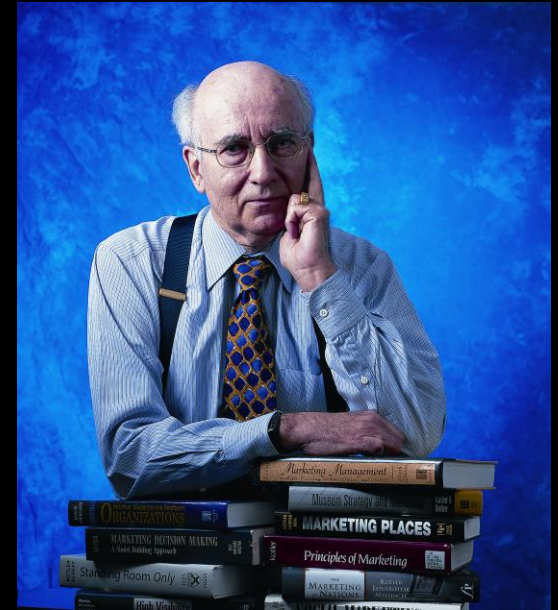


SOCIAL MARKETING AND FINANCE REVIEW

- **A Project of the Consultative Group to Assist the Poor (CGAP)**
- **To document and review the use of **Social Marketing** to strengthen financial well being**

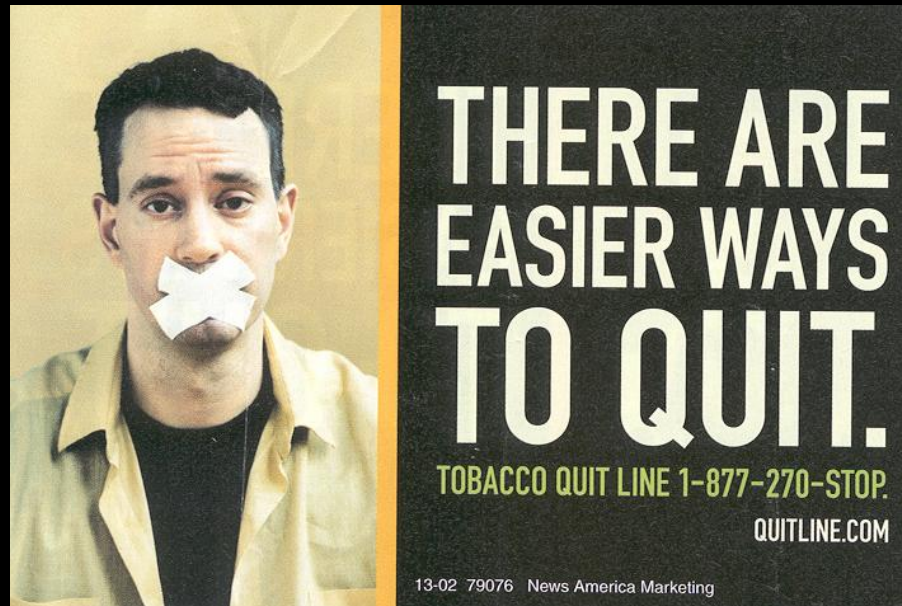
A WORD OR TWO ON SOCIAL MARKETING

- **30+ years using commercial marketing principles to influence behaviors that:**
 - **Improve health**
 - **Prevent injuries**
 - **Protect the environment**



IMPROVING HEALTH

- Decreasing Tobacco Use in the U.S.
 - From **42%** in 1964
 - To **21%** in 2007



PREVENTING INJURIES

- Increasing Seatbelt Usage in U.S.
 - From about **60%** in 1963
 - To **83%** in 2008



PROTECTING THE ENVIRONMENT

- Increasing Curbside Recycling
 - From about **8%** in 1990
 - To **33%** in 2007



