

Social marketing: experiences from Spain and LatinAmerica

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Who am I

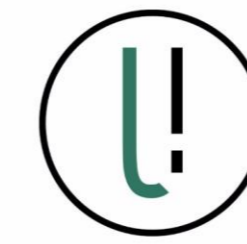
Juan M. Rey-Pino



Marketing&society

@mksociedad

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



Litmust!
social marketing
"Ye are many - they are few"



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Research Activity

TECHNICAL REPORTS

SECTORS

Research projects

L1. Colombia tobacco point of sales report

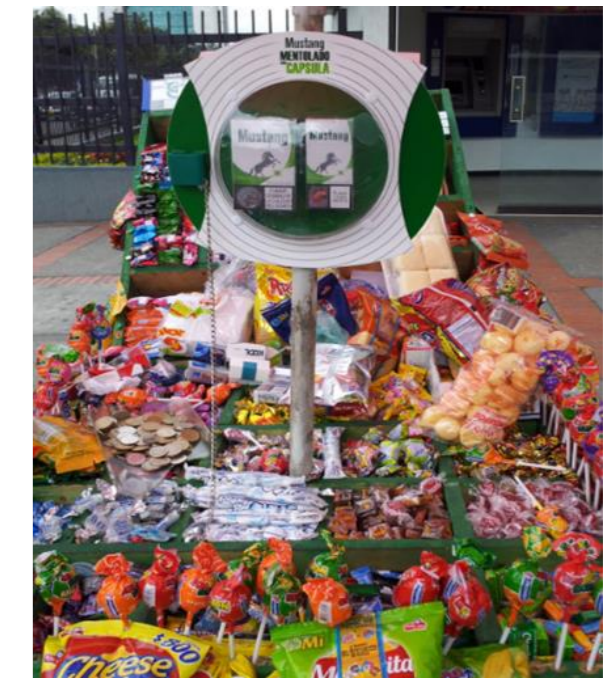
- Lack of application of regulations against the advertising of tobacco products at the point of sales
- Use of point of sales to ad tobacco together with children products

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**



Research Activity

RESEARCH PROJECTS

SECTORS	Research projects
L1. Public health sector	<ul style="list-style-type: none">• Marketing fo 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 during the last 25 years	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• Qualitative research (in-Depth interviews, Focus groups, ethnography & netnography)• Qualitative research assisted software use



Critical social marketing

THE PLAIN PACKAGING OF TOBACCO PRODUCTS

FORTUNA



NOBEL



MARLBORO



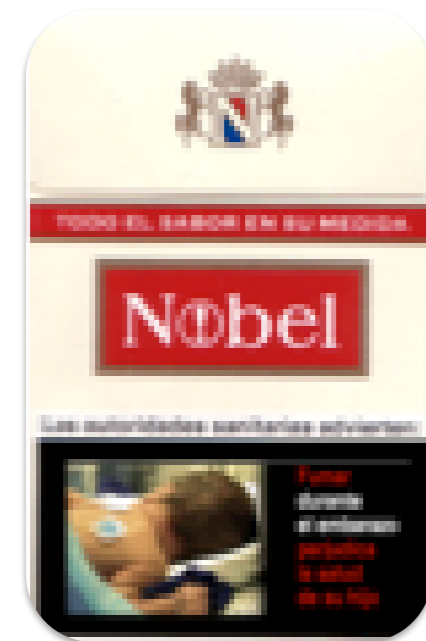
PERSONALIZADAS



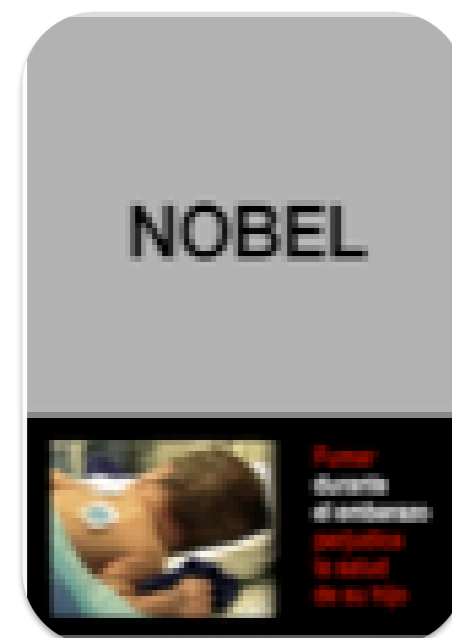
Critical social marketing

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



Brown

- The less attractive-ugly.
- It brings attention about prejudices (death or illnesses).
- Ugly/dirty.
- Perception about a worse quality product.
- Enhances the warning.
- Few participants chose this colour.
- Evokes smoke.
- It could be attractive or recall products like cigars, condoms, chocolate or even tobacco.
- Most accepted as a way to create a worse perception of tobacco and destroy the effect of packaging on consumer behaviour.
- 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)



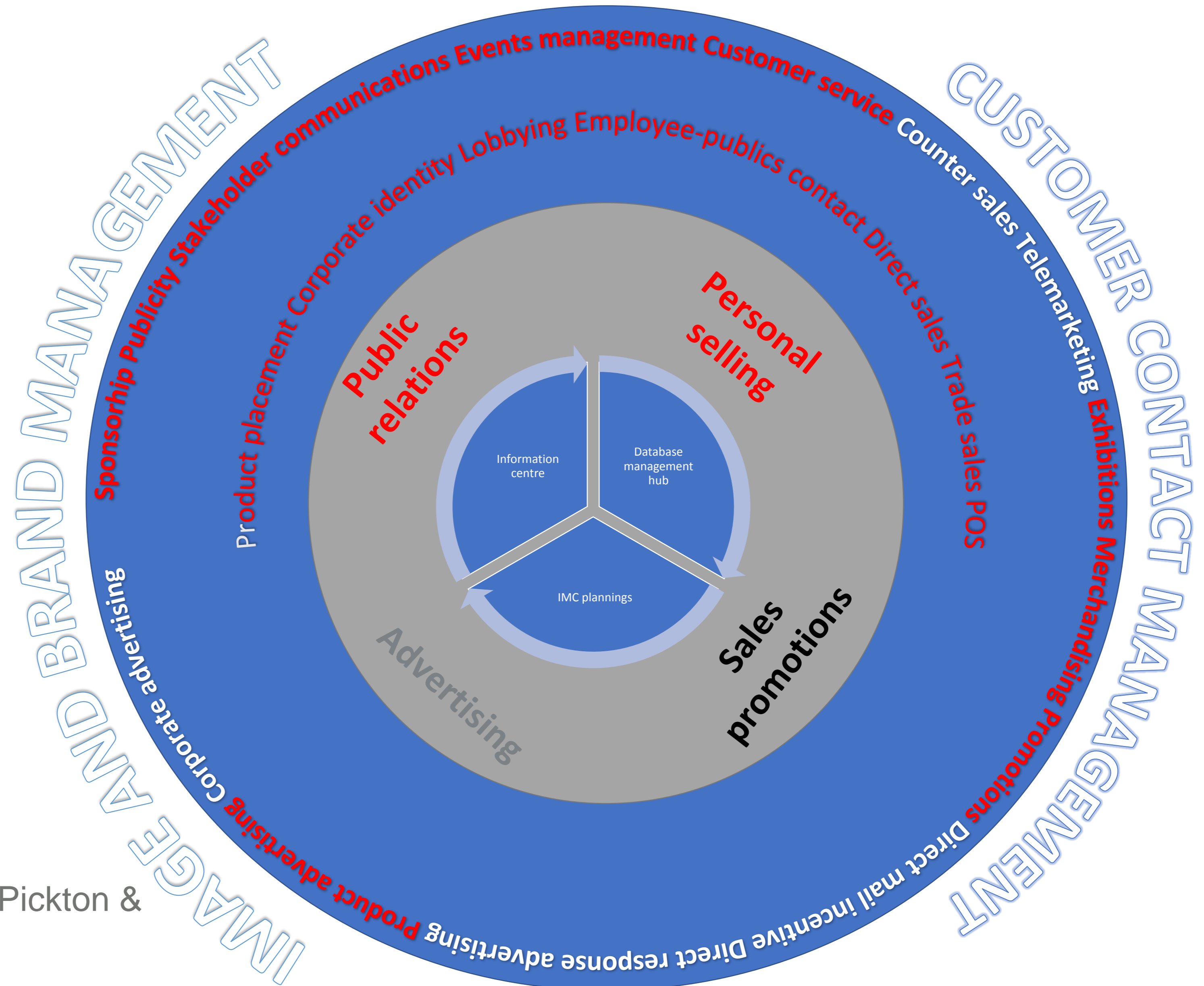
Critical social marketing

VIRAL, INFLUENCER AND CONTENT MARKETING IN SOCIAL MEDIA

- 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)

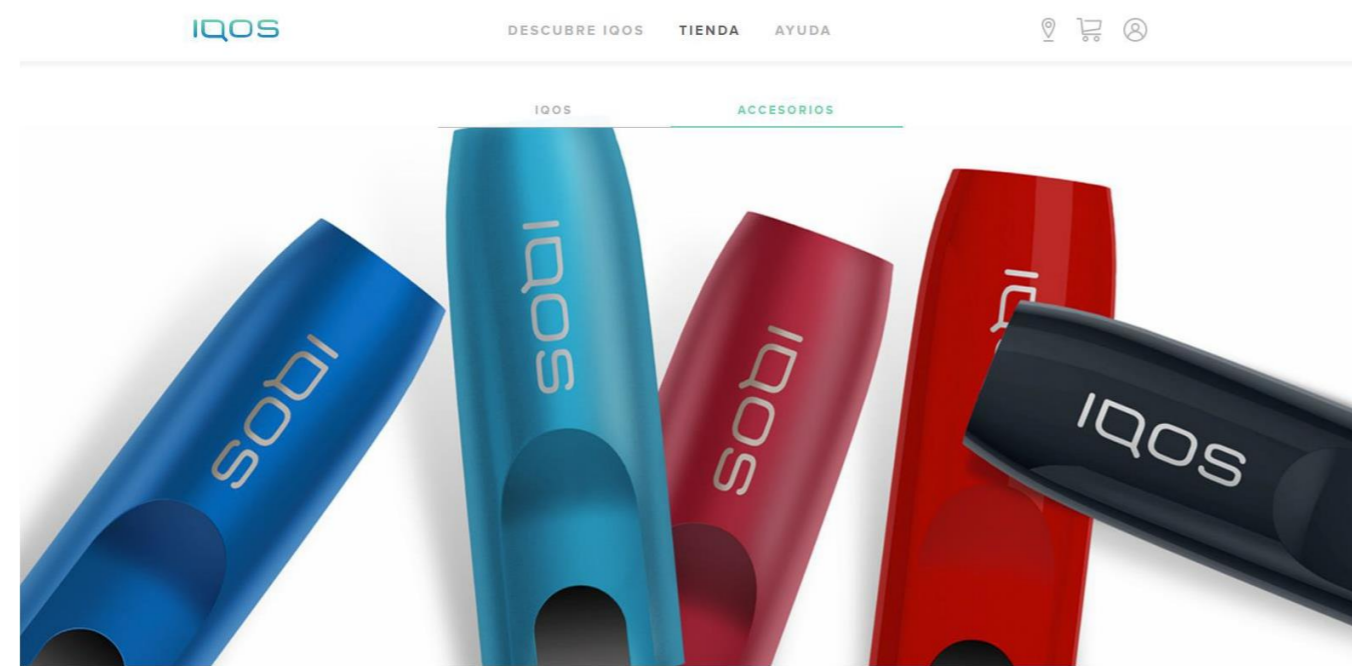
Critical social marketing

INTEGRATED MARKETING SCHEMA



Source: adapted from Pickton & Broderick (2001)

Product & models



Compre online disponible solo para península.
Para Canarias y Andorra, contacta con el servicio de Atención al cliente al número gratuito 900 15 20 15 o pincha [aquí](#)

