

Social Marketing @ Griffith

Annual Report

2014



Changing behaviours for the better

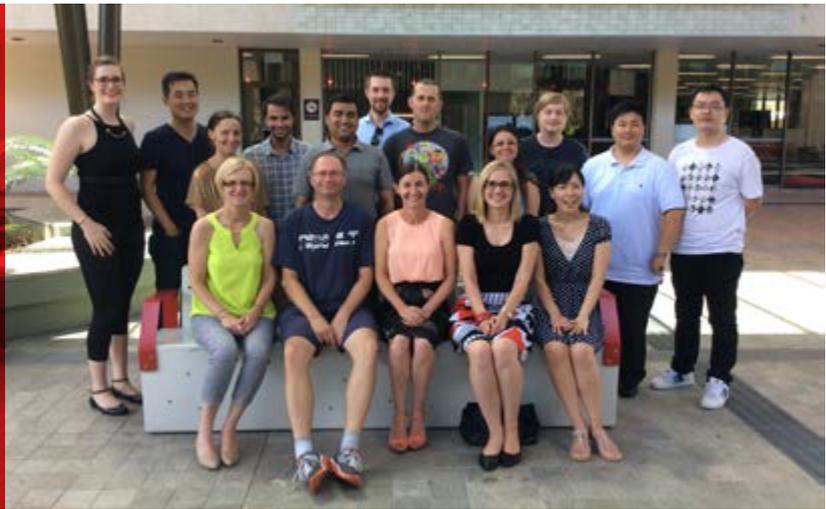
ESTABLISHED IN 2013



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The Social Marketing @ Griffith team



'Through partner focussed research we will challenge conventional marketing thinking; develop unique formative insights, and extend the evidence base demonstrating social marketing's effectiveness to facilitate positive social change.'



About Social Marketing @ Griffith

ACADEMIC CENTRE

In 2015 Social Marketing @ Griffith is a team of 30 social marketing researchers, practitioners, professionals and higher degree research students from 18 countries working on a diverse range of projects including reducing alcohol drinking, lowering tobacco smoking, increasing physical activity, encouraging healthy eating and understanding how we can prevent human trafficking.

Our purpose

- ➔ Further strengthen Griffith's stature as national and global leader in the field of social marketing research and practice;
- ➔ Extend relationships with national and regional research partners;
- ➔ Enhance social marketing practice and policy through delivering formative research, consumer insights and social marketing intervention evaluations;
- ➔ Develop, trial and roll-out scientifically proven cutting-edge interventions that change targeted behaviours;
- ➔ Encourage and nurture Early Career Researchers (ECRs) and Higher Degree Research Students (HDRs) and practitioners in social marketing; and
- ➔ Deliver social dividends across a variety of pressing social issues.

Research partners

- ➔ Defence Science and Technology Organisation (DSTO)
- ➔ Information Services (INS), Griffith University
- ➔ Mater Hospital
- ➔ Michelle Bridges
- ➔ OPAL
- ➔ Siggins Miller
- ➔ UNICEF
- ➔ VicHealth
- ➔ Queensland Catholic Education Commission (QCEC)



From the Director

SHARYN RUNDLE-THIELE

The launch of Social Marketing @ Griffith as an Academic Centre in November 2013 was an occasion to be celebrated following years of work towards establishing a dedicated team of social marketing researchers.

Our first year as a Centre surprised all. We won a wide variety of projects which tested our teams' capacity and Griffith Business School office space right from the start. In 2014 the Social Marketing @ Griffith team evaluated a nationwide voluntary industry program, state wide campaigns including VicHealth's Walk to School and TeamUp and we provided expert advice to SA Health and VicHealth. Our research students conducted extensive research to understand how we can reduce tobacco smoking in culturally and linguistically diverse communities, increase walking rates for overweight and obese people, improve alcohol education in school settings for 14-16 year olds, and last but by no means the least how to reduce human trafficking in Nigeria. Two social marketing programs were trialled in 2014. Go Food aimed to increase healthy eating in the Australian Defence Force and Game On: Know Alcohol was evaluated in a Queensland state wide trial.

The work started in 2014 lays important foundations for the next stage of our development. In 2015 we will commence pilot testing new programs to continue to put our 2014 research into practice. Work is also underway to build new and improved programs based on feedback gained in our first pilot programs. This work will provide evidence demonstrating the full ability of social marketing to change behaviour for the better.

Together, the Social Marketing @ Griffith team have already showcased the extensive range of health and social issues that can be tackled with social marketing. Current students will continue to add an ever increasing range of behaviours to the Social Marketing @ Griffith repertoire.

Each individual in the Social Marketing @ Griffith team has strived to be the very best they can be and 2014 was a year of personal growth for all. I couldn't ask to work with a better team of people.

Finally, we could not have achieved these results with the support of our research partners and the support of Griffith Business School. Thank you for your ongoing support and faith in us.



We are proud to have so many nations represented by our staff, research assistants and HDR students.





From the Deputy Director

KRZYSZTOF KUBACKI

The first year of operating as an Academic Centre has put Social Marketing @ Griffith firmly on the social marketing map. Last year we delivered projects that benefited communities across Australia and we provided research-based solutions to some of the most pressing social challenges of the twenty-first century, including obesity and physical activity, healthy eating and excessive alcohol consumption.

