



Intervention / Case Study Submission: Guidance Notes

These notes are to help you complete the Intervention / Case Study template that is available from the conference website. The aim of Intervention / Case Study sessions at conference is to share research and learning about social marketing interventions, programmes and campaigns, including preliminary results. Papers should also aim to share implications for social marketing practice and further research or evaluations. Submissions should be focused on Social Marketing projects, campaigns, interventions, policy interventions, and or products. All applications will be peer reviewed and applicants may be asked to provide additional information about the proposed session if the original application is not clear.

- 1.** Notes which will help you compose the abstract required for the submission template are presented below.
- 2.** Please complete the provided template and upload it as the 'paper' part of your submission within the EasyChair Submission portal. There is a 1000-word limit on abstracts (inclusive of figures, tables, etc.). PLUS one page of references if required.
- 3.** Once your template is complete, create an EasyChair account for your submission. Note that all author names and contact details will be gathered in EasyChair and should not be included in your submission document to allow for blind reviewing.
- 4.** Please select the 'Intervention / Case Study' submission type within the first stage of your EasyChair submission.
- 5.** Supporting assets may also be uploaded with your submission if desired such as video or poster content.
- 6.** If you have any questions about making a submission, please contact NorthAm@wsmconference.com

Intervention / Case Study Submission Guidance

What to include in your abstract... beyond the mandatory elements of the abstract we advise that authors try and cover as many elements below as they can within their submission to give reviewers a clear overview of your work. We understand that not all the sections or suggestions below will be relevant to the work you are doing, and this structure is offered as a guide only. Draw upon the suggestions below to devise an abstract which best summarises your work.

Title of the submission (mandatory)	Please include an explanatory title that will aid delegates in their selection of sessions to attend.
Conference track (mandatory)	Please indicate here which of the main conference tracks this submission best relates to. Please see the full list of conference tracks below.
Background / justification of the problem	Give a clear summary of the background or context of the problem (or issue) your case is addressing.
Target market profile	Formative research on barriers and motivators. State the target group that is the focus of this intervention. Detail segments of the target group selected. State the key insights from customer research that drove the approach.
Objectives	Must contain at least one behavioural objective. Set out the aims / objectives of the intervention or case study you are presenting. State the behaviour or other factors that the intervention sought or is seeking to influence.
Strategy	This section must go beyond communication and promotion. State the planning process you used including any underpinning theories, process frameworks and evaluation phases. State how or if any citizen/customer orientation has driven the approach. Make clear your social marketing intervention mix (ideally more than just a communication mix)
Results and lessons learned	Set out the evaluation outcomes for the intervention. These must relate directly to the programme objectives. Also set out 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	Please follow the referencing conventions as used by the Journal of Social Marketing. Please refer to the notes below for further details.

Conference Track	Description
1. Global climate change, environment protection, overconsumption and sustainability	<i>Research and program implementation for prevention and problem-solving of issues related to global climate change, conservation and sustainability. Links between environment, sustainability, human behaviour and health.</i>
2. Reducing the impact of addiction including substance misuse, alcohol, tobacco and gambling	<i>Prevention, detection, treatment and harm reduction programs. Research and evaluations across sectors, regions and within different socioeconomic contexts.</i>
3. Interdisciplinary and cross sector action to influence behaviour for social good	<i>Programmes that reach across sectors and disciplines to find solutions to complex issues. Skills and solutions from across disciplines, and partnerships from across sectors, including government and corporate partnerships. Policy integration and upstream social marketing.</i>
4. Assessing, implementing and understanding the use of digital media, social media platforms and technological advances for positive behaviour change	<i>Impact of new technology on human behaviour. Use of technology, social media and other digital/online community interaction.</i>
5. Using citizen focused design thinking, participative design, actor engagement and co-creation	<i>Citizen insight and engagement in the deployment, implementation and evaluation of social marketing interventions. The use of design thinking, co-creation and prototyping.</i>
6. Creating and advocating for community-based social marketing programs	<i>Programs using community-based social marketing. Creating programs and advocating for social marketing at the community level.</i>
7. The application of new approaches and techniques in social marketing	<i>The practical application of innovative approaches, new theoretical thinking and research methods in social marketing programs.</i>
8. Promoting equality and reducing inequality	<i>Programs or research that consider gender, race, disability or sexual orientation equity. Reducing poverty, promoting community empowerment and communicating with groups that are harder to reach through traditional marketing channels. Influencing social policy around inequalities.</i>

Referencing guidance:

Citations and References

Please follow the referencing conventions as used by the Journal of Social Marketing.

Citations within the text All citations should include author names and year of publication; where possible they should be followed by a punctuation mark. [for example, "Mary had a little lamb (Fox and Brown, 2012); its fleece was white as snow (French and Wise, 2014).]

- For three or more authors, use the first author's name followed by "et al." (in italics).
- A series of citations should be listed in alphabetical order and separated by semicolons. [for example (Fox and Brown, 2012; French and Wise, 2014).]

Reference list

Please follow the referencing conventions as used by the Journal of Social Marketing.

For books

Surname, Initials (year), *Title of Book*, Publisher, Place of publication. e.g. Harrow, R. (2005), *No Place to Hide*, Simon & Schuster, New York, NY.

For book chapters Surname, Initials (year), "Chapter title", Editor's Surname, Initials, *Title of Book*, Publisher, Place of publication, pages. e.g. Calabrese, F.A. (2005), "The early pathways: theory to practice – a continuum", in Stankosky, M. (Ed.), *Creating the Discipline of Knowledge Management*, Elsevier, New York, NY, pp. 15-20

Surname, Initials (year), "Chapter title", Editor's Surname, Initials, *Title of Book*, Publisher, Place of publication, pages. e.g. Calabrese, F.A. (2005), "The early pathways: theory to practice – a continuum", in Stankosky, M. (Ed.), *Creating the Discipline of Knowledge Management*, Elsevier, New York, NY, pp. 15-20.

For journals

Surname, Initials (year), "Title of article", *Journal Name*, volume, number, pages. e.g. Capizzi, M.T. and Ferguson, R. (2005), "Loyalty trends for the twenty-first century", *Journal of Consumer Marketing*, Vol. 22 No. 2, pp. 72-80.

For published conference proceedings

Surname, Initials (year of publication), "Title of paper", in Surname, Initials (Ed.), *Title of published proceeding which may include place and date(s) held*, Publisher, Place of publication, Page numbers. e.g. Jakkilinki, R., Georgievski, M. and Sharda, N. (2007), "Connecting destinations with an ontology-based e-tourism planner", in *Information and communication technologies in tourism 2007 proceedings of the international conference in Ljubljana, Slovenia, 2007*, Springer-Verlag, Vienna, pp. 12-32.

For unpublished conference proceedings

Surname, Initials (year), "Title of paper", paper presented at Name of Conference, date of conference, place of conference, available at: URL if freely available on the internet (accessed date). e.g. Aumueller, D. (2005), "Semantic authoring and retrieval within a wiki", paper presented at the European Semantic Web Conference (ESWC), 29 May-1 June, Heraklion, Crete, available at: <http://dbs.uni-leipzig.de/file/aumueller05wiksar.pdf> (accessed 20 February 2007).

For working papers

Surname, Initials (year), "Title of article", working paper [number if available], Institution or organization, Place of organization, date. e.g. Moizer, P. (2003), "How published academic research can inform policy decisions: the case of mandatory rotation of audit appointments", working paper, Leeds University Business School, University of Leeds, Leeds, 28 March. - See more at: http://www.emeraldgroupublishing.com/products/journals/author_guidelines.htm?id=jsocm#sthash.iviQOsKs.dpuf