

Professor Alan Tapp



This talk covers...

- What is social marketing – dispelling myths
- How social marketing can be deployed to generate a mode shift to cycling
 - highlight principles that can be applied to Smarter Choices generally
- The talk is based on...
 - Work done for Bristol Cycle City 2008-2010
 - Our work on cycling at the Bristol Social Marketing Centre



What is social marketing?

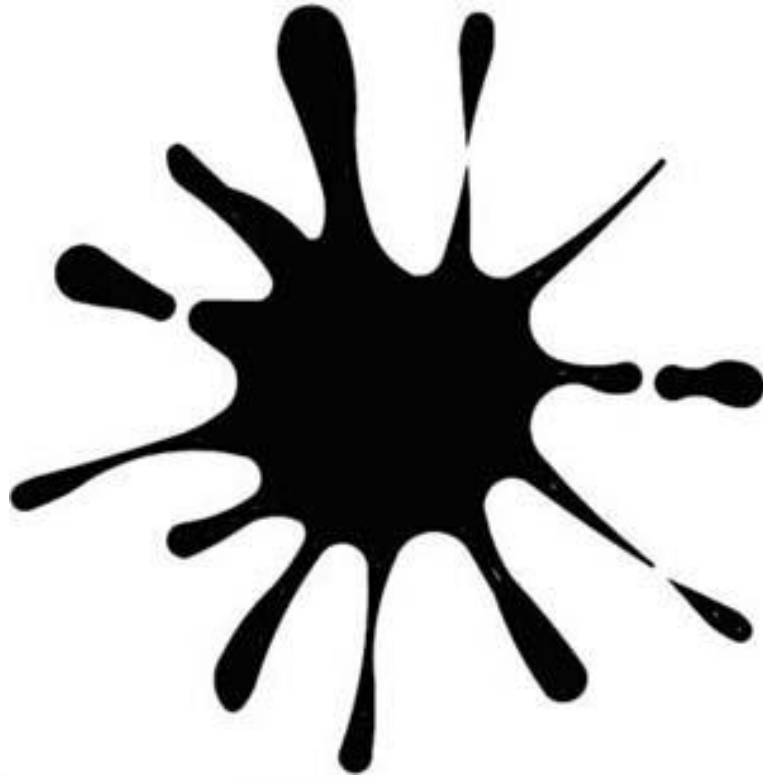
...in the context of travel decisions



Using marketing techniques to encourage behaviour changes



The SPLAT effect of social marketing

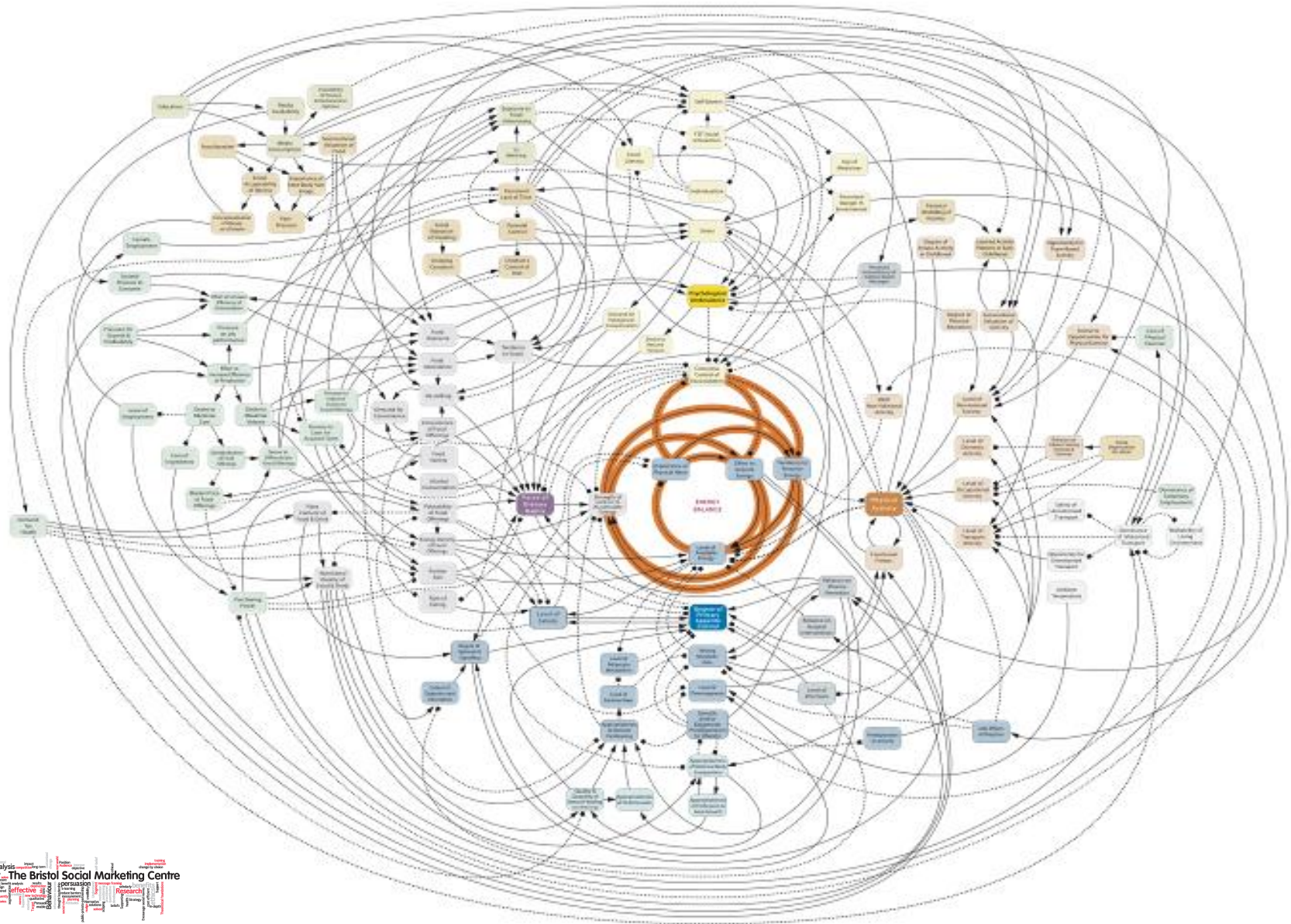


SPLAT = Some Posters, Leaflets, Ads 'n' Things

Thanks to Sara Bird of BSMC for this one



Can SPLAT change this ?



Social Marketing is a strategic process

Understand
your audience

Set objectives

Create strategy

Segment, target,
position

brand

Social marketing
mix: the offer

Social marketing
communications

Measure



bettertogether

What do we mean by “strategy” ?



"Someone calling themselves a customer says they want something called service."

The key to powerful social marketing is product or service

redesign



Understand Social Marketing *fit with other behaviour*
change components... environmental , educational,
legal, structural,behavioural economical...(?!)

Set objectives

Create strategy: what is the *unique*
added value of social marketing?

etc

Social marketing
communications

**Social
Marketing is a
strategic
process**

Marketing is a strategic process

Porter's value chain for financial services



Social Marketing and Cycling...

Key insights



If we build it ... they WON'T come?



Key objectives of our work

➤ Client:

- To learn from our insights
- To help produce an integrated marketing communications campaign – to build a “brand” for cycling.

