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iSMA AGM

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Thanks, Angela Makris and iSMA!



This Presentation is Approved by the ASMA Advisory and Governing Team!

Asian Social Marketing Association

How the journey began…..

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SAGE

A Critical Overview of Social Marketing in Asia

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Abstract

Background: Social marketing has been used in Asia to combat various social issues (Deshpande & Lee (2013). However, our understanding of social marketing awareness, adaptation, and achievement in Asian countries is limited.

The focus of the Article: An historical overview of social marketing developments in Asia.

Importance to the Social Marketing Field: This paper is one of the first attempts to integrate social marketing theory and practice in Asia to understand its strengths and weaknesses and to provide a recommendation to enhance the adoption and effectiveness of social marketing program design, implementation, and evaluation to generate social and behavioral change.

Design/methodology/approach: The authors representing 18 Asian countries searched for social marketing growth and trends in prominence, conceptual developments, social issues and solutions, and effectiveness in English and local language literature. This paper describes themes by highlighting examples of initiatives.

Findings: Our analysis reveals a broad spectrum of social marketing practices in Asia, focusing traditionally on managing overpopulation and preventing communicable diseases and, more recently, non-communicable diseases and climate action. The practice also revealed close integration with policies, overreliance on the government sector, lack of robust research studies,

Asian Social Marketing Association

Lessons

- Old and rich in social marketing practice
- Focus on population and communicable diseases
- Non-communicable diseases arrive while the traditional ones persist
- Policy integration
- Overreliance on the government
- Lack of robust formative research and outcome evaluation studies
- Confusion of social marketing
- Lack of theorising
- Emphasis on cultural, political, and religious factors
- Implementing without community involvement
- Lack of reporting and dissemination
- Lack of training

Recommendations

- Formation of the Asian Social Marketing Association
- Formation of the Asian Social Marketing Institute
- The total market approach
- Improving documentation
- Clarifying the definition of social marketing
- Enhancing the role of research and beneficiary communities

Aims of ASMA

Asian Social Marketing Association

- ASMA aims to be inclusive, co-designed, coherent, fair, representative, and to set aside the larger geopolitical, religious, and ethnic tensions
- Involvement can take different forms
  - Teaching/Training that nurtures the new generation
  - A research network that focuses on pushing the scientific agenda in social marketing
  - An impact track that emphasises applications and implementations of social marketing

Governing Region of

Asian Social Marketing Association

48 countries + 3 Territories

Source: United Nations (n.d.) Methodology: Standard country or area codes for statistical use (M49). Department of Economic and Social Affairs, Statistics Division.

#	Country	#	Country	#	Country	#	Country	Territory
1	Afghanistan	13	Indonesia	25	Maldives	37	South Korea	Taiwan***
2	Armenia	14	Iran	26	Mongolia	38	Sri Lanka	Hong Kong
3	Azerbaijan	15	Iraq	27	Myanmar	39	Syria	Macau
4	Bahrain	16	Israel	28	Nepal	40	Tajikistan	
5	Bangladesh	17	Japan	29	North Korea	41	Thailand	
6	Bhutan	18	Jordan	30	Oman	42	Timor-Leste	
7	Brunei	19	Kazakhstan	31	Pakistan	43	Turkey	
8	Cambodia	20	Kuwait	32	Palestine	44	Turkmenistan	
9	China	21	Kyrgyzstan	33	Philippines	45	United Arab Emirates	
10	Cyprus	22	Laos	34	Qatar	46	Uzbekistan	
11	Georgia	23	Lebanon	35	Saudi Arabia	47	Vietnam	
12	India	24	Malaysia	36	Singapore	48	Yemen	

