



BRANDS

Donor Centred
Engagement Marketing | **the anatomy**



“I want to put a dent in the universe”

through eyes of visionary

TIME

a visionary
behind a

Love
BRAND

**Inside
Steve's
Pad**

visionary

“This man changed business forever”

Inc. Magazine

1981

visionary

Student:

“When will Apple stock price rise?”

Jobs: (brushed it off)

**“Let’s talk about when computers
will be as small as a book”**

1981



“passionate about making insanely great products”

USA CHINA line-ups



everywhere



LOVE buying



Meals on Wheels

We deliver smilesSM

PURPOSE



ACTION



RESULTS

Anatomy of engagement marketing



1. What is engagement marketing?
 2. Consumer attitudes
 3. Principles/Qualities
 4. Case studies
-

what is
engagement
marketing?



engaged people
PARTICIPATE

marketing strategy that directly engages consumers and invites and encourages consumers to participate in the evolution of a brand

engagement marketing

(aka experiential marketing)



how consumers engage
in cause brands is evolving
(evolution of causes/charities)



PERSON

love thy neighbor

PERSON

biblical times



20th century philanthropy



2012
THANK YOU TO OUR SPONSORS

Sponsoring Partners

- Walmart Foundation
- Bridgestone Retail Operations (BSRO)

Platinum Sponsors

Bateman Senior Meals

MedAssets

Gold Sponsors

Abbott Nutrition

Valley Services, Inc.

Mom's Meals

Silver Sponsors

GA Foodservice

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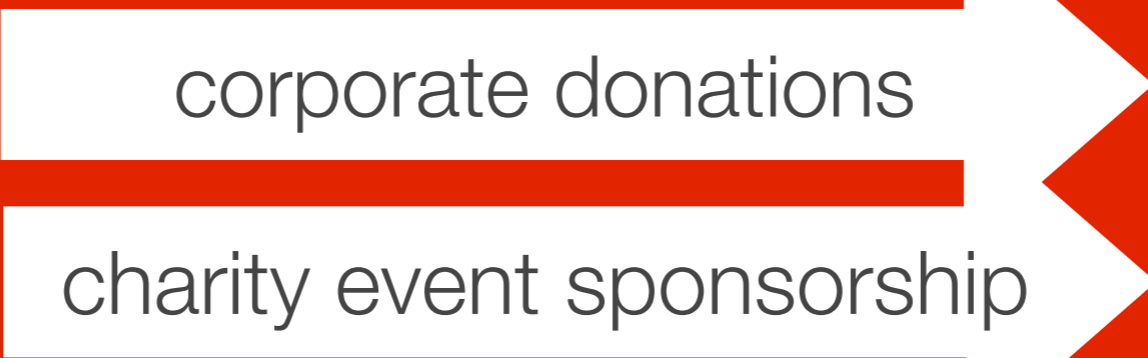
Delivery Concepts

Identity Solutions Group

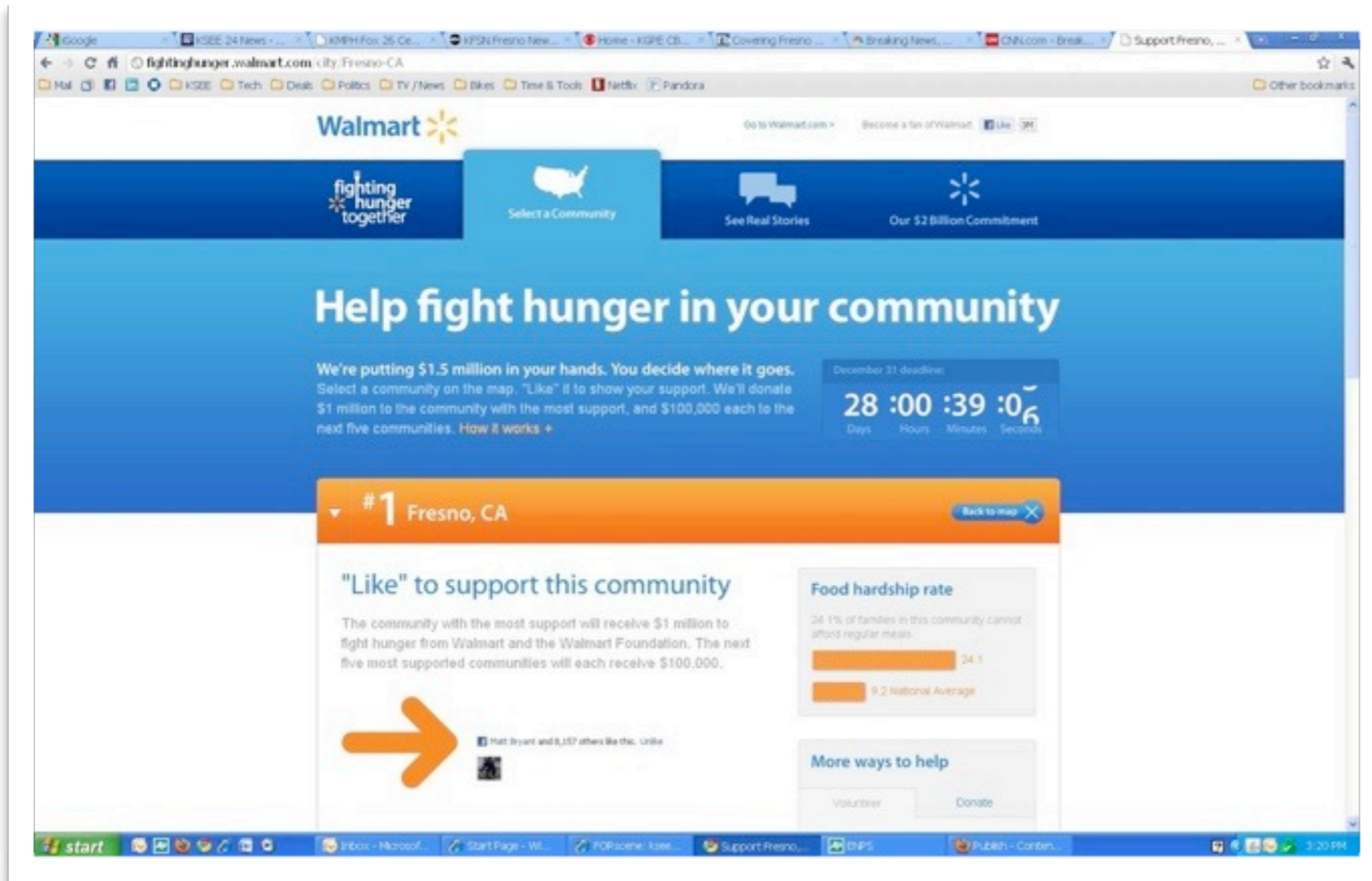
McCormick & Company, Inc.

Office Depot

Sysco



20th century corporate giving



CORPORATE

cause/engagement marketing

CAUSES

Welcome to the present

Welcome to the present



aligned marketing partnerships



what do consumers think of this?

88% say it is acceptable for companies to involve a cause or issue in their marketing

80% are likely to switch brands, similar in price and quality, to one that supports a cause

85% have a more positive image of a product or company when it supports a cause they care about



2010 Cone Cause Evolution Study

Nearly one-in-five consumers (19%) would be willing to purchase a more expensive brand

61% of consumers say they would be willing to try a new brand or one unfamiliar to them

