

Rebels with a Cause:

A Critical Perspective on Social Marketing

Gerard Hastings

Copenhagen
31st January 2018

“The most ubiquitous and powerful influences on our behaviour are those closest to us – the ones we take for granted, do not even realize are there and cannot discuss and describe”

(Foster Wallace, 2008)

'A citizen is a living unit of democracy, a living force for the possibilities of this world. Of all the qualities, the one I most value in the citizen is not political savvy, or high education, but awareness. Everything else can be bought or smothered or diverted or confused, but awareness asks questions of the world. There are many with excellent education who see the conditions of the world but then rationalise them. Awareness sees them as they are. Then they ask questions. They ask why.'

Ben Okri Jan 31

Structure

- What is marketing
- The power of marketing
- Inciting rebellion: social & critical marketing
- We can do this:
 - human agency
 - human rights
- Conclusion

What is marketing?

Consider something you have bought recently – a cup of coffee, some clothing perhaps or an electrical appliance. Anything. Think through why and how you bought it. What made you think of it in the first place? What encouraged or discouraged you? Would you buy it again? What did you like / dislike about it and the process of buying it?

What does this tell us about marketing?

1. Needs and wants (whims)

- Listening
- Understanding and empathy
- Segmentation and targeting

What does this tell us about marketing?

1. Needs and wants
2. Availability and affordability
 - Being there

What does this tell us about marketing?

1. Needs and wants
2. Availability
3. Competition
 - The choice of other cafes
 - The choice not to buy

What does this tell us about marketing?

1. Needs and wants
2. Availability
3. Competition
4. Reputation
 - Time
 - Trust
 - Emotion matters → branding

What does this tell us about marketing?

1. Needs and wants
2. Availability
3. Competition
4. Reputation
5. Advertising?
 - The marketing mix...
 - Product, price, promotion, place
 - Driven by the customer

What does this tell us about marketing?

1. Needs and wants
2. Availability
3. Competition
4. Reputation
5. Advertising?
6. Ultimately: understanding and influencing our behaviour; ensuring our satisfaction

Structure

- What is marketing
- The power of marketing
- Inciting rebellion: social & critical marketing
- We can do this:
 - human agency
 - human rights
- Conclusion

For us rich people this is fine

- Consumer capitalism: the system is built around our needs
- Endless market research is done to ensure our every whim is identified and catered for
- The customer reigns supreme: endless stuff and excellent service
- We are indulged at every turn
- Increasingly, with social media, we too are marketers

But our satisfaction comes at a cost

- Rampant inequalities: the poor get left behind
- Materialism infantilises: think how quickly we become irritated when our needs are not met
- Extensive advertising and marketing is exploited
wo...
• The...
Marketing blinds us to these costs
We don't just put up with them,
we collaborate with the perpetrators
• *“World’s 10 biggest corporations together have revenue greater than that of the government revenue of 180 countries combined”* (Oxfam 2017)
- Alcohol is just one example of this perversity

Collaboration

We allow this

Collaboration

THE BRAND

co-owned by us

And let it be
backed up by this

Implicit persuasion and powerful emotions



stakeholder
marketing

corporate
affairs

Lobbying

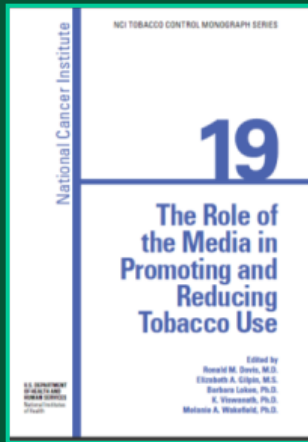
THE BRAND

CSR

PR

competitive
analysis

And, of course, it works....



And, of course, it works....

Addiction

SSA SOCIETY FOR THE STUDY OF ADDICTION

REVIEW

doi:10.1111/add.13048

How does the alcohol industry attempt to influence marketing regulations? A systematic review

Emily Savell^{1,2}, Gary Fooks³ & Anna B. Gilmore^{1,2}

Department for Health, University of Bath, Bath, UK,¹ UK Centre for Tobacco and Alcohol Studies, Bath
Birmingham, UK³

OPEN ACCESS Freely available online

Policy Forum

Industry Use of Evidence to Influence Alcohol Policy: A Case Study of Submissions to the 2008 Scottish Government Consultation

