Using Social Marketing to Create a Health Movement

Peggy Neu
President
The Monday Campaigns
Marketing 101

- What’s the goal?
- Who’s the target audience and what are their barriers to change?
- What key insight can address those barriers?
- What’s the key message?
- How should it be communicated (creative)?
- Where should it be communicated (media)?
Now what?

- Hire a research company
- Do quantitative research and focus groups
- Hire an ad agency and do a creative exploratory
- Produce and test ads
- Pay for media or solicit pro bono media

$$$$$$$$$$
Our core principle:

Use what’s already there before inventing something new
MONDAY!

The January of the week
What makes Monday a good health day?
Johns Hopkins Monday research

• There are 52 of them! Fosters small, incremental steps that build over time

• Taps into pervasive weekly cycle of planning and renewal

• Monday is a shared experience which provides a social context for change

Johns Hopkins Monday Research

People are “open to buy” health on Monday

I see Monday as a day...
• for a fresh start. 37%
• to get my act together. 20%
• to dread. 12%
• like any other. 30%

What day are you most likely to...
• begin a diet. 47%
• start exercising. 46%
• schedule a doctor’s appointment. 28%
• quit smoking. 16%

...and are more likely to follow through on health intentions after a Monday start
Monday initiatives

- **Meatless Monday**
- **The Kids Cook Monday**
- **Move it Monday**
- **Quit and Stay Quit Monday**
- **Man Up Monday**
- **Monday 2000**
MEATLESS MONDAY

One day a week cut out meat
50% of Americans know about Meatless Monday!

Of those aware, 27% said that Meatless Monday had influenced them to cut back on meat.

* Online survey conducted by FGI Research among 2000 18+ representative sample. Sampling error is +/- 2% at the 95% confidence level.
HALF OF AMERICA KNOWS ABOUT MEATLESS MONDAY*

NOW LET'S GO GET THE OTHER HALF!

CLICK HERE TO SPREAD THE WORD & SHARE WITH FRIENDS.

* ONLINE SURVEY CONDUCTED BY FGI RESEARCH AMONG 2000 18+ REPRESENTATIVE SAMPLE.
THE IDEA
THE FOOT SOLDIERS
THE LEADERS
THE MOVEMENT
THE IDEA
Start with a good one

- Simple
- Memorable
- Says what you should do
It doesn’t have to be yours

• Meatless Monday from WWI
  “Food Will Win the War” initiative

• Roosevelt and Truman brought it back in WWII
Have fun!

T.G.I.M!

MEATLESS MONDAY
One day a week, cut out meat.
THE FOOT SOLDIERS
Find the early adopters and make sure they’re equipped to spread the word
Plug into the blogosphere

- Invite them to participate
- Recognize and thank them
- Stay in touch with short personal notes
- Tell them to ask their friends
- Offer news and content
Become a blogger yourself!

HUFFPOST FOOD

Chris Elam
Program Director, Meatless Monday

Oprah Now Doing Meatless Monday
Posted: 02/04/11 07:07 AM ET

AOL Healthy Living

David Katz, M.D.
Director, Yale Prevention Research Center

Introducing the National Exchange for Weight Loss Resistance
Posted: 05/23/11 08:31 AM ET
Move up the food chain

Staking claim to 1 meatless day a week
Marketing idea morphs into a healthy food trend for diners

Campaign Aims To Make Meatless Mondays Hip
by ALLISON AUBREY

Oh, meatless Mondays

The movement has legs, but will it be able to get past the industry's

AARP
Tap into trends, news and events

Vegetables Are the New Meat

At serious restaurants all over town, carrots, peas, and the like are no longer just the supporting cast—they're the stars. Move over locavores, here come the vegivores.

By Robin Reisfeld & Rob Patronite   Published Nov 7, 2010   Share
And you may become a trend!

epicurious predicts: top 10 food trends for 2011

Healthy SELF
Should Mondays Be Meatless? Top 4 Food Stories of the Year

Meatless Mondays & Tofu Thursdays

THE HUFFINGTON POST

Nick Evans
www.macheesmo.com
Posted: January 2, 2011 02:22 PM

11 Food Resolutions for You in 2011

1. Meatless Mondays. One of the biggest food ideas that took hold in 2010 was Meatless Monday.
Go viral

• Be strategic in your follows/likes
• Keep it fresh without being annoying
• Use multimedia
• Think viral
• Integrate platforms
• Set up a system
• Get interns…lots of interns!
THE LEADERS
Shock and Awe

‘Molto’ Mario Batali Does Meatless Monday
Leapfrog
Court the vanguard

Tony Geraci  Tim Cipriano  John Fraser
Court the game changers

Sodexo's Meatless Mondays Give 'Where's the Beef' a New Meaning

- 900 hospitals
- 2000 corporations
- 175 government clients
- 650 colleges
- 500 school districts

GreenBiz

Toyota

The Mount Sinai Medical Center

U.S. Department of the Interior
Make friends by shining a light on them

The Meatless Monday Thanksgiving Project -- 12 All-Star Recipes
THE MOVEMENT
Movements can be messy!

Mandatory Meatless Mondays at Bowdoin College

@bittman
Mark Bittman

Bowdoin college students revolt against meatless Monday; there has to be a better way than forced vegetarianism:

PETA lauds Bowdoin College for meatless meals
Declare victory when they forget who you are

meatless Monday

something. The real demon in the machine is the tirelessness of the user. A meatless Monday has advantages over enforced vegetarianism, because it helps release the pressure on the food system without making undue demands on the eaters. In the same way, an unplugged Sunday is a better idea than turning off the Internet completely, since it demonstrates that we can get along just fine without the screens, if only for a day.
Resources available at
www.mondaycampaigns.org