46% would try a generic or private-label brand

causes play a real role in consumer choices

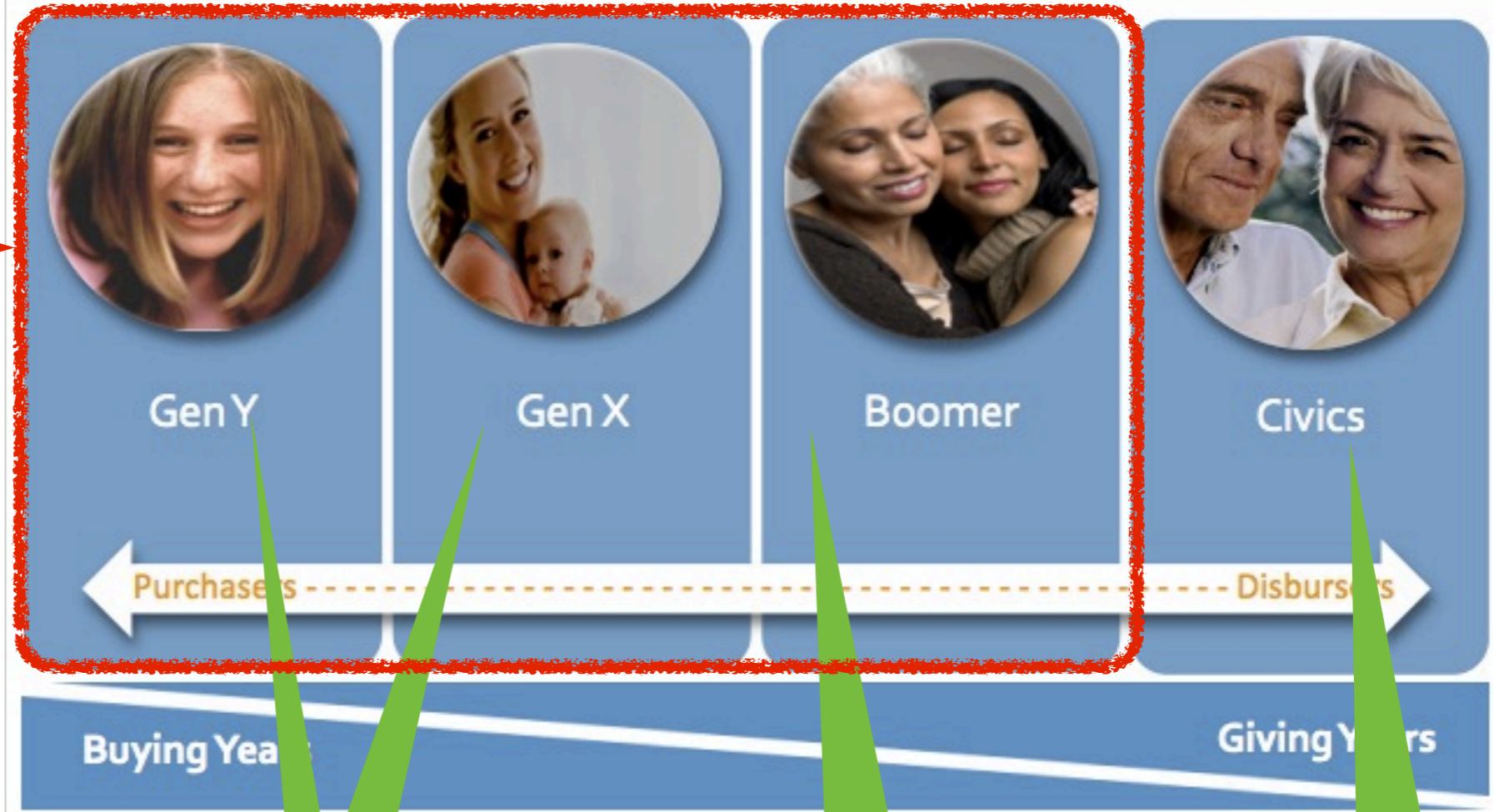


marketing imperatives
know your target

Cause-Sensitive Consumers

88% say it is acceptable for companies to involve a cause or issue in their marketing

2010 Cone Cause Evolution Study



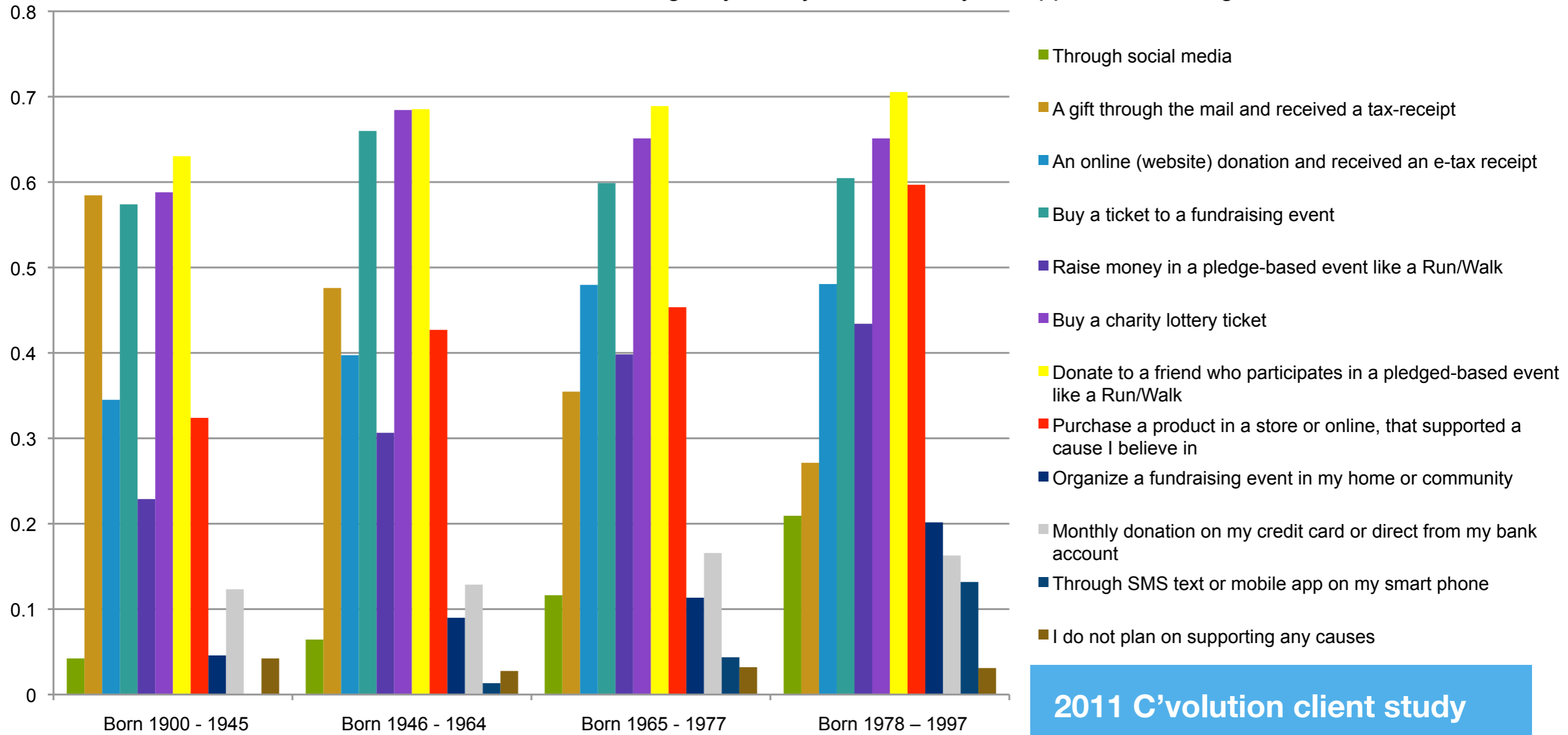
I've watched my parents mess up the world. It's my job to fix it. I'm hopeful about the future. I'll take on the world! I'm comfortable with cause & consumerism together.

I've been taught to give. I know I should. I'm worried I can't give like my parents did. I'll give smaller amounts. I'll find new ways to give.

It's my community. It's my civic responsibility. I have the money. Therefore I will give what I can.

imperative #1
Know who your consumers are

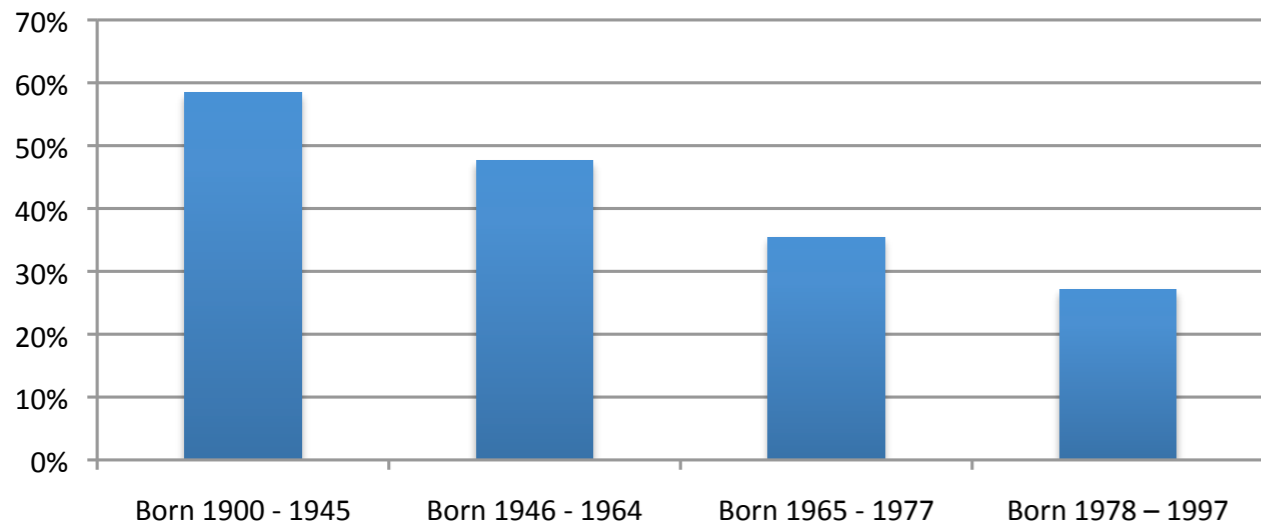
Q3. In the FUTURE, which of the following ways are you most likely to support fundraising for causes?



