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**Committee** Policy, Finance and Strategy Committee  
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## Social Marketing Campaign – Progress Update

### 1. Purpose

This paper provides a progress report on the development of the social marketing campaign and proposes establishing a political reference group to guide officers as the campaign is developed.

### 2. Background

A direct social marketing programme that engages the regional community in our programmes is one of the communication tools in Greater Wellington's communication strategy approved by the Council on 30 June 2003 (Report 03.341). It is explicitly included in the Communications Business Plan approved as part of the LTCCP process.

The programme, modelled on Auckland Regional Council's Big Clean Up, is designed to motivate attitude and behaviour change among individuals and groups in the community. It is directly linked to Greater Wellington's vision of a sustainable region and the achievement of the Take Ten Quality for Life Elements.

### 3. Progress Report

The social marketing campaign will employ direct communication tools that have not been previously used by Greater Wellington. It requires outstanding creative ideas that will prompt a change in environmental behaviour and attitudes. Accordingly, we have recognised that we require external expertise to assist us to develop the overarching creative concept and key messages for the social marketing campaign and to implement the direct marketing and mass media tools.

A competitive process has been undertaken where officers invited creative communication agencies in the region to respond to a Request for Information and then a Request for Proposal. As a result of the selection process Clemengers BBDO has been chosen to work with us on the campaign.

As our creative partner, Clemengers brings strong creative ability, experience in social marketing campaigns including for the Land Transport Safety Authority, research and direct marketing capability, leverage for media buying and sponsorship, as well as a passion for the Wellington region.

The social marketing campaign is scheduled to be launched in January/February 2004. From August to December Clemengers will be working with us on the research and development phase, in particular:

- Reviewing existing research on environmental behaviour/awareness and social marketing successes
- Developing the creative concept based on research findings
- Developing the campaign communication tools
- Testing the creative material with Greater Wellington staff and councillors

As the campaign will need to link to the wider activities of the Council divisions, close liaison will be required with them.

#### **4. Councillors Reference Group**

It is proposed that a reference group is established to provide political guidance as the social marketing campaign is developed and implemented.

The purpose of the reference group would be to:

- Review progress as the social marketing campaign is developed and implemented
- Provide political guidance on the proposed campaign details
- Facilitate political liaison with other councils, as appropriate.

It is proposed that membership of the subcommittee should comprise the Committee Chairs of Environment, Transport and Landcare committees, representing the key portfolios for the social marketing campaign.

I anticipate that the group would meet irregularly up to six times in a year, with more meetings during the development stage of the campaign.

#### **5. Recommendations**

*It is recommended that the Committee:*

- (a) notes that Clemengers BBDO has been appointed as Greater Wellington's creative partner on the social marketing campaign.

*(b) establishes a councillors reference group for the social marketing campaign with membership comprising the Chairs of the Environment, Passenger Transport and Landcare committees and that Councillor Turver chair the reference group.*

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