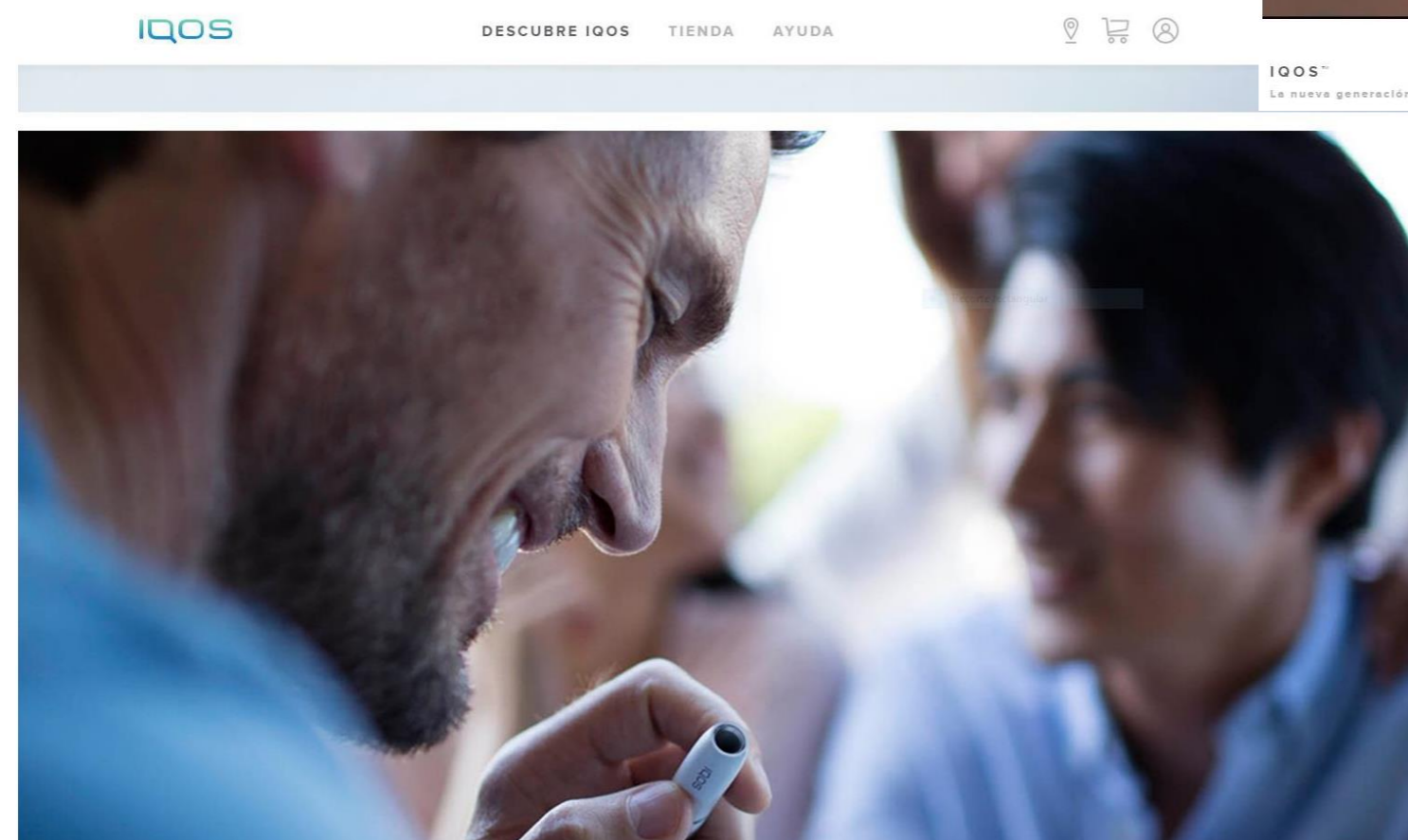
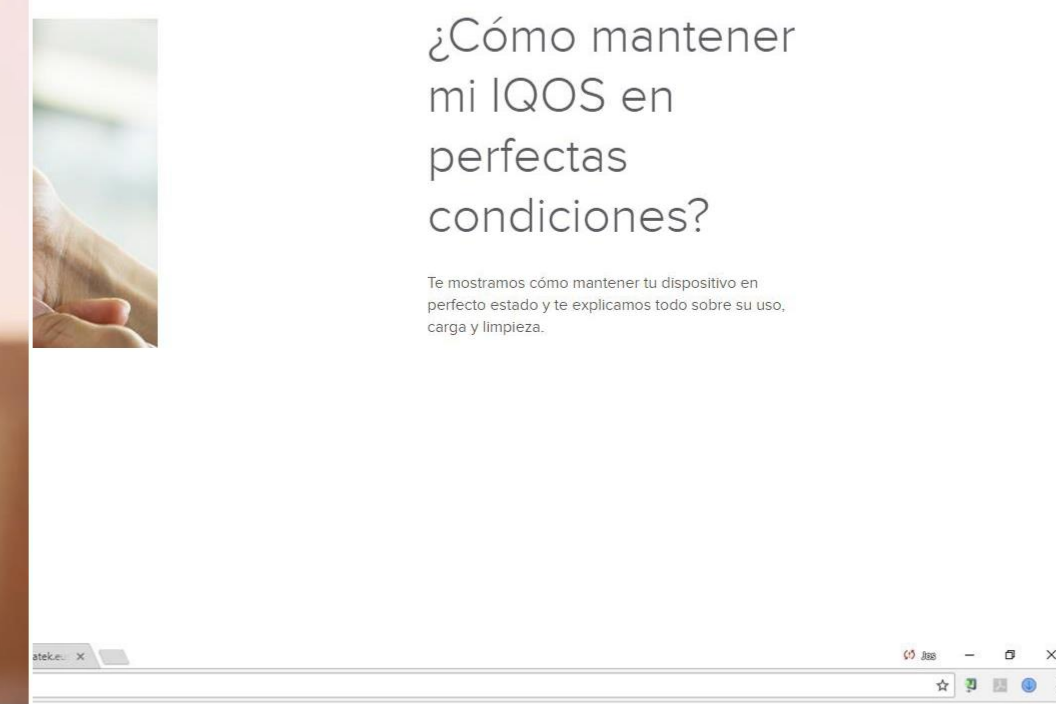
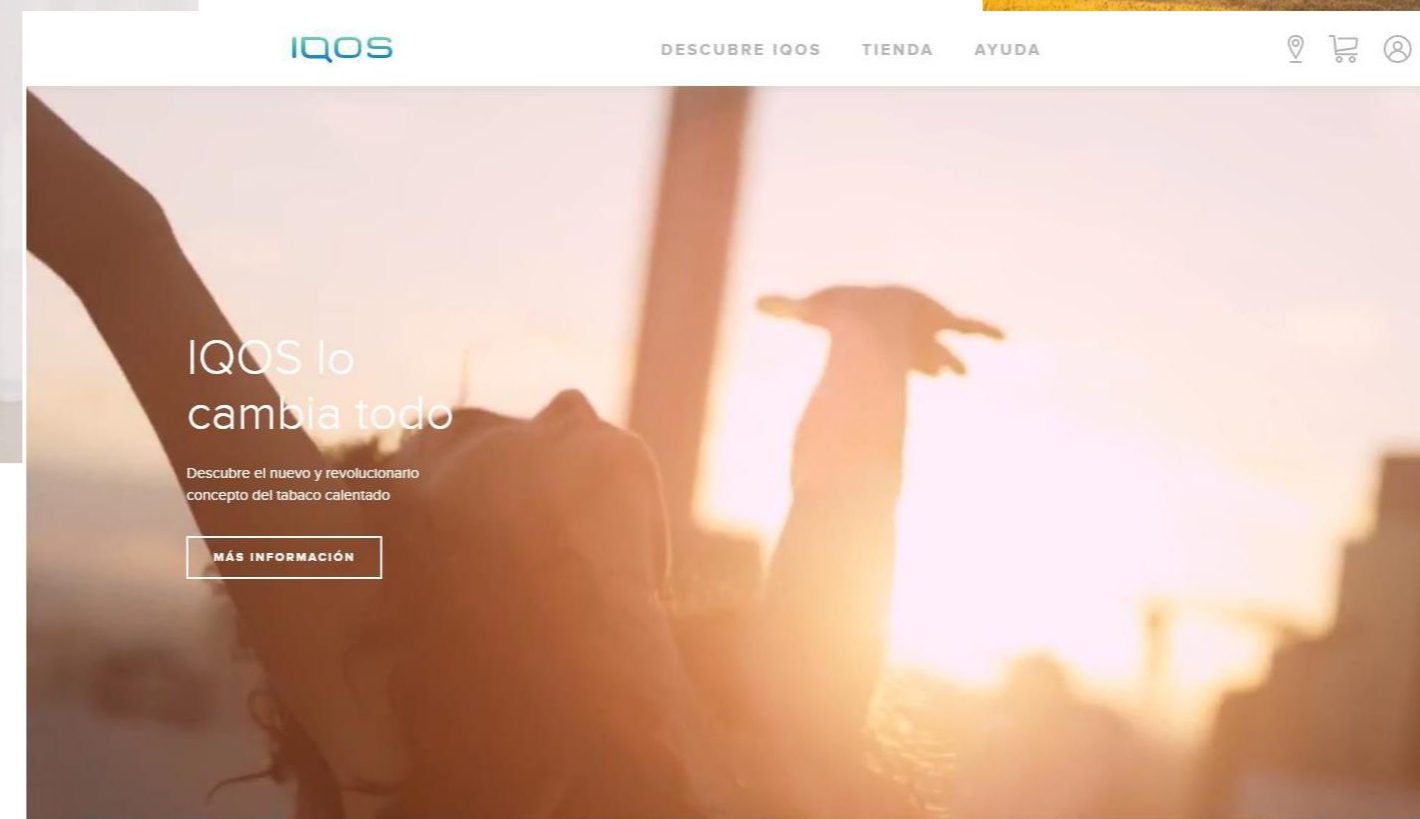
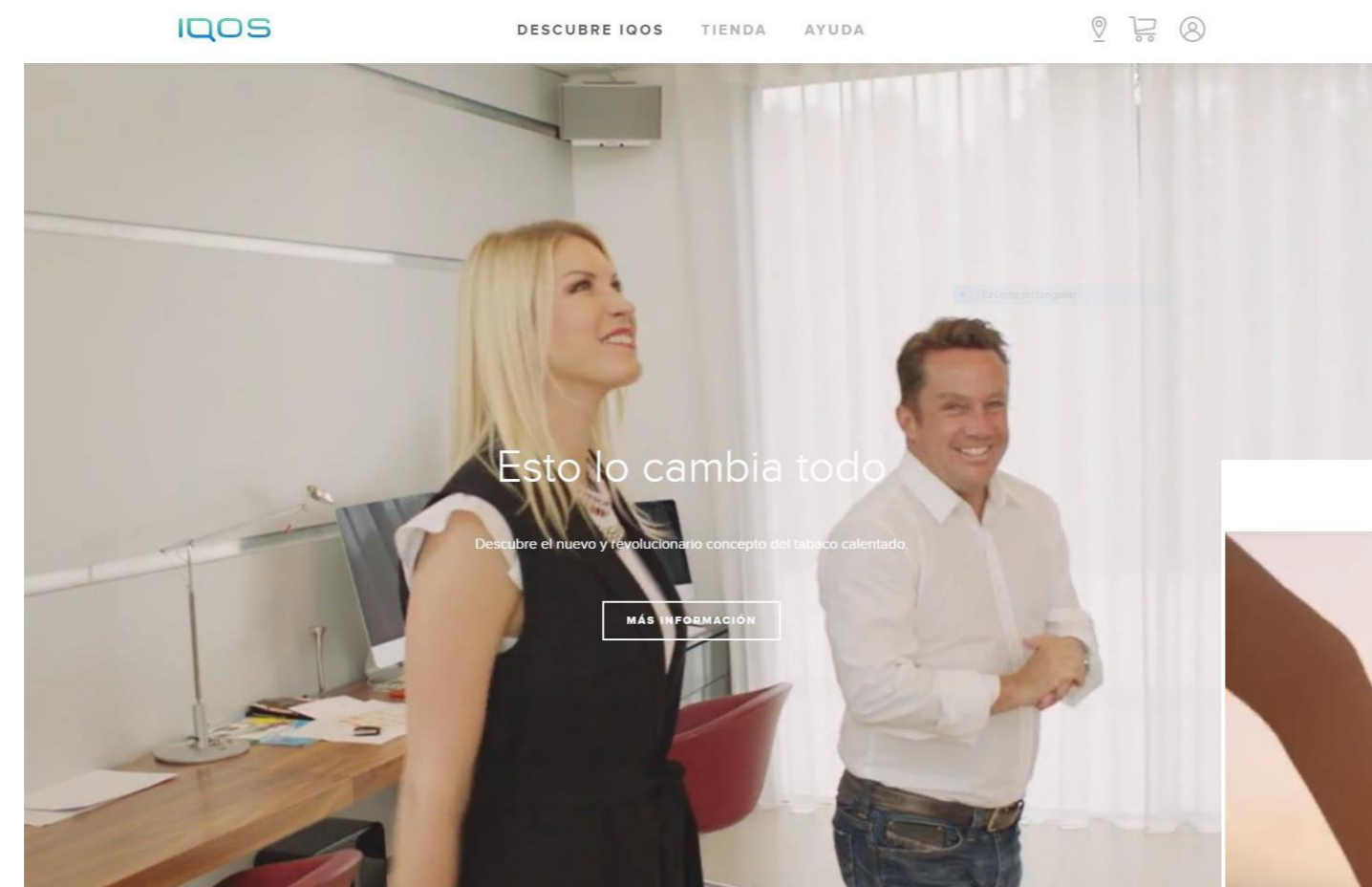
The screenshot shows the 'ACCESORIOS' section of the IQOS website. The navigation bar includes 'DESCUBRE IQOS', 'TIENDA', and 'AYUDA'. The page is divided into two columns: 'IQOS' and 'ACCESORIOS'. The 'IQOS' column features 'PACK KIT NAVIDAD' (70,00 €) and 'PACK DISPOSITIVO NAVIDAD' (55,00 €) in two color options (White and Blue Marine). The 'ACCESORIOS' column features 'Kit Azul Marino' (70,00 €), 'Kit Blanco' (70,00 €), 'Dispositivo Blanco' (55,00 €), 'Dispositivo Azul Marino' (55,00 €), and two 'Cargador de bolsillo' (50,00 €) options.

