

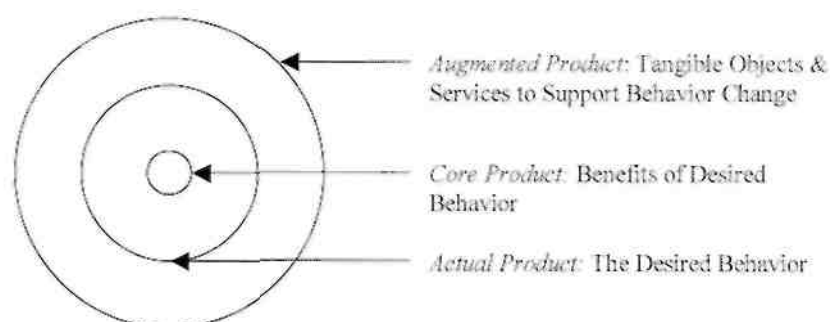
## THE USE OF SHOCK TACTICS IN HIV/AIDS PREVENTION ADVERTISING

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În articol sunt studiate particularitățile reclamei în marketingul social. Sunt descrise elementele principale ale unei campanii de reclamă sociale de succes, subiectul fiind axat pe analiza avantajelor utilizării tacticilor de șoc în reclama de prevenire a fenomenului HIV/SIDA. Reclama de șoc este în acest caz mai eficientă, deoarece permite o memorizare mai bună a mesajului și un grad de influență mai mare asupra comportamentului consumatorilor.

The traditional marketing mix of the 4P's has been extended and adapted in order to generate a greater relevance to the marketing of social ideas. The author describes and explains the various features of the 6 P's of the social marketing mix.



**Fig.1.** Three levels of the Social Marketing Product.

Source: Kotler et al. (2002), p.196.

### *Product*

The model by Kotler et al (2002) facilitates the understanding of the complexity of the social marketing product, the *core*, *actual* and *augmented* product. The product within social marketing is the concept that the marketer wishes to highlight and draw attention to in order to stimulate a change in behavior. Contrary to traditional marketing, where the product is designed to suit customer preferences, the social marketer strives to foster a change that would benefit society as a whole. The aspect of persuasion is significant as the marketing efforts aiming at behavioral change must reflect the benefits arisen.

### *Price*

The price may be viewed as the monetary cost of adopting a change in behavior. The social programs might require individual funding, however, most often the actual cost of a change in behavior will be of a social nature. In some cases an opportunity cost arises as a person might have to travel, wait or sacrifice the pleasure or convenience of a certain activity.

### *Place*

Place refers to the location at which a service component involved in the social marketing campaign will be distributed. This component of the marketing mix can also be regarded as the channels of information applied when reaching a target market, for example distributing leaflets via universities, family planning clinics, etc.

### *Promotion*

Promotion refers to all the various tools that could be used in order to awake and motivate an interest among the consumers. These activities can take the form of advertising, sales promotion, direct marketing, public relations, personal selling and exhibitions and trade shows. This is possibly incase the part of the social marketing mix that is most relied on in order to move target adopters to the next stage in the process of behavior change.

### *Partnerships*

Due to the fact that behavior is difficult to change, and many single nonprofit organizations are too small to actually make a difference without assistance, partnerships are vital in order to reach the objectives. Partnerships often involve working closely together with a broad selection of different organizations which share the same purpose, both within the private and public sector.

### *Policy*

In many cases, individuals might have to be forced in order to institute the required change in behavior. Hence, legislative changes are called for and the social marketer then has to influence the decision makers to implement change. Lobbying to convince governmental officials or other authorities is one medium of policy transformation.

There are numerous challenges that have to be taken into consideration when planning effective campaigns and the social marketers must reflect over the various obstacles involved in the process. In many social marketing situations, the target market or community actually oppose the need for change. Thus, some social changes are extremely difficult to establish even with intense social marketing, while other social changes are comparatively easy to launch and might occur even in the absence of social marketing.

### **Elements of successful social campaigns**

The trustworthiest indicator of success for a social marketing campaign will be the concrete outcome, in other words the results of the campaign. Each of the following 12 elements will provide an integrated overview of the variety and character of successful components of social marketing campaigns.

*Element 1: Take advantage of what is known and has been done before.* Evaluating the past and similar campaign attempts is significant when executing a situation analysis. Previous campaigns may provide detailed information regarding successes and failures, market segmentation and cost-effective strategies.

*Element 2: Start with target markets that are (most) ready for action.* A major obstacle within social change campaigns is the fact that target markets do not always perceive problems, needs or wants. Therefore, campaigns are more likely to succeed in achieving behavior change when targeting those segments most receptive to the message.

*Element 3: Promote a single, doable behavior, explained in simple, clear terms.* To be able to break through the noise created by the immense amount of messages people receive every day, a message needs to be clear and action-oriented. A simple slogan can be critical as the audience can choose to adopt, reject, modify or abandon the message.

