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SIX PILLARS OF EFFECTIVE CAUSE MARKETING

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inciteimpact.com

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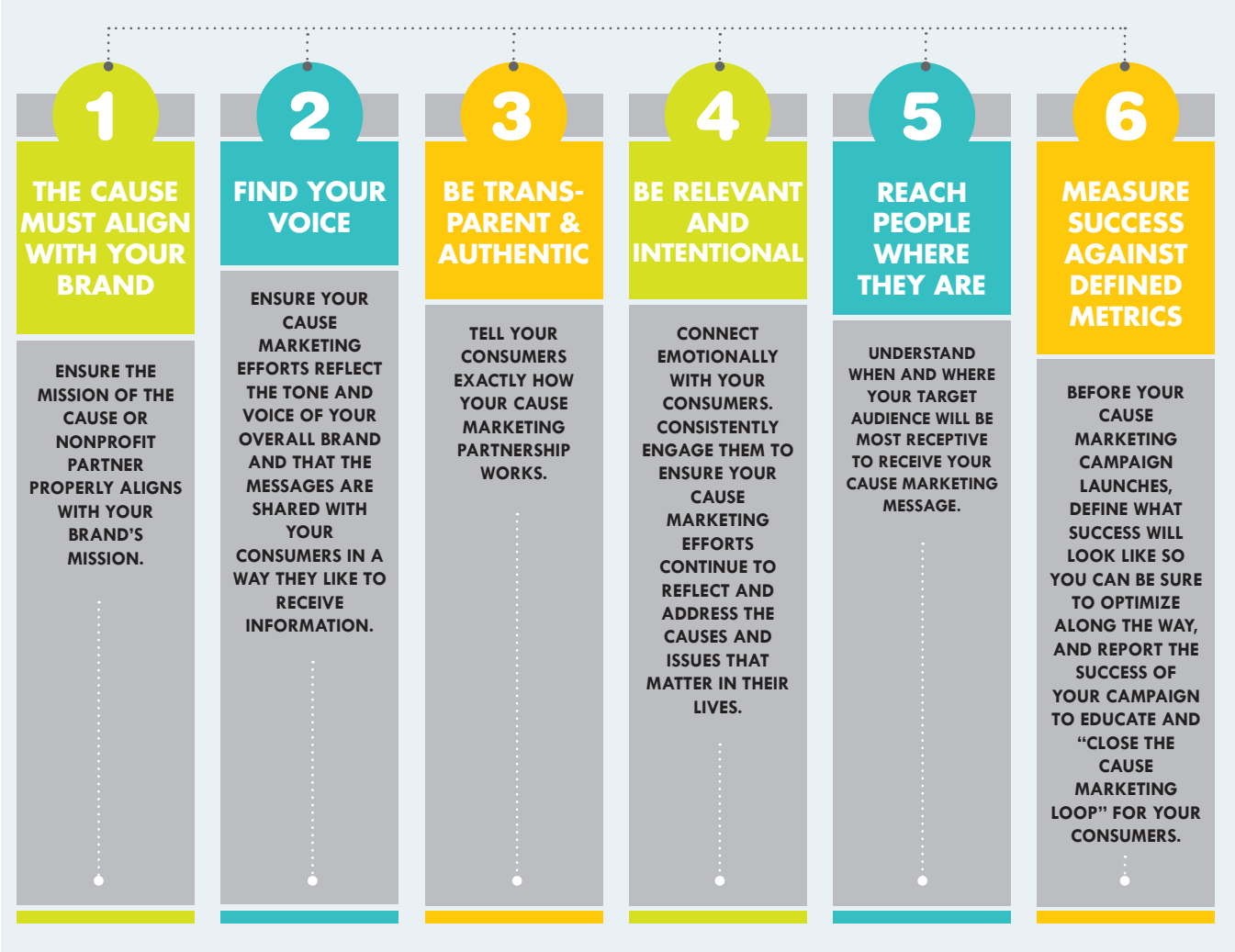
OVERVIEW

At Incite, we believe the most effective cause marketing campaigns are crafted with careful consideration of a company's consumers, employees and key partners. Here, we demonstrate the importance of understanding the causes and issues that are relevant to these stakeholder groups and present six critical pillars for developing effective cause marketing campaigns.



Six Pillars of Effective Cause Marketing - Graphic #1

It's been nearly 30 years since American Express famously launched its campaign to benefit the Statue of Liberty restoration project. This effort, often regarded as the first cause-related marketing campaign, unlocked a penny toward the restoration effort for every American Express transaction made within the campaign period. In addition, for each new card issued, a dollar was given to the preservation of the Statue of Liberty and Ellis Island. Over a four-month period, $1.75 million was raised for the statue's restoration, American Express new card members grew by 17 percent and American Express transaction activity jumped 28 percent. Pioneering campaigns like this helped build the foundation for what has become a $1.7 billion cause marketing industry.

> ***CAUSE MARKETING HAS BECOME A $1.7 BILLION INDUSTRY***

Source: Cause Marketing Forum

Today, nearly all major brands are aligned with causes, nonprofit organizations and issues, achieving varying levels of success through these partnerships. What are the key drivers behind those varying levels? At Incite, we believe it is the degree to which the cause marketing campaign reflects the missions of the partnering corporations and nonprofit organizations, the campaign's ability to drive consumers' engagement and buy-in and the transparency of the financial relationship between campaign partners. Prior to crafting cause marketing strategies and campaigns for our clients, we carefully consider the following six pillars to ensure we set up our clients and their campaigns for success: see graphic #1.

While many of these pillars may seem elementary, far too often we see campaigns that fail to address many and sometimes all of these key drivers. How many times have you seen a cause marketing campaign and thought to yourself, "What were they thinking?" or "How does this partnership make sense?" However, when cause marketing campaigns employ all or even most of the pillars we have outlined, consumers become engaged, beliefs become inspired and meaningful actions are incited. In this white paper we will dig a bit deeper into the pillars outlined above and compare examples of campaigns we feel were successful applying these drivers against their not so successful counterparts.

> ***AT INCITE, WE BELIEVE IT IS THE DEGREE TO WHICH THE CAUSE MARKETING CAMPAIGN REFLECTS THE MISSIONS OF THE PARTNERING CORPORATIONS AND NONPROFIT ORGANIZATIONS, THE CAMPAIGN'S ABILITY TO DRIVE CONSUMERS' ENGAGEMENT AND BUY-IN AND THE TRANSPARENCY OF THE FINANCIAL RELATIONSHIP BETWEEN CAMPAIGN PARTNERS***

SIX PILLARS FOR CAUSE MARKETING CAMPAIGN SUCCESS

1 / THE CAUSE MUST ALIGN WITH YOUR BRAND

Joe Waters at SelfishGiving.com suggests that when a business selects a cause to support, the decision makers must:

- **FOLLOW THEIR HEARTS –** If you or your company are passionate about a cause or issue…go with it. This personal commitment will serve you well when communicating your cause alignment to your target audiences.
- **CHOOSE A CAUSE WITH AN ARMY –** If you are choosing between two nonprofits that work to address the same issue, align your business with the organization that best knows how to activate its supporters. This will allow you to connect your business with consumers that have already displayed their loyalty and have demonstrated a willingness to get behind your nonprofit partner.
- **LEAD WITH EMOTION –** Causes that have strong emotional messages tied to them have the best opportunity to get consumers' attention and convert them to new customers.

It is also critically important that cause marketers take the time to conduct research. Understand your brand's audience and test your messaging to uncover any barriers to success. Host focus groups, ask that your consumers complete surveys and listen to anecdotal feedback. Your

front-end research will be rewarded with back-end sales if you understand that your consumers ARE your brand.

PILLAR ONE SHOWDOWN

YOPLAIT'S LIDS FOR THE CURE VS. KFC'S BUCKETS FOR THE CURE

To demonstrate and analyze the function of our first pillar – Your Cause Must Align with Your Brand – we've chosen to examine two familiar campaigns with the same beneficiary – The Susan G. Komen for the Cure Foundation (Komen).

> ***KOMEN HAS BECOME THE LARGEST DRIVER OF NONPROFIT FUNDS DEDICATED TO THE FIGHT AGAINST BREAST CANCER AROUND THE GLOBE***

Komen positions itself as the global leader of the breast cancer awareness movement, having invested more than $1.9 billion in seeking a cure since the organization's inception in 1982. Touting the world's largest grassroots network of breast cancer survivors and activists, the organization works with those affected to save lives, empower people, ensure quality care for all and energize science to find a cure for breast cancer. Komen generates funds through its signature events, Susan G. Komen Race for the Cure® and the Susan G. Komen 3-Day for the Cure®, and through generous contributions from its partners, sponsors and fellow supporters. Through nearly three decades of purposeful work, Komen has become the largest driver of nonprofit funds dedicated to the fight against breast cancer around the globe.

Source: Susan G. Komen for the Cure

SUSAN G. KOMEN FOR THE CURE & YOPLAIT

CAUSE MARKETING CONCEPT

Purchase Yoplait Yogurt with specially marked pink lids and a portion of the proceeds will be donated to Susan G. Komen for the Cure.

The Yoplait "Save Lids to Save Lives" campaign has become an annual October event. The ubiquitous pink lids will draw anyone's attention as they take a trip down the dairy aisle of their local grocer. After purchase, Yoplait donates 10 cents for every lid that consumers send back to the company. To do this - consumers have to enter the redemption code on the lid online and mail in their lids. Consumers are encouraged to put their zip code on the envelope so Yoplait can send a portion of their donation to the local Susan G. Komen affiliate.

According to Susan G. Komen for the Cure's website, Yoplait has donated "more than $30 million in the past 13 years to Susan G. Komen for

the Cure and the breast cancer cause" (and are on target to raise another $2 million in 2011).