SOCIAL MARKETING AND FINANCE REVIEW

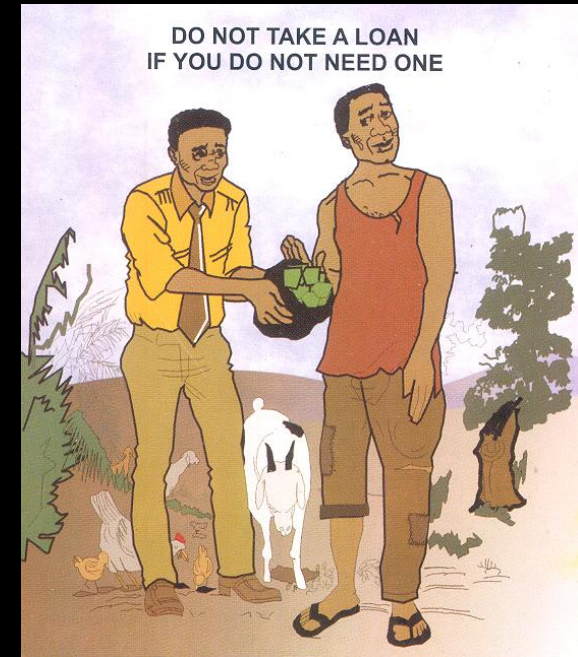
- 1. Identify 30-40 **examples** of application of social marketing to influence behaviors that improve financial well being of the poor**
- 2. Select 8-10 for indepth **case studies****
- 3. **Recommendations** for expansion and strengthening use of this discipline**

MAJOR ACTIVITIES

- **Broadcast Survey: June & July**
- **Brief Cases Highlighted: August**
- **Highlights in Ghana: September**
- **Indepth Cases Selected: September**
- **Report: October – December**

FINANCIAL ISSUES OF FOCUS

- **Establish a bank account**
- **Increase savings**
- **Use credit wisely**
- **Avoid over indebtedness**
- **Apply for micro finance loans**
- **Adopt new technologies**
- **Protect from fraud**
- **Choose the right insurance for you**
- **Report abuse**
- **Shop around and compare**



HIGHLIGHTS OF EVIDENCE OF SOCIAL MARKETING

1. **Segmenting Markets**
2. **Clear Behaviors**
3. **All 4Ps in the Marketing Toolbox**
 - **Product**
 - **Price**
 - **Place**
 - **Promotion**



SEGMENTATION



- **Sexworkers** in India
- Bank **clients** with checking but no savings
- **Farmers** in "self-help" groups in Kenya
- **Boomer-age women** in U.S. with children not controlling impulse spending
- **Girls 10-18** in Mongolia
- **50,000 unbanked** in San Francisco
- **10,000 households on tea estates** in India
- Single **homeless** people in Seattle
- **Parents** with children under 18 in Kenya
- **At-risk youth** in Hawaii

CLEAR BEHAVIORS

- **Complete** a savings commitment
- **Participate** in business training sessions
- **Keep** a daily business logbook
- **Increase** % of crops exported
- **Repay** loans on time
- **Open** a “Keep the Change” account
- **Accept** new technology services
- **Claim** “Earned Income Tax Credit”
- **Report** fraud and abuse
- **Open** savings account for your child
- **Apply** for a microloan
- **Carefully read** insurance terms



1ST P: PRODUCTS



- **Calculators** to determine if better off working
- Commitment **savings accounts**
- Entrepreneurship **training**
- Financial literacy **curriculums**
- **Tax preparation** services
- Microfinance **loans** to families with HIV/AIDS
- **Journals** to track expenses, savings

2nd P: PRICE



- **Jumbo Junior Accounts include discounts** at a variety of stores including bookshops and clothing
- **Preferred interest rates & bonuses** if keep savings commitment
- For the unbanked in San Francisco, **no minimum balance** and **waive one set of overdrafts**
- **Cash awards** for successful business plans
- Portion of **savings is matched**

3rd P: PLACE



- **Door to door deposit collectors**
- **Auto transfer from checking to savings**
- **Remote Transaction Systems**
- **Opening accounts at YMCAs**
- **Travel into brothel areas to collect daily deposits**

4TH P: PROMOTION



- **Puzzle featuring photo of savings goal**
- **Reminder letters for loan payments**
- **Road shows**
- **Public service announcements**
- **Paid advertising: TV, billboards, print, posters**
- **Brochures**
- **Soap operas**
- **Outreach educators**

SUMMARY

- **Social Marketing is a proven discipline for influencing voluntary behaviors:**
 - **Health**
 - **Safety**
 - **Environment**
- **Influencing positive **Financial Behaviors** is the *new frontier***