Jim McCambridge^{1*}, Ben Hawkins¹, Chris Holden^{1,2}

1 Centre for Alcohol Policy Studies, London, United Kingdom, 2 Department of Social Policy & Social Work, University of

Public Health, Academic Medicine, and the Alcohol Industry's Corporate Social Responsibility Activities

We explored the emerging relationships among the alcohol industry, academic medicine, and the public health community in the context of public health theory dealing with corporate social responsi-

Thomas F. Babor, PhD, MPH, and Katherine Robaina, MPH

WE EXPLORED THE EMERGING relationships between the alcohol industry, academic medicine, and the public health community. Current trends suggest

VESTED INTERESTS SERIES

doi:10.1111/add.12855

Are the Public Health Responsibility Deal alcohol pledges likely to improve public health? An evidence synthesis

Cécile Knai, Mark Petticrew, Mary Alison Durand, Elizabeth Eastmure & Nicholas Mays

Policy Innovation Research Unit, Faculty of Public Health and Policy, London School of Hygiene & Tropical Medicine, London, UK

Collaboration

88% of deaths in WHO Euro Region are caused by NCDs – by our shopping behaviour

	Tobacco	Diet	Alcohol	Lack of exercise
Heart disease & stroke	✓	✓	✓	✓
Diabetes	✓	✓	✓	✓
Cancer	✓	✓	✓	✓
Lung disease	✓			

Source: Global Health Observatory

Collaboration

Let's think beyond alcohol for a moment

Consider smart phones

Coltan is a mineral found in the Democratic Republic of Congo in West Africa. It is an essential component of all mobile phones

Collaboration

Decu is 8; everyday he and his twin brother walk to work at Ruashi mines

It takes 2 hours

They use their bare hands separate the soil from mineral deposits

A day's pay buys a few pastries

The profits go to the mine owners and the phone companies

The state of the art products and services go to us.

Child labour in the Democratic Republic of Congo

Collaboration



“THIS IS WHAT WE DIE FOR”

HUMAN RIGHTS ABUSES IN THE DEMOCRATIC REPUBLIC
OF THE CONGO POWER THE GLOBAL TRADE IN COBALT



Exposed: Child labour
behind smart phone &
electric car batteries

“The glamorous shop displays and marketing of state of the art technologies are a stark contrast to the children carrying bags of rocks, and miners in narrow manmade tunnels risking permanent lung damage.”

Mark Dummett, Amnesty International

Yes this marketing should be contained, and companies held fully responsible...

but so should we;
it is our choice to buy

Collaboration

increasing
growth



```
graph LR; A[increasing growth] --> B[increasing consumption]; B --> C[Welcome to the Anthropocene: a world run by marketers with us as willing subjects];
```

increasing
consumption

Welcome to the
Anthropocene:
a world run by marketers
with us as willing subjects

Structure

- What is marketing
- The power of marketing
- Inciting rebellion: social & critical marketing
- We can do this:
 - human agency
 - human rights
- Conclusion

Social Marketing

Marketing is a behaviour change discipline

It focuses on our shopping behaviour

But there are more important behaviours

crime; drug misuse;
alcoholism; racism; war;
climate change;
inequalities; pollution;
refugees; modern
slavery...

....are all
products of
human behaviour

Social Marketing

Reclaiming what is rightfully ours

Marketing is not a corporate invention; it is as old as human society: doing deals



It's how we survived on the African savannas

me

Social Marketing

Reclaiming what is rightfully ours

Marketing is not a corporate invention, it's as old as human society: doing deals



It's how we survived on the African savannas

Social Marketing

Social Marketing

1. Needs and wants
2. Availability
3. Competition
4. Reputation
5. Advertising?
6. Ultimately: understanding and influencing our behaviour; ensuring our satisfaction

Social Marketing

1. Needs and wants – there are many for social marketers to address
 - ✓ What about the needs and wants that cannot be monetised?
 - ✓ Don't we all want a fairer world, a future for our children; mutual respect
 - ✓ We have to move beyond the wants of the wealthy

Research: we have to understand people

Social Marketing

1. Needs and wants

2. Availability:

- ✓ Why is it so difficult to buy fair trade bananas?
- ✓ Why are there so many gambling outlets in the UK?
- ✓ Why is Decu so well hidden?

Start from where they are

Social Marketing

1. Needs and wants

2. Availability

3. Competition:

- ✓ The power of the corporation has to be addressed
- ✓ Why are the polluters not paying?
- ✓ Aren't loyalty cards a symbol of craven collaboration?

