



Social Marketing @ Griffith
Annual report 2015

Delivering change for the better

Established in 2013



Dr Joy Parkinson, Associate Professor Krzysztof Kubacki, Renata Anibaldi, Professor Sharyn Rundle-Thiele, Dr Kathy Knox, Victoria Aldred and Dr Timo Dietrich.

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“ Through partner-focussed research we will challenge conventional social marketing thinking; develop unique formative insights, and extend the evidence base demonstrating social marketing’s effectiveness to facilitate positive social change.



PhD candidate Bo Pang.

At a glance

In 2015, lunch and dinner were in focus with the Defence Science and Technology Group and we worked to help improve military dining facilities to increase healthy food choices. Drinks are best consumed with dinner, so we went to a bar in Fortitude Valley and observed 1471 served drinking units and gathered valuable insights into alcohol consumption.

Exercising is important for a healthy lifestyle. We pilot tested a walking intervention where participants continued to meet and walk for months afterwards. Active school travel among Queensland children is now going under the Social Marketing @ Griffith microscope in 2016.

In the international arena, we are creating a mobile game whose aim is to increase children’s fruit intake in Finland and we have been gaining insights into the ways we can combat human trafficking in Nigeria.

A systematic review into organ donation and the non-consent of families have suggested communication will be a crucial factor to increase donation rates.

You can read more about our exciting projects under ‘Research highlights’, page 10.

Director's report

The year 2015 marked the second year of Social Marketing @ Griffith's operation as an academic centre in the Griffith Business School. Marketing seeks to deliver product and service offerings at a time and place convenient to the target audience. To deliver a compelling offering that is valued by the target audience marketers need to understand their target audience. Extensive research, using a wide variety of market research techniques are used by the Social Marketing @ Griffith team to gain consumer insights. Social Marketing @ Griffith researchers have employed innovative market research techniques to understand how change can be motivated. Observations in nightclubs, interviews, focus groups, surveys and literature reviews have been employed by the Social Marketing @ Griffith team in 2015 to understand how change can be motivated in a broad array of issues.

Working on our most complex social, environmental and health issues the Social Marketing @ Griffith team understands that a longer term focus is needed to deliver change and that we need to become self-sufficient to deliver sustained changes over time. Public budgets are shrinking, the corporate bottom line remains centred on generating higher dollar returns, and competition is continuing to grow in the non-profit and third sector. Achieving change is not easy and in the absence of irrefutable scientific evidence program cuts have continued to occur. It is this awareness that governs our work.

This year marked our first pilot program delivering a service offering that consumers would willingly pay for. In 2015 we created, communicated and delivered a walking program in partnership with Westfield Garden City, Jamaica Blue coffee, Lorna Jane, and more. We sincerely hope this is the first of many such programs. Delivering valued offerings is a high-end goal in social marketing and one that our team is aspiring to reach.

Delivering change for the better is by no means an easy task. On a daily and weekly basis our team are faced with barriers and overcoming any hurdle placed in front of our team remains the key to our success. The Social Marketing @ Griffith team are a team that will continue to challenge the status quo because we understand that you cannot do what you have always done. When faced with some of society's most confronting issues we cannot settle for second best.

In 2016 we will continue to do the best we can with what we have.



Professor Sharyn Rundle-Thiele
Director, Social Marketing @ Griffith



Deputy Director's report

In the second year of operating we have collectively made the next critical step towards establishing Social Marketing @ Griffith as an important feature on the social marketing map in Australia and internationally. We have continued to deliver our long-term projects, for example working with Queensland Catholic Education Commission and VicHealth, that benefit communities in Brisbane and across Australia. We have embarked on several new challenges to provide research-based solutions to some of the most pressing social issues of the twenty-first century. Including, obesity and physical activity (Go For It), healthy eating (Go Food) and excessive alcohol consumption (Reducing alcohol consumption in licensed premises). More details about all of our projects can be found in the Research highlights section.

Following a period of building foundations in 2014, in 2015 we were fortunate to witness outcomes of our earlier work: formative research studies leading to social marketing programmes (for example, formative research conducted in the Centre in 2014 has led to the successful delivery of the Give Me 5 intervention to increase walking), process and outcome evaluations of programmes developed by our partners (such as VicHealth's TeamUp campaign), and last but not least, four doctoral and three honours theses being submitted.

We have enjoyed working with a growing group of Honours and Higher Degree Research (HDR) students, volunteers, researchers and professional staff across the Griffith Business School and Griffith University community. The quality of people is the vital ingredient in our success. Together we have made further progress towards promoting social marketing scholarships, fostering intellectual links between social marketing academics, practitioners and the wider community through partnerships, raising awareness and understanding of the solutions that social marketing can offer in tackling many contemporary social issues.

This annual report documents some of our achievements in 2015 and is a testimony to the collective work of a very talented group of researchers and professional staff.

As we continue our social marketing journey into the third year of our operation, we look forward to another busy and exciting year and all the new challenges that 2016 will bring.

I am pleased to have the opportunity to continue our positive experience together into 2016 and beyond.



Associate Professor Krzysztof Kubacki
Deputy Director, Social Marketing @ Griffith

Academic centre overview

Social Marketing @ Griffith staff are globally recognised as leaders in the social marketing field and are the largest social marketing centre in Australia by number of full-time staff and research higher degree students.

Social Marketing @ Griffith has grown in scale and in reach since its launch in November 2013.