Our collective work aims to promote social marketing scholarship, intellectual links between social marketing academics, practitioners and the wider community, and raises awareness and understanding of the solutions that social marketing can offer in tackling many of the contemporary social issues. Our success would not be possible without a team of dedicated researchers, students and research partners, who are always ready to take on the next challenge. In 2014 the Social Marketing @ Griffith team travelled to faraway locations to share the results of our work with colleagues in Asia, Europe, the United States and we also shared our research insights on our home turf in Australia. Since our founding we have developed research partnerships with some of the leading social marketing and public health organisations and have provided training and educational activities contributing to the creation of a sophisticated social marketing skills base that will benefit Australia in the years to come.

The second year of our operation will inevitably bring new challenges. In one of the toughest funding environments in over a decade we will strive to deliver research of international quality and impact that engages communities and offers independent recommendations to practitioners en route to building a world class team of social marketing researchers and a social marketing centre of excellence.

This Annual Report documents our achievements in 2014, and I am pleased to have the opportunity to continue our social marketing journey together into 2015 and beyond.





Social Marketing @ Griffith has grown rapidly in regards to staffing and research output. Some of our projects have spanned across multiple years— a few of our many noteworthy projects are summarised here.

Project highlights

Game On: Know Alcohol

The Game On: Know Alcohol (GOKA) research project involving more than 2200 Year 10 students has measured students' attitudes and behaviours around alcohol consumption at 24 Queensland schools during the past 12 months. A total of 17 schools have taken part in the GOKA program resulting in knowledge and attitudinal changes of more than 1500 students. In addition, Social Marketing @ Griffith (SM@G) has been featured across national and local TV, online print media, newspapers and radio.

Preliminary results suggest significant improvements in alcohol knowledge and attitudes toward binge drinking (meaning students thought less favourably of binge drinking) for students that participated in GOKA compared to the control group with maintenance of positive levels of subjective norms and low levels of behavioural intentions.

Two online games that were designed for the Game On: Know Alcohol program have been adapted into the newly released Queensland Health and Physical Education curriculum. The resources built and tested over the last four years in Game On: Know Alcohol will be available for state-wide use from January 2015 and accessible in 183 Queensland schools. Along with that SM@G has provided a teacher kit with six alcohol modules available online.

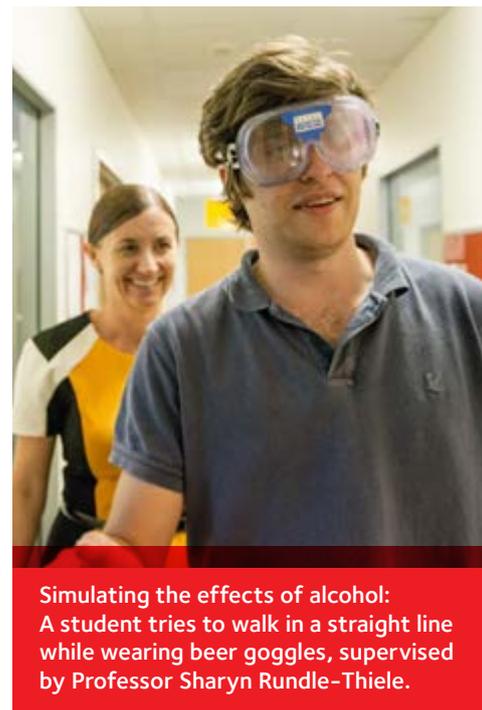
 gameon.rcs.griffith.edu.au/teachers

 Sharyn Rundle-Thiele and Timo Dietrich (staff)

Defence Force Eating

This research project has developed and tested two social marketing programs in currently operating military dining facilities, exposing more than 6,800 personnel to the GO FOOD programs, and measuring their food choices as a result. The programs involved social marketing communications and environmental changes, and food selections were measured using observational and photographic techniques. The results have found significant improvement in food selections under both programs (meaning personnel were choosing more healthful foods after implementation of the GO FOOD programs).

 Julia Carins (student) and Sharyn Rundle-Thiele



Simulating the effects of alcohol: A student tries to walk in a straight line while wearing beer goggles, supervised by Professor Sharyn Rundle-Thiele.



Siggins Miller

On 13 January 2014, the Department of Health engaged Siggins Miller to undertake an independent evaluation of the voluntary labelling initiative for 'pregnancy warnings on alcohol labels', to measure actions taken by industry in response to the voluntary labelling initiative, and to help inform future decision-making processes by Ministers. Siggins Miller engaged Professor Sharyn Rundle-Thiele and Dr Joy Parkinson from Griffith University's Social Marketing @ Griffith Academic Centre to undertake the consumer awareness and understanding component of the evaluation. The Legislative and Governance Forum on Food Regulation met in Sydney on 27 June 2014 and considered a range of issues including placing pregnancy warnings on alcohol products. The Forum consists of all Australian and New Zealand Ministers responsible for food regulation and was chaired by the Australian Government Assistant Minister for Health, Senator the Hon Fiona Nash.

Ministers considered the report at their meeting and in light of these results the Forum agreed to extend the existing trial on voluntary uptake of pregnancy health warnings on alcohol product labels, and to undertake a review in two years. Ministers agreed to continue to work with industry to ensure increased uptake particularly with companies where the uptake is lower such as the ready to drink industry. Work with industry on consistent and effective messaging in this area will also continue, acknowledging that work to inform and target at risk consumers should be part of a broader strategy, including community education and targeted advice to women who are pregnant or planning pregnancy.

 health.gov.au Programs & Campaigns > Programs & Initiatives > Food Regulation System > Publications

 Sharyn Rundle-Thiele and Joy Parkinson (staff)

Centre achievements



Social Marketing @ Griffith research student Abi Badejo at the ANZMAC 2013 Doctoral Colloquium.

