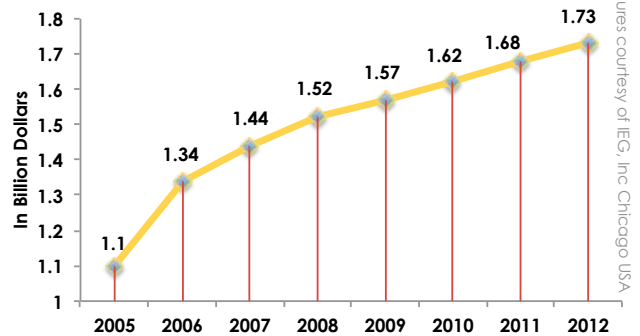


+ PLUS paper

86% of consumers prefer a product that benefits 'a good cause' or issue close to their heart.

87% of employees whose companies have a cause-related marketing program feel proud of their companies' values.

Even During Recession CRM is Growing



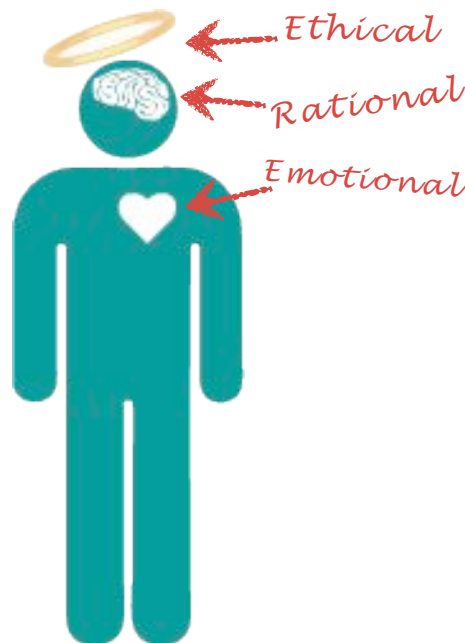
Cause Related Marketing or Bust

Any business executive knows the marketing and CSR budgets should be spent with maximum return on investment. Yet, too often budgets are wasted on ineffective campaigns, donations or sponsorship. Cause related marketing is a strategic vehicle for brands to associate with identifiable cause platforms that their intended customers relate to, identify with and remember.

Cause related marketing typically involves a business or a brand and a non-profit organization, or a project jointly devised between the two. The relationship is designed for mutual benefit.

Most marketing executives know their Unique Selling Proposition (UPS) and Emotional Selling Proposition (EPS). Cause related marketing offers an opportunity to give a brand a Social Selling Proposition (SSP). The traditional questions in focus groups such as "If this brand were a person, what would it BE like?" are expanded to include "If this brand were a person what would its VALUE be like? A cause related partnership is one way to transmit this sense of what a brands values are, what it stands for, along with the facts that it washes clothes whiter than white, or makes your hair smell nice. The 3rd wave in branding combines the rational with the emotional and ethical.

3rd Wave in Branding



Increases Profitability

Procter & Gamble excels at CRM. Every P & G brand is defined by a purpose that enhances its brand attributes. For example, Pampers (diapers) partners with UNICEF to provide vaccines in 47 countries to eradicate neo-natal tetanus. Tide (laundry detergent) programme Loads of Hope brings clean clothes to areas around the world devastated by natural disasters. Both brands are delivering double-digit sales growth.

Captures markets

Centering businesses around improvement of people's lives

has demonstrated triple growth rates compared to competitors.

Differentiates

In 1999, the average consumer received 10,000 'brand-communications' per day (billboards, radio and TV ads etc.). Today, with the advent of the internet and cell phones, it has more than doubled. It is getting increasingly more difficult to get noticed. One important way of standing out is to be associated with a cause. CRM brands dominate in their categories, create new categories and maximize future profit.

Evidence based

In a study spanning ten years, the world's best businesses including Red Bull, Visa and Samsung, there is a direct causal relationship between profit and the brands' links with greater purposes, values and aspiration.

"Building brands AND serving a higher purpose produce more sustainable results"

-Marc Pritchard, Procter & Gamble