The Score Card: This is an excellent example of an almost perfect fit between brand and cause. Yoplait's female target market cares deeply about eliminating breast cancer, and the perception of yogurt as a healthy food helps promote a cause trying to improve the health of women who have breast cancer. Yoplait's donations to the local chapters are also a terrific way to engage consumers by letting them know their efforts will actually help people in their own communities.

SUSAN G. KOMEN FOR THE CURE & KFC

CAUSE MARKETING CONCEPT

Purchase specially marked KFC "Buckets for the Cure," and a portion of the proceeds will be donated to Susan G. Komen for the Cure.

In early 2010, Komen aligned itself with Kentucky Fried Chicken (KFC) via a "Buckets for the Cure" effort. KFC dedicated special pink buckets to the cause, and KFC restaurant operators donated 50 cents for each bucket purchased during the campaign. Twenty-five percent of the funds raised from the promotion went directly to the local affiliates of Susan G. Komen for the Cure.

THE SCORE CARD

From a financial standpoint, this campaign was a success, raising a total of $4,249,539 through 5,000 participating KFC restaurants coast to coast. (Source: Susan G. Komen for the Cure) At the time, it was the single largest fundraising campaign to benefit Susan G. Komen for the Cure. But from a strategic perspective, aligning an unhealthy food product, fried chicken, with an organization whose mission it is to find a cure for a health ailment spawned a negative public relations backlash. The fundraising partnership ended abruptly, and the campaign has not been repeated since.

The term "pinkwashing" has been coined for this type of campaign that calls into question any corporation that appears to be supporting a breast cancer cause for the sole purpose of gaining positive reactions in the press.

THE TERM "PINKWASHING" HAS BEEN COINED FOR THIS TYPE OF CAMPAIGN THAT CALLS INTO QUESTION ANY CORPORATION THAT APPEARS TO BE SUPPORTING A BREAST CANCER CAUSE FOR THE SOLE PURPOSE OF GAINING POSITIVE REACTIONS IN THE PRESS

Source: Think Before You Pink

According to a NaturalNews.com article published on April 29, 2010, San Francisco-based nonprofit organization Breast Cancer Action explains their take on the "Buckets for the Cure" campaign as follows:

"We've seen a lot of outrageous stuff here at BCA, but we've never seen pink buckets of fried chicken being sold to "cure breast cancer." KFC and Susan G. Komen for the Cure have started a campaign telling us to buy buckets of unhealthy

food to cure a disease that kills women."

"This pinkwashing is especially egregious because KFC, like most fast food chains, is overwhelmingly present in communities that have poor health outcomes. Susan G. Komen for the Cure knows that social inequities affect breast cancer mortality rates. Given this disconnect, we are especially disturbed by this partnership."

If Komen and KFC were to have conducted front-end research, they may have found that, while their intentions to raise money for breast cancer awareness and research were certainly noble, the overall concept of partnering a breast cancer nonprofit with a product and brand that is often associated with unhealthy eating practices (which indirectly promote cancer) was not a thoughtful strategy.

2 / FIND YOUR VOICE

Just as important as choosing the who – a cause partner that is the "right fit for your company" – is the how you communicate the corresponding messaging to reflect your brand and your consumers. After researching and understanding the issues that affect your consumers' lives, position your business' cause partnership in a way that is consistent and relatable. Ensure your cause marketing efforts reflect the tone and voice of your overall brand and the messages are shared with your consumers in a way they like to receive information.

When a campaign truly finds the right voice, it will resonate with its target audience and inspire them to take action. However, striking the wrong chord with an audience will not only fail to engage them, it may very well propel them to speak out against your cause and company with cries of "greenwashing," "pinkwashing," or simply, "what were you thinking? – we can see right through this campaign and are disappointed that you don't respect our consumer voice."

PILLAR TWO SHOWDOWN

APPLE'S (PRODUCT) RED CAMPAIGN VS. CHEVRON'S "WE AGREE" CAMPAIGN

(PRODUCT) RED & APPLE

CAUSE MARKETING CONCEPT

Purchase designated (RED)™ products (i.e. Apple iPods), and a portion of the proceeds will be donated to funding HIV/AIDS prevention and treatment programs in Africa.

The Global Fund, the recipient of (RED) funds, is the world's leading financer of programs to fight AIDS, Tuberculosis (TB) and Malaria. Created in 2002, the Global Fund has committed $22.4 billion to lifesaving programs in 150 countries. Programs supported by the Global Fund have averted 7.7 million deaths worldwide by providing AIDS treatment for 3.2 million people, TB treatment for 8.2 million people and 190 million insecticide-treated bed nets to help prevent Malaria worldwide.

The Global Fund invests 100% of (RED) dollars in HIV/AIDS programs in Africa, including interventions targeting women and children. The primary stated goal of the (RED) initiative is to have a world, by 2015, where virtually no child is born with HIV.

