

Cause-Related Marketing: Connecting for a Win-Win

David Hessekiel, Cause Marketing Forum

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What Are We Talking About?

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- Cause marketing is the building of mutually-beneficial commercial relationships between companies and causes.
- It's not
 - Courting biz contacts to buy gala tables
 - Obtaining corporate foundation grants
 - Not that there is anything wrong with that!

Broad Spectrum of Relationships

- Short-term to decades long
- Fundraising to social marketing
- Local to global
- Zero, thousands or millions of dollars
- Consumer-focused, employee-focused, other-focused
- Well-conceived & executed to haphazard

Cause Evolution

Cause Promotion Marketing

Cause Branding

Socially Aligned Business Initiatives

Short or long-term

Transactional

Consumer-focused

Overarching cause platform

Signature programs

Transformational

Long-term

Multi-dimensional

Focused issue(s)

Multi-stakeholder

Cone 2007 Cause Evolution Study

Transformational

Long-term

Multi-dimensional

Multiple focuses

Issue(s) aligned with biz goals

Ability to impact operations

Multi-stakeholder



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P&G

Live, Learn and Thrive™

'ONE PACK = ONE VACCINE*' CAMPAIGN GIVEAWAY

Prize Pack Includes (over a \$375 value):

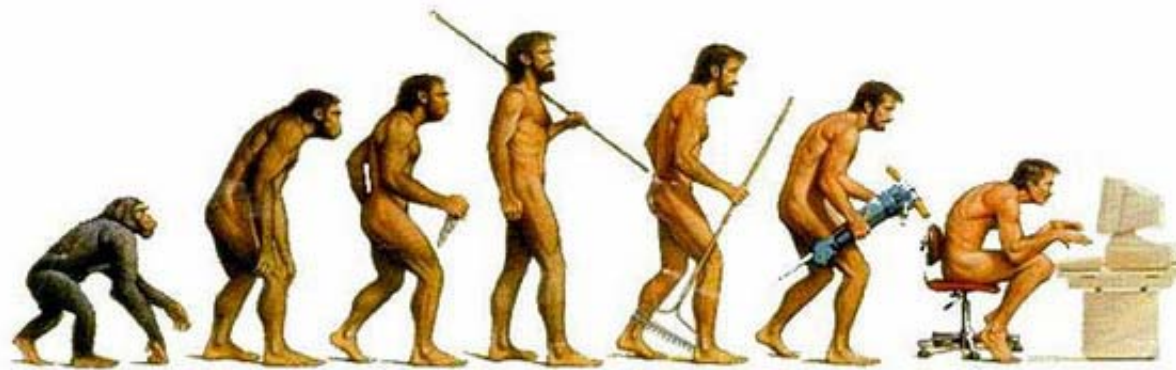
- 6 month supply of free diapers
- 3 month supply of free wipes
- 5 "One Pack = One Vaccine" campaign baby body suits**
- Teddy bear with a "One Pack = One Vaccine" campaign baby body suit**

ENTER FOR A CHANCE TO WIN!

REINVENTING EDUCATION



How Evolved Is Your Group?



How Evolved Is Your Group?

- Do you have a corporate alliance
 - Strategy
 - Where do you want to go? How will you get there?
 - Staffing structure
 - Sales AND implementation?
 - Policy
 - What will and what won't you do?

What's Going On Out There?

- CM is not immune to the trials and tribulations of 2009
- The Bad News
 - Banking and Wall Street have been rocked
 - “Easy” money has disappeared

The Good News

- Consumer sentiment VERY pro-cause
 - March Performance Research survey shows consumers 3x more likely to favor increased corporate cause sponsorship than sports sponsorship
- Businesses increasingly recognize need to demonstrate corporate social responsibility
- Increased evidence that cause connections can help move product

CM Won't Disappear in Tough Times

- “You might expect that cause marketing would be the kind of intangible, feel-good advertising to get axed in a recession. Instead, quite the opposite is true, as major marketers from retailers such as Sears, Target and OfficeMax to package goods players such as General Mills and P&G find that cause efforts actually help persuade weary consumers to spend” – Ad Age 10/13/08
- “These times demand even more of a focus on contributing and giving and saying thank you..Cause marketing, I think, will become even more important than ever”
-- Bob Thacker, CMO, OfficeMax

New Programs Springing Up Weekly

- **Subaru Share The Love** – December car buyers got to choose which of five charities should receive a \$250 donation. \$4.5 million raised
- **Tropicana Rescue The Rain Forest** saving 100 square feet of rainforest for each on-pack code entered online
- **Kraft Share A Little Comfort** – A million boxes of macaroni & cheese and \$100K to Feeding America

Let's Hear From The Experts!

- **Kevin Martinez**

- Executive Director, Corporate Social Responsibility, KPMG LLC
- Formerly with The Home Depot & Starbucks

- **Chad Royal-Pascoe**

- Managing Director, National Strategic Alliances, The March of Dimes
- Formerly with the American Heart Association

Discussion Topics

- What's happening in the alliance marketplace from your vantage point?
- Can smaller, more local organizations develop significant corporate alliances or is this only appropriate for huge national organizations?
- What's the most common mistake nonprofits make in developing relationships with companies?

Discussion Topics

- It's a crowded marketplace, how can nonprofits break through to develop new relationships?
- Describe a company/cause alliance you really admire and why?
- What has been your experience with integrating social media into your programs?

Questions from the floor?



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