**PRACTICE PAPER SUBMISSION**

**The red type are instructions and should be removed after completion**

**Conference Track**

Number and name of conference track to which the practice paper is being submitted

**Title**

First letter of each major word should be capitalized

Maximum 12 words

**Abstract**

Summarise the submission, including the findings/conclusions

**Please ensure this abstract is also entered into the EasyChair submission form**

Maximum 500 words

**Other notes or comments for consideration**

Maximum 200 words

The page limit is five (5) A4 sides (inclusive to the abstract, figures, tables, etc.). PLUS the title page and two pages of references. Submissions must fall within the page limit highlighted on each submission template.

* A4 size page formatting
* 2.5cm margins on all sides
* Text should be single-spaced
* Times New Roman 12-point font
* Title should be no more than 12 words in length
* Abstract should be no more than 500 words.
* Major headings should be centered and in bold type, and the first letter of each major word should be capitalized; a single blank line should precede and follow each major heading.
* Sub-headings should be in bold type face, left justified, with the first letter of each major word capitalized; and a single blank line should precede each sub-heading.
* No lower-level headings should be used (i.e., just major headings and sub-headings).

**Title**

**Aims and objectives**

State 1-2 sentences of background information and add the aims/objectives of the case you are presenting.

**Behavioural Objectives and Target Group**

State the behaviour you want to change in SMART (specific, measurable, actionable, realistic and timely) terms e.g. decrease the number of people using cars to drive to work by 5% in 3 years.

State the target group that is the focus of this case e.g. The target group are women aged 50 – 65 who live in Antwerp and seek a healthier lifestyle.

**Evidence of Citizen/Customer Orientation**

State how this case has a citizen/customer orientation. This would include research on attitudes, beliefs, behaviours or incidence rates.

**The Social Offering**

State the products, ideas, understanding, services, experiences, systems and environments that your campaign/program included for your target market. In most cases such social offerings are positive in nature for example ‘provide protection’ or ‘the promise of better health’. However, these social offerings can also involve the imposition of restrictions on freedom such as speed limits on motor ways that have collective support.

**Engagement and Exchange**

State how you engaged the citizens and stakeholders in the process and develop relationships.

**Competition Analysis and Action**

State the competition analysis undertaken – who are the competitors? What is the benefit they offer your target market?

**Segmentation and Insight**

List the segments in the market and the target group that you selected e.g. the segmentation of the market identified three potential groups of smokers; reluctants, smokerphiles and attempters (see table x). This campaign targeted the reluctants because they wanted to change but didn’t know how to do this. The profile of this market was aged 18 – 35, female, didn’t want to smoke but felt social pressure to do so.
State the key sights from customer research that drove the strategy e.g. The insight that people need to distract themselves for 3 minutes to beat a cigarette craving drove the development of 3-minute games in a smartphone app.

**Integrated Intervention Mix**

This is an overview of your marketing mix; it could be the 4 Ps, 7 Ps or whatever framework you use. This must contain more than a communication mix.

**Co-creation through Social Markets**

State how you actively involved citizens or stakeholders in the development of the offering or intervention mix through co-creation.

**Systematic Planning**

State the systematic planning process you used including any underpinning theories, process frameworks and evaluation phases.

What was the underpinning theory you used to develop the intervention?

What was the planning process you used?

What were the stages of monitoring and evaluation? (not the actual evaluation results)

**Evaluation**

State the evaluation outcomes for the intervention. These must relate directly to the behavioural objectives stated earlier (note: that evaluations relating to attitudes or knowledge can only be included if there is also behavioural evidence).

State the learnings from the program. What would you do differently in the future or what recommendations do you have for anyone else wanting to do a similar intervention?

**References**

Maximum 2 pages

**Appendix**

Maximum 2 pages