



Case Study Abstract Template

SMQ requires structured abstracts for case study submissions. This is to ensure abstracts reflect the aims and scope of the journal and the social marketing field and are easy for our readers to navigate and understand. **The abstract should include the fields listed below. If the field is not included in the manuscript, it can be disregarded in the abstract.**

(Maximum 500 words)

Background and Situation Analysis: Briefly describe the background of the problem you addressed with your intervention, including the organization conducting the initiative and key internal and external factors influencing this initiative.

Priority audience(s): Identify the people directly and indirectly affected by the problem and the audience segments targeted with the intervention.

Behavioral Objectives: List the desired behaviors you addressed in your social marketing intervention.

Strategy/Intervention Planning and Development: Briefly describe the social marketing intervention strategy and use of social marketing principles (e.g., marketing mix, value proposition, competition, positioning) and pretest research conducted to finalize the strategy.

Evaluation Methods and Results: Briefly describe how you evaluated the intervention (including involvement of partners) and major results, especially behavior change outcomes.

Recommendations for Social Marketing Practice: What lessons did you learn from this initiative that could benefit other social marketers?

Up to five key words

Detailed guidance on writing a case study is included below.

Detailed Guidance for Writing SMQ Case Studies

SMQ requires that case study manuscripts include a structured abstract, and recommends they include the sections and organization listed below. (**Note that the list below includes additional sections and details to those in the abstract.**) Authors may include other sections in their manuscript, depending on the content of their case study.

Abstract: Structured abstract is required, see previous page.

Introduction, Background, and Situation Analysis: Describe the background of the problem you addressed with your intervention, including the main aims of your project, a general description of the organization conducting the initiative (to ensure blinded review) and key internal and external factors influencing this initiative.

Priority Audience(s): Describe the people directly and indirectly affected by the problem, formative audience research conducted, resultant audience insights (e.g., related to barriers and benefits to changing behavior, competing behaviors or forces, and assets or enablers), and final audience segments, including how and why they were selected.

Behavioral Objectives: List the desired behaviors you addressed in your social marketing intervention. Specify how you determined the **behavioral objectives** of your project; what current behavior was de-marketed, what desired behavior was promoted by the social marketing initiative, and why?

Strategy/Intervention Planning and Development: Describe how audience research was used to develop your marketing strategy and offering. This involves describing the exchange or value you offered your audience. What valued benefits would changing their behavior bring them, and how were barriers or costs to changing behavior be minimized or reduced?

- One way to address this is to describe your marketing mix strategies (4 Ps)
 - **Product:** What was the actual product/desired behavior (e.g., educational facilities, safety equipment, HIV/AIDS test, fruits & vegetables)? What benefits do your audience gain from performing their behaviors or adopting any objects or services? What did you do to augment or improve the product, especially in relation to competing products?
 - **Price:** What price-related tactics (monetary and nonmonetary incentives) did you offer the audience to reduce costs associated with adopting the behavior?
 - **Place:** How was access to engage in the priority behaviors and/or access products and services made convenient?
 - **Promotion:** What persuasive communication strategies were employed (in terms of messages, messengers, creative and media strategies) to highlight product benefits, features, fair price, and ease of access?

Implementation: Describe how and when the intervention was implemented, including any partners who participated in the initiative. (To ensure blinded review, please leave out information that will identify the partners and provide a placeholder). If possible, include information on the cost for implementing the marketing plan, including additional research and monitoring/evaluation. Is the program financially sustainable?

Evaluation Methods and Results: What was the monitoring and evaluation study design and sample size? What were the results, especially in achieving behavioral and social outcomes?

Discussion and Conclusions: Discuss the results of your intervention, including how they compare to other social marketing initiatives, and state your conclusions based on the findings. Describe any limitations to your project or study.

Recommendations for Practice: What lessons did you learn from this initiative? What practical recommendations do you have for others based on your project?

Up to five key words: List up to 5 key words that will help others find your article.