

# 2009 CAUSE MARKETING FORUM HONOREES

## CAUSE MARKETING GOLDEN HALO WINNERS



The Cause Marketing Forum honors Timberland and Share Our Strength for their long records of innovation and achievement in the pursuit of doing well by doing good. To learn about their many accomplishments, visit [www.causemarketingforum.com/goldenhalo2009.asp](http://www.causemarketingforum.com/goldenhalo2009.asp)



**CONGRATULATIONS!**



THANK YOU FOR YOUR CONTINUED  
SUPPORT IN THE FIGHT TO END  
CHILDHOOD HUNