

# This presentation premiered at WaterSmart Innovations

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Social Marketing is a Start  
Social Norm Marketing  
The Next Step  
for Water Efficiency

# Imagine a World...

## Where Everyone Smokes



Of U.S.  
Adults:

1965: 55%  
2007: 21%



# Imagine a World...

## Where No One Wears a Seatbelt



Use:  
1968: 11%  
2008: 85%

# Imagine a World...

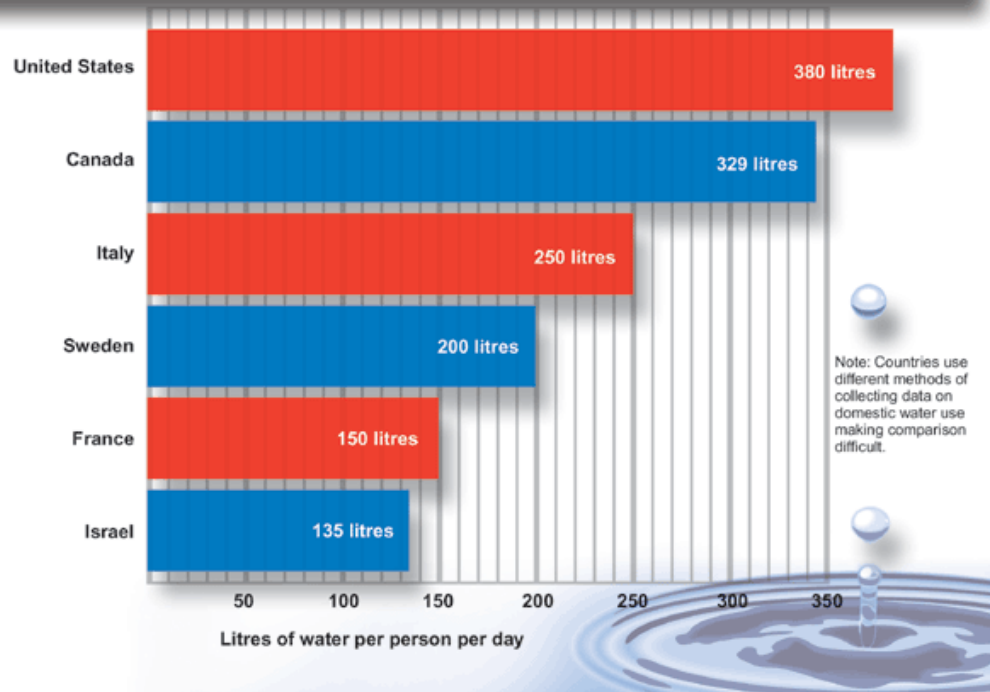
## Where Over Watering is Common



Look Familiar?

# Can We Become a World of Water Savers?

Average daily domestic water use  
(per capita)



# We Have to Change the Social Norm



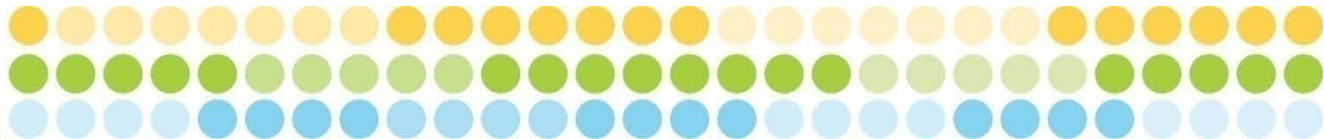


# Water Managers Are Making Great Strides

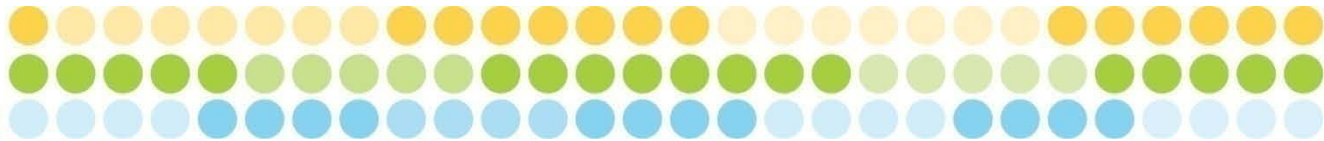
- Water efficient giveaways
- Water efficient faucets, irrigation systems
- Toilet retrofits
- Rate-based solutions
- Legislative mandates
- Seminars, demonstrations, or other outreach
- Paid Media
- Social Marketing



