

The Best Of

# Doing Well by Doing Good

Each year the Cause Marketing Forum honors businesses and nonprofits for crafting programs that pay financial and social dividends. Here we celebrate the winners of the 2010 Cause Marketing Halo Awards.

## — Cause Marketing Golden Halo Award Honorees —

This year the Cause Marketing Forum bestows its highest honor on these outstanding organizations.



In 2008, after 30 years of fighting hunger as America's Second Harvest, a new leadership team at the Chicago-based network of 203 food banks conducted thorough research that resulted in rebranding the organization as Feeding America.

Bold marketing moves backed by deep analysis and the recession, which, ironically, raised the profile of hunger in America, have combined to make Feeding America one of corporate America's most sought-after nonprofit partners.

It's tough to even keep track of all the new and renewed corporate alliances the group has inked in the last two years. To cite just a few examples:

- The Pound for Pound Challenge links General Mills' donation of a pound of food to Feeding America for each pound fans of NBC's hit show "The Biggest Loser" pledge to lose. This year, the multimedia, multibrand campaign has garnered nearly 6 million pounds of donated food.
- Feeding America is one of the top beneficiaries of Walmart's recently announced \$2 billion Fighting Hunger Together initiative.
- Kraft Foods invested in college bowl game naming rights to create the "Kraft Fights Hunger Bowl," part of a broader program with Feeding America kicking off this fall.
- The number of stores in Feeding America's retail donation program nearly doubled in 2009, collecting almost 200 million pounds of food.

Investing in resources that create value for corporate partners is one reason for Feeding America's success. For example, its Entertainment Council, chaired by actor David Arquette, spurs coverage of the group's cause marketing by engaging top celebrities.



Instead of pulling back on its cause marketing efforts when the recession hit, Macy's deepened its programs and supported them with substantial promotional budgets.

Partnerships with the American Heart Association, Feeding America, Make-A-Wish Foundation, National Park Foundation, Reading Is Fundamental and more than 10,000 other local and national charities raised more than \$36 million in 2009, up from \$32 million in 2008.

Cause marketing plays an important role in the 800-store chain's efforts to strengthen bonds with its customers and employees while demonstrating its corporate citizenship.

Common to most of Macy's cause-related programs is an offer providing consumers with a savings certificate in exchange for a donation or activity (for example, wear red while shopping or donate \$2 to the AHA's Go Red for Women campaign to save 20 percent).

In an era of short-term thinking, Macy's stands out for its long-term approach to improving its cause marketing programs by more fully engaging its nonprofits year after year.

Macy's cause marketing campaigns are most successful when nonprofit partners work with stores to inspire employees to talk up programs to customers, says Exec VP-Marketing Martine Reardon.

Book a Brighter Future, a partnership launched with Reading Is Fundamental in 2006, is a prime example. The program, which offers consumers \$10 off a \$50 purchase for a \$3 donation, generated \$1.2 million in donations in 2006, \$2.5 million in 2007, \$3.1 million in 2008 and \$6.5 million in 2009, due in large part to increased grassroots support by RIF chapters.

## — Best Cause Marketing Campaign Competition Winners —

### BEST TRANSACTIONAL CAMPAIGN

**GOLD: eBay Giving Works:** eBay and MissionFish

Since 2003, eBay Giving Works has enabled eBay's 90.1 million active users to support their favorite causes by selling or buying merchandise. Thanks to a number of 2009 innovations such as spotlighting charities online and off, eBay Giving Works-related donations rose 17 percent to \$50 million. Working with MissionFish, its nonprofit implementation partner, eBay expanded two programs, Give at Checkout and Donate Now, that generated more than \$5 million in donations.

**SILVER: Send a Net. Save a Life. See a Game.:** National Basketball Association and United Nations Foundation

### BEST MESSAGE-FOCUSED CAMPAIGN

**GOLD: Ben & Jerry's Hubby Hubby:** Ben & Jerry's and Freedom to Marry

The controversial gay marriage issue gave Ben & Jerry's an opportunity to celebrate the legality of same-sex unions in its home state of Vermont and to speak out about its commitment to social justice. The company changed the name of its popular Chubby Hubby flavor to Hubby Hubby for the month of September to

raise consumer awareness and teamed with Freedom to Marry to give Americans an avenue for more information. Although event activity all took place in Vermont, the multimedia program reached more than 429 million people in a single month and received extensive national media coverage.

**SILVER: Iams Home 4 the Holidays:** Iams and Helen Woodward Animal Center

### BEST HEALTH CAMPAIGN

**GOLD: Send a Net. Save a Life. See a Game.:** National Basketball Association and United Nations Foundation

Since 2006, NBA Cares and the United Nations Foundation have collaborated to persuade people to donate \$10 to purchase a bed net to fight malaria in Africa. In December 2009, the partners launched a holiday campaign that offered fans two complimentary game tickets for every \$10 or greater donation (up to 10,000 tickets). From Dec. 14 to 31, the program raised more than \$300,000 online, 29 percent of the foundation's total online revenue for the year, with an average donation of \$45, far more than the \$10 minimum. For the NBA, the program generated substantial positive media coverage and strengthened its re-

lationship with HP, which sponsored the program and promoted it to its employees.

**SILVER: Cybex Pink Ribbon Run:** Cybex and the Breast Cancer Research Foundation

### BEST ENVIRONMENTAL/ANIMAL CAMPAIGN

**GOLD: SunChips Building a Pre-eminent Green Brand:** Frito-Lay

To stand out in an increasingly crowded healthy snack category, SunChips repositioned itself as a green snack to align with consumer attitudes that link personal health and the

health of the planet. The company made major investments to adopt solar energy for manufacturing SunChips and to be the first to use a 100 percent compostable chip bag, reducing packaging waste to zero. The brand also partnered with National Geographic on the Green Effect, a contest that invited consumers to submit ideas for local environmental projects and awarded \$20,000 grants to fund five of them. The overall program has generated significant sales, awareness and attitudinal advances.

**SILVER: Reclaim Partnership:** Sprint, Samsung and the Nature Conservancy



**CAUSE MARKETING TRIFECTA:** SunChip Building a Pre-eminent Green Brand won Best Print Creative, Best Online Video and Best Environmental Campaign honors.

Feeding America clients served by an agency of the Foodbank of Southeastern Virginia



Thank you cause marketing partners, for helping us earn the 2010 Golden Halo Award.

**One in six Americans struggles with hunger** — a dramatic 36% increase from last year. Building public awareness and support is a critical part of our mission at Feeding America. Thanks to the generous support of our cause marketing partners, we are making progress on our mission. On behalf of Feeding America and our nationwide network of food banks, we thank our cause marketing partners for all they do to fight hunger in America. To join us in fighting domestic hunger, visit [feedingamerica.org](http://feedingamerica.org).



Partners (in alphabetical order)



Bank of America | Chicken of the Sea | Church & Dwight Co., Inc. | Coinstar, Inc. | Constellation Wines US | Dr Pepper Snapple Group | Food Lion | Gap, Inc. | Giumarra | got milk?® | Grain Foods Foundation | Hallmark Cards, Inc. | The Hunger Site | Kellogg Company | Marriott International, Inc. | Morton's The Steakhouse | NASCAR Foundation | Neiman Marcus | Netflix | Papa Murphy's International | PepsiCo | Pinnacle Food Group | Post Foods, LLC | Rent-A-Center | Ruby Tuesday | Scott's MiracleGro | Shop to End Hunger Retailers | Subway | SUPERVALU® | Sur La Table | Taste of the NFL | Tickets-for-Charity | Time Inc. | The Travel Channel | Unilever | U.S. Foodservice | Visa | Welch's | Wheel of Fortune | Wingstop | Wyeth

