



thenetworkone Cause Marketing



*A collection of essays from
independent agencies across the globe*

Consumers Who Care thenetworkone



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It's common knowledge that consumers have more access to information today than ever before. We've lived in that world for quite a while now and we've come to know these consumers well: we know they consult, review, and research on their mobile phones while shopping, they look to social media as a main source of global news, and they virtually engage with brands as if they were friends, or in many cases enemies.

And yet we also know most consumers haven't changed at all when it comes to the fundamental driving forces of their purchase behavior: value and quality.

But with the world's knowledge in their pockets and global-political shifts and tensions rising around them, the expectations of value and quality are beginning to change.

Brands can't hide anymore. The nitty-gritty details that were formerly internal secrets are now public knowledge: labour practices, manufacturing standards, origins of every ingredient and material. Or, even more potentially disastrous, the controversial politics of their CEO. As more and more consumers are feeling empowered to vote with their wallets, consumer expectations are expanding beyond bang-for-your-buck marketing and toward a higher order of marketing: a search for brands that align with their personal values. Of course that's not to say they aren't still expecting a good bargain on top of it.

While in the past it may have been advisable to avoid it all costs, businesses today are experiencing pressure at the highest level to engage in political and socially driven public conversations. And they're turning to their advertising and media agencies to help them react.

For the purposes of this Essay Collection, we are referring broadly to this work as Cause Marketing, though by any other name would smell as sweet. Of course, Cause Marketing means different things to different sectors.

Corporations and brands might be looking to create a Corporate Social Responsibility (CSR) campaign, pursuing activations in partnership with charity organizations. Some choose to build a campaign around a social statement they believe will be meaningful to their target, like women's empowerment or disability, for example. Or in other cases, brands may not be pursuing a campaign centred around any cause or statement at all, but rather are considering the ethics and business case of who they might choose to physically represent in their campaigns.

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On the other hand, for charities and non-profits that have always existed in this space, any marketing is Cause Marketing. These organizations typically rely on their marketing to secure donations and their agencies are helping them to activate data and digital to its best advantage.

In this Essay Collection, agencies from around the world offer their perspective on why brands may want to consider dipping their toes into Cause Marketing, how brands can best position themselves in this market, and how to avoid its potential pitfalls. They explore the morality behind this work, and point out how advertisers might regard their role in engaging with a changing consumer in this evolving marketplace.

Gone wrong, cause marketing can be a PR nightmare creating social outrage, resentment, and a long-lasting distrust. But if executed with careful strategy and sincerity, cause marketing can be a streaming source of brand loyalty and profit. Though it isn't right for every brand, this Essay Collection will help provide guidance and perspective for any marketer determining if Cause Marketing might benefit their brand or client.

The Need for Mission Marketing

Thinkhouse 

Any business looking to future-proof needs to commit to mission marketing. Why?

Because increasing amounts of new businesses entering the marketplace have purpose, meaning that the enterprise has purpose and, in turn, the brand has purpose built into its DNA. So you are at a competitive disadvantage by not committing to mission marketing. Coupled with this, there is a new youth activism culture - a culture where everyone is an activist to some degree or another, and the prevailing belief is that brands absolutely need to be doing the right thing.

YOUNG PEOPLE (REALLY WANT TO) GIVE A DAMN

Today's 16-35 year olds are more aware than ever before of all the potential issues that they could care about. They know they have the power to effect change in an era where traditional power structures have collapsed. Plus, they are on a quest to be their best selves and live a life with purpose. Julie Hanna, US Presidential Ambassador for Global Entrepreneurship, describes today's young consumers as the most socially and environmentally conscious generation ever.

“We are at a critical juncture point: any business looking to future-proof needs to commit to mission marketing.”

But, as many of our clients have asked, 'Is it just all talk and no action? Do they really give a damn?'

Yes, they do, but we (businesses and agencies too) are not making it easy for them to act according to their belief system. According to our 2016 Youth Culture Uncovered Report, which surveyed 1,000 16 - 35 year olds, nearly seven out of ten respondents always make an effort to buy brands 'based on their ethics', however eight out of ten respondents 'find it hard to make ethical brand choices despite trying to'. They feel forced to compromise due to price, choice, headspace to engage, and lack of belief in a brand's best intentions.

ACTIVATING WITH COMMITMENT

More savvy than the savviest marketer, your audience will see right through a pinkwash or a greenwash job. Brands who have jumped on bandwagons, taken short-term views or activated without impact have given fuel to an already cynical and skeptical youth audience. The key to success? Activating with commitment.

Commitment begins by firstly having a clear mission that reflects the heart of the company and by activating it in very tangible and accountable ways that reflect key consumer behaviours and attitudes.



THINKHOUSE

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UNDERSTANDING THE NEW CONSUMER ACTIVIST

While every 16-35 year is an activist these days, not all are created equal. To help brands better understand the sliding scale of youth activism, The Youth Lab designed five consumer mindsets:

THE ARMCHAIR ALTRUIST: Wondering if they ever found Kony in 2012, they are 'seen to care and know' about a cause more than they probably do. They want easy ways to engage with trending causes, whether that be through low cost or low involvement means.

THE EDUCATED EMPATH: Knowing and caring enough to believe 'someone' needs to make a change, they don't believe they can be that someone. They want contextual information and digestible content that helps them to form opinions.

THE COMMITTED CONVERT: Knock, knock, knocking on everyone's door, they campaign in the streets and yell in your newsfeed trying to make a difference. They seek a platform to engage and an opportunity to feel like an active member of a community that can deliver impact.

THE CHANGEMAKER: Forget getting the ball rolling, they are throwing a bowling ball at the status quo of societal norms to start the conversation on change and see it through to success. They want to make a difference, seeking brand partnerships and using each brand's reach to amplify their expertise.

THE EXPLICIT EXTREMIST: The modern Robin Hood of twitter troll culture, they are taking down the bad guys and celebrating the heroes - one tweet at a time. They want to make waves, whether that's in a brand's favour or against it, and crave credibility from branded causes to feel it is more about social good than paying CSR lip service.

