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**Intervention / Case Study Submission**

*The aim of intervention / case study submissions sessions at conference is to give the opportunity to share results and learning form social marketing projects, campaigns and intervention programmes or pilot studies. Papers should also aim to share implications for social marketing practice and further research or evaluations.*

*The page limit is five (5) A4 sides (inclusive to the abstract, figures, tables, etc.). PLUS two pages of references AND two pages of appendices.*

*All applications will be blind peer reviewed and applicants may be asked to provide additional information about the proposed session if the original application is not clear.*

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| **Intervention / Case Study** |
| **Title of the Submission** |  |
| **Conference Track**  |  |
| **Background / justification of the problem**  |  |
| **Target market profile** |  |
| **Objectives** |  |
| **Strategy** |  |
| **Results and lessons learned**  |  |
| **References** |  |
| **Appendix** |  |