



CAUSE & EFFECT

ENHANCING YOUR CAUSE MARKETING CAMPAIGN WITH PROMOTIONAL PRODUCTS

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94% OF CONSUMERS WILL SWITCH BRANDS BASED ON CAUSES THAT THEY SUPPORT

* According to data from Cone Communications, a public relations and marketing agency specializing in cause branding and corporate responsibility

a. What is Cause Marketing?

The term “cause marketing” was first coined in 1983 by American Express when the company had developed a campaign to raise money for the preservation of the Statue of Liberty and Ellis Island. In this promotion, American Express donated a penny for each charge by its cardholders. The four-month campaign resulted in over \$1.7 million for the project.

Cause marketing is more than writing a check to a charity and then issuing a press release about it. It is a partnership between a for-profit business and a non-profit organization. In this partnership, the business builds a marketing campaign to fit the needs of the organization. Often, the business becomes an active participant with the organization.

This relationship is mutually beneficial. The charitable organization receives needed funds and exposure to the business’ customers and employees. The exposure can result in an increase in supports and personal donations. The effect can be huge if the business has a loyal base or niche.

The positive PR the business receives from a well-executed cause marketing plan can have multiple benefits. Brand loyalty is strengthened among current customers. The business may also acquire new loyal customers who are passionate about the cause the business promotes.

In fact, studies have shown that 94 percent of consumers are likely to switch brands, about equal in price and quality, to one that supports a social issue*. Increases in brand loyalty and new customers mean increased sales and your bottom line. Just another reason why cause marketing is more than a donation. It’s an investment in your business and the charitable organization of your choice.



**PERSONAL
STORIES
GIVE THE
CAMPAIGN A
RELATABLE
HUMAN
ELEMENT**

CAMPAIGN STRUCTURE

- Set Goals
- Define Target Audience
- Develop Messaging
- Set Timeline for Media Distribution and Events

b. Choosing a Cause

Social responsibility is becoming more important in the market place, and consumers want to be able to trust the companies they do business with. Using a cause marketing campaign with an authentic motive is a great way to build that trust. Here are a few things to keep in mind while choosing a cause.

Authenticity

One of the easiest ways to ensure your campaign's authenticity is to make sure the cause you are supporting makes sense. Ideally, it would directly relate to your business' products or services. What you want to avoid is supporting a cause in a way that looks like an obvious public relations stunt. This would be like a major oil company creating a campaign for wildlife conservation after a mass oil spill. Their motives would be questioned and the campaign would be dismissed.

Make it Personal

A personal story adds authenticity by giving the campaign a relatable human element. It's a great way to explain why your business is joining the cause. Consider a local organization that affects your business or one that your employees or customers are passionate about. Using testimonials to explain why your business is partnering with a particular cause can take away some of that "marketing" smell and increase credibility with your audience.

c. Developing a Cause Marketing Campaign

A cause marketing campaign should be structured similarly to any other marketing campaign with set goals, a well-defined target audience, clear messaging with a call-to-action and a set timeline for media distribution and events. The one major difference in a cause marketing campaign is the element of support for your cause. There are many ways your organization can help another.

Sponsorship

This form of cause marketing entails donating a sum of money to a particular cause or event. The business uses the donation or pledge to bring awareness to the cause or event and themselves through a marketing campaign. This campaign isn't a simple "Look what we did". It should showcase the organization and why the business chose to partner with it. Showing participation or engagement with the cause or organization can help show the business' authenticity.

Sales Incentive

Donations are made to the organization or cause based on the sales of particular items or on a particular day. In some campaigns, business offer unique or limited time only products or packages specifically for the cause marketing campaign to draw even more interest. Businesses can also pledge a percentage of sales on a National (insert cause) Awareness Day. To protect themselves, businesses may want to establish a donation cap with the organization.

**EMPLOYEES
WANT TO
KNOW
THAT THEY
WORK FOR
A COMPANY
THAT CARES**

Co-Branding

A business and a cause join forces to promote each other. In marketing materials, the business may share the story of why they feel the cause is important. The organization representing the cause can testify to what a sincere and important partner it has in the business. Co-branding can also be as simple as the business arranging a licensing agreement with the organization to use its logo in promotional materials.

Facilitated Giving

Here the business asks its customers if they would like to add a small amount (often as little as a dollar) to their purchase to be donated to the cause. Usually, this campaign includes writing the donor's name on a piece of paper and displaying it prominently in the place of business as an extra incentive for customers.

