Product

The behavior being promoted (i.e., PA) and its associated bundle of benefits

- Benefits of PA
  * Feeling good, easing pain*
- Needs and wants of the target audience
  * Avoiding long-term care, preserving social bonds*
- Positioning of PA
  * Method for relieving musculoskeletal pain*
- Competitors
  * Inactive rest, supplements, cold (hot) compress*

Price

The perceived costs people must exchange for product benefits

- Cost of PA engagement
  * Time required, fear of pain worsening*
- Methods to decrease cost
  * Information on quick and correct methods of PA*
- Cost of competitors
  * Monetary cost, anxiety about effectiveness*
- Methods to increase cost of competitors
  * Information about the monetary cost of competitors and uncertain points of their effectiveness*

Marketing mix

4 Ps

Place

The ideal location where people can obtain information about the product and itself

- Place where people access visual information
  * Home, town streets, community centers*
- Place where people access audio information
  * Local audio broadcasts*
- Place (and situations) where people enact PA
  * Home, before engaging in farming*
- Place where personal (human) encouragement can reach people
  * Medical checks, community events, through family and friends*

Promotion

Strategies to influence change and to create demand for the product

- Printed materials
  * Flyers, leaflets, posters*
- Advertising
  * Banners, local audio broadcast*
- Public relations
  * Articles in community newsletters*
- Personal (human) encouragement
  * Encouragement at medical checks and community events, enhancement of social support*