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Global Cause Marketing: Future Proof Your Brand



Synopsis

What follows in the pages ahead is the competitive advantage you have been searching for. Let's take a few things as assumptions. You already have a great product. Clearly, in today's competitive business environment, there is no substitute for excellence of product, executive leadership and staffing, as well as providing top-notch customer care. That's all the price of admission to the business ballpark. This book starts assuming those are in place. If they're not, put this book down and go back to the beginning. If they are, let's move forward. Consider this the new marketing of the 21st century. Every company wants to do the same thing. Build a good strong name, sell lots of goods or services and future proof the company. Future proofing your company means building a company name that allows you to immediately put a new product on the shelves and have people buy it because they trust the name. Nike has done their job well. They built the name with lots of great image ads, however very few actually focus on a specific shoe or product. While Nike has done it with big ad spending another shoe company has done it without the big media buys. Toms, the start up shoe company who basically took Asian workers soft shoes and put them on the feet of men and women in some of the most trendy and fashionable neighborhoods in America, selling them for \$40 and up a pair. We hear this about Toms all the time: "I don't wear these shoes because they look beautiful or they are the best things for my feet. I wear them because I like what the company is about." Basically consumers feel good about the fact that they have a pair of Toms on their feet. Why? Because the shoes are a symbol of good social conscience and people are proud to display the symbol. Toms tiny ad campaign has been based on their corporate giving program- a pair of shoes to a kid who would otherwise not have shoes for every pair you buy. One for one. People will support your company if they really know you're doing the right thing. That's what a successful corporate image is about for the future. And the world is watching and talking about you if you do the right thing. That's the best advertising you can hope for. But guess what. The world is also watching if you do the wrong thing. And that news spreads just as fast or faster. This is the future of marketing, so embrace it and create a sustainable image, brand and company. The world is heading in this direction. Companies that do not follow along will be guilty of marketing malpractice.

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Customer Reviews

Corporate Social responsibility works when it is deeply ingrained in the culture and highly connected to the strategy of a company. This is not easy to do, but pays huge rewards for both the company, and society over the long term. Cause Capitalism provides a game-plan for any company -- whether big or small - to make this happen. -- Matt Flannery, Co-founder and CEO, Kiva

The Principles Cause Capitalism teaches will help you get the most out of life. It is my privilege to count Peter and Bob as friends and I can share with you that they live these principles daily and with passion. -- Vicente Fox, President of Mexico, 2000-2006

Peter's and Bob's teachings are stimulating and inspiring. They will encourage and excite you to the point of action. -- Rudy Ruettiger, Inspiration behind the film, Rudy

Peter and Bob have opened the door for thousands of people to enter into success. They will inspire you to live every day with passion as you embrace your purpose. -- Dr. John C. Maxwell, Founder, The INJOY Group

The powerful principles Peter Hirsch and Bob Gordon each have worked for thousands of people, and we have every reason to believe they can work for you as well. As a matter of fact, in my own life, when I adopted many of these principles which they discuss with such passion, every facet of my own life was impacted and enriched. -- Zig Ziglar, Author, See You at the Top

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T3 CAUSE MARKETING - GIVING TIME, TALENT & TREASUREÂ American Express coined the term "Â cause marketing" in 1983 to describe its campaign to restore the Statue of Liberty. For this monumental project, the company pledged a penny for every transaction and a dollar for every new American Express account that was opened during a four-month period. AE customers loved this patriotic campaign and promoted it by word of mouth, raising \$1.75 million to give the American icon a new luster.Since then,Â thousands of companies have undertaken some form of cause marketing. Edelman, the world's largest public-relations firm, reports thatÂ two-thirds of consumers believe it's no longer enough for corporations to merely give money away, ...they must integrate good causes into their day-to-day business.Â Successful cause marketers see significant increase in sales and profits when theyÂ champion the causes of their customers.T3 corporations are especially proficient

at cause marketing because their people live and breathe the causes they support. Indeed, companies exist to meet specific needs they have targeted. At the same time they provide goods and services that enable people to thrive, they generate millions in profits to expand that support in the future. Let's face it: Global needs cannot be met by government subsidy or aristocratic largesse; the needs are simply too great. We see it in the economic crisis of Greece and Spain, where unemployment now surpasses 25 percent, the worst peacetime record that industrialized nations have known since the Great Depression. We see it in the burgeoning health-care crisis of the United States, where some employees' benefit packages now exceed their take-home pay. We see it in large insurance companies' refusal to write homeowner policies in coastal states because they can no longer cover losses related to climate change. There are practical limits to the taxes that governments can charge and donation levels that individuals can sustain. But there is no limit to the potential profits of social entrepreneurs. "Many of today's entrepreneurs are building their businesses...on the idea of fulfilling a new kind of social contract," writes Ann Charles, "one in which organizations voluntarily take responsibility for the 'triple bottom line': people, planet, and profits." This opens the door to some exciting new possibilities. Think about it: Since we can't contribute our way to a solution of our social problems, what if we could consume our way to it? What if our growing demand for food, clothing, shelter, and energy generated a growing cash flow to help the poor, homeless, malnourished people among us? This is the vision of social entrepreneurs. It's the story of hope that T3 corporations communicate through their cause marketing. When consumers see that a company invests its time, talent and treasure to meet a massive human need, they want to become part of its story. They want to patronize its product and services to strengthen its societal impact. Cause marketing plays a vital role in this process. It identifies consumers most interested in a particular cause, and connects them with an organization devoted to that cause.

