

Social Marketing through Events

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1. Adolfsson, P., Jutbring, H., & Lundberg, E. (2016). Objectives, objects, and objectivity: On practitioner–academic collaboration in tourism and leisure research. *Loisir et Société / Society and Leisure*
2. Jutbring, H. (2014). Encoding destination messages in media coverage of an international event: A case study of the European athletics indoor championships. *Journal of Destination Marketing & Management*
3. Jutbring, H. (2016). Festivals framed as unequal: Piggybacking events to advance gender equality. *Annals of Leisure Research*
4. Andersson, T. D., Jutbring, H., & Lundberg, E. (2013). When a music festival goes veggie. *International Journal of Event and Festival Management*
5. Jutbring, H. (2017). Social marketing through a music festival: Perceived value by festival visitors that reduced meat consumption. *Submitted to Journal of Social Marketing*



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In today's society, events are increasingly used as a means to achieve a variety of goals, including increased tourism and economic improvement. Events also offer opportunities for marketing communication, both through the visitor experience and through the publicity that is generated. In academia today, there is an increasing interest in events as catalysts for behaviour change. Within the marketing discipline, one field that involves behaviour change is social marketing. By focusing on the ability of events to communicate messages and to change behaviour for the benefit of individuals and the society, this thesis explores how events facilitate social marketing.

The combination of social marketing research and event studies proves to be fruitful for both areas of study. Social marketing is enhanced by new concepts like *experiencescape* and explanations to how a brief but intensive experience, like a music event, can support behavioural changes. Event studies benefit from new concepts like *upstream* and *downstream* social marketing and *framing theory* which help provide a richer description of how events communicate messages. Empirical data from this study describes a powerful social marketing message centered around the positive environmental effects from reduced meat consumption. The dissemination of this message is limited to an annual three day long music festival – Way Out West. Data however suggest that this social marketing initiative may have influenced more than 15% of the event visitors to decrease their daily meat consumption and reduced the ecological footprint of the festival by 40%.

The new knowledge presented in this thesis may explain why large investments are made in terms of public support of events.

Keywords: Social marketing, Events, Behaviour change, Consumer experience, Publicity, Framing theory