EMBRACING MISSION-MINDED MARKETING

How you activate your commitment and engage the different mindsets of youth activists is as important as being committed.

Make it cool and easy: Bring the right thing and the cool thing together in a fun, shareable way. Participation should be as easy as sending a tweet.

Involve young people in the process: Don't just include young people in identifying the societal issues that are relevant to them; include them in determining a solution.

Make it credible: To overcome consumer cynicism, take a long-term view and engage in on-the-ground partnerships. Have goals, plans and deliver with impact.

Get activating, or get left behind.

Saving Whales is the New Black

Amen

Historically, humans have always been moved by causes. Art, music, literature, demonstrations, war and of course advertising are ways to express being against or in favour of them. So it is not surprising when statistics show that 87% of consumers are prone to switch brands - providing that price and quality remains the same - if one of them supports a good cause.

Marketing efforts involving a greater social, cultural or environmental good as a tool to strengthen brand loyalty have evolved from the old offline 10-cent donation deduced from every product sold to become either more sophisticated or even simpler. In fact, there are more and more every year. It is not unusual to come across half a dozen campaigns a day trying to grab your attention for a Like&Share, a Hashtag&RT, a donation or a response to a challenge.

There are several reasons contributing to this increase. The first one is a direct consequence of the Internet and, particularly, social media for it has brought the world closer together than ever before. It is simpler to see inequalities that seemed to be distant before and, at the same time, it is easier for people to contribute with a cause through one single touch of a mobile phone's screen. The second is the engagement of new generations such as millennials and Gen Z who are openly and actively committed to environmental and social issues, and also represent the majority of digital devices users.

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On the other hand, from an ad agency point of view, this type of communication represents an opportunity to exercise creativity on another level. In order to create a unique perspective, the ad team – creatives, planners and client services – need to have a deep understanding of the concerning matter while still being able to find an insight representative enough for those who are familiar with the cause as well as those who aren't.

In Argentina there is a high standard in creativity for good causes. All parties – client, NGO, ad agency, the press and consumers – expect outstanding ideas. What is more, there is an award called Premios Obrar - organised by the prestigious Argentine Advertising Council – that only distinguishes communication campaigns supporting good causes.

In AMEN, we have two recent cases, which have performed successfully. We usually complete a win-win checklist to make sure the campaign is working as we expect to. It consists of 5 stages and the last one is optional, depending on the ad agency.



AMEN

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1. The campaign is amplified by influencers.
2. The campaign earns thousands/millions of views, shares, likes, positive comments in social media. It can become TT and create user-generated content.
3. The campaign catches the attention of journalists, thus gaining a million pesos worth of free press coverage.
4. The brand has a positive impact on consumers, new consumers and the cause at stake.
5. The ad agency submits the case to festivals.

Those campaigns mentioned above are Equine Therapy and #WillYouRememberMe. The former was made in collaboration with Merlo City Hall. It's a content campaign to launch a free equine therapy service with an implicit message giving hope to any person experiencing a tough moment in their life. That is what has given the spot a great acceptance within the public, anyone can relate without necessarily having ever been close to the subject.

The latter was an initiative by AMEN's CEO, Sergio Pollaccia, in an effort to honour his mother that suffers from Alzheimer. We presented the idea to the Argentine Advertising Council, INECO and ALMA Foundation. All of the expert voices on the field agreed to be part of a communications project that, for the first time in Argentina, put the emphasis on the family circle and how it's affected emotionally. The reaction was completely positive, there were zero negative comments and the majority of the population identified with it since everyone had at least a parent, aunt, brother, son, friend or acquaintance with Alzheimer.

In conclusion, there is no denial that advertising's ultimate objective is contributing to a brand's business. However, cause-marketing campaigns are growing as one of the best examples of a win-win relationship between brands, shoppers, a local/global cause and ad agency. Despite having different motivations, each party feels they are making a small difference to a greater good like saving whales. In AMEN we are confident that this marketing field will be around for a long time. The present global context has all the ingredients to make sure it will stay, but it is up to us – ad people – to let it remain the same or reinvent it when we feel we have reached a saturation point.

Is Doing 'Good' Good for your Brand?

Foresight Factory 

As award ceremonies demonstrate, the appeal of cause marketing endures year after year. Agencies get to do some work they care about and can feel like they're making a difference in the world. Winning an award or two doesn't hurt either! But from a brand perspective, is there really any benefit in turning your good deeds into campaigns and telling everyone about it?

Some companies say yes there absolutely is, while others find it very hard to measure any success at all. The rather banal truth is that it really does depend on the brand.

I think it's a safe assumption that most brands feel CSR helps to make an emotional connection with consumers, but an emotional connection is not always what drives success, and the type of emotional connection people are looking for differs for every brand.

We carried out a quantitative research study in September 2016 in 5 markets – USA, UK, China, Germany and Sweden – asking consumers what factors make them likely to recommend brands that they prefer – their bank, supermarket, favourite brand overall. Analysing the results enabled us to see which factors were most likely to turn consumers into brand advocates, to show some brand love.

“Emotional connection is not always what drives success, and the type of emotional connection people are looking for differs for every brand.”

At a topline level, in all markets other than China value for money and quality are the most important factors, with emotional connections then being delivered through brands that are genuine, inspiring, cool and those that make people feel good. China is slightly different as quality is not such a priority, but being cool and impressive is much more so.

Out of these 5 markets, acting in an environmentally friendly way only has any sort of positive impact in China where there are strong concerns around product safety. What does this tell us? That for a lot of brands this is not a necessary condition for most consumers to love and recommend you. However it can lead to success if CSR ties in with other factors that are more important. Consumers in the UK love brands that are genuine, for example, and if CSR is at the core of your brand then this can work. But what if CSR is not integral to your values, if it is just something you do on the side because you feel you have to? Those brands might be wiser to invest in a more genuine way of implementing values.

The best examples of cause marketing I've seen this year have each offered more than just a good deed, and instead have used this platform to showcase other important brand attributes at the same time. This might seem cynical, but building a good business case for CSR is important.