ANZMAC Doctoral Best Paper Award

Abi Badejo, winner of the 2013 ANZMAC Doctoral Colloquium Best Paper award recently returned from Valencia, Spain where she attended the 2014 EMAC Doctoral Colloquium as part of her prize.

Abi said attending the colloquium, which ran from 1-3 June, filled her with renewed confidence and excitement in her PhD. "It was an incredible experience and I feel so lucky to have had the opportunity to present my research to a diverse audience," says Abi whose thesis focuses on understanding human trafficking as a social issue in Nigeria through a formative multi-stream social marketing approach.

"I received valuable feedback from colleagues and professors alike. I'm really looking forward to incorporating some of this feedback into my PhD."

Abi added that the colloquium helped to reiterate the importance of her research and its potential to make a huge difference in both social marketing and human trafficking literature not to mention its implication for practice.

"The best part was learning about the publishing opportunities for my PhD. I was delighted to hear that important journals such as Journal of Consumer Research might be interested in publishing my work as it's so seminal and topical."



The ANZMAC 2014 volunteer team.

2014 ANZMAC Conference

SM@G hosted the 2014 ANZMAC Conference at Griffith University at the South Bank campus in Brisbane during December 2014. The annual conference offers an opportunity for academics and practitioners to network, and to share new research findings within the global marketing community. Conferences such as ANZMAC are an important component for researchers to collaborate, as well as for SM@G staff and students to disseminate and promote the work taking place at SM@G. More than 500 people attended events over five days.

Timo Dietrich

FROM HDR TO RESEARCH FELLOW



Timo Dietrich first worked on the Game On: Know Alcohol project as a Research Assistant in 2011, providing much needed labour in the project's early days. While working as a Research Assistant Timo completed his Master of International Business degree at Griffith University. This was a decision that helped Timo to understand how business thinking can be applied to deliver social change and turned out to be a career changing decision.

Timo embarked on his Honours degree in 2011. The Griffith Business School Honours program provides graduates with the opportunity to build their expertise in a chosen field along with research training. Timo's Honours degree focused on building his expertise in social marketing. A First Class Honours degree supported his application to win an Australian Postgraduate Award Scholarship which covered tuition fees and provided a living allowance to study a PhD.

During his PhD Timo worked with 14-16 year olds who participated in Game On: Know Alcohol. Timo's PhD focussed on understanding how a social marketing program could be improved to extend on early program success. Timo's passion, drive and hard work played an essential role in maintaining our long standing partnership with Queensland Catholic Education Commission. Timo joins Social Marketing @ Griffith as a Research Fellow in 2015. As part of his Research Fellowship Timo will aim to convert his PhD research into a social marketing program that can deliver change for the better and he will continue to build a portfolio of social marketing projects. Timo's journey as a social marketing scholar and practitioner has just begun. We look forward to watching this star rise.

Research projects

Defence Science and Technology Organisation (DSTO)

DSTO has sponsored a PhD research project since 2011 (under a research agreement between DSTO and Griffith University) with the explicit aim of developing and testing a social marketing intervention to positively influence the eating behaviour of Australian Defence personnel. This project has involved consumer research with personnel, investigations of the food environment, observations of consumers in the food environment, and development and testing of two social marketing programs within active military dining halls in 2014. Whilst this project has been the principal focus for one PhD student (Julia Carins), it has also provided an opportunity for a number of honours students to be exposed to research in a real world setting, and to further develop their skills within this setting.



 Julia Carins and Sharyn Rundle-Thiele

Information Services (INS), Griffith University

A project was commissioned by INS, Griffith University in 2014. This was Social Marketing @ Griffith's first market research project for a Griffith university client. This project was part of a larger, long-term evaluation. Social Marketing @ Griffith evaluated the effectiveness of selected INS communication campaigns. The evaluation gathered opinions from Griffith university staff and students. Our evaluation identified improvements that could be made to INS communications to increase the uptake and repeat use of INS services in the longer term.

 Sharyn Rundle-Thiele, Francisco Crespo Casado and James Durl

Mater Hospital

'An investigation of market potential for healthy eating lunchboxes for Mater'. This research project examined contextual and individual factors that impact lunchbox packing behaviours of parents with primary school children in Queensland, Australia. The project included two stages between September 2013 and September 2014. In the first stage, a review of contemporary literature was undertaken that identified current knowledge on children's school eating behaviours, the role of parents, and contextual dimensions. Based on the results of the literature review, a survey was undertaken in the second stage of the project to identify children's current lunchtime consumption behaviours and to explore parents' beliefs and attitudes about their children's consumption and the role of healthful nutrition generally.

 **Renata Anibaldi, Sharyn Rundle-Thiele, Julia Carins and Francisco Crespo Casado**



Michelle Bridges 12WBT

Undertaking an evaluation of the MB12WBT program effectiveness to provide an evidence base for the program demonstrating behaviour change over time along with behavioural drivers including attitudes and self-efficacy. The project commenced June 2014. Data has been collected across three time points and is currently being analysed as part of the preparation of manuscripts for submission to academic peer reviewed journals.

 **Joy Parkinson, Jessica Avery and Patricia David**

OPAL

Contract Agreement has been signed, and currently awaiting data extraction date before project can commence. Project will involve data analysis of social marketing programs undertaken in two local council areas, one metropolitan and one rural, under the OPAL brand in South Australia. Manuscripts will be developed based on the findings for submission to peer reviewed academic journals.

 **Joy Parkinson and Renata Anibaldi**



Siggins Miller

Detailed in project highlights.

 Sharyn Rundle-Thiele and Joy Parkinson

UNICEF

Ethical clearance was obtained through Griffith University in January to undertake an evaluation of a hand washing program in Malawi schools. The intervention which aims to increase school children's hand washing behaviours is currently under way with data being collected pre intervention by UNICEF Malawi service providers. Data collected will be analysed by SM@G research team, a report will be provided to UNICEF Malawi and manuscripts based on the findings will be prepared for submission to peer-reviewed academic journals.

 Joy Parkinson, Abi Badejo, Timo Dietrich and Mohammad Kadir

VicHealth

Dr Kubacki was awarded the Social Marketing Research Practice Fellowship (2013–2018) by VicHealth. This is the first fellowship awarded in Australia in the area of social marketing, and Victoria Health Foundation is the world's first health-promotion foundation. Dr Kubacki's role is to support VicHealth's social marketing approaches and activities by identifying research opportunities, reviewing relevant research from around the world, and conducting, supervising and coordinating original research. Dr Kubacki and Professor Rundle-Thiele have designed long-term evaluations for two of VicHealth's flagship campaigns, namely Walk to School and TeamUp, and currently lead a team of eight social marketing researchers and students working to deliver a portfolio of VicHealth's projects. Dr Kubacki's research aims to overcome the challenges impeding the development of social marketing as a robust and confident academic discipline with a rigorously assessed track record of applied research. For example, the VicHealth projects involve the identification, trial and evaluation of established and innovative approaches to the evaluation of social marketing campaigns within a health promotion context.

 Krzysztof Kubacki and Sharyn Rundle-Thiele

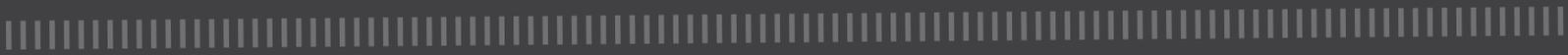


Queensland Catholic Education Commission (QCEC)

Game On: Know Alcohol (GOKA) is a school-based program aiming to change adolescents' knowledge about alcohol, their attitudes towards excessive drinking, and their drinking intentions. GOKA was designed by social marketing researchers targeting 14-16 year old adolescents utilising insights from four core theories, namely the Theory of Reasoned Action, Do-Learn-Feel learning hierarchy, Experiential Learning Theory and Social Learning Theory. Preliminary results suggest significant improvements in alcohol knowledge and attitudes toward binge drinking (meaning students thought less favourably of binge drinking) for students that participated in GOKA compared to the control group with maintenance of positive levels of subjective norms and low levels of behavioural intentions.

A one-off program that increases knowledge and alters perceptions of binge drinking as fun and enjoyable, represents an important step to minimising risky adolescent drinking.

 Sharyn Rundle-Thiele, Lisa Schuster and Timo Dietrich



Staff and
research students

Centre staff

Professor Sharyn Rundle-Thiele

Director | PhD, M Business, B Business, GCert Higher Education

Sharyn is an experienced practitioner and researcher in the fields of commercial and social marketing. She advises a wide range of projects aiming to understand how social marketing practice can be improved and projects aiming to understand how to change health and social behaviours for the better. Sharyn leads a social marketing program that aims to change adolescent attitudes towards alcohol and in turn reduce binge drinking.



The Social Marketing @ Griffith team.

Dr Krzysztof Kubacki

Deputy Director | PhD, M Science, GCert Education

Krzysztof is a Social Marketing Research Practice Fellow (VicHealth) responsible for developing a research program that informs current and future VicHealth social marketing initiatives. His latest research aims to offer new insights into alcohol consumption cultures amongst young people in different countries.

Dr Denni Arli

B Engineering, Adv Dip (Business), MA, PhD

Denni is a Senior Lecturer whose research interests extend across a wide range of social issues including consumer ethicality, obesity and complex social issues in developing countries. In 2014 a key project undertaken by Denni was researching smoking in developing countries.

Dr Marie-Louise Fry

PhD, Dip Film Video, BCommerce (Hons 1)

Marie-Louise is experienced in researching alcohol consumption, with current research providing insights as to facilitating alcohol cultural change towards sustainable alcohol consumption. Marie-Louise has also examined the influence of social advertising across a variety of social marketing contexts.



Dr Ellen McArthur

BA (Communications), MBA, PhD

Ellen's research explores the growing worldwide trend away from buying and owning products, towards sharing and renting them, otherwise known as 'collaborative consumption'. Her research background also includes the history of the growth of consumerism and the 'disposable society'. Understanding the gentrification of consumption helps us to disaggregate its influences, and holds lessons for today's managers of social marketing campaigns.

