

**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. Submissions must fall within the page limit highlighted on each submission template.*

*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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| **Please use the headings provided** |

**Title of the Submission**

**Conference Track**

**Background / justification of the problem**

**Aims and Objectives**

**Target market profile**

**Systematic Planning**

**Citizen Orientation**

**The Social Offering**

**Competition Analysis**

**Integrated Intervention Mix**

**Results and Learning**

**Conclusions and Recommendations**

**References**