Social marketing: experiences from Spain and Latin America

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Who am I

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Marketing & Society
@mkysociedad

Working on macromarketing -critical &
social marketing- in search for a better
society, free from bad marketing practices
from some industries.

lit.must!
Social Marketing
We are many - they are few
## Research Activity

<table>
<thead>
<tr>
<th>SECTORS</th>
<th>Research projects</th>
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| L1. Colombia tobacco point of sales report | • Lack of application of regulations against the advertising of tobacco products at the point of sales  
• Use of point of sales to ad tobacco together with children products |
| L2. Mexico report about illegal counter-advertising from the tobacco industry | • Using the packaging for illegally counteradvertising health warnings |
| L3. Argentina report about misleading advertising from the food industry | • ARCOR |

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**ARCOR**
<table>
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<tr>
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| L1. Public health sector                     | • Marketing for hospital management  
  • Critical social marketing: control over activities of the industry linked to dangerous legal products  
  • Social marketing. Perceived value and consumer behaviour related to dangerous legal products (public health) |
| L2. Review of social marketing advances      | • Bibliometric research (systematic review) of social marketing publications  
  • Bibliometric comparative research of journals (social marketing quarterly-journal of social marketing)  
  • In-Depths interviews to top authors on social marketing about past, present and future of the discipline |
| L3. Methodology                              | • Qualitative research (in-Depth interviews, Focus groups, ethnography & netnography)  
  • Qualitative research assisted software use |
Critical social marketing
THE PLAIN PACKAGING OF TOBACCO PRODUCTS
Critical social marketing

THE PLAIN PACKAGING OF TOBACCO PRODUCTS

• Most participants thought that plain packs would decrease demand
• Smokers were more positive about plain packs
  – Higher visibility of the warning and higher impact.
  – Packs without brand elements do not attract any attention.
  – Lack of effectiveness of the brand.

• More attractive.
• Less harmful.
• Helps identify the brand.
• The design evokes company characteristics

• Dirtiness and disease.
• Less attractive
• Not attention grabbing
• Lower quality of product
• Worse evaluations made by women
Critical social marketing

THE PLAIN PACKAGING OF TOBACCO PRODUCTS

- More comments about white colour than other two colours, generally suggesting it’s the most attractive colour and suggests product safety
- Grey most recommended colour for plain packs

- The less attractive-ugly.
- It brings attention about prejudices (death or illnesses).
- Ugly/dirty.
- Perception about a worse quality product.
- Few participants chose this colour.
- It could be attractive or recall products like cigars, condoms, chocolate or even tobacco.
- It masks the health warning.
- Some participants proposed an uglier brown colour (cardboard)
Critical social marketing
THE MARKETING OF NEW NICOTINE CONSUMPTION DEVICES

- Antecedents: The Solaris marketing communication campaign experience (#Solarisbyme)
- IQOS-JUUL-MyBlu (IMC –Integrated Marketing Communications Campaign)
  - Advertising
  - Public relations
  - Personal Selling
  - Sales promotions
  - Point of sales (POS)
  - Sponsorship
  - Social media, viral Marketing & content & influencer marketing
Critical social marketing

THE MARKETING OF NEW NICOTINE CONSUMPTION DEVICES

- Satisfaction – flavour and taste (National Cancer Institute, 2008).
- Reduction of anxiety – healthy alternatives (National Cancer Institute, 2008)
- Desirable outcomes (slimness, social success etc.) (National Cancer Institute, 2008)
- Chic and cosmopolitan (Hastings & MacFadyen, 1999)
- Feminine, glossy and glamorous (Hastings & MacFadyen, 1999)
- “Vitality” (National Cancer Institute, 2008)
- Freedom (WHO, 2017)
- Loyalty and promotions (National Cancer Institute, 2008)
- Dynamic, tough guys, youthfulness (Hastings & MacFadyen, 1999)
- Colourful packaging (Paek, Kim, Love, & Hun, 2014)
Critical social marketing

THE MARKETING OF NEW NICOTINE CONSUMPTION DEVICES

• Marketing of new techs has two main target groups (De Andrade, Hastings, & Angus, 2013; Hastings, De Andrade, & Moodie, 2012)
  – Message to stakeholders (policy makers & government administrations): harm reduction and cessation aid
  – Message to final clients: satisfaction and lifestyle

