

# Viewpoint Q&A

Associate Professor Timo Dietrich

## Can you tell us about yourself and your current role?

I am an Associate Professor at Griffith Business School and the founder of two initiatives, Blurred Minds and Biobot Academy. These offer gamified education resources for schools.

## What attracted you to social marketing?

I was attracted to social marketing by the idea of selling like a commercial marketer, but with an exclusive focus on helping people and the planet.

## What are the most satisfying parts of your work as a social marketing researcher?

The most satisfying part of my work as a social marketing researcher is the continuous improvement of the initiatives we work on, applying a long-term mindset akin to commercial organisations.

## Can you share with us a project that you are worked on that went particularly well?

Blurred Minds! [Blurred Minds](#) is a certified Social Enterprise housed within Griffith University. Across Australia, we have more than 600 schools using our resources and we are growing fast. Blurred Minds is the result of ongoing improvement and long-term work using the [Co-create-Build-Engage](#) (CBETM) framework! We're dedicated to serving teachers and students, and we strive every day to improve our products.

## In your opinion, what are the biggest challenges faced by social marketers and/or social marketing today?

In my opinion, the biggest challenges faced by social marketers today are getting lost in irrelevant academic debates that don't enhance the work they're doing. Instead, focus should be on improving the product for the people you're serving and engaging with those who can help you achieve that.



## Finally, what tips do you have for other social marketing researchers?

My advice for other social marketing researchers would be not to try to do everything and not to overpromise on what can be delivered. It's essential to manage expectations and maintain regular communication with the people you're working with, both internally and externally. Seek those who can help you produce better work.



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