Social Marketing

“Social marketing seeks to influence social behaviors, not to benefit the marketer, but to benefit the target audience and the general society.”

-Philip Kotler & Gerald Zaltman; Social Marketing, 1970

Social marketing is different from marketing a traditional product or service.

The objective of social marketing is to influence action and change behavior.

Primary research, understanding and observing the audience, finding the emotional relevance of that target audience, and utilizing media, design, and popular culture are key in changing behavior.

Target audiences must believe that the benefit they receive will be to themselves, their health, their family, the community, the environment, and society.
the creative
What's your excuse?

There isn't a trash can around!

I'm too busy!  It's biodegradable!

I don't have time!

It's dirty!

I'm making more jobs for the City!

I don't want to get sick!

Don't make excuses. Make a difference.
Creative: Bus Shelter
Creative: Bus Shelter

SOMEONE WOULD LIKE TO THANK YOU FOR PUTTING YOUR TRASH OUT TOO EARLY.

Don’t make excuses. Make a difference.
Creative: Bus Shelter

THINK TWICE BEFORE YOU LITTER. OR A HUNDRED TIMES IF THAT’S WHAT IT TAKES.

Don’t make excuses. Make a difference.
Creative: Bus Shelter

GO AHEAD, IGNORE THE TRASH. AND GOOD LUCK WITH THOSE PROPERTY VALUES.

Don’t make excuses. Make a difference.
Creative: Billboard

IT MAY NOT BE YOUR TRASH. BUT IT IS YOUR CITY.

Don’t make excuses. Make a difference.
Creative: Billboard
Creative: Guerrilla
Creative: Guerrilla

If you visited our city today, thank you.
If you littered while you were here, never mind.
Creative: Guerrilla
Creative: Guerrilla

PRACTICE RANDOM ACTS OF TIDINESS.
Creative: Guerrilla
Creative: Television
Hi, I’m Tony. I work for the City of Baltimore. Part of my job is to help clean up the litter. And I gotta tell you, I’m drowning over here. I get done cleaning up an area, I turn around and there’s more trash. It’s like people don’t even care. Spitting their gum. Throwing paper cups in the street. You name it, I’ve cleaned it up. And you know what’s unbelievable? The excuses people have for littering.

“I’m too busy.” “I’m late for work.” “Oh, it’s just a little piece of paper.” “My banana peel is biodegradable, it won’t hurt anything.”

Get this, one guy actually said “Well, by leaving my trash here, I’m creating jobs for the city.” I’m like...you know what, man? I’ve got plenty to do without picking up after you. These excuses are ridiculous. Hey, you think you’ve got a good excuse for littering? Why don’t you send it to me? After cleaning up your trash all day, I could use a good laugh.
Creative: Guerrilla

CONTRARY TO POPULAR BELIEF, THIS IS NOT A TRASHCAN.

cleanergreenerbaltimore.org
TRASH HERE = TRASH EVERYWHERE

cleanergreenerbaltimore.org
Creative: Guerrilla

THIS IS PART OF YOUR NEIGHBORHOOD, TOO.

KEEP IT CLEAN.

cleanergreenerbaltimore.org
WATER GOOD.
TRASH
REALLY, REALLY, REALLY, REALLY BAD.
cleanergreenerbaltimore.org
Creative: Outdoor/Mobile
Creative: Outdoor/Mobile
A smart campaign will make a difference

Research shows anti-littering campaigns have the potential to transform and protect neighborhoods, communities, cities, the state, and beyond.

The City of Baltimore selected Planit to create and implement a two-year, $2+MM multimedia campaign to change the public’s perception of littering and the behaviors that contribute to litter problems.

When executed correctly, Planit’s campaign will:
- Stop the spreading decline of our neighborhoods
- Lead to solid waste reduction
- Lead to additional beautification programs
- Act as a “Living” campaign that can be an umbrella for future (state-wide) initiatives
thank you