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One relatively small scale activity I loved from Unilever & Mindshare was for the deodorant brand Rexona in Malaysia. Rexona were struggling to prove to consumers that the deodorant worked more the more you moved, so at an Electric Run event in KL in May 2016, they used charity donations to get people moving.

Working with emotional intelligence company Sensum, they set up sensors throughout the crowd and used data from mobiles and wearables to measure the distance that people ran, their body movement, heart rate and audience motion levels, and used this to calculate the number of 'FreshMoves' which Rexona matched in charity donations.

The brand used 'good' to tick a lot of other boxes. They were able to demonstrate the quality of the brand, it was a cool event using impressive technology, it inspired people to move more, and presumably made them feel good too.

Looking at some bigger campaigns - brands in India have used the qualities of their product to spread socially progressive messages about gender roles in a year when this is badly needed.

Share the Load from Ariel tells the story of a busy professional couple where the mother is still responsible for the housework, dinner and looking after the kids: dads need to up their game and start helping out with the laundry. It was hugely successful for the brand, and perhaps it felt particularly genuine as Ariel claims part of their vision right from the brand's inception was to free women from traditional domestic roles. Nike's Da da ding also broke from the norm and showcased the strength of India's female athletes in an exciting clip. I think it's the embodiment of Just Do It, while pushing forward a hugely progressive image of Indian women at the same time.

Progressive branding is working for Unilever who claim that their brands with a clear purpose deliver half of their total growth, but that doesn't mean this works for everyone. So find out what drives consumers to love your brand and sector, focus on what aligns with your values, and see whether this is turn can align with a cause. If it can't, maybe it's not worth shouting about.

Scaling Your Marketing Response to 'Augmented Demand'

The LinkUp Factory

Why consumers have changed for good

Consumers have changed, the mantra of recent decades, now sounds like a tired cliché. In the current age of widespread mistrust, however, it captures a business reality that marketers must understand and process if they want to take a stand on the issues consumers most care about.

Three key changes drive contemporary consumer behaviours: firstly, after the years of instant gratification without thought for the future, consumers increasingly aim to secure sustainable and controllable wellbeing for themselves and their families. Secondly, with easy access to increasingly sophisticated information, they have grown their knowledge in every field in the last decade, and factor in more data than ever before when making purchase decisions. Finally, digital transformation has allowed them to grasp the power they have over brands and corporations.

“Purpose is not about what brands have to offer, it’s about why they are legitimate contributors to the life of the community.”

New brand expectations

Consumer choices are now guided by a whole new set of expectations that add multiple layers to the traditional brand-consumer relationship based on appeal, price, and quality. The more significant layers include:

- **Health.** Personal health, current and future, is crucial to consumers at a time of widespread fears about the impact of almost everything. Naturally, food is a sector where anxiety levels have skyrocketed, accompanied by a boom in the "XYZ-free" market, not to mention organic.
- **Environment.** Although protection of the planet is a sensitive issue for most consumers, in tangible terms this concern translates into sharper environmental focus on a local level.
- **Sourcing.** Demand for transparency and traceability of ingredients or raw materials is increasing, along with the notion that natural resources should be protected. Recent debates provoked by deforestation attributed to palm oil production or Greenpeace's war on tuna fishing are perfect examples of how the general public's awareness of issues can be rapidly mobilised and magnified.
- **Respect.** Since consumers have acquired new skills in the analysis of brands and their narratives, they expect more horizontal interaction incorporating signs of respect—such as transparency, ethics, sincerity—for the business value they represent.
- **Purpose.** Citizens increasingly want brands to demonstrate purpose in a world where everything must have meaning. Purpose is not about what brands have to offer, it's about why they are legitimate contributors to the life of the community.



LINKUP FACTORY
RESPONSIBLE BUSINESS IS BETTER BUSINESS

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Matching Augmented Demand with Augmented Promise

Tackling this enormous challenge is not easy. Major brands or organisations, including Dove, Nutella, Unilever, Philips, Nestlé, Novartis and L'Oréal, to name but a few, have blazed a trail, with quantifiable success, by demonstrating what resonates most with consumers.

There are many ways to match Augmented Demand with Augmented Promise, but applying the following 5 key principles certainly contributes to success:

1. Identify a specific CSR angle, build on it, stick to it. To stand out from the crowd, the tried and trusted USP (Unique Selling Proposition) applies here too. It has become obvious that Renault/Nissan's CSR angle is now about combating air pollution through leading the electric car revolution.
2. Own choices, however complex, and educate audiences. This is what Nestlé has done with its major brands over the use of palm oil, developing and delivering on an ambitious plan around truly sustainable palm oil.
3. Highlight social purpose aligned with brand or corporate identity. Increasingly, pharma companies realise that within the healthcare system, they have a social purpose to showcase that goes far beyond therapeutic innovation. Building on this approach proves effective in corporate brand differentiation.
4. Open up to stakeholders, create opportunities for dialogue. Ferrero enjoyed considerable success with stakeholders, including NGOs, with a series of events called 'OpenLab Nutella'. Others have profitably followed Ferrero's example.
5. Never forget the brand's human component. While not all brands can be personified in the same way as Apple, Tesla or Virgin, putting forward the human faces behind the brand is a powerful empathy accelerator.

At The LinkUp Factory, we believe that brands or companies that follow through on Augmented Promise enable consumers to trust and connect on an emotional level, guaranteeing deeper and more durable relationships.

Be the Missing Piece: Raising Awareness About Paralympic Sports

Degordian 

For 2016 Paralympic Games in Rio, Allianz Zagreb teamed up with agencies Vetturelli and Degordian to create The Missing Piece, a campaign that had a goal to raise public awareness about paralympic sports, athletes and their achievements.

Allianz has been a partner of the International Paralympic Committee for more than a decade. Throughout the years, they worked with National Paralympic Committees to promote inclusion, diversity, and excellence, both in the workplace and in the world of competitive sports.

As a partner of the Paralympic Movement, Allianz uses its sponsorship expertise to broaden the audience of sports for people with disabilities and to provide opportunities for paralympic athletes to tell their stories. A few of those stories were told through “Be The Missing Piece” campaign in Croatia.