➤ Academic

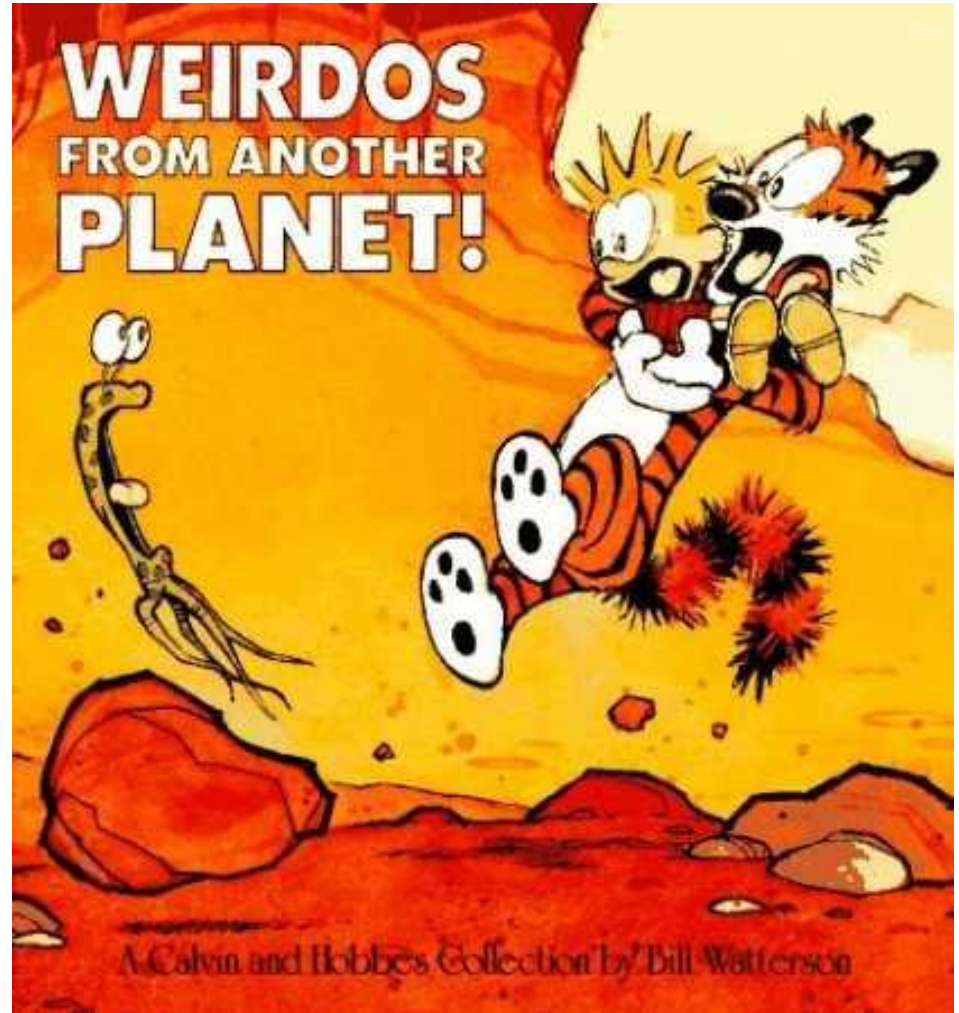
- Codify precise roles for strategic social marketing
- Explore the fit of behaviour change models with cycling/marketing

- Quant and Qual research
- Three phase
- Brand new insights



Hypothesis:

- Cycling has a weird image
- This is socially and culturally derived
- We can try and fix this through brand work
- But in the meantime lets understand the image of cycling ...our study



The cycling prospect



- Non cyclists think about cycling differently compared to cyclists

Things we checked

- That some UK segments hold “irrational” highly pro-car attitudes
- The influence of the media
- The image of cycling and cyclists



➤ Checked for

- An increasing 'cool' factor ?




➤ Emerging sub-cultures ?

➤ Beauty and the bike ?

U.K. PREMIERE


Why do British Girls Stop Cycling?

Darlington's film & photography event of the year!



BEAUTY
AND THE BIKE


Wednesday 9th December 2009 7 & 8.30pm, Darlington Arts Centre




"It's the infrastructure, stupid"