# Awareness Campaigns are often confused as Social Marketing



# What is Social Marketing?

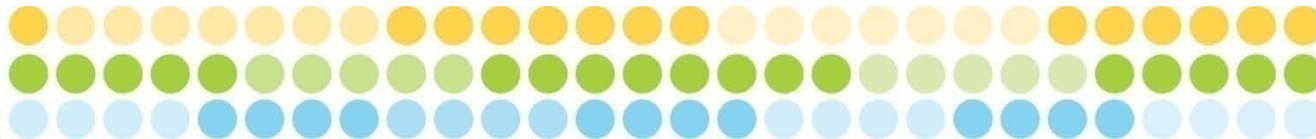


# Social Marketing Is...

Use of marketing communications techniques to:

- Raise public awareness
- Communicate attainable goals
- Provide information that creates a path to behavior change
- Establish collective and individual benefits for behavior change
- Create a sense of social responsibility/evolve social norms

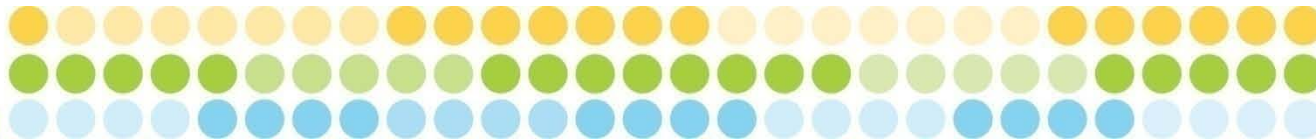
Social Marketing Recognizes  
What and Why People Do What  
They Do And Moves Them to a  
Desired Behavior



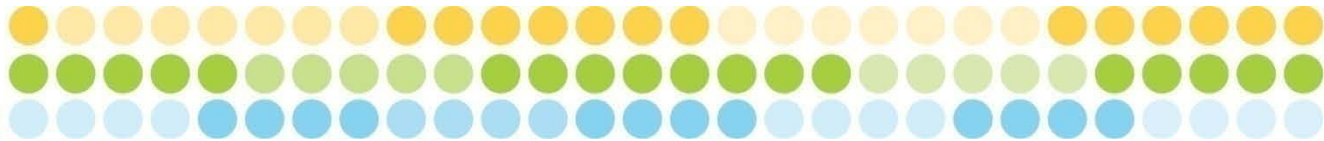


# Challenges

- Apathetic / uninformed public
- Believe “already doing the right thing”
- Thousands of daily marketing messages
- Long-term effort to establish new norm

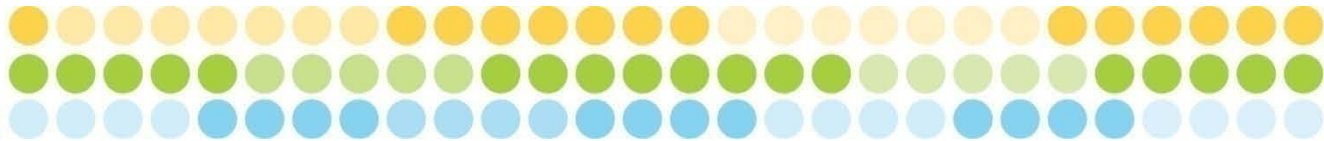


# The Awareness / Action Disconnect



# Why the Disconnect?

Water is Ubiquitous



# Why the Disconnect?

## People:

- Choose Environmental Behaviors
  - Purchase
  - Installation and use
  - Habit/Action

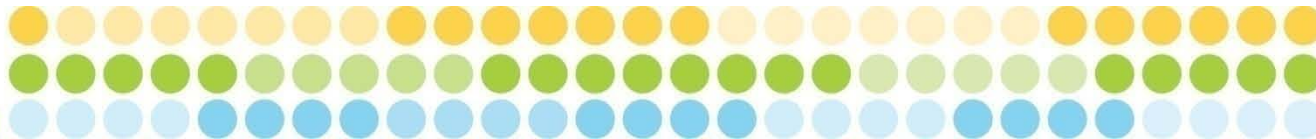
(and frequently mimic their neighbors)



# Why the Disconnect?

## People:

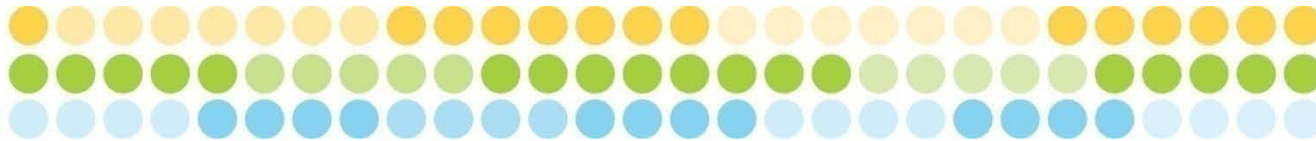
- Avoid Disruption
- Hesitant to change lifestyle
- Think “water efficient” products don’t perform



