

PRWeek

CAUSE SURVEY 2008

The economy may be down, but support for charitable causes is holding steady due to the unwavering generosity and commitment of both consumers and corporations.

A good time

▶ Despite current economic troubles, consumers and corporations are investing time and money in various charities, according to the 2008 PRWeek/Barkley Public Relations Cause Survey. By *Jaimy Lee*



For 12 years, General Mills has invested in “Box Tops for Education,” a cause marketing program that has raised \$250 million since its inception. Part of this success is likely due to the fact that it is based on a simple, engaging, and effective idea.

Students, parents, and teachers buy selected products, send in the box tops, and receive 10 cents for each one sent in for their schools.

Not only does the program help the company permeate one of its target demographics – households with children – it also provides a way for consumers to feel they are giving back during a down economy.

That same sentiment is echoing across the corporate world, according to the results of this year’s

Through its employee-driven cause effort Aramark Building Community, the company is underscoring the importance of engaging employees in cause marketing initiatives

PRWeek/Barkley Public Relations Cause Survey, conducted by Millward Brown. Of 113 marketing and PR pros polled, 67% work for a company with a cause marketing program. More importantly, perhaps, 97.3% of those with a cause program view cause branding as a valid business strategy.

In addition, this year also marked the first time that female consumers exclusively were polled for this survey. The group of 500 was divided equally into two groups: women without children and mothers.

“Women always feel more strongly than men,” says Mike Swenson, president of Barkley PR, who adds that women will often purchase, pay more for, or even try a brand if it is attached to a cause program. According to the survey, 45.8% of overall female consumers say they have bought a product that benefits a cause within the past year.

“Women are paying attention to what companies are doing in terms of cause, buying their products, paying more, and then recommending them to friends and family to do the same,” he says. “That’s a powerful message to all brands, especially in a down economic time.”

MOM KNOWS BEST

Both women without children (86.4%) and moms (85.6%) feel it’s important for companies to support causes and charities, a staggering number when moms reportedly pour \$1.7 billion into the economy each year, says Swenson.

Moms are typically involved with larger buying decisions, from new furniture to new cars. As such, Swenson notes, “[Moms are] more in tune with the economy and therefore... more in tune with what companies are doing, in terms of how companies are engaging them simply through the best prices, the best products, or a great cause effort.”

So, for a program like “Box Tops,” which garnered the highest level of familiarity for both moms and women without kids out of the 13 cause marketing programs listed on the survey, the effort gives mothers the associated cause value they want while also providing a way to ensure they keep buying General Mills products.

Of the mothers surveyed, 82% say they are “very familiar” or “familiar” with “Box Tops,” compared to the 58.8% of women without children who were “very familiar” or “familiar” with the program.

“Education is the number-one concern of moms, so it’s a great thing for us to own,” says “Box Tops” director

Brian Peters. “It’s a great spend of our marketing dollars [and] a great differentiator for our brand.”

According to the survey, when a product or company supports a cause a mom believes in, she will buy the brand (66%), pay more for a brand (58%), and try a brand that she normally wouldn’t (69.2%).

Yoplait’s “Save Lids to Save Lives” program, which donates 10 cents to Susan G. Komen for the Cure for every yogurt lid that is mailed in, follows a similar model to “Box Tops for Education,” but reaches out to a much broader female demographic.

This program, also from General Mills, had the second highest recognition, with 53.6% of moms and 42% of women without children being “very familiar” or “familiar” with it.

CONSUMER INVOLVEMENT

Which of the following have you personally done in the past 12 months?

	Moms	Women without children
Given money to a charitable organization	55.2%	54.4%
Volunteered my time for a charitable organization	32%	23.6%
Written a letter to the media or written a blog in support of a charitable organization	8%	8%
Bought a product that benefits a cause	45.6%	46%
Participated in an event that benefits a cause	26%	24.8%
None of these	24.8%	28%

Base: 250 Base: 250

CONSUMER MOTIVATION

What is the most important benefit to you personally for giving to a charity or participating in a cause-related event?

