



### **For Immediate Release**

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### **The Hoffman Agency says social marketing is a problem solver in ACE07 Conference**

Jacksonville, Fla. – Jeffrey R. Hoffman, president of The Hoffman Agency, a full-service marketing and communications firm based in Jacksonville, Fla., was selected by members of the American Water Works Association (AWWA) to speak at ACE07, the 2007 AWWA Annual Conference and Exposition in Toronto, Canada. Hoffman addressed his peers and experts in the water resource industry based on Hoffman's white paper submission on the benefits of using social marketing technologies to change human behavior as related to water and environmental issues.

During the past 126 years, AWWA has served as the source of knowledge and information for water professionals who work to improve the supply and quality of water in North America and beyond. ACE07 presenters are experts in the field, sharing cutting-edge research and practices, on both universal topics and items specifically focused to meet businesses needs.

According to Hoffman, his firm specializes in creating social marketing and behavioral change campaigns for its clients in the water utilities field to protect public health and the environment. Social marketing uses traditional advertising and marketing strategies to motivate the public to modify behaviors by changing how they relate to an issue.

"The success of social marketing is educating the public about the needs and solutions in a way that conveys individual as well as community benefit," Hoffman said.

Hoffman expressed his opinions on top-down marketing methods compared to social marketing. He says that traditionally, many academic and top-down campaigns have used negative messages and that social marketing should be more positive and less punitive in approach.

"People do not want to be told they are bad. They want to be a part of the social good. Most people want to do the right thing," Hoffman said.

"The social marketing campaign must communicate that we will all benefit if we all participate in a positive behavior change," he said.

For more information, contact The Hoffman Agency, 1056 Hendricks Ave., Jacksonville, FL 32207, [jhoffman@thehoffmanagency.com](mailto:jhoffman@thehoffmanagency.com) or call 904.398.9663.

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The Hoffman Agency is a full service marketing and communications firm with clients located throughout the U.S. The agency offers strategic planning and branding, social marketing, advertising, public relations, media planning, direct marketing, web development services and sales promotion. Visit the agency's websites at [www.thehoffmanagency.com](http://www.thehoffmanagency.com) and [www.hoffmandirect.com](http://www.hoffmandirect.com).

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