# Awareness -- Action Disconnect



# How to Change Behaviors



## Behavior Change is Accomplished by

- Creating an “exchange” -- giving up certain behaviors to gain individual benefit of value
- Promoting simple, non-threatening changes
- Making an emotional connection to new behaviors
- Establishing new community expectations



# Social Marketing Themes

- Fear – droughts and other emergencies – great compliance; but once past, reversion to old habits
- Facts – people want to be told why – must be simple, easy to understand, believable
- Fun – breaks through clutter, memorable, upbeat, positive messaging of what to do; not what not to do

# Social Marketing Case Study

St. Johns River Water Management District (Florida): 2002 to 2007



## Situation

- District covers 18 counties
- 1.9 million households (4.5 million total population)
- Includes parts of Orlando and Jacksonville
- Population growth outstripping aquifer's ability to supply
- Need to educate public about conservation
- Introduce and reinforce two-day-a-week lawn watering rule

# Social Marketing Case Study

St. Johns River Water Management District (Florida): 2002 to 2007

## Attacking the Problem

- Local seminars, PR efforts, rule implementation
- Paid media campaign to encourage behavior change

## Research (phone surveys/focus groups)

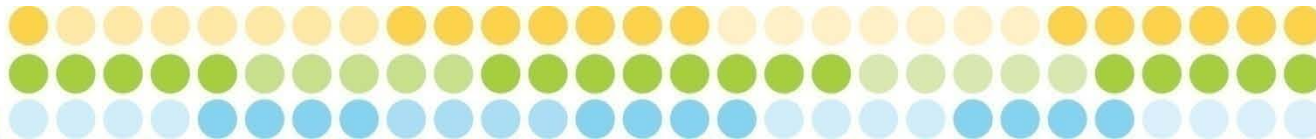
- People unclear about water source
- Perceive problems only during droughts
- Willing to do what's right, but want to know what's in it for them
- Want messages that engage by being:
  - Upbeat
  - Memorable
  - Informative

# Social Marketing Case Study

St. Johns River Water Management District (Florida): 2002 to 2007

## Results

- 85% aware of twice weekly watering
- 94% water during permitted hours
- Reduction from 31% to 9% of households watering more than two days



# Social Marketing Case Study

## Chesapeake Bay Program

- Bay threatened by dense population/high growth
- Substantial increase in nutrients entering Bay
- Aquatic life in decline
- Little impact of education efforts since 1967

Needed: Stronger Message

- Targeted lawn fertilization (move to fall)
- Discover motivation for new behavior



