



BUYING

Cause 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”



line-ups



everywhere



LOVE buying



PURPOSE



ACTION



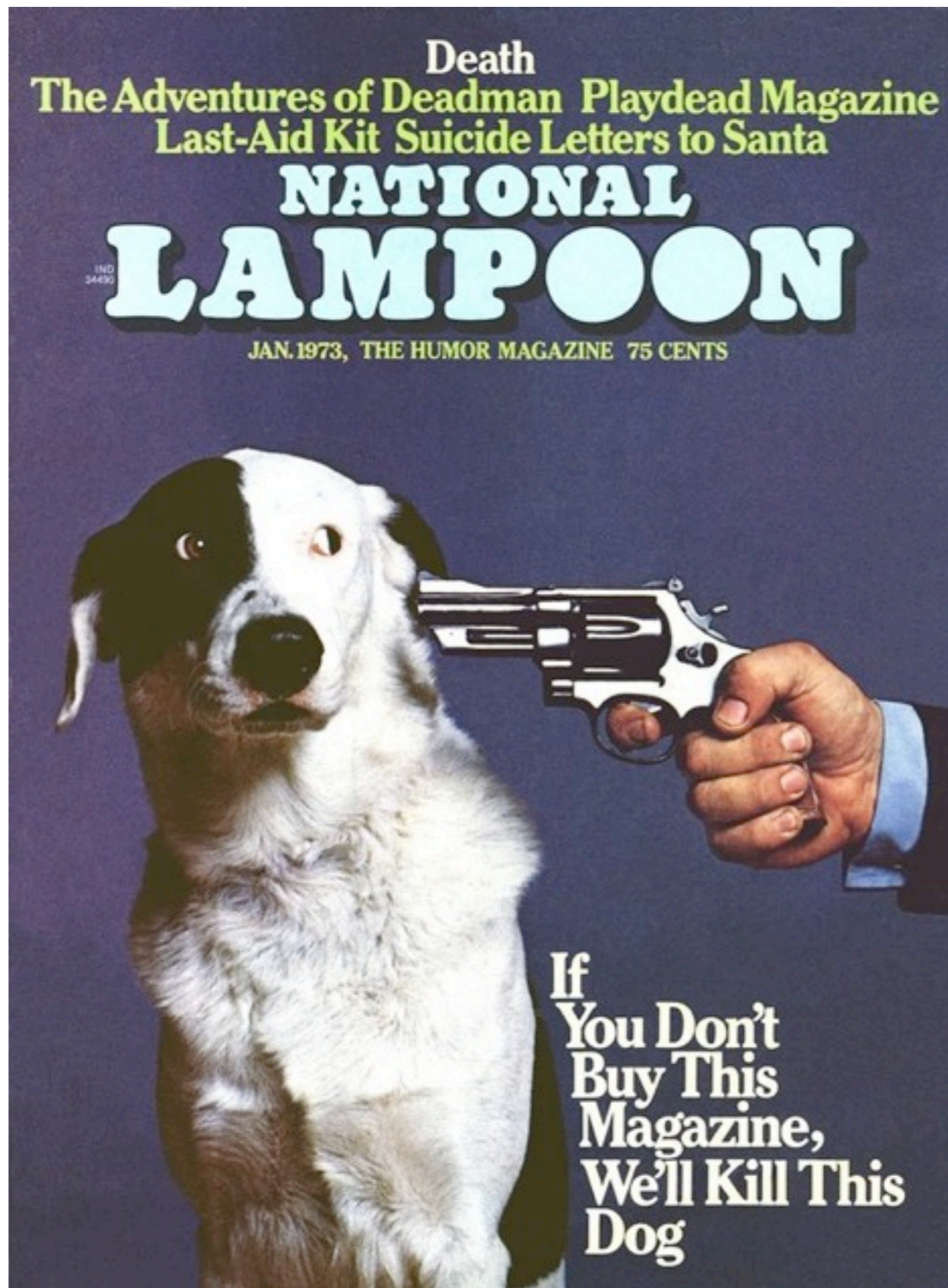
RESULTS

Anatomy of engagement marketing



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

what is cause
marketing?



NOT a push strategy

Engaged Consumers



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

pull strategy



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

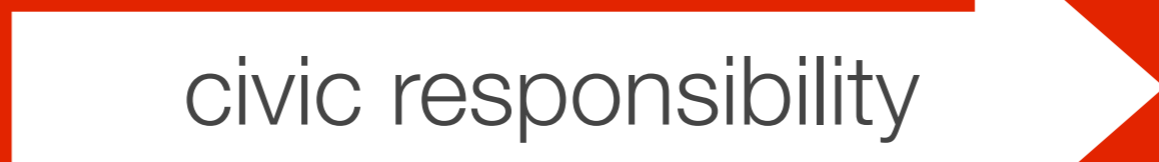


PERSON

love thy neighbor

PERSON

biblical times



20th century philanthropy



corporate donations

charity event sponsorship

cause marketing



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

Buying Years

Giving Years



My parents messed up the world and it's my job to fix it.
I'm hopeful about the future.
I'll take on the world!
I'll try lots of new things but make it fun



Giving is important and I'm going to organize things
I like cool & trendy causes
What's in it for me?
I'm comfortable with cause & consumerism together



I've been taught to give so 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
I like traditional methods

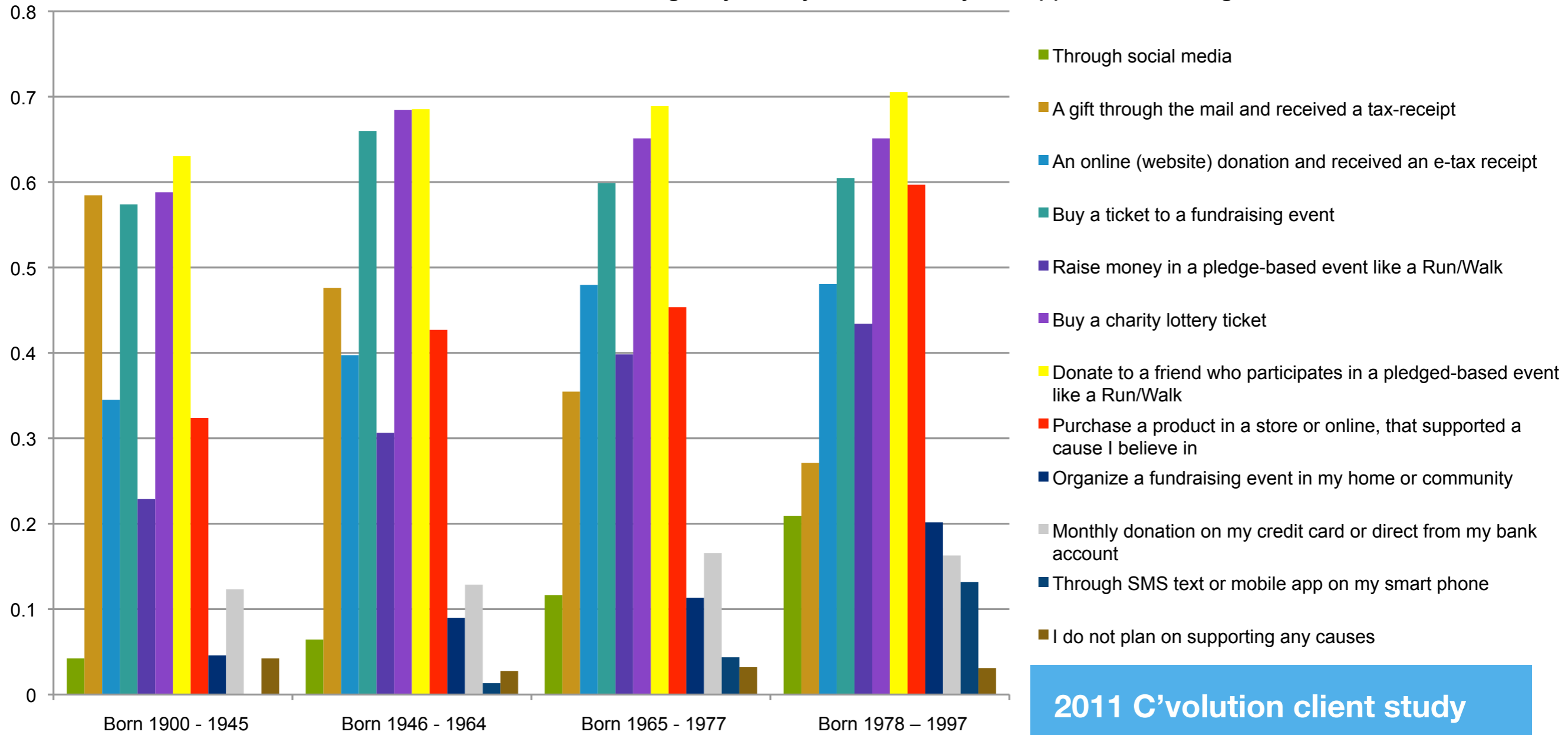
88% say it is acceptable for companies to involve a cause or issue in their marketing