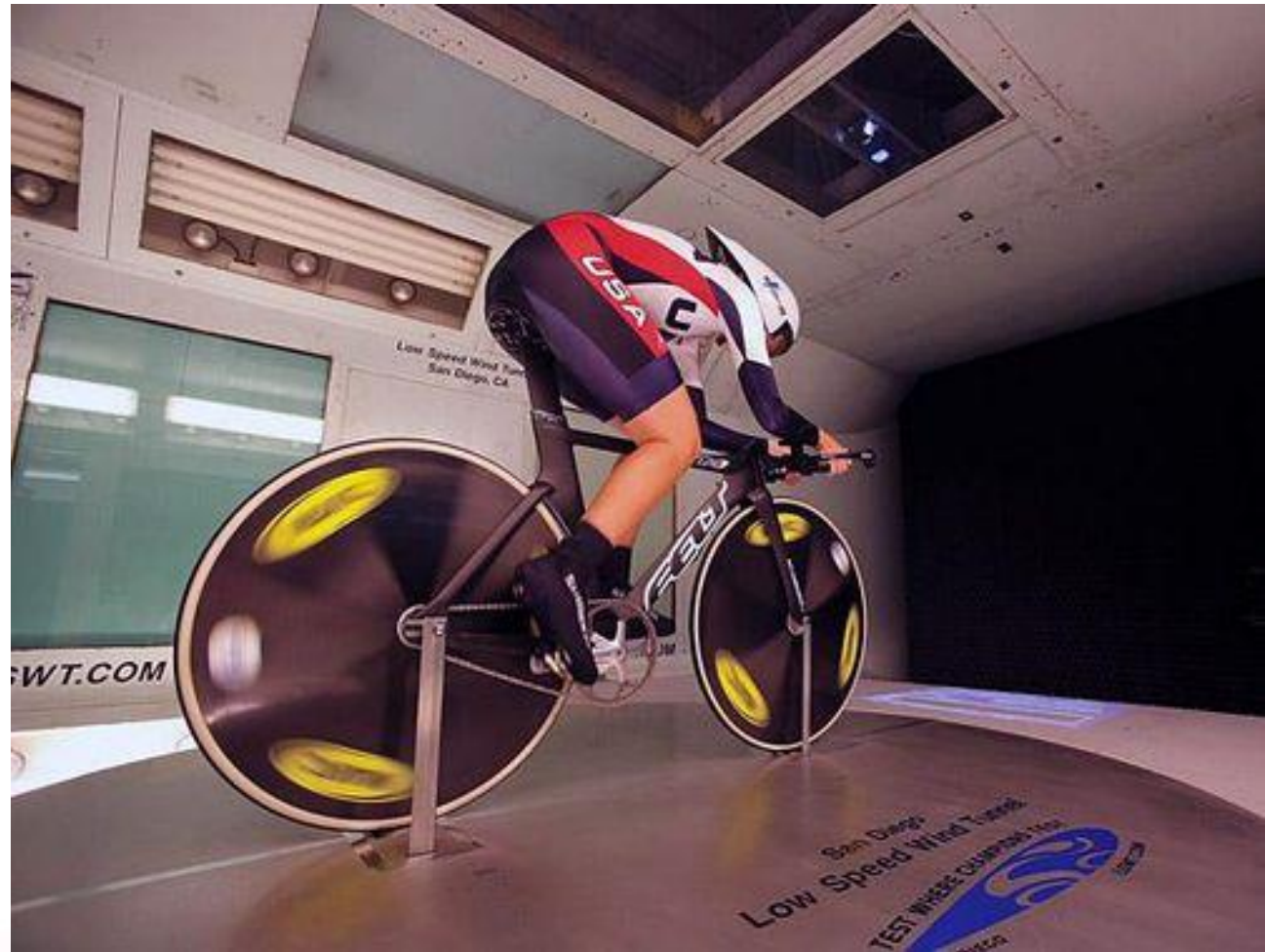
Reception and exhibition opening in Darlington Media Workshop (behind Arts Centre) from 5.30pm before the film screening. Meet the film-makers and participants.

Tickets £3 (£2.50 concessions) from the Box Office in person at the Arts Centre,, phone 01325 486555, or book online at www.darlingtonarts.co.uk

 a DARLINGTON MEDIA GROUP production



- The increasing attractiveness of sexy new technology ?



➤ Does cycling have a political slant to its imagery?



BIKE TO WORK



Cyclists! The public thinks you're cool and normal

New research shows motorists no longer consider cyclists weirdy beardy Guardian readers – in fact, they envy us



Not all cyclists look like this these days, says the British public. Photograph: David Burch/Getty Images

News just in from the world of academia: [cycling](#) is no longer considered the preserve of the sort of hippies historically associated with this newspaper. It is even widely thought of as "cool". A professor told me so, and he has the stats to prove it.


Prof Alan Tapp and a team of researchers from the University of the West of England have carried out a big piece of research asking 3,855 people for their opinions on bicycles and the people who ride them.

CYCLISTS ARE 'SOCIAL MISFITS AND UNHAPPY', CLAIMS STUDY




Cyclists are seen as social misfits, lazy workers and unhappy, according to a new study

 Recommend

 Be the first of your friends to recommend this.

Wednesday September 1, 2010

By Allister Hagger

 Have your say(3)

CYCLISTS are seen as social misfits, lazy workers and unhappy, according to a new study.

However, regular bike users see themselves as free spirits, adventurous, rebellious and environmentally aware.

The University of the West of England poll found 43 per cent think cycling is a good idea.

But just 28 per cent said roads are for cars not bikes. And more than half – 54 per cent – do not want pro-bike measures that penalise drivers. Even worse many workers think colleagues who cycle are lazier and motorists say they are miserable.

Professor Alan Tapp, of UWE's Bristol Social Marketing Centre, quizzed 3,900 adults. He said: "It was quite clear from the study that Britain is still a divided nation over cycling. What's for sure is that getting over our love of cars isn't going to be easy."

Thanks very much

Alan.tapp@uwe.ac.uk

Over to Sarah.....