



MARKETING

FIFTH EDITION

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KEY TERMS

audience research The use of market research to understand target stakeholders at the outset of interventions (i.e. formative research), routinely pre-test intervention elements before they are implemented, and monitor interventions as they are rolled out.

behaviour change The modification of behaviour targeted by a social marketing intervention.

competition Direct and indirect competing behaviours as well as other factors (e.g. resources, perceptions and attitudes) affecting the targeted behaviour.

integrated social marketing communication Involves communication of the brand promise consistently across the different elements of the communication marketing mix (e.g. advertising, public relations, sales promotion and social media), integrated with the other '3 Ps' of product, price and promotion.

marketing mix A set of variables that a marketer can exercise control over in creating an offering for exchange.

not-for-profit marketing The marketing activities of individuals and organisations designed to generate funds or awareness for charitable causes.

public health Understanding health needs and intervening to improve the health of the population.

segmentation The process of dividing a total market (population) into groups with relatively similar needs to design a social marketing intervention that addresses the needs of each group identified.

social marketing A process that uses commercial marketing principles and techniques to influence target audience behaviours that will benefit society, as well as the individual.

CASE STUDY

SOCIAL CAPITAL AND SAVING THE MANUMEA

BY STEVE MENZIES, FLINCH MARKETING

The Pacific Island nation of Samoa is taking an innovative approach to preventing the extinction of its national bird: a tooth-billed pigeon known as the manumea. The manumea is known globally as one of the last relatives of the famously extinct dodo. A new campaign, Save the Manumea, aims to build greater community ownership and the social capital needed to address the problem at a local level.

Since the 1990s, the manumea population has declined from around 7000 to possibly less than 150 birds in the wild. The manumea is now only likely to exist in six key areas on the islands of Upolu and Savaii: Falease'ela, Uafato, Malololelei, Aleipata, Aopo and Salelologa.

The manumea provides significant value to the natural ecosystem because it uses its large beak to feed on large native seeds that cannot be eaten by other birds. By doing this, it acts as a crucial seed disperser, naturally restoring the native forest. But, despite a national ban on the hunting of all native flying species, and a number of public awareness campaigns, the manumea is now under serious threat of extinction.

Key threats to the manumea include the loss of its lowland forest habitat and predation from rats and wild cats. But the biggest threat to the manumea comes from human hunters, who use shotguns to hunt the lupe — another pigeon that is highly prized as a status food — incidentally harming manumea in the process (known as 'bycatch'). According to the most recent Household Income and Expenditure Survey, Samoan householders consume an estimated 26 465 lupe per year.

In July 2019, the Deputy Prime Minister of Samoa, Fiame Naomi Mata'afa, and the New Zealand Prime Minister, Jacinda Ardern, co-launched the new Save the Manumea campaign strategy. A partnership between the Samoan Government and the Samoa Conservation Society, the campaign is designed to empower communities to take greater ownership and specific actions to protect the manumea in key areas where it is still believed to exist.

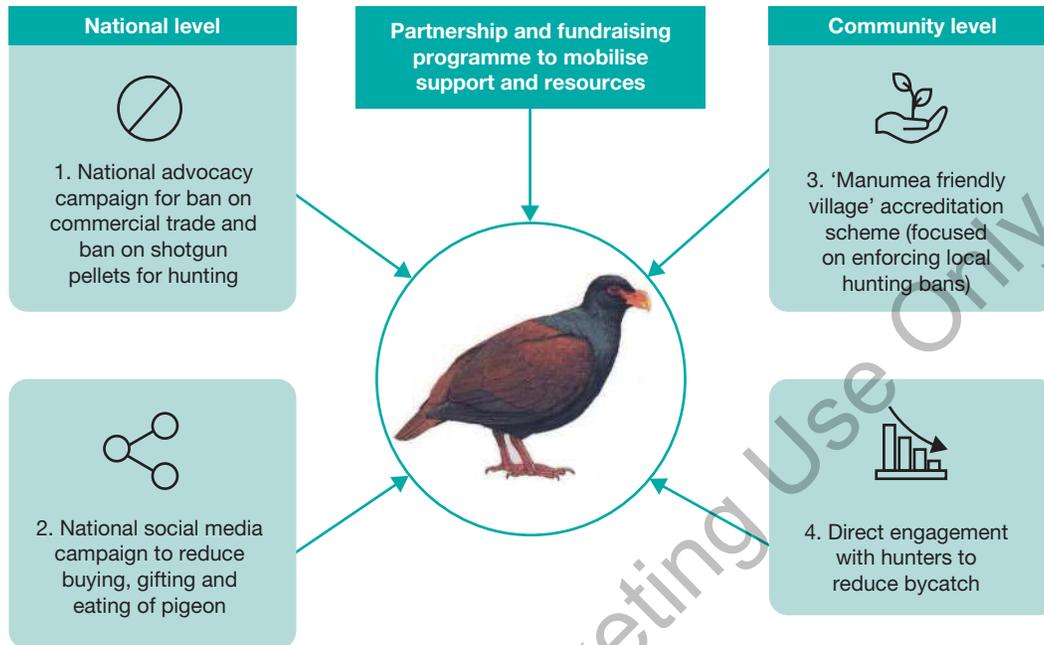
The goal of the Save the Manumea campaign is to 'reduce public demand for buying, gifting and consuming pigeon'. The key measurable objective is to reduce consumption of pigeons by 25 per cent by the end of the campaign period. Run from July 2019 to June 2020, the campaign has a target budget of US\$135 000, which is approximately the same commercial value of all the pigeons that are hunted every year in Samoa.