Dr Joy Parkinson

B Business (Hons 1), PhD

Joy has research experience in a variety of social marketing contexts including breastfeeding, breast screening, obesity, alcohol and blood donation. Joy's research has examined the influence of social support, technology, experience and emotions on decision-making for obesity related behaviours such as breastfeeding and food choice. Her current research projects involve the use of pregnancy alcohol labelling in Australia, consumer insights into physical activity and health eating, and school children's hand washing behaviours in Malawi.

Dr Lisa Schuster

PhD, B Business (Marketing), B Business (Hons), GCert Research Commercialisation

Dr Schuster's research focuses on understanding the psycho-social processes that underpin initial and sustained behaviour change for social good. She also has an interest in exploring the role that technology can play in facilitating behaviour change. In past work, she has examined the impact of goal and behavioural-level competition on help-seeking for mental health disorders through mobile health applications.

Ms Renata Anibaldi

B Economics, B Psych Sciences (Hons)

Renata Anibaldi joined Social Marketing @ Griffith as a Senior Research Assistant in 2013. She has worked at Queensland University of Technology, the University of Queensland, and Griffith University and has extensive experience as a researcher in a range of areas including organisational psychology, education and social marketing. Prior to becoming a researcher, Renata worked in the Australian Public Service.



Professional activities

Sharyn Rundle-Thiele

- ➔ Member, Australian & New Zealand Marketing Academy (ANZMAC)
- ➔ President elect, ANZMAC
- ➔ Founding member, Australian Association of Social Marketing (AASM)
- ➔ Member, Australian Marketing Institute (AMI)
- ➔ Member, Academy of Marketing Science (USA)
- ➔ Member, Academy of Marketing (UK)

Krzysztof Kubacki

- ➔ Fellow, Higher Education Academy (UK)
- ➔ Member, ANZMAC
- ➔ Member, AASM
- ➔ Member, Academy of Marketing (UK)

Renata Anibaldi

- ➔ Member, ANZMAC

Denni Arli

- ➔ Member, ANZMAC
- ➔ Academy of Marketing Science (USA)
- ➔ Society of the Scientific Study of Religion

Marie-Louise Fry

- ➔ Member, ANZMAC
- ➔ Editorial Review Board, Journal of Social Marketing (UK)
- ➔ Editorial Review Board, Marketing & Social Research Journal

Ellen McArthur

- ➔ Member, ANZMAC

Joy Parkinson

- ➔ Member, ANZMAC
- ➔ Invited Committee Member and Founding Member, AASM
- ➔ Member, AMI
- ➔ Founding Member, European Social Marketing Association
- ➔ International Social Marketing Association

Research Assistants and Higher Degree by Research students

Ra'd Almestarihi

B Business, M Business, GCert Business Research

Ra'd continues his PhD with SM@G seeking to develop and test a social marketing intervention to influence smoking behaviour among culturally and linguistically diverse communities in Australia. Ra'd is supervised by Professor Sharyn Rundle-Thiele (Department of Marketing, Griffith University), Dr Denni Arli (Department of Marketing, Griffith University) and Dr Joy Parkinson (Department of Marketing, Griffith University) .

Yara Almosa

B Home Economics and Art, GCert Business, M Marketing (Hons)

Yara is seeking to develop, apply and evaluate a social marketing intervention aiming to change Saudi Arabian adults littering behaviour. Yara is supervised by Professor Sharyn Rundle-Thiele (Department of Marketing, Griffith University) and Dr Joy Parkinson (Department of Marketing, Griffith University).

Abi Badejo

B Communications, M Marketing Management, M Public Relations, M Marketing (Hons), GCert Arts (Writing, Editing & Publishing)

Abi is seeking to understand Human Trafficking as a social issue in Nigeria. Abi is using a formative multi stream social marketing approach to complete her PhD. Abi's supervisors are Professor Sharyn Rundle-Thiele (Department of Marketing, Griffith University) and Dr Krzysztof Kubacki (Department of Marketing, Griffith University).

Nuray Buyucek

B Public Relations and Advertisement, M Marketing

Nuray's PhD is focussing on understanding how to reduce alcohol consumption in licensed premises. Nuray's supervisors are Professor Sharyn Rundle-Thiele (Department of Marketing, Griffith University), Dr Krzysztof Kubacki (Department of Marketing, Griffith University) and Associate Professor Sameer Deshpande (University of Lethbridge).



Julia Carins

B Science, MBA (Technology Management)

Julia (DSTO) is currently conducting a research project to develop and test a social marketing intervention which aims to positively influence the eating behaviour of Australian Defence personnel. This is being conducted as a PhD project under a research agreement between DSTO and Griffith University. Julia's supervisors are Professor Sharyn Rundle-Thiele (Department of Marketing, Griffith University), Dr Joy Parkinson (Department of Marketing, Griffith University) and Dr Justin Fidock (Defence Science and Technology Organisation).

Francisco Crespo Casado

B Business, M Marketing

Francisco Crespo-Casado has been working as a Research Assistant for Social Marketing @ Griffith since September 2013, and he worked on a full-time basis following the completion of his Master of Marketing (Honours) in mid 2014. Previously, Francisco completed a Bachelor of Business Administration at San Pablo-CEU University (Madrid, Spain). Francisco examined in his honours' thesis how social marketers could use a segmentation based on the simultaneous consideration of perceived barriers and benefits to increase healthier food contents in children's lunchboxes. As part of his research activity, he has worked with literature reviews, data collection and data analysis in projects targeting a wide range of social issues: healthy eating among children, physical activity promotion and tackling the binge drinking problem.

