Title: Awareness isn’t good enough.

Abstract:

Social Marketing is a long used strategy for organizations who want to drive social change. Using commercial marketing practices and techniques, organizations develop campaigns to motivate a specific behavior change. To do this, we apply commercial theory and practices to program and campaign development. We apply the 4Ps of commercial marketing (product, price, promotion and place) to change the behaviour of a collective population. Are traditional marketing tactics enough to drive social change? What metrics need to be considered when planning and measuring behaviour change given so much of traditional marketing is focused on creating awareness or product purchase? Are traditional marketing practices enough to drive the change we want?

In this session we will explore:

- Important considerations when developing a campaign aimed at behaviour change (vs. selling a product)?
  - What are the challenges? And how do you address these challenges?
  - Is a one-size fits all campaign effective? How do you integrate ethno-cultural insights into program development?
  - Leveraging consumer insights in program / campaign planning
- How to apply traditional program/campaign measurement towards behavior change goals.

Presenters:

**Shelley White, MA**  
Chief Executive Officer  
Responsible Gambling Council  
ShelleyW@RGCO.org

**Elaine McDougall**  
Director of Marketing & Communications  
Responsible Gambling Council  
ElaineM@RGCO.org
Shelley White, MA  
Chief Executive Officer

Shelley White is one of Canada’s foremost visionary leaders who has dedicated her life and career to empowering organizations that create better futures for thousands of people in their communities. In 2017, she became the new CEO of the Responsible Gambling Council (RGC) which is an independent non-profit organization dedicated to problem gambling prevention.

Shelley leads the organization in their mission to promote responsible gambling and reduce problem gambling. The organization is a centre of excellence in responsible gambling, and it accomplishes this in four ways; conducting research to develop evidence-based responsible gambling policies, programs and standards; using the research to develop and implement innovative prevention, education and social marketing programs; by offering gambling operators, land-based and online, accreditation as responsible gambling operations under the RG Check Program; and RGC collaborates with academics and regulators to provide thought leadership to the ongoing development of responsible gambling practices.

Over the last 30 years, Shelley has also held a variety of executive positions also in the non-profit sector for the country’s most recognized and trusted national institutions, including United Way, Kidney Foundation of Canada and the YMCA. Earning a reputation as a champion of social change, Shelley has received the Queen’s Jubilee Award for outstanding achievement in voluntary service, Ontario’s Leading Women Building Communities Award, The Toronto Region Immigrant Employment Council (TRIEC) Champion Award, and has been named one of Mississauga’s Top 10 Most Influential Leaders.

Elaine McDougall  
Director of Marketing and Communications

Elaine McDougall is the Director of Marketing and Communications at the Responsible Gambling Council. A creative problem solver and strategic thinker, Elaine has over twenty years of experience leading campaign strategies and program development in both the advertising and non-profit sectors. With a focus and passion for delivering sound business results, Elaine has spent over a decade of her career specializing in the gambling category. While holding a leadership position at Canada’s top Advertising Agency FCB Canada, Elaine led the Ontario Lottery and Gaming portfolio working across all lines of business – Slots and Casinos, Charitable Bingo & Gaming, Horse Racing, Lottery and the responsible gambling brand PlaySmart.