Governing Region of

Asian Social Marketing Association

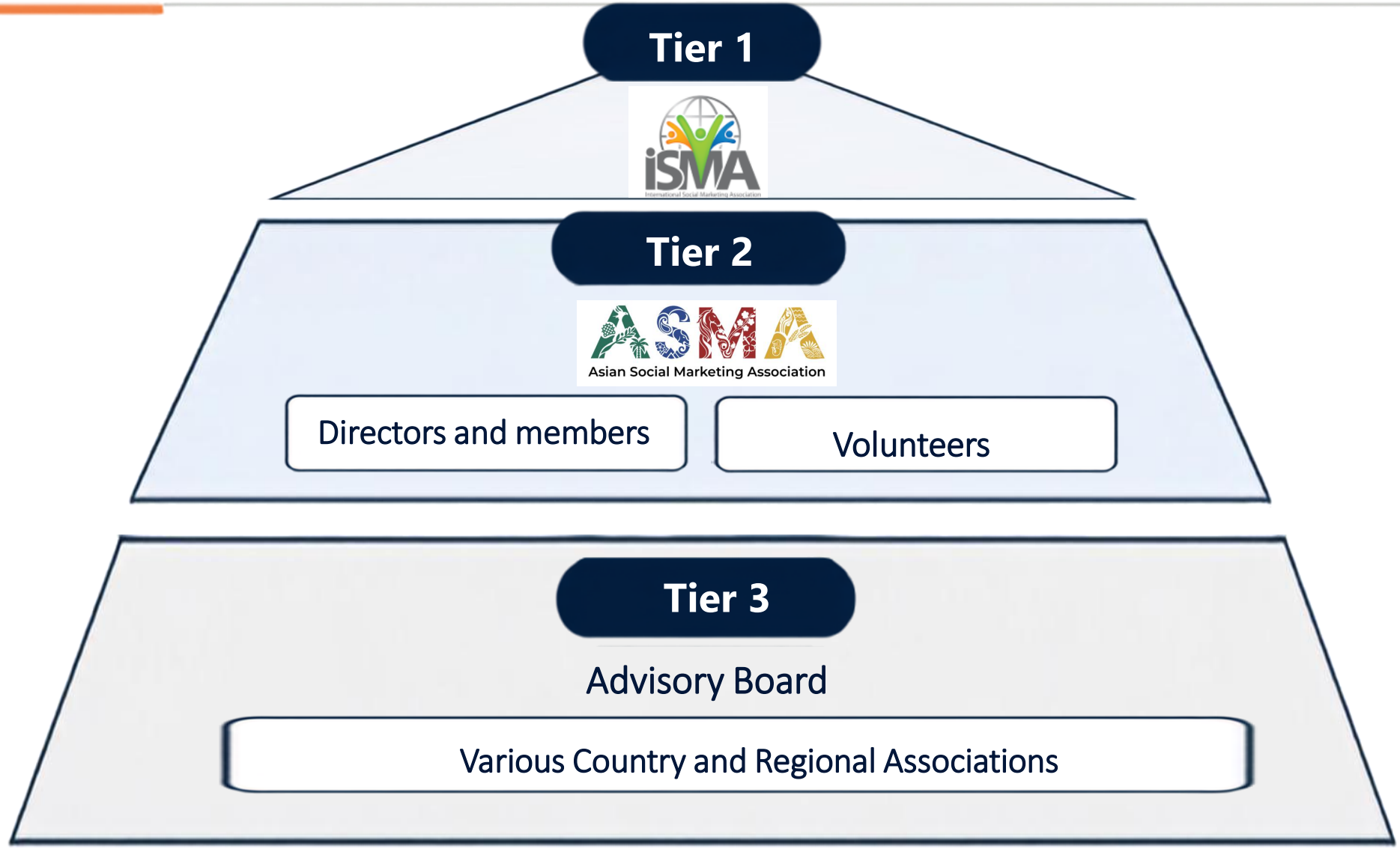


Asian Social Marketing Association

Strategic goals

Strategic Goal #1: Support, Empower and Grow iSMA Affiliations	• Support existing affiliated associations and support the setting up of new Social Marketing associations and networks in Asia.
Strategic Goal #2: Provide Professional Development Opportunities	• Develop and deliver personal and organisational development opportunities, training and educational opportunities.
Strategic Goal #3: Form Organizational Alliances	• Build new alliances with relevant organisations and networks around Asia with the aim of promoting the value of integrating Social marketing into social development programmes and promoting cross disciplinary learning
Strategic Goal #4: Set up and Develop Membership, Communication, Management and Financial Services	• Continue to develop ASMA services to members and affiliated associations and further management systems, member communication and Board operations

