

Introducing the Sun Sound:

A creative social marketing campaign



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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**



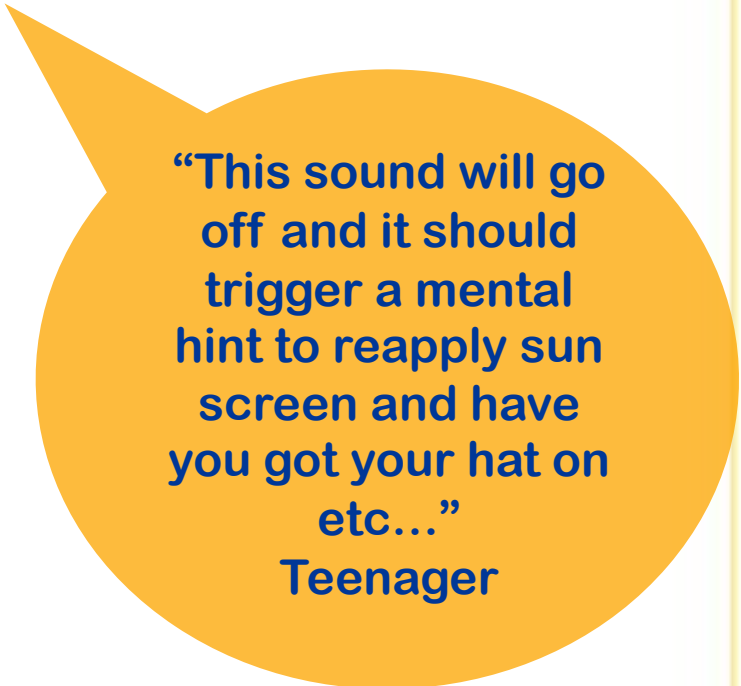
Results

41% recalled Sun Sound

38% used additional sun protection

3 times more likely to use sunscreen

79% knew it related to sun protection

An orange speech bubble with a tail pointing towards the top-left, containing a quote from a teenager.

“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

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BE SUN SOUND





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