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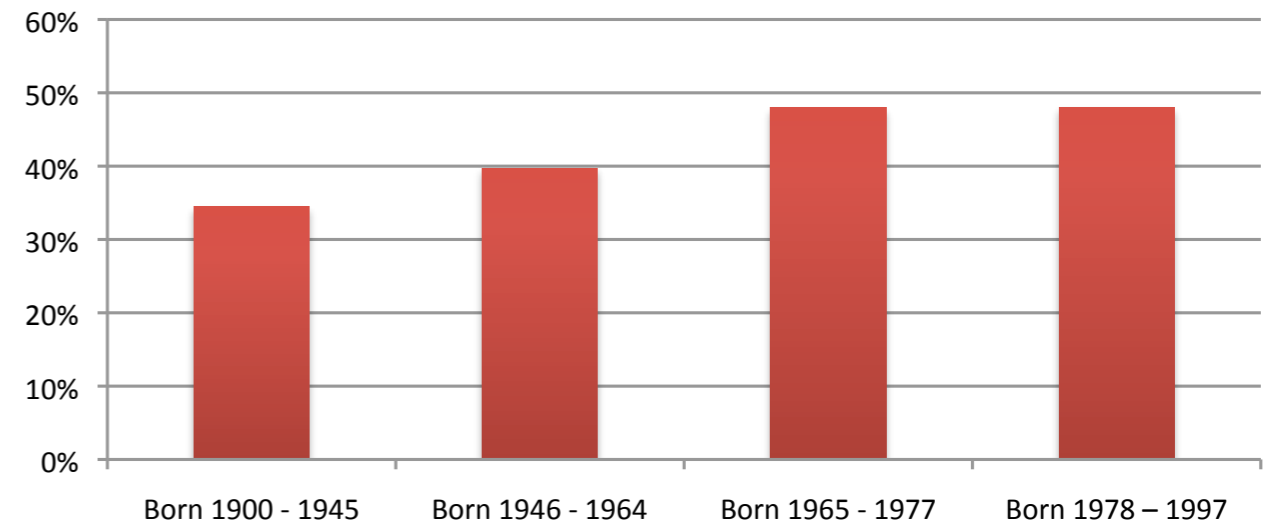
imperative #2
Know how consumers contribute

Direct mail - Future Intent

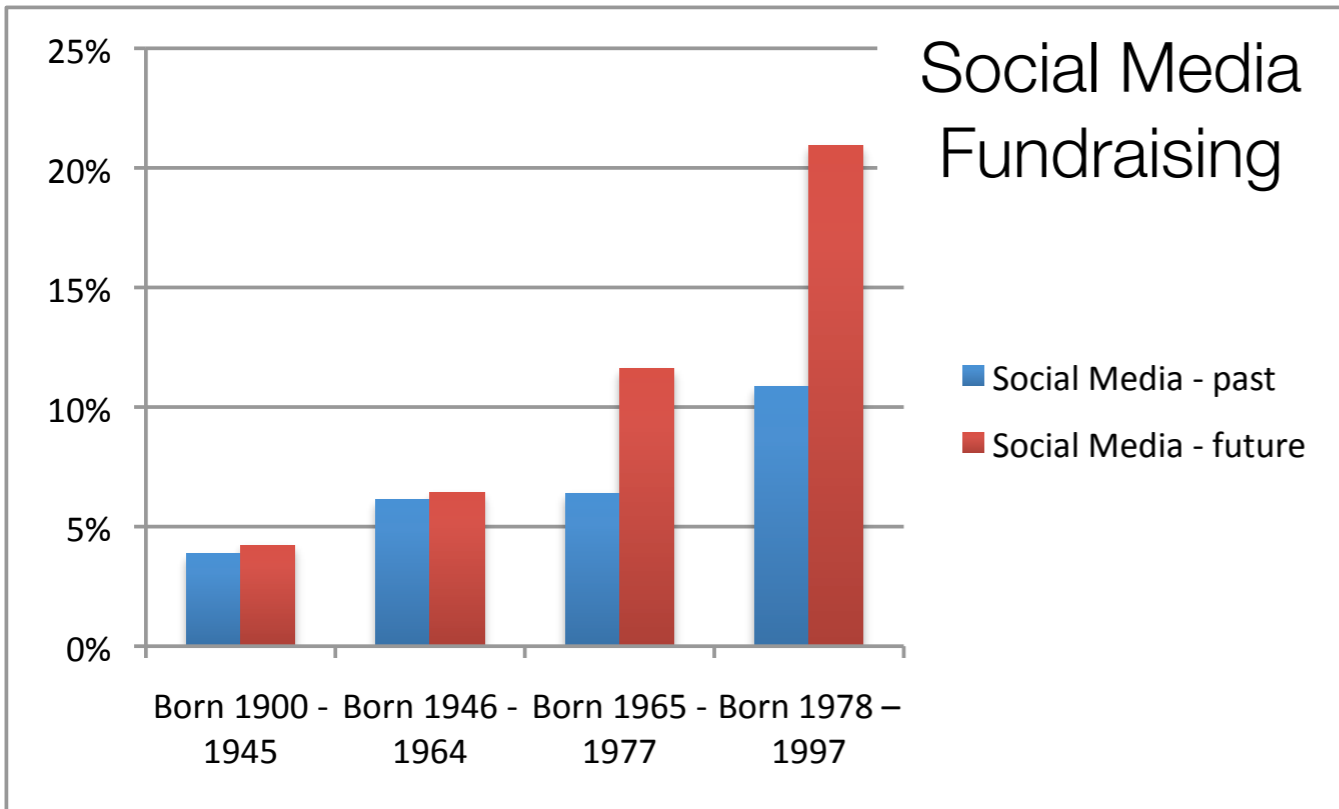


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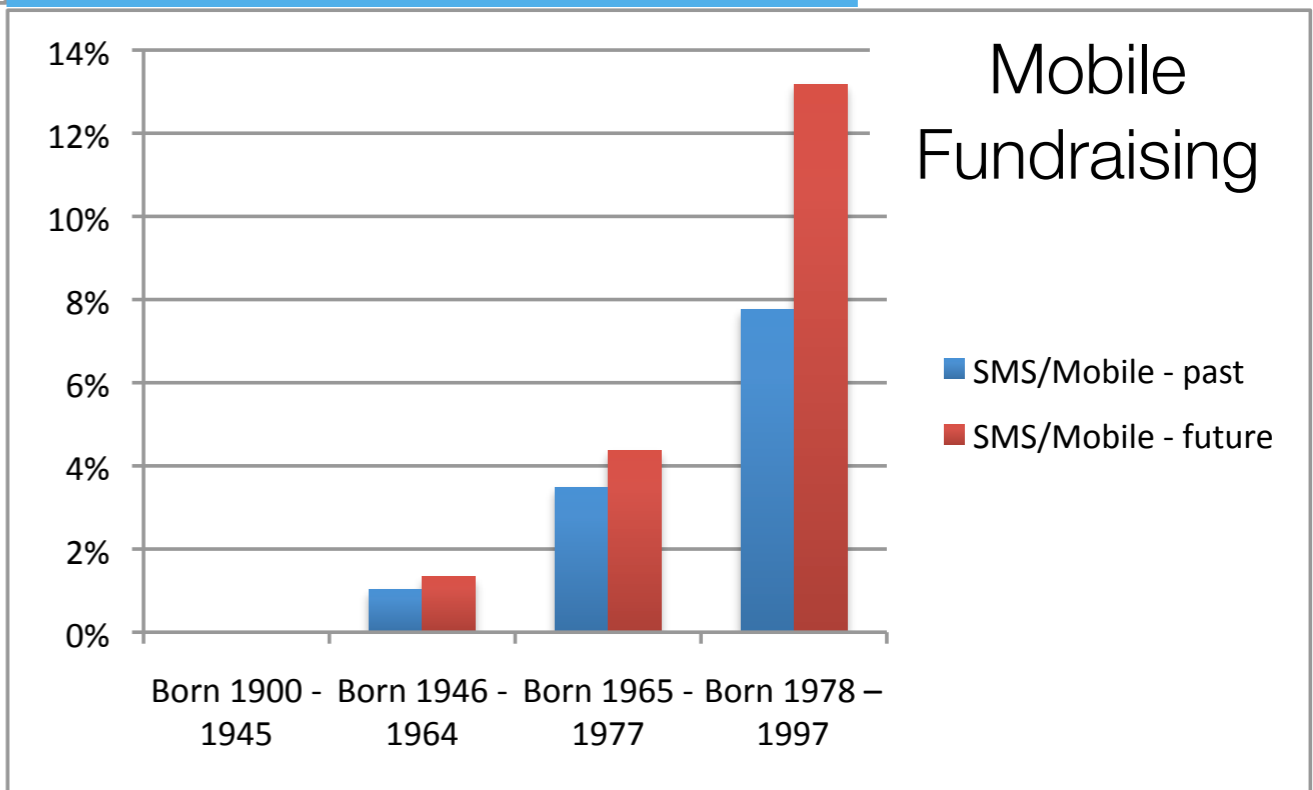
Online/web donation - Future intent