Translating research into action is fundamental to delivering change for the better. Our research has led to recognised interventions, which are positively effecting the targeted communities. Our strength lies with our passion to apply social marketing to deliver change. We conduct qualitative and quantitative research in-house to ensure quality and cutting edge findings that provide unique insights into behaviour change. We then take our findings and create, plan, implement and deliver programs designed to change behaviour for the better.



Associate Professor Krzysztof Kubacki, David Schmidtke, Haruka Fujihira and Asim Esmail.

Our purpose

Social Marketing @ Griffith's purpose is to:

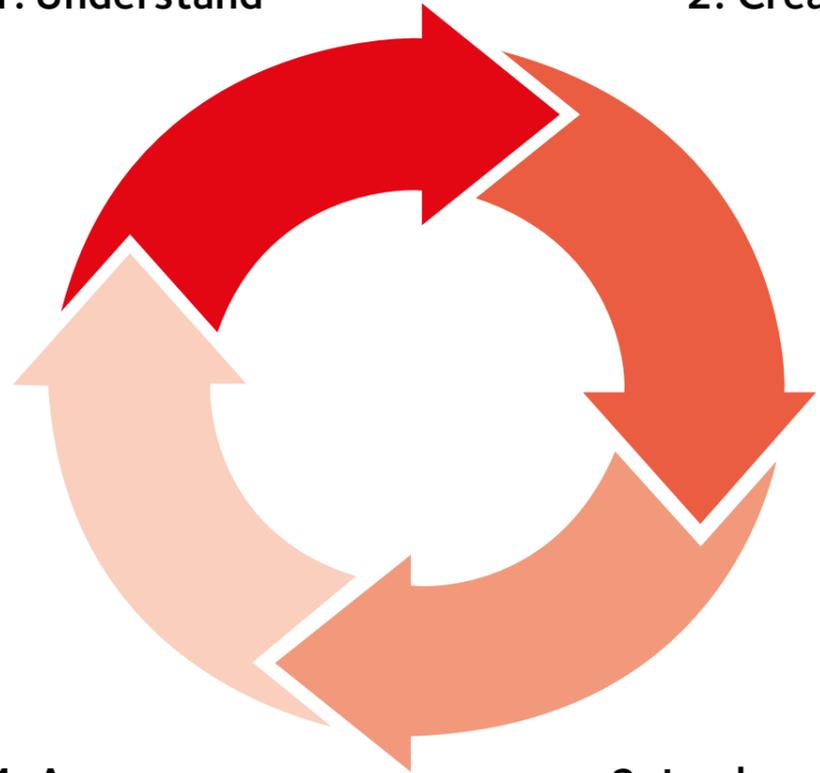
- › further strengthen Griffith's stature as national and global leader in the field of social marketing research and practice
- › extend relationships with national and regional research partners
- › enhance social marketing practice and policy through delivery of formative research, consumer insight and social marketing intervention evaluations
- › develop, trial and roll-out scientifically proven cutting-edge interventions that change targeted behaviours
- › encourage and nurture Early Career Researchers (ECRs) and High Degree Research Students (HDRs) in social marketing
- › deliver social dividends across a variety of pressing social issues.

Research highlights

Social Marketing @ Griffith has a vast range of projects. Some of our projects have spanned multiple years and address local, national and international issues. A selection of our many noteworthy projects are summarised here.

Projects are categorised into one of our four social marketing life cycle stages:

1. Understand 2. Create



4. Assess 3. Implement



PhD candidate Nuray Buyucek.

Reducing alcohol consumption in licensed premises PhD candidate Nuray Buyucek

Alcohol consumption in commercial settings generates a heated debate and calls for research to better understand alcohol consumption and to find accurate solutions to minimise harmful use. Social Marketing @ Griffith PhD candidate Nuray Buyucek's research observed 714 Brisbane licensed premise patrons, 1471 serving units across a 17-day period to deliver valuable insight.

Background

Much of the available data on alcohol consumption is limited to self-reported surveys rather than objective observations, which offer different and valid insights into patterns of alcohol consumption. Time between drinks, total duration and the amount of alcohol consumed on premise, type and brand of alcoholic beverage, and food consumption was observed.

Insights

This research on alcohol consumption in licensed premises is the first to suggest that consuming a drink through a straw will ensure the drink is consumed faster. Drinking from larger glasses and in rounds will increase alcohol consumption further. In contrast, having a glass of water between drinks reduces alcohol consumption. Additionally, findings offer insight into group dynamics which impact drinking rates.

Simple changes such as making water stations more prominent or restricting serving sizes might contribute positively to a change in alcohol consumption in licensed premises. By not allowing a whole bottle of wine to be placed on tables, but rather serving a glass at a time might limit or reduce the amount of alcohol consumed. These hypotheses still need to be tested and there is much to investigate while also protecting the revenue stream for licensed premises.

Partners

A very popular licensed premise in the Fortitude Valley entertainment district assisted our observation study. Since completion of this first observation study the Valley Liquor Accord members are willingly supporting the research project and have already sought funding to extend our collaboration in the future.

The supervisors are Professor Sharyn Rundle-Thiele and Associate Professor Krzysztof Kubacki.

Serving facts

- > Beer is the most consumed drink
- > Water was consumed 0.04% of the time
- > Straw usage speeds up alcohol drinking



In 2014 Australia's post mortem organ donation rate dropped 4.7% to 16.1 donors per million populations (dpmp) which is low compared to USA's 22 dpmp. Despite positive public attitudes, the non-consent of families is the most common reason that organs of potential donors are not recovered. Consent rates can reach as high as 93% when there is prior knowledge of donor wishes, therefore communication with families is one crucial modifiable factor in increasing donation rates.

