



Social Marketing to Promote Cycling

Ralf Risser

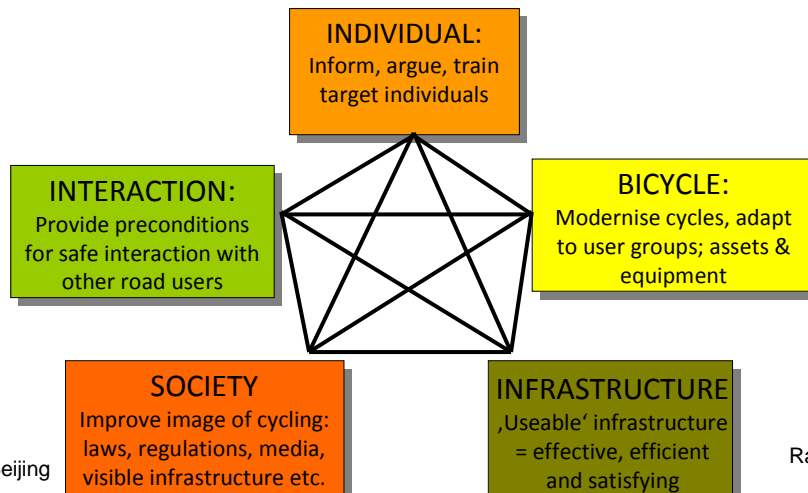
Starting point

- Many cities in Europe but also in US, Brazil and many other places → want to promote cycling
- Obviously the colleagues from China who have taken initiative to organise workshop together with ICTCT also want to promote cycling
- Assumed goals:
 - Many people cycle – they should be safe and satisfied
 - But maybe you want even more people to cycle (e.g. of health reasons, environmental reasons, etc.) and maybe you want to replace car or moped trips?



How to enhance & support cycling?

→ Work in the following areas:



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The central principle: Understand addressees!

- If we want to support cycling we have to understand the target group(s)
- For this we may make use of communication theory, in a more narrow sense: of the

→ Marketing model

Source: Kotler Ph., Armstrong G., Saunders J. & Wong V. 1996, Marketing. The European Edition, Prentice Hall, London New York Madrid Mexico City Munich



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Simplified marketing model

- *Information* about the target group: one has to know needs in order to satisfy them
-
- ↓
- *Products and their placement*: provide applicable, attractive products & place appropriately
 - *Communication*: arguments which meet the interest and acceptance of the target group(s)
 - *Incentives*: possibilities to try out a new behaviour and get a positive feedback thereby (extrinsic motivation should change to intrinsic motivation)



Social marketing or non-profit marketing

- If one wants to sell or to support
 - an idea (make use of the bicycle, enjoy cycling)
 - instead of a physical product (food, shoes, real estates, etc.)
- ➔ social marketing or non-profit marketing
- Marketing measures to support or to enhance cycling can be seen as a mixture of
 - conventional marketing (bicycles and assets are sold)
 - and social marketing (the idea of cycling is “sold”)



Function of social marketing



- Social marketing helps to increase target persons' participation → consideration of needs and interests, dialogue
- In case of government and community organisations → increase voluntary compliance with new suggestions, regulations, laws, and policies.
- Social marketing is effective → literature: reducing smoking, increasing vaccination rates, increasing physical activity in elderly, change nutrition habits in the population etc. etc.



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The 5 P's procedure



PRODUCT

Program developed regarding needs and interests of target population. Appreciated physical (e.g. design) and organisational characteristics to be introduced or pointed out

PRICE

Costs and benefits of a change in the envisaged direction e.g. from car to bicycle in money, time, effort. Issues of behavior change: benefits, profits vs. barriers, costs

PERSONS' CHARACTERISTICS (attitudes, habits etc.)

PLACEMENT

Logistics involved in obtaining necessary services and actions & identifying and involving community leaders, organisations, associations, mediators, providers of education of the target group population, models etc.

PROMOTION

Practical strategies and means for making the goals for a change and the expected results of such change visible and attractive to target groups & advertising (announcements) and events in the media and via involved organizations (including researchers)

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Consider addressees

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- It is necessary to adapt offers (P = Product) and arguments to the users' needs and expectations
 - take into account what the audience wants, needs, and expects, i.e. their satisfaction/dissatisfactions as a basis for every activity
- ➔ Whatever experts and decision makers do: It will only work well according to plans if the target groups cooperate



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Info about target group(s)

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Inform yourself

- Who your target group really is
- How it is segmented
- What needs and interests of different subgroups there are (e.g. users & not-yet-users)
- About values they support and disregard
- About conditions for co-operation/compliance
 - socio-demographic & psychological characteristics, perceived benefits & barriers, mass media use, important others, membership in community organisations, etc. etc.



