



2010 INTERNATIONAL NONPROFIT & SOCIAL MARKETING CONFERENCE (INSM)
15-16 JULY 2010 | QUEENSLAND UNIVERSITY OF TECHNOLOGY & GRIFFITH UNIVERSITY, BRISBANE

Where to From Here?

Industry Perspective


Joan Young
Colmar Brunton



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Industry Perspective

- Social Media – back to basics
- Environmental / social context – upstream & downstream SM
- Defining ourselves
- Importance of staff engagement
- Defining a population – “Weekend escapism” & “Personal invincibility”
- Video box technology and netnography



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Industry Perspective

- Role of negative consequences in prevention
- Don't forget emotions, identity, image and branding
- Government – leaders or following the lead
- Power of prevention - strengths based approach

“Think about the things you can do, not what you can't”




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Where to From Here?

Academic Perspective

Professor Sandra Jones
University of Wollongong



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Academic Perspective

What are we talking more about?

- Health (37 papers)
 - alcohol & tobacco (19 papers)

What are we talking less about?

- Non profit marketing (6)
- Environment (7)



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Academic Perspective

What are we not talking enough about?

- 'tough topics' (2 papers on mental health)
- social media (3-7 papers)
- critical marketing (11 vs 39 behaviour change)



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Academic Perspective

What do we need to focus on?

- Increasing collaboration
 - between academics
 - between academics and practitioners
 - between academics, practitioners and government



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Academic Perspective

What do we need to focus on?

- 'At risk groups' (Craigs definition)
 - non-dominant cultural groups
 - older adults
- Big picture questions
 - community-level change
 - environmental influences




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Academic Perspective

What do we need to focus on?

- Critical marketing and regulation
- Social media



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Where to From Here?

International Perspective

Matthew Wood
University of Brighton



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International Perspective

- Global Issues
 - Environment
- Health
 - Drink
 - Drugs
 - Tobacco
 - Obesity
 - Safe Sex



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International Perspective

- People not problems
- Global/Local solutions -
 - Community and relationships
 - What is a "local community" ?
 - country
 - region/state
 - town/city
 - housing estate
 - street (postcode)



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International Perspective

- Social networking media
- Politics and Policy -
 - Social marketing and legislation
- Freedom of choice vs health and safety



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International Perspective

- The English experience
 - National social marketing centre
 - Change 4 Life (obesity)
 - Healthy foundations segmentation model



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International Perspective

- Who pays?!
 - Cost effectiveness of social marketing
 - Evaluation
- Social marketing... or behavioural economics... or behaviour change!?