Background

Our current understanding of interventions that have been implemented to improve family communication and discussion about organ donation decisions is limited. A systematic review of behaviour change campaigns was needed to identify and critically evaluate approaches that have been applied to promote adults' organ donation decision communication behaviours.

Insights

This project delivers information on current levels of communication within the Australian population, and effective ways to modify organ donation decision communication. Although positive attitudes are widely held, individuals may need motivational strategies to prompt discussion of organ donation decisions with their families, and there is a need to develop targeted tools for effectively negotiating the challenges inherent in this type of communication. The formative knowledge generated by this systematic review can be applied to develop targeted interventions with a social marketing approach to support organ donation dialogues among families and the wider community.

Partners

This research was supported by a Population and Social Health Research Program (PSHRP) Early Career Research (ECR) grant to Dr Knox under mentorship of Professor Sharyn Rundle-Thiele. Co-Contributors are: Bo Pang, Haruka Fujihira, Patricia David, Dr Joy Parkinson and Professor Sharyn Rundle-Thiele.



Dr Kathy Knox.

Human trafficking is a multi-faceted issue that continues to impact a broad range of people around the world. Nigeria is one of the leading African countries in human trafficking (UNODC, 2006).

Background

The extent of human trafficking in Nigeria continues to rise, even though it has been addressed by law, education and vocational skills training (Okojie, 2009). This research sought to understand how human trafficking in Nigeria could be prevented.

Insights

Research reveals that the majority of those trafficked abroad did not feel exploited by their madams. Survivors had exercised both choice and agency in their relationship with traffickers. This raises questions around the established definition of trafficking and the issue of consent. Those at risk had a distorted perception of life overseas; their explicit desire to travel puts them at risk and makes them vulnerable.

Those trafficked internally however suffered exploitation by their traffickers and did not demonstrate the same choice compared to those trafficked overseas.

There is a lack of trust in the government's ability to provide basic social security for its citizens. Trafficking currently offers a means of escaping harsh economic conditions.

An understanding of what constitutes child labour is unclear and many are undereducated about the risk and dangers of human trafficking.

Education and messaging campaigns have served to synonymise human trafficking with prostitution abroad, leading to a unilateral understanding of the issue in the country.



Activate – Promoting active school travel PhD candidate Bo Pang
A social marketing study

With obesity rates steadily rising internationally, Australia is one of the leading countries. 25% of Australian children aged 2–17 are overweight or obese and Queensland has been categorised as one of the most inactive states. ‘Activate’ is a social marketing intervention that aims to promote active school travel in Queensland primary schools.

Background

Distance to school, social norms, age of children and road safety issues have been identified in previous Social Marketing @ Griffith studies as the most influential factors preventing Queensland children from walking to school. Built with Queensland parents and schools ‘Activate’ will increase walking to and from school.

Creating the intervention

Informed by theory ‘Activate’ will reduce risk perceptions and challenge the currently held social norms. Previous tactics that have effectively changed active school travel identified in a systematic literature review are currently being tested with Queensland parents. For example, walking school buses and 23 other ideas are being presented to parents to understand how a program can be delivered to meet their needs.

Research team

Social Marketing @ Griffith PhD candidate Bo Pang, Associate Professor Krzysztof Kubacki and Professor Sharyn Rundle-Thiele, Anna Sergeyeva and Euan Ellery.

Walking barriers

- Distance to school
- Age of children
- Social norms
- Road safety



PhD candidate Bo Pang.

PhD candidate Ville Lahtinen.

Increasing children’s fruit intake using a mobile game in Finland PhD candidate Ville Lahtinen

Childhood obesity is a worldwide problem that is also affecting Finland. HEVIlapset is scientifically assessing the importance of the social marketing mix while implementing a school-based intervention whose aim is to increase fruit and vegetable intake.

Intervention

30 schools in the Jyväskylä region in Finland will be targeted in August/September 2016. Schools will be randomly assigned to one of three categories; Group 1) no intervention, Group 2) promotional aspect of the intervention only and Group 3) participates in a comprehensive two-day intervention that incorporates the complete social marketing mix (Product, Price, Place, Promotion, Publics, Partnerships, Policy and Purse Strings).

Some of the activities that will be rolled out in the two-day intervention will range from cooking classes, games, quizzes, competitions and the opportunity for students and their parents to learn more about the nutrient content and goodness of fruits and vegetables.

Teachers, school nurses and parents will be provided with learning material to support and encourage a balanced intake of fruit and vegetables. The materials freely accessible to the children in group 3 are aimed at motivating children to want to learn more about fruit and vegetables and for children and their parents to experiment with different fruit and vegetable recipes at home.

Partners

HEVIlapset is proudly supported by the Finnish Heart Foundation who is assisting in the set up and will be running the intervention. Finnish Masterchef host Tomi Björck is the face of the campaign and he will create easy recipes for children and parents to cook together, as well as provide entertaining cooking videos.

Citymarket have agreed to provide fruit and vegetables for the cooking classes and will distribute discount vouchers to encourage parents to purchase fruit and vegetables. Discounts are directly linked to the recipes prepared by Masterchef Tomi Björck. The Metropolia University of Applied Sciences has designed a fruit and vegetable game for the children to play which is designed to encourage children to eat more fruit and vegetables.



