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say something positive



Marketing doesn't have to be just about encouraging people to buy stuff. The same principles used to sell products and services can also be used to sell ideas, attitudes and behaviours. Marketing gurus Philip Kotler and Gerald Zaltman coined the term 'social marketing' to describe such campaigns, in which Australia has been a world leader. They differ from other areas of marketing only in their objective: 'Social marketing seeks to influence social behaviours not to benefit the marketer but to benefit the target audience and the general society.' But there's no reason you can't do both (as our pictured example shows). Integrate in your product pitch a useful social message.