# Social Marketing Case Study

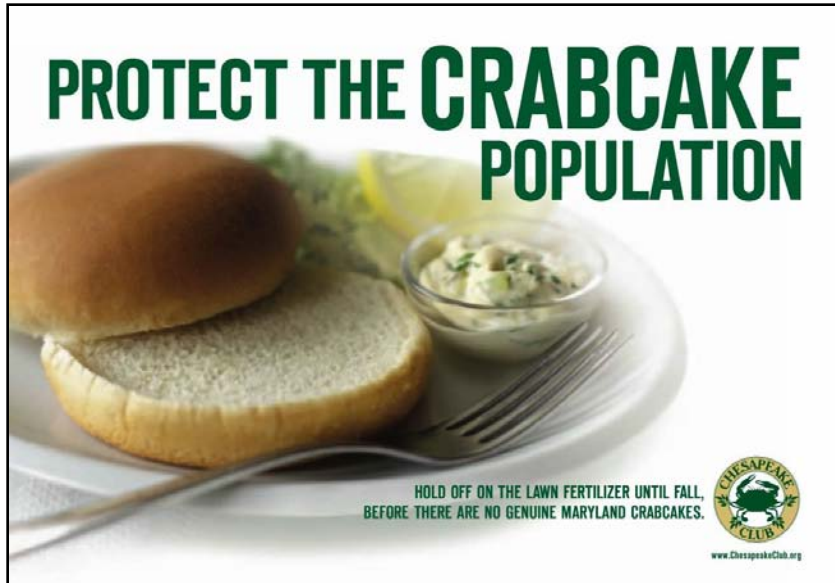
## Chesapeake Bay Program





# Social Marketing Case Study

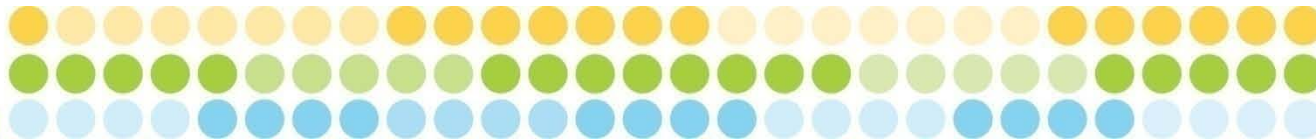
Chesapeake Bay Program



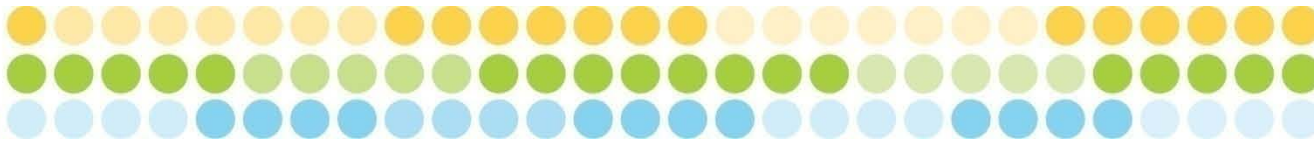
# Social Marketing Case Study

## Chesapeake Bay Program

- 50% of homeowners moved fertilization to autumn
- 28% planned to not fertilize at all
- 74% remembered the campaign theme
- 40% had latent message recall



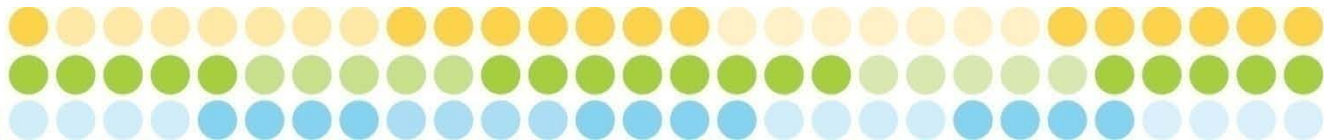
But is it Enough?



# Social Norm Marketing

“What’s appropriate to do, in most people’s minds, is what other people like them do.”

Robert Cialdini  
Arizona State University



# Social Norm Marketing

## A Room with a Viewpoint: Hotel Towel Use Study



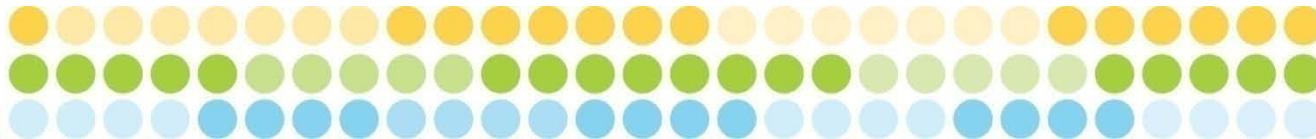
# Social Norm Marketing

## A Room with a Viewpoint: Hotel Towel Use Study

### Messages:

- Reuse towels help save the environment (37.2%)
- Join other guests to help save the environment (44.5%)
- 75% of guests in this room reused towels to help save the environment (49.3%)

### Compliance:





# Social Norm Marketing

## College Binge Drinking Study



BEGIN AND END YOUR WEEK WITH

# DRINK & DROWN

WEDNESDAYS AND SUNDAYS

9:00pm until 1:00am  
free well drinks and draft

21 and over... \$8.00 • under 21... \$10.00

A promotional poster for a bar event. The background is a blue grid pattern. In the center, there is a martini glass filled with a blue liquid. Inside the glass, a small figure of a person is visible, appearing to be in a state of distress or drowning. The text is bold and white, with the main title 'DRINK & DROWN' in large, stylized letters.

# Social Norm Marketing

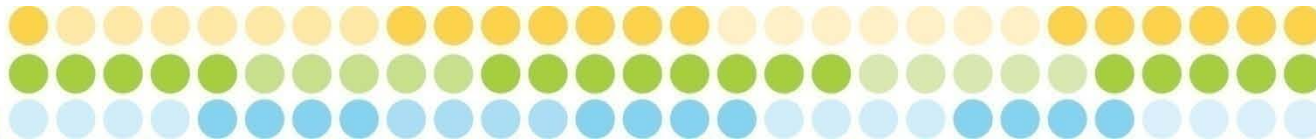
## College Binge Drinking Study (Northern Illinois University)

### Perception:

- Binge Drinking is Norm 70%

### Reality:

- Engage in Binge Drinking 50%



# Social Norm Marketing

**If you drink...**  
**PACE** drinking to  
**ONE DRINK PER HOUR**  
 or less

That's one way NIU students "party" safely.