*Element 4: Consider incorporating and promoting a tangible object or service to support the target behavior.* It has proven successful to use tangible objects such as litterbags, natural fertilizers and condoms in order to sell and maintain behavior change. This provides an excellent opportunity for corporate sponsors to naturally be a part of the campaign.

*Element 5: Understand and address perceived benefits and costs.* Successful social marketing campaign strategies ought to be designed to "increase perceived or actual benefits of the desired behavior and reduce perceived or actual barriers and costs".

*Element 6: Make access easy.* Convenient locations and easy ways to sign up as well as reasonable opening hours will most likely make the adoption less complicated.

*Element 7: Develop attention-getting and motivational messages.* The style and nature of mass communication are crucial to the success rate of a social marketing campaign. Messages that are motivational, expressing benefits in a noticeable and memorable manner have proved to be successful (North Carolina Department of Transportation, 2000, as it appears in Kotler et al, 2002).

*Element 8: Use appropriate media and watch for and exploit opportunities for audience participation.* The choice of media channels, design and layout will determine the success of the campaign.

*Element 9: Provide response mechanisms that make it easy and convenient for inspired audiences to act on recommended behaviors.* The development of distinct approaches, where volunteers play a significant role in the successful establishment of projects have been recognized as successful. Furthermore, convenient response mechanisms have contributed with a vital part in volunteer recruitment.

*Element 10: Allocate appropriate resources for media and outreach.* There are two rather simple mistakes that can cause failure of a social marketing campaign. First, sufficient resources are not assigned the media reach, and second, media frequency is not adequate. If the message regarding the desired behavior and benefits acquired does not properly reach out, the levels of participation will most likely be lower than preferred.

*Element 11: Allocate adequate resources for research.* In social marketing, limited budgets are extremely common, especially since many campaigns are conducted by or in connection with nonprofit organizations. However, marketing research is critical as it provides information crucial for the success of the campaign.

*Element 12: Track results and make adjustments.* Monitoring the progress and hence making adjustments when needed is necessary in order to maintain the desired position and accomplish the objectives and goals. This element is clearly most efficient when there is still time to revise and improve the campaign.

Nonprofit organizations use a wide variety of advertising practices, where some can be considered as unorthodox, for example various sexual images. Emotional elements are used to evoke negative feelings such as fear, guilt or shame or positive emotions like humor, love or joy. According to Kotler and Roberto (1989) negative messages are more effective when the marketed social offering provide a tangible solution to the problem. Positive messages, on the other hand, are suitable to social offerings involving the satisfaction of a personal goal or objective. Depending on the cause, nonprofit organizations active within social or health issues tend to employ fear appeals. Yet, people have a tendency to circumvent messages that do not appeal to them or in some way frighten them. Scientific findings reveal that when applying fear-based messages there are several factors that need to be taken into consideration:

1. A strong fear-based appeal works best when it is accompanied by forcefully stated solutions to a perceived fear that can be easily implemented.
2. A strong fear-based approach is persuasive to those who have previously been unconcerned about a particular problem. Those who already have some concern may perceive the message as going to far, which will restrain their change of attitude or behavior.
3. An appeal of fear may serve better when directed towards someone who is close to a potential target adopter, rather than the actual target adopter.
4. The more credible the source the more persuasive the fear-based appeal becomes. A credible source stops people from discounting or underestimating a fear-based message.

Shock advertising is closely related to fear advertising, and the two tactics are often used for similar purposes. Shock advertising has been defined as tactics used in order to deliberately offend the audience. The offense is obtained thorough violation of norms, encompassing disobedience of law or custom, abuse of moral or social code or things that infuriate moral or physical senses. Examples of offensive announcements are obscenity or indecent sexual references, vulgarity and disgusting images .

A shocking content in an advertisement campaign increases attention considerably as it benefits memory and influence behavior in a positive manner . Since there is presently no cure for HIV/AIDS it is critical that the prevention message is communicated to the mass audience. The design of HIV/AIDS prevention messages is crucial since they, if designed properly, could reduce the spread of the pandemic. The actual advertisements must:

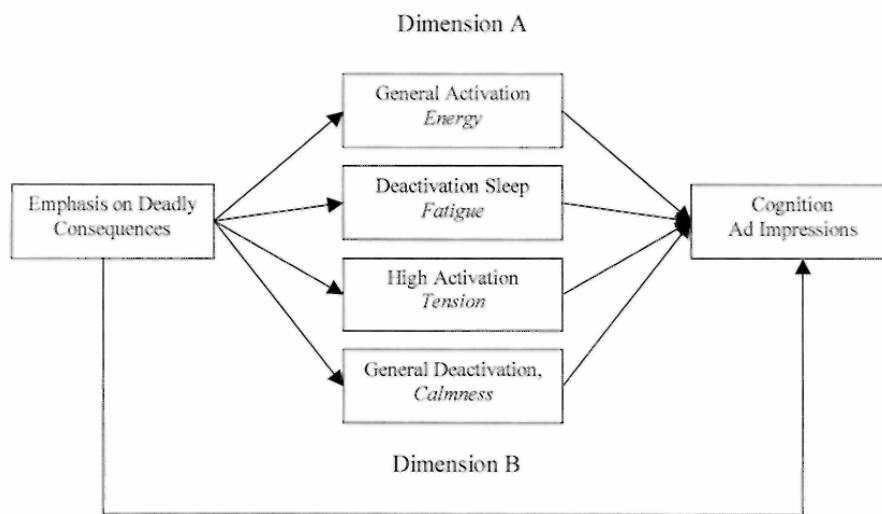
1. Have a message that motivates individual behavior to prevent the disease
2. Get the message communicated to the large audience of people in need of the information
3. Communicate the message over a sustained period of time

