



# World Social Marketing Conference 2008

Brighton & Hove City, England, 29 – 30 September 2008



World  
**Social Marketing**  
Conference 2008

# Keynote Session

## Social Marketing Planning in Ten Steps

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# PEDESTRIAN FLAGS

## Increasing use of PedFlags in Kirkland, Washington



# **STEP #1**

## **Background, Purpose, Focus**

- **Flags since 1996**
- **Grant to increase usage**
- **Purpose: Decrease injuries & death**
- **Focus: Increase use of flags**

# **STEP #2**

## **Situation Analysis**

- **SWOT**
  - **Strength: \$60,000 grant, Priority**
  - **Weakness: No research**
  - **Opportunity: "Paris of the Northwest"**
  - **Threat: Preference for lights vs. flags**
- **Lit review, environmental scan**
  - **Utah at 38% usage**

# FORMATIVE RESEARCH

## TO DETERMINE TARGET AUDIENCE

- Observed 20 days
- 2426 pedestrians/groups
- 267 flags used
- 11% usage
  - Males & Females similar
  - Younger and Older more frequent

# **STEP #3**

## **Target Audience Profile**

- **Workers downtown**
- **Shoppers downtown**
- **Diners downtown**
- **Male and Female**
- **All ages**

# STEP #4

## Objectives and Goals

- Go from 11% to 14% in 5 months
  - 27% increase
- 40% in 3 Years



# STEP #5

## Barriers & Motivators

### Barriers:

- What are they for?
- No flags on my side.
- Holder hard to use.
- I feel safe.



# **STEP #5**

## **Barriers & Motivators**

### **Motivators:**

- **It makes me more visible**
- **Cars pay attention to me**
- **Flags help me be noticed**
- **Be a good role model for kids**

# **STEP #6**

# **POSITIONING**

**“We want pedestrians in downtown Kirkland to perceive carrying a flag every time just like wearing a seat belt.”**

# STEP #7

## 4Ps



### ■ PRODUCT

- New flags and plenty of flags

### ■ PRICE

- Discount coupons & Recognition

### ■ PLACE

- Bucket versus pole holder

### ■ PROMOTION

- Drink coasters, posters, stories

# **STEP #8**

## **Evaluation Plan**

- **Repeat Measurement**
  - **2008 (18.5%)**
  - **2009**
  - **2010**

# **STEP #9**

## **BUDGET**

- **\$60,000 Year One**
- **\$10,000 Evaluation 2009 and 2010**

# **STEP #10**

## **Implementation Plan**

- **Launched October 2007**
- **Measurement April-May 2008**



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