2010 Cone Cause Evolution Study

imperative #1

Know who your consumers are

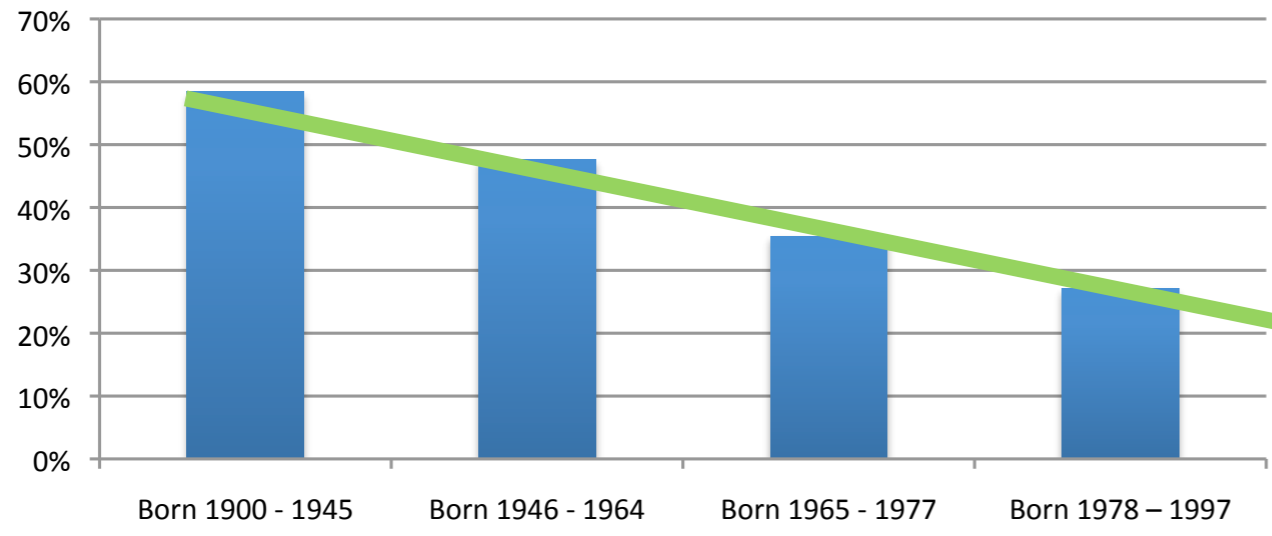
Q3. In the FUTURE, which of the following ways are you most likely to support fundraising for causes?