Product Name	Price
PACK KIT NAVIDAD: KIT Azul Marino + cabezal de color de regalo	70,00 €
PACK KIT NAVIDAD: KIT Blanco + cabezal de color de regalo	70,00 €
Kit Azul Marino	70,00 €
Kit Blanco	70,00 €
PACK DISPOSITIVO NAVIDAD: Dispositivo Blanco + cabezal de color de regalo	55,00 €
PACK DISPOSITIVO NAVIDAD: Dispositivo Azul Marino + cabezal de color de regalo	55,00 €
Dispositivo Blanco	55,00 €
Dispositivo Azul Marino	55,00 €
Cargador de bolsillo (Dark Blue)	50,00 €
Cargador de bolsillo (White)	50,00 €

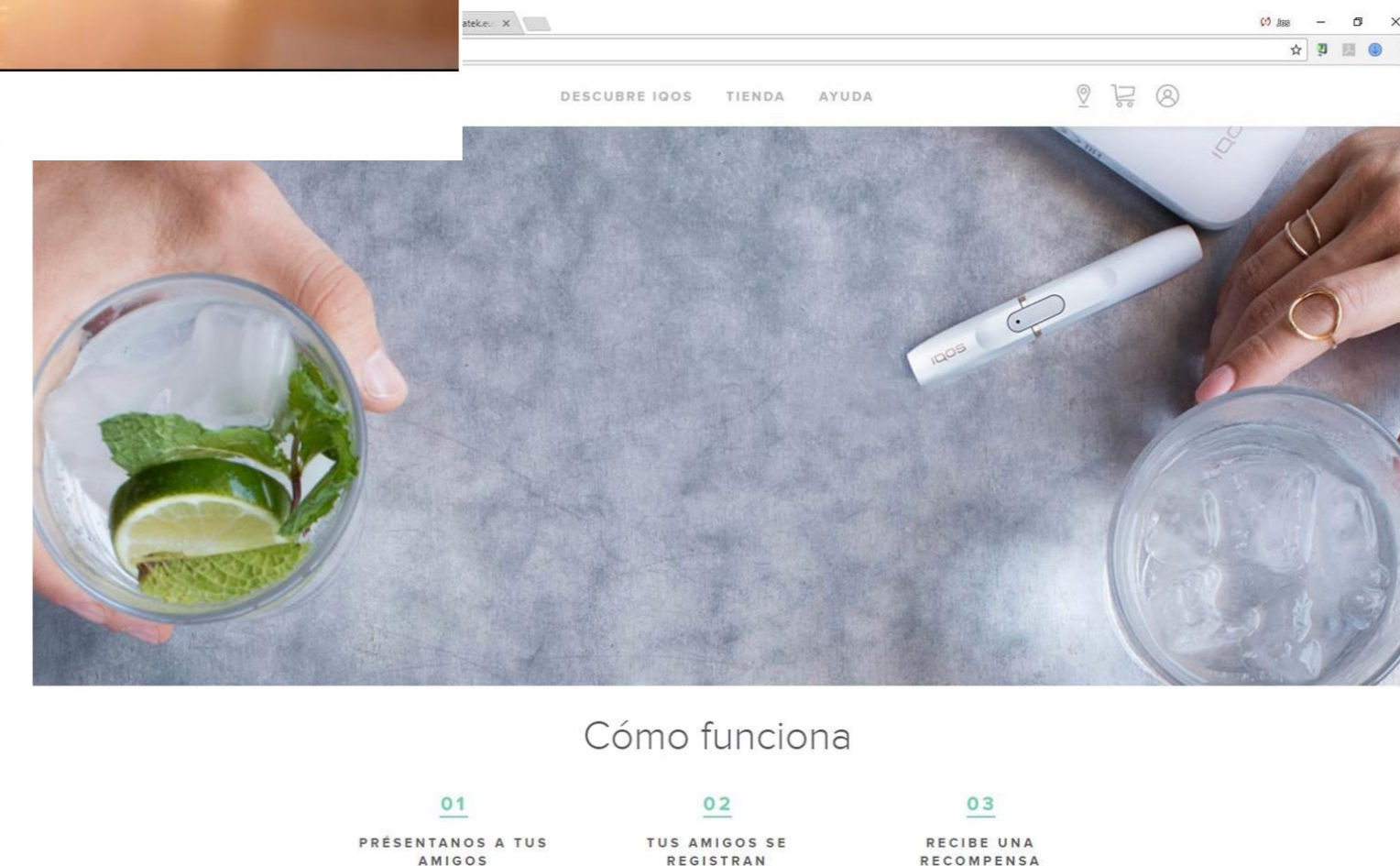
Source: <https://es.iqos.com/tienda/accesorios/>

Marketing communications Themes: back again

Source: <https://es.iqos.com/>



BUSCADOR DE TIENDAS
Encuentra tu punto de venta IQOS más cercano >

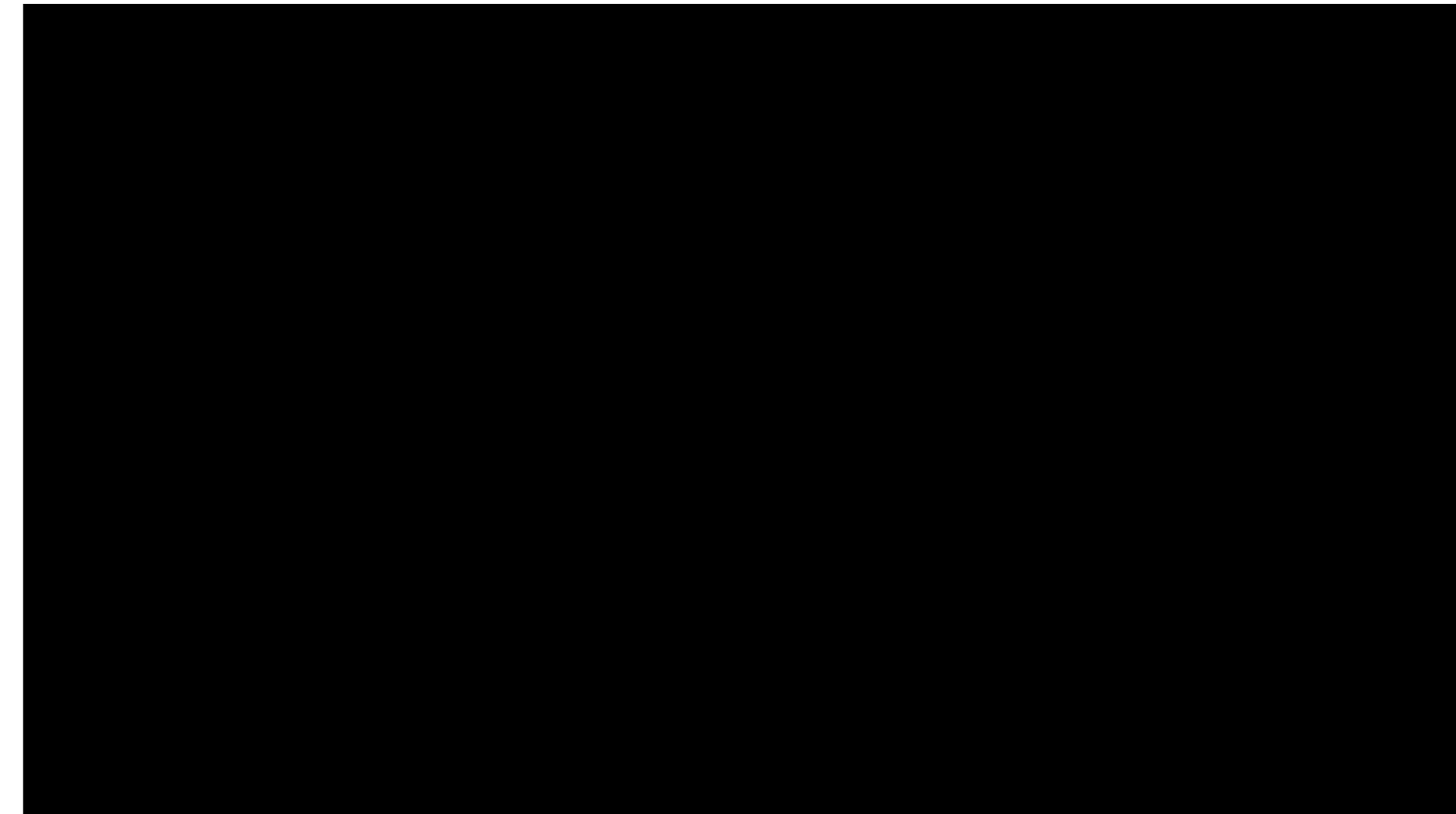


Advertising

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

"El futuro del tabaco está en la tecnología"

Philip Morris compra un edificio en Madrid que ocupará de sede | Empresas



EDICIÓN ESPAÑA
15 de marzo de 2018

20 minutos

Nacional Internacional Tu ciudad Opinión Gente y TV Cultura Deportes Más

Chemsex | Horario de verano | Gabriel Cruz | Prisión permanente revisable | Desaparecidos || Vídeos | En imágenes

Advertising



Fuentes: <https://www.youtube.com/watch?v=5kGPCazOPiA>; Newspaper 20 minutos; Economic newspapers 5 días and Expansión; Revista Hola; Revista Vogue