**BEST SOCIAL SERVICE/  
EDUCATION CAMPAIGN**

**GOLD: Pound for Pound Challenge:** General Mills, "The Biggest Loser" and Feeding America

To help address the hunger crisis and obesity in America, General Mills partnered with NBC's "The Biggest Loser" and Feeding America in challenging consumers: For every pound they pledged to lose online, one pound of groceries would be delivered to a local food bank. The multimedia program supplemented General Mills' 25 years of support of Feeding America and reinforced "The Biggest Loser's" commitment to weight loss. Nineteen weekly on-air segments about the anti-hunger program were incorporated into the top-ranked show. Consumers responded by pledging to lose 3.59 million pounds. The program raised more than \$750,000 from online pledges and donations while significantly expanding awareness of America's hunger crisis and the new Feeding America brand.

**SILVER: Focus on Baby Safety:** Toys 'R' Us and the Home Safety Council, Kids in Danger and Safe Kids Worldwide

**BEST DIGITAL MARKETING CAMPAIGN**

**GOLD: Pink Together:** General Mills and Susan G. Komen for the Cure

The third year of General Mills' Pink Together program, celebrating the power of personal connections in fighting breast cancer, came

together as a fully integrated consumer campaign promoting broad awareness of breast cancer and inviting survivors to mobilize behind the message of sharing hope. In addition to the company's \$2 million donation, General Mills' program increased awareness with a multimedia campaign that grew significantly because of online activity. Site visits increased 65 percent; the number of friends on Facebook and MySpace grew exponentially; and Tweets, blog impressions and posts were in the millions.

**SILVER: Join Shaq Give Back:** Toys 'R' Us and the Marine Toys for Tots Foundation

**BEST EVENT CAMPAIGN**

**GOLD: Drive Out Hunger Tour:** The Cheesecake Factory and Feeding America

To raise awareness of domestic hunger and coordinate food and financial donations during Hunger Action Month last September, the Cheesecake Factory visited 30 cities in a converted bread truck. Restaurant patrons who brought in cans of soup were rewarded with a free slice of cheesecake. Local radio promotions drove awareness and donations to local food banks. The tour kicked off with a star-studded event. The closing gala in Washington, D.C., spotlighted the world's largest slice of cheesecake, a sculpture made of 30,000 soup cans. During the Drive Out Hunger Tour, 322,000 cans of soup were collected, more than three times the program's goal.

**SILVER: Hear the World:** Phonak and Hear the World Foundation

**BEST NATIONAL/LOCAL INTEGRATION**

**GOLD: New Balance/Komen 20th Anniversary:** New Balance and Susan G. Komen for the Cure

New Balance's breast cancer-fighting alliance with Komen is dominated by Lace Up for the Cure, a collection of products that donate 5 percent of sales, and by sponsorship of the group's

Race for the Cure and 3-Day for the Cure event series. To highlight their 20th anniversary, New Balance launched a yearlong program that integrated packaging, in-store promotion, local race and walk events, a nationwide contest that empowered consumers to share their personal experiences with breast cancer and a video highlighting two decades of hope. In addition to raising more than \$2 million, the initiative generated more than 200 million media impressions.

**SILVER: Lose for Good:** Weight Watchers and Share Our Strength

**BEST PRINT CREATIVE**

**GOLD: Sweethearts Red, White & You:** New England Confectionery Co. and USO  
New England Confectionery Co. participated in the USO's Operation Care Package program to expand sales of its Sweethearts brand beyond Valentine's Day and give its core consumer target, moms with kids, an opportunity to say thank you to the troops. A highlight of the marketing program was an ad in People's popular Hottest Bachelor issue with creative that cleverly integrates Sweethearts candy into a letter to the troops and encourages readers to tear it out and send it to a soldier. The program yielded a substantial in-kind donation, a \$75,000 cash contribution to the USO—enough to sponsor 3,000 care packages—and multimillion-dollar brand growth for Sweethearts.