DON'T PANIC! It's an evolution, not a revolution



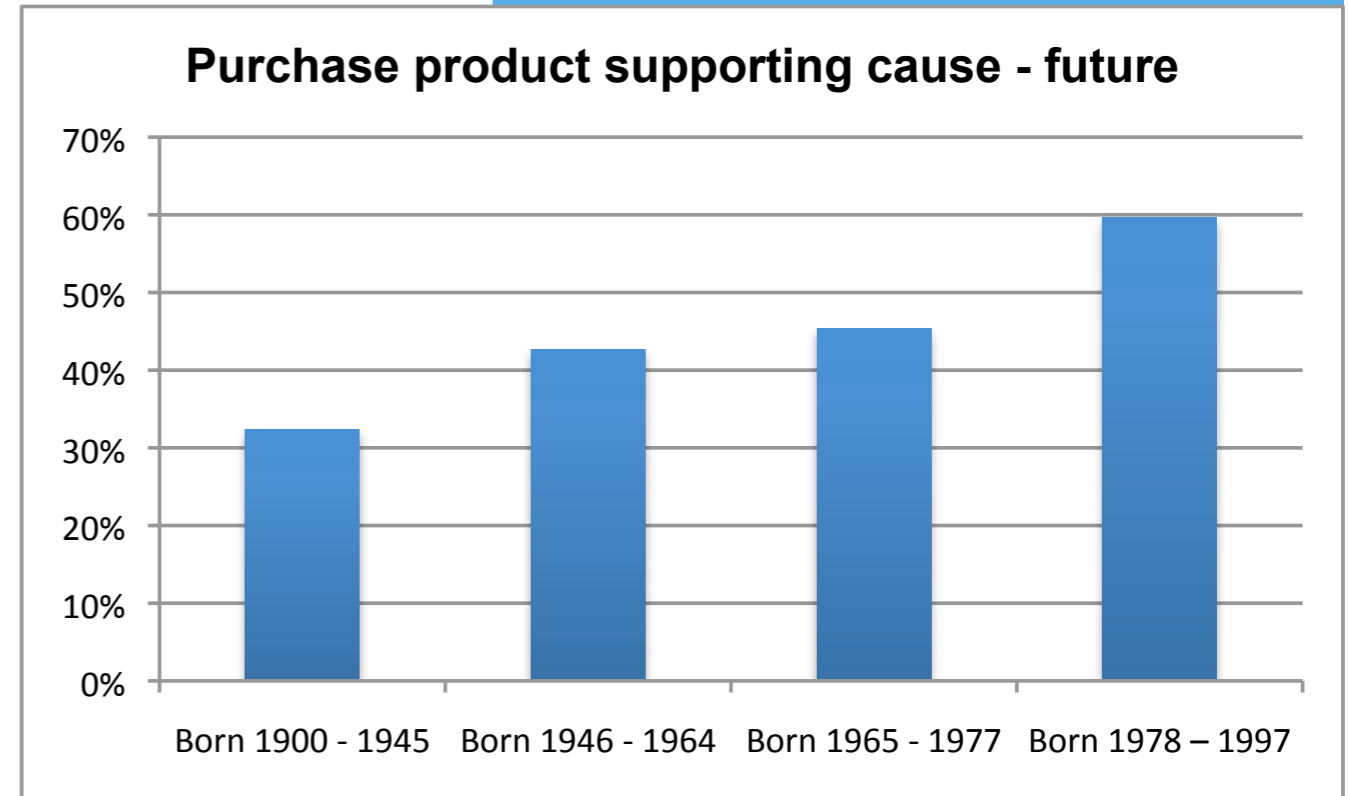
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This could be a positive revolution - NEW MONEY!

2011 C'volution client study

big
changes
are on
the
way



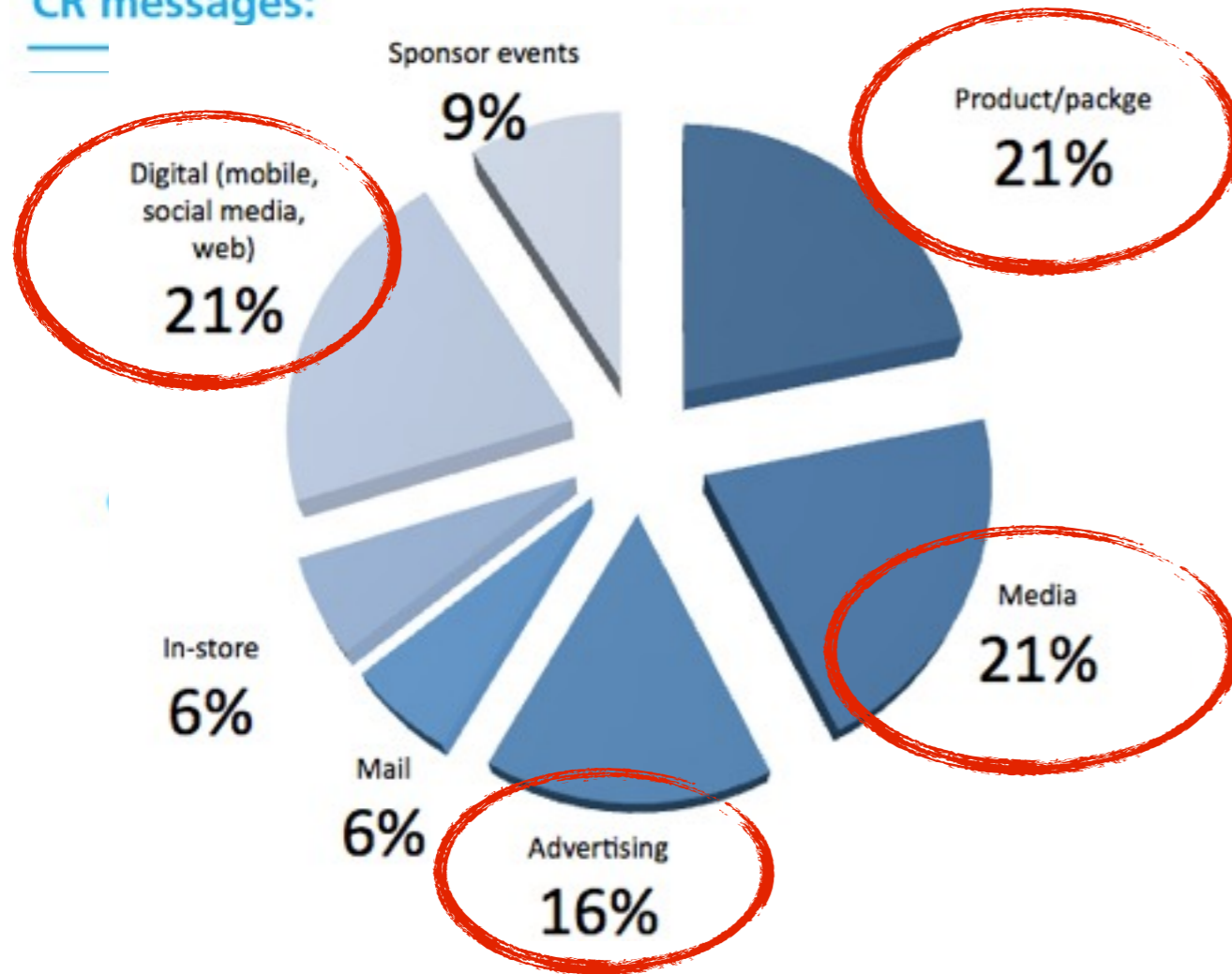
43%

60%

even more, younger consumers expect companies to champion cause brands they care about

the future of cause & brand marketing

Most effective channels for companies to reach consumers with their CR messages:



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CR OPPORTUNITY STUDY

- Digital is growing
- Traditional still important
- Integration is crucial

imperative #3

know where consumers engage

What's important?