Public relations

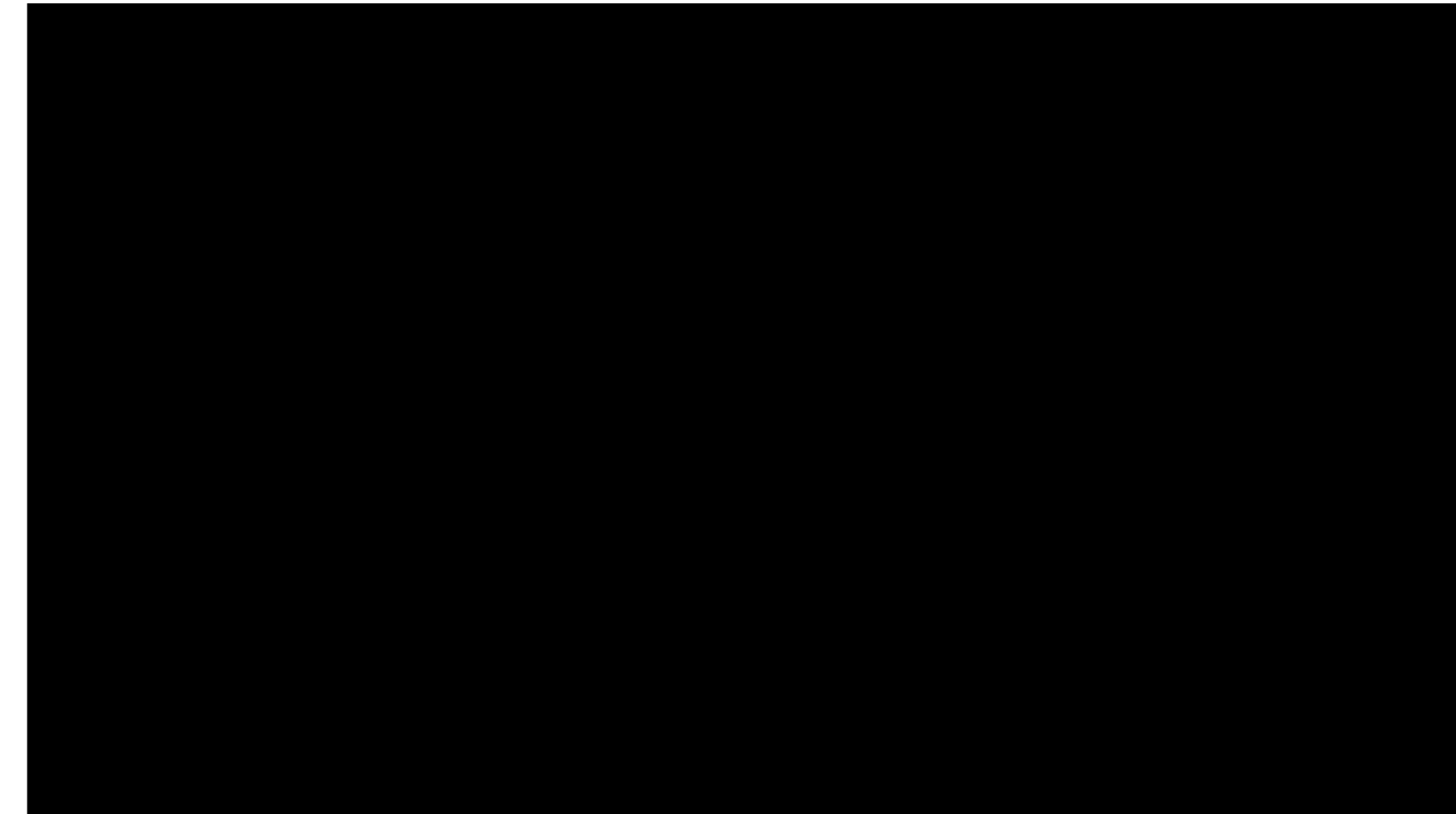
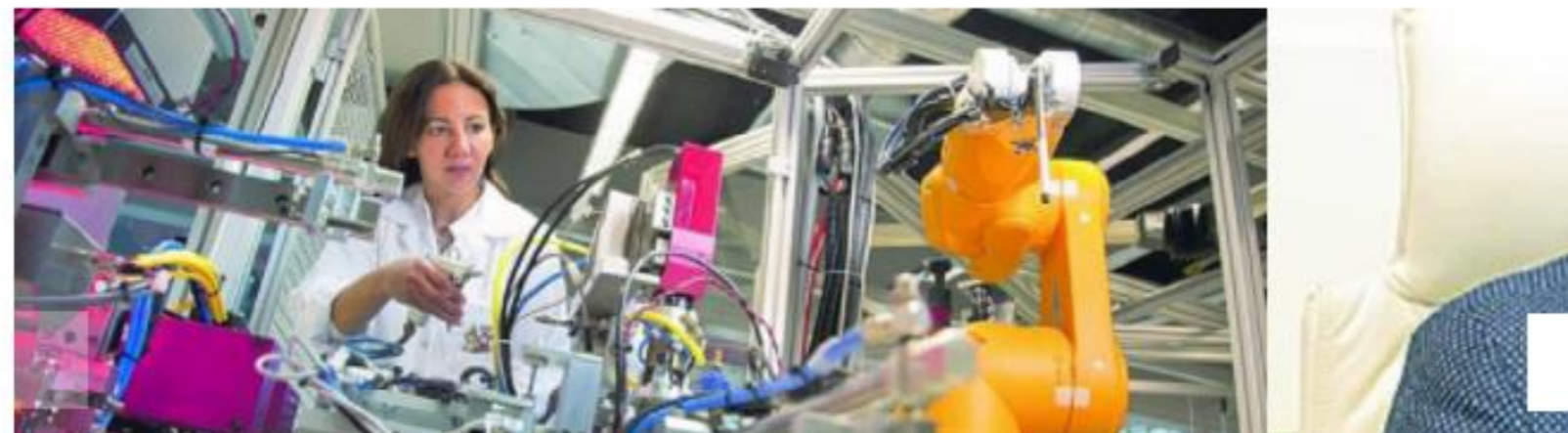
- **Publicity**
- **Stakeholder communications**
- **Lobbying**
- **Events management**

**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



El director general de Philip Morris Spain, Mario Masseroli. Carmen Suárez

Sources: <https://www.youtube.com/watch?v=9T-pVf3T3zw>; libremercado.com; Agencia EFE Panamá; Newspaper La Razón

Public relations & Social Media & Events (Instagram & Twitter)

 **Álvaro Fd...**
Siguiendo

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](#)



belenlacalle
Me gusta

belenlacalle "Super Team" viendo a [@alexzverev123](#) en [#cajamagida](#) Gracias [#iqos](#) [@fonsinieto10](#) [@martacastro84](#) [@philpmorris_official](#) [#semifinales](#) [#tenis](#) [#sport](#) [#pablocheverria](#) [#juanlisportillo](#)

inesprgc Ohhhhh qué voy a decir!!

fonsinieto10 Guapos

inesprgc Milones de gracias [@belenlacalle](#) [@fonsinieto10](#)

fonsinieto10 [@inesprgc](#) gracias a ti ❤️👍

belenlacalle [@fonsinieto10](#) tu sí que eres guapo!!

drirabago Belen la calle de mayor quiero ser como tú... podré???

belenlacalle [@drirabago](#) jajaja .. tranquilo q ya te queda poco .. para ser mayor como yo..

belenlacalle [@inesprgc](#) gracias a ti!!

HACE 3 DÍAS

Añade un comentario...

Public Relations & Social Media & Events (Instagram & Twitter)



FACYRE

Siguiendo

🚗 Cocineros que conducen en la cocina como los pilotos de Fórmula 1. Nunca van pisando huevos. 🔍 @ScuderiaFerrari 🍳 #SpanishGP #f1 #ferrari #iqos #FACYRE 🍳



Álvaro Fd...

Siguiendo

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)



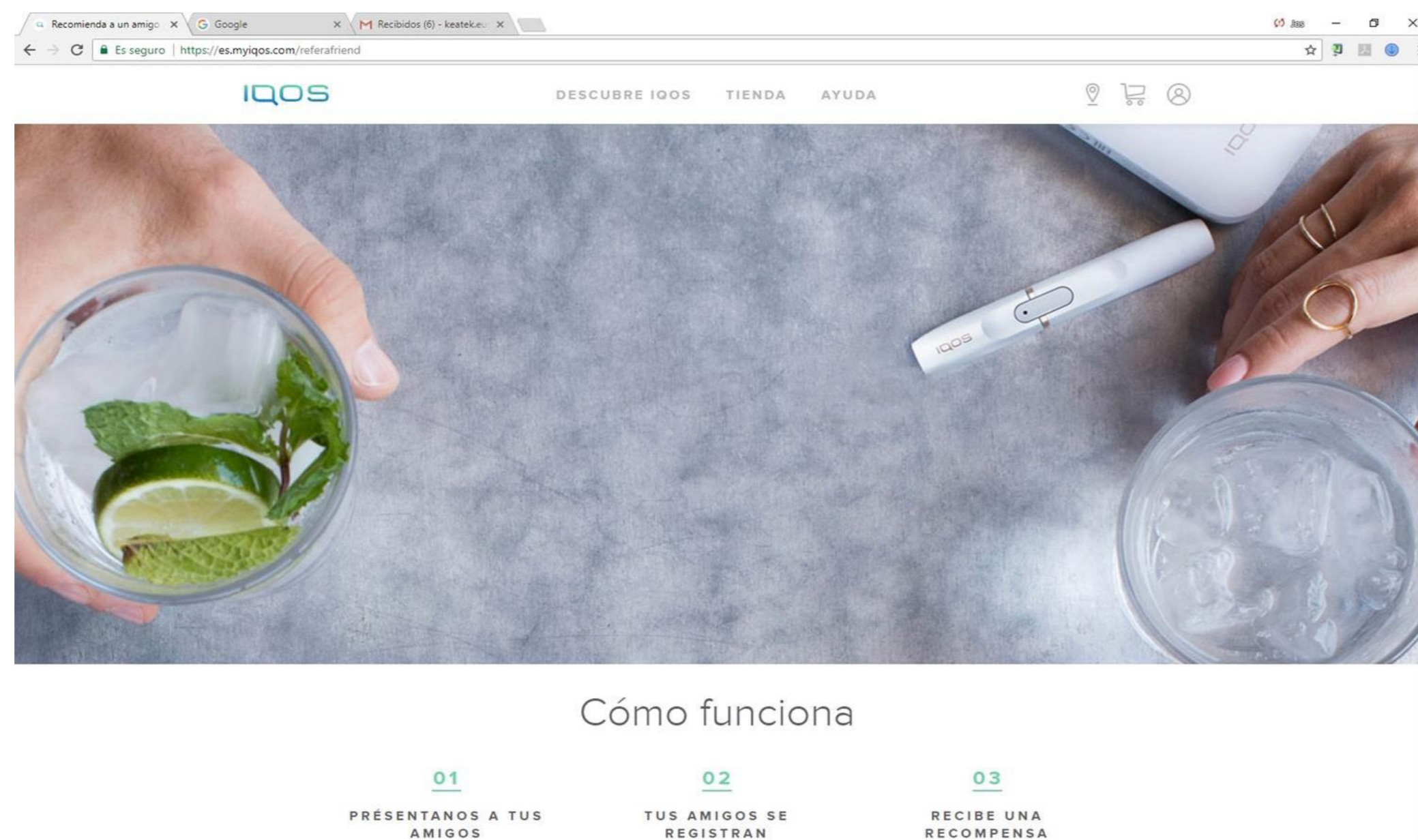
Source: Ncapture & NVivo 12 Plus Frequency text search wordcloud

Personal selling

- **Customer service**
- **Employee-publics contact**
- **Exhibitions**



Pyramidal personal selling & Promotions



DESCUBRE
IQOS
ESTO LO CAMBIA TODO

CÓMO GANAR 20€

Hola !

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

RECOMIENDA IQOS

contact.es@iqos.com 900 15 20 15 www.iqos.com síguenos

De Lunes a Viernes de 9 a 21h y fines de semana de 9 a 18h. Una hora menos en Canarias.