Offer something better

Social Marketing

1. Needs and wants

2. Availability

3. Competition

4. Reputation

✓ Where are the social brands?

✓ If we co-own the brand, we can also disown it

Develop a meaningful identity

Social Marketing

1. Needs and wants
2. Availability
3. Competition
4. Reputation
5. Advertising?
 - ✓ Communication is vital, but we need conversations not campaigns - engaged activists not passive audiences

Co-production

Social Marketing

1. Needs and wants
2. Availability
3. Competition
4. Reputation
5. Advertising?
6. Ultimately: understanding and influencing our behaviour; ensuring our satisfaction
 - ✓ Real human needs

Structure

- What is marketing
- The power of marketing
- Inciting rebellion: social & critical marketing
- We can do this:
 - human agency
 - human rights
- Conclusion

human needs

“We are the only species capable of reflecting on our impact. We have moral agency. We can foresee the likely consequences of our actions, consider them, and then make choices” (Guardian 2016)

This takes us into deep water. If our behaviour is not just a function of external stimuli, let alone well-meaning interventions, but also a product of our internal qualities, we must understand more about what these are, about what it is to be human.

human needs

“we are slaves, deprived of every right, exposed to every insult, condemned to certain death...” “...but we still possess one power, and we must defend it with

This is what makes us human

the

(Levi P 1979)

“Look inward, to your origins. For brutish ignorance your mettle was not made; you were made human, to follow after wisdom and virtue”

(Dante)

human needs

Exercising moral agency also brings us together. If my father dies of pneumoconiosis I begin to empathise with the fate of other coalminers, or if a car knocks me off my bike the benefits of cycle paths for all become clearer.

‘I rebel therefore we are’

Albert Camus (2005)

A key role for social marketing is to encourage such rebellion. Not to seek obedience to us rather than corporate alcohol, but to encourage critical thinking about a broken system. To create a generation of rebels with a cause.

human needs

Human rights

We all have “*inherent dignity*”, are equal “*members of the human family*” → protections

“*less about the way people are than about what they might become*” (Donnelly) → participation

Without this, human rights can become moribund and human potential is not realised

“*it is not about giving them a fish; it is not even about teaching them to fish – it is about recognising their ownership of the river*” (Codina)

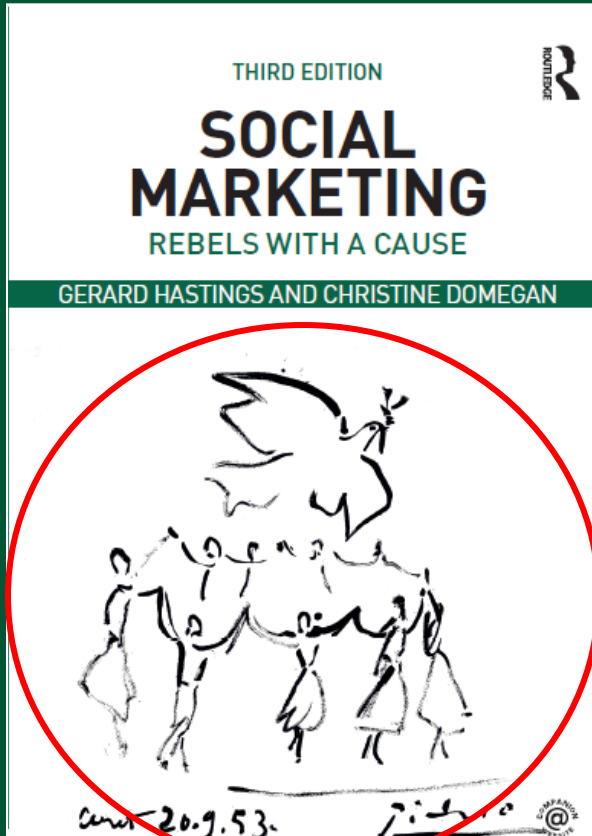
Structure

- What is marketing
- The power of marketing
- Inciting rebellion: social & critical marketing
- We can do this
- Conclusion

conclusion

1. Foster Wallace's fish: pay attention
2. Marketing is a very powerful technology that can be turned to good ends
3. Its most important task is to empower people to think and act critically in a troubled world
4. Individually we have the moral agency, collectively we have the strength to make a difference

conclusion



'La Sardane de la Paix'
by Pablo Picasso

We need rebels
with a cause:
social marketing
can provide them