The Three-Tier Governance System



Steps taken so far

- ASMA is incorporated as a *Company Limited by Guarantee* in Singapore
- Directors: Sameer and Milind Sattur; Members: Sameer, Milind, Ranganath Somanathan
- Website: asiansocialmarketing.org
- Bank account in OCBC Singapore set up
- Thanks to iSMA for a small donation
- Sameer, Milind, and Ranga have invested funds to cover the initial costs.
- Discussion with the Directors of most social marketing organisations.
- Created a team of 31 advisors representing 19 countries/regions
- Supporting the establishment and running of 10 Asia-based country/regional associations







Asian Social Marketing Association

Philosophy of ASMA

Asian Social Marketing Association

A grounded approach to governance.

All major decisions to be taken by the team that comprises of management and country/regional representatives

31 Advisors representing 19 Countries/Regions; Academic/Practitioners

Asian Social Marketing Association

1. Akhand Tiwari
2. Semra Dogan, Zafer Erdogan, Meryem Akin: **Turkiye**
3. Saud Al Rakhayes: **Arab Association**
4. Osama Dagamseh: **UAE**
5. Murooj Yousef: **Palestine**
6. Maha Al Dergham: **Jordan**
7. Bilal Akbar, Afia Khalid, Amna Arif, Mir Sadaat Baloch, Asma Jamil: **Pakistan**
8. Ranjit Kaur, Andy Bhanot: **India**
9. Samanthika Gallage, Aminda Lakmal: **Sri Lanka**
10. Mohammad Kadir, Rafiuddin Ahmed, Nasrin Akhter: **Bangladesh**
11. Shikha Upadhyay: **Nepal**
12. Altanchimeg Alexandr: **Mongolia**
13. Bo Pang, Daisy Lee: **China, Hong Kong**
14. Derek Ong: **Southeast Asia**
15. Itca Wahyuni: **Indonesia**
16. Susama Kitiyakara, Supatnuj Sorndamrih: **Thailand**
17. John Leinard Ramos: **Philippines**
18. Jeawon Kim: **South Korea**
19. Yoko Uryuhara: **Japan**

10 Active Country/Regional Associations

Asian Social Marketing Association

Türkiye Social Marketing Network (Europe x Asia): Interest group of the Turkish Marketing Association

Jordan Social Marketing Center: Registered as a nonprofit limited liability company

Social Marketing Network Pakistan: Part of the University of Lahore

SOMAI Social Marketing Association of India: Registered Section 8 Nonprofit (in discussion with MDI Gurgaon, a Delhi-based, nationally leading management institute)

Sri Lanka Social Marketing Association: Part of the Sri Jayewardenepura University

Bangladesh Social Marketing Network: Part of the University of Dhaka

Nepal Social Marketing Association: Informal group

Mongolian Chapter of Asian Social Marketing Association: Part of the Mongolian Marketing Association

SEASMA Southeast Asia Social Marketing Association: Informal group (in discussion with Sunway University in Malaysia)

Japan Social Marketing Association: Registered nonprofit

Regions/Countries that need a presence

Israel

Arab Association

Central Asian countries

China

Iran

South Korea

And the rest

LinkedIn Presence

- https://www.linkedin.com/company/107513894/
  - Regular blogs from each country/region
  - Individual LinkedIn pages of:
    1. Türkiye
    2. Jordan
    3. Pakistan
    4. India
    5. Nepal
    6. Sri Lanka
    7. Bangladesh
    8. Mongolia
    9. SE Asia
    10. Japan