ESTO LO CAMBIA TODO

Aviso Legal: La información transmitida va dirigida únicamente a la persona o entidad que se muestra como destinatario y puede contener datos confidenciales o privilegiados. Toda revisión, retransmisión, disseminación u otro uso o acción al respecto por parte de personas o entidades distintas al destinatario está prohibida. Si recibe esto 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 & Merchandising

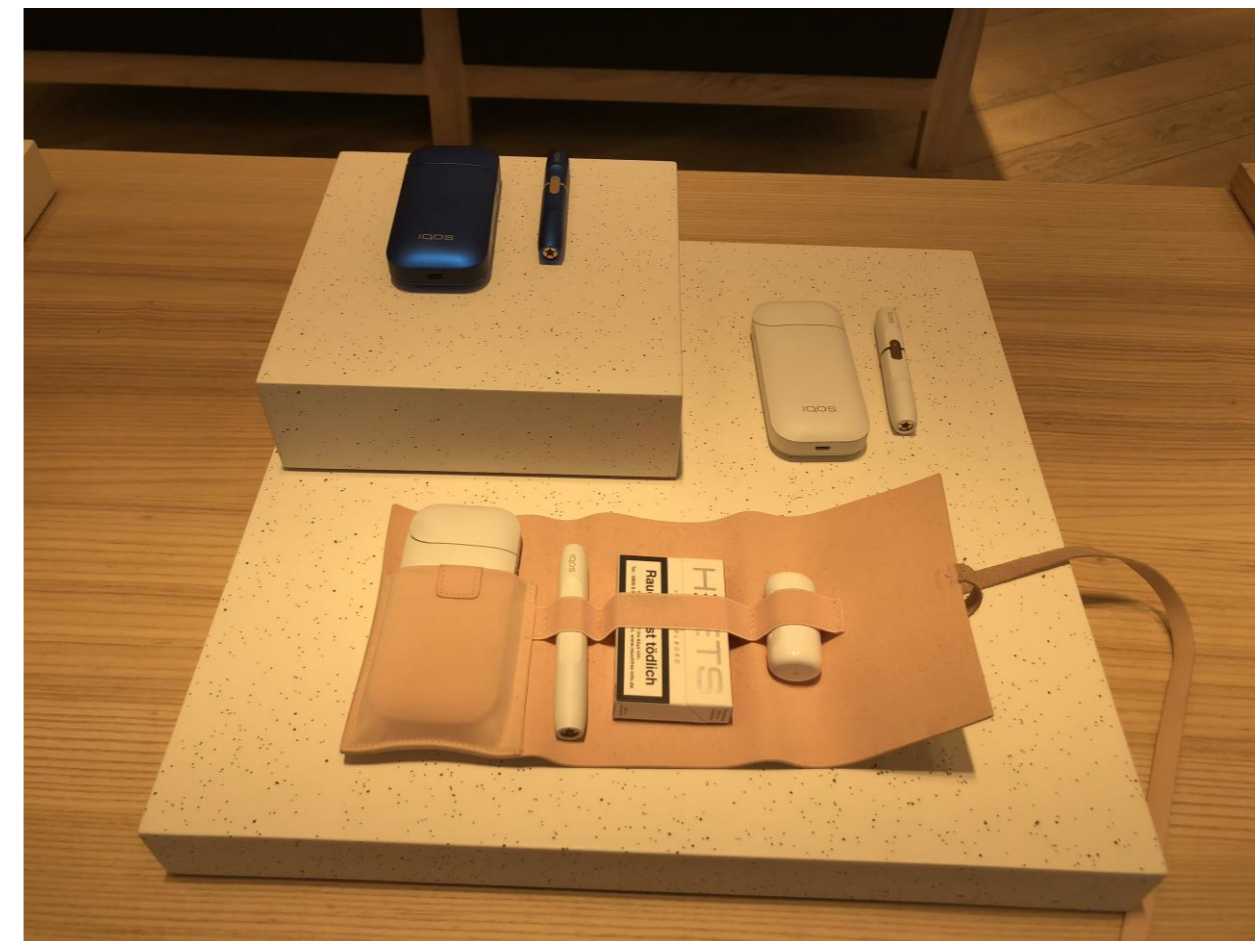
- **POS (point of sales)**
- *Merchandising*



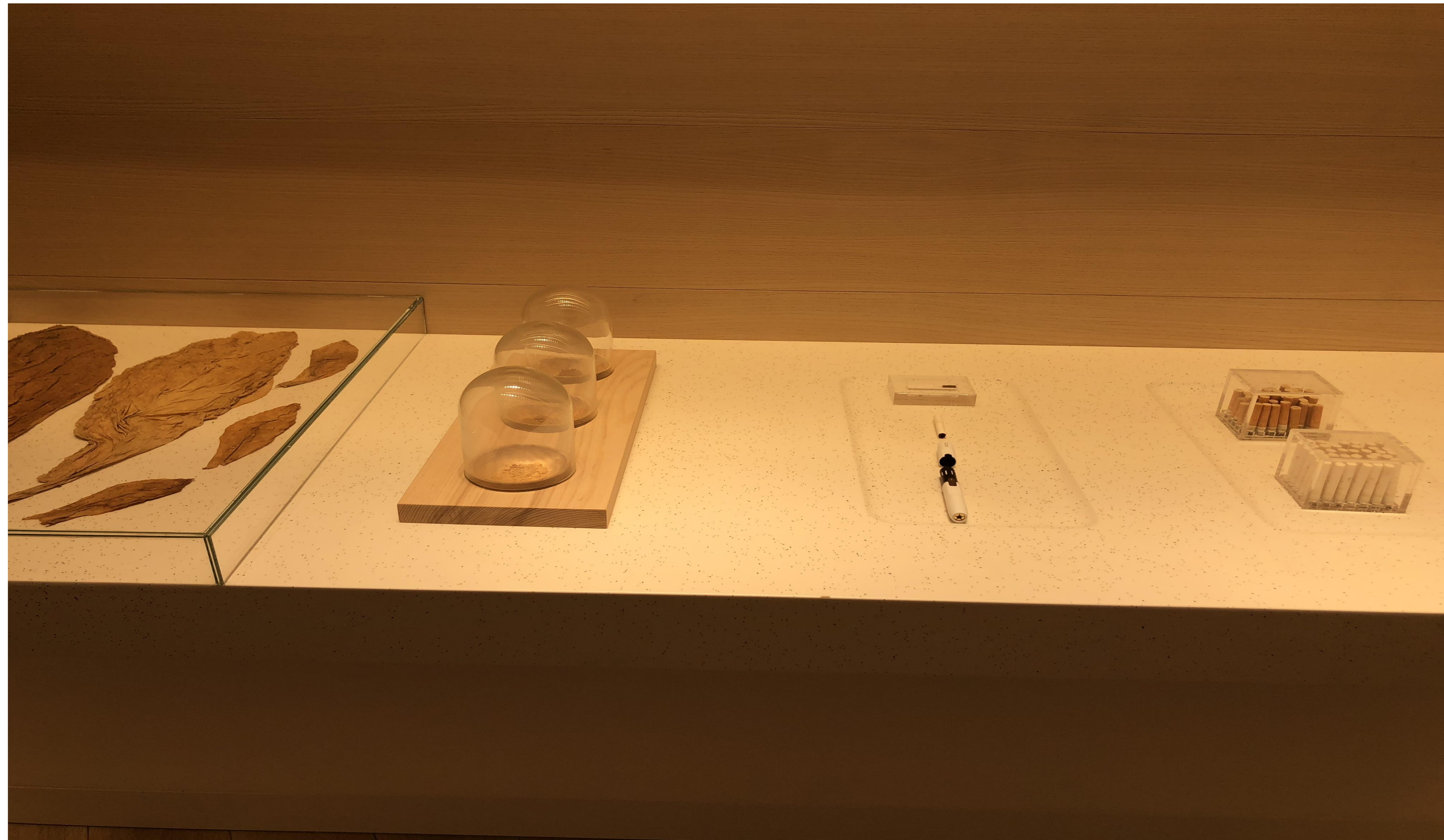
POS & Merchandising



POS & 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



Critical social marketing

THE MARKETING OF NEW DEVICES FOR NICOTINE CONSUMPTION



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

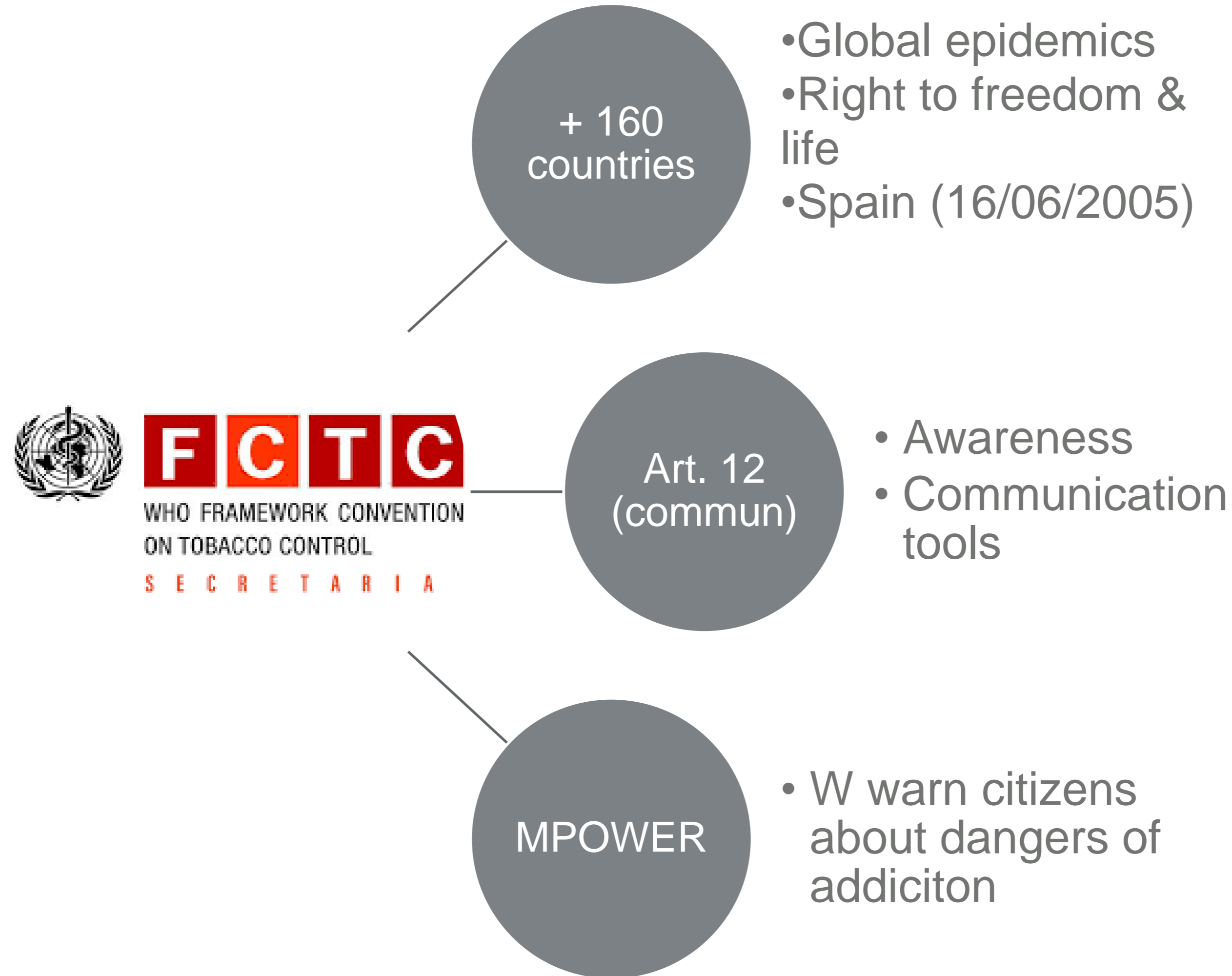
Opportunity to compare perceived value among different devices for consuming nicotine

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



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

- Restrcitions of flavors, packaging...