A major issue in the field of social marketing and HIV/AIDS prevention is what role, if any advertising plays in achieving a change in behavior regarding one of society's most exceptional, yet deadly pandemic. The major difficulty affecting the HIV/AIDS advertising predicament is that it revolves around sexual behavior, a highly sensitive topic for a large portion of societies in Africa as well as in the rest of the world. Additionally, the HIV/AIDS crisis is complicated by the complex combination of social, psychological and ethical questions. Abernethy and LeBlanc Wicks (1998) stress that HIV/AIDS-related advertisement campaigns encounter two vast media barriers: firstly, the sensitive nature of the issue may create rejection of broadcasting the message. Secondly, changes might be made by the broadcaster if the message is perceived as too controversial or not suitable. Another obstacle might occur if the message is broadcasted and the audience feels disturbed by it .

The Thayer model of arousal is a prevailing variable which offers a theoretical approach to measure the relation between a fear appeal and the resulting cognition (LaTour and Pitts, 1989). The first dimension, A, describes "general activation" (*energy*) and the "deactivation sleep" (*fatigue*). The second dimension, B, illustrates "high activation" (*tension*) and "general deactivation" (*calmness*) (ibid). According to Thayer (1978, as it appears in LaTour and Pitts, 1989), *energy* concerns positive responses to an appeal, while increased *tension* generates negative responses. *Fatigue* and *calmness* concern those stages where little or no reaction was generated.

La Tour and Pitts (1989, p.12) recommend four regulatory features for social marketers engaged in HIV/AIDS prevention:

1. The multidimensional Thayer approach (Fig.2) to measuring fear arousal should be used to evaluate HIV/AIDS prevention advertising.
2. Because of the idiosyncratic nature of fear arousal reactions, target markets should not be treated as homogenous; rather, specific ad tests should be implemented for various lifestyle groups within a given cultural audience.
3. Social marketers should realize that assuming a positive reaction toward HIV/AIDS prevention advertising without empirical evaluation may seriously jeopardize the program's success. Likewise, assuming that a "strong" appeal is necessary overly tension-inducing is also a potential mistake. Again, such ads should be tested on specific target groups.
4. Social marketers engaged in HIV/AIDS education should aim at designing ads that result predominantly in energy rather than strong, dominating tension arousal.



**Fig.2.** Fear Arousal Model of AIDS Prevention Advertisements

Source: Adapted from LaTour and Pitts (1989), p.12.

There have been numerous reviews of behavior education intervention published, and most behavior change intervention models are founded on cognitive theories, where focus is centered on the individual's role in changing behavior. Contemporary theoretical contributions stress the magnitude of group norms and collective change. Various community-based educational programs using mass media, peer education and other strategies have proven to be successful in creating awareness of HIV/AIDS.

### Elements of Successful Behavior Intervention Programs

#### Successful interventions have addressed:

**Outcomes:** Aim for effect on timing and frequency of sexual intercourse, number of partners, and use of condoms or other contraceptives

**Design:** Positive association between intervention design and outcomes

**Objectives:** Include a narrow focus with few behavioral goals

**Theoretical Basis:** Be based on social learning or other cognitive-behavioral theory

**Content:** Include basic, accurate information on risk; repeat essential messages

**Normative Process:** Strengthen group norms

**Skill-based Focus:** Include experiential activities, especially the modeling and practice of communication and negotiation skills; training in coping skills; interpersonal negotiation and communication skills found to strengthen behavioral outcomes

**Duration:** Interventions that increase condom use and involved fewer partners tend to be longer

Source: Kirby et al, Kim et al and Janz et al, as it appears in Harrison et al (2000), p.285.

With the purpose to properly answer the research questions stated in chapter one, a presentation of the selected theories will be provided. This will be accomplished by a conceptualization of theories relevant to the subject of the study, where the concepts perceived as most appropriate for the investigation are selected. A conceptualization, also known as a conceptual framework, can be described as an explanation of. either through means of graphics or narrative form, the elements, aspects and variables of the study. To begin with, the various dimensions of social marketing components will be conferred, followed by the outline of the assorted theories chosen with regards to social advertising with the intention of HIV/AIDS prevention.

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