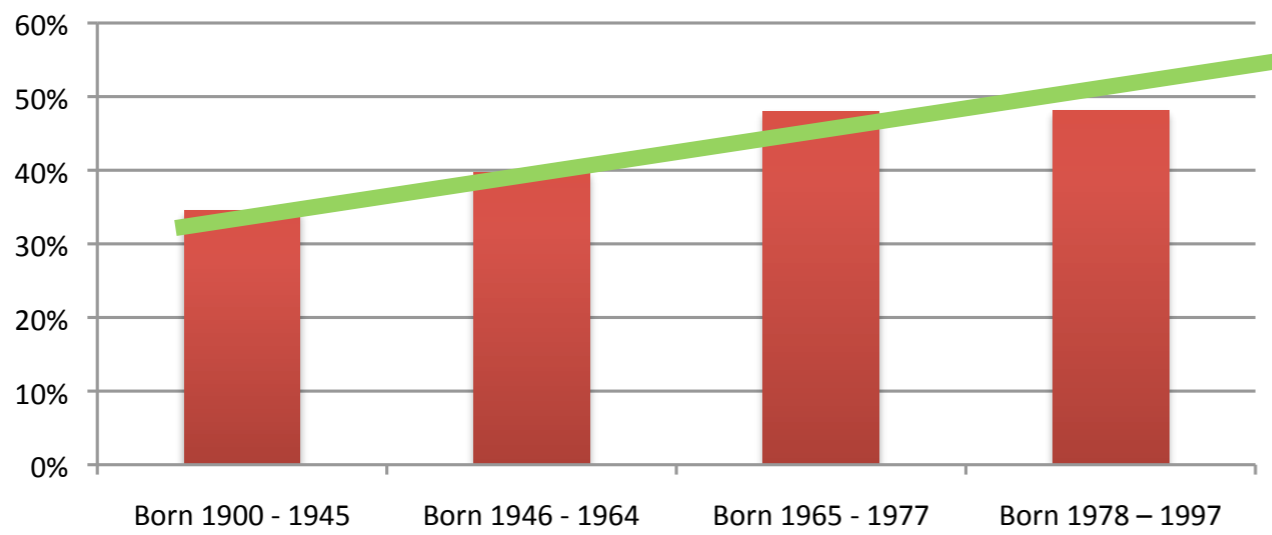
2011 C'volution client study

imperative #2
Know how consumers contribute

Direct mail - Future Intent

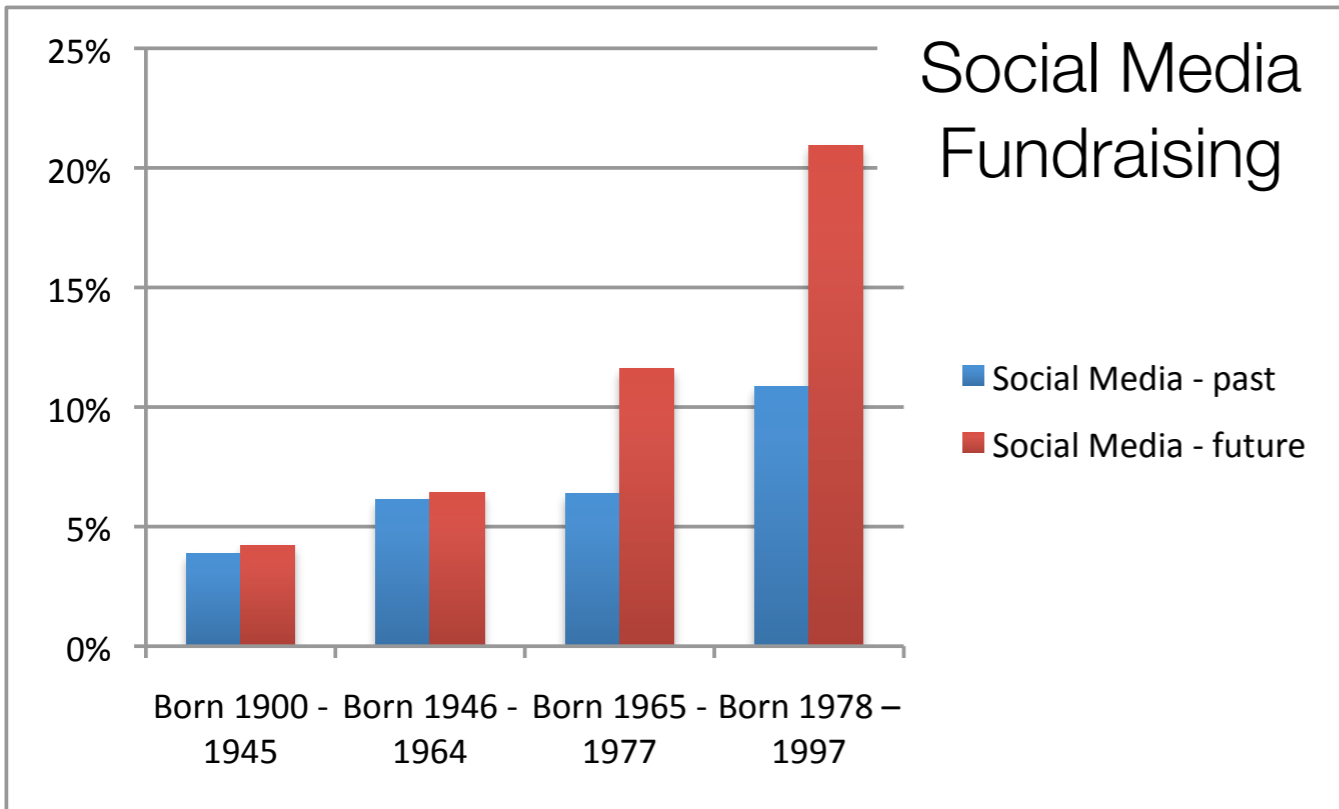


Online/web donation - Future intent

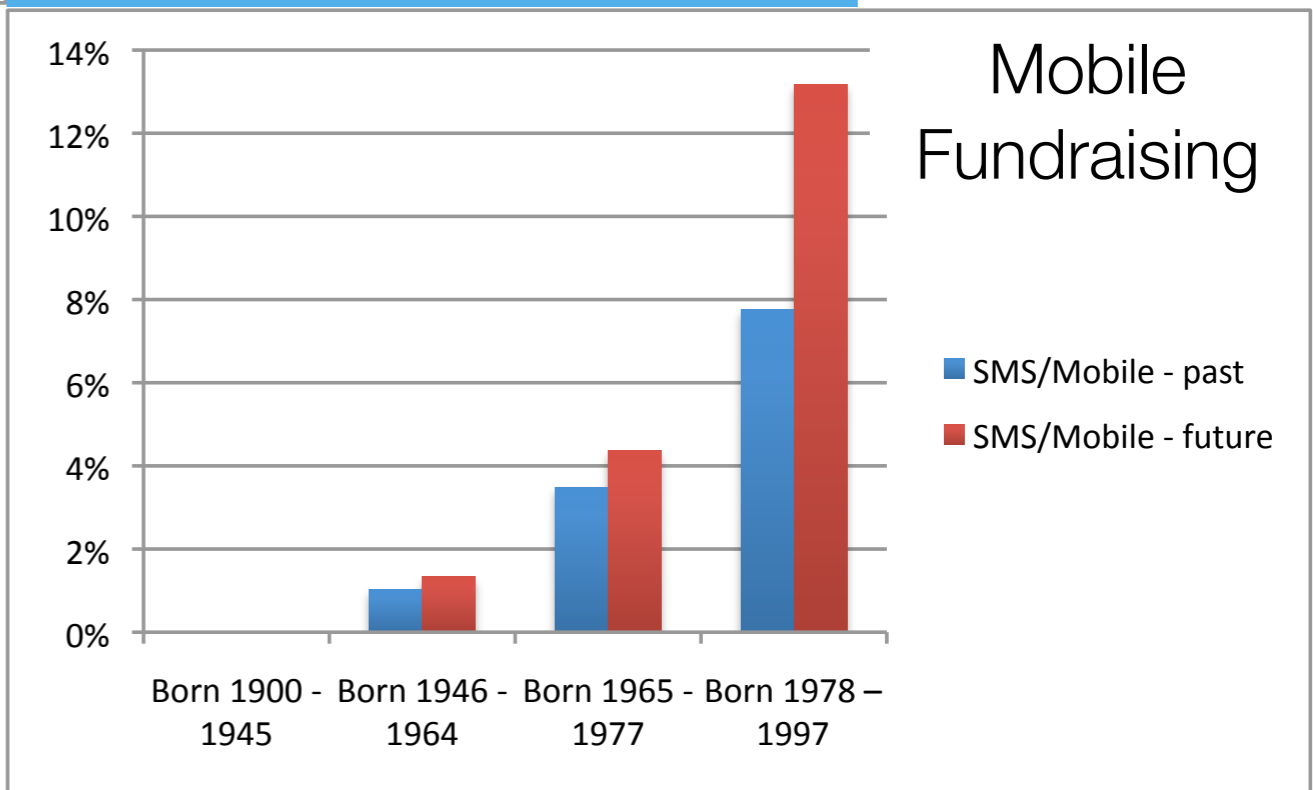


2011 C'volution client study

DON'T PANIC!
It's an evolution



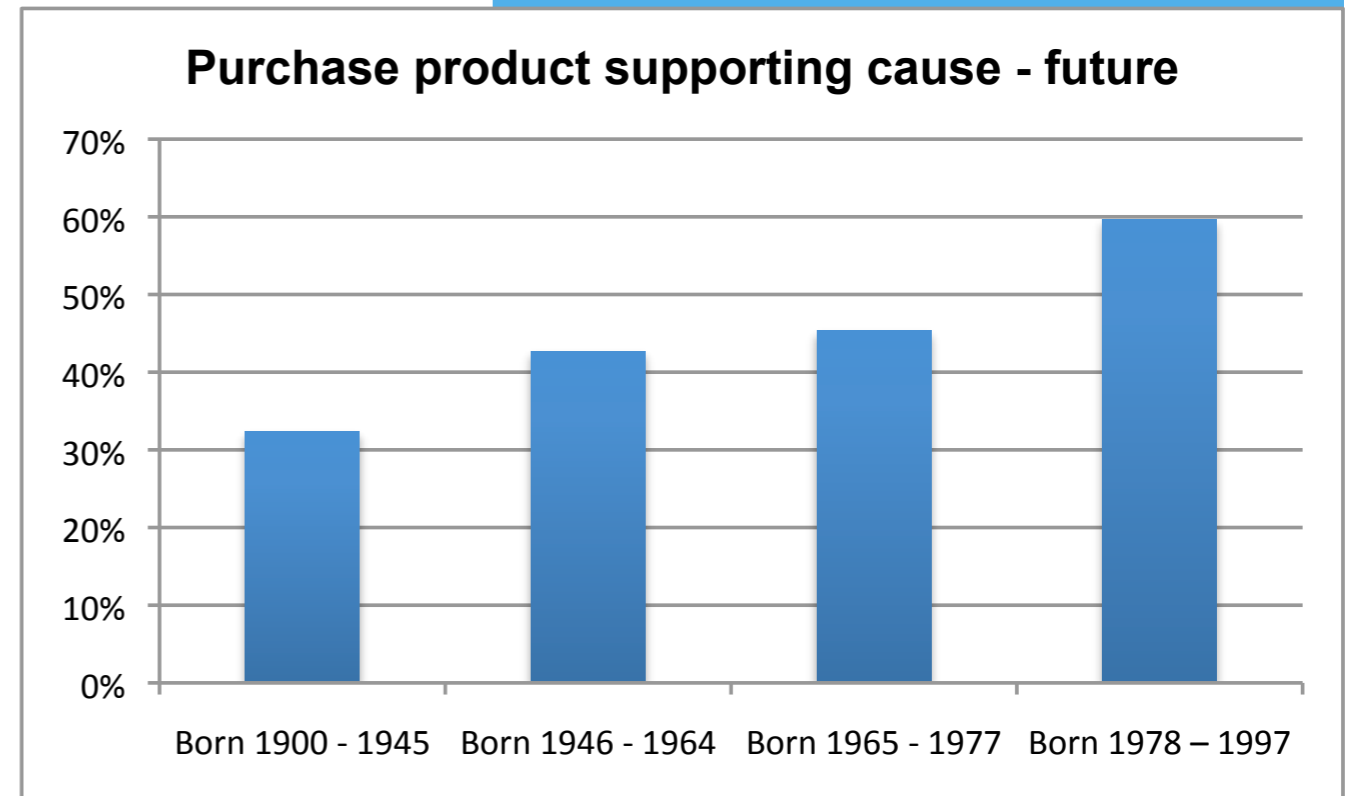
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This could be a positive revolution - NEW MONEY!

2011 C'volution client study

big
changes
are on
the
way



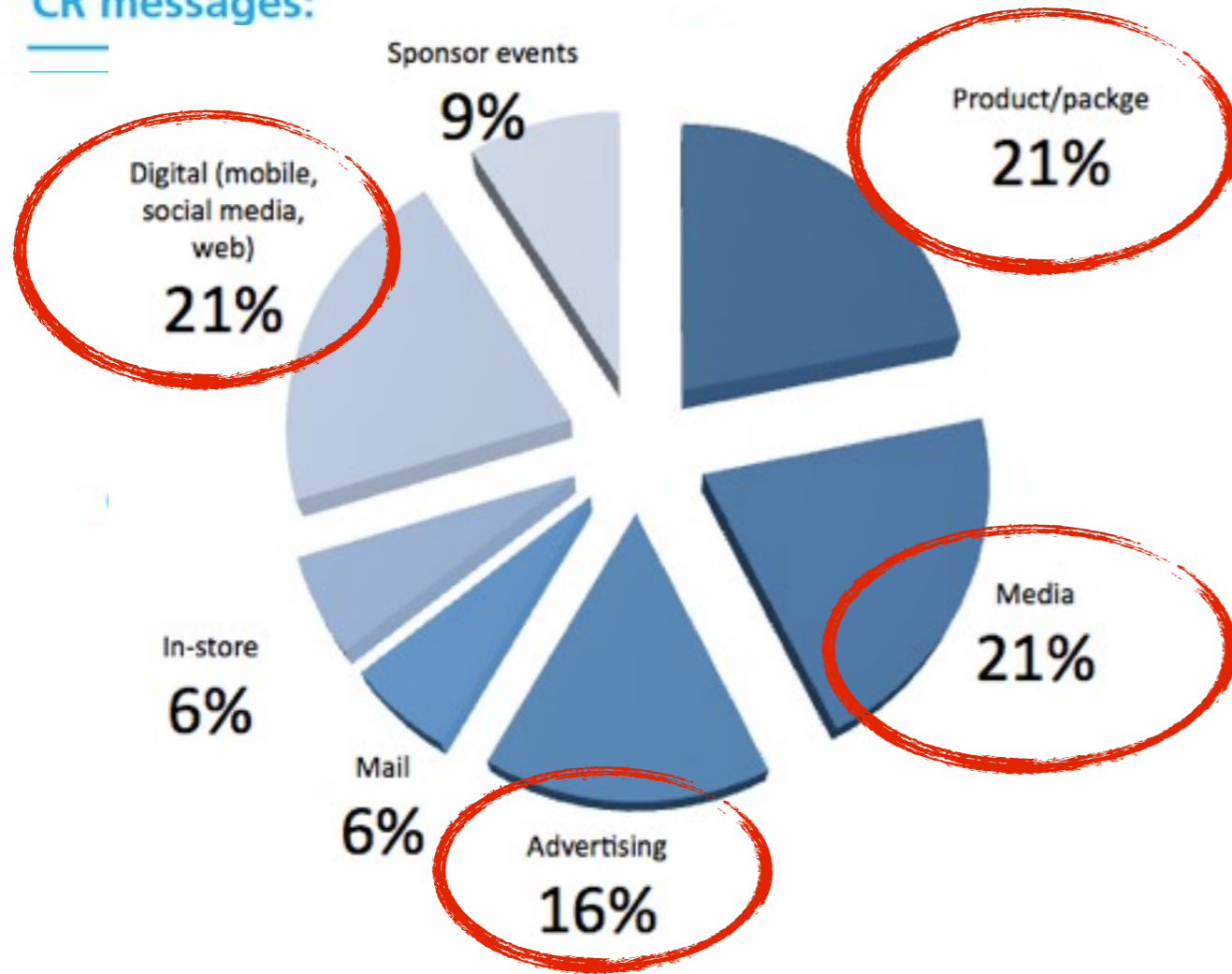
32%

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:



2011 CONE / ECHO GLOBAL
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%

2011 CONE / ECHO GLOBAL
CR OPPORTUNITY STUDY

imperative #4

Most of all - know what they care about

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 cause 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 cause marketing



brands

- physical or emotional?

emotion



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

emotion

Own unique emotional space – none like it

“The”
Leader



Strong, but there are others like it

“A” leader



A cause in a cluttered space

Just competition



What do emotional space do you “own?”

emotion



Meals on Wheels

We deliver smilesSM

Deliver smiles
emotion

GO RED

THIS FEBRUARY



**MAKE DEATH WAIT.
TAKE ACTION NOW.**

Turn fear into action
emotion



"Now I know
my hair is beautiful."
- *Kassandra*

Redefining beauty in their own words.