Logo (and symbolism)

S (South Asia)
- India: Paisley/floral curve
- Pakistan: Crescent
- Iran: Floral pattern
- Sri Lanka: Elephant
- Nepal: Himalayas

A (West + Central Asia)
- Türkiye: Hittite sun disk
- Israel/Palestine/other Arab countries: Olive branch
- Saudi Arabia/other Arab countries: Date palm
- Kazakhstan: Golden eagle



Second A (Southeast Asia)
- Thailand: Kranok flame motif
- Indonesia: Batik geometric pattern
- Vietnam: Rice stalk
- Singapore: Merlion
- Philippines: Wave, radiating coastal pattern

M (East / North Asia)
- Mongolia: Khiimori-horse
- China, Hong Kong, Macau: Dragon
- Japan: The great wave (Seigaiha)
- Korea: Mugunghwa hibiscus


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ASMA's Contribution to the Global Footprint

Sameer Deshpande and Derek Ong are representing ASMA on iSMA Board

Sameer and Derek are serving as Academic Chairs for the 2027 World Social Marketing Conference to be held in November in Bangkok

Asian Social Marketing Association

Updates from the 10 Active Associations

SEASMA
Southeast Asia Social Marketing Association

ppad
Turkish Social Marketing Network

MONGOLIAN MARKETING ASSOCIATION

Jordan Social Marketing Center

BANGLADESH SOCIAL MARKETING NETWORK

NSMA
Nepal Social Marketing Association

SOMAI
Social Marketing Association of India

SLSMA
Sri Lanka Social Marketing Association

SOCIAL MARKETING NETWORK PAKISTAN

日本ソーシャルマーケティング協会

JSMA

Turkish Social Marketing Network

National unit of PPAD (Pazarlama ve Pazarlama Araştırmaları Derneği) within the Asian Social Marketing Association

Established: January 2026

Leader:



Assoc. Prof. Dr. Semra Doğan



Prof. Dr. B Zafer Edrogan



Dr. Meryem Akin

Digital link:

linkedin.com/company/turkiye-social-marketing-network



Objectives

- Grow a national community of social marketing scholars and practitioners in Türkiye
- Bridge academic research and public-health / sustainability / consumer-behavior practice
- Represent Türkiye within ASMA and the wider global social marketing network
- Support ethical, evidence-based behavior-change campaigns for Turkish institutions

Activities to date

- Joined ASMA and PPAD's international representation (Jan 2026)
- Established the TSMN identity, name, and LinkedIn presence
- Adopted the PPAD / Turkish Social Marketing Network visual identity
- Began mapping Turkish academics and practitioners working in social marketing

Next 12 months

- Launch a founding webinar / workshop introducing TSMN to Turkish researchers and practitioners
- Recruit first cohort of members from academia, NGOs, and public institutions
- Build a project pipeline linking Turkish case studies to ASMA's regional network
- Represent TSMN at the next ASMA conference

JORDAN SOCIAL MARKETING CENTER

Positive Change · Social & Behaviour Change · Strategic Communications

Asian Social Marketing Association

ESTABLISHED
October 2014



MAJOR WORK TO DATE

Since October 2014

- **National Water Conservation Campaign - "Don't Underestimate the Drop"**
  5-Year Campaign · KAP Baseline & Post-Assessment
  Increased Knowledge & Adoption of Advanced Water-Saving Measures - USAID/Miyahuna water utility
- **National Tobacco & Nicotine Control Communications Strategy**
  Ministry of Health / WHO - Jordan, 2026–2030
- **أنتِ نص البلد- Women's Political Participation Campaign**
  Ministerial Committee for Women's Empowerment, 2024
- **Cancer Prevention & NCD Social Marketing Strategy**
  King Hussein Cancer Foundation, 2023