Give Me 5 PhD candidate Mohammad Kadir

Social Marketing @ Griffith research indicated two key barriers prevented some Queenslanders from exercising – weather and safety. A pilot project ‘Give Me 5’ was carried out in 2015. Partnerships were formed and the program was designed to eliminate these two barriers. ‘Give Me 5’ facilitated a positive change in walking behaviour for all participants. Two participants continued to meet and walk for two months afterwards.

Background

Other factors that prevented overweight Queenslanders from walking were health, time, and cost. Our research showed that socialising was something our target audience would greatly value.

‘Give Me 5’ partnered with Westfield Garden City who provided the safe and temperature-controlled walking environment. Personal trainers from Drive Fitness (DF) provided advice and support during the five week program. Walking sessions were scheduled at 7.30 am to 8.20 am Monday to Friday, early enough for participants to still arrive to work on time.

Findings

Evaluations from ‘Give Me 5’ show that on average participants exercised for 100 minutes per week during the 5 week program. ‘Give Me 5’ participants reported they ate better, looked forward to waking up earlier, reduced pain medication, improved their fitness, made new social connections and increased their overall confidence.

Partners

Supporting the ‘Give Me 5’ programme and provided facilities, discounts and merchandise for the participants including Griffith University, Westfield, National Breast Cancer Foundation, Lorna Jane, Jamaicablue fine coffee, SUMO SALAD, BOOST Juice Bars and DF DRIVE FITNESS.

The idea for ‘Give Me 5’ was conceived by a student team in a 7032 MKT Strategic Marketing Social Marketing @ Griffith lab. Johan Henri-Piquet and Paola Becerra donated their time working with Social Marketing @ Griffith to turn the idea into reality. The research team were Social Marketing @ Griffith PhD candidate Mohammd Kadir working under the supervision of Professor Sharyn Rundle-Thiele, Associate Professor Krzysztof Kubacki and Dr Mazhar Haque.



PhD candidate Mohammad Kadir.

Go Food PhD candidate Julia Carins

Military personnel need to eat well to meet the physical demands of the job. In collaboration with the Defence Science and Technology Group, Social Marketing @ Griffith researchers developed two social marketing programs under the ‘Go Food’ theme based on extensive consumer research conducted to inform these interventions.

Background

Consumer research determined that military personnel were motivated to eat well to aid performance rather than solely for health, and that the food outlets near where they work could be improved to optimise healthy eating. ‘Go Food’ provided motivating communication within the military dining environment to link healthy eating to performance (Program 1), and altered the military dining environment to make healthy food prominent and convenient (Program 2).

Insight

A variety of foods are served in military dining facilities, some can be classified as most healthful, some moderately healthful and some least healthful. ‘Go Food’ was tested over a period of six weeks, during that time 6,000+ diners ate in the military dining facilities. When ‘Go Food’ communications were used on their own, diners chose more of the moderately healthful dishes (Program 1). But when ‘Go Food’ communications were combined with a modified layout that made healthful choices like salads and vegetables prominent and convenient, diners chose more of the most healthful dishes (Program 2).

Partners

The project was supported by the Defence Science and Technology Group in the form of a staff sponsored PhD project. We thank the interviewees who so generously gave their time and freely shared their thoughts; the food outlets who allowed us to record information within their outlets; the diners within the cafeteria who willingly allowed the researchers to observe their choices, and the cafeteria management who allowed us to conduct this study within their establishment.



Understand → Create → **Implement** → Assess

Understand → Create → Implement → **Assess**

Professor Sharyn Rundle-Thiele,
Dr Timo Dietrich and
Dr Joy Parkinson.

Social Marketing 4 Change

There are many misconceptions about what social marketing is. Some think social marketing is Facebook and others think that social marketing stops at advertising. These views need to be corrected as social marketing is so much more.

Social Marketing 4 Change is a free online course that provides a clear understanding of exactly what social marketing is, teaching participants that social marketing needs to be more than an advertisement or message.

Social Marketing 4 Change is structured in four easy modules. Participants can complete modules at their own pace.

- > Module 1: What is Social Marketing?
- > Module 2: Understanding consumers
- > Module 3: Designing effective social marketing programs
- > Module 4: Did the program deliver behaviour change?

The four modules are created by Professor Sharyn Rundle-Thiele, Dr Joy Parkinson and Dr Timo Dietrich.

Register at socialmarketing4change.com.

Learn more about
influencing behaviour
that benefits individuals
and communities for the
greater social good.



Our team

In 2015 Social Marketing @ Griffith was a team of eight full time staff, two part-time staff, 15 research students and 12 volunteers working together to deliver research and change for the better. We are fortunate to have grown in size and in reach helping us to respond quickly in a fast paced environment. Our strength lies with our diverse backgrounds, which brings different perspectives and skills to our work.

Our research challenges current social marketing practices and more importantly, our research extends far beyond social marketing theory. We pride ourselves in positively changing behaviour through interventions.

We are lucky to be located on the Nathan campus which is set in the picturesque Toohey Forest surrounded by an abundance of native gum trees not to mention local populations of blue tongued lizards, kookaburras and koalas.

Take some time to become familiar with our team and enjoy the natural surrounds of Toohey Forest as you flip through the pages of the annual report.



Griffith University Nathan campus is nestled amongst the peaceful surrounds of the Toohey Forest.



We are proud to have 21 nations represented by our staff, research students and volunteers.