Price

- Taxes increasing



Place

- Control of communication at the POS

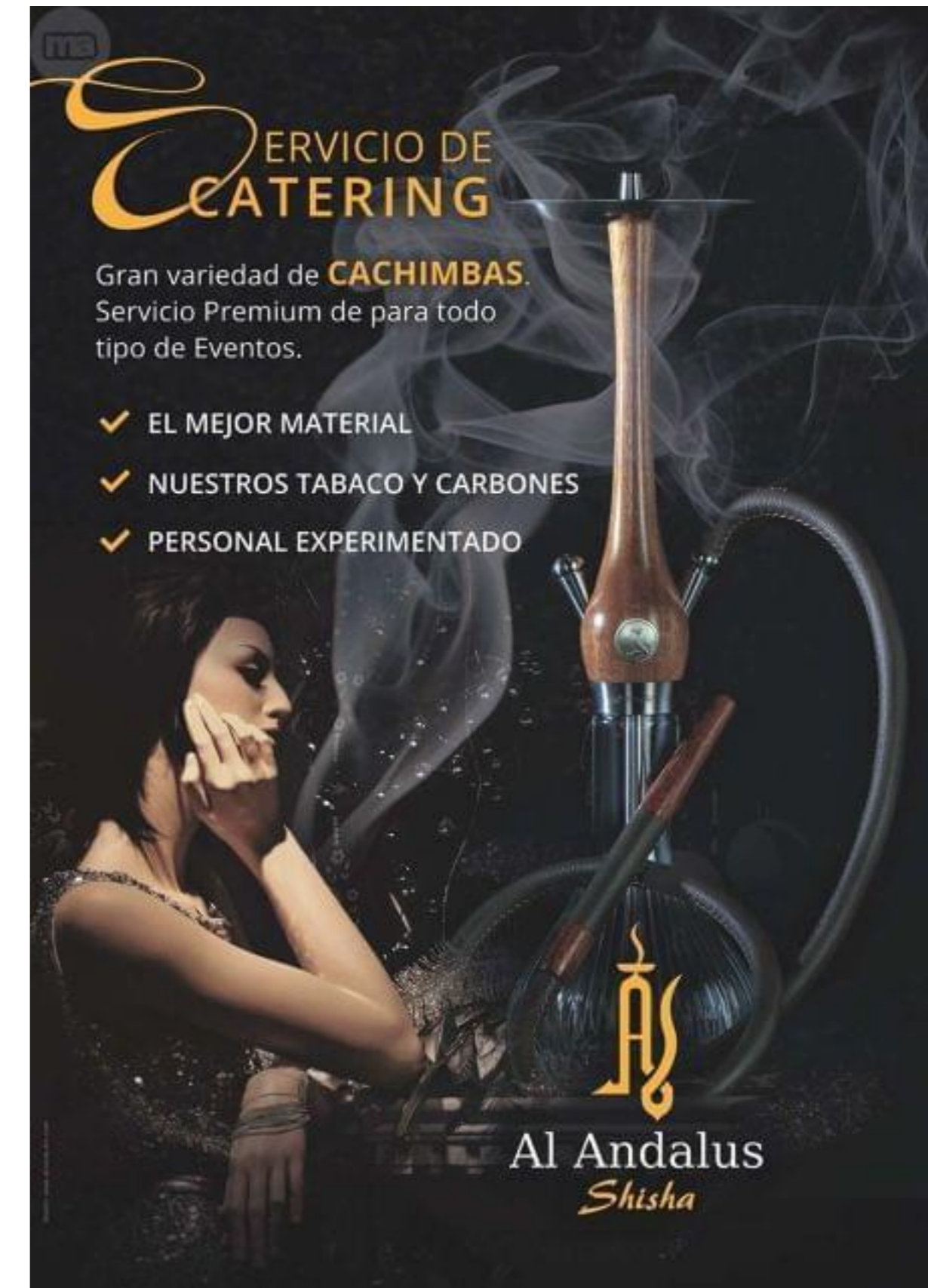


Communication

- 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

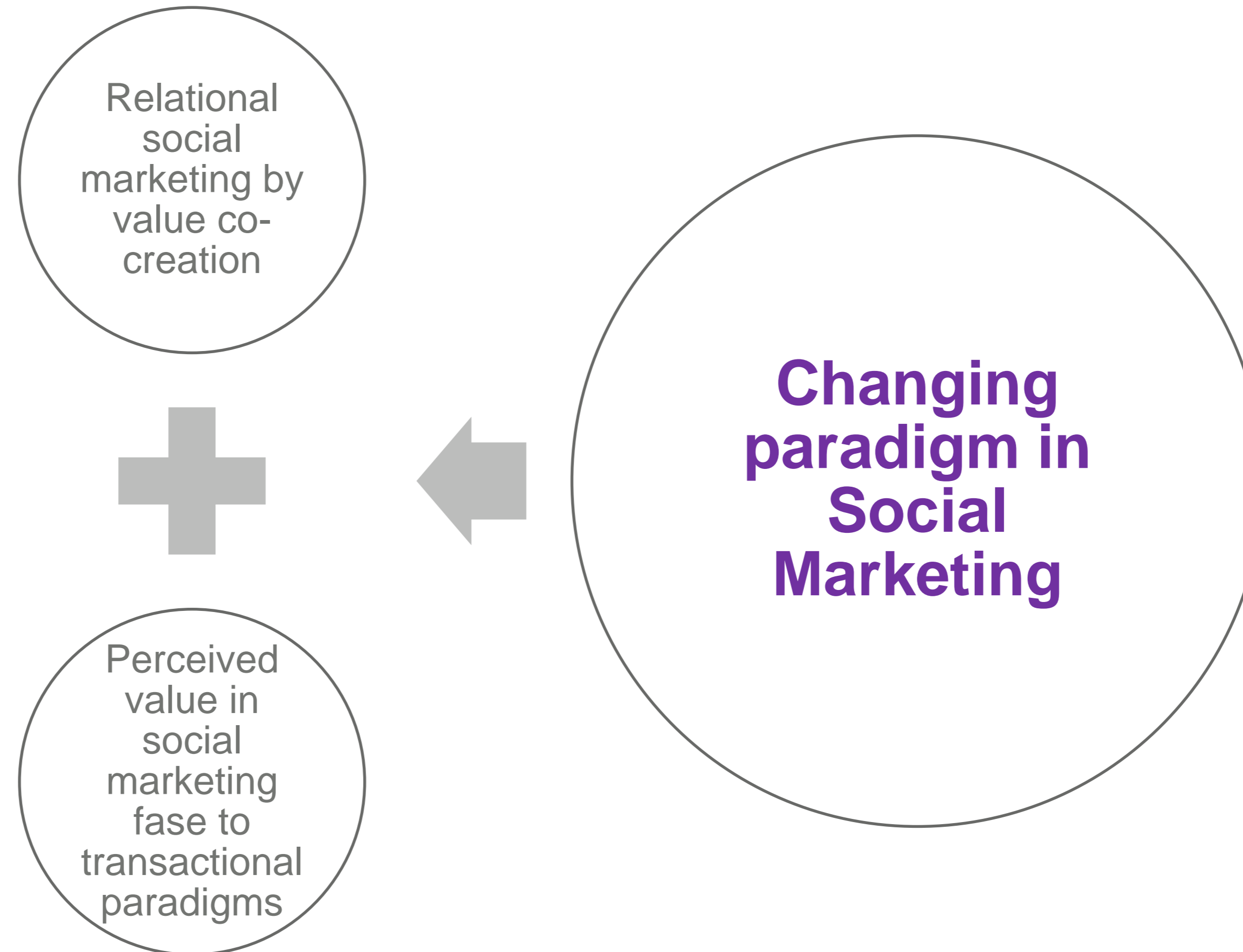
THE INDUSTRY ANSWER: NEW DEVICES & NEW POSITIONING & BACK TO THE BEGINNING



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

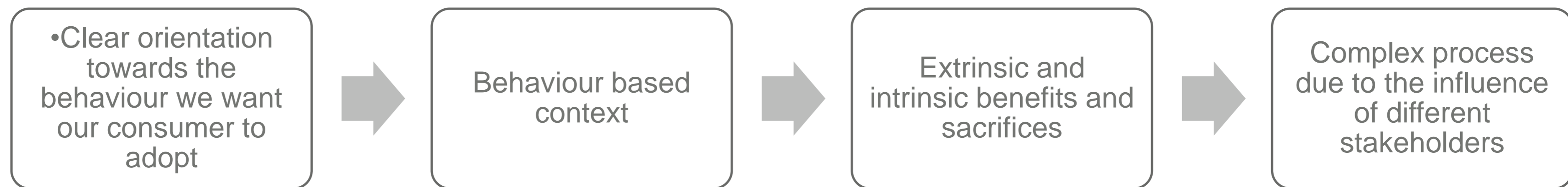
PERCEIVED VALUE AND THE CONSUMPTION OF NICOTINE



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

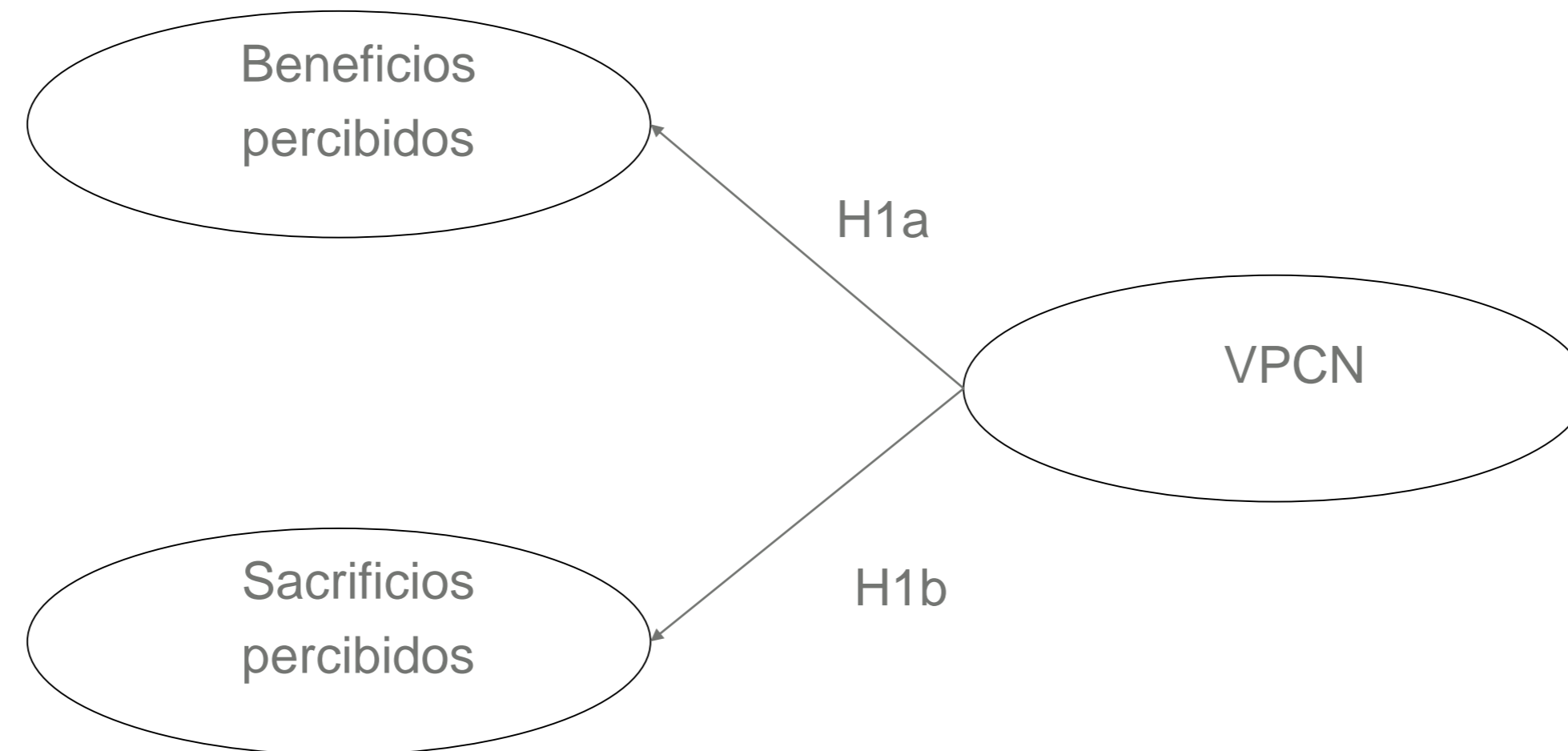
THE FRAMEWORK TO FIGHT THE NICOTINE INDUSTRY

- 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**)