Patricia David

B Business, M Marketing

Patricia David is a Master of Marketing with Honours student. Her research focuses on the evaluation of physical activity change from a social marketing perspective. Her research interests are motivated by understanding what drives behavioural change. Patricia has also assisted in research projects within Social Marketing @ Griffith, focusing on physical activity and healthy eating behavioural change.



Timo Dietrich

B Business (Hons), M International Business (Hons)

Timo commences as a Research Fellow at Griffith University in May 2015. Timo's doctoral thesis undertook formative research involving segmentation and qualitative research and is currently under examination. His research will lead to a new social marketing program targeting adolescents to change their attitudes towards binge drinking. Timo is currently collaborating on two alcohol prevention projects with Queensland Catholic Education Commission and a project to increase hand washing in Malawi with UNICEF. Timo teaches Social Marketing at Southern Cross University and tutors a number of marketing subjects at Griffith University. Timo's supervisors are Professor Sharyn Rundle-Thiele (Department of Marketing, Griffith University), Associate Professor Jason Connor (Centre for Youth Substance Abuse Faculty of Health and Behavioural Sciences, University of Queensland) and Dr Lisa Schuster (Department of Marketing, Griffith University).

James Durl

James Durl is a Research Assistant within the Social Marketing @ Griffith centre. In this role, he aids in the collection, analysis and presentation of research data. In the past, he has worked on projects such as the 2014 INS Communications Review for Griffith University, as well as the long-term Walk to School project from VicHealth. Alongside this work, James is currently studying at Griffith University in a Bachelor of Business, with the aim to have completed a dual major in Marketing and Management by the end of 2015.

Haruka Fujihira

B English, M Marketing

Haruka Fujihira is a Research Assistant within Social Marketing @ Griffith and a Master of Marketing (Honours) student. Since 2014, she has been engaged in various research projects and has been developing her research skills including quantitative data analysis, observation data collection, survey design, qualitative research and systematic literature review as a research assistant while completing her honours dissertation with regards to evaluation of the Walk to School campaign from a social marketing perspective.



Ali Ibrahim

B Business Administration, M Administration

Ali's research interests include using marketing strategies to influence peoples' behaviours, especially within the context of water and energy consumption behaviours in the UAE. Previously Ali has taught a variety of business subjects such as Marketing, Marketing Management, Human Resource Management and Strategic Management. Ali's supervisors are Professor Sharyn Rundle-Thiele (Department of Marketing, Griffith University) and Dr Denni Arli (Department of Marketing, Griffith University).

Mohammad Kadir

B Science (Hons), M Science in Psychology

Psychology graduate Mohammad is experienced in both teaching and research. Mohammad has taught general psychology, experimental psychology, social psychology, industrial-organisational psychology and marketing research at universities. Mohammad's supervisors are Professor Sharyn Rundle-Thiele (Department of Marketing, Griffith University) and Dr Krzysztof Kubacki (Department of Marketing, Griffith University).

Anna Kitunen

B Business, M Marketing (Hons)

Anna Kitunen recently completed a Master of Marketing (Honours). Anna is currently working as a Research Assistant for Social Marketing @ Griffith. Previously, Anna completed a BA degree at Saimaa University of Applied Sciences (Finland). Her Honours thesis examined how social marketers can use segmentation to identify homogenous groups and develop offerings specific to each group in order to increase physical activity behaviour. Anna has worked with literature reviews, data collection and data analysis in projects targeting alcohol warning label awareness among pregnant women, healthy eating and physical activity. Anna has also worked in industry roles in Finland over 10 years with several different organisations with customer service, sales and back office duties.

Virginia Munro

BA (Hons 1), Diploma (Hons 1), MA (Business, Hons 1)

Virginia has an APA scholarship with Griffith Business School to complete a PhD in Corporate Social Responsibility (CSR). She has recently published on this topic in the Journal of Corporate Citizenship and the Journal of Global Policy and Governance. Virginia's supervisors are Professor Sharyn Rundle-Thiele (Department of Marketing, Griffith University) and Dr Denni Arli Thiele (Department of Marketing, Griffith University).



Nuray Buyucek conducting research on licensed premises for her PhD.

Bo Pang

M Marketing (Hons 1)

Having finished his Honours research that aimed to investigate young Australians' attitudes towards social marketing interventions, Bo is now a PhD candidate working on exploring and promoting physical activity norm among children in Queensland through the use of social marketing techniques. His research interests also include decreasing alcohol drinking using social marketing, and the ethicality of social marketing. Bo was awarded a VicHealth Scholarship in 2013, and is currently holding the Griffith University Postgraduate Research Scholarship and the Griffith University International Postgraduate Research Scholarship. Bo's supervisors are Professor Sharyn Rundle-Thiele (Department of Marketing, Griffith University) and Dr Krzysztof Kubacki (Department of Marketing, Griffith University).

Cuong Pham

M Marketing

Cuong Pham is a Research Assistant within Social Marketing @ Griffith and an honours degree candidate. Since 2012, he has been involved in commercial market research with industry partners, including the Queensland Premier's Department, Brisbane City Council and the Bank of Queensland. With these partners, Cuong has managed a variety of research projects exploring a broad range of topics from (but not limited to) brand evaluations, sponsorship outreach, and product offering insights.