NEXT 12 MONTHS - UNICEF & UNDP FORWARD LOOK

Active and pipeline assignments

- **UNICEF Refugee Camp WASH & MHH Programme**
  Za'atari & Azraq Camps - In Progress (UNICEF Jordan)
  Expanding to 7 Palestinian Refugee Camps — Next 12 Months (UNICEF Jordan)
- **Vaccination Confidence (PCV) KAP Study**
  UNICEF Jordan & Ministry of Health
- **Circular Solutions for Plastic Pollution - Market Assessment to Reduce Single-Use Plastics**
  Behaviour Change Strategy & Market Assessment - UNDP Jordan

STRATEGIC PARTNERSHIP · JSMC has formed a business development alliance with Leoden MENA (dentsu) to jointly pursue new tenders with a social cause — embedding a Social Marketing approach within the technical proposal.



Maha Al-Dergham
Founder & Managing Director

22+
Years of Experience

12+
Projects Completed

Jordan
Country of Operation

Maha Al-Dergham
JSMC (Company Page)

SMNP: 1-Year Impact & Achievements

SOCIAL MARKETING NETWORK PAKISTAN — DRIVING BEHAVIORAL & SOCIAL CHANGE

Inaugural Launch at LCCI



LCCI Awareness Platform: Unveiled at Lahore Chamber of Commerce & Industry to educate key stakeholders on social marketing power.

- Signed MOU of collective campaigns with Marketing Associates of Pakistan

Core Mission: Transforming knowledge into societal action by targeting public health, environmental & civic behavior.

Graduate Curriculum Reform (Thought Leadership)

University of Lahore (UOL) Initiative

Led by Dr. Afia Khalid — Center of Skill Development & Leadership

Academic Integration



Bilal Akbar, Amna Arif, Mir Sadaat Baloch, Asma Jamil









Language Course Basic: Fundamentals

AWARENESS

Inculcating core concepts of social marketing, understanding behavior change, and public welfare mechanics.

Intermediary: Issue Analysis

STRATEGY

Empowering students to identify prevalent social issues in Pakistan and formulate strategic marketing solutions.

Advanced: Action & Advocacy

EXPERIENTIAL

Hands-on execution via **Awareness Walks**, **Dramatic Plays**, and **Debate Forums** on national social issues.

Entrepreneurship Subject

INNOVATION

Embedded **Social Entrepreneurship** into standard business curricula to foster sustainable social enterprises.

Next Horizon: Translating classroom frameworks into on-ground behavioral campaign execution across Pakistan, through corporate stake holders

Phase 2 Execution

SOCIAL MARKETING ASSOCIATION OF INDIA (SOMAI)

ESTABLISHED 2025

Asian Social Marketing Association

SECTION 8
Registered non-profit
CSR-eligible in India

1
Academic case centres
1 underway

1st
Corporate CSR mandate
in the pipeline

JAN 2027
Social marketing track
at FIIB conference

DELIVERED — SINCE INCORPORATION

Institutional foundation built in year one

- **Incorporated as a Section 8 non-profit company**
  Companies Act 2013 · Licence 174153 · CIN U94990UP2025NPL234053
- **Statutory registrations completed — CSR-fund eligible**
  NGO Darpan UP/2025/0879929 · MSME UDYAM-UP-28-0191564 · PAN ABRCS5003N



IN PROGRESS — NEXT 12 MONTHS

Pipeline, partnerships and forward look

- **Case Centre with FIIB, New Delhi — underway**
  Fortune Institute of International Business; being formalised
- **Social marketing track at the FIIB conference — January 2027**
  SOMAI-anchored track positioning the discipline in Indian academia
- **First corporate CSR mandate — in pipeline**
  A leading electronics & product-engineering company · research-led design
- **Trying to establish Centre with MDI Gurgaon**
  First academic home for Indian social marketing case development

OUR MANDATE · Build an evidence-based, ethical and citizen-centric social marketing profession in India — and connect it to the global iSMA network.