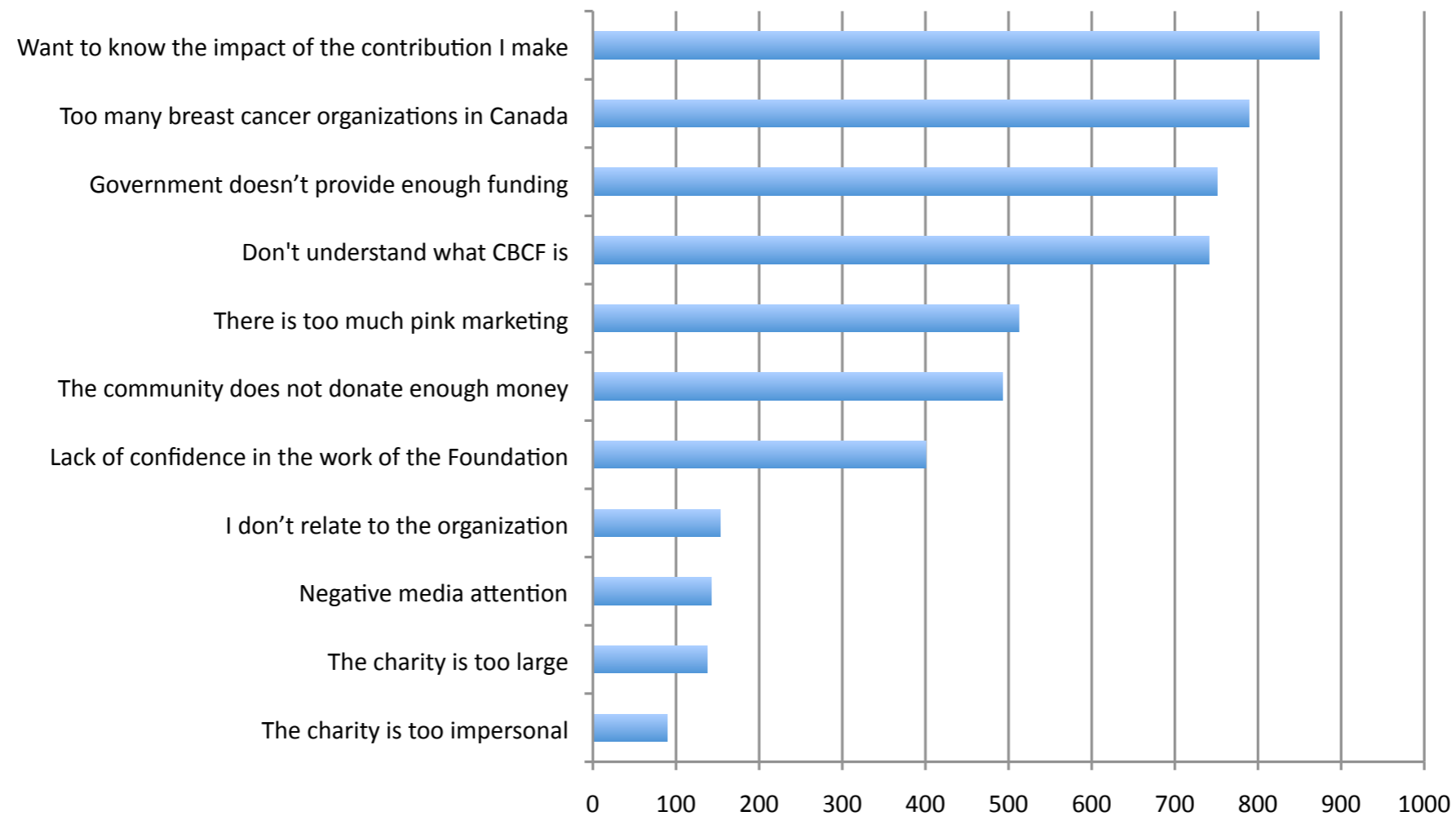
	SOMEWHAT / VERY IMPORTANT (NET)	VERY IMPORTANT
ECONOMIC DEVELOPMENT	96%	62%
ENVIRONMENT	96%	69%
WATER	95%	70%
HUMAN RIGHTS	94%	63%
HEALTH & DISEASE	90%	55%
EDUCATION	90%	54%
POVERTY & HUNGER	87%	48%

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CR OPPORTUNITY STUDY

imperative #4

Most of all - know what they care about

What consumers are concerned about



IMPACT is #1
when it comes to what moves them

corporate citizen
a relevant cause partner
consumers touched by the cause
value proposition and engaged employees
doing good is good for business
innovative core to business

authentic
think LOCAL
“GLOCAL”
THINK FIRST
then DO
action!
do it well
then expand



anatomy of engagement marketing

QUALITIES

CHECK LIST

1. EMOTION	<input checked="" type="checkbox"/> consumers touched, employees engaged <input checked="" type="checkbox"/> make it relevant
2. SHARED VALUE	<input checked="" type="checkbox"/> respected causes <input checked="" type="checkbox"/> proposition - value equation
3. ENGAGING	<input checked="" type="checkbox"/> connect with consumers <input checked="" type="checkbox"/> reward
4. SIMPLICITY	<input checked="" type="checkbox"/> THINK before DO <input checked="" type="checkbox"/> find the nugget
5. AMPLIFY	<input checked="" type="checkbox"/> integrated activation <input checked="" type="checkbox"/> do it well, then expand
6. AUTHENTICITY	<input checked="" type="checkbox"/> feels right <input checked="" type="checkbox"/> solve social problems

anatomy of engagement marketing



brands

- physical or emotional?

emotion



emotion can not be manufactured
it's already there - waiting to be unleashed

emotion



What do emotional space do you “own?”

emotion



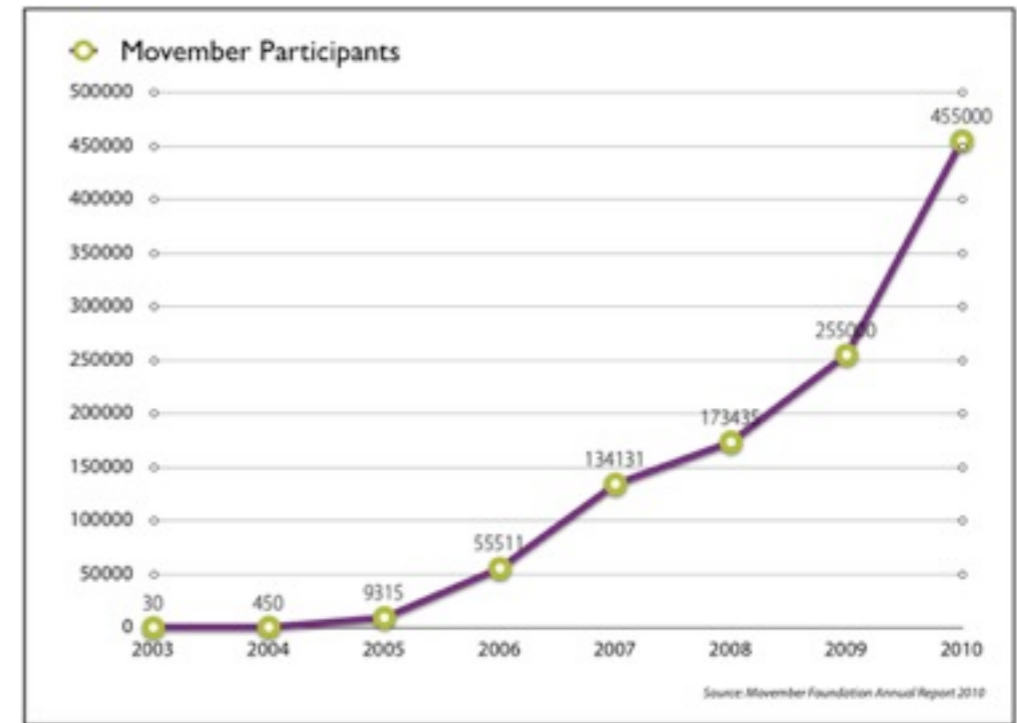
Fear!

people will do almost anything

emotion



MOVEMBER
CHANGING
THE FACE
OF MEN'S
HEALTH 



Fun!

find a emotional position you can own and bringing it to life

emotion



All this talk about fashion models
and extreme dieting.
How did our idea of beauty
become so distorted?



Cynicism
turn it into a positive

emotion



Meals on Wheels

We deliver smilesSM

Hope & happiness

Put a smile on their face

emotion



$$10 = 10$$

Equity
value equation

shared value

mission
critical

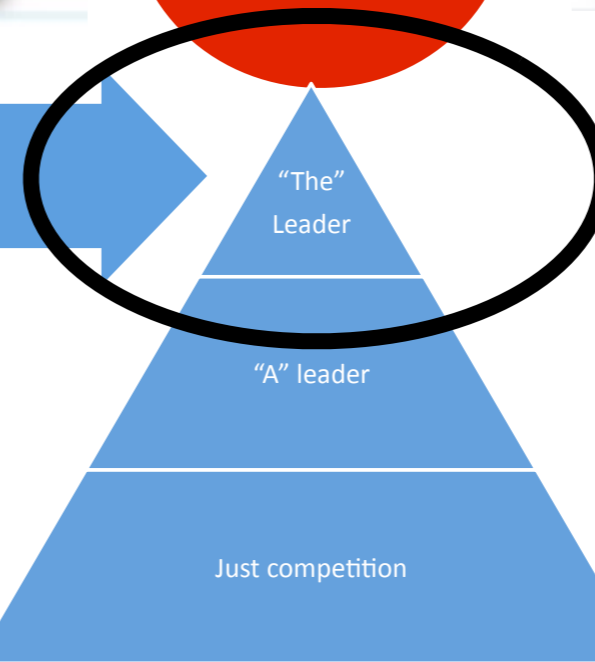
role in
my life

surprise and
delight

signature
brand



BRAND ESSENCE

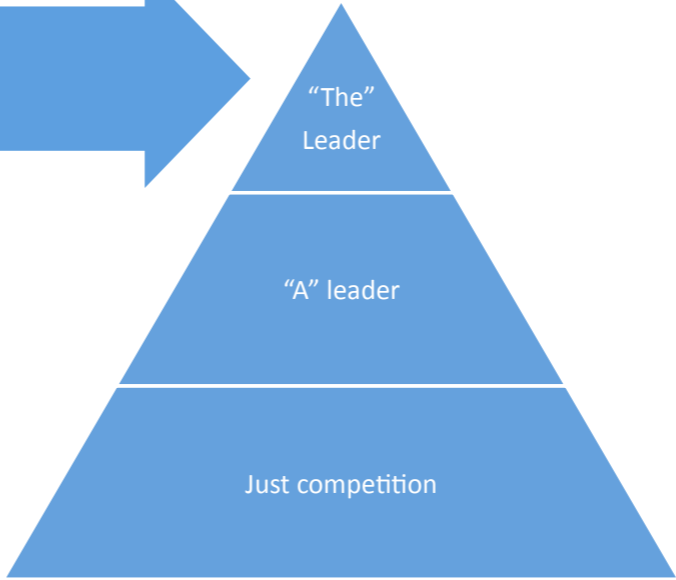


Deliberate
know your value equation

shared value



it starts with a playground



**brands are emotional experiences
represented by a logo**

shared value

UNICEF objective:

