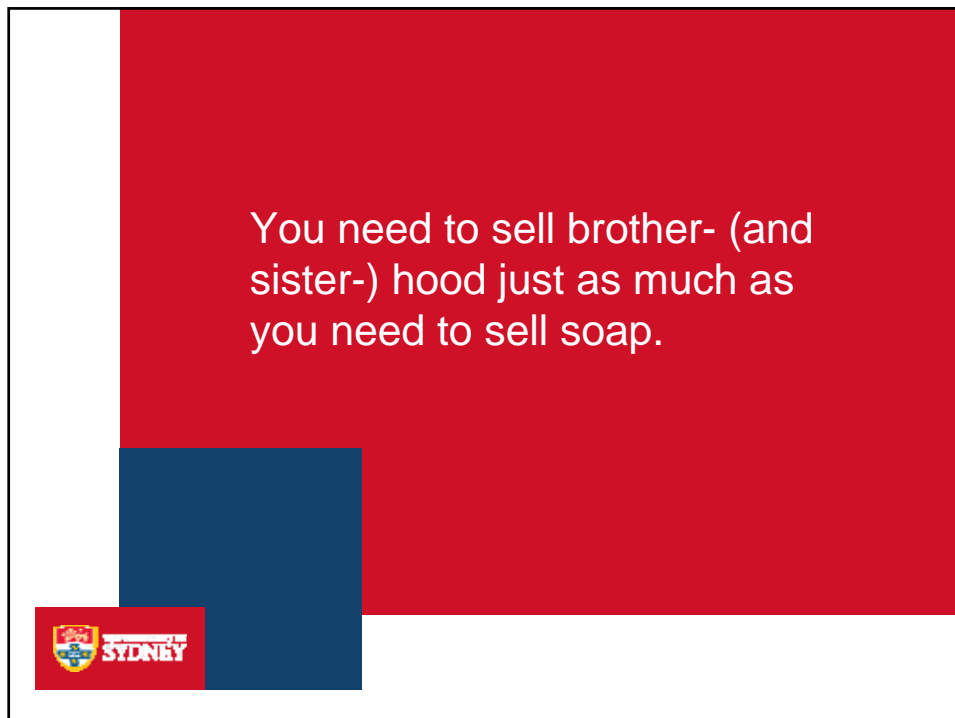
Challenges

- › Capacity constraints
 - Availability of clean, running water
 - NGO capability
 - › Funds not available beyond 1 year
 - › Government support weak
 - › Coordination among partners suboptimal
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Lessons learned

- › Quality marketing campaign essential
 - › Strong partnerships are vital to success
 - › Limits of social marketing – cannot overcome structural and systemic issues
 - › Link between government and donor support
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You need to sell brother- (and sister-) hood just as much as you need to sell soap.



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 What's next?

- › Role of culture in social marketing?
- › Impact of technology?
- › Different model for social marketing in developing countries?
- › (Re)emergence of community as the missing ingredient in the social marketing mix?



Thank you

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