- > Afghanistan
- > Australia
- > Bangladesh
- > Brazil
- > China
- > Columbia
- > Denmark
- > Finland
- > France
- > Germany
- > Indonesia
- > Japan
- > Jordan
- > Korea
- > New Zealand
- > Nigeria
- > Poland
- > Russia
- > Saudi Arabia
- > Turkey
- > United Kingdom

Staff

Director

Professor Sharyn Rundle-Thiele

Deputy Director

Associate Professor Krzysztof Kubacki

Senior lecturers

Dr Denni Arli

Dr Marie-Louise Fry

Lecturer

Dr Ellen McArthur

Research Fellows

Dr Joy Parkinson

Dr Kathy Knox

Dr Timo Dietrich

Senior Research Assistant

Renata Anibaldi

Administration Assistant

Victoria Aldred



Back row (L-R): Asim Esmail, Ville Lahtinen, Jeawon Kim and David Schmidtke.
Middle row (L-R): Bo Pang, Yara Al Mosa, James Durl, Anna Kitunen and Patricia David.
Front row (L-R): Haruka Fujihira, Cuong Pham and Mohammad Kadir.

Research students

PhD

Abi Badejo

Ali Ibrahim

Bo Pang

Cuong Pham

Haruka Fujihira

Julia Carins

Mohammad Kadir

Nuray Buyucek

Patricia David

Ra'd Almestarihi

Ville Lahtinen

Virginia Munro

Yara Al Mosa

Honours

Asim Esmail

David Schmidtke

Research Assistants

Anna Katariina Kitunen

James Durl

Rimante Ronto

Joining forces

Government and academia



At the 2010 International Social Marketing Conference in Brisbane, Julia Carins first experienced the breadth of the social marketing discipline, and at the same time saw the potential for social marketing

to enrich her own area of work. From there, Julia embarked on a journey to take her career in a more customer focussed direction. With a background in Behavioural Sciences and Nutrition, Julia had been working as a Nutrition Scientist for the Defence Science and Technology Group; and had been seeking ways to positively influence the eating behaviour of military personnel.

In 2011, with the support of her employer, Julia commenced a PhD in social marketing to address a specific goal for her employer – to find a way to motivate military personnel to eat better.

During her PhD, Julia worked with military personnel and examined their eating environment to inform and test two social marketing programs to improve the food choices made by personnel. Throughout the journey, Julia has worked hard to foster partnership – to create a partnership between DST Group and Griffith University and demonstrate that the combined expertise of two organisations is greater than the sum of their individual capabilities. Julia is planning to continue her research and develop further social marketing programs to foster healthy eating habits in military personnel, and to continue delivering research with real world impact through effective partnerships.

Volunteers

Volunteers are highly valued at Social Marketing @ Griffith and they are an important asset in continuing to delivering change for the better. Our volunteers bring renewed energy and enthusiasm, they are eager to learn and to get hands on experience.

The 2015 volunteer team

Ali Ahani
Anna Sergeyeva
Carina Roemer
Daria Maeva
Dawood Nowrozi
Euan Ellery
Ivy Tang
Jeawon Kim
Johan Henri Piquet
Paola Pecerra
Sebastian Moreno Diez
Simone Winsch



Carina Roemer, Jeawon Kim and Daria Maeva.

A stepping stone to a marketing manager position

After graduating with a Master of Marketing I seized the opportunity to undertake an internship with Social Marketing @ Griffith. I was given the task to lead and manage the Give Me 5 pilot programme which among other tasks included coordinating with partners, meeting stakeholder needs, managing the budget and monitoring project progress and performance. Today, I work as marketing manager for Tupicoffs in Brisbane's CBD.

As an intern at Social Marketing @ Griffith I was provided with autonomy and flexibility to grow and be creative while provided with all the support and advice I needed to meet tasks.

From France to Iron Man

Two years after taking the plunge of travelling to Australia I completed a Masters in Marketing at Griffith University. It was then that I realised that I lacked one crucial piece of the puzzle before I could confidently land the job of my dreams, real life industry experience in the field of Marketing. Many of my student colleagues had already crossed this item off their to-do list; however, I was solidly distracted with juggled the priorities of studying full time and working part time just to pay for basic living expenses.

After graduation I approached many companies before finding the perfect six-month internship opportunity with Social Marketing @ Griffith

Professor Sharyn Rundle-Thiele, the Director of Social Marketing @ Griffith worked with me to understand the areas that I wanted to get experience in and then placed me within current projects to enable me to gain this specific experience.

My professional profile, as well as my personal profile grew significantly while I was interning with Social Marketing @ Griffith. The internship added valuable skills to my resume and created the link between my education and career by providing me with desired hands-on experience. Especially as an international student it is important to have Australian working experience. The cultural exchange was an added benefit and I still see the Social Marketing @ Griffith team occasionally.

I am confident my internship contributed positively to my position today and I would at all times recommend anybody to pursue an internship and in particular at Social Marketing @ Griffith.

Paola Becerra, 2015 intern at Social Marketing @ Griffith.