It’s a tough crowd in Croatia

Before we dive into the subject at hand, you need to know that people in Croatia are extremely emotional when it comes to sports. We’ll cheer our hearts out when we see our athletes in the arena and we’ll brag to everyone how awesome we all are when they win. But we’ll also drag them across news headlines for days if they happen to lose. Especially during big championships!

The situation is completely different when it comes to paralympic sports and paralympic athletes. Large media corporations give paralympic sports minimal exposure, so the average person in Croatia is mostly unaware of our paralympic achievements. That causes a serious lack of emotional investment towards paralympic athletes and ultimately leads to empty arenas during paralympic competitions. So when Allianz tasked us with creating a campaign with the goal of raising public awareness about paralympic athletes and their achievements, we knew we’d have to find a way to ignite that emotional fire.

“Don’t set up goals, set up a vision you want to bring to life. One that changes the paradigm about issues in the world”.

Together we can achieve more

The premise behind the campaign revolved around four main pillars:

1. Paralympic athletes in Croatia get minimal support from fans
2. They achieve excellent results even without the support from fans
3. All athletes say that fans are their ‘twelfth player’
4. Our athletes’ results would be so much better if they had support from fans



degordian

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Keeping in mind this premise and goals Allianz set in front of us, as well as the aforementioned insight about people in Croatia, we set off to devise a creative concept that would change the way the public interacted with paralympians. If you take a look at Croatian campaigns that had the goal to raise awareness about paralympic sports and bring fans to arenas, you can see that the majority of them focus on telling strong emotional stories about paralympians, while putting the “call to action” part of the message (one that communicates the main goal of the campaign) in the background.

With “Be The Missing Piece”, we decided to switch things up. We focused on the action we wanted the public to do and used athletes’ stories as emotional ways of boosting that main action.

The name of the campaign wasn’t just the primary call to action, it was also the main message of the campaign and a symbolic way to show the public how their image of paralympic athletes is distorted. A lot of people thought that “The Missing Piece” referred to athletes’ disabilities, while in reality it’s the fans that can help athletes achieve better results.

Athletes’ stories were as important as the main message because they put the entire campaign in context. We didn’t want to use stories that could be found anywhere on the internet, we wanted the entire campaign to be really personal and to feel like it was told by athletes themselves. That’s why we worked closely with Allianz who enabled us to conduct deep interviews with all of the paralympians.

These two parts of the campaign worked in unison to produce the emotional effect we wanted to achieve - an initial bewilderment followed by an eye-opening revelation that would instigate the public to take action.

One step at a time process

As is the case with everything else, cause marketing activities need to be part of a wider strategy. You need to know exactly why it makes sense for the company to invest and support them, and how do such activities overlap with company values and its mission.

You see, it’s not about giving money to an agency to come up with some ideas, anyone can do that. If you really want to create change, you need to actively work together in order to achieve your goals. And if you want to take it one step further, don’t set up goals, set up a vision you want to bring to life. One that changes the paradigm about issues in the world. That is the only way a campaign can be true when standing up for a cause!

Causes and Businesses Can Be Friends



MC&C has had the privilege over the last 15 years of advising some great causes, such as UNICEF, WaterAid and Oxfam on their communication strategies: to help them raise funds in the short term and to ensure their financial well-being is secure for the longer term. Cause Marketing is without doubt a very useful way of generating funds but comes with a huge health warning for both the cause and their business partner.

From the charity's point of view we need to ask the following:

Do they really believe in the cause? Cause marketing works best when the senior management and their employees feel great about getting involved.

Does the company have a connection to the cause? WaterAid have secured Soaper Duper as a partner. They believe soap can change everything: simply washing hands with soap can reduce the number of diarrhoea cases by up to 47%.

Will they contribute more than money? Can they offer services and expertise that will strengthen the partnership? LEGO is supporting UNICEF's work for children by providing LEGO DUPLO bricks to 73,000 children in 365 early childhood development centres and child-friendly spaces in Jordan. They are also working with UNICEF to train educators and caregivers on innovative ways to play.

Does the consumer trust the business? If they don't, then it can be seen as a cynical effort to attract loyalty. Kellogg's UK's mistake happened one Saturday when the company sent out a tweet that was ostensibly aimed at promoting its campaign to feed hungry children. That's obviously admirable, but things went south when the company tied its willingness to feed vulnerable kids to how many retweets it got.

But it shouldn't be a one way street. We would expect the business partner to look closely on how their customers will be treated by the charity. Promoting a good cause doesn't give the charity permission to act badly. Not only does there need to be transparency of where the money is going but an undertaking not to pester or intimidate. This might sound like a no brainer but over the last year there's barely a day seems to pass without another story emerging of charity mismanagement, incompetence, immorality or even worse. Here are some examples:

- Actress Angelina Jolie quit the mine-clearance charity made famous by Diana, Princess of Wales, in a dispute over trustees paying themselves.
- Former Army colonel Samuel Rae, 87, hit the headlines after it was reported some charities conned the dementia sufferer out of £35,000.
- Repercussions of the spectacular collapse of Kids Company amid claims of wild spending, and jaw-dropping mismanagement continued to be felt across the sector.
- Pushy young "chuggers" annoyingly rattling their tins and direct debit forms on every high street.



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Over the last few months plenty has been done by charities to clean up their act, but there is still plenty of mistrust around. A business should be looking for their cause partner to behave, by not asking for money at every opportunity. You would want them have a contact strategy that allows for interaction and engagement.

“Charities that help donors uncover their values, passions, dreams and aspirations can be a breath of fresh air to both causes and their businesses partners.”

An organization that teaches a donor about an issue has a much higher chance of success than one that just "pitches" a donor about the organization's cause. For example, an organization that educates a donor about what's working and not working in preventing animal cruelty will likely resonate more than a charity that solely tells the donor about the charity's work in preventing animal cruelty.

The "ask" from causes, therefore, is no longer just for consumers to open their wallets. Brands want people to change their behaviours as well. Providing leadership, encouragement and opportunities that enable people to live healthier lifestyles rather than only donating to say, British Heart Foundation, is becoming a core part of more brand experiences.