- Fundraising
- Brand building
- Save lives

10 = 10

PAMPERS objective:

- Breakthrough
- Increase sales
- Align brand/global umbrella

UNICEF
31 vaccines



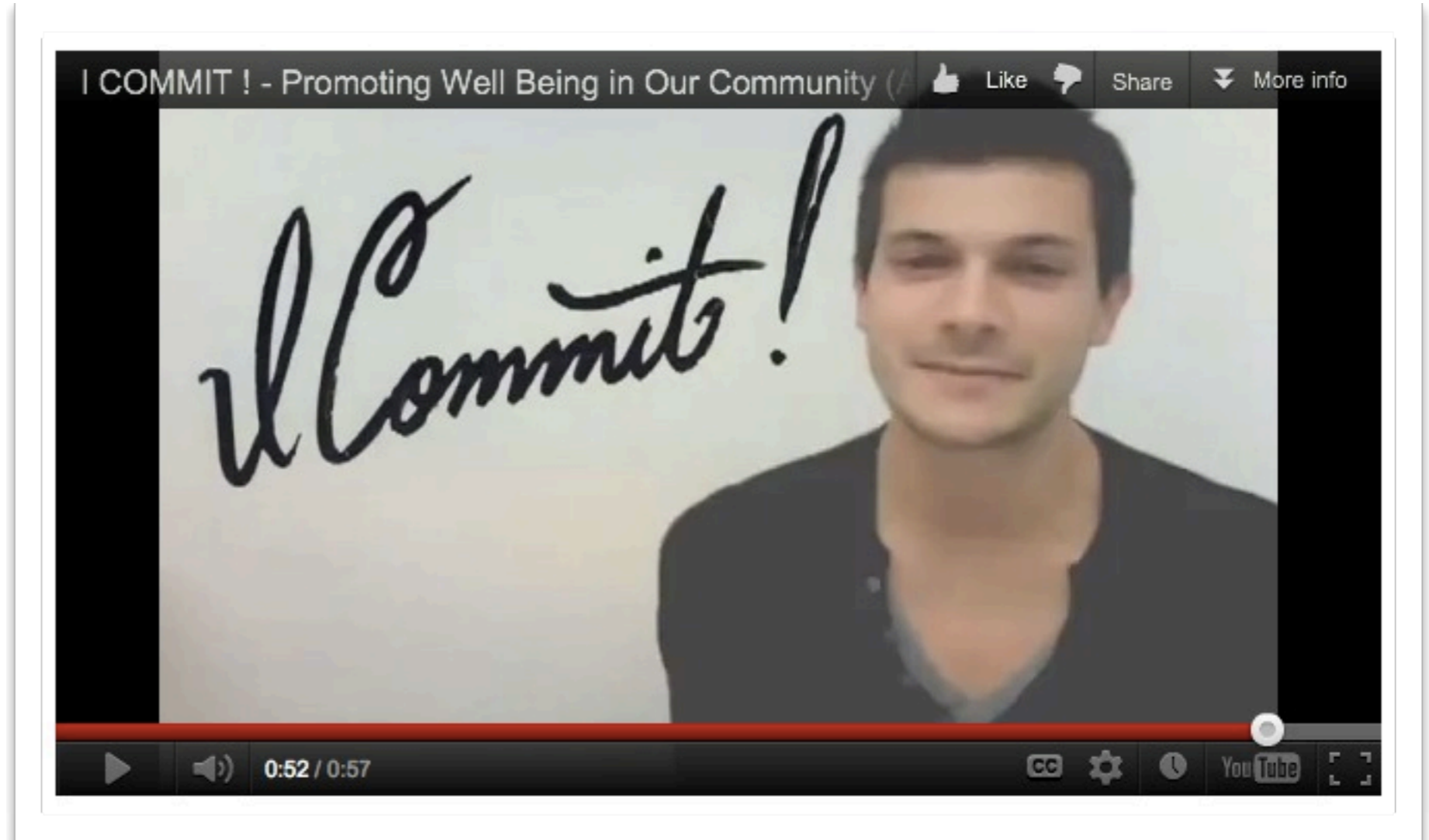
PAMPERS
doing good is
good for
business

leverage partnerships for your cause brand

shared value



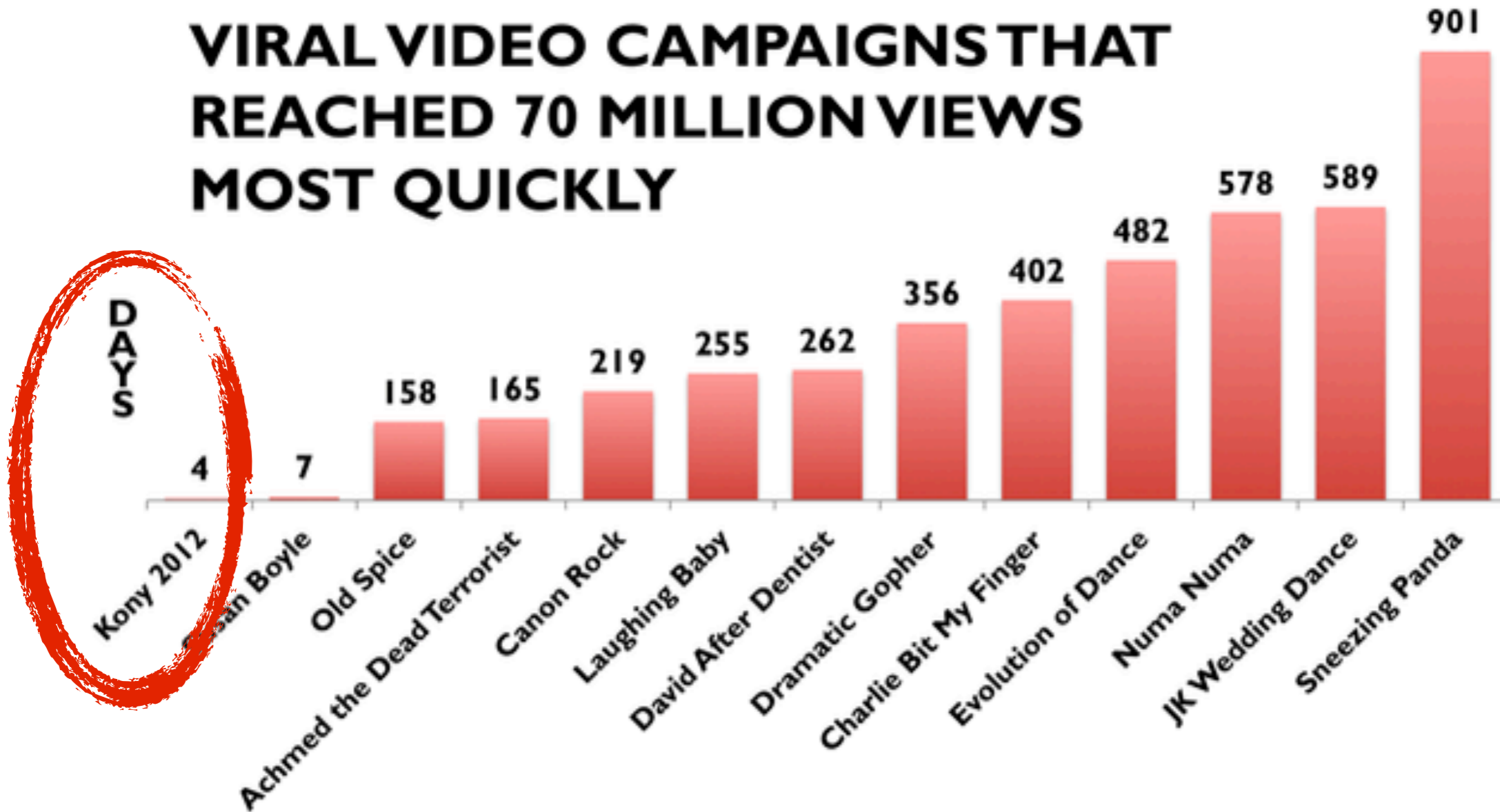
staff
donors
volunteers



It's about emotional commitment

engaging

VIRAL VIDEO CAMPAIGNS THAT REACHED 70 MILLION VIEWS MOST QUICKLY



It's about reaching a broad audience

engaging



30 minute video
70 million views in 4 days



why videos go viral

It's about participating
engaging



It's building a participating community
not just pushing an icon or logo

engaging



“Making the simple complicated is commonplace; making the complicated simple, awesomely simple, that's creativity.”

- Take away the noise
- Find the nugget
- **Focus**



you have just seconds to grab them
speak clearly, not just loudly

simplify

Old thinking
“OMG!”



New thinking
“It just works!”