More tips for a safe and fun "party:"<sup>1</sup>





Determine in advance how many drinks you will have.

Keep track of how much you drink.

Choose to "party" without alcohol.

Avoid drinking games.

<sup>1</sup> 76% always or usually practice one or more of the listed behaviors when they "party." Based on April 2000 survey data collected by the University Health Service (N = 827)



**How Do YOU Compare... to a Typical NIU Student?**

**Most NIU students practice healthy behaviors which allow them to have fun and perform well in school.**

**Cigarette Use Uncommon**  
The vast majority of NIU students do not smoke.

**Condom Use Increases**  
Most NIU students (60% always or mostly) use condoms for protection during intercourse.

**Fewer STD's**  
98% of NIU students did not experience an STD within the last year.

**Exercise is Popular**  
Nearly seven out of ten NIU students exercise an average of 2 or more hours in a week.

**Protective Alcohol Behaviors**  
NIU Students say they practice the following behaviors when they "party":

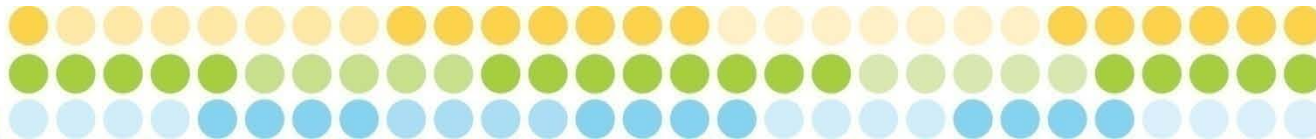
- Pace drinks to 1 drink or less per hour.
- Choose to "party" without drinking.
- Avoid drinking games.
- Determine in advance how many drinks you will have.
- Keep track of how much you drink.

# Social Norm Marketing

## College Binge Drinking Study (Northern Illinois University)

Result:

Binge Drinking: 44% Reduction in 10 years



# Choice Architecture

## Everything matters

Richard Thaler  
University of Chicago

(Healthy foods, before sweets in cafeterias;  
Automatic 401(k) Enrollment; Candy and magazines  
at grocery checkouts; voter ballot design)







# Choice Architecture

## Situation:

Reduce Spillage at Men's Urinals at Schiphol Airport, Amsterdam

## Solution:

Give them a Target

# Choice Architecture

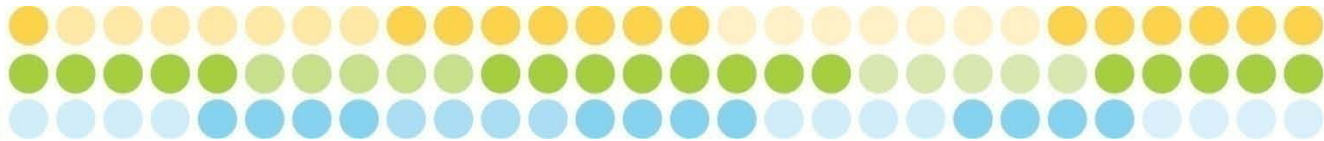


# Choice Architecture

## Result:

- 80% Reduction in Spillage
- Reduced maintenance costs
- More pleasant environment

# So, What Does this Mean for Water Efficiency?



# Develop Social Marketing Programs

- Define desired behavior
- Uncover change motivators (indirect benefits)
- Promote exchange of one behavior for another
- Guide change; don't force change
- Seek easy-to-do behavior changes
- Keep messages simple, memorable and upbeat
- Trusted expert/third party endorsement helps
- Blend social media with other outreach methods
- Pre- and post-campaign measurement important (surveys, sample meter readings)
- As behaviors change, celebrate success



# Evolve to Social Norm Marketing

- Identify desired behavior change
- Distinguish perceived versus real behaviors (baseline)
- Communicate actual normative behavior
- Use collective voice (our, we, us)
- Develop positive choice structures (product placement uncomplicated rebate programs)
- Combine outreach with other efforts -- conservation rates, policy on water-saving devices, enforcement
- Track changes in perceived versus real behaviors
- Evaluate data and adjust messaging and program
- Be consistent and have patience -- behavior/social norm change takes time



# Questions?