• Alternate target groups (Cheney, Gowin, & Wann, 2015; De Andrade, Hastings, & Angus, 2013)
  – Message to committed smokers – cessation aid
  – Message to young population – flavours and coolness
  – Message to state employees – liberty to smoke

• Themes:
  – Nostalgia (Eriksen et al., 2015)
  – Celebrity endorsement (Gylling Hansen, 2015)
  – Promotions (Cheney, Gowin, & Wann, 2015)
  – Attractive people and desirable lifestyles (Mackey, Miner, & Cuomo, 2013)
  – Healthy alternative (De Andrade, Hastings, & Angus, 2013)
  – Must –have accessory (De Andrade et al., 2013)
  – Sexiness and chic attitude (Kuruts, 2013)
  – Packaging (De Andrade et al., 2013)
Thorne (2008) identifies viral marketing as influencer marketing in which a product or service can be tested by an influencer who has a large influence, in the hopes that he or she will leave a positive review about given product and/or service to their audience.

- Influencer marketing involves revealing the product or service itself by an influencer. (Thorne, 2008)
- The readers of blogs tend to perceive the information shared by bloggers as real and authentic communication (Scott, 2007)

“Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action” (Content Marketing Institute, 2015)

- People favor products and/or services recommended by someone they know or whom they listen to and believe (Thorne, 2008)
- Facebook, Twitter and Instagram provide powerful targeting and segmentation tools that help to reach different targets (Guillory et al., 2016)
Critical social marketing

INTEGRATED MARKETING SCHEMA

Source: adapted from Pickton & Broderick (2001)
Product & models

Source: https://es.iqos.com/tienda/accesorios/
Marketing communications Themes: back again
Source: https://es.iqos.com/
Advertising

- Product advertising
- Corporate advertising
- Sponsorship
- Direct response advertising
Advertising

Fuentes: [https://www.youtube.com/watch?v=5kGPCazOPlA](https://www.youtube.com/watch?v=5kGPCazOPlA); Newspaper 20 minutos; Economic newspapers 5 días and Expansión; Revista Hola; Revista Vogue
Public relations

- Publicity
- Stakeholder communications
- Lobbying
- Events management

Philip Morris quiere acabar con Marlboro: "Nuestro objetivo es un mundo sin humo"

EMPRESAS TABACO

Philip Morris y Ferrari promueven un mundo libre de humo de tabaco

Philip Morris da un golpe de timón a su estrategia

Sources: https://www.youtube.com/watch?v=9T-pvf3T3zw; libremercado.com; Agencia EFE Panamá; Newspaper La Razón
Experiencia inmejorable en @Circuitca para ver el SpanishGP de F1 con @ScuderiaFerrari gracias a @iqos y a maravilloso equipo. La compañía y los momentos, inolvidables. #ferrari #iqos #gastronomía #facyre
Public Relations & Social Media & Events (Instagram & Twitter)

FACYRE

Cocheros que conducen en la cocina como los pilotos de Fórmula 1. Nunca van pisando huevos. 🥐 @ScuderiaFerrari 📣 #SpanishGP #f1 #ferrari #iqos #FACYRE 😁

Álvaro Fd...

Un día más disfrutando del buen tenis del #MMOpen2018 en la #CajaMagica con grandes amigos de la #Gastronomía gracias a @iqos
Public Relations & Social Media & Events
(Instagram & Twitter)
Public Relations & Social Media & Events
(Instagram & Twitter)

Source: Ncapture & NVivo 12 Plus Frequency text search wordcloud
Personal selling

- Customer service
- Employee-publics contact
- Exhibitions
Pyramidal personal selling & Promotions

Cómo funciona

01
PRESENTADOR A TUS AMIGOS

02
TUS AMIGOS SE REGISTRAN

03
RECIBE UNA RECOMPensa

DESCUBRE

CÓMO GANAR 20€

Hola.

Ahora sí recomiendes IQOS a un amigo te llevas 20€. Con IQOS ganan ellos y ganas tú.

RECOMIENDA IQOS

contacta@iqos.com

www.iqos.com

Esto lo cambia todo

Aviso Legal: La información transmitida está dirigida únicamente a la persona a la que se envía. Se protegerá y se mantendrá a salvo cualquier dato confidencial y/o privilegiado. Toda revisión, redirección, difusión, uso o acción al respecto por parte de personas o entidades distintas al destinatario está prohibida. Si recibes esta por error, por favor contacte con la persona que figura como remitente y elimine el material de cualquier ordenador. Para más información, consulta nuestra política de privacidad.