	Moms	Women without children
Getting a tax write-off	2%	6%
Feeling good about myself for helping a worthy cause	54.8%	74.8%
Having friends/family see me in a more positive light	0.8%	3.2%
Meeting new people and networking	2%	6.8%
Leaving a legacy	3.6%	6%
Teaching my children about giving back	36.8%	3.2%

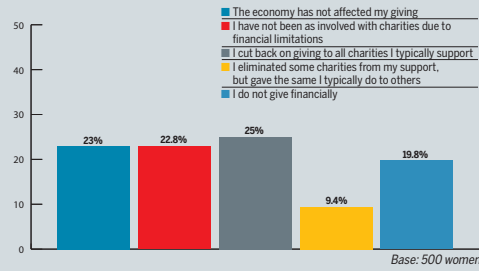
Base: 188 Base: 180

to give



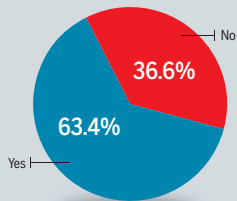
CONSUMER ECONOMIC IMPACT

How has the current economy affected your involvement with charities?

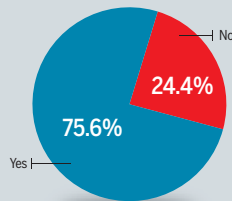


CONSUMER PURCHASING DECISIONS

Have you ever purchased a particular brand because you know that brand supports a cause you believe in?



Would you recommend a brand to others because it supports a cause you believe in?



and Always marketing efforts, says Michelle Vaeth, program director for "Protecting Futures."

The program "resonated with our teen consumers," she notes. "We've seen the statistics, especially coming from the Gen-Y studies. Cause is extremely important to teens."

Of the women without children who were surveyed, all 18 or older, 86.4% say it's important for companies to support causes and charities and 74.8% say the most important benefit for giving to a charity or participating in a cause-related program is feeling good about themselves.

CORPORATE PERSPECTIVE

With the US facing an economic down period, the view that it's important for businesses to continue their support for causes doesn't seem to be changing. Realizing that cause programs, especially those finely woven into the company's brand, shouldn't be the first casualty of cuts will be an important issue for companies in coming months. And many say that while PR efforts and ad budgets may be compromised, consumers will expect brands to stay loyal to the causes with which they are aligned.

97.3% of companies with a cause program believe cause branding is a valid business strategy

Launched in 1998, "Save Lids" has become one of the most recognized cause marketing efforts, as well as breast cancer-support campaigns, says Berit Morse, promotion marketing manager for Yoplait.

The idea of the effort, which targets women 35 to 54 years old, is that they can have a quick snack that helps them lose weight while donating to a cause, she adds. The program also perseveres during a down economy.

"It remains very relative during an economically challenging time," Morse says. "They're buying a product that they're already buying."

DIFFERENT DEMOGRAPHICS

More recently, other companies have found causes less broad in scope, but more tailored to their brand and a target demographic.

Last November, Procter & Gamble brands Tampax and Always launched "Protecting Futures," a joint effort to help teen girls in Africa who don't have, or can't afford, proper protection for the days they have their menstrual period.

The teens often miss school and fall behind in class, so the brands are helping improve facilities at schools in South Africa, Namibia, and Ethiopia, as well as distributing sanitary napkins and providing educational programs about health and puberty to female students.

To raise awareness about the issue in the US, P&G planned to dedicate one-quarter of the brands' TV and in-store marketing to the issue for the first year. While many cause marketing campaigns target women and moms, teen girls make up much of the target audience for the Tampax

STANDOUT CAUSE PROGRAMS

With which cause marketing programs are you "very familiar" or "familiar"?

Consumer Moms

General Mills' 'Box Tops for Education'	82.0%
Yoplait's 'Save Lids to Save Lives'	53.6%
Dove Campaign for Real Beauty	36.0%
Target's 'Take Charge of Education'	28.4%
Pantene's 'Beautiful Lengths'	20.0%
VH1's 'Save the Music'	19.6%
Product (RED)	17.6%
KitchenAid's 'Cook for the Cure'	10.8%
Sears' 'Heroes at Home'	10.4%
Lee National Denim Day	7.6%
MAC Aids Fund	4.8%
Whirlpool's 'Building Blocks'	3.2%
Jones New York in the Classroom	2.0%

Base: 250

Consumer women without children

General Mills' 'Box Tops for Education'	58.8%
Yoplait's 'Save Lids to Save Lives'	42%
Dove Campaign for Real Beauty	36.8%
VH1's 'Save the Music'	30%
Product (RED)	25.2%
Target's 'Take Charge of Education'	18.8%
Pantene's 'Beautiful Lengths'	14.8%
MAC Aids Fund	8.0%
Lee National Denim Day	6.8%
KitchenAid's 'Cook for the Cure'	6.8%
Sears' 'Heroes at Home'	4.0%
Jones New York in the Classroom	1.6%
Whirlpool's 'Building Blocks'	0.8%