As companies seek to bridge consumers' online and offline brand experiences, cause conversations also seamlessly moved from one channel to another. An example cited by Coca-Cola's #MakeltHappy campaign, which combatted cyberbullying by encouraging positivity. The campaign was launched via a Superbowl commercial and encouraged people to share positive messages online via a variety of social media including hashtags, all in an effort to end the real world negative effects of bullying, and share the "happiness" of Coca-Cola.

Charities that help donors uncover their values, passions, dreams and aspirations can be a breath of fresh air to both them and their businesses partners. And that's what the very best of cause marketing can deliver.

Head Rules Over Heart for Australians

Chaos Group 

Charities play an essential role in Australian society, delivering necessary services to our communities and providing support to those who need assistance, often in places that government funding may not reach.

For many, the causes that they support embody their personal beliefs (or aspirations) or represent essential needs and services the donor believes everyone should have access to. Further, the propagation of information available, thanks to the internet, means that cause-related awareness is at an all-time high.

In Australia, the Australian Charities and Not-for-profits Commission (ACNC) reports that Australian charities receive \$6.8 billion in donations and bequests [1]. However, with 54,000 registered charities in Australia, the decision of which causes to donate to can often be complex and the need to cut through is essential for the charity or not-for-profit.

Over the past 12 months there have been 109 brands advertised by 91 monitored advertisers in the Australian cause related category. These 91 advertisers accounted for 120 television, 98 print, 8 outdoor and 39 digital campaigns that were captured by local advertising monitoring services. And I stress the word monitored because the vast majority of charities and not-for-profits in Australia are too reliant on Facebook posts to voice their communication message.

“Most charities and not-for-profits have a general lack of understanding around what motivates people to give to a particular type of cause.”

In my view, supported by our research, most charities and not-for-profits have a general lack of understanding around what motivates people to give to a particular type of cause. They are simply often clouded by their own reasoning or motivations. Once a charity moves through to needing donors beyond what I call the ‘inner circle of the highly motivated’, it is essential that they do so.

We work with a large number of cause related marketers. Chaos Media undertakes a bespoke piece of research annually and it indicates that two-thirds (61%) of Australians financially donate to an average of 7 charities or not-for-profit (NFP) organisations each year. The research has again revealed this year that trust in the organisation and the offer of a long term solution are the primary motives behind donating to one charity over another. This is then followed by personal or more emotional reasons for donating, and these reasons change based on the type of charity (human, environmental, animal or emergency services), whether they are local or international and even amongst organisations within the same category.

In Australia, it is no coincidence the top five charities who people say they donate to or trust the most are within the top ten monitored advertisers in the category within Australia. This means they are using mainstream media to connect with potential supporters.



**CHAOS
MEDIA**

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Rank	Top 5 Charities donated to	Top 5 Charities Trusted
1	Cancer Council	Royal Flying Doctor Service of Australia
2	Salvation Army	St John Ambulance
3	RSPCA	beyondblue
4	Australian Red Cross	Guide Dogs
5	Heart Foundation	National Breast Cancer Foundation

Why people don't give is equally as important and our research continuously shows the dominant reason people don't give is that they simply cannot afford to. This is then closely followed by a lack of awareness; people say they weren't asked, they are unaware of the charity and its cause, or they just don't know enough to trust the organisation will do what they say they will do with their money .

Too many charities are reliant on social media to solely carry the load of their communications and it isn't enough. Don't get me wrong, social media is a powerful tool if used as part of the charity's communication armoury. To cut through the competitive clutter, more attention needs to be paid to raising awareness of the charity and its cause using a combination of editorial coverage and paid mainstream advertising. Both of these methods educate the market, raise awareness and build trust, therefore the charity gains credibility and trust over time.

Likewise, the message needs to be clear; this is what we represent, this is what we intend to do and this is what we need. Too many advertisers in this category don't 'ask' and therefore the success of their campaigns are limited. Charities also forget to thank their supporters. I am looking forward to the day that a Christmas charity campaign says thank you, here is how you helped us this year and this is how you could continue to help us next year. Call me old fashioned, but in a market where everyone has their hand out, it just might work.

Three Simple Ways Charities Can Improve Website Performance

Wave Group 

As charities increasingly compete with each other to attract donors, it's critical that they recognise how to keep up with their competition and what they can do to adapt to the market. We've highlighted 3 digital actions that charities can take to ensure they keep donations coming in.

Making Mobile a Priority

Although mobile is on the rise and has officially overtaken desktop, many charities have yet to make their websites fully optimised for mobile. This is even more crucial for receiving donations as social media plays a big part when it comes to directing a user to a charity site to donate. An interim option if a full mobile site isn't in your strategy this year is to consider creating a mobile optimised landing page specifically for users to be directed to for donating. The following outlines which charity types are the most successful when it comes to adopting mobile, based on the number of charities per category judged to have a mobile friendly site via manual test.

1. Animal
2. Health /Environment /Children
3. Aid

Boosting Desktop Performance

With mobile being so important to any digital strategy, charities must be careful not to neglect their desktop site, to ensure the site still performs well and potential donors or volunteering enquiries are not missed. Question whether all the content on your site is necessary and check your images are resized appropriately. Although design is important for your brand for attracting donors, be conscious of rich content, video, JavaScript or images that are not optimised for the page, as these will slow the performance of your site.

“With mobile being so important to any digital strategy, charities must be careful not to neglect their desktop site to ensure potential donors or volunteering enquiries are not missed.”

The following shows top performing charity desktop sites by category according to tests carried out via Google tools. Results were analysed to produce scores relative to the best performance which were then ranked.

1. Animal
2. Aid
3. Environment / Children
4. Health



WAVE
GROUP

Marchessa Hollyfield is
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Donation Friction

One of the most important journeys on a charity website is, of course, the donation process. For understandable reasons, many charities want valuable information about the donors before any money is received. Insisting the donor take these steps before donating, however, can actually increase a drop off on the site. This is known as causing 'donation friction'.