Rimante Ronto

B Public Health, M Public Health

Rimante Ronto is a PhD candidate at School of Medicine, Public Health Department and Research Assistant at Social Marketing @ Griffith. Rimante has experience in public health, public health nutrition and physical activity research. She has been involved in writing and publishing systematic reviews regarding food literacy, dietary intake and physical activity. Her thesis focus is on food literacy and dietary intake of adolescents to help to combat childhood obesity.

Ville Lahtinen

PHD STUDENT



**B Business Administration (Marketing and Logistics),
M Marketing (Hons)**

Ville's PhD is looking into how we can improve children's fruit and vegetable intake by using a mobile game in Finland and Australia. He uses Social Marketing as a theoretical framework.

Ville is a student from Finland who has worked over 10 years with his own design brand, Outo, which has been on display in several design events in New York (2009, 2010, 2013), San Diego (2012), and in Stavanger (2010).

He has also established a creative one man video agency, Outo Films, in Australia creating marketing material for the following brands Starbucks, SodaStream Worldwide, Cargotec, Kalmar, Moffet, DP World, Patrick, Australian Association of Social Marketing, Southern Cross University and Griffith University.

Ville's supervisors are Dr Marie-Louise Fry (Department of Marketing, Griffith University) and Professor Sharyn Rundle-Thiele (Department of Marketing, Griffith University).

Book chapters // Staff

Fry, M. L. (2014). Hello Sunday morning: Towards practices of responsible drinking. In L. Brennan, W. Binney, L. Parker, T. Aleti, & D. Nguyen (Eds.), *Social Marketing and Behaviour change: Models, theory and applications* (pp. 129-140). Cheltenham: Edward Elgar Publishing.

O'Reilly, D, Larsen, G and Kubacki, K (2014) "Marketing live music", in: Burland, K and Pitts, S (eds) *Coughing and clapping: investigating audience experience*, Ashgate/SEMPRE

Russell-Bennett, R., & Parkinson, J. (2014). Brand loyalty. In C. L. Cooper (Ed.), *Wiley Encyclopedia of Management* (3rd ed.).

Peer reviewed publications // Staff and research students

Arli, D., Bucic, T., Harris, J., & Lasmono, H. (2014). Perceptions of corporate social responsibility among Indonesian college students. *Journal of Asia Pacific Business*, 15(3).

Arli, D., & Tjiptono, F. (2014). Does CSR matter to consumers in Indonesia? *Social Responsibility Journal*, 10(3), 537-549.

Arli, D., & Cadeaux, J. (2014). Drivers of corporate community involvement and challenges in measuring its impact. *Social Responsibility Journal*, 10(1), 161-183.

Carins, J. E., & Rundle-Thiele, S. R. (2014). Eating for the better: A social marketing review (2000-2012). *Public Health Nutrition*, 17(07), 1628-1639.

Carins, J. E., & Rundle-Thiele, S. R. (2014). Fighting to eat healthfully: Measurements of the military food environment. *Journal of Social Marketing*, 4(3), 223-239.

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Conference presentations // Staff and research students

Al Mosa, Y., Rundle-Thiele, S.R., Parkinson, J., Williams, J. & Weir, L. (2014, July). OPAL – An empirical examination of market orientation. International Social Marketing Conference, Melbourne, VIC, Australia.

Almestahiri, R., Rundle-Thiele, S.R., Parkinson, J., & Arli, D. (2014, July). The effectiveness of social marketing in tobacco cessation programs in three targeted streams: a systematic review. Paper presented at the International Social Marketing Conference, Melbourne, VIC, Australia.

Arli, D, Kubacki, K, Rundle-Thiele, S, Pekerti, A and Tkaczynski, A (2014) "Why do Australian exercise? Attitudes and intentions to increase physical activity", Academy of Marketing Science Annual Conference, Indianapolis, 21-23 May 2014

Badejo, A, Rundle-Thiele, S and Kubacki, K (2014) "Understanding human trafficking as a social issue in Nigeria: early insights from a formative multi-stream social marketing study", International Social Marketing Conference, Monash University, 17-18 July 2014

Anibaldi, R., Rundle-Thiele, S.R., & Carins, J. (2014, July). Unpacking primary school children's lunchboxes: Literature insights and a research agenda. Paper presented at the International Social Marketing Conference, Melbourne, VIC, Australia.

Anibaldi, R., Rundle-Thiele, S.R., & Tapp, A. (2014, December). Road wars? The role of language in perceptions of bikes and cars sharing the road: Possible implications for social marketing interventions. Paper presented at the Australia and New Zealand Marketing Academy Conference, Brisbane, QLD, Australia.

Bogomolova, S., Wilson, A., Buckley, J., & Rundle-Thiele, S.R. (2014, July). Self-nudging – a social marketing tool for positive behaviour change: a case of influencing nutrition choices. Paper presented at the International Social Marketing Conference, Melbourne, VIC, Australia.

Carins, J., & Rundle-Thiele, S.R. (2014, July). Refocussing social marketing: Understanding the food environment surrounding individuals. Paper presented at the International Social Marketing Conference, Melbourne, VIC, Australia.

Carins, J., Rundle-Thiele, S.R., & Parkinson, J. (2014, December). Measuring individual food selections within a buffet-style cafeteria: a photographic observational method. Paper presented at the Australia and New Zealand Marketing Academy Conference, Brisbane, QLD, Australia.