Pinche aquí para darte de baja de estas comunicaciones.
• POS (point of sales)
• Merchandising
POS & Merchandising
POS & Merchandising
Conclusions

• Point 1: PMI is using IQOS to re-build its corporate identity;
  – Evidence: Public Relations events

• Point 2: PMI is interested in business success AND not public health;
  – Evidence: still spending a lot advertising conventional cigarettes (positioning lifestyle, experiences, glamour…)

• Point 3: Will IQOS replace combustibles:
  a) for a long time?
  b) ever?
  – Evidence: uptake of IQOS is slow and stalling
Social marketing: the moderating effect of devices for nicotine consumption on the perceived value of young consumers

**INTRODUCTION**

Nicotine keeps being one of the biggest addictive problems at a World level

There is a fast evolution of new devices coming out within markets from big companies with market intelligence and financial capacity to interfere in consumers’ options

Challenge for public administrations

Design of effective campaigns, not only fear appeal based, to help Young people to decide not to begin with addictive behaviours and to help to those already consuming to quit
Social marketing: the moderating effect of devices for nicotine consumption on the perceived value of Young consumers

INTRODUCTION

- Within commercial marketing, perceived value helps firms to outstand among competitors

Within nicotine consumption, there could be some perceived value involved

Value generated by trade-off between perceived benefits and sacrifices

Opportunity to compare perceived value among different devices for consuming nicotine

Objective: to estimate the perceived value of nicotine consumption and the moderating effects of the different technologies for consuming, and perceived differences between consumer segments.
Social marketing: the moderating effect of devices for nicotine consumption on the perceived value of young consumers

THE FRAMEWORK TO FIGHT THE NICOTINE INDUSTRY

- Global epidemics
- Right to freedom & life
- Spain (16/06/2005)

Art. 12 (commun)
- Awareness
- Communication tools

MPOWER
- W warn citizens about dangers of addiction

FCTC
WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL
SECRETARIA
Social marketing: the moderating effect of devices for nicotine consumption on the perceived value of young consumers

THE FRAMEWORK TO FIGHT THE NICOTINE INDUSTRY

Product: • Restrictions of flavors, packaging...

Price: • Taxes increasing

Place: • Control of communication at the POS

Communication: • Packaging, point of sales, internet… lack of regulations for new devices marketing
Social marketing: the moderating effect of devices for nicotine consumption on the perceived value of young consumers

THE INDUSTRY ANSWER: NEW DEVICES & NEW POSITIONING & BACK TO THE BEGINNING
Social marketing: the moderating effect of devices for nicotine consumption on the perceived value of young consumers

PERCEIVED VALUE AND THE CONSUMPTION OF NICOTINE

Relational social marketing by value co-creation

Perceived value in social marketing phase to transactional paradigms

Changing paradigm in Social Marketing
Social marketing: the moderating effect of devices for nicotine consumption on the perceived value of young consumers

THE FRAMEWORK TO FIGHT THE NICOTINE INDUSTRY

- Difficulties for applying perceived value due to the extreme degree of intangibility in the social proposal (the product the behaviour)
- Following a behavioural orientation, Zainuddin & Gordon (2014) establish a holistic multidimensional estimation of the value of doing and maintaining a behaviour (behaviour perceived value)

- Clear orientation towards the behaviour we want our consumer to adopt
- Behaviour based context
- Extrinsic and intrinsic benefits and sacrifices
- Complex process due to the influence of different stakeholders
Social marketing: the moderating effect of devices for nicotine consumption on the perceived value of young consumers

PERCEIVED VALUE IN SOCIAL MARKETING: THE CONSUMPTION OF NICOTINE

H1a: There is a benefits component the makes part of the PVNC construct

H1b: There is a sacrifices component that makes part of the PVNC construct
Social marketing: the moderating effect of devices for nicotine consumption on the perceived value of young consumers

