

Cause Marketing

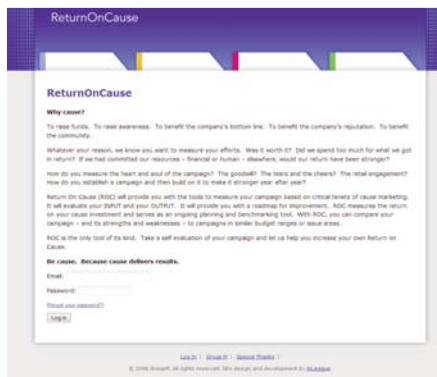
Doing good - and doing it right - is good for business

We all know that it feels good to do good, but does it pay?

At MEC Access, Mediaedge:cia's sport, entertainment and cause business, we believe that doing good - and doing it right - is good for business. A strategic approach to cause marketing can have a powerful effect on a company's bottom line, a brand's relationship with its consumers, and a halo effect on everything from employee relations to business partnerships. However, when cause programs are created without an eye on a brand's strategic positioning and marketing objectives, they can have an unintended, negative backlash.

We believe that if you are going to enter the cause space, it is important to measure results and build on success with evaluation. To aid this process, we created a proprietary tool that measures return on investment when a cause program is employed as part of a brand's marketing strategy.

Return On Cause (ROC) evaluates a cause program from the inside out, pinpointing the program's strengths and weaknesses. By looking at key campaign input, this tool can demonstrate how the program contributes to the bottom line, the corporate image and the cause itself. Finally, this tool will show how your cause program stacks up against other campaigns in the same category or budget range.



To help you begin or refresh your efforts in the cause space, we have boiled down some key pieces of our expertise into some dos and don'ts for building a successful cause campaign. It sounds simple, but don't be afraid to ask our experts for help.

Dos

✓ Listen to your key stakeholders

You want to build a deeper relationship with your key stakeholders through cause. Talk to them about what matters most to them. They will give you invaluable input. Listen closely.

✓ Build it with the future in mind

Even if you are starting small, lay the groundwork for the future by thinking strategically about how the cause you embrace will fit in with the company, the brand and the community.

✓ Make history

There are many compelling cases out there. Take a look at what your competitors are doing. Look closely at campaigns that you admire in other industries. Then, get ready to write your own chapter in history.

✓ Leverage what you've got

You have unique assets and they, when combined in a smart, creative, strategic way, will lead you to an ownable, remarkable platform.

✓ Stay focused

Pick one cause area. Stick with it. Develop it well.

✓ Make room for others

Partnerships can make your program stronger. Look for partners with assets you would benefit from and vice versa.

✓ Tell your story

Connect emotionally with your audience. Everyone has a powerful story. Tell yours.

✓ Monetize your efforts

Raise money for the cause, but don't forget to connect your program to your business goals. There's a way to impact your bottom line and we can help you find it.

✓ Measure it

What difference do you want to make for the cause and your brand? Establish key measures and build them in. Use Return On Cause (ROC) to evaluate your input and your output and see how your program stacks up against others.

✓ Repeat

Don't create something great and then leave it on the shelf. Build on your program year after year. Some programs come into full bloom after a few years of commitment and can reap robust, even unexpected rewards.

Don'ts

X Don't use a dartboard

Use custom criteria and a rigorous process to select your cause. Don't just pick one by throwing darts.

X Don't keep secrets

If you don't involve your key stakeholders in the selection of your cause, how will you know if they'll support it? How do you know they'll care?

X Don't play flavor of the month

This is good for ice cream flavors but not for cause. Consumers want to know that you stand for something and they want that something to be important to them.

X Don't allow pet projects

Just because the CEO loves golf and dogs does not mean that a benefit golf tournament to support dog adoption would be good for your company.

X Don't be isolated

Don't be afraid to get other divisions or business partners involved. It can help you conserve precious budgets and build added value for important partners.

X Don't do too much

Instead of trying to do too much (i.e. picking more than one cause), try applying your enthusiasm and budget to a single cause and see what a difference you can make - to both the cause and your consumers.

X Don't be a copy cat

Don't copy someone else. You have all the special ingredients to make your cause famous - you just have to look at what you have creatively. Don't be afraid to ask us for help!

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