Source: (Product) RED

In partnership with the (RED) effort, Apple Inc. has released five generations of special edition iPod Nano devices and the iPod Shuffle with a (Product)

RED theme, as well as a (RED) $25 iTunes Gift Card and iPhone protective case. Apple has also announced a (Product) RED branded Smart Cover for the iPad 2.

Initially, Apple dedicated $10 of each purchased (Product) RED iPod to the (RED) effort. Recently, it has adjusted its donation position. According to the (Product) RED website, the purchase of one iPod Nano (Product) RED device can provide over three weeks of lifesaving medicine to someone living with HIV in Africa.

THE SCORE CARD

Apple has tailored the perfect voice to align with the cause – a voice that coincides with how it already speaks to its consumers. Apple positions itself as a global technology company that leverages the power of its hardware, software and internet offerings to connect people. The Global Fund is also focused on connecting those in need with the resources necessary to address their health-related issues. In addition, the Global Funds' vision, a world where no child is born with HIV, is similar to the vision Steve Jobs set for Apple years ago, "an Apple on every desk." Apple has chosen to align with another global brand that is similarly focused on a better tomorrow.

Adding to Apple's success is the fact that (RED) has also aligned itself with artists like U2's Bono who have a longtime legacy of promoting and supporting AIDS prevention and other causes. Partnering with innovative, hip and cool companies like Apple, Nike and Starbucks also contributes to the (RED) success. These partnerships position the campaign as a trendy way to contribute to the mission of (RED); a mission shared by all partners. This shared purpose and voice is a key element of any successful cause marketing campaign.

CHEVRON'S "WE AGREE" CAMPAIGN

CAUSE MARKETING CONCEPT

In contrast to a more traditional cause marketing campaign where a nonprofit or cause benefits from donations or a percentage of product sales, Chevron's "We Agree" campaign is an attempt

to promote and distinguish programs Chevron supports in various communities.

Chevron deploys its "We Agree" campaign in an attempt to earn credit for their community-based initiatives to make consumers feel that Chevron cares and is giving back. While it is true that, via the programs they promote, Chevron is certainly doing good things in the communities they serve, Chevron also faces public outcry and backlash for many of the negative environmental issues they cause due to the day-to-day operations of an oil company.

This campaign has an image problem. Chevron is attempting to position itself as a friend of our communities by only promoting itself as an altruistic company. But this voice and position does not sit well with consumers due to the recent environmental calamities and catastrophes caused by Chevron and many of its oil company brethren (i.e. a recent court ruling awarding $8.64 billion to Ecuadorian residents of the Amazon who had sued Chevron for years of crude oil pollution, as well as the BP oil spill in the Gulf of Mexico).

> ***CHEVRON DEPLOYS ITS "WE AGREE" CAMPAIGN IN AN ATTEMPT TO EARN CREDIT FOR THEIR COMMUNITY-BASED INITIATIVES***

Chevron's campaign also comes across as "tooting its own horn" as opposed to championing and altruistically supporting a like-minded nonprofit or charity. This approach is a failed attempt to parade a crisis communications and public relations campaign as a cause marketing campaign.

THE SCORE CARD

Clearly this campaign's intention is to try and separate Chevron from their competitors and alleviate Chevron's guilt by association. But, in our opinion, the "good corporate citizen" position they have tried to adopt cannot shake a cynical reaction. Most of the public will likely react the same way as the activist group, The Yes Men. This entity has teamed with the Rainforest Action Network and Amazon Watch to erect a fake website that suggests Chevron should agree that oil companies should "fix the problems they create" and "clean up their messes."

3 / BE TRANSPARENT & AUTHENTIC

Tell your consumers exactly how your cause marketing partnership works. Tell them exactly where their donations are going. Tell them how much money from each of the products or services purchased is directed to your nonprofit partner. Being honest and upfront with your consumers encourages them to get involved and become brand ambassadors for your cause marketing efforts. Engage your consumers to help tell your story. People are the best marketing medium to drive your brand's messaging.

Transparency in the cause marketing space is becoming more important than ever. In a recent article in the *Toronto Star*, the author examined the possibility of cause marketing actually hurting nonprofit organizations. The article suggested that if a consumer purchases a product, i.e. a $40 t-shirt, with the understanding that a portion of the proceeds would go to a certain charity, and the exact donation amount of the purchase price was not defined, then the purchaser often believes a very high portion of the total spend is donated to the cause. For example, if the purchaser assumed $35 of the price of the shirt would be donated to the cause because it was not defined, the purchaser may feel they have done their part and not donate to the cause again for many months. In that scenario, if only $1 of the shirt purchase was actually donated to the cause, that cause could indeed be missing out on many more dollars from that donor because of a misunderstanding related to the amount of actual funds donated. Bearing this in mind, it is imperative to be transparent so consumers know exactly what to expect with regard to their purchase or participation in your cause marketing campaign.

