

6 CAUSE MARKETING CAMPAIGNS THAT ARE CHANGING THE WORLD



Cause marketing can help businesses increase revenues by enhancing their reputations among consumers. These companies' campaigns are boosting sales, to be sure. But, more importantly, they are delivering the charitable impact that they promise.



Introduction



As a marketing strategy, cause marketing can help increase a company's revenues and its social reputation. Indeed, when price and quality are comparable, nine out of 10 **consumers say** they would switch to brands that support good causes.

At the same time, consumers are **increasingly curious** about how companies are delivering on their charitable intentions. In fact, 86 percent of consumers wish companies would disclose more details about their corporate social responsibility efforts and results. Without adequate information, consumers often

question a company's motives, suspecting that businesses are embracing cause marketing solely to earn tax credits or gain publicity.

Before implementing a cause marketing campaign, it's important to consider its potential social impact. The first step is choosing the right nonprofit partner—one with an obvious connection to your business. And then actively communicate your fundraising success.

To illustrate that approach, we've put together a list of cause-related marketing campaigns that do it right.

Macy's

Buy 1 &
We'll Donate 1



Every fall since 2013, Macy's has partnered with Nashville-based Clothes4Souls to donate brand new coats to people in need. During the week-long campaign, the retailer gives one new coat to Clothes4Souls for every coat it sells—up to 35,000 coats—in its stores and online. Macy's **has donated** more than 130,000 new coats at a retail value exceeding \$5.2 million.

To encourage customer participation, Macy's offers shoppers 40 to 50 percent discounts on selected outerwear during the campaign. Coats donated through the campaign carry retail prices averaging from \$40 to \$100. Distribution begins in November in cities across the country.

Macy's donates
a brand new
coat for every
coat it sells.

Warby Parker

Buy a Pair,
Give a Pair



For each pair of glasses Warby Parker sells, the **company donates** another pair to help people in need. While the buy-one-give-one approach is a common cause-related marketing strategy, Warby Parker's program has an added benefit.

Rather than donating its glasses directly to those who need them, Warby Parker gives them to nonprofit organizations; in turn, the nonprofits train men and women in developing countries how to provide basic eye exams and sell the glasses within their communities. In addition to helping needy people get glasses at extremely affordable prices, the program puts individuals to work.

To date, the company has distributed more than 2 million pairs of glasses.

Warby Parker's
buy-one-give-
one program
has a unique
twist.

MilkPEP

The Great American Milk Drive



The Milk Processor Education Program (MilkPEP), sponsored by milk processors nationwide, needed a way to turn around a five-year, 13 percent decrease in annual white milk sales. While consumers are generally drinking less milk, it remains among the top five items requested at food banks. The Great American Milk Drive **offers a way** for milk drinkers—and non-drinkers—to buy milk for families that desperately want it.

Shoppers' monetary donations are used to purchase vouchers redeemable at retailers for any brand of milk. The vouchers are distributed by Feeding America food banks. The Drive has resulted in increased industry sales and, more importantly, **donations** of more than 1 million gallons of milk so far.

MilkPEP helps shoppers donate milk to others who desperately want it.

Zappos

Home for the Pawlidayz



Hoping to drive added holiday traffic to its online store, Zappos partnered with Best Friends Animal Society on a **pet adoption program**. The goal was to find homes for 4,000 dogs and cats between Black Friday and Cyber Monday. In addition to covering the \$100 adoption fee, Zappos donated \$150 to Best Friends for every pet adopted.

Home for the Pawlidayz generated a social media buzz for both organizations, producing 7.6 million Facebook impressions and more than 100 million Twitter impressions. But the real winners were the 6,285 dogs and cats adopted over the four-day period. What's more, Zappos donated \$1.1 million to Best Friends.

Zappos covered the adoption fee and donated \$150 for each adopted pet.

RMHC

Point-of-Sale Donation Boxes



Since 1974, Ronald McDonald House Charities has been providing a home-away-from-home to families of hospitalized children. From the beginning, McDonald's **has committed** its financial support with corporate and franchisee donations, through annual cause-related marketing promotions, and by encouraging customer point-of-sale donations at its restaurants.

For their part, McDonald's customers have contributed more than \$200 million to RMHC through cash donation boxes placed at McDonald's cash registers. And that helps RMHC support the families of 7 million hospitalized children annually, at Ronald McDonald Houses around the world.

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Kroger

Bringing Hope to the Table



As a founding member of Feeding America, Kroger supports more than 100 local food banks around the country. To raise hunger awareness in November and December, Kroger **encourages customers** to “picture your plate” without food. Each time someone shares a photo of an empty dinner plate on social media, along with the hashtag #PictureYourPlate, Kroger makes a financial donation to Feeding America.

The company pledged \$3 million through the program in 2016. During the past four years, Kroger has donated the equivalent of 1 billion meals.

Kroger donated for every photo of an empty dinner plate posted.



When it comes to designing a brand, people usually know what they like – and what they dislike. However, few know what actually works.

Our job at The Creative Block is to design and implement branding that looks great while meeting your marketing expectations. Or, put another way, to know what you like and to know what works.

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