

Mhike J. So
-KPS & JESCOMEAO-

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Bridging the Digital Divide:

Social Marketing Applied

China

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East China Sea

Taiwan Strait

Taiwan

70 mi
70 km

Penghu Islands
Makung

HsinChu

Taipei

ChiLung

Suao

Taichung

Hualien

Choshui River

CHUNGYANG SHANMO

TROPIC OF CANCER

Pacific Ocean

Tainan

Kaop'ing River

Taitung

Kaohsiung

Fengkang

Lan Yu

TAIWAN

LOW / HILLS / MOUNTAINS

Luzon Strait



Introducing Taiwan...

- Land Area – 35,801 km²
13, 822.8 sq. mi.
- Population – 30 M (2010 estimate)

Religion

- 93% - Buddhism, Confucianism & Taoism
- 4.5% - Christianity (Protestants, Catholics, Latter-day Saints & non-denominational Christian groups)
- 2.5% - others (Islam, etc...)

Internet users

- 15.8 M as of Jan 3, 2009 = 69%

-Taiwan Network Info Center-

Taiwan Migrant Stat Jan. 2010

- 353,805
 - Indonesians as the largest in number
 - Vietnamese
 - Filipinos
 - Thais

Social Marketing background

- Social Marketing (SM) was “born” as a discipline in the 1970’s....
- when Philip Kotler and Gerald Zaltman realized that the same marketing principles that were being used to sell products to consumers
- could be used to “sell” ideas, attitudes and behaviors.

What is Social Marketing?

- Kotler and Andreasen defined SM as:
- “differing from other areas of marketing only with respect to the **objectives** of the marketer, and his or her organization.

What is Social Marketing?

- In a book Social Marketing published by SIGNIS Asia, Conrad Saldana referred to
- “social marketing’s intention to produce change which involves influencing the attitudes, beliefs and behaviors of individuals or organizations for a social benefit.”

What is Social Marketing?

- SM seeks **to influence social behaviors**
- not to benefit the marketer
- but to benefit the target audience and the general society.

3 STAGES of Social Marketing

1. Pre SM Stage
2. SM Stage
3. Post SM Stage

PRE-SM STAGE

- Need analysis
- Know the consumers/users
- Create the Need
- Study & Understand Market
- Look beyond
- Give a thought

SM STAGE (4 Ps + 1)

- Product
- Price
- Place
- Promotion
- P

- **PRODUCT**
- refers to benefits that a recommended behaviour offers to the target audience.

- PRICE
- the cost that the target audience perceives it will have to pay when undertaking the behaviors.
- i.e (monetary, psychological and sociological costs as well as the cost of foregone alternatives, e.g. continuing present behaviors.)

- PLACE
- Convenient venue and easily accessible.
- Right time, occasion and season.



4th P

- Promotion
- refers to communicating about and urging the behaviors with a variety of messages,
- including visual images, sent through a variety of channels including the mobile phone and internet.



- Permission

POST Social Marketing STAGE

- Evaluate
- Evolve



First Class Conducted

- Basic Module – July 17, 24, 31, 2005
- 9 participants enrolled
- 2 participants attended first class only
- 1 absent 2nd Sunday
- 1 absent 3rd Sunday.....why?

New developments...

- Another IT team in Hsinchu was created in 2008 from generous donations of used computers.

(Video clip)

Further developments....

Surplus donations also went to:

- Seminaries abroad
- Primary schools
- Parishes
- Aborigines



Success Story

- Marita's interview - DVD



02/25/2007

Some personal observations...

- Long term process
- Patience and Dedication
- Media exposure
- Adapt
- Try new tricks/Experiment
- Reflect
- (video)