PILLAR THREE SHOWDOWN

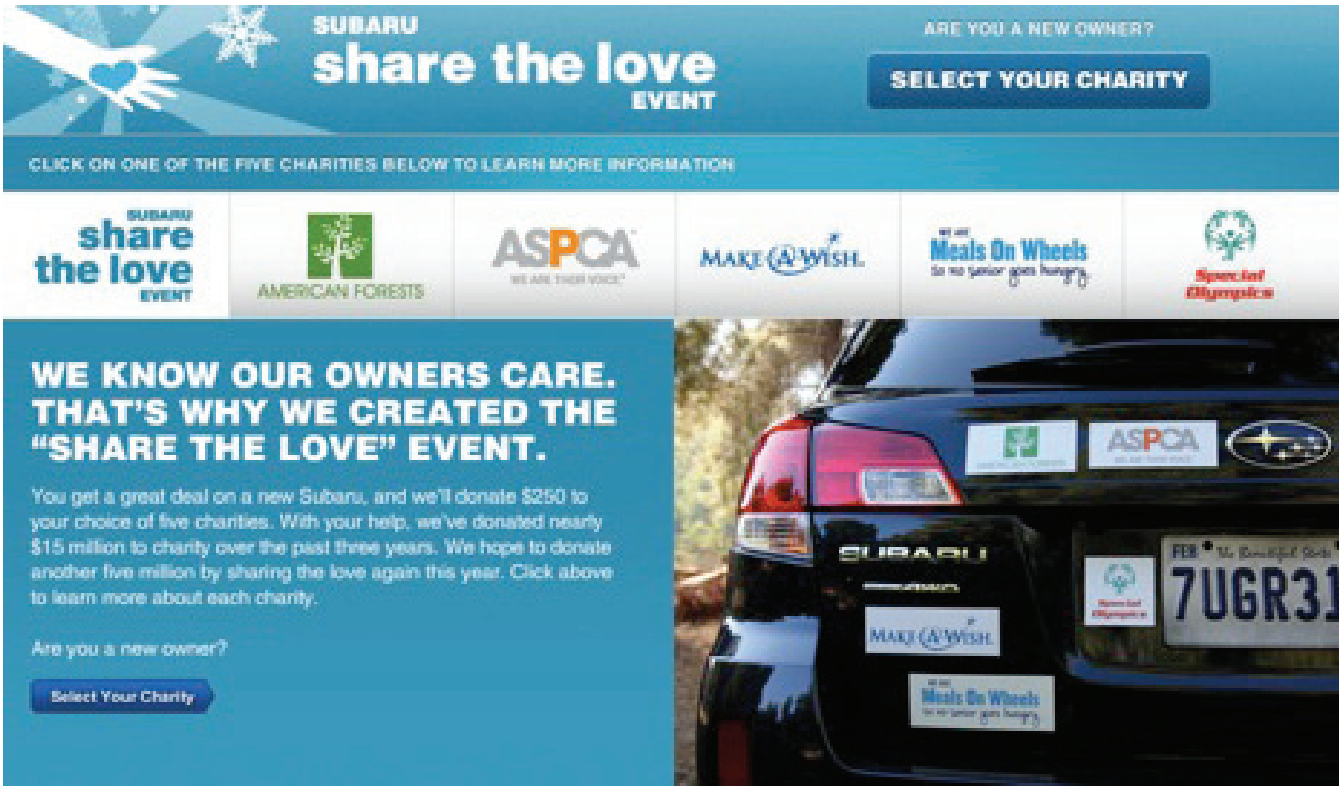
SUBARU'S "SHARE THE LOVE" CAMPAIGN VS. MCDONALD'S "HOPE" CAMPAIGN

SUBARU'S "SHARE THE LOVE"

CAUSE MARKETING CONCEPT

When customers purchase a new Subaru (this year between Nov. 19 through Jan. 3), they get to choose one of five charities (American Forests, ASPCA, Make-A-Wish, Meals on Wheels or the Special Olympics) to which Subaru will donate $250 on the customer's behalf.

When a seasonal cause marketing campaign like the "Share the Love" event endures and evolves, you can bet that many of the pillars we have discussed are clearly established and at



work in the campaign. In addition, it is likely that the team and brand behind the campaign have a firm commitment to the program. Subaru has clearly dedicated the proper resources necessary

> ***SUBARU HAS DONATED NEARLY $15 MILLION DOLLARS TO CHARITY SINCE THE INCEPTION OF THE "SHARE THE LOVE" EVENT***

to understand the causes and issues important to their consumers, has effectively managed the campaign communication to target audiences, and has efficiently executed each iteration of their "Share the Love" event. Subaru has donated nearly $15 million dollars to charity since the inception of the "Share the Love" event nearly three years ago, and their return on investment is certainly worth it. Some quick math reveals that this cause marketing effort has helped Subaru sell at least 60,000 automobiles.

THE SCORE CARD

For transparency, Subaru deserves high marks. In all of their broadcast commercials as well as on their website, they state clearly how their campaign works. When you buy a Subaru, the company allows the purchaser to choose one of five clearly identified nonprofit organizations to receive the charitable donation. They also clearly state that they have already raised $15 million and, in 2011, are looking to raise $5 million more. The only rule that is not clearly stated up front and requires a bit

of digging around on their website to find is the actual timeframe of the campaign. The dates this campaign is active are only seasonal and some consumers might assume that Subaru executes this program year round.

