

MRC's Communications Assembly 2017  
#3 – Marketing 4 P's – Product, Price, Place, & Promotion

**Product: The major perceived benefit the target audience will receive for adopting the priority behavior.**

What is the *core* product(s) that you will highlight? (Choose one or a few from those identified in Benefits)

**Price: Fees, Monetary Incentives & Disincentives**

Will the target audience have to *pay* to adopt the priority behavior? For example, are there products they must purchase, experts they need to hire, or other service costs?

How can these costs be decreased or avoided?

Are there any *monetary disincentives* for not adopting the priority behavior (e.g., fines, increased taxes, increased utility bills, etc..)?

Are there ways to provide *nonmonetary incentives* (e.g., recognition, reward) for adopting the priority behavior or *nonmonetary disincentives* for adopting an alternative (e.g., negative visibility)?

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**Place: Making Access Convenient – As close as possible to where they will do the behavior**

*Where* will you encourage and support your target audience to *perform the desired behavior*?

*Where* and *when* will the target market need to acquire the things or services they need to adopt the priority behavior?

Are there any groups or individuals that can help support these efforts?

**Promotion: What Will You Say, Who Will Say It, How, And Where?**

What key messages do you want your campaign to communicate to target audiences?

Who will deliver the messages and/or be the perceived sponsor/messenger?

What communication channels will you use?