

BREADPAX™ ROI IS GOOD BUSINESS FOR SPONSORS!

“Cause Related Marketing” occurs when a company with a product, image or service, builds a relationship or partnership with a cause or not for profit organization for mutual benefit. Cause Related Marketing in the US grew from \$314 million in 1993 to \$US535 million in 1997. An increase of 60%!¹

CONSIDER THIS...

- 78% are more likely to switch brands due to a Cause Related Marketing activity².
- 84% said they have a more positive image of a company that is doing something to make the world a better place.
- 71% of American consumers think that Cause Related Marketing is a good idea.
- In a survey of 12,000 consumers, 20% said they would pay more for a product if it were affiliated with a good cause.
- Almost 90% of teenagers said they would switch to a brand affiliated with a good cause, if price and quality were equal.
- 60% of consumers surveyed planned to buy a product during the 2004 holiday season through which a portion of the purchase price would be donated to a cause.

How do cause-related marketing campaigns impact consumer perceptions and behaviors?

- 92% of consumers consider it important for corporations to contribute to nonprofits.
- 76% of American consumers surveyed have taken part in at least one cause-related marketing campaign.
- 77% of women and 64% of men expected to consider a company's reputation for supporting causes when purchasing gifts during the 2003 holiday season.
- 48% of American and British consumers surveyed reported that, in the past, they had been motivated by a cause-related marketing campaign to change brands, use a product more, try new products, or get information about new products.
- When surveyed consumers were aware of a given company's cause-related marketing efforts, they consistently rated the company more highly in the categories of trust, endorsement, bonding, and innovation.
- Corporate citizenship practices are more important to consumer impressions than brand reputation or financial factors, according to an international survey of 25,000 people on consumer perceptions regarding corporate citizenship.³

CORPORATIONS WHO DO GOOD, DO WELL!

¹ Rochelle Burbury, "The third wave of branding", The Australian Financial Review, March 15, 1999.

² Cone Roper, 1994.

³ Trends: Proving the Win-Win Strategy of Cause Related Marketing, Jessica Stannard-Friel