MCDONALD'S "HOPE"

CAUSE MARKETING CONCEPT

For every Happy Meal or Mighty Kids Meal sold at participating McDonald's restaurant locations, a portion of the proceeds go to Ronald McDonald House Charities.

THE SCORE CARD

To launch their "Hope" campaign via television, McDonald's chose to feature children "searching for hope" inside of their Happy Meal or Mighty Kids Meal. In the commercial, a young child states that "every time you get a Happy Meal or Mighty Kids Meal, some of the money goes to Ronald McDonald House Charities to help lots of kids and families."

While technically true, this message is misleading due to its lack of transparency. If a consumer was sitting one-inch away from their TV or monitor while viewing this commercial, they would notice very fine white print flash across the screen for one to two seconds that states: "McDonald's donates a penny for every Happy Meal and Mighty Kids Meal sold, at participating McDonald's beginning June 25, 2010." Words used in this ad like "some" money to help "lots" of kids and families creates confusion and lack of clarity. A viewer certainly would not naturally assume that McDonald's is only donating the absolute minimal amount possible (one penny) for every Happy Meal and Mighty Kids Meal sold. The fine print is a weak attempt at transparency. McDonald's clearly does not want consumers to know that they only donate one penny from the sale of their Happy Meals and Mighty Kids Meals to Ronald McDonald House Charities, at participating restaurants.

Due to the potential of a large amount of sales of Happy Meals, McDonald's could have effectively said donations up to a certain number will be made.

4 / BE RELEVANT & INTENTIONAL

Connect emotionally with your consumers. Consistently engage them to make sure your cause marketing efforts continue to reflect and address the causes and issues that matter in their lives. Be open to feedback and apply it to constantly improve your cause marketing efforts. Generation Y and Millennial consumers, in particular, like to be acknowledged and prefer to feel like they play a part in crafting the cause and social marketing efforts of the brands they purchase. Put this to positive use for your company and reap the benefits of free (and often valuable) advice from your consumers. Be intentional in your cause marketing partnerships. Make sure all sides of a partnership are committed to growing together before embarking on a cause marketing effort.

Foundationally, your organizations should be in alignment, and your relationship and campaign should be driven by shared goals and results.

PILLAR FOUR SHOWDOWN

GENERAL MILL'S "BOX TOPS FOR EDUCATION" CAMPAIGN VS. COCA-COLA'S WORLD WILDLIFE FUND CAMPAIGN

GENERAL MILL'S "BOX TOPS"

CAUSE MARKETING CONCEPT

The original "Box Tops for Education" campaign launched in 1996 and asked consumers to clip Box Tops coupons from hundreds of participating products and send them to their school of choice. The school then sent those Box Tops back to General Mills and earned 10¢ for each Box Top redeemed.

We chose to profile this campaign due to the expansion of the program over the past fifteen years. Because General Mills has listened carefully to their consumers and examined what they like about the campaign, they have crafted new and exciting ways for their consumers to participate. They have also continually optimized where and how to reach their consumers – be it traditionally or through online portals and social media channels. ***A timeline of their expansion demonstrates the evolution of this effort:***

- **1996:** General Mills proudly launches Box Tops for Education in California on cereals like Cheerios, Total and Lucky Charms.
- **1998:** Now a nationwide fundraising program, more than 30,000 schools participate.
- **2001:** A new way to earn introduced: the Box Tops Marketplace, where you can shop online and redeem Box Tops.
- **2002:** Box Tops doubles in size to include Pillsbury, Old El Paso and Green Giant brands.
- **2004:** $100 million earned by over 82,000 schools across the nation.
- **2006:** Ziploc, Hefty and Kimberly-Clark products join the Box Tops program.
- **2008**: Nestle Juicy Juice joins Box Tops.
- **2009:** Barnes and Noble teams up with Box Tops to start the Reading Room in an effort to make it easy to earn cash for your school. Participants earn up to 6 eBoxTops with every qualified $10 purchase at Barnes & Noble locations.
- **2010:** Box Tops celebrates over $320 million earned by schools! Welch's and Land O'Lakes products join the Box Tops program.

Source: http://www.boxtops4education.com/learnWhyJoin.aspx

THE SCORE CARD

General Mills has done an exceptional job being relevant and intentional. As the timeline depicts, they have successfully listened to their consumers and empowered them with multiple ways to participate in the program. As a cause marketing campaign that is still growing and engaging their consumers after fifteen years, the Box Tops for Education program is worth emulating and learning from as a touchstone.

> ***THE BOX TOPS FOR EDUCATION PROGRAM IS WORTH EMULATING AND LEARNING FROM AS A TOUCHSTONE***

COCA-COLA'S WORLD WILDLIFE FUND CAMPAIGN

CAUSE MARKETING CONCEPT

Coca-Cola is donating $2 million to the World Wildlife Fund to support efforts to save polar bears struggling to survive due to global warming. To raise awareness of this issue, they introduced a white can with polar bears on it before the 2011 holiday season.

