

# Ep 18: 4 Guidelines for Effective Cause and Purpose-Based Marketing

## How to do good for others AND your brand

- Rooted in the brand equity with shared common values to make it easy and authentic to talk about.
  - You want consumers to say "oh yeah, that makes sense", and "I like it!".
  - Be mindful that any brand messaging will be at best tertiary after you mention the cause/purpose and why it is important.
  - Good examples: Tide Loads of Hope & Dove Real Beauty
  - Not so good examples: Pepsi's police/racial relations play with Kendal Jenner & the NFL's "End Racism Zone" next to Chief's logo at the Super Bowl.
- Efforts are sustaining versus moment-in-time.
  - Moment-in-time activations are considered charity. It is hard to promote without seeming exploitive unless your brand is authentically connected in an obvious way.
  - Don't blackmail for donations/sales/engagement. This looks like "for every tweet, we will donate \$x to xyz charity." Toms and Bombas do this right but it is a business model.
  - Plan for staff and budget. Leverage outside resources where appropriate.
- Integrate into your brand and its channels.
  - Integrate your cause/purpose into your brand, and share the impact.
  - For example, Macy's "Believe" campaign in partnership with "Make A Wish". Shared on all channels with an investment into content creation to showcase their commitment.
- Be strategic in how and when you will promote your cause.
  - Allows for the power of the brand to amplify at its fullest. But must plan for this amongst other brand/business priorities so you don't dilute the impact.
  - Macy's "Believe" campaign is a yearly effort at the holidays even though it is present on their channels all year round.

### Areas to address immediately are:

1. \_\_\_\_\_  
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2. \_\_\_\_\_  
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3. \_\_\_\_\_  
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### Action Plan:

Action	Timing	Progress	Complete