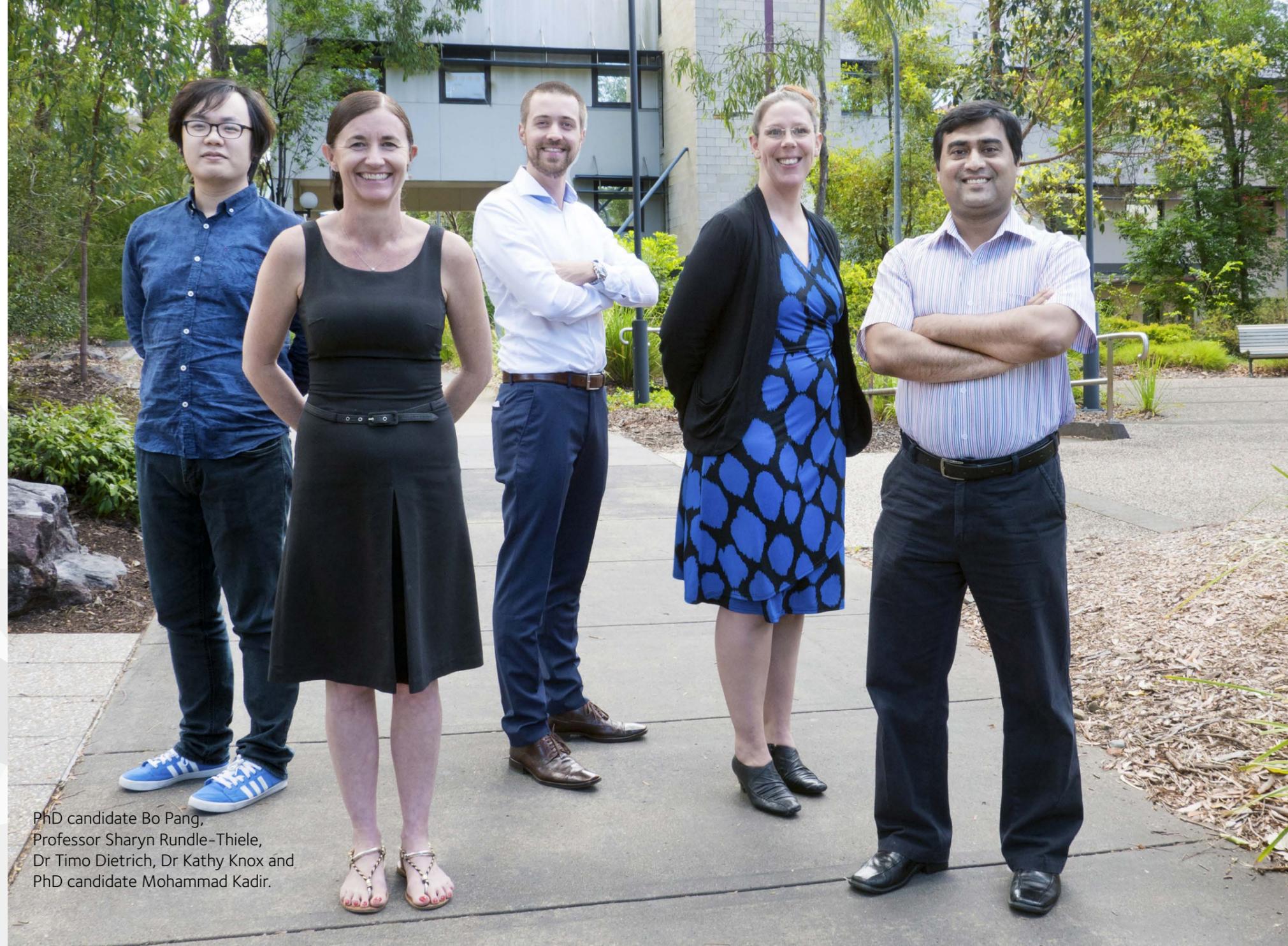
Initially I worked as the Project Manager for the Give Me 5 walking program. I built the program website (hi5walkinggroup.wordpress.com), secured program sponsors (Rebel and Jamaica Blue), negotiated with Westfield for a location to implement the walking group and linked with Cancer Council. I later worked on website creation where I was employed on a casual basis working across a wider variety of projects helping to build branding and online presence.

Since my internship I have landed my dream job with Iron Man, located at Noosa, as a Marketing Coordinator.

Johan Piquet, 2015 intern at Social Marketing @ Griffith.



Paola Becerra



PhD candidate Bo Pang,
Professor Sharyn Rundle-Thiele,
Dr Timo Dietrich, Dr Kathy Knox and
PhD candidate Mohammad Kadir.

Awards

We are fortunate to have been recognised for our work throughout 2015 with a number of awards.

World Social Marketing Conference Best Academic Paper Award (2015)

Carins, J. E., Rundle-Thiele, S. R., & Fidock, J. (2015). Looking through a Glass Onion: A mixed method formative research case.

PhD candidate **Julia Carins** and
Professor Sharyn Rundle-Thiele

Commendation Award, Emerald Literati Network (2015)

Carins, J. E., & Rundle-Thiele, S. R. (2014). Fighting to eat healthfully: Measurements of the military food environment. *Journal of Social Marketing*, 4(3), 223-239.

PhD candidate **Julia Carins** and
Professor Sharyn Rundle-Thiele

Fellow, Australian and New Zealand Marketing Academy

Professor **Sharyn Rundle-Thiele**

Winner of Three Minute Thesis Competition (Department of Marketing)

PhD candidate **Nuray Buyucek**

Media Excellence Award 2014

Dr Timo Dietrich

ANZMAC Conference Travel Award for Doctoral Students (2015)

Value \$1,000

PhD candidate **Bo Pang**

Top 4 Finalist Griffith University Universities Australia Higher Education Conference 2016

PhD candidate **Bo Pang**

Partners

The support of our partners strengthens our work. The Social Marketing @ Griffith team wish to take this opportunity to thank you for your support in 2015. Your support has helped us to keep pursuing excellence within research and your support has helped to facilitate positive social change.