Compassionate Consumption

Imagine a world where consumers look for a "Compassionate Consumption" seal on the things they buy—a simple logo or symbol that says the company behind that product actively supports the community it serves. The result could be similar to what has happened since manufacturers began putting eco-friendly stickers on their products. Given a choice between two competing products, consumers are more likely to buy one that represents "Compassionate Consumption," even if it costs a bit more. If a consumer purchases a product or uses a service with the "Compassionate Consumption" seal, the transaction has a multiplier effect. The consumer receives a high-quality product made in an environmentally friendly way, while meeting the needs of people in distant countries, who can help their neighbors in turn. Traditional consumption depletes limited resources, generates toxic waste,

and widens the cultural chasm between the "have's" and "have-not's" of our world.

But Compassionate Consumption unleashes an amazing amount of human potential for good, like a nuclear chain reaction unlocks the potential in a tiny bit of metal to power a metropolis.

A CORPORATE PLEDGE Let's pursue the vision a bit farther. It's reasonable to assume that companies using the "Compassionate Consumption" label would subscribe to certain standards, so that the public knows what they stand for. Here's what a "Compassionate Consumption" pledge might say: * We give radically, live passionately, and create lives of impact, influence, success, and significance for every one of our employees and clients, as well as their clients and customers. * We will help ordinary people make an extraordinary impact on their world. Whenever possible, we enable needy people to address their own needs, rather than making them dependent on financial aid. * We focus on T3 principles in the conduct of our business. We teach our employees, customers, and investors to give their Time, Talent, and Treasure to improve the communities we serve. These concise statements reveal that T3 marketers have a world view completely different from that of their competitors.

Whether your business is registered as a for-profit or non-profit, really understanding the value-proposition you offer society is the key to "future proofing" your business and filling a gap that people want filled, and they will put out a lot of money if they see that value. Peter and Bob have taken the "arms length" PR concept of cause marketing to the next level of actually surrounding your business, in the cause itself and understanding not only is it ok to profit while solving the worlds problems, but it's actually more effective because profit, by definition is money. It's the much needed money to solve these problems. Instead of a company spending 50% of it's time raising funds, it can spend 100% of it's time spending its revenues on products or services that "Are" the solution to the cause and who's revenues are arguable larger than the typical "raised funds" would have been anyway. This obviously creates the ideal situation of focusing all a groups time and efforts on one (profit generating) goal, instead of two goals (revenue and donating to charity). Having come from the entertainment industry where we wrote checks for mostly PR, never having a true effect on these causes, we utilized the very concepts Peter and Bob explain in this book to create a self sustaining, revenue generating non-profit that offers unprecedented value to its employees, customers and society. If you desire to make your brand rock solid and sustainable, this is a must read. If your trying to figure out how to fund your cause, this book will help you understand how you can fund it yourself with the very products and services needed to fulfill it. - Jay Riggs, Executive Director - willplayforfoodfoundation.org

I've had the privilege of being around some incredible individuals, all with incredible ideologies, but Peter Hirsch and Robert Gordon with "Cause Marketing" has topped them all. This incredible book (more like a road map to creating a life of significance) creates a paradigm shifting experience on the impact that social entrepreneurship can have on your business and your life. If you currently own a business, manage a business or market products; this book is an absolute MUST HAVE for your bookshelf in my opinion. The rules of business have changed and if you don't change with them, your business and livelihood may very well become obsolete in the very near future. Thank you Peter and Robert for changing my personal vision and for not only touching my life but the lives of everyone that my business endeavors have the opportunity to reach.

Global Cause Marketing is an inspiring book that illustrates the need for a critical change in business structure. The authors point out through many studies that consumers have placed a requirement on business to create positive change in the world not simply gain profits. There are no laws requiring businesses to act in a socially and environmentally responsible way, but consumers are taking power. The book gives great examples and is clearly written. A must read!

This book is here for the ones who sense that the game has changed. To quote Peter and Bob, "Creating customers is no longer your priority; creating a better life for them is." That's how the whole book is. Brilliant and full of insight that's aiming to help you in future-proofing your brand. MUST READ indeed.

If Capitalism is to thrive it must learn how to be compassionate. Profitably Compassionate - is not an Oxymoron. It can be done and the proof of that is beautifully illustrated within the pages of this marvelous book! Good job, Peter and Bob.

This book is the Best Book on Amzzon.com. If you want to learn how to make a long term change with your company this is a MUST READ!!

This book is VITAL for anyone who wants to make a difference! Peter and Robert are brilliant, a MUST READ!

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