Combating Climate Change: An integrated social marketing communications approach

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An integrated social marketing communications approach

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Combating Climate Change

Climate change – a wicked problem

Individual/social Challenges: Downstream
- The environment is perceived as free
- Changing behaviors call for altruistic values
- Psychological denial of climate change claims

Structural/organisational challenges: Upstream
- A complex and diverse network of stakeholders (policymakers, NGOs, media advocates, scientists, businesses, etc.)
- A multitude of green messages
- Lack of behavioral branding agreement

What IMC means?

Integrated marketing communications (IMC) is a well-established concept in commercial marketing as a process that contributes to the effectiveness of marketing strategies, by ensuring consistency in communicating the brand promise through different media platforms.

Research suggests that IMC has the potential to improve social marketing interventions, however, there is a scarcity of studies investigating IMC in social marketing settings, particularly in promoting pro-environmental behaviours.

Social marketing – a solution

Social marketing is a strategy used in conjunction with regulatory policies to promote pro-environmental behaviour. Inspired by commercial marketing, different in goals and attributes of the marketing mix (Product, Place, Price, and Promotion) and nature of competition.

Research objectives
- Develop an accurate conceptualisation of the IMC construct in the climate change social marketing context
- Explore the underlying challenges or barriers to IMC application in the field of climate change social marketing
- Inform the key dimensions of IMC implementation and clarify the consequent mechanisms of IMC application in this field.

Research Setting
UK charity-based environmental organisation (ENGO)

Methodology
Design: Qualitative case study
Methods: interviews with practitioners and stakeholders, and documentary review

Contribution to knowledge

Theory: Contribution to the development of the concept of IMC in social marketing studies.
Practice: Maximising the learning of IMC as a strategy to improve communication campaigns and achieve the desired pro-environmental behaviour change.