The world according to **MISS.**

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



Flip cynicism
emotion



IT'S MOVEMBER! SUPPORT THE CAUSE!

Fun!

emotion

mission
critical

role in
their lives

surprise and
delight them



BRAND ESSENCE

Value equation

shared value

mission
critical

role in
their lives

surprise and
delight them



build
playgrounds



great place
to play within
walking
distance



healthier,
do better in
school, play
better as
adults



ESSENCE: It starts with a playground

tell a brand story

shared value

UNICEF objective:

- Fundraising
- Brand building
- Save lives

10 = 10

PAMPERS objective:

- Breakthrough
- Increase sales
- Align brand/global umbrella

UNICEF
31 vaccines

Pampers® unicef

UNICEF and Pampers thank you for your help!

1 pack = 1 vaccine*

Tetanus Vaccine Tracker
Goal: 31 Million Achieved: 31 Million

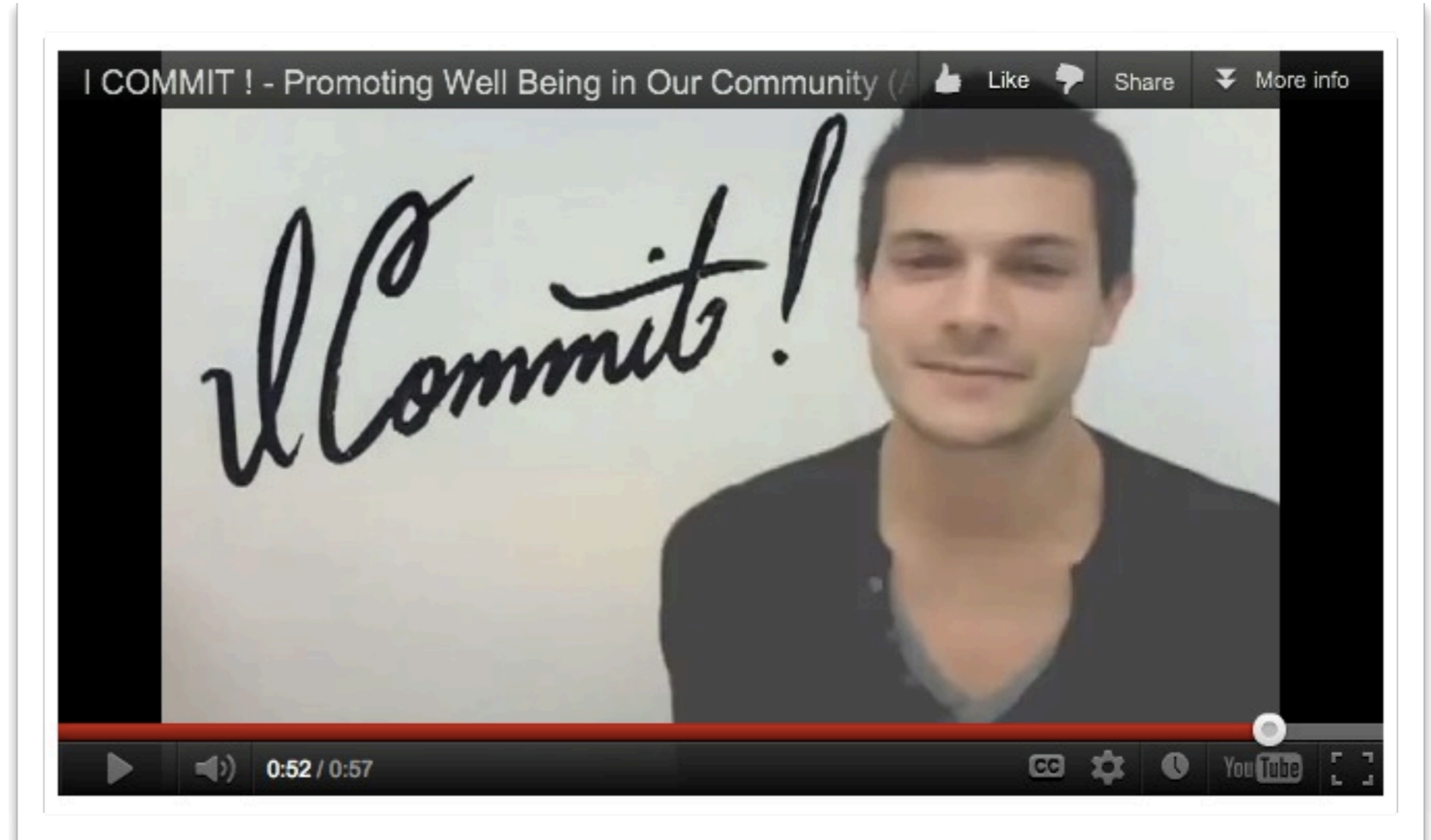
PAMPERS
doing good is
good for
business

leverage partnerships for your cause brand

shared value



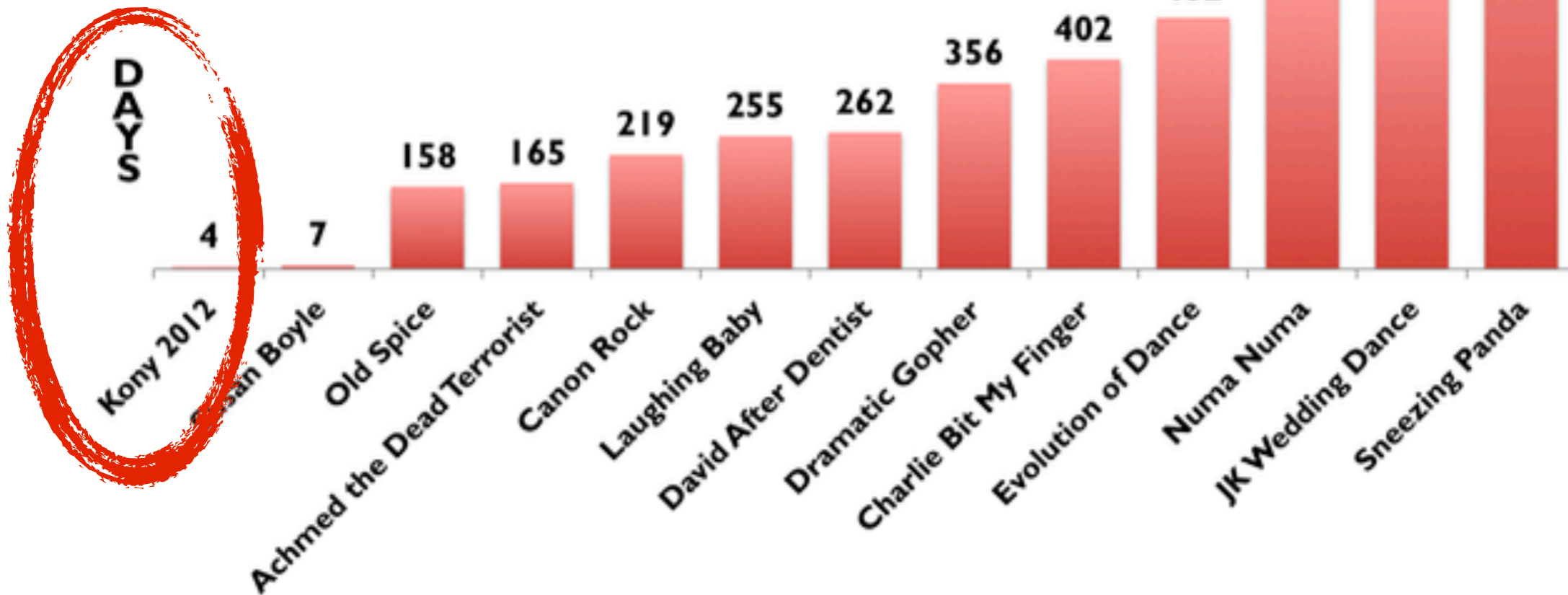
staff
donors
volunteers



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.”