Assess the number of steps and clicks required before donating and question how essential they are.

Around 32% of charities require a combination of over 20 fields and clicks to be completed before a donation is received. Compared to best practice for any digital transaction, this is far too many. If you have a mobile optimised site, it is important ensure that the donation screen is as well. Around 80% of sites that are mobile optimised don't offer a mobile donation page.

Nearly a third of websites require over 20 fields plus clicks to be completed for a donation. The following results were based on a manual donation friction test (number of clicks + fields to make a real donation). Results were analysed to produce scores relative to the best performance, which were then ranked by category. Interestingly, 'Aid' charities perform marginally better in this area, while 'Animal', which has performed the best for desktop performance and mobile, has come last.

1. Aid
2. Environment
3. Health
4. Children
5. Animal

To summarise, there is no quick and easy fix for charities to suddenly increase digital performance. However, when prioritising what work needs to be done to help increase donations, these are three simple areas which should be considered as part of your strategy.

Digital is an ever evolving space where competition is always finding new ways to increase their performance. Although it may not be in your capacity to adopt all the latest trends and technologies straight away, it's important to adopt what you can and look in areas where you can make small wins as an interim solution until your new budget or strategies kick in.

Cause Related Marketing is Not Dead – It is Alive and In Very Good Shape

Mediatyche 

But it needs to adapt to the new scenario.

We see a raising importance of cause related marketing in companies' communication strategies, but we see also a deep evolution of this concept.

Cause related marketing is becoming something very different from the past. In fact, it was often something not integrated with consistency in communications strategies, especially in a mid/long term perspective. Cause related marketing campaigns could also be quite far from company's core business, vision and mission, territories it operates in, and stakeholders. This approach had the risk to create the wrong perception among consumers or other stakeholders, even to generate suspect instead of trust: *why is this company doing something good for free? Maybe it has a specific interest?*

How many times have we have explained to our clients that a donation to a good cause was not the right subject for a press release or a communication campaign? Personally, I did it many times, in the past.

“Sustainability is not a trend, it's the latest economic evolution, or revolution according to some economists.”

The evolution of cause related marketing and raising the awareness that it needs to be fully integrated within company's strategies comes in our views from the growing importance of the concept of sustainability for companies. Sustainability has been forcing companies for the first time to think in terms of not only the business performances, but also in terms of environment respect and social impact of the company, starting with the employees.



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Sustainability means a long-term approach to *business, environment, social goals* and this - if well communicated - generates trust and credibility among stakeholders. In this 'frame', it becomes easier for companies to be more consistent with their 'nature' when they think of corporate giving, cause related marketing and corporate social responsibility campaigns.

Another very interesting aspect of these changes related to sustainability is that in its 'social component' employees are regaining an important position. Their care is becoming increasingly important after the long period of economic downturn in which employees were often simply seen as numbers, sometimes to be decreased. This rediscovered attention to employees (in terms of talents valorisation, welfare programs, diversity politics etc.) is also very important because it can support good and credible social responsibility campaigns for external targets. On one hand, it allows them to involve employees directly in these campaigns, and on the other hand it prevents from the risk to be perceived as a company doing good for others but not for its internal stakeholders.

Sustainability is not a trend, it's the latest economic evolution, or revolution according to some economists.

In this scenario, we see a very positive future for social communication campaigns but the challenge will be to understand the new approaches which are today paramount for the success.

Cause Marketing Disables

Rufus Leonard 

The phrases 'Cause Marketing' and 'Marketing for Good' are becoming empty and irrelevant. Being socially conscious should not be a flash in the pan comms trend; but a way of being.

The aspirational consumer

As consumer consciousness and expectations grow, massive corporations such as Microsoft, Unilever and Nike have responded by investing in socially sound operations.

Ideological expectations have given birth to the 'aspirational consumer'; one who is incisively aware of their purchasing power. It is now being argued that the millennial embrace of cause/charitable marketing is actually a misguided interpretation of their purchasing decisions. Aspirational consumers strive for authenticity, efficiency and durability. According to JWT/Sonar's 2015 report, there is a growing cynicism of hokey charity angles as 75% of millennials are actively choosing to 'look at the man behind the curtain'.

Under the shiny ethical wrapper

Consumers are digging deep, discovering the innate contradictions of cause marketing. For instance, on the HP website you'll find a brand story voiced over by a deaf person, yet there are no subtitles and scarce information about how their accessible technological innovations. And despite its brand story being viewed 1.5m times on YouTube, the Nike FlyEase came under fire for a lack of availability and limited sizes.

"Usually, in terms of disability, the person who is elevated in cause marketing is not the group that the marketing is intended to benefit, but the person or brand who created the cause."

These practices are no longer a differentiator or a consumer choice, but the status quo. Consumers expect responsible practice to be woven into the fabric of brands.

Disability doesn't mean charity

When it comes to disability, brands are way behind the curve. Although the topic is slowly starting to move from the realm of charities and hospitals to household brands, there's a long way to go. The oversight of inclusive creative practice, fuelled by media-desired 'perfection' and a fear of getting it wrong, leads to the frequent failure of many well-intentioned ideas.

Often brands invest in excellent initiatives to cater for disabled consumers, but when it comes to marketing these products and services, a lack of confidence and research really shows. Many campaigns read as worthy, patronising or even worse, 'cause marketing'. Despite 25% of UK consumers having some level of disability, brands are still looking for commendation for merely including tokenistic persons with disabilities in their advertising. The perception that difference is charitable or inspirational is alienating and disabling.

Cause marketing is especially nonviable in disability because it creates an able-bodied saviour rather than empowering the person with disability. Whether this saviour is an heroic character (such as the brother in the latest HP holiday ad) or a client team open minded enough to consider a model with Downs Syndrome.



RUFUSLEONARD

Marianne Waite is Account Director at Rufus Leonard, and Founder at ThinkDesignable, London, UK

Usually, in terms of disability, the person who is elevated in cause marketing does not benefit from the campaign. If someone is a cause then they're not seen as a viable consumer.

