



Social Marketing @ Griffith

ANNUAL REPORT
2018

*Now the world's largest university-based
social marketing centre.*

Our mission

Social Marketing @ Griffith works in partnership to deliver insight-driven, evidence-based change programs and evaluations. We are a passionate, diverse and agile team. We reinvest in staff to build the next generation of change agents.

Real-world impact

Delivering evidence-based research and impact is what we do best. We work in partnership with social change practitioners, thinkers, and scientists to ensure that people and our planet come first. Our work continues to deliver significant health, environment, and social benefits in Australia and abroad. Over the last six years, our work has positively impacted more than 20,000 lives. We have changed 4,000 adolescent attitudes to alcohol drinking; reached 15,000 military personnel with healthy food messages and strategies; encouraged 1,000 kids to eat more fruit and vegetables, reduced food waste in 43% of households reached, and decreased dog and koala interactions.



4,500

Adolescent attitudes to alcohol drinking changed



15,000

Military personnel reached with healthy food messages



1,000

Kids encouraged to eat more fruit and vegetables

Disseminating knowledge

Research outputs for 2018 include co-design, segmentation, gamification, and systematic literature reviews in areas such as healthy eating, alcohol, physical activity, and water use.

Our research won 6 awards.



Awards 2018

- The Phillip Kotler Social Marketing Distinguished Service Award
- Individual High Impact Applied Research Award, Griffith Business School
- International Social Marketing Conference Best Paper Award
- Academy of Marketing Conference Best Paper Award, Social and Non-for-Profit Marketing Track
- European Social Marketing Conference Highly Commended Award – Research Paper
- Commendation Award, Early

Career Researcher, PVC's Griffith Business School Research Awards

We delivered our award-winning research in Australia and abroad:

45 Journal articles

6 Keynote presentations

2 Book chapters

19 Workshop/seminar presentations

54 Presentations at national and international conferences

Congratulations to our graduates

We treat our graduates as partners because they produce valuable insights and new knowledge to the research and practitioner communities as well as deliver social change projects. Their research is making a difference.

4 PhD completions

- Dr Patricia David
- Dr Ali Ibrahim
- Dr Ville Lahtinen
- Dr Bo Pang

6 Honours completions

- Alexander Campbell
- Morgan Cole
- Matilda Ireland-Nikolich
- Pamela Saleme Ruiz
- Yannick van Hierden
- Murooj Yousef

Partner-focused research

We build long-term partnerships to deliver meaningful change.

We work with more than 20 organisations to deliver change in our community.

We partner with small and medium sized enterprises, local, State, national and global government organisations.



Media coverage

Our work gets widely featured in media.

Leave It 2.0 (leaveit.com.au) was implemented to reach dog trainers and dog owners in the Redland City Council area. The program reached more than 250,000 people in the Brisbane region through the project website, flyers, emails, social media, radio, bus shelters, newspapers, and events.

2,000+

Unique website visits

350+

Flyers distributed

50,000

People reached on Facebook

200,000

People reached through radio and bus shelter advertising

4,000

Teenagers' attitudes changed

1.8m

Australians reached through press coverage

200+

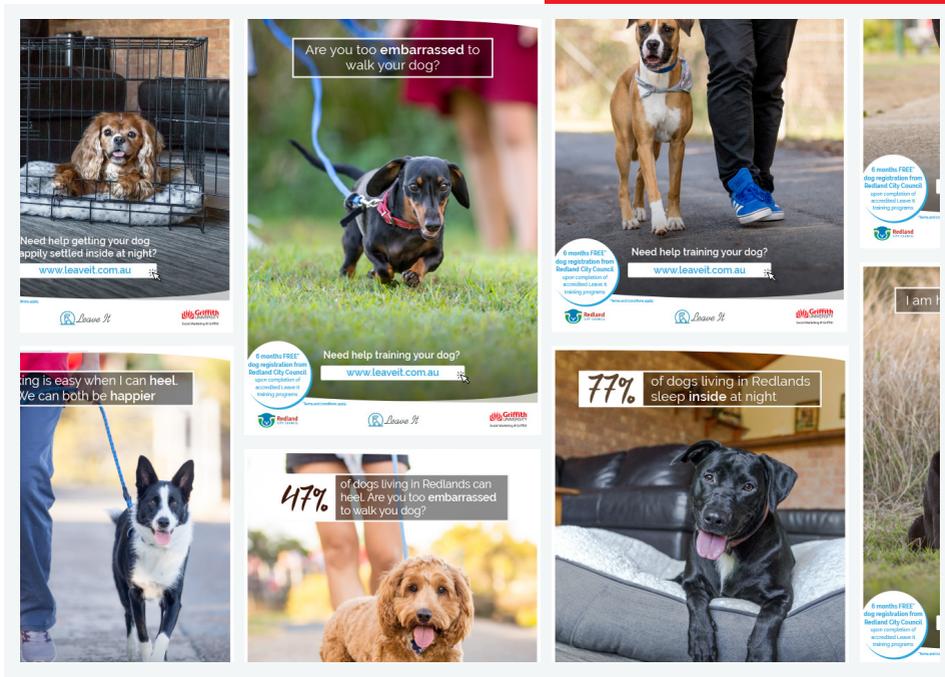
Teacher education kits downloaded

15,000+

Page views

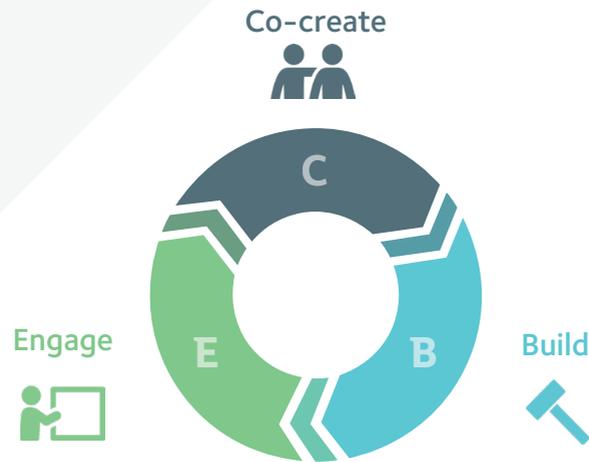
Blurred Minds (blurredminds.com.au) continued its success in 2018.