Past campaigns focused on increasing awareness and pride in the manumea, without defining the key actions Samoans needed to take to support the recovery of their national bird. This new campaign aims to convince Samoans that efforts to stop the hunting and consumption of lupe will support the endeavour

to protect the manumea and enable its population to recover. During the campaign, all Samoans will be asked to sign a petition to ban the use of shotgun ammunition.

The Save the Manumea campaign is using a two-pronged approach that is designed to simultaneously support action at the community and national levels (see figure 14.5).

FIGURE 14.5 The Save the Manumea campaign two-pronged approach



Source: Flinch Marketing.

The campaign strategy has been informed by social change theory, where efforts to change specific behaviours are focused on changing community norms. The success of efforts to Save the Manumea will rely on the full buy-in and ownership of the local communities where the bird is still thought to exist.

In key pilot villages, such as Uafato and Falease'ela, there is already a high level of community support and commitment towards implementing greater local efforts to protect the manumea, including efforts to enforce local hunting, support pest control and restore areas of native forest. Building on the social capital that already exists within these communities will support efforts to protect both the manumea and the wider environment.

Pilot communities, such as Falease'ela and Uafato, have now been supported to enforce local hunting bans, eradicate pests and plant the native trees preferred by the manumea. This work is also being supported by investments into tourism infrastructure such as signage, trails and bird hides. It is hoped that becoming a 'manumea-friendly village' will lead to direct ecotourism benefits and support from key partners such as the Samoa Tourism Authority.

The Save the Manumea campaign is also using public artworks to raise awareness of the critical situation faced by the manumea. Visiting artists from New Zealand, Charles and Janine Williams, initially painted a giant mural of the manumea on the side of the New Zealand High Commission in the Samoan capital of Apia, before running a series of community-based painting workshops with aspiring artists from key communities. Manumea murals are now being painted on schools and other public buildings around Samoa.

So what do we know about the consumers of lupe? A 2006 survey of 221 people found that over half had eaten lupe and it also suggested that consumption of lupe was being driven by wealthier Samoans with the wealthiest 10 per cent of the population being responsible for consuming nearly 50 per cent of all pigeons. This research appeared to suggest consumption was being driven by wealthier people living in Apia such as business leaders, pastors, *matai* (chiefs) and government officials.

Another survey of 246 people carried out in August 2019 also found that almost 40 per cent had eaten pigeon. However, this survey indicated that regular consumers come from a wide range of backgrounds. While 86 per cent said they were concerned about the survival of the manumea, only 50 per cent believed that eating pigeon was a key threat to its survival.

The new social media campaign is designed to help to build community support for the Save the Manumea campaign before increasing pressure to reduce harmful behaviours such as the trade, gifting and consumption of lupe. Initial social media work focused on getting people to talk about the manumea in a fun and engaging way. For example, the main campaign champion, Deputy Prime Minister Fiaame Naomi Mata'afa, took part in a humorous 25-second video designed to help promote a new range of Save the Manumea chocolate, to the sale of which will help raise funds for the community-based activities. The clip opens with the Deputy PM about to eat a bar of manumea chocolate when someone off camera says: 'Fiaame, what are you doing?' The Deputy PM then looks straight towards the camera before replying: 'Why, I'm saving the manumea!'. The closing titles then say: 'Don't eat pigeon, eat delicious Samoan chocolate!'

The ongoing social media campaign will use a mix of humour and serious messaging to highlight the impact posed by the hunting, gifting and consumption of lupe. For example, well-known Samoan comedian Tofiga has been engaged to support the campaign through a new manumea campaign song. He will also feature in a more serious clip that will involve a series of well-known Samoans explaining the threat to the manumea and making a public commitment to stop the trade, gifting and consumption of lupe.

This ongoing work will also be supported by celebrations of the efforts by communities and community champions to protect the manumea.

Once this community-based work is completed the campaign will then work directly to introduce more focused social media messaging that is designed to create greater unease around the gifting and consumption of lupe.

The campaign is being supported by key partners from New Zealand, who are attempting to contribute expertise and experience from similar programs in their own country. For example, Auckland Zoo is contributing its considerable experience in predator eradication, while funding from the Department of Conservation and the Ministry of Foreign Affairs and Trade is helping to support community engagement activities that have proven successful in New Zealand.

The campaign will only be considered a success if there is a measurable decrease in the hunting of lupe, combined with a measurable increase in the level of community ownership and support for efforts to protect the manumea and the native forests and environment on which it depends.⁸²

QUESTIONS

- 1 Which of the UK's National Social Marketing Centre benchmark criteria are evident in the Save the Manumea case?
- 2 Identify which streams (down, mid or up) are evident in the Save the Manumea case.

ADVANCED ACTIVITY

Using the social marketing principles that you have learned in this course, develop a social media campaign to raise awareness for decreasing sedentary activity (number of hours sitting per day).

MARKETING PLAN ACTIVITY

Use some of the concepts outlined in this chapter to refine your marketing plan. Check that your marketing plan considers social good. Are there unintended consequences from consumption or excessive consumption of your marketing plan offering?

WEBSITES

- 1 The Australian Association of Social Marketing (AASM) is Australia's peak social marketing body. It is a member organisation that offers a series of resources and events to help practitioners network and understand social marketing: www.aasm.org.au
- 2 The UK's National Social Marketing Centre offers a series of free resources and case studies to share best social marketing practice: www.thensmc.com
- 3 The International Social Marketing Association (iSMA) is the global peak body for social marketers. Members of AASM are given automatic membership to iSMA: www.i-socialmarketing.org