



## **Intervention / Case Study: Template 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 the conference are 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.** First please 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.
- 2.** Please select the 'Intervention / Case Study' submission type within the first stage of your EasyChair submission.
- 3.** Please complete the provided template and upload it as the 'paper' part of your submission within the EasyChair submission portal. The page limit is five (5) A4 sides (inclusive of the abstract, figures, tables, etc.). PLUS two pages of reference AND two pages of appendices
- 4.** Supporting assets may also be uploaded with your submission if desired such as video or poster content.
- 5.** Further notes against the sections of the submission template are presented below.

### **Intervention / Case Study : Template Guidance**

Title of the submission	<i>Please include an explanatory title that will aid delegates in their selection of sessions to attend.</i>
Conference theme	<i>Please indicate here which of the four conference themes your submission relates to. Please see the list of conference themes below.</i>
Conference track	<i>Please indicate here which of the main conference tracks this submission best relates to. Please see the full list of conference tracks below.</i>
Background / justification of the problem	<i>Give a clear summary of the background or context of the problem (or issue) your case is addressing.</i>
Target market profile	<i>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.</i>
Objectives	<i>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.</i>
Strategy	<i>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 (more than just a communication mix)</i>
Results and lessons learned	<i>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?</i>
References	<i>Please follow the referencing conventions as used by the Journal of Social Marketing. Please refer to the notes below for further details.</i>
Appendix	<i>Include extra pages of images or other relevant material if necessary</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.iVlQOsKs.dpuf](http://www.emeraldgroupublishing.com/products/journals/author_guidelines.htm?id=jsocm#sthash.iVlQOsKs.dpuf)

## Descriptions of Tracks and Themes

<b>Conference Theme</b>	<b>Description</b>
1. People & wellbeing	<i>Submissions that focus on behaviours related to improving the wellbeing of individuals, including submissions related to personal and public physical and mental health; financial literacy; equality and social cohesion etc.</i>
2. Systems and policy	<i>Submissions that look upstream and take a systems approach to research the issues and develop solutions.</i>
3. Environment & sustainability	<i>Submissions that look at human behaviour in relation to sustainability, and the impacts on the environment. This includes submissions related to climate change and conservation.</i>
4. Future direction	<i>Submissions that look at the future direction of the discipline of social marketing, including theory and critical social marketing. This includes submissions that examine new theoretical approaches, ethics and unintended consequences of social marketing campaigns.</i>

<b>Conference Track</b>	<b>Description</b>
1. Health and wellbeing of people	<i>Research and programmes focused on the health and wellbeing of people and communities.</i>
2. Planetary health: Environment and sustainability	<i>Research and programmes focused on environmental issues and environmental sustainability</i>
3. Implementation challenges	<i>Challenges in implementation and suggestions to overcome them.</i>
4. Migration, integration and community cohesion	<i>Sessions/presentations focused on the global refugee crisis and migration including integration, resilience, and cohesion among communities. Policy papers also welcome.</i>
5. Theories and methods	<i>New theories, approaches, fields of application and techniques being tested and applied in social marketing including ethical considerations.</i>
6. Upstream social marketing, policy and stakeholder engagement	<i>Systems analysis, research and solutions including upstream action, critical marketing and developing cross-sector solutions to social policy planning and delivery.</i>
7. Promoting the uptake, mandate and application of social marketing	<i>How social marketing is and can be promoted to policy makers, planners, professionals and individuals.</i>
8. Critical marketing	<i>Research and programmes focused on the negative impacts of commercial marketing and action to reduce its influence.</i>
9. Equity	<i>Research, programmes and interventions focused on addressing equity, poverty, vulnerability, and cultural issues.</i>
10. Food & the environment	<i>The intersection of food and the environment, with emphasis on research and programmes related to health, community, culture, environment, sustainability and food security.</i>