“It’s not the technology, but the user experience” S. Jobs
activate from the consumer experience point of view

simplify

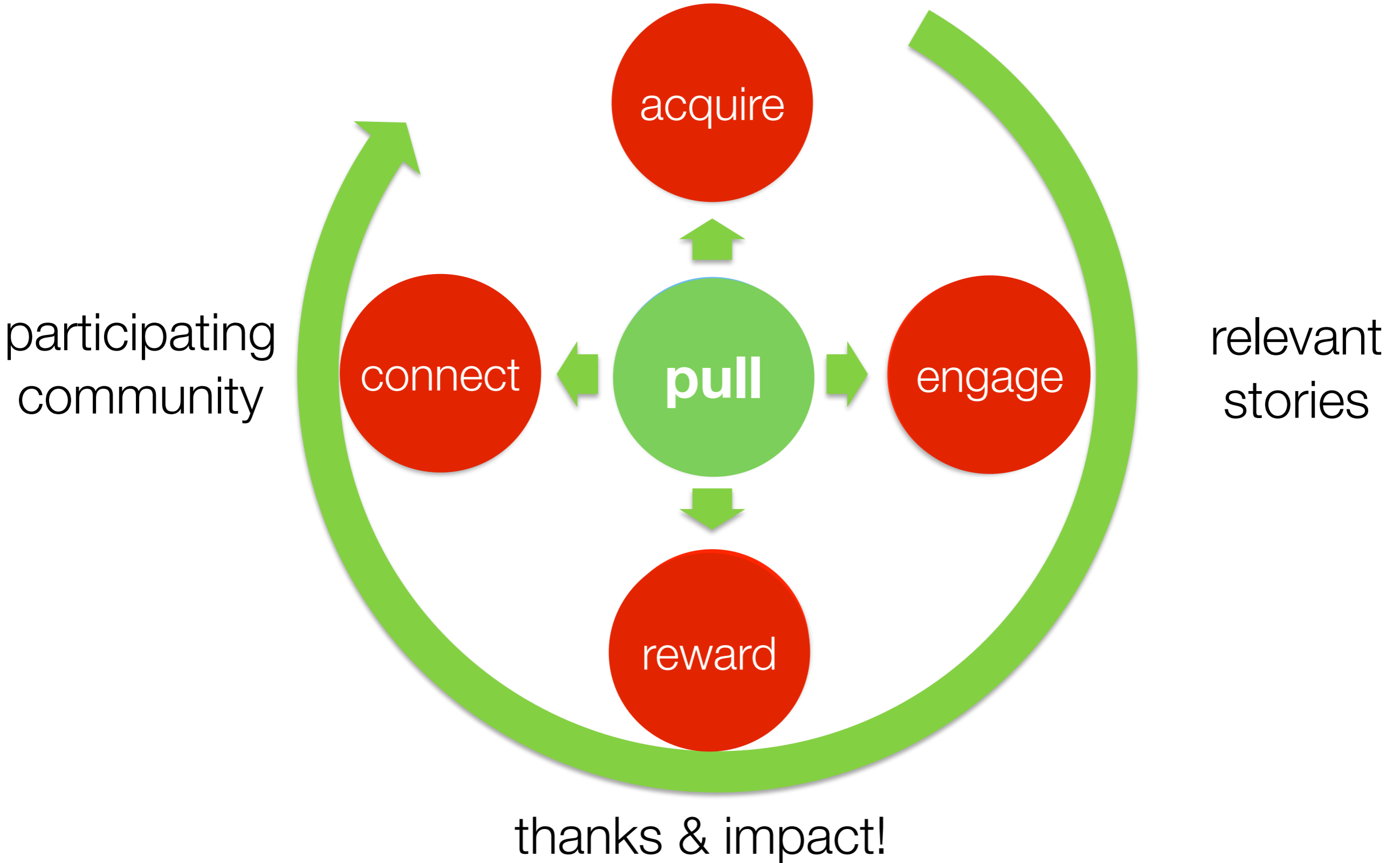


Simple is flexible

Can be easily integrated into any campaign (traditional or digital)

simplify

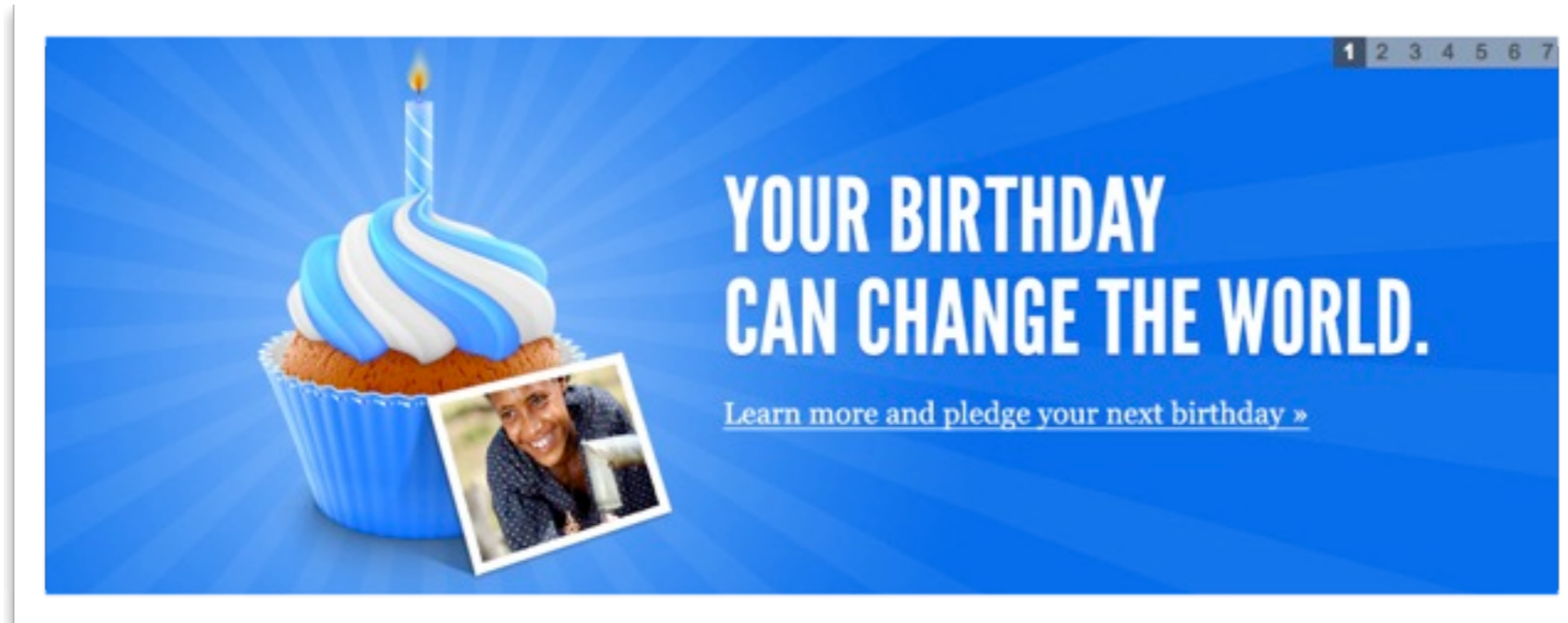
invite them



4 ways to amplify your message



charity: water



Imagine
giving this
to your
baby?



with your help & charity:water
yes we can make a difference

1

Acquire - Invite them

In language they care about

amplify



charity: water



2 WAYS TO MAKE
JUSTIN'S BIRTHDAY WISH
COME TRUE

 **Donate \$18 to Justin's Birthday**
100% of your donation will be used to build water projects in developing countries.

or

 **Join him & give up your birthday!**
Join Justin and give up your next birthday to bring clean water to people in need.

Join Justin at
www.charitywater.org/justinbieber



2

Engage - relevant stories

“Leverage sneezers,” says Seth Godin

amplify



charity: water

From: mycharity: water <support@charitywater.org>
Subject: Thanks for pledging your next birthday!
Date: 29 March, 2012 7:19:21 PM EDT
To: causemark@me.com

Hide



charity: water

Forwarded? If this email looks funny, see it here >

Thanks for pledging your next birthday
to help bring clean water to people in need.