2015 partners

- Australian Army
- Australian Government—Department of Health and Ageing
- Australian Research Council
- BOOST Juice Bars
- Citymarket
- Defence Science and Technology Organisation (DSTO)
- DF Drive Fitness
- Finnish Heart Association
- Government of South Australia—SA Health
- Griffith University Postgraduate Student Association
- Jamaica Blue Fine Coffee
- Logan Together

- Lorna Jane
- Mater
- Michelle Bridges 12WBT
- National Breast Cancer Foundation
- Queensland Catholic Education Commission
- SumoSalad
- The Heart Circle of Satakunta region, Finland
- The Metropolia University of Applied Sciences
- The Valley Liquor Accord
- Tomi Björck, Finnish Masterchef host
- UNICEF
- VicHealth
- Westfield

Logan Together with Social Marketing @ Griffith

In Logan Together, children's' futures are on the agenda. Logan Together aims to provide children with the best life conditions possible by including the entire community. Logan Together has recently partnered up with Social Marketing @ Griffith to initiate formative research to gain insights to inform program development.

Research acknowledges a child's early years and up to age eight are crucial for the best possible start in life. Logan Together is a long term, whole of community campaign focusing on each stage of childhood including, but not limited to, smoking during pregnancy, birth weight, in home reading, attendance at a pre-school program, Australian Early Development Census (AEDC) and NAPLAN achievement.

Logan Together recognises the importance of working together with the community by engaging diverse stakeholders and by utilising a collective impact approach to achieve success.

The scale of this project is the first of its kind in Australia and this project is breaking new ground. Logan Together aims to close the gap benchmarked against QLD and Australia completely within a ten year period. An evidence based approach will be used to constantly measure success against results.

Logan is located in Queensland and is a diverse community with more than 300,000 people representing 215 cultures. Both Logan based organisations, not-for-profit groups and the Australian society funds Logan Together project.



Publications

Peer reviewed publications

Arli, D., & Lasmono, H. (2015). Are Religious People More Caring? Exploring the Impact of Religiosity on Charitable Organizations in a Developing Country. *International Journal of Nonprofit and Voluntary Sector Marketing*, 38-41.

Arli, D., Cherrier, H., & Tjiptono, F. (2015). God Blesses Those Who Love Him: The Impact of Religiosity on Attitude toward Luxury Brands and Materialism in Indonesia. *Marketing Intelligence and Planning*.

Arli, D., Kubacki, K., Rundle-Thiele, S., Pekerti, A., & Tkaczynski, A. (2015). "No pain, no gain: Insights into changing individual volitional behaviour". *International Journal of Nonprofit and Voluntary Sector Marketing*, 170-187.

Arli, D., Leo, C., & Tjiptono, F. (2015). Investigating the Impact of Guilt and Shame Proneness on Consumer Ethics: A Cross National Study. *International Journal of Consumer Studies*.

Arli, D., Rundle-Thiele, S., & Lasmono, H. (2015). Consumers' evaluation toward tobacco companies: implications for social marketing. *Marketing Intelligence and Planning*, 276-291.

Arli, D., Tjiptono, F., & Porto, R. (2015). The Impact of Moral Equity, Relativism and Attitude on Individuals' Piracy Behaviour in Indonesia. *Marketing Intelligence & Planning*, 348-365.

Arli, D., Tjiptono, F., & Warat, W. (2015). Consumer Ethics among Young Consumers in Developing Countries: A Cross National Study. *Social Responsibility Journal*.

Assenheimer, D., Knox, K., Nadarajah, V., & Zimitat, C. (2015). Medical students' epistemological beliefs: Implications for curriculum. *Education for Health*.

Crespo Casado, F., & Rundle-Thiele, S. (2015). "Breaking it down: Unpacking children's lunchboxes". *Young Consumers*.

Dietrich, T., Rundle-Thiele, S., Leo, C., & Connor, J. (2015). One Size (Never) Fits All: Segment Differences Observed Following a School-based Alcohol Social Marketing Program. *Journal of School Health*, 251-259.

Dietrich, T., Rundle-Thiele, S., Schuster, L., Drennan, J., Russell-Bennett, R., Leo, C., . . . Connor, J. (2015). Differential segmentation responses to an alcohol social marketing program. *Addiction*.

Dobele, A., & Rundle-Thiele, S. (2015). "Progression through Academic Ranks: A longitudinal examination of internal promotion drivers". *Higher Education Quarterly*, 410-429.

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Publications continued

Book chapters

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Conference presentations continued

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Dietrich, T., Rundle-Thiele, S., Schuster, L., Connor, J., Drennen, J., Russell-Bennett, R., & Leo, C. (2015). "Segmenting Australian high school students utilising a TwoStep cluster analysis: Differential effects following the EduCATE program". Academy of Marketing Science, World Marketing Congress. Bari, Italy.

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Gil, L., Arli, D., & Tjiptono, F. (2015). Religiosity and Materialism: Enemies? Global Fashion Management Conference. Florence, Italy.

Jones, S., & Kubacki, K. (2015). "The exploratory study of the relationship between social problems and place brand perceptions". Academy of Marketing Annual Conference. Limerick, Ireland.

Kadir, M., & Rundle-Thiele, S. (2015). Consumer Insights from a Quantitative Formative Research Study: Encouraging Physical Activity Behaviour in Australian Adults. Australia & New Zealand Marketing Academy Annual Conference. Sydney, Australia.