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

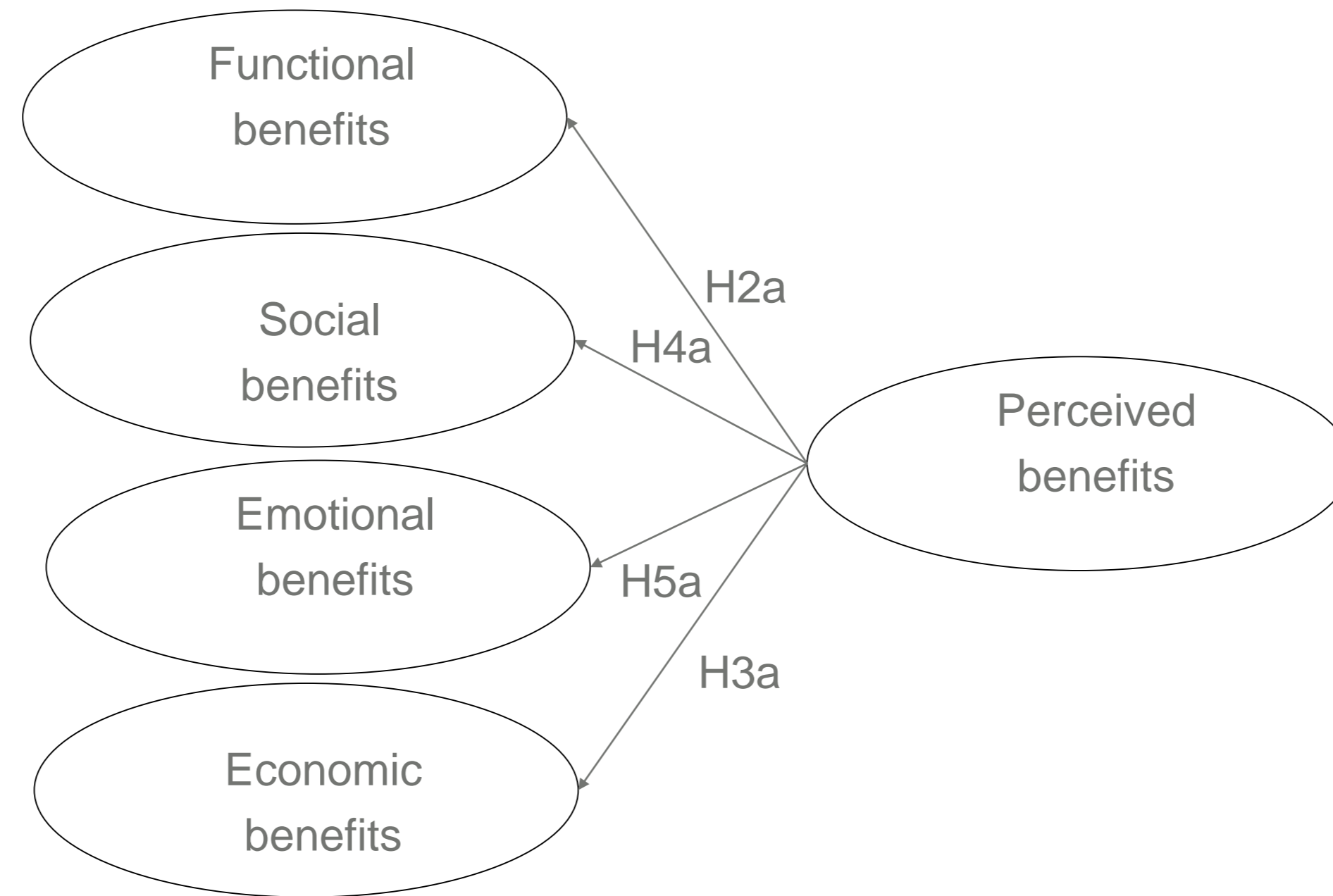


H1a: There is a benefits component the makes part of thePVNC construct

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



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

H5a: Emotional benefits are one dimensión of the PVNC perceived



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

PERCEIVED SACRIFICES

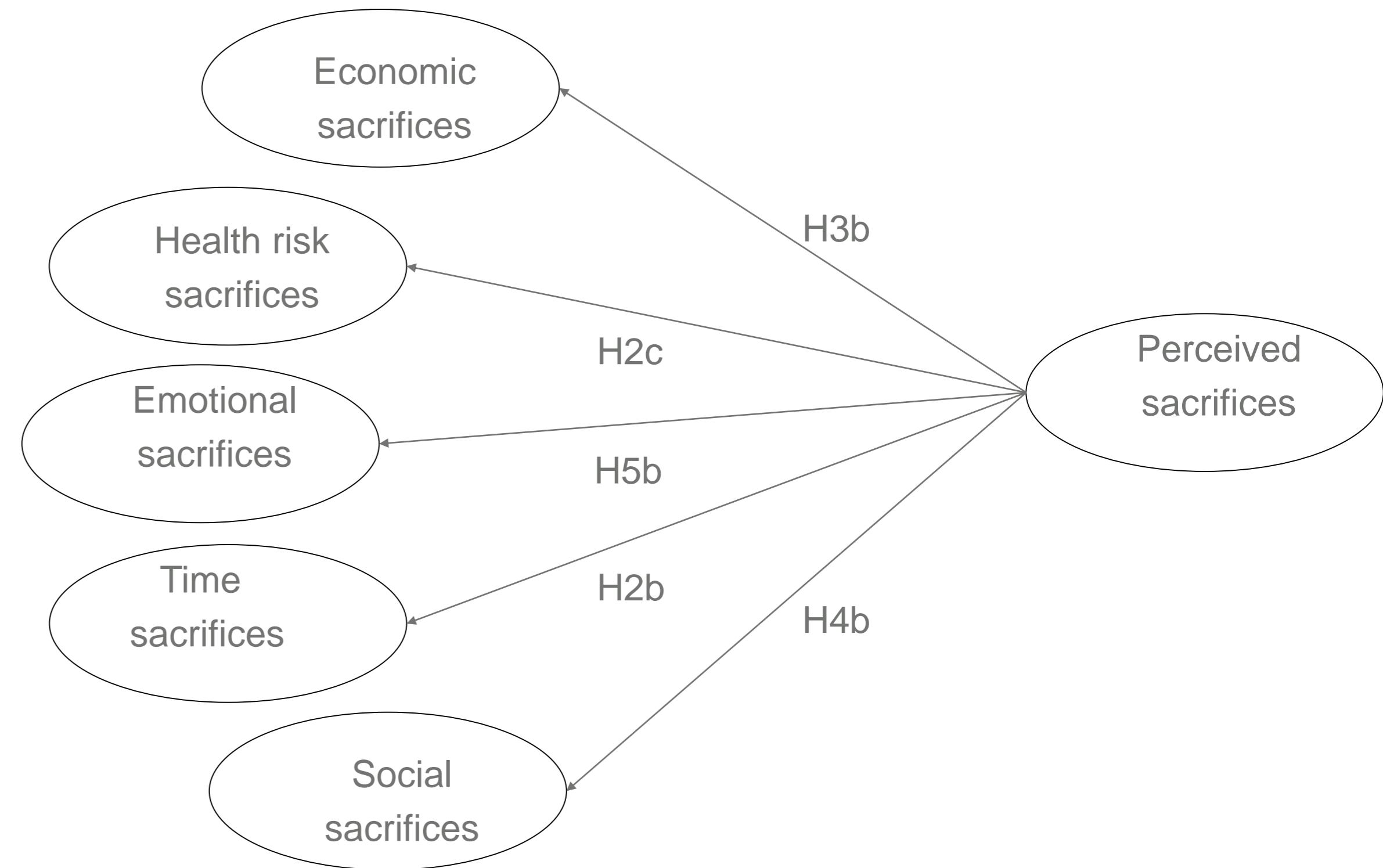
H2b: Time functional sacrifices make part of the dimensión of the PVNC perceived sacrifices

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

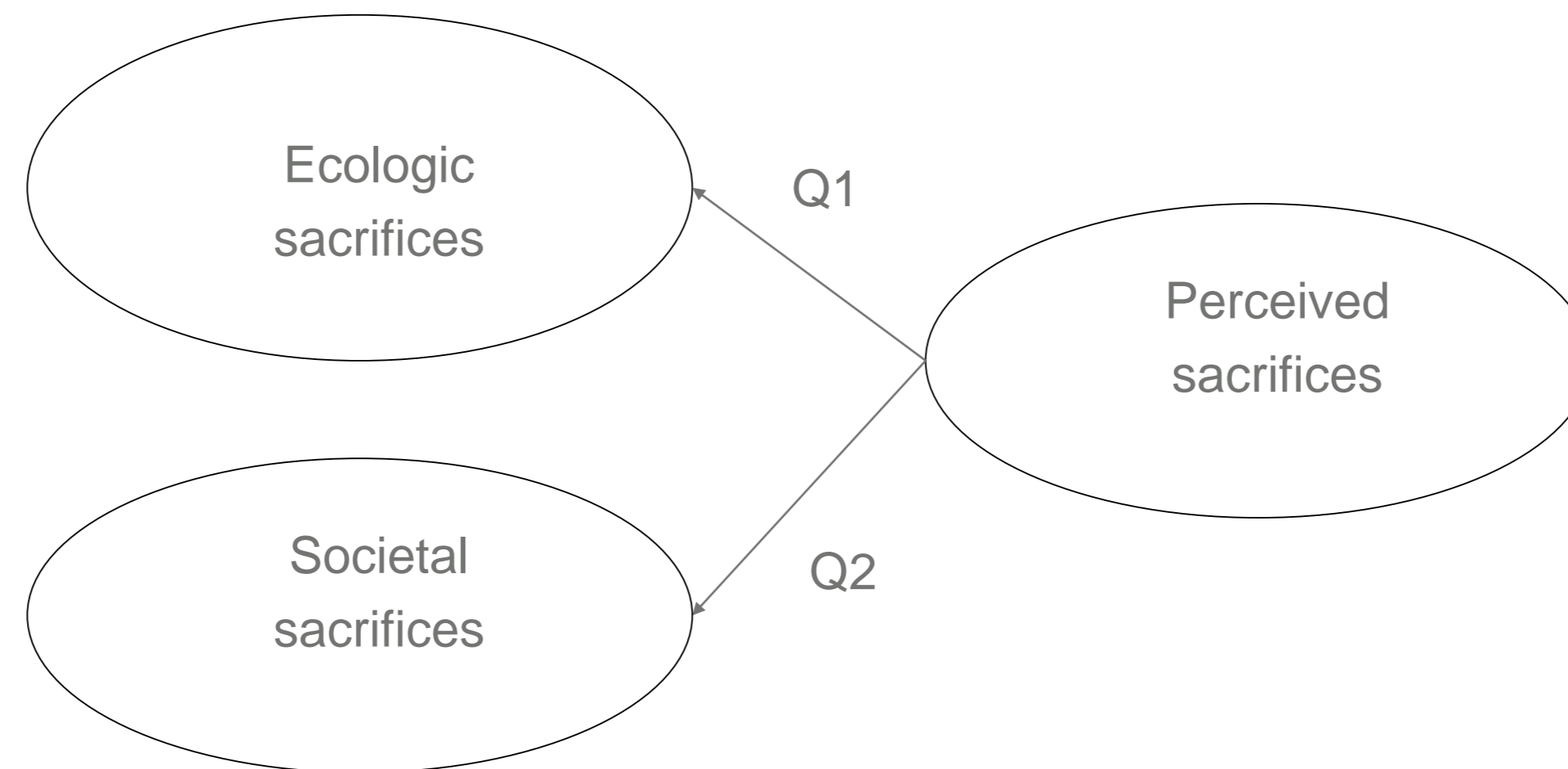
H4b: Social sacrifices make part of the dimensión of the PVNC perceived sacrifices

H5b: Emotional sacrifices make part of the dimensión of the PVNC perceived sacrifices