3

Reward in multiple ways

emotional rewards beyond thank you

Amplify

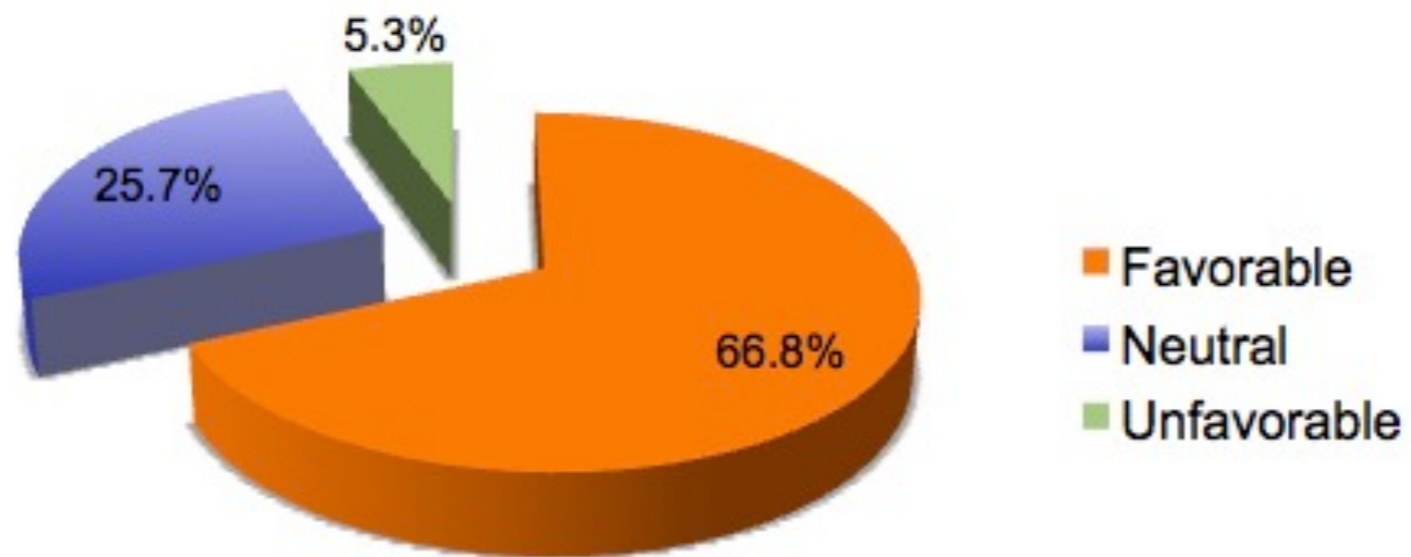


4

Connect to others
participating community

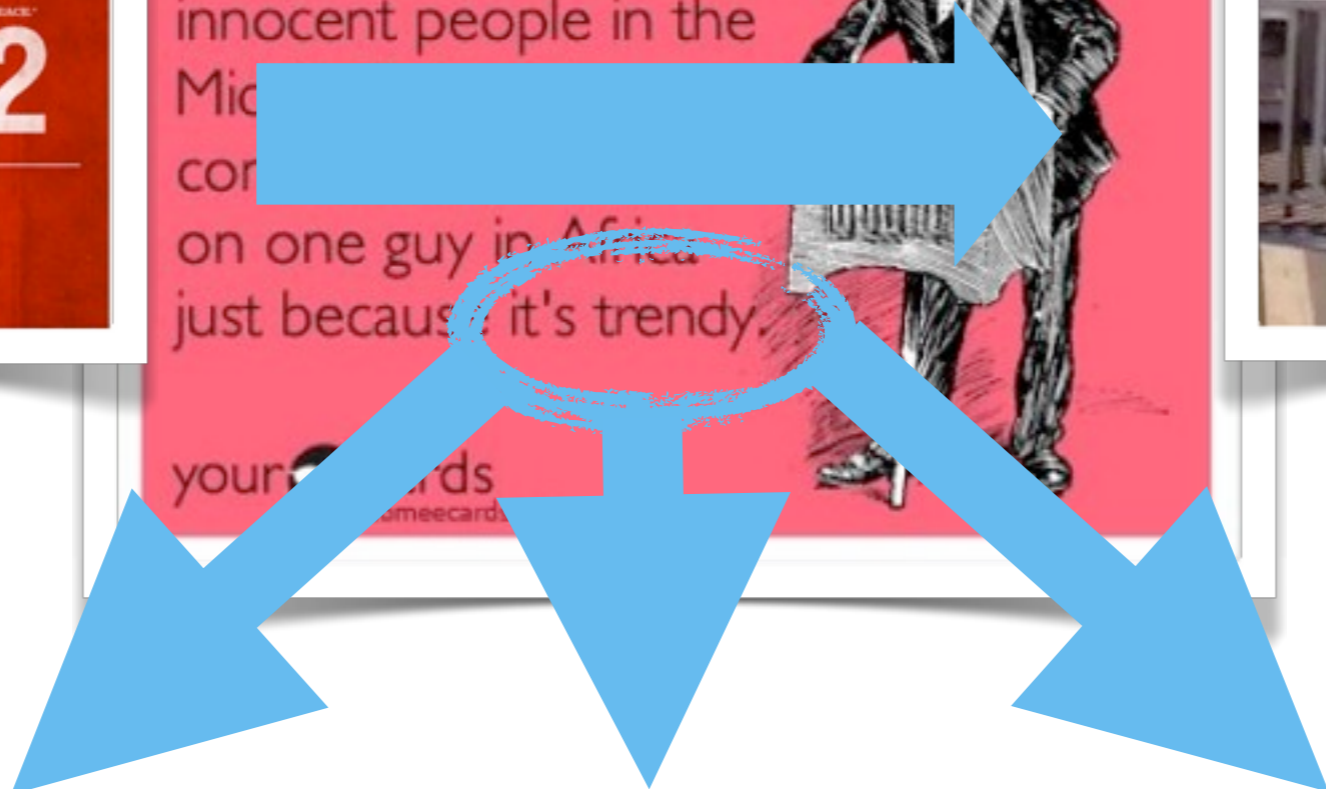
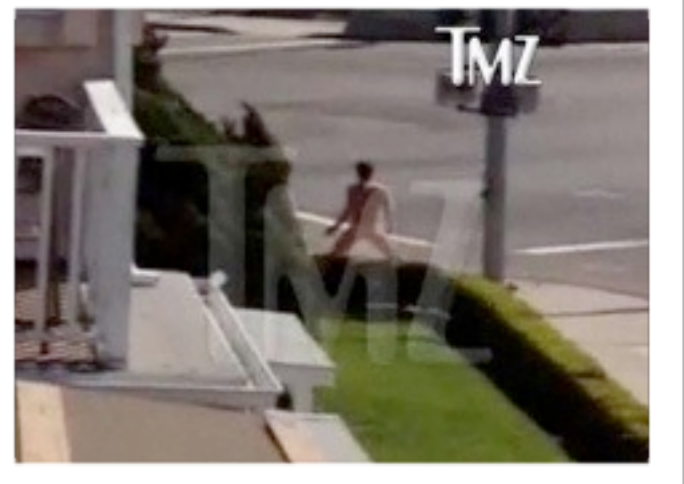
Amplify

**Trust company more - when including
cause awareness info**



2011 C'volution client study

Trust
equity borrowed from the cause
authenticity



authentic, relevant & consistent
Must be actionable

authenticity

BASIC ELEMENTS

Minimum license fee

\$100,000

Retail revenue

Portion of sales as an additional contribution that also helps measure engagement

Cause champion

boiler plate cause message

on product, OR

Online

ADDITIONAL ACTIVATION

Employee engagement

communication

donations

fundraising

Volunteer

Consumer contribution

online donation

icon program

text to give

Other events

employee event

corporate sponsored (regional/national)

employee organized community event

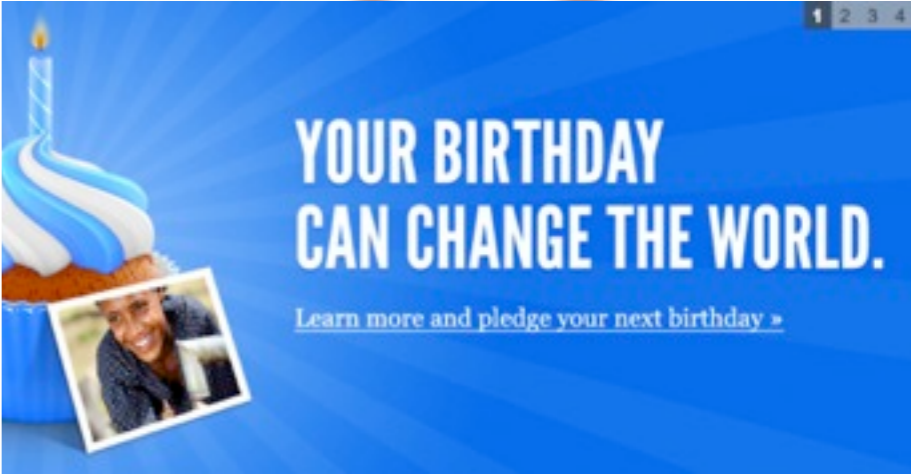
Directed philanthropy

directed donation

Companies can be authentic champions
but you have to teach them how

authenticity

do what you love make a difference every day actions



passion in practice

big
changes
are on
the
way



Are you ready for opportunity?

AN  *Old Birds*
LOVEABLE MOMENT

think & do.



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Moncton, NB E1C 1E4

The C'volution team has extensive experience in both the for-profit and not-for-profit sectors with more than 100 organizations including numerous corporations where cause marketing and corporate sponsorship were a significant backbone of cause related marketing partnerships.

As a cause marketing subject matter expert:

Mark Hierlihy has worked in the charitable sector and in cause-marketing consulting practice or over 18 years.

With companies including:

Subway, McCain Foods (Canada), CIBC, Kruger Products, Hbc, Huggies (Kimberly Clark), Atlantic Lottery, Gilead Sciences, Subway, New Balance, 3M, KitchenAid, Revlon and Running Room

With charities including:

Canadian Breast Cancer Foundation, Kids Help Phone, Food Banks Canada, Canadian Mental Health Association (Women & Wellness), Hamilton Health Sciences Foundation, St. Michael's Foundation, Horizon Health Network, Special Olympics Canada, Canada's National Arts Centre, Nutrients for Life Foundation and KaBOOM!

thank you!