Base: 250



VH1
SAVE THE MUSIC
foundation
Music Education = Brainpower

CONSUMER RESPONDENTS

AGE/ETHNIC BACKGROUND

Of the 500 women, 17.8% were 18-29; 36% were 30-41; and 46.2% were 42-60. The largest number was Caucasian with 87.4%; 6.4% were black; 3.6% were Asian; and 2.6% were Hispanic

EDUCATION

The respondents included 20.6% who were high school graduates; 32% with some college education; 28.8% college grads; and 10.4% with post-graduate degrees

HOUSEHOLD INCOME

One-third (33%) reported a household income before taxes of \$25,000-\$49,000; 22.6% reported \$50,000-\$74,000; and 19.6% reported under \$25,000

"When we come out of the economic turmoil, [it will be] a greater engine for recovery," says Carol Cone, founder and CEO of Cone, a Boston-based cause marketing firm.

She also notes that the emotional ties, either internal with staff or external with consumers, will become more pressing during this time.

"Consumers [feel] that they might not be able to give extra, but they still have expectations of companies to support social issues," adds Cone.

According to the survey, 72% of companies with cause marketing programs said the economy will not impact those efforts; 17.3% said they have had to decrease their investment in cause marketing programs; and only 6.7% have had to put the programs on hold.

On the consumer side, while 23% of overall respondents say the economy hasn't affected their interaction with charities, 22.8% say they have not been as involved with charities due to the econo-

my; and 25% have cut back on giving to all charities. In this environment, corporate cause marketing becomes even more important.

For companies that are considering withdrawing their programs or halting them, it would be a "double whammy," says Swenson.

"Not only would they, perhaps, be suffering because of economic factors, but they would also be walking away from one of the ways in which they've connected with those consumers," he adds. "And pulling back, or stopping that, would give a consumer a second red flag and a reason not to do business with that brand."

Launching a cause marketing effort in such an economy could be tricky. Yet that didn't stop TripAdvisor from unveiling "More than Footprints," on September 16. The effort encourages the site's users to vote on how the company should distribute \$1 million among five travel-based charities - Conservation International, Doctors without Borders, National Geographic Society, The Nature Conservancy, and Save the Children. A pop-up box appears when logging on to the site, which has 25 million unique monthly visitors, allowing users to vote.

Michele Perry, VP of global communications of the Newton, MA-based company, says TripAdvisor's business is solid and growing, so the current economy was not a factor in the launch.

Engaging consumers is a tactic that 57.3% of the survey's corporate participants say is most important for a strong cause marketing program.

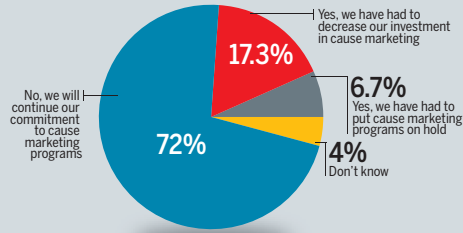
"It's becoming almost mandatory for companies to look at ways to give back," says Swenson. "It's this convergence of individual philanthropy... combined with corporate philanthropy. And... it's good for business."

BOOSTING MORALE

Internally, cause marketing efforts can play a major role for staff, who may seek the same reassurance and awareness that consumers do about a company's health and well-being.

CORPORATE ECONOMIC IMPACT

Has the current economy impacted your company's involvement with cause marketing programs?

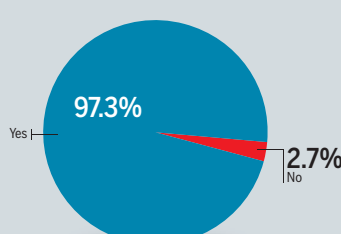


Note: Respondents are those who have cause programs

Base: 75

CORPORATE MOTIVATION

Do you believe that cause branding is a valid business strategy?



Note: Respondents are those who have cause programs

Base: 75

"Employees are your ambassadors," says Cone. "And when you have hundreds of thousands of employees... they want to know what their company stands for."

The survey shows that 65.3% of corporate respondents say that better staff morale and retention is a benefit of cause marketing.

Aramark, a Philadelphia-based company that provides hospitals, schools, and businesses with food services, facility management, and apparel, decided to launch a company-wide cause program in February. Called the "Aramark Building Community," it encourages the company's 250,000 employees to volunteer at local community centers.