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

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



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

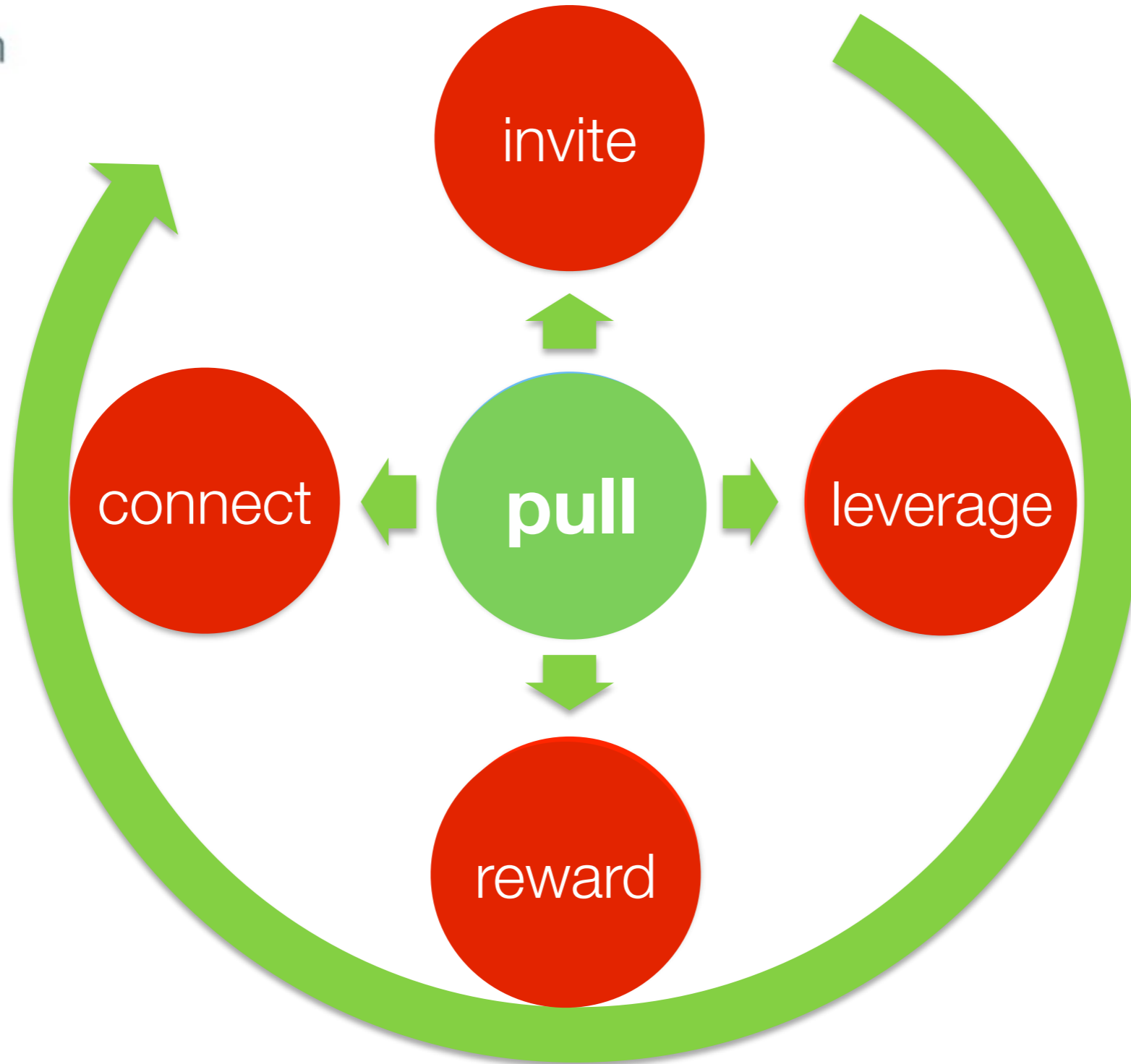
simplify



Simple is flexible

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

simplify



Be deliberate in amplifying



charity: water

1 2 3 4 5 6 7

**YOUR BIRTHDAY
CAN CHANGE THE WORLD.**

[Learn more and pledge your next birthday »](#)

Imagine
giving this
to your
baby?



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

1

Invite

In language consumers understand

amplify

BIRTHDAYS CAN CHANGE THE WORLD. *Join Justin.*

+1 58 Tweet 40.4k Like 3.1k Send

TWO WAYS YOU CAN JOIN JUSTIN'S CAMPAIGN

- 1 -
Donate \$18 for Justin's 18th birthday


18.00

DONATE NOW

- 2 -
Pledge to give up your next birthday

Your e-mail

PLEDGE NOW



Last year for my birthday, you gave me the best birthday present I could ever ask for -- you donated \$47,148 to bring clean water to over 2,357 people! I'm so thankful for what we were able to accomplish together. This year, I want to do it again!

But this time, I'm inviting everyone to join me and start your own fundraising campaigns. Give up your birthday, start a lemonade stand, run a race... you can do anything to raise money for clean water. Best of all, 100% will directly help people in need.

