

Cause Marketing has surfaced as a proven strategy to gain brand loyalty and sales; cause marketing is second only to sports marketing in North America sponsorship spending. Consumer appetite for socially conscious shopping continues to grow. In order to succeed, the relationship needs to mutually benefit both brand and non-profit cause, and be a good fit between the core competencies of the brand (or company), and the cause it supports.

In a recent study by Cone, 41% of Americans say they have purchased a product in the past year because it was associated with a social or environmental cause. Moms purchased more cause-related products in the past year than any other demographic (61% vs. 41% average). Millennials (18-24 years old) also shop with an eye toward the greater good; more than half have bought a product benefiting a cause this year.

Americans' enthusiasm for cause marketing continues to strongly influence their purchase decisions:
* 85% have a more positive image of a product or company when it supports a cause they care about; and
* 80% are likely to switch brands, similar in price and quality, to one that supports a cause.

So, how do you spread the message? For CPG companies, one answer seems obvious: put it on the pack! How is this best accomplished? Once the decision is made to move forward with the packaging tactic, the marketer needs to determine the balance of the brand's equities with the cause message. Here are some questions that may help guide the process:

- Is this an extended or short-term relationship?
Short-term promotions (see Conagra Peter Pan example) can be handled much the same as any promotion. Communication and support of a long-term commitment varies widely...in the examples shown, Snyder's and P&G have chosen to be unabashedly frontal, while the cause is a supporting element for Pedigree, and a quiet mention for Dove.
- How dedicated is my Brand (and Company) to support of this cause? Is this our first venture into Cause Marketing? If this is a tentative arrangement without an ongoing commitment, a quiet mention might suffice.
- How substantive is our contribution to this cause? Today's savvy consumer will be able to find out, so keep the level of "noise" equal to the contribution.
- Will we be clear on-pack about the relationship specifics? If information is not on-pack, then it needs to be online, as the consumer might find blanket statements suspect.
- Are you establishing your own cause (a la Tide, Pedigree and Dove), or supporting a well-known cause? If your own and there is not much additional support, utilize the pack's real estate to help establish the cause.

Following are examples of on-pack executions, with varying size and placement strategies. These samples highlight various cause categories that are popular with today's consumer.



DISASTER RELIEF

For every ODWALLA mango lime-aid sold, 100% of the profits will go directly to Haiti Hope project. The project is administered by TechnoServe to help Haitian farmers create a sustainable mango industry in Haiti. Odwalla is part of the Coca-Cola Company.

In 2009, Procter & Gamble redesigned its TIDE detergent bottles, as part of a cause marketing program to raise funds for disaster relief. The packaging shows faces of real people Tide has helped, including those affected by Hurricane Katrina. P&G is donating 10 cents from each sale to disaster efforts.

DAWN, the “tough on grease” dish detergent, is used by animal rescue and rehabilitation teams to help gently remove oil from feathers, fur, and skin of oil-soaked critters. Procter & Gamble has donated thousands of bottles to wildlife conservation programs over the past 30 years, cleansing more than 75,000 animals.

STARBUCKS brand belongs to (Product) Red, which raises money for the Global Fund to Fight AIDS, Tuberculosis and Malaria. Each partner company creates a product with the Product Red logo. In return for the opportunity to increase its own revenue through the Product Red products that it sells, a percentage of the profit is given to the Global Fund.



HUNGER

A limited-time multi-brand offer from Conagra, donating one meal to Feeding America (formerly Second Harvest) for every purchase (includes PETER PAN brand, shown here).

SNICKERS® Brand is also donating to Feeding America the equivalent of three and a half million meals. Snickers has donated the first two and half million meals, and will donate the equivalent of one additional meal to Feeding America for every wrapper code that is collected – up to one million meals. Americans can help ‘Bar Hunger’ by texting the code from specially-marked Snickers wrappers to 45495 or by entering the code at www.snickers.com.



ENVIRONMENT, ACCESS TO CLEAN WATER

1% for the Planet is an alliance of businesses that donate at least 1% of their annual revenues to environmental organizations worldwide. CLIF Bars and SUN CRYSTALS (McNeil Nutritionals) are members displaying the logo on-pack, side panel.

EAT SMART NATURALS: Snyder's of Hanover proudly supports The Nature Conservancy's mission to preserve plants, animals and natural communities by protecting the lands and waters they need to survive. Each inspirational package photo on the Naturals line represents the diverse lands and waters they are helping to protect through their support.

Launched in 2003, ETHOS water is a brand with a social mission of helping children get clean water. The brand has become known for its campaign to raise ten million dollars by donating between five and ten cents from every sale to safe water programs that provide access to clean drinking water in the developing world.

MEANINGFUL CONSUMPTION: CELEBRATING A CAUSE ON-PACK



ANIMAL WELFARE

Special Edition Lilly Pulitzer design for Nabisco BARNUM'S ANIMALS Cookies supports the World Wildlife Fund, donating \$100,000 to endangered asian tigers. The callout is a primary element of the front panel of the package, which is also being sold at Pulitzer events and retail locations, and included in both brands' social media.

MARS PEDIGREE's mission for adoption of shelter dogs is an important theme of the package, including stories of dogs that have been adopted from the program. For each purchase of PEDIGREE® Food For Dogs, a donation is made to The PEDIGREE Foundation, which provides grants to 501(c)(3) shelters and rescue groups.



HEALTH & WELLNESS

DOVE's Movement for Self-Esteem helps empower young women everywhere. Partners include Girls Scouts, Boys & Girls Clubs of America, and girls inc. Side panel mention on bar soap; nothing on skincare and haircare products.

KNOX is a supporter of The Arthritis Foundation. No details available on-pack or on website.

The FFIFTY 50 brand was established to fund diabetes research; half the profits of all products sold is donated. Since 1992, over \$11 million has been donated to diabetes research.

And the most visible cause this time of year, "pink" packaging abounds in support of the Komen Race for the Cure. Many brands' packs are totally redesigned for this annual effort.



THE ORIGINAL CAUSE CPG BRAND

NEWMAN'S OWN Foundation continues Paul Newman's commitment to donate all profits to charity. Over \$300 million has been given to thousands of charities since 1982. Placement and size of the cause statement on the package varies by product line.

