



## **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 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.** 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 references.
- 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 Paper	<i>Please include an explanatory title that will aid delegates in their selection of sessions to attend.</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>
Aims and Objectives	<i>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>
Target group focus, segmentation and insight	<i>State the target group that is the focus of this Detail segments of the target group selected. State the key sights from customer research that drove the approach</i>
Citizen Orientation	<i>State how a citizen/customer orientation has driven the approach. This may include research on attitudes, beliefs, behaviours or incidence rates, co-creation efforts and approaches.</i>
The Social Offering	<i>State the products, ideas, understanding, services, experiences, systems and environments that your campaign/program is seeking to influence. 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</i>
Competition Analysis	<i>State the competition analysis undertaken – who are the competitors? What is the benefit they offer your target market and how did you tackle them?</i>
Integrated Intervention Mix	<i>This is an overview of your social marketing intervention mix. This should cover more than a just a communication mix. Set out all the interventions types that you applied.</i>
Systematic Planning	<i>State the planning process you used including any underpinning theories, process frameworks and evaluation phases.</i>  <i>What was the underpinning theory you used to develop the intervention?</i>
Results and Learning	<i>Set out the evaluation outcomes for the intervention. These must relate directly to the programmes 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>
Conclusions and Recommendations	<i>State the contribution and implications for theory, practice and future research of the programme. Indicate recommendations for future practice that flow form the learning and evaluation of the programme.</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>

## **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/aumueller05wksar.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.emeraldgrouppublishing.com/products/journals/author\\_guidelines.htm?id=jsocm#sthash.ivIQOsKs.dpuf](http://www.emeraldgrouppublishing.com/products/journals/author_guidelines.htm?id=jsocm#sthash.ivIQOsKs.dpuf)

<b>Conference Track</b>	<b>Description / Focus</b>
1. Promoting global health and reducing the global impact of disease through behavioural influence	<i>Non-communicable and communicable disease research, implementation and evaluation. Action at policy, strategy and operational programme delivery levels in both developed and developing world settings.</i>
2. Critical Social Marketing	<i>Critical social marketing examines the impact of commercial marketing and business on society and/or critically analyzes social marketing theories, concepts, discourses, and practice, to generate critique, conflict, and change that facilitates social good. This track encourages submissions that engage with critical theory and critical approaches to examining the impact of commercial marketing and institutions on society (e.g.alcohol/tobacco/food/neoliberalism); and encourages work advancing critical debate and reflexivity in social marketing such as critiques of current social marketing principles and practice.</i>
3. Mental health and wellbeing	<i>Research and interventions aimed at promoting positive mental health, dealing with mental illness, stigmatisation, community well-being promotion, social capital development and community resilience and tolerance.</i>
4. Reducing crime, promoting safety, security and social cohesion	<i>Action on understanding and combating crime and other forms of anti-social behaviour. Safety promotion and accident prevention, safer communities and social cohesion. National security, anti-radicalisation.</i>
5. Promoting, equality and reducing inequality	<i>Including gender, race, disability, sexual orientation equity. Reducing poverty, action on promoting community empowerment, community and rural development.</i>
6. Promoting and safeguarding financial literacy and wellbeing	<i>Promotion of financial literacy access to affordable credit and banking, poverty reduction anti loan-sharking, personal saving promotions. And finical planning.</i>
7. Global climate change, environment protection, overconsumption and sustainability	<i>Prevention and problem-solving research and programme implementation, sustainable consumption, farming fishing. Environmental safeguarding, species protection and ecological campaigning. Links between environment, consumption, consumer behaviour and health.</i>
8. Reducing the impact of addiction including substance, misuse alcohol, tobacco and gambling	<i>Prevention, treatment detection and harm reduction programmes. Research and evaluations across sectors, regions cultures and level of economic development.</i>
9. Interdisciplinary and cross sector action to influence behaviour for social good	<i>Cross disciplinary, cross sector partnerships and coalitions. Strategies to reduce social problems and promote sustainable intervention programmes. Partnership management, stakeholder engagement and evaluation. Skills integration.</i>
10. Advancing theory, research in social marketing and behavioural influence	<i>Innovative, new theoretical thinking/ research methods and approaches in social marketing theory. Looking at why social marketing sometimes fails. Learning from other sectors and disciplines.</i>
11. Using systems thinking to solve complex societal problems and influence social policy	<i>Systems approaches to theory and research focused on systems analysis and developing systemic critical response to complex social challenges. Policy integration and upstream social marketing. Transformative services delivery, midstream social marketing social marketing management and planning.</i>
12. Digital and technological impact on social behaviour. Programme implementation and government policy	<i>Impact of new technology on human behaviour and influence. The use of technology, social media, and other forms of digital/ online community action. Technology applied to problem solving and collective action to address social issues.</i>
13. 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 in social marketing. Cross cultural issues. Individual, group, community, and/or organisational wellbeing. Non-mainstream communities and under-developed, developing, and non-first world societies intervention programmes and research.</i>