- Justin



charity: water

2

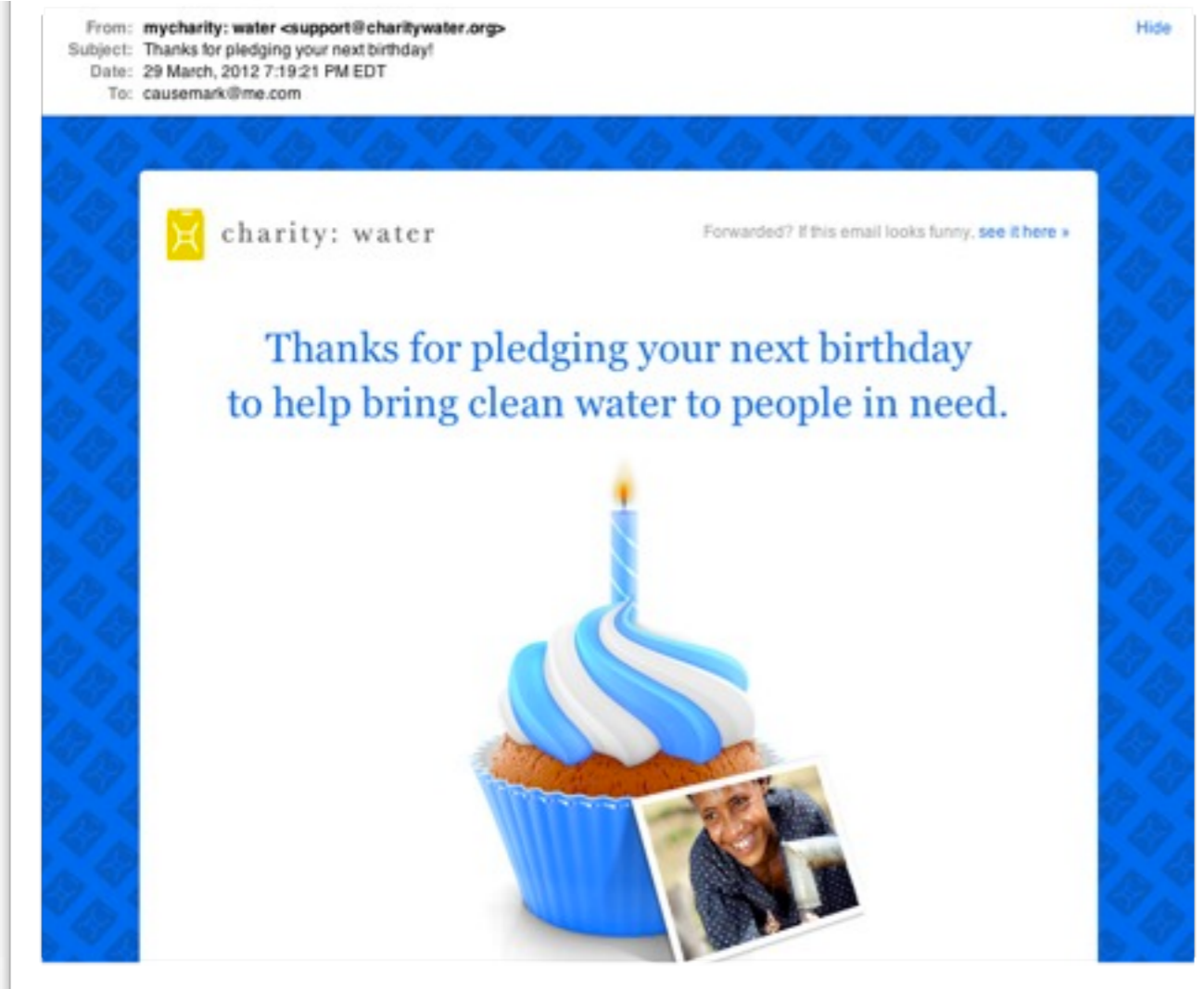
“Leverage sneezers”

says Seth Godin

amplify



charity: water



COMMENT

Wonderful initiative. Glad to support it! Kudos to you, Mark! xxoo

Since I want you to be around at least another 45 years, I've doubled the suggested donation. Happy Birthday, and here's to clean water for all of us.

happy to give for you mr teapot. What a good idea

Brilliant!

happy b day

Happy Birthday to a great man who makes the world a better place!

Happy Birthday Mark. A fine way to be and thing to do.

What a fabulous way to celebrate being 45! Here's wishing the best for your big day, and that you achieve your goal!

Seriously, 45, I should only give you 29 because you cannot possibly be over 30 :) But on a serious note, I LOVE what you are doing, congrats. Selfless as usual. Empowering women to have the freedom to have a better life - wonderful. Much love!

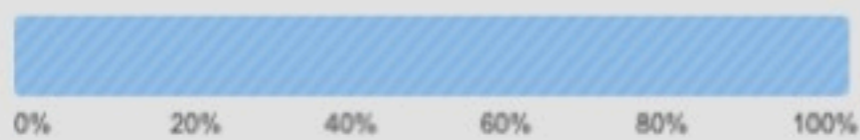
Wishing you a very Happy Birthday Mark. Happy to be able to support you in your Birthday wish. I LOVE the fact that it is supporting women and children in Rwanda get access to clean drinking water locally thereby freeing them to pursue other wants and interests.

3

Reward for participating

Amplify

Wrap on causemark's September Charity : Water for Rwanda Campaign



\$1,035
CAMPAIGN GOAL

\$1,330
RAISED SO FAR

20
PEOPLE SERVED



PLEDGE YOUR BIRTHDAY

Birthdays can change the world. For your next birthday, pledge to ask for donations instead of presents.

Thank you to everyone who has donated in honour of my birthday!

“I’m going to do this too!”

