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**The Intervention Matrix Tool**

If the Exchange Matrix is combined with the de-CIDEDS framework tool it is possible to construct an Intervention Matrix that combines ‘Forms’ and ‘Types’ of intervention

that is capable of representing the vast majority of possibilities available to governments and public organisations when they are developing social interventions.

Those who seek to apply marketing principles to assist with social issues may be able to use this intervention matrix tool to reflect on and analyse the range of intervention ‘Types’ and ‘Forms’ of exchange they might develop to achieve their goals.



The matrix also has descriptive utility in that it may be used to describe the range of ‘Forms’ and ‘Types’ of intervention that may be necessary in any programme. As stated above those who use a marketing approach can also help inform and shape broader social interventions that may use a combination of ‘Forms’ and ‘Types’ of intervention by ensuring that the ‘Form’ of exchange and ‘Type’ of interventions that are selected are based on user understanding and insight

**Suggested citation: French J. Why nudging is not enough. Journal of Social Marketing. Vol 1. No 2. 2011**