

Cause Related Marketing

Are you seeking to?

- ☆ Develop a **unique selling proposition**?
- ☆ **Differentiate** yourself from your competitors?
- ☆ Build **trust, awareness** and **added value** to your brand?
- ☆ Enhance your brand to **connect** more strongly with your target market?
- ☆ Generate **positive PR** and **publicity**?

What is Cause Related Marketing?

A customised cause related marketing promotion with Australia's leading children's charity - Starlight Children's Foundation could be the answer!

Cause Related Marketing (CRM) Definition – “When a company with a product, image or service to market, builds a relationship or partnership with a cause or not for profit organisation for mutual benefit” Source: Business in the Community, UK.

How does CRM strengthen your brand?

Adopting a cause can give a brand a belief system and result in significantly improved consumer perceptions and purchase intentions. A CRM campaign will assist in further developing a positive community profile and emotional connection with your consumers. Consumers like that they're doing a good deed without extra effort and a CRM demonstrates your brand has strong community values. An effective CRM campaign can cut through the clutter in the market place and add desirable new brand values, leading to an increase in loyalty and importantly influence consumer purchasing decisions.



CRM Considerations

To implement an effective CRM campaign, a joint and targeted approach taking in the following considerations is required:

- ☆ Determine marketing initiative and communication strategy
 - POS, on pack, advertising, etc
- ☆ Duration of the promotion
- ☆ Measuring the outcomes
- ☆ Determine donation mechanics
 - Fixed dollar amount, % per sale or a capped donation
 - Starlight requires a guaranteed contribution based on the level of exposure
- ☆ Opportunity to leverage with internal and external stakeholders in supporting the campaign

Partner Perspective

Reed Construction Australia embarked on a joint cause-relating marketing campaign with Starlight and the Manly Sea-Eagles team. The campaign known as “Try Scoring a Wish” involved a donation of \$1,000 from Reed for every try Manly scored at a home game. Members of public were also encouraged to go to a co-branded micro-site to contribute towards the cause. The campaign was a huge success and increased the amount of web traffic to Reed’s website from 40,000 hits to 200,000 hits per month. The whole campaign has been terrific for Reed and we are looking forward to bigger targets and outcomes next year.

Kristy Reilly
Marketing Manager, **Reed Constructions Australia Pty Ltd**

What Next?

At Starlight, a CRM partnership can provide mutual benefits for the long term. When the product and the cause have synergies, then the organisation, the consumer and Starlight all gain from the partnership. Working with Starlight on a CRM campaign will assist in meeting your marketing and corporate social responsibility objectives, whilst providing much needed funding to further help us brighten the lives of seriously ill children and their families.

Starlight Children's Foundation

128 Jolimont Rd | East Melbourne VIC 3002

For further information visit www.starlight.org.au or call 1300 72 STAR