

Introducing the Sun Sound: A creative social marketing campaign



Vanessa Rock
Skin Cancer Prevention Manager

Our context



Why teenagers?



Social marketing strategy

- **Behavioural change objective**
- **Customer orientation**
- **Formative research**
- **Segmentation**
- **Insight**
- **Marketing mix**
- **Evaluation**

Objectives

1. To increase the **relevance** of sun protection to teenagers' lives.
2. To improve short-term sun protection **behaviour** in teenagers.

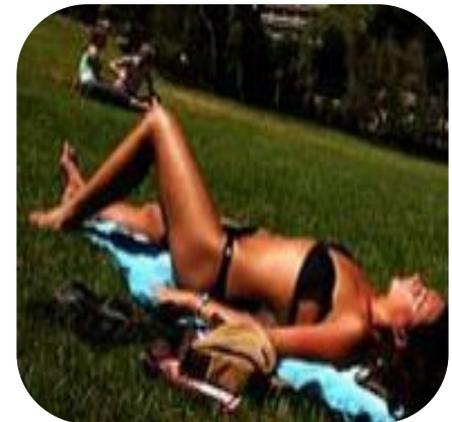
Customer orientation



Formative research



Audience segmentation



Forgetful Attempters

Insight



Introducing Sun Sound



Protect your
skin when
you hear the
Sun Sound!



visit sunsound.com.au





Social marketing mix

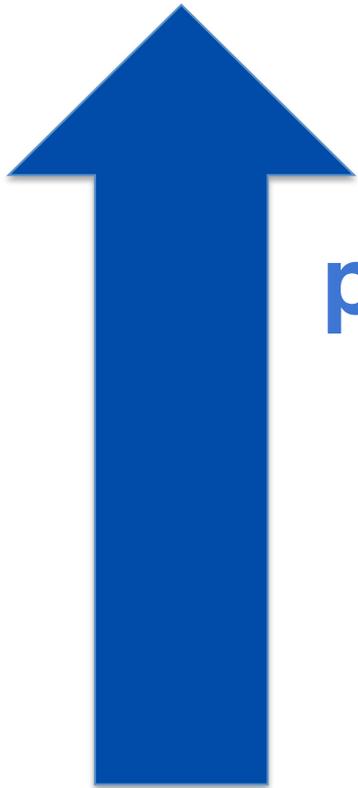


Product

Desired behaviour change - as well as any tangible product elements



Price



**perceived
benefit**



**perceived
cost**

Place

Delivering the campaign
where the behaviour
is actually performed



Promotion

Key message

Message tonality

Communication channels



People

Stakeholders or partners critical to campaign implementation



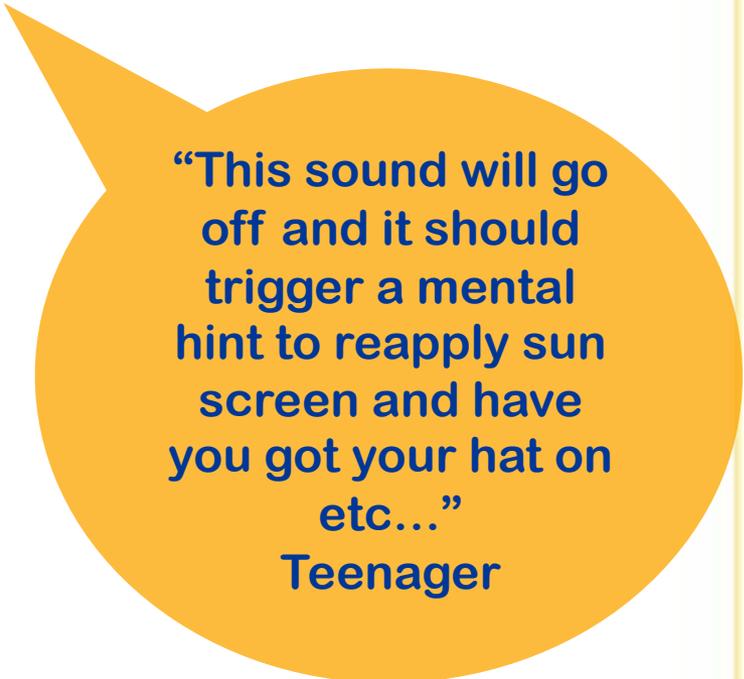
Results

41% recalled Sun Sound

38% used additional sun protection

3 times more likely to use sunscreen

79% knew it related to sun protection



“This sound will go off and it should trigger a mental hint to reapply sun screen and have you got your hat on etc...”

Teenager

Key lessons

1. Sustainability

2. Creativity

3. Piloting

4. Ongoing systematic evaluation

Contact details

Vanessa Rock

vanessar@nswcc.org.au



BE SUN SOUND





MELBOURNE WELCOMES 23rd World Cancer Congress 3-6 December 2014

