



CAUSE MARKETING

Cause Consumers – Saturated, Not Satiated

- 88% of people find it acceptable for companies to involve a cause or issue in their marketing, a 33% increase versus the initial study done in 1993
- 85% have a more positive image of a company or product when it supports a cause they care about
- 90% want companies to tell them the ways they are supporting causes
- 83% wish more of the products, services, and retailers they use would support causes

Cause Branding by Industry

Americans believe it is important for the following industries to support social or environmental causes:

Food and beverage	82%
Automotive and Transportation	81%
Manufacturing	81%
Electronics and household appliances	80%
Sports, media and entertainment	80%
Retail (stores and online)	79%
Financial Services	79%
Health and beauty	78%
Telecommunications	78%
Household goods and furniture	77%
Footwear and apparel	77%
Professional services (e.g. law firms)	76%



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Issues – Standing the Test of Time

Health and Disease is the #1 issue that consumers think companies should address

Leading Issues	% of Consumers
Health and Disease	77
Economic Development	77
Hunger	76
Education	75
Access to Clean Water	74
Disaster Relief	73
Environment	73
Homelessness/Housing	70
Crime/Violence Prevention	69
Equal Rights/Diversity	66

The Cause Shareholders

Americans want companies to give them the opportunity to:

Buy a cause-related product	81%
Learn about a social or environmental issue	80%
Change their behavior	78%
Offer ideas/feedback on company efforts	75%
Donate to company-identified nonprofit	75%
Advocate for an issue	72%
Volunteer	72%

The Cause Shareholders

Employees want to get involved in their companies cause-related efforts through:

Matching grants	81%
Dollars for doers	77%
Paid time off to volunteer	76%
Information about volunteer work outside of work	76%
Company sponsored volunteer days	75%
Skills based volunteer opportunities	75%
A forum or opportunity for feedback and ideas	72%
Paid sabbaticals/extended time off	70%

Source: 2010 Cone Evolution Study



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Employees who are involved with their company's cause programs are even more likely to agree with these statements:

	<u>2010 Total</u>	<u>Very Involved</u>	<u>Somewhat Involved</u>	<u>Not At All Involved</u>
I am proud of my company's values	79%	96%	90%	68%
It's important for my company to provide employees with opportunities to become involved in causes	77%	96%	91%	59%
I feel a strong sense of loyalty to my company	79%	97%	89%	61%
I wish my company would do more to support a cause or social/environmental issue	73%	88%	82%	61%
My company's commitment to Addressing social/environmental issues is one of the reasons I chose to work here	57%	87%	77%	39%

Source: 2010 Cone Evolution Study