Dr. Ranjit Kaur
Founding Director
Research & Partnerships

in LinkedIn Profile



Mr. Anurudra (Andy) Bhanot
Founding Director
Strategy & Outreach

LinkedIn Profile

Sri Lanka Social Marketing Association

SLSMA
Sri Lanka Social Marketing Association



Build a network of like-minded individuals and professionals working in social marketing and expand the understanding of the discipline within Sri Lanka.





Founding & Leadership

Established 22 May 2026 – seven public, research-led universities and one private university.

Office Bearers

- **President –** Dr. Harsha Tissera (USJP)
- **Secretary –** Dr. Sepali Mamunisinghe (USJP)
- **Vice President –** Aminda Lakhani (SJP)
- **Treasurer –** Harindu Rathnayake (OUSL)

Committee

- **Education –** Dr. Heshani Wijetunge (Peradeniya)
- **Research –** Hirudini Cooray (Rajarata)
- **Media, Communications & Networking –** Warunika (Sabaragamuwa)
- **Community Engagement –** Hansaja (NSBM)
- **Professional Development –** Nureh Eranda (Peradeniya)

Current Activities

- Launched a webinar series on social marketing best practices and future directions
- Expanding membership to additional universities and third-sector organisations

Future Plans

- **Launch a website** for case studies, teaching materials, and projects
- **Define a clear** membership plan
- **Establish a Centre for Social Marketing to connect industry, academia, and social enterprises**

BANGLADESHI SOCIAL MARKETING NETWORK (BSMN)

Promoting Societal Wellbeing Through Social Marketing

Asian Social Marketing Association

Established 2026

VISION

To foster a healthier, more informed, and socially responsible Bangladesh through innovative social marketing research, practice, and collaboration.

MISSION

To connect academics, practitioners, policymakers, and stakeholders to advance innovative, evidence-based social marketing strategies that address public health, education, environment, governance, sustainability, and social wellbeing.

OBJECTIVES

1. To advance social wellbeing and responsible citizenship through effective and ethical social marketing.
2. To promote innovative and evidence-based social marketing research and practice in Bangladesh.
3. To foster collaboration among academics, practitioners, policymakers, and other stakeholders in advancing social marketing.
4. To promote interdisciplinary, national, and international collaboration in social marketing research and practice or positive behavioural and social change.
5. To build the capacity of researchers, students, practitioners, and professionals through training, seminars, conferences, and knowledge-sharing initiatives.

KEY ACTIVITIES CONDUCTED

1. Inaugural National Conference on Social Marketing

Brought together all the stakeholders to discuss emerging social marketing challenges and opportunities in Bangladesh.

2. Official Launch and Branding Campaign of BSMN

Introduced the BSMN brand, logo, vision, mission, tagline, and communication platforms to establish the network's national identity.

3. BSMN Expert Session: Mental Health and Societal Wellbeing

The session highlighted the role of social marketing in promoting mental wellbeing and creating a more socially responsible Bangladesh.

NEXT 12 MONTHS

1. Organizing six (06) national social marketing research seminars
2. Arranging workshop, Seminar and symposium on mental health, changing unhealthy food habit for all especially GEN Z and Alpha, responsible use of social media for kids, becoming paperless campaign etc.
3. Organizing social marketing policy dialogue with policymakers and key stakeholders.
4. Engaging university students and early-career researchers to the BSMN.
5. Hosting a BSMN Webinar Series on contemporary social marketing issues.
6. Organizing a national social marketing case competition

LEADERS

Dr. Mohammad Kadir,
Lecturer, Torrens University Australia
Dr. Rafiuddin Ahmed
Professor, University of Dhaka
Dr. Nasrin Akter
Professor, University of Dhaka
Mohammad Faruk
Asst Professor, Gopalganj Science and Technology University.



LinkedIn linkedin.com/company/bangladesh-social-marketing-network

Facebook https://web.facebook.com/groups/asmb.bangladesh

Nepal Social Marketing Association

ONE YEAR OUTREACH PRIORITIES

Expanding NSMA's reach and research visibility

CONNECT

Researchers, practitioners, students and community partners across Nepal and the Nepalese diaspora.