THE SCORE CARD

The choice of supporting polar bears through the World Wildlife Fund is perfect for Coca-Cola. The polar bear has long been associated with Coca-Cola's holiday marketing efforts. The problem? They were thinking of themselves, not their consumers when they made the decision to turn their cans from red to white this holiday season. It's just shy of an American tradition to purchase holiday cans of Coca-Cola during the holidays, and consumers look forward to seeing the new holiday can design every year. Coca-Cola chose to take a risk that is most likely costing them every bit of the donation they're making to the World Wildlife Fun because consumers demanded they change their white cans back to red.

Production of the white cans quickly stopped after the uproar it caused among consumers, and Coca-Cola announced that their intent was to always distribute the traditional holiday cans during Christmastime in addition to the white cans. Hopefully Coca-Cola will develop a way to utilize their iconic polar bears imaging on their holiday cans and still spread their "save the polar bears" message to happy consumers after understanding why the white can resulted in such widespread and immediate public backlash. For now, they have simply confused and alienated an already dedicated target audience.

> ***THE KEY TAKEAWAY FROM THIS CONVERSATION ABOUT RELEVANCY AND INTENT IS TO THINK OF YOUR CONSUMER FIRST***

The key takeaway from this conversation about relevancy and intent is to think of your consumer first. Again, your consumers ARE your brand and should always be considered first when brands embark on a cause or social marketing campaign.

Incite's GYT street team distributes condoms in Chicago at the First Midwest Bank Amphitheater during the annual "Jamboree" summer rock concert.

5 / REACH PEOPLE WHERE THEY ARE

Installing a marketing campaign that leverages a complete media mix is inefficient and will be unsuccessful if, for example, your target audience is most frequently accessing information via social media or video games. Take the time to discover when and how your target audiences like to receive information. Share your cause marketing message through mediums or portals that will directly engage your consumers. Take your cause marketing message and campaign to your audience via grassroots engagement (on college campuses, at concerts, in malls, in nursing homes, etc.). Traditional media can still be a vital component of any cause marketer's strategy if the research you have done supports the mediums you choose to leverage. But, why waste your money on newspaper advertising if your target audience is not reading it?

We will take some liberties here and profile one of our recent campaigns developed for MTV's "Get Yourself Tested" (GYT) effort to demonstrate this concept of reaching your target audience naturally and directly.

PILLAR FIVE SHOWDOWN

MTV'S "GET YOURSELF TESTED" CAMPAIGN VS. MANDARIN ORIENTAL HOTEL GROUP'S "CELEBRITY FAN"

CAUSE MARKETING CONCEPT

The "Get Yourself Tested" initiative is a joint effort led by MTV and the Kaiser Family Foundation. The

campaign leverages music, culture and celebrity spokespeople to encourage young people to know their sexual health status and get tested for sexually transmitted diseases.

THE SCORE CARD

GYT partners like MTV and the Kaiser Family Foundation go to great lengths to meet their target audience, young people, in their natural environments. They have developed a robust online marketing platform at www.itsyoursexlife.com that houses relevant information, a digital discussion tool, and an online Testing Locator. The GYT campaign also leverages social media resources and has purposeful presence on-site at large events. Incite created a strategic campaign for the GYT message during the summer of 2011 that included partnerships with local media brands and prominent on-site concert presence in target cities. GYT's on-site activations at Q101's "Jamboree" rock concert in Chicago, at HOT 97's "Summer Jam" hip hop concert in New York, and at Power 106's "Powerhouse" hip hop concert in Los Angeles created an opportunity for GYT to interact one-to-one with over 92,000 people. In addition, GYT street team members handed out 8,300 GYT co-branded condoms and engaged attendees who filled out over 4,000 GYT surveys. In Chicago, Incite also executed a "GYT College Campus Tour," testing over 560 young people for HIV at six college campuses in exchange for tickets to Jamboree.

Our GYT efforts in Chicago, New York City and Los Angeles were effective because the execution elements were all designed to meet young people naturally and directly in the environments and locations where they were already located.

MANDARIN ORIENTAL HOTEL GROUP'S "CELEBRITY FAN"

CAUSE MARKETING CONCEPT

The Mandarin Oriental Hotel Group features a small cadre of celebrities in a print campaign to promote seventeen of their properties. Each celebrity that appears in an advertisement chooses a charity to receive $10,000.

THE SCORE CARD

When we suggest the concept of reaching people where they are, we are talking about reaching the consumers that will drive donations or impact sales to benefit a company's chosen cause. We are also talking about naturally reaching target audiences in environments where they are comfortable and receptive to cause marketing messages. A successful cause marketing campaign provides the target audience with a direct opportunity

to take the desired action – make a donation, purchase a product associated with the campaign, volunteer, etc.