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

PERCEIVED SACRIFICES

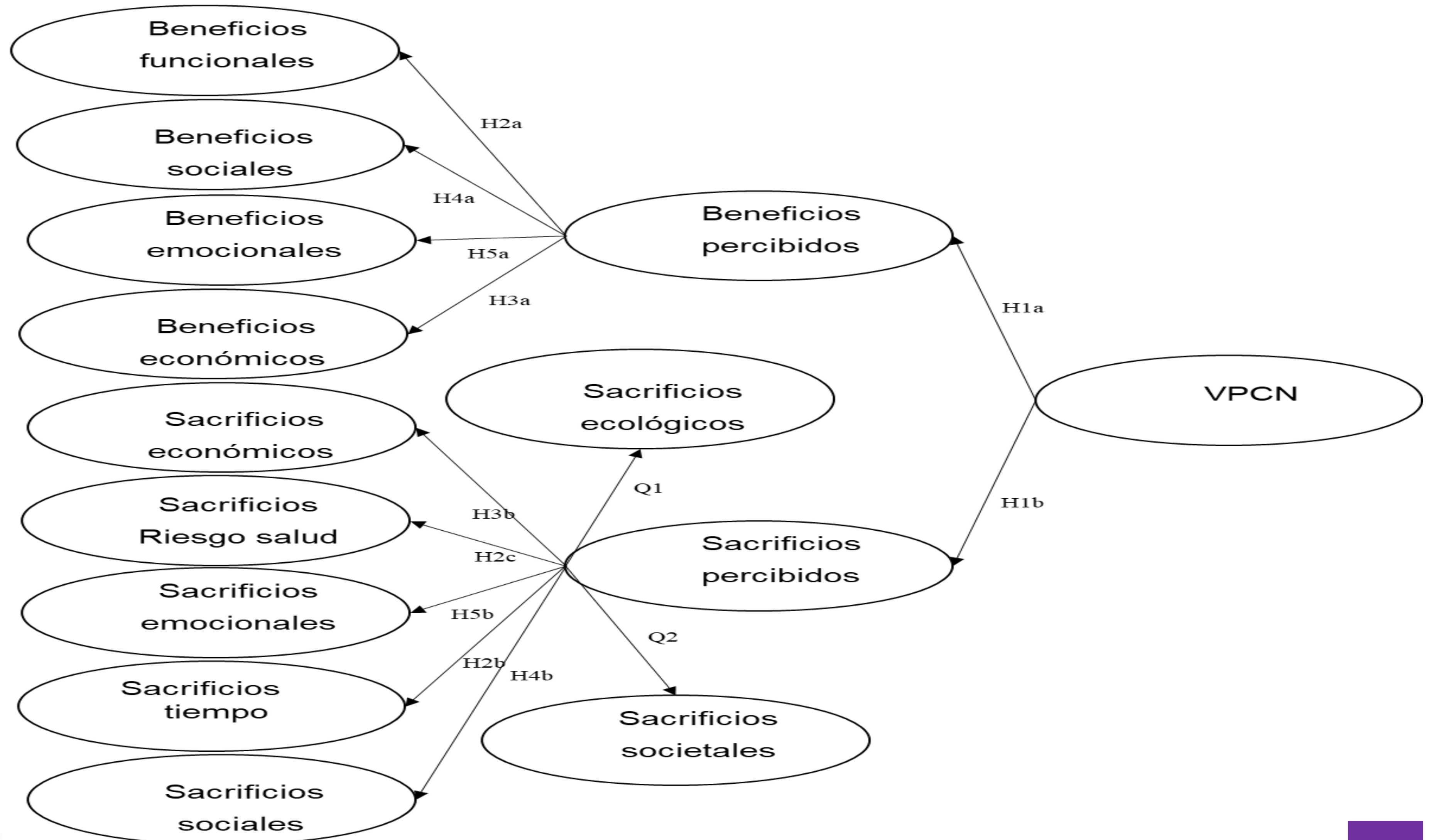


Q1. Ecologic sacrifices make part of the dimensión of the PVNC perceived sacrifices

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

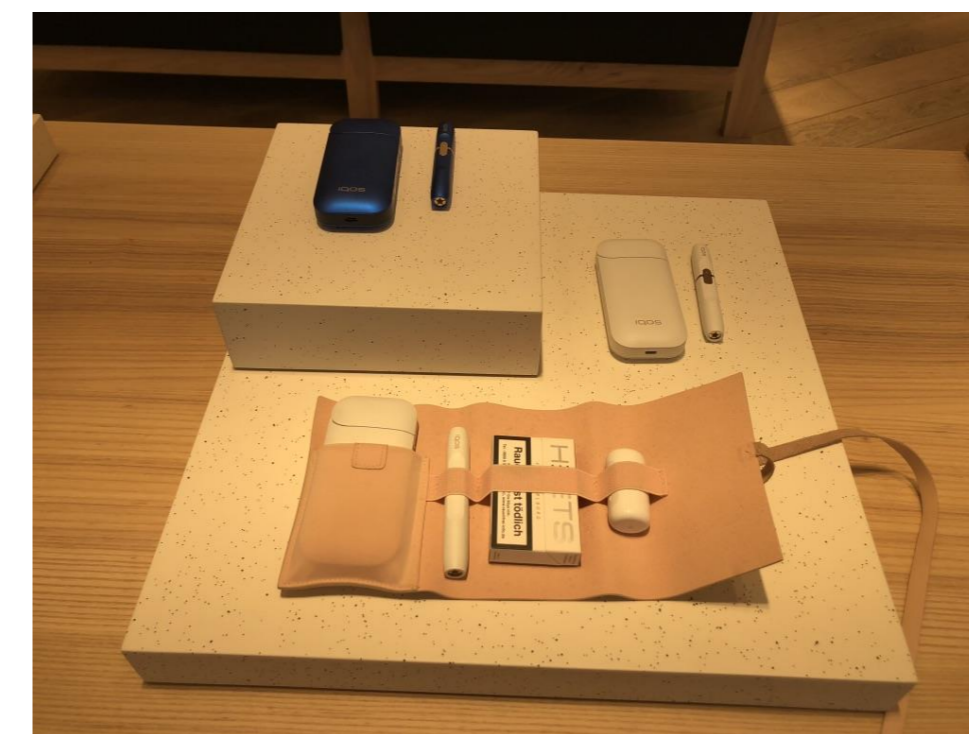


Social marketing: the moderating effect of devices for nicotine consumption on the perceived value of young consumers

The moderating effect of new technologies for consuming nicotine

1. Heated tobacco products and ecigs.

- More attractive
- Clean perceptions
- Badge products for socialising
- Less perception of health risk when consuming



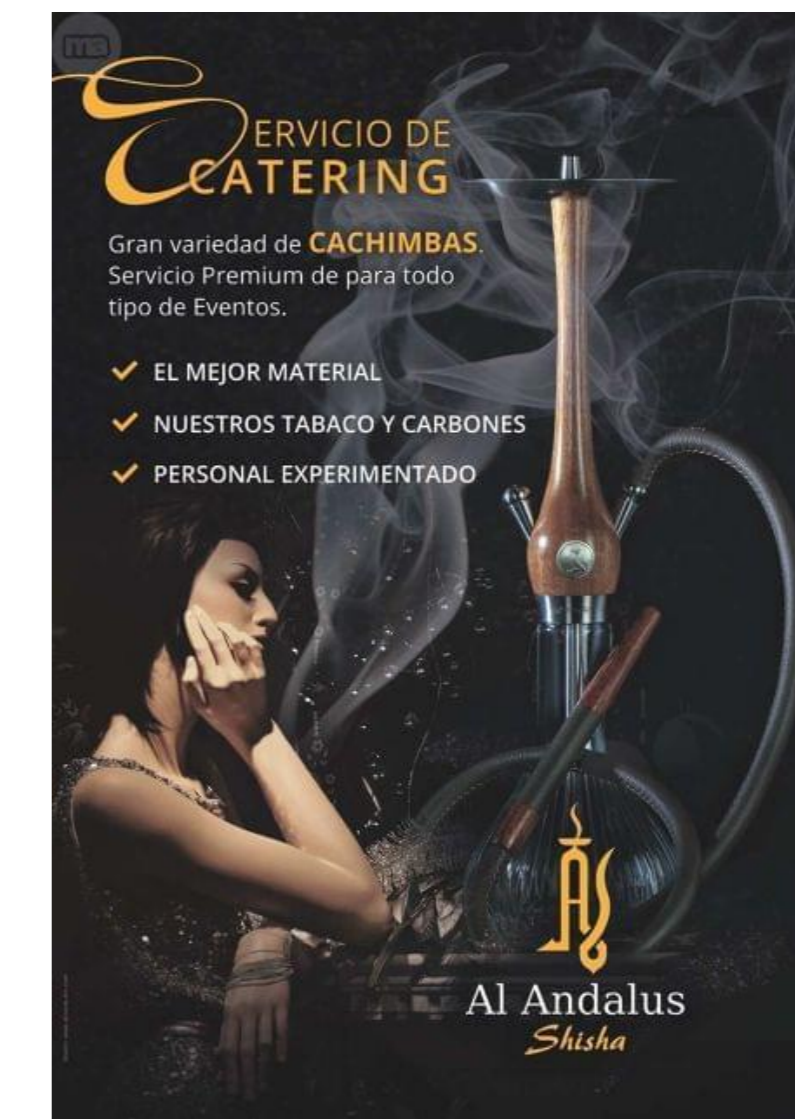
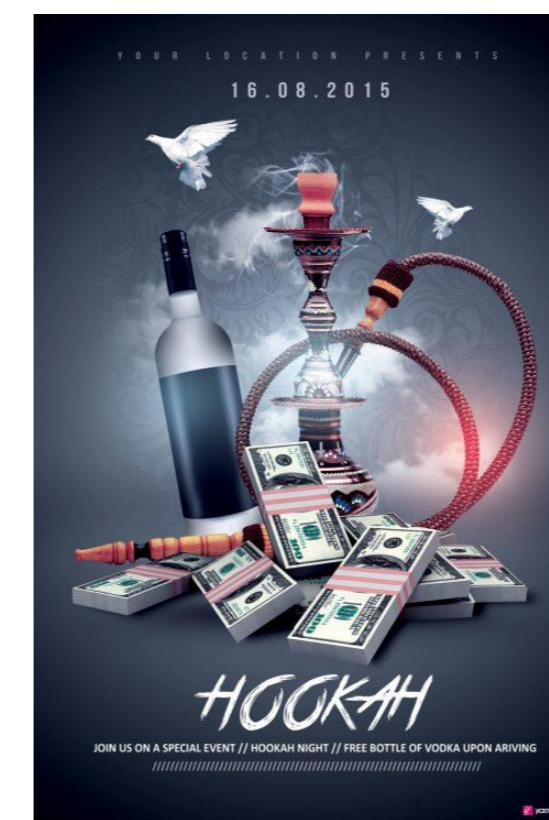
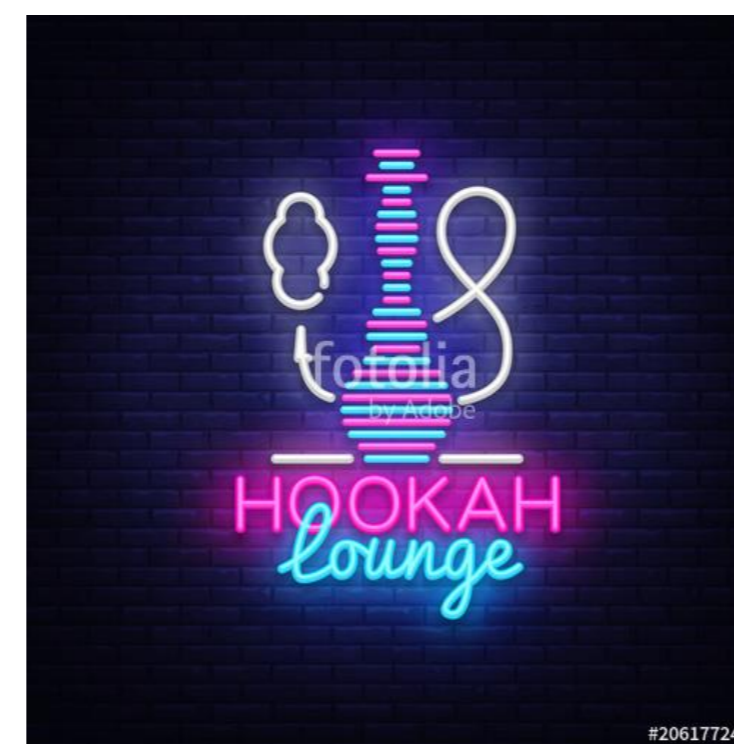
Social marketing: the moderating effect of devices for nicotine consumption on the perceived value of young consumers

The moderating effect of new technologies for consuming nicotine

2. Shisha.

Adolescents' main door for beginning to consume

- Fashionable & aesthetics
- Less health damaging
- Does not have nicotine
- Socialising element among adolescents



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

3. RYOT.

- Alternative segments
- Low-middle class segments
- Lower taxes
- Less health damaging products
- More natural & less industrial



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

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 literatura 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 adictions)
- 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 techonolgies for consuming nicotine to get a higher perceived value given marketing regulatory restrctions 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

Lack of knowledge about social marketing in Spain

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

Use of logic when performing campaigns

- Lack of availability of resources for market research
- Lack of segmenting & targetting



Social marketing: experiences from Spain and LatinAmerica

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