Walking the walk

Tackling disability, as with other social issues, it not about charitable giving; it's about genuine business imperative. Jumping on a bandwagon in a superficial way and getting it wrong is a huge fear of any company. And yet, missteps seem to happen more often when marketing to disabled people than to any other consumer group. There is a wealth of support available, but interested brands must feel passionate about absorbing and listening. A campaign that includes atypical bodies will only work if brands are investing in products and services that benefit whomever the ad features.

This won't change until those with the power, money and influence make a concerted effort to get it right. Principles to help them do this include:

- Investing in ethnographic research: People with disabilities are the most knowledgeable about their needs and wants, so absorb the profound knowledge base these groups have. This will help ensure you have something worth marketing and are telling truths, not stories.
- Creating with, not for disabled people: Ensure there is constant input from the target audience. Follow the adage of 'nothing about us without us'.
- Recruiting diverse talent: Inclusive campaigns often fail because they don't have the right perspective producing creative. Hire people with relevant life and health experience.
- Avoiding the charity angle (unless collaborating for insight purposes): Tapping into the spending power of this market requires dispelling the archaic notion that disability must equate charity. You wouldn't do this for any other consumer group.
- Banishing inspiration porn: Suggesting disabled people are inspiring because they live with disability only serves to make able-bodied people feel warm and fuzzy. This superficial praise is misguided doesn't promote integration.
- Focusing on common ground: Don't fall into the trap of defining people by their differences. Consider the relatable human traits first. Aim to break the 'them and us' approach.
- Having fun: The market is ripe with opportunity – innovation is flourishing and consumers are curious. Brands are eager to tick the disability box but few go above and beyond.

An ethically sound, socially responsible brand is the by-product of good social practice. If you include at every level, then your comms won't be seen as cause marketing; just 'marketing'.

Integrity in Integrated Marketing

Ideas X Machina 

There are 54.4 million registered voters in the Philippines. Only 40 million of which actually voted during the 2016 National Elections last May. A good percentage of that 40 million votes were, well, let's just say purchased at a certain price. Of that troubling percentage, all that's left of their voter integrity are the indelible ink on their fingers and not much else.

That leaves us with zero.

With a population of 98.39 million, there is always a market for everything in the Philippines, and sadly, that includes our right to suffrage. Buying and selling votes is an unfortunate phenomenon in Philippine electoral process. While the local government has tried numerous efforts to put a stop to this election 'promo', the painful truth that some people would rather accept loose change than actual change is a reality that has continued to strip the Filipinos of their integrity as a nation. It's an old habit that just refuses to die. A once-every-two-years sale that's still a hit—especially to the poor.

“Brands, big or small, should definitely join this movement. Help first, and the recognition, the revenues, and the respect from customers will all follow.”

As the country's biggest online buy and sell community, OLX (Online Exchange) felt that they could do something here—and IXM, being their official Agency of Record, had just the right thing in mind. We introduced “Halaga ng Boto Mo” (Value of Your Vote), an integrated marketing campaign aimed to end the rampant vote-buying and integrity-selling for good. Released a month before the 2016 national elections, the campaign brought OLX into new light from being a functional brand to one that contributes to society. But more importantly, it educated Filipinos about intelligent voting and paved way for the return of integrity using one simple statement: “Ibenta Mo Na Ang Gamit Mo, ‘Wag Lang Ang Boto Mo” (Sell Anything But Your Vote). No hidden agendas, cliché declarations, or empty promises whatsoever, just a simple and friendly reminder for Filipinos to uphold their integrity in a time when it's most vulnerable. We did a simultaneous launch online, along with t-shirt designs and other merchandise, on-ground activations, and out-of-home placements to further spread the message. And before we knew it, this one simple statement already exploded into the Philippines' election buzz.



IXM

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Creative Engineering for Change

Though IXM has just recently been awarded the title “Southeast Asia Independent Agency of the Year” for the second straight year, it's campaigns like these that keep our feet on the ground and make the sleepless nights all worth it. On top of the crazy ideas we come up with on a daily basis and the accolades we received since the indie agency opened, these kinds of results are the ones that bring us closer to our true goal, which is to use Creative Engineering to amass wealth and share.

This mentality came from the personal experiences of our CEO Third Domingo who grew up from a poor but generous family. Raised with a sense of integrity and utmost care for those who have less (even if his family already had less), Domingo shared his values to the rest of IXM by making sure that each and every one of his employees either join an existing IXM CSR campaign or organize one of their own as a way to give back to the community promote social good using creativity.

“Help first, and the recognition, the revenues, and the respect from customers will all follow.”

We use company profits to support these foundations without expecting anything in return. Experts may call it “Cause Marketing” but here in IXM, we're just simply doing our jobs. Never mind the jargons. If our ideas could leave even a small mark to this world and if blessed, earn recognition along the way, then we consider that successful “Cause Marketing”. That's what makes OLX's “Halaga ng Boto Mo” special as it hit all the right notes on its way to becoming an award-winning creative integrated campaign for the good of the community. Brands, big or small, should definitely join this movement. Help first, and the recognition, the revenues, and the respect from customers will all follow.

The overwhelming results of “Halaga ng Boto Mo” may seem to be the greatest testament of the campaign's success, but nothing beats the fact that we were able to use OLX's influence for Filipinos to learn one important value that they can practice even after the elections... and that's integrity.

Added Value No More

Copiloto

In Perú and all around the world, marketing, business and communications are changing a lot. Not only because of new technologies that transform our processes and tools, but because of people. In a more and more unstable terrain, new challenges arise. Selling is not enough anymore and, even in some aspects, it loses its meaning.

Marketing has been conceived from within and for the market. Its objective is crystal clear: to sell more and better. The motto was to maximize the profit at all cost, but today even that is changing. Even when the idea to profit remains the same: it's not solely about that. The rules have changed and people are doing so too. Businesses, organizations and people look for profit in relation to sustainability. This is the development of a positive impact in the life of people and their environments. With these new game rules, marketing is still a tool, a tool like any other that can get old, rusty or even worse, useless. We are living a time of changes, and that gives us the perfect opportunity to rethink our certainties.

