

Title

**Note that the main content of the submission must not exceed two pages
(excl. cover page, references and appendices)*

***Complete submission maximum 1500 words including references*

Introduction/Background

- Overview of social marketing practioner problem
- Overview of social marketing theoretical problem/gaps (note that social advertising is NOT social marketing so pure marketing communications topics are not within the scope of the conference)
- Last paragraph must include statement of the research questions(s)

Method (if an empirical paper)

- Data collection technique
- Sample size and recruitment
- Data collection procedure
- Analysis technique

Results/Findings

- Present findings that answer the research questions (figures and tables not required)

Discussion and conclusion

- Outline the contribution to social marketing theory
- Outline the implications for social marketing practioners and policymakers

References

- One page max