Cause Marketing, A New Generation of Branding

IS IT HERE TO STAY?

Presented by:

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• Cause Marketing Stats

- 78% of Americans believe that a campaign between a corporation they trust and a charity make the cause stand out
- 59% of Americans are more likely to buy a product associates with a charity
- 50% of Americans are more likely to donate to a charity that is part of a cause marketing campaign.

What is Fueling This Phenomenon

- Recent Corporate Guilt
- 2008
- Exxon
- Mistakes of another generation
- Goodwill vs. Economic Advantage; is there greed left?
- 2 new California corporations
  - Flexible
  - Benefit

Introduction and Definitions

- Corporate Philanthropy; a sustainable and legal method to generate funds for charitable purposes or is this really more corporate greed?
  - Corporate Goodwill
  - Good Marketing
  - Generates employee satisfaction
  - Volunteer opportunities for employees
  - Team building
  - Matching Programs
  - Scholarships programs for employees kids
- Cause Marketing; a commercial enterprise markets and promotes to the public that if you purchase its product or services, we will donate a certain percentage of proceeds to XYZ charity.
  - Ex. Coffee Bean & Tea Leaf states that if you buy a cup of coffee on the third Thursday of every month, we will donate 3% to Make A Wish Foundation.
  - Ex. Tom's Shoes, for every pair of shoes you purchase, we will donate one.

The Fundamentals

- Defining Terms, Corporate and Nonprofit Relationships

- Corporate Sponsorships/ UBIT
  - Acknowledgments vs. Advertising

    Examples: “Thank you for generous support to XYZ Corporation” vs. “Please buy XYZ Corporation’s new Widget”
- What is Cause Marketing vs. Corporate Partnership?
    - Passive Recipient vs. More involved (ie. Selling the products on the web via a link {A Corporate Partnership}

More Fundamentals

- MODELS

- TOM’ SHOES ONE FOR ONE
- TEMPORARY CAMPAIGNS, NET PROCEEDS
- GUARANTEED PAYMENTS
- SETTING UP YOUR OWN CORPORATE FOUNDATION
- PAUL NEWMAN’S OWN (MARKETING THE PRODUCT)
- SKETCHERS FIASCO
- PREDATORY LAWYERS

Questions and Answers

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- Thank you for participating.