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Discover barriers & benefits

It is necessary

- to identify the reasons, what disturbs cyclists
- or why people avoid cycling

And

- to uncover benefits, which the target groups possibly did not think of or underestimated

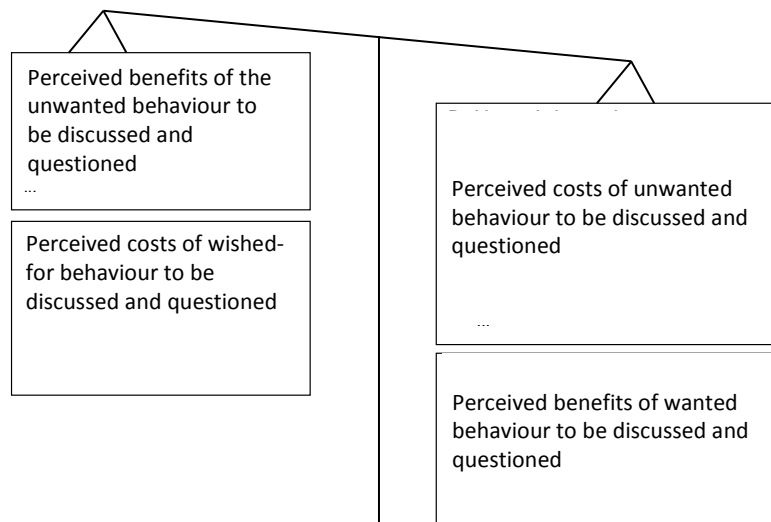


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Motivation-balance

(adaptiert von „Cost balance“ von Kotler, Roberto, Lee, 2002)



Products for good use

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- To be accepted well any product (cycles, assets) should fulfill the 3 interrelated usability criteria:
 - Effectiveness: It helps to reach clear goals by cycling (especially to get from A to B)
 - Efficiency: it makes cycling easy and economic, without exaggerated investment
 - Satisfaction: it makes cycling comfortable, makes cycling look good, makes the cyclist feel well & feel safe



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Communication measures

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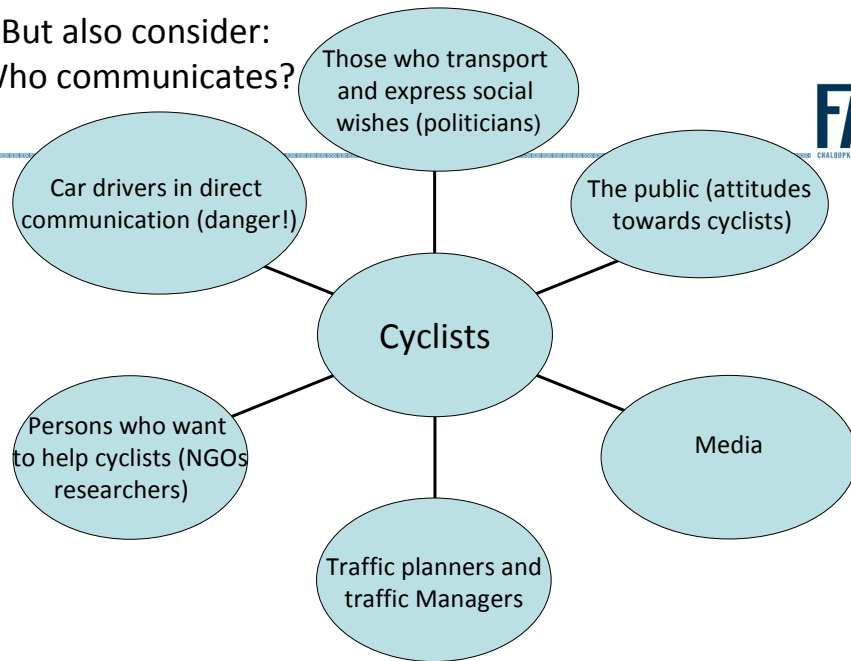
- Make people interested in the type of results that you want to achieve
- Discuss implications and importance of any measures that are or will be introduced
- Discuss and explain limitations of measures, tell why certain barriers cannot be removed/why certain problems cannot be solved



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But also consider:
Who communicates?



Two dimensions of communication

Each C consists of 2 dimensions (Watzlawick et al. 1974)

Emotional dimension

Each communication process consists of an emotional and a rational - or factual - dimension. Thus, it is not only relevant what is communicated, but also how it is communicated and what the contents mean on a connotative level

Rational - or factual - dimension



How to measure success

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In our case:

- Successful social marketing → when the effects of such marketing result in increased portions of cyclists and in improved satisfaction expressed by practicing cyclists
- ... while at the same time accident costs are reduced considerably!



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Thank you for
your attention

谢谢

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“Isn't it nice to see children cycling to school?”