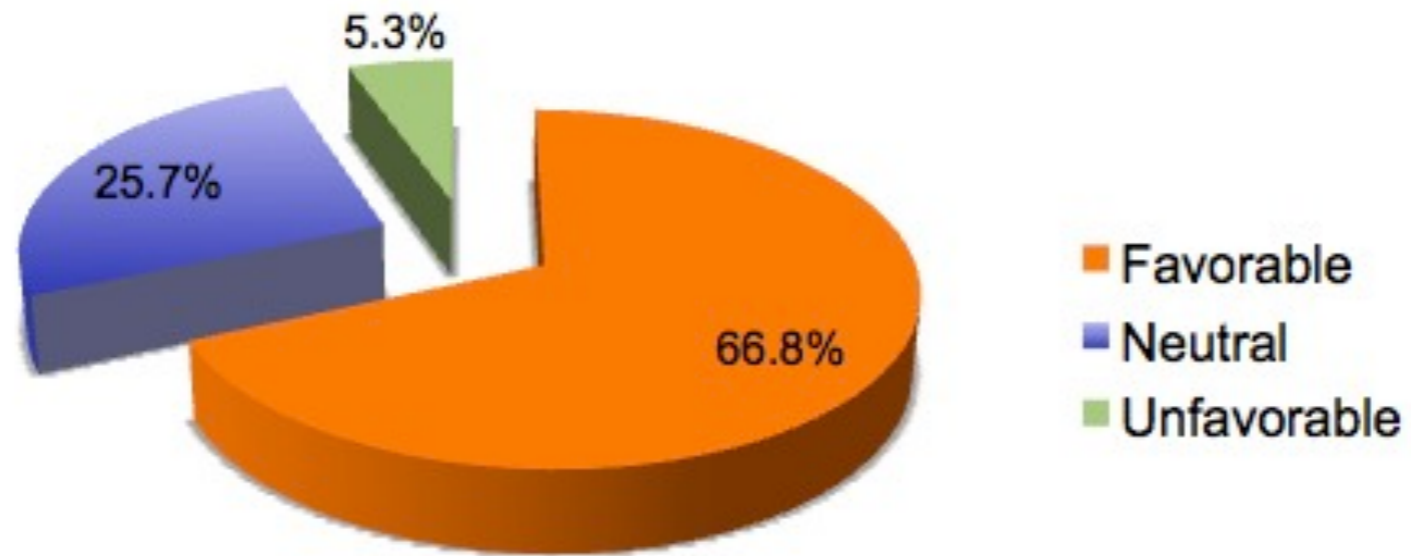
- a donor to my campaign

4

Connect to others

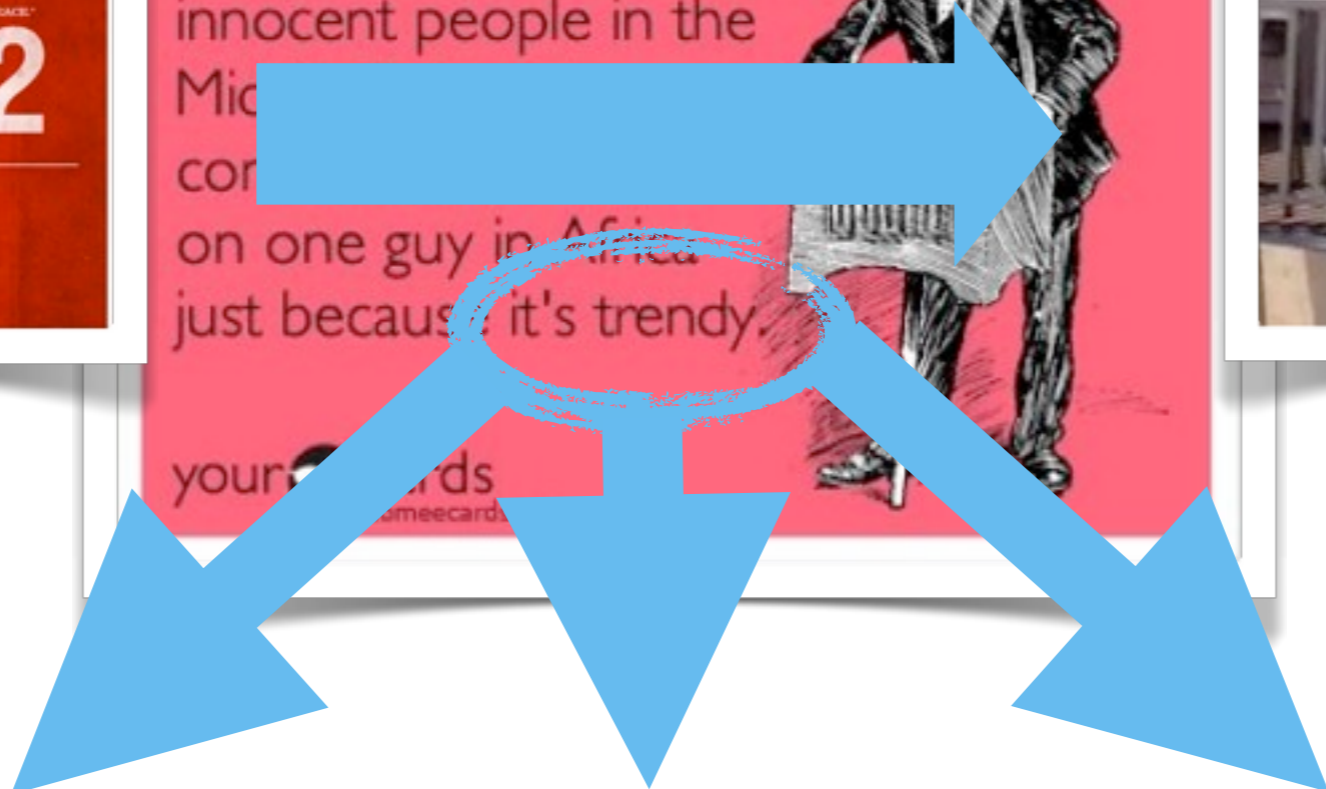
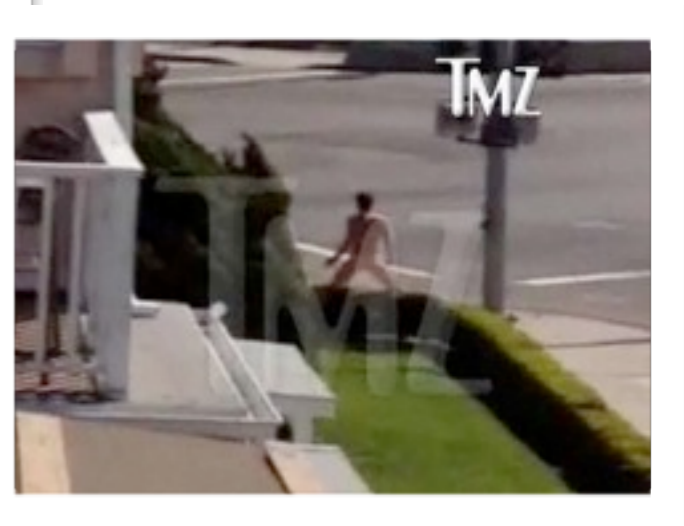
Amplify

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



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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

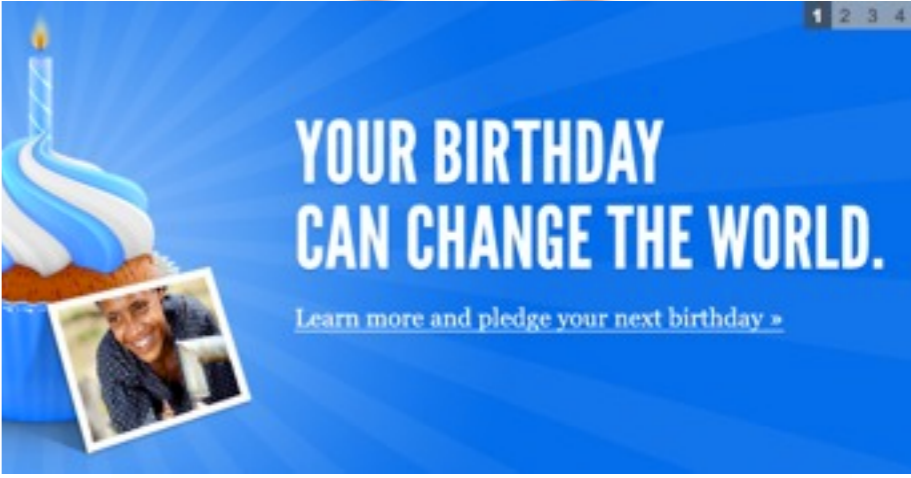
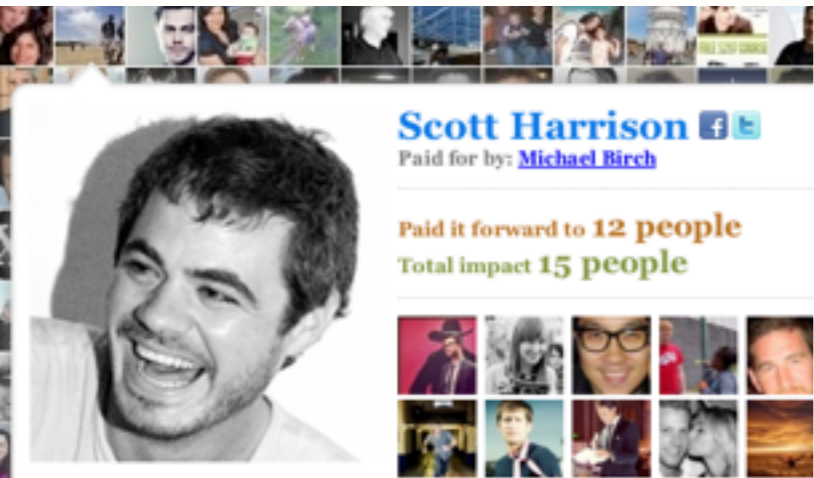
Directed philanthropy

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?

think & do.



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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!