Over 8 years, Blurred Minds has changed knowledge, attitudes and intentions to drink of more than 4,000 14-16 Queenslanders. National press coverage of the program has reached more than 1.8 million Australians. A free 'Blurred Minds teacher kit' was launched in April 2018 and more than 200 health education teachers downloaded these kits. Blurred Minds materials have been used in Australia, NZ, USA, and Europe garnering more than 15,000-page views and thousands of gameplays.



Community engagement

We follow a three-step process to design our behaviour change programs – co-create, build and engage applying the eight core social marketing principles.



Leave It



Dog attacks are the third most common cause of death among koalas. Leave It aims to reduce dog and koala interactions. Here is a snapshot how we applied CBE to build Leave It.

Co-create	Build	Engage
A multi-method research approach was used to gain insights into what the community wanted and how we could design an engaging social marketing program. The co-designed program focused on dogs and not koalas.	An innovative dog training program featuring wildlife aversion was developed. DogFest was created to promote Leave It inviting dog owners to a festive day with their furry friends.	More than 250,000 people were reached. Over 90% of the visitors said they were extremely satisfied with DogFest and wanted to attend again. A pre and post evaluation demonstrated effectiveness of the program . Results show that dogs trained by 'Leave it' are more able to live in harmony with native Australian wildlife.

Blurred Minds



Blurred Minds is designed for delivery in Australian secondary schools. The program features gamification and is delivered in five fun and interactive lessons focussed on alcohol and drugs.

Co-create	Build	Engage
Blurred Minds involved all important stakeholder groups (students, teachers, experts) to understand their preferences prior to program build. We used a range of research methods including a systematic literature review, a segmentation study, and co-design sessions to understand student learning and program delivery preferences.	The principles of gamification underpinned the design of Blurred Minds and the program features a range of online and offline games to engage students. For example, we developed a suite of Serious Education Games along with 6 offline gaming activities.	To date, Blurred Minds has been delivered to more than 4,000 14-16-year-old students in more than 50 schools. Students that participated in Blurred Minds increased their knowledge, had more negative attitudes towards binge drinking while maintaining low intentions to binge drink.

Change 2018



We hosted our first Change conference in Brisbane. It was a 2-day event featuring 19 keynotes and brought together 130 change agents from Australia, New Zealand, USA, and South Korea. Delegates made new connections and gained insights on how to achieve more change for less dollar spend.



We will host Change 2019 on October 23-25 at Southbank, Brisbane. Join us: griffith.edu.au/change-2019

Masterclasses

We delivered 4 Social Marketing and 6 Digital Marketing Masterclasses in Australia and overseas to more than 200 industry and government professionals.

Staff profile

This year, we welcomed Associate Professor Sameer Deshpande as the Deputy Director.



Sameer is a social marketing expert with 15-years of experience. Sameer is driven by social change for the better that utilises both heart and head. He has conducted social marketing research to promote responsible drinking, prevent driving under the influence, alcohol abstinence among pregnant women, physical activity of children, condom use, back pain management, and hand hygiene. Sameer has published and presented over 100 peer reviewed publications, book chapters, and conference papers. He also serves as the Editor-in-Chief of Social Marketing Quarterly. Over 20 years, Sameer has trained,

taught, advised, and consulted with government, corporate, and non-profit organisations in Canada, USA, Australia, India, and Singapore.

Dr Patricia David joined Social Marketing @ Griffith as a Research Fellow in 2018.



Patricia has contributed to Social Marketing @ Griffith for five years. She completed her PhD with us in 2018 and subsequently received the competitive Postdoctoral Fellowship to advance the Theory of Behaviour Change. Patricia has received several awards, including the Emerald Literati Commendation Award, the European Social Marketing Conference commendation Award, and the Doctoral Colloquium Contribution to Theory & Knowledge Award at the ANZMAC conference. Patricia has also contributed to real-world social change by designing, implementing,

and evaluating behaviour change programs, and disseminating her results in high-quality publications. Patricia aspires to use her expertise to manage research projects and lead teams to generate real world impact.

Erin Hurley contributes as a research assistant and PhD candidate.



Erin joined our team in 2016 and completed her honours with first class. Subsequently, Erin enrolled in our PhD program with the support of Postgraduate Research Scholarship. Erin's research aims to close the gap between theory and practice. She has developed a co-design process that draws on both expert and user knowledge to design and implement the Blurred Minds Community Parent Program in Brisbane communities. Her program empowers parents

to raise confident teenagers. Erin's behaviour change research has appeared in journals and national and international conferences and received recognition in the form of a Griffith University Medal for Academic Excellence and a commendation award in the 2016 European Social Marketing conference.

Visiting academics

We love having visitors.

We gain insights from our visitors via research collaboration and partnership in delivering social change with impact.

In 2018, we hosted researchers from all over the world:

- Dr Jason Pallant, Swinburne University of Technology
- Dr Jessica Pallant, Swinburne University of Technology
- Professor Alan Tapp, University of Bristol
- Associate Professor Tanja Kamin, University of Ljubljana

If you are interested in visiting our centre, please reach out to us at socialmarketing@griffith.edu.au.

Stay in touch
griffith.edu.au/social-marketing



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