**PERCEIVED BENEFITS**

- Functional benefits
- Social benefits
- Economic benefits
- Emotional benefits

**Hypotheses:**

- **H2a:** Functional benefits are one dimensión of the PVNC perceived
- **H3a:** Economic benefits are one dimensión of the PVNC perceived
- **H4a:** Social benefits are one dimensión of the PVNC perceived
- **H5a:** Emotional benefits are one dimensión of the PVNC perceived
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PERCEIVED SACRIFICES

H2b: Time functional sacrifices make part of the dimensión of the PVNC perceived sacrifices
H2c: Health functional sacrifices make part of the dimensión of the PVNC perceived sacrifices
H3b: Economic sacrifices make part of the dimensión of the PVNC perceived sacrifices
H4b: Social sacrifices make part of the dimensión of the PVNC perceived sacrifices
H5b: Emotional sacrifices make part of the dimensión of the PVNC perceived sacrifices
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**PERCEIVED SACRIFICES**

Q1. Ecologic sacrifices make part of the dimensión of the PVNC perceived sacrifices

Q2. Societal sacrifices make part of the dimensión of the PVNC perceived sacrifices
Social marketing: the moderating effect of devices for nicotine consumption on the perceived value of young consumers

Proposed model
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The moderating effect of new technologies for consuming nicotine

1. Heated tobacco products and ecigs.
   • More attractive
   • Clean perceptions
   • Badge products for socialising
   • Less perception of health risk when consuming
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The moderating effect of new technologies for consuming nicotine

2. Shisha.

Adolescents’ main door for beginning to consume

- Fashionable & aesthetics
- Less health damaging
- Does not have nicotine
- Socialising element among adolescents
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The moderating effect of new technologies for consuming nicotine

3. RYOT.

• Alternative segments
• Low-middle class segments
• Lower taxes
• Less health damaging products
• More natural & less industrial
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The moderating effect of new technologies for consuming nicotine

Q3a. Nicotine consumption technologies have a moderating effect on the NCPV, so the functional sacrifice component Will be significantly lower when using alternative alternative devices fase to traditional cigarettes

Q3b. Nicotine consumption technologies have a moderating effect on the NCPV, so the social sacrifice component Will be significantly lower when using alternative alternative devices fase to traditional cigarettes

Q3c. Nicotine consumption technologies have a moderating effect on the NCPV, so the emotional sacrifice component Will be significantly lower when using alternative alternative devices fase to traditional cigarettes
Social marketing: the moderating effect of devices for nicotine consumption on the perceived value of young consumers

The moderating effect of new technologies for consuming nicotine

Q3d. Nicotine consumption technologies have a moderating effect on the NCPV, so the economic sacrifice component will be significantly lower when using alternative alternative devices fase to traditional cigarettes.

Q3e. Nicotine consumption technologies have a moderating effect on the NCPV, so the ecologic sacrifice component will be significantly lower when using alternative alternative devices fase to traditional cigarettes.

Q3f. Nicotine consumption technologies have a moderating effect on the NCPV, so the societal sacrifice component will be significantly lower when using alternative alternative devices fase to traditional cigarettes.
Social marketing: the moderating effect of devices for nicotine consumption on the perceived value of young consumers

**CONCLUSIONS**

- Advancing of the theoretical frameworks proposed by recent literature to favor behavioural exchanges within social marketing campaigns

- Applying the concept of perceived value to behavioural Exchange within the field of social marketing to know if it could be useful for legal dangerous products consumption (like addictions)

- Identification of perceived value components of consuming nicotine, by adding components not so well researched within this behaviour like the societal or ecologic dimensions

- Growing importance of alternative technologies for consuming nicotine to get a higher perceived value given marketing regulatory restrictions for traditional products in opur countries
Social marketing: the moderating effect of devices for nicotine consumption on the perceived value of young consumers

**IMPLICATIONS**

- Need to establish multi-theme campaigns that leave the only fear appeal theme used
- Establish multi-theme campaigns to diminish the perceived value of consuming nicotine and increase the value of a free life
- Establish variations on messages to avoid habituation
- More efficient segmentation depending the characteristics of the population to get a better impact
- To show regulators and public health policy makers perceptions (awareness) that the population has about the different devices (especially among vulnerable populations)
PROBLEMS

• Public health relies more on awareness than value exchanges
• Lack of use of resources available from social marketing
• Only conferences & technical reports

Lack of knowledge about social marketing in Spain

• Lack of availability of resources for market research
• Lack of segmenting & targeting

Use of logic when performing campaigns
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