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CAUSE MARKETING

Do Good to Do Well



By Kate Bertrand Connolly

Cause marketing programs are taking on new significance in this economy, as brand owners strive to broadcast their corporate principles, create closer relationships with consumers and offer the idea of greater brand value. ● In the current economy, people definitely “vote with their dollars,” says Sean Greenwood, Ben & Jerry’s grand poobah of PR (his actual title). Consumers may not be able to make financial donations to charities and other nonprofits as they have in the past, but they will make a conscious purchase, Greenwood says. “I don’t think that’s uncommon for people today.” ● To stimulate consumer and shopper response to cause marketing efforts, brand owners like Campbell Soup Co. and Procter & Gamble are increasingly turning to package design. ● “[It’s] a versatile, cost-effective medium for communicating the corporate-nonprofit association,” says packaging consultant Sterling Anthony. Though cause-related marketing is best used to “break a tie” among brands, he says. ● “The brand should at least have parity with the competition in terms of quality and value, after which cause-related marketing is one of a variety of differentiators that can break that tie,” Anthony explains. >

> Tide's Loads of Hope label, which launched this year, is the most significant packaging change in the brand's history.

Second Harvest), which has partnered with Tide brand owner Procter & Gamble on the project. To date, the brand's Loads of Hope initiative has washed and folded 30,000 loads of laundry for 25,000 families.

The cap bears the message, "You can help," and directs consumers to the Loads of Hope website where they can enter a code printed on the cap to send encouraging messages to people recovering from disasters.

Beyond providing disaster survivors with one of their most basic needs—clean clothes—Loads of Hope builds brand value. Consumers "believe the purchase of Tide is an overall better value because of the dual benefit they get from buying the product and supporting a cause they believe in," says Shaikh. "It's a great way to bring the vision and equity of the brand to life."

Packaging also has an important place in the cause marketing strategy of beverage company O.N.E. World Enterprises, which, last year, used limited-edition art packages for its shelf-stable O.N.E. Coconut Water to raise money and awareness for clean drinking water.

O.N.E. partnered with the BrazilFoundation on the six-month project, in which a percentage of the proceeds from the limited-edition packages went to Brazilian water projects. Pop artist Romero Britto created two designs for the special packaging, one for the 11oz. size and another for the 1L.

This year O.N.E. launched a more ambitious cause marketing program, once again featuring the aseptic Tetra Pak package. This time the product is O.N.E. Natural Spring Water, and the company is donating 100 percent of the product's profits to charity. The program is a permanent addition to O.N.E.'s business model.

> O.N.E. Natural Spring Water launched in aseptic packaging as a plastic water bottle alternative. The packaging includes a special logo to reflect the brand's ongoing support of environmental charities.



Package graphics include the company's Profits to Charity logo on the front; the back of the 500mL carton invites consumers to visit the O.N.E. website, where they can vote for one of 10 nonprofits to receive a donation.

"We are overwhelmed with the acceptance for the project," says Rodrigo Veloso, founder and CEO of O.N.E. World Enterprises. He characterizes it as a "win-win" for all involved: Consumers appreciate the opportunity to contribute, the nonprofit partners receive support and "as a for-profit company, we benefit from it, as well, as more and more consumers get exposure to our brand." **BP**

WHERE TO GO FOR MORE INFORMATION...

PACKAGE DESIGN

Kari Lewis at Anthem Worldwide (973.527.8100, www.anthemnw.com)

CONSULTING SERVICES

The Sterling Anthony Consultancy (313.531.1875, www.pkgsconsultant.com)

MULTILAYER CARTONS

Tetra Pak (847.953.8000, www.tetrapak.com)