PARTNER

Universities, NGOs, government agencies and professional associations.

Asian Social Marketing Association

SHOWCASE

Members, research studies, publications and community-based projects on LinkedIn.

LEAD: Shikha Upadhyay



A focused outreach strategy will broaden participation and make Nepal-focused social marketing work more visible.

ASMA

MONGOLIAN CHAPTER

MONGOLIAN CHAPTER
Asian Social Marketing Association

Driving positive change through strategic social marketing in Mongolia.

VISION A Mongolia where social marketing is widely understood and applied to drive sustainable social impact.

MISSION Build local capacity, foster cross-sector collaboration, and promote international best practice.



LEAD: Altanchimeg Alexandr.

First National Conference — June 2027

MONGOLIAN MARKETING ASSOCIATION

A Strategic Bridge for Social Change

Established in 1994

International Partners

Over 100 experts

Over 300 members

Events

Annually, we organise 10 -14 events

Mentoring program

A Mentorship program for Marketing students

Marketing Forum

Marketing Forum for Small and Medium-sized Companies

Lions Night

Experience exchange event for Creative Minds

SMART

Annual MMA Event

SEASMA

Southeast Asian Social Marketing

Asian Social Marketing Association

SEASMA Southeast Asia Social Marketing Association



Southeast Asian social marketing insights and regional collaboration.



FEATURED INSIGHT 1

The Power of the Social Insights from a Social Marketing Vaccination Program in the Philippines

John Leinard Ramos &
Christopher Joshua Villaester
of AHA! Behavioral Design

FEATURED INSIGHT 2

Struggling to Be Seen: LGBTQ+ People and People Living with HIV/AIDS in Malaysia — A Social Marketing Imperative

Derek Ong, University of Hertfordshire

REGIONAL PLANNING

WSMC Bangkok 2027
Pre meeting in Bangkok - followed by announcement and planning

Our purpose is to champion evidence-based social marketing to drive positive change and improve wellbeing across Southeast Asia.

Lead Dr. Derek Ong, Malaysia



Lead : Supatnuj Sorndamrih, Thailand



Lead : John Leinard Ramos , Phillippines



Japan Social Marketing Association (JSMA)



Japan's core hub advancing social marketing to promote behaviour change for social good, sustainability, and wellbeing

ESTABLISHED
11 June 2025

REPRESENTATIVE DIRECTOR
Prof. Yoko Uryuhara (Doshisha University)

WEBSITE
japansocialmarketing.org

Building a **network**. Advancing **evidence**. Inspiringing **change**. Together for a better society.

So far:

Built governance and partnerships with local authorities, businesses, civil society, and researchers; hosted children's and health expos; delivered behaviour-change consulting and training; published new social-marketing knowledge.

Future plans:

Launch professional certification; strengthen cooperation with the Asian Social Marketing Association (ASMA); promote evidence-based behaviour-change frameworks across Japan and Asia.

Source: japansocialmarketing.org

Asian Social Marketing Association

Challenges

- Funding remains an issue. We need SG $2,500 immediately and another $7,500 in the next 12 months. We request donations from individuals and organisations to support the initial activities. Please contact Sameer.
- Website development remains unfinished business. It is slowed by the bigger issue involving other social marketing associations. I hope we can resolve this soon.
- The Australian Association of Social Marketing has branded their conference as Asia-Pacific Social Marketing Conference, showing the same map as we use (Asia, not Australia, nor Pacific).

Next 12 Months for ASMA

Asian Social Marketing Association

- Contribute to organising the 2027 World Social Marketing Association
- The membership drive will be initiated
- A microsite will be allocated to each country/region to ensure a one-stop web resource
- Fundraising will be conducted by ASMA and will provide support to the regional units.
- Creating a database. Please scan this QR code and add your details.



Asian Social Marketing Association



Questions? Comments?