**SILVER: SunChips Building a Pre-eminent Green Brand:** Frito-Lay



**Gold Best Print Creative: Sweethearts Red, White and You**

# GIVING BACK, THAT'S THE MAGIC OF MACY'S

Macy's is honored to receive the Cause Marketing Golden Halo Award.

Our thanks to all of our customers and associates who helped us continue Macy's long-standing tradition of giving back to the communities we serve.

Together we have made a difference, and through our cause marketing programs, we gave more than \$36 million in 2009 to benefit charities across the country.





CONGRATS ON CLEANING UP  
THE PLANET, AND ON CLEANING  
UP AT THE HALO AWARDS.

FROM YOUR FRIENDS AT JUNIPER PARK & OMD.

ALL TRADEMARKS ARE OWNED BY Frito-Lay North America, Inc. © 2009

#### BEST ONLINE VIDEO

**GOLD: SunChips Building a Pre-eminent Green Brand:** Frito-Lay

Frito-Lay challenged agency Juniper Park to introduce SunChips' unique compostable chip packaging in a fun, accessible way. The result: A video that let people see the bag decompose through time-lapse photography. Broadcast only once on "American Idol" on the eve of Earth Day, the video found an enthusiastic audience online.

**SILVER: Boxtops for Education—Power of One:** General Mills



Silver Online Video Halo: Boxtops for Education

#### BEST BROADCAST VIDEO

**GOLD: Iams Home 4 the Holidays:** Iams and Helen Woodward Animal Center  
Seeking to move more people to adopt shelter pets during its annual Home 4 the Holidays program, Iams turned to celebrity spokeswoman Hilary Swank. Swank did the voiceover for a pair of touching PSAs showing shelter dogs and cats bonding with their new owners. "The real reward in adopting a pet," she said, "is when the pet adopts you."

**SILVER: Limeades for Learning:** Sonic Drive-In and DonorsChoose.org

## causemarketingforum.com Your CM Resource Center

It's 3 pm on a Tuesday. The boss calls you in.

"We've got good products. We're an ethical company. We treat our employees well and contribute to a slew of charities. But according to this market research, consumers give us no credit for giving back.

"I need you to figure out how to turn that around."

The Cause Marketing Forum was created to help marketing and development professionals grapple with that kind of scenario.

Its [www.causemarketingforum.com](http://www.causemarketingforum.com) website, conference, workshops, teleconferences, newsletters and other services offer strate-

"Our biggest cause marketing partnership of 2009 would never have happened if not for our participation in CMF."

—Charles Best, founder, DonorsChoose.org

"Insights I picked up at the conference yesterday have already been key to the success of meetings I was in today. That's value added."

—Connie Fontaine, alliances manager, Ford Motor Co.

gies and tactics for doing well by doing good.

"We help business and nonprofit executives succeed together by providing easy access to best practices, research and case studies; opportunities to make valuable connections; and recognition for outstanding work," says David Hessekiel, CMF's founder and president.

"There's nothing that lights up my workday more than hearing from a customer that we helped them form a partnership, avoid a problem or find a job," he says.

### Join CMF to Get Ahead



CMF membership unlocks resources that can accelerate your cause marketing efforts. Among the most popular benefits:

- Free access to live and recorded Cause Marketing Masters Teleconferences. Learn from experts at Burt's Bees, Cone, General Mills, (RED), Starbucks, St. Jude Children's Research Hospital, Susan G. Komen for the Cure and many others.
- Promotion of your organization, agency or company through the online CMF Marketplace
- Advance notice of job openings, CMF events and more through a members-only newsletter

**SPECIAL OFFER:** Cause Marketing Forum offers Ad Age readers a special membership discount through June 30: \$50 off individual and \$100 off organizational memberships. To join, go to [www.causemarketingforum.com/membership.asp](http://www.causemarketingforum.com/membership.asp) and sign up using the promotion code CMFCONF.

If your company, agency or nonprofit organization wants to get ahead in cause marketing, visit:

[www.causemarketingforum.com](http://www.causemarketingforum.com)  
or call CMF President David Hessekiel at 914-921-3914.