It is partnering with City Year, a Boston-based youth-oriented service organization, for the program.

"These days, companies need to look at their resources," says Bev Dribin, VP of community relations at Aramark, which will donate \$5 million in cash grants, encourage employees to supply volunteer hours, and donate products for the next three years.

"We looked at the business opportunity," she explains. "What better way to [tell] our story than [with] local employees?"

Not only does a staff-driven cause initiative support the community it serves, but it can also strengthen the company's overall brand image.

"It's an effective way... to show consumers that, regardless of the economic impact we're suffering as a company, we still know it's important to give back," says Swenson. "In fact, we still know it's important to do good in the communities in which we do business." ■

CONSUMER SUPPORT

Which causes are you most likely to support?

	Consumer moms	Consumer women without children
Health-related causes that affect me as a woman, such as breast cancer research, etc	28%	28.8%
Causes that affect children, such as education	19.2%	5.2%
Animal welfare-related causes, such as wildlife preservation or homeless pets	14.4%	27.2%
General health-related causes, such as heart disease or AIDS	9.6%	7.2%
Poverty-related causes, such as the homeless or aid to foreign countries	8%	8.8%
Disaster-related causes, such as Hurricane Katrina	4.4%	2.4%
Other causes that affect women, such as domestic violence programs	3.2%	5.2%
Environmental-related causes	3.2%	5.6%
Don't know	10%	9.6%

CORPORATE REWARDS

What benefits have you seen from your company's cause marketing efforts?

Public relations results (i.e. editorial articles, broadcasts, and grassroots efforts where our company's involvement is featured prominently)	81.3%
Enhanced brand reputation	74.7%
Improvement in employee morale and retention	65.3%
Enhanced relationship with target demographics	62.7%
An increase in donations/membership to the nonprofit organization	44%
An increase in sales/retail traffic to the business	40%
Other (please specify)	2.7%

CORPORATE RESPONDENTS

Job title	Percentage
CMO	8%
EVP of marketing	0.9%
EVP of PR/communications	0.9%
SVP of marketing	7.1%
SVP of PR/communications	2.7%
VP of marketing	21.2%
VP of PR/communications	4.4%
Director of marketing	24.8%
Director of PR/communications	8%
Marketing manager	5.3%
PR/communications manager	16.8%

Annual revenue	Percentage
More than \$25,000, but less than \$1 million	5.3%
More than \$1 million, but less than \$10 million	6.2%
More than \$10 million, but less than \$50 million	10.6%
More than \$50 million, but less than \$100 million	4.4%
More than \$100 million, but less than \$500 million	17.7%
More than \$500 million, but less than \$1 billion	14.2%
\$1 billion or more	34.5%
Don't know	7.1%

Base: 113

85.6% of moms believe that it's important for companies to support causes and charities

The PRWeek/Barkley Public Relations Cause Survey was conducted by PRWeek and Millward Brown. E-mail notification was sent to approximately 3,414 consumers and 2,470 marketing professionals. In addition, the survey link was sent to the PRWeek Networkers Facebook group.

A total of 500 female consumers (250 women with children and 250 women without children) and 113 marketing pros completed the survey online between September 2, 2008 and September 25, 2008.

The results are statistically tested at a confidence level of 90%. Results aren't weighted.



Users can vote on TripAdvisor's charitable distribution on 'More than Footprints'

Worthwhile understanding

► For its second annual Cause Roundtable, PRWeek gathered marketers from agencies, corporations, and a nonprofit to share experiences in the increasingly popular area of cause marketing

BUILDING SUPPORT

Erica Iacono (PRWeek): *All of the companies here are longtime cause marketers. What was the initial impetus for getting involved?*

Liz Cahill (Lee Jeans): About 70% of our consumer base [is] women... and we wanted to be able to do something to give back to our consumers. For women, we know that there [are] issues with children and child abuse and poverty, but what started to come out is cancer. It affects everybody. But the more we spoke... we realized that everybody at the table had either known somebody or had been personally affected by breast cancer. And that was kind of an "a-ha" moment because there were about 10 women sitting around the room.

Susan Duchak (Allstate Foundation): The catalyst for [Allstate] back in 2004 was to really take a look at how we could bring our expertise as an insurance and a financial service company, and...

align it with not only what our business interests were, but also what the community issues were. We ended up on teen driving and financial empowerment for victims or survivors of domestic violence.

Susan Puflea (GolinHarris): I'm often asked, "Why do companies start down this path?" And my answer is, "It really doesn't matter." What matters is that they do and that they do it in the right way. Companies don't have to be purely altruistic. They're in business for a reason and capitalism does have a place in corporate responsibility and cause marketing, and it's the balance that's really... important.

Michael Trese (L'Oreal Paris): We started in a strategic way 13 years ago by really looking at the landscape of causes to align ourselves with and... we knew that the area for us to be in was women's health and empowerment issues. Breast cancer initiatives have been so inspiring with what can be achieved, but

when we found out that ovarian cancer was the deadliest cancer and also the most underfunded, and that there [were] no major corporations supporting it, we really felt... that we had to get involved, and we've never regretted that decision. So we have a makeup collection that every year is an annual fundraiser, called the Color of Hope collection, and we have [a] communication program.

Mike Swenson (Barkley): The common thread that I hear everyone talking about is... "Will companies have the discipline to stay with it, and not treat it as a product launch?" And people in this room understand it; it's going outside of this room to the other 80% that don't get it, that we all have to beat our heads against the wall to convince them it's the right thing to do.

Chris Mann (New Balance): It's really no different than the basics of... marketing and advertising

your brand... it's frequency, it's how many times can someone see the same thing.

Cynthia Walsh (Self magazine): After meeting with 90 different companies across the country [conducting the Good: Cause Marketing from the Consumer's Point of View study]... one of the top problems that they have is maintaining that commitment because a new marketing director comes in and a new pet cause changes. So... I can certainly understand the frustration. From *Self's* standpoint, it started very organically. We created the pink ribbon in 1992 in honor of our first editor who died of breast cancer, and so *Self* is known as a magazine with a conscience.

Randall Chinchilla (P&G): It all boils down to what your objectives are. Our "Live, Learn, and Thrive" corporate cause [is] linked to our purpose as a company... We're not going to stop doing that because it's intrinsic to who we are, our identity as a company.

Puflea (Golin): Well, on a very basic level, it's really the difference of approaching it as a strategic undertaking or a tactic.

David Hessekiel (Cause Marketing Forum): I was going to say one of the key elements in developing that strategic "win-win" formula that can lead to a "win-win-win" is... picking your cause well. [That] can also mean picking a cause partner that brings elements to the equation that enable you to accomplish more than if you were going to invent it all yourself. So, part of the best practice is if you can start your engagement off by strategically picking something that is sustainable for your business, and then finding a way to leverage the relationships,



Liz Cahill
VP of marketing,
Lee Jeans



Randall Chinchilla
External relations manager for
hair care, P&G



Susan Duchak
Director of Teen Safety driving
program, Allstate Foundation



David Hessekiel
Founder and president,
Cause Marketing Forum



Chris Mann
Associate manager of integrated
marketing, New Balance



Roundtable photos by Larry Ford

Pros from various sectors discuss the effect of the economy, internal comms, and celebrities on cause-related efforts



Susan Puflea
EVP and director of the Change practice, GolinHarris



Jessiah Styles
Director of cause-related marketing and strategic partnerships, Big Brothers Big Sisters of America



Mike Swenson
President, Barkley PR



Michael Trese
VP of external affairs and strategic philanthropy, L'Oreal Paris



Cynthia Walsh
Executive director of marketing, Self magazine

as well as the halo effect of the relationships, that cause [marketing] can take you so much further.

Iacono (PRWeek): *Jessiah, from your perspective as the only nonprofit here, have you seen any increase in companies looking to do good, or partner with causes?*

Jessiah Styles (Big Brothers Big Sisters of America): Big Brothers Big Sisters has not been known to be a destination for cause marketing. My position [was] newly created for me to bring that to the table and kind of grow the business. The corporate partners that we have currently [are] more from a feel-good sense... it wasn't so much a strategic direction [that was] built around it. And, it was very metrics driven, which we're not going to be able to compete in that world because the numbers that we are able to bring to the table are minuscule to a large corporation.

So there's an education process that's going on with our current clients and it's growing the relationship out of the foundation... into the marketing department, as well as to PR... So, no, they're not beating down the door for us - to answer your question - but we are gearing up to beat down the door with them.

Hessekiel (CMF): A great metaphor for that transformation... is the difference [between] approaching a corporation with your hand out as opposed to [putting] your hand up, [saying], "This is what we can do for you; this is what we can accomplish together." As opposed to saying you're there for a "win-win," but really you're asking for a donation.

Iacono (PRWeek): *Given the current state of the economy, is this an area where you're looking to cut back? If not, does that then become part of your external messaging, reinforcing that commitment?*

Walsh (Self): We just fielded [a study] in September... [and we found] that 80% of women are concerned that companies will cut back on the good that they're doing in bad economic times. At the same time, 79% said they would be more inclined to buy from companies that do good in both good and bad economic times.

Trese (L'Oreal): What better time than in an economy such as this to really, truly be expressing the core values of a company? Because not only is the consumer buying your product, they're buying your company. And then the other conversation is maybe the most important one, and that's the one with our employees. So, when they go home to their families every night, they talk

about the company and the values, and I think this is a very important time for that.

Iacono (PRWeek): *What is internal comms' role in cause marketing?*

Puflea (Golin): It's essential, and you have to take an inside-out strategy... and you must engage the employees first.

Cahill (Lee Jeans): We've had some management change over the last couple years, and somebody will come in and... question the validity of what's going on... [but] it's to a point now that we can't walk away. Our employees would take us down.

Duchak (Allstate): Don't you think it also improves your busi-



"It's really no different than the basics of... marketing and advertising your brand"

- Chris Mann, New Balance associated manager of integrated marketing

ness performance, too? When you have somebody from the line working with someone from the staff who would otherwise never have an opportunity to chat with each other, but now you're bringing them together. And you create a whole new level of teamwork for the corporation; I think that really benefits all aspects of the business.

Iacono (PRWeek): *Do you think cause marketing is under more scrutiny as far as marketing spend?*

Swenson (Barkley): It falls prey to the normal budgeting process. When things get siloed and all of a sudden, you're presenting an entire marketing plan, a cause marketing component might be there, but things sometimes get pulled out. That's the struggle: The budgeting and planning process all stays together, and [hopefully] the marketing plan stays together really well,

and the plan doesn't get broken apart, but we know that's not what happens. If you're measuring against the sale of a product, we may not be able to show that [measurement] specifically, but we can show you that what it's doing is building... for your other marketing efforts.

Puflea (Golin): Or when you lose the important marketing elements of cause marketing. It's just like no one buys an Olympic sponsorship and stops there. You don't just buy the right to use the rings. You then have to pay money to do something and market it, and cause marketing is very much the same.

Chinchilla (P&G): I've always... been asked for results. But the reality is that when it comes to cause-related

ability of the business, no question. We want to make sure that we generate that "win-win-win" framework. We've just launched a collection called Beautiful Lengths. And, a portion of the proceeds of the product goes to the program. So, it's a way in which the cause has come to life, in a very tangible way, and by the way, it's the fastest growing collection that we currently have, I'm happy to say.

CELEBRITY FACTOR
Iacono (PRWeek): *How important is a celebrity component to a cause marketing campaign?*

Cahill (Lee Jeans): The celebrity in our case is chosen... very carefully because we want to make sure that every celebrity that is brought to our cause... has as much passion for the cause as we do.

Duchak (Allstate): We use them a lot in our teen driving program because we're trying to encourage teens to drive safely... a fundamentally uncool subject to a highly fickle audience. So, if you can bring a celeb there that can kind of give that cool halo to the issue, it really helps a lot.

Trese (L'Oreal): There is no doubt there is a lot of impact there, but for us... the spokespeople that are aligned with our brands are actually spokespeople for the brand.

And, so... I would say that every time now when we are signing for negotiations with a new spokesperson, they want to know what we represent as a company. We feel so fortunate and they know they have so much impact with the consumer out there, when they take it and really weave it into all their efforts in communication.

Styles (Big Brothers Big Sisters): To touch on celebrities, a really good friend of mine, [actor] Hill Harper... has also been a Big Brother for eight years.

Two years ago, when I first came on board, I said, "Hey, you're at the top of my list. I need you to come and work with us and see how we can leverage your celebrity and help the cause." And, within a month, he was on *Oprah* because they did a whole special on mentoring. We probably had 1,800 inquiries [about] that one airing, where normally, [there are] 1,800 a month.

So, celebrities do draw attention... but also the power because he has an affinity for our organization because he's lived it and so he's speaking from an authentic standpoint. That's really the combination of the two. ■

For an extended version and podcast, visit www.prweek.com.