Dietrich, T., Rundle-Thiele, S., Schuster, L., & Connor, J. (2014, December). Game On: Know Alcohol X: Co-creating a tailored social marketing program for Australian high school students. Paper presented at the Australia and New Zealand Marketing Academy Conference, Brisbane, QLD, Australia.

Dietrich, T., Rundle-Thiele, S.R., Connor, J., Drennan, J., Russell-Bennett, R., Leo, C., & Schuster, L. (2014, June). The effectiveness of Game On: Know Alcohol (GO:KA) – Preliminary results from the first intervention school. Paper presented at the 23rd Annual Social Marketing Conference, Clearwater Beach, Florida, USA.

Dietrich, T., Grace, A., & Rundle-Thiele, S.R. (2014, July). Cultivating trust in social marketing. Paper presented at the International Social Marketing Conference, Melbourne, VIC, Australia.

Dietrich, T., Rundle-Thiele, S.R., Schuster, L., & Connor, J. (2014, November). Segmenting Australian high school students: Two-step cluster analysis preliminary results. Paper presented at the 7th European Public Health Conference, Glasgow, Scotland.



Conference presentations // Staff and research students (continued)

Kadir, M., Rundle-Thiele, S.R., & Kubacki, K. (2014, December). Barriers, benefits, cost and competition of walking: A content analysis. Paper presented at the Australia and New Zealand Marketing Academy Conference, Brisbane, QLD, Australia.

Kadir, M., & Rundle-Thiele, S.R. (2014, July). Effectiveness of the theories used in walking behaviour change interventions. Paper presented at the International Social Marketing Conference, Melbourne, VIC, Australia.

Kavoura, A., Pelet, J-E., & Rundle-Thiele, S.R. (2014, July). Experience matters: Exploring the experience behavioural loyalty relationship in wine. Paper presented at the Global Marketing Conference in Singapore.

Kubacki, K. (2014, October). Achieving social change through social marketing. Paper presented at the 'Violence Prevention - It's Everybody's Business' Conference, Bendigo, Victoria, Australia.

Leo, C., Russell-Bennett, R., Rundle-Thiele, S.R., & Drennan, J. (2014, July). Fun and games? Game characteristics and Social Marketing. Paper presented at the International Social Marketing Conference, Melbourne, VIC, Australia.

Parkinson, J., Gallegos, D., Russell-Bennett, R., & Previte, J. (2014, June). Mumbubconnect: Improving breastfeeding rates using SMS. Paper presented at the 23rd Annual Social Marketing Conference, Clearwater Beach, Florida, USA.

Parkinson, J., Klose, S. Peck, E., & Gray, L. (2014, December). Increasing self-efficacy with technology and social media to combat obesity. Paper presented at the Australia and New Zealand Marketing Academy Conference, Brisbane, QLD, Australia.

Rundle-Thiele, S., Dietrich, T., Schuster, L., Connor, J., Drennan, J., Russell-Bennett, R., & Leo, C. (2014, December). EduCATE – Interim findings from the first nine schools. Paper presented at the Australia and New Zealand Marketing Academy Conference, Brisbane, QLD, Australia.

Schuster, L., Kubacki, K., & Rundle-Thiele, S.R. (2014, December). Market segmentation: Insights for changing children's physical activity behaviour. Paper presented at the Australia and New Zealand Marketing Academy Conference, Brisbane, QLD, Australia.

Schuster, L., Kubacki, K., & Rundle-Thiele, S.R. (2014, July). Understanding carers' intentions for their child to walk to school: Further application of the Theory of Reasoned Action. Paper presented at the International Social Marketing Conference, Melbourne, VIC, Australia.

Schuster, L., Kubacki, K., & Rundle-Thiele, S.R. (2014, June). A stakeholder process evaluation of a walking intervention targeting children. Paper presented at the 23rd Annual Social Marketing Conference, Clearwater Beach, Florida, USA.

Textbooks // Staff

Elliot, G., Rundle-Thiele, S.R., & Waller, D. (2014). Marketing (3rd ed.). Milton, QLD: John Wiley and Sons.



Mohammad Kadir presenting his research on increasing walking participation.

Funding

Project funding continuing or gained in 2014

DSTO Data Collection—Healthy Eating in the ADF Study Defence Science and Technology Organisation	AUD \$12,000 One year (2014)
Healthy Eating by Australian Defence Force Personnel: A Pilot Social Marketing Study Defence Science and Technology Organisation	AUD \$44,000 Three years (2011–2014)
INS Library Computing Communications Review Information Services, Griffith University	AUD \$77,951 One year (2014)
An investigation of market potential for healthy eating lunchboxes Mater Misericordiae Health Services Brisbane	AUD \$31,030 Two years (2013–2014)
Systematic literature review: Physical Activity TeamUp evaluation 2014 Walk to School evaluation 2014 Alcohol cultural change segmentation Social Marketing Practice Research Fellow VicHealth	AUD \$187,708 One year (2014)
Advancing Prevention Science: Application of Social Marketing to Change the Drinking Culture of Young Australians Queensland Catholic Education Council and Australian Research Council	AUD \$257,810 Two years (2013–2015)
Evaluation of the voluntary labelling initiative to place pregnancy health warnings on alcohol products Department of Health and Aging (Consortium bid with Siggins Miller Consulting)	AUD \$392,000 Total project value

In addition to project funding Social Marketing @ Griffith hosted the ANZMAC 2014 conference which involved a gross revenue of \$469,297 in 2014.

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