The biggest problem with the Mandarin Oriental Hotel Group's campaign is there is no way for their consumers to get involved and drive further donations to the beneficiaries. Worse yet, the print campaigns do not list what the celebrity's charity of choice is – it is only listed on their website. While we understand that the Mandarin Oriental Hotel Group is trying to position their properties as exclusive and glamorous, the campaign does not translate to meaningful amounts of charitable donations to any one cause. Rather, in our opinion, the campaign comes off as elitist – flaunting extravagance and excess with a mere pittance benefiting the causes the celebrities choose. At the very least, a percentage of sales up to a predetermined amount would better position this campaign to succeed and would give consumers an opportunity to participate in the brand's cause marketing effort.

6 / MEASURE SUCCESS AGAINST DEFINED METRICS

Before your cause marketing campaign launches, define what success will look like. What goals do you plan to achieve through the campaign? How will you know when you have achieved those goals? What metrics will you track, and what systems are in place to track them? Whether your goals are around raising money, attracting new

volunteers or increasing the number of people who get tested for HIV, establishing campaign goals prior to execution will better position your campaign for success that you will, in turn, want to share with your consumers.

> ***BEFORE YOUR CAUSE MARKETING CAMPAIGN LAUNCHES, DEFINE WHAT SUCCESS WILL LOOK LIKE***

In our previous example, we profiled Apple - the largest single corporate supporter of the (RED) campaign. As we mentioned, Apple and (RED) share a combined goal of eliminating HIV in all babies born after 2015. This joint goal shapes all that Apple and (RED) engage in around their cause marketing partnership.

While the campaign had good intentions, our research could not uncover predetermined goals for the Komen/KFC partnership. Their fundraising efforts were impressive, but it is disappointing to know that the partnership is likely over, due in large part to the fact that it was not well-designed from the start.

SET YOURSELF UP FOR SUCCESS

Utilizing the pillars we have outlined in this document will guide your cause marketing campaign from start to finish. When embarking on a cause marketing effort, first clearly define what you want to accomplish through your campaign and establish metrics that will measure success.

Once you have established those goals, identify the cause or nonprofit organization that is a "good fit" for your company's mission. Find an appropriate voice to promote your campaign that will inspire your target audience to take action. Clearly communicate how your campaign will benefit the cause and what actions your consumers need to take to ensure compliance. Make smart choices about how and where to promote your campaign with a focus on meeting your target audience where they naturally are. Continually listen to your audience to see if there are tweaks you can make to optimize your campaign to make it even more effective. Celebrate your success at the end of your campaign when you reach your goals, or better yet, exceed them. And, of course, feel free to contact us if you have any questions along the way.

ABOUT INCITE

Incite is a Social Impact Marketing Firm that specializes in connecting people with resources and sparking movements that drive sustainable change.

With offices in New York, Los Angeles, Indianapolis, Austin and St. Louis, Incite's expertise breeds dynamic, motivating cause and social marketing campaigns.

Our clients are dedicated to helping people make a difference – in their own lives and in the lives of others. And we are social entrepreneurs who share a deep personal commitment to helping our clients make real, sustainable impact in their communities.

We engage through strategic, relevant marketing that has widespread influence — one person and one community at a time. Incite is the direct connection between intent and meaningful action.

Get to know us at inciteimpact.com.

ABOUT THE AUTHORS

FOUNDER SARAH HARRIS leads the Incite team and is instrumental in forging partnerships and developing meaningful marketing campaigns that use media vehicles to address community needs.

Her innovative work with corporations, government entities and nonprofit organizations serves as the foundation of and catalyst for many of the social change marketing messages Incite partners direct toward their target audiences.

Jeremy Smith and Nick Cavarra are New Business Development Directors at Incite.

JEREMY SMITH specializes in working with Incite clients to develop and execute full-service cause and social impact marketing campaigns in the public, private and nonprofit sectors. His work with partners like MTV Networks, Lincoln Technical Institute, Verizon Wireless and Indiana University Health continues to drive positive results in the areas of education and public health.

With over 25 years of experience in the marketing and entertainment industries, **NICK CAVARRA** leads the new business strategy and outreach for the Incite portfolio with an emphasis on behavior change marketing campaigns for state and municipal entities throughout the nation. He has worked on water conservation campaigns with the Lower Colorado River Authority, Metropolitan Water District and the California Department of Water Resources, as well as energy conservation campaigns for Flex Your Power in California. He has developed campaigns to improve children's education and nutrition (First 5 California); emergency preparedness (Office of the Los Angeles Mayor – Homeland Security Department), campaigns to discourage bullying and gang violence (Los Angeles Human Relations Commission Zerohour Program), as well as social media campaigns for education leaders (UCLA Extension). Also launched and produced the business talk radio show 2MinutesWith (now Unfinished Business) with co-hosts Renee Fraser and Betsy Berkhemer currently airing on KFWB News Talk 980 in Los Angeles.

Engage people. **Inspire** belief. **Incite** action.

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