Which is our purpose as professionals, businesses or organizations? What do we want to change about the world through our work? These are the kind of questions we ask ourselves at Copiloto, and this is why our efforts have always been focused in looking at people as something more than a simple communication target or good and services consumer. There is a citizen dimension in consumers that we, as an agency, like to strengthen to develop a better and more equal society. In Perú, a country where democracy has been recently restored, this task is specially needed. Nevertheless, these challenges are global: reducing the intolerance, racism, sexism, promoting awareness on our ecosystems, are just some of the great human challenges we have in front of us. The important thing resides in accepting these challenges as our own, as people and professionals living and working for, and because of, people.

Today more big brands appear to have a strategy that includes added value of some social commitment or human challenge. That's part of a global trend but also of a new business that needs to stand for something. The brands that cannot become "greener", "more tolerant", etc. are destined to disappear. This is why we question the very concept of "added value". What's the use of a brand that just "adds" value that isn't a part of their original business model, just to look good? Added value must become an intrinsic value, a value that makes us relevant in this world beyond solving a daily problem. We shouldn't forget that we are only relevant in the measure of our solutions, and hence in the measure of the problems we choose to solve.



Nahun Saldaña is Co-Founder and Rodrigo de las Casas is a Planner at Copiloto, Barranco, Peru

In Copiloto, we have worked since the beginning very closely with International Organizations and Government Institutions. Why? Because they always define their target beyond their consumptions or the size of their wallet. Nevertheless, nowadays we receive in our office more and more businesses that seek not only a more relevant communication but a business model that truly make a difference, from their workers to the final users. That is what we do at Copiloto: creativity with a purpose. Betting on an inner value, or purpose, for their business model is now commercially strategic because it leads to a different level of relevance. This is not social responsibility, this is standing for an idea, defending an argument. The rest of the businesses will disappear, and not that slowly, as their challenges are seen less relevant for the social commitments of their audiences.

“Betting on an inner value, or purpose, for a brand’s business model is now commercially strategic because it leads to a different level of relevance.”

We need brands that stand for the ideas that move and worry us as a society. This is not a way to sell anymore, it's a way of being and doing. More and more we witness changes that produce more informed, awoken, and eager consumers that want to change their realities and not only enjoy the benefits of the consumerist society. In that sense, it is users, clients, consumers, people at the end of the value chain who lead this process. Because, at the end of the day, we owe it to them. Because this is about service, and the one who serves better, wins.

An Idea Has Never Been as Powerful

Jupiter Drawing Room & Partners



The silver lining to the annus horribilis that was 2016, is that, I believe, the negative and regressive events that we saw over the year will result in an upsurge of positive action and progressive thought. It's a pattern that we see time and again, a pattern of cause and effect, where one action or event often works to cause or create the opposite.

This is set within a greater progressive zeitgeist driven by the millennial mind-set, and partnered with an older generation that just wants to see things be better. An ambition to talk positively; treat people positively; and make stuff happen in a positive way.

It's true, also, in our own industry.

Years ago we saw a growth of ego and ambition, but this has been tempered as we become jaded and bored with all the pontificating nonsense and aggression we saw on a daily basis. Corporate Social Investment, just for the sake of it, has started to become replaced with something more substantial and meaningful. A desire by brands, businesses and agencies to invest in initiatives and campaigns which make a tangible difference to the norm.

We've seen this manifest in our country (and internationally) through the efforts of businesses, including our own, to use our talents and skills to benefit non-profits and credible causes. And this is driven, not by the desire to get brownie points and stack up awards, but rather to drive true change.

There's a feeling of helplessness, sometimes, when looking at the craziness and destruction happening to people and our environment around the world. Taking a stand to make our work powerful and meaningful gives us the belief that, however small, we are contributing to positive change in some small way.

Here in South Africa we have no shortage of businesses and brands that are investing in change that is not driven by the bottom line.

We see beer and wine businesses creating brands that raise substantial funds to be used in the fight against the poaching which is decimating our wildlife. We see big corporates investing in ground-breaking and best-in-class initiatives to drive entrepreneurship and social innovation at a grass roots level, within a wider context of worrying unemployment and lack of skills. And we see people making a difference at an individual level, such as offering skills and mentoring to children and young adults.

We've seen this within our business too. Our Johannesburg office tapped into the Throwback Thursday (or #TBT) trend on social media, in order to raise awareness of the work that an NGO, Children of Fire, does with burn survivors.

Our Cape Town office rolled out its Siyazizana (a Zulu word for 'we are helping each other') Daycare Project for client SASKO, to assist local daycares in low-income areas to receive much-needed items for their crèches'. Just over one year later, the programme has grown in leaps and bounds with community members rallying to support daycares in their area.



By Jessica Stromin,
Communications Manager
The Jupiter Drawing Room
& Partners
Johannesburg, South Africa

Utopia, another partner, demonstrated the power of social media in their 'Tuluver' campaign for long-standing pro-bono client, BirdLife South Africa, in order to create awareness around the plight of vultures, by announcing the discovery of the (imaginary) Tuluver bird. Recognized at the D&AD Awards, the campaign reached 83 million people, many of whom, most importantly, are now aware that this incredible bird species needs our help.

"Taking a stand to make our work powerful and meaningful gives us the belief that, however small, we are contributing to positive change in some small way."

And this mindset has continued into our work even for businesses that are not focused on a cause, such as the campaign done by Utopia, for independent tertiary school, Vega.

Against a background which saw a year of unrest and riots in our universities, the campaign for Vega aimed to inspire our youth to find their purpose and to use creativity, passion and the power of ideas, to truly reshape South Africa's future.

One of the founders of the school, Cara Enslin, made a comment that I found particularly relevant to this essay, and something that I think will drive much of the work in our industry (and wider) over the coming years:

"We are experiencing a time of real change and uncertainty, but the new generation believes that they can take a stand and fight the good fight. The role that we can play in society is so much more than it was in the times of boomers and early millennials. An idea has never been as powerful as it is today, and we believe that the students of tomorrow really do have the power to change the world."

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