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Conference presentations continued

Knox, K. (2015). Organ donation decision communication: Systematic quantitative literature review. Health and Medical Research Conference. Carrara, Australia.

Knox, K., Rundle-Thiele, S., Dietrich, T., Drennan, J., Russel-Bennet, R., Leo, C., & Connor, J. (2015). Fueling drinking intentions? Parental and peer influence moderates teen binge drinking intentions. Population Health Congress. Hobart, TAS, Australia.

Kubacki, K., Rundle-Thiele, S., Tapp, A., Arli, D., & Szablewska, A. (2015). Social marketing: looking sideways. Academy of Marketing Conference. Limerick, Ireland.

Kubacki, K., Rundle-Thiele, S., Wright, A., Hartman, K., Saunders, S., & Acker, F. (2015). "Evaluation of VicHealth's Walk to School social marketing campaign". Population Health Congress. Hobart, Australia.

Mey, A., Todd, J.-A., Knox, K., Kelly, P., Bonev, V., Weissenberger, A., . . . Ralph, S. (2015). Can etanercept delay the progression of dementia? Health and Medical Research Conference. Carrara, Australia.

Pang, B., Kubacki, K., & Rundle-Thiele, S. (2015). "Increasing active school travel: A systematic literature review". Population Health Congress. Hobart, Australia.

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Parkinson, J. (2015). Commercial programs: improving eating and exercising behaviour to reduce weight through increased self-efficacy. The 18th Academy of Marketing Science World Marketing Congress. Bari, Italy.

Patton, K., Connor, J., Rundle-Thiele, S., Dietrich, T., Sheffield, J., & Gullo, G. (2015). "Early adolescent drinking refusal self-efficacy and alcohol expectancies: Associations with problem alcohol use". 50th Annual Conference of the Australian Psychological Society. Gold Coast, Australia.

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Russell-Bennett, R., Russel, K., Drennan, J., Parkinson, J., Mulcahy, R., & Chell, K. (2015). The magic of technology in social marketing. Special session. Academy of Marketing. Limerick, Ireland.

Schuster, L., Kubacki, K., & Rundle-Thiele, S. (2015). "Can a community-based social marketing approach change social norms surrounding children walking to school? World Social Marketing Conference. Sydney, Australia.

Schuster, L., Kubacki, K., & Rundle-Thiele, S. (2015). "Changing social norms through community-based social marketing". World Social Marketing Conference. Sydney, Australia.

Szablewska, N., & Kubacki, K. (2015). "Social marketing and human rights law", Kubacki, K, Special session: "Social marketing: looking sideways". Academy of Marketing Annual Conference. Limerick, Ireland.

Urban, W., Rundle-Thiele, S., & Siemieniako, D. (2015). "Loyalty understanding in cross country research". Academy of Marketing. Limerick, Ireland.



Back row (L-R): Jeawon Kim, Carina Roemer, Haruka Fujihira, Anna Kitunen, Mohammad Kadir, Sharyn Rundle-Thiele, Yara Al Mosa and Renata Anibaldi.
Middle row (L-R): Dariusz Siemieniako, David Schmidtke, Dawood Nowrozi, Cuong Pham, James Durl, Bo Pang, Patricia David and Asim Esmail.
Front row (L-R): Ville Lahtinen, Kathy Knox, Victoria Aldred, Krzysztof Kubacki, Joy Parkinson, Timo Dietrich and Daria Maeva.

The future

2016 is set to be another exciting year for Social Marketing @ Griffith centre as we continue our current projects and take on new challenges. We will be launching our Social Marketing 4 Change website and hosting two Structural Equation Modelling workshops.

Enhancing social marketing practice

Two new social marketing books are currently being penned. 2016 will see the launch of two books which offer practical guides to implementing state of the art formative research in social marketing and an enhanced understanding of segmentation.

We will keep attending conferences to strengthen our network, sharing our experience and gaining valuable new knowledge in our quest to continue to challenge social marketing practice. The Social Marketing @ Griffith team will continue to disseminate our work in scientific journals ensuring scientific evidence is broadly circulated to a global audience reporting the work we do.

Key staffing changes

All of this cannot be achieved without our enthusiastic and dedicated staff. Our year starts with the relocation of key staff into Level 1, building N63 at Nathan campus as our need for office space continues to grow. We will be settling many new members into the Social Marketing @ Griffith team and welcoming visitors from abroad into the Centre. We look forward to starting 2016 by welcoming five new Honours students into the Social Marketing @ Griffith team in Semester 1, 2016.

Key goals for 2016

- Grow in scale and in reach
- Continue to publish in journals
- Launch two new social marketing books
- Deliver keynote addresses at key international social marketing conferences
- Present at leading social marketing and marketing conferences
- Deliver social marketing workshops
- Create two new social marketing programs

2016 events

- Agents of Change Summit
San Diego, USA
8-9 February 2016
- Structural Equation Modelling using AMOS (Beginner)
Griffith University, Nathan campus
15-17 February 2016
- Structural Equation Modelling using AMOS (Advanced)
Griffith University, Nathan campus
6-7 and 9 June 2016
- SERSVIG 2016—The Future of Services in the Heart of Europe
Maastricht, The Netherlands
17-19 June 2016
- Social Marketing Conference
University of South Florida, USA
17-18 June 2016
- International Social Marketing Conference
University of Wollongong, Australia
26-27 September 2016
- 2016 ANZMAC Conference
Christchurch, New Zealand
5-7 December 2016



Social Marketing @ Griffith

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