Internal Drive

Not all cause marketing must be done to outside audiences. Employees want to know that they work for a company that cares. Internal events and pledge drives create awareness and additional funding among the workforce for the cause. This can also help strengthen employee loyalty as they see that their employer supports the same causes.

For each of these campaign formats, it is important to remember the marketing in cause marketing. The campaign should bring awareness to the cause and promote the business, or else it's a wasted opportunity.

d. Enhancing the Campaign with Promotional Products

By incorporating promotional products into your campaign, you extend the life of your cause marketing efforts by giving participants, volunteers, and customers a tangible reminder of their involvement in the cause. Promotional products also have been shown to increase the effectiveness of other media by 44%. Studies have also shown*:

- The average product is kept for 8 months with some products being kept as long as 14 months.
- 63% of consumers pass along the promotional products they no longer wish to keep.
- 89% percent of consumers can recall the advertiser of a promotional product they'd received in the last 2 years.

It's important to point out that the cost of these products can be underwritten by sponsors, which means more funds going towards the cause. The long lasting effect promotional products have on target audiences extends the life of your cause marketing campaign. Here are five ways to add promotional products to your cause marketing campaigns.

UNDERWRITING COSTS

Products used in promoting your cause marketing campaigns can be underwritten by sponsors to help keep funds going to the cause.

* Research provided by:
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Promotional Products Association
International Effectiveness Of Promotional
Products As An Advertising Medium
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PRODUCT GOALS

Promotional products used must help achieve the goals of a cause marketing campaign - awareness and funding for the cause and positive PR and marketing value for the businesses involved.

PROMOTIONAL ITEMS WILL HELP ENSURE LONG TERM SUPPORT

Recognition

Use promotional products to recognize top participating people, businesses, teams, or locations. The item will add trophy value and serve as inspiration for better participation, leading to better results. The item will also increase awareness to the cause as those who have earned it will show it off as a badge of honor.

Incentive

A tiered incentive program motivates participants in the campaign to continue to strive for the next achievement level. Each achievement level can have a higher value promotional item or combination of items. Again, the added motivation leads to better campaign results.

Event Marketing

There are three crucial stages in marketing an event - before, during, and after. A unique mailer can create buzz leading up to a campaign or event. A fun giveaway during the event will carry the campaign message on long after the campaign. A “thank you” or follow up will take advantage of the momentum created by the campaign for continued support.

Uniform

Show that your business or group is united in support of your cause with a uniform look. A t-shirt is an excellent canvas on which to display your campaign message. For more corporate settings, give employees polos matching the awareness color of the cause that you are supporting. For example, wear pink polos during breast cancer awareness month.

Appreciation

Say “thank you” to participants, volunteers, and donors who played a role in your campaign. Gift value may be proportional to the level of contribution. Showing appreciation with a long lasting promotional item will help ensure long term support and participation in the cause.

Resale

Not all promotional products need to be giveaways. In a resale situation, a promotional item or apparel piece is sold to the general public with the proceeds going to the cause. For campaigns that occur annually, creating a keepsake item for each year turns it into a collector’s item and creates a consistent revenue stream for the cause.

However you use promotional products in your campaign, they must help achieve the goals of the campaign - awareness and funding for the cause and positive PR and marketing value for the businesses involved.

e. Additional Cause Marketing Resources

Cause Awareness Ribbon Colors and Meanings www.halo.com/promotional-marketing/cause-awareness-ribbon-colors.aspx

Awareness Month Calendar <https://www.halo.com/blog/wp-content/uploads/2015/10/Awareness-Month-Calendar.pdf>

HALO Blog Posts <https://www.halo.com/blog/category/cause-marketing>



About HALO Branded Solutions

Headquartered in Sterling, Illinois, HALO Branded Solutions is centrally located in order to support a national client base. In addition to our 100,000 square foot, state-of-the-art distribution and processing center, we maintain regional sales offices in key corporate markets.

HALO employs 300 corporate service team members with decades of knowledge and experience who support the over 900 creative and resourceful Account Executives across the nation who focus on implementing effective marketing solutions for over 40,000 satisfied clients each year.

HALO is a global leader of promotional solutions, combining creativity, innovation and the most sophisticated technology for dynamic results. As a "full-service" promotional products distributor, we offer:

- Company stores and fulfillment services.
- Competitive pricing, including our popular Best Sellers and BrandED merchandise programs.
- Secure Source, HALO's comprehensive product safety and social compliance program.
- Award winning marketing support for your internal and external branding campaigns.
- Brand management expertise to create consistency in logo use throughout your organization.

With top-quality products, over six decades of branding expertise and efficient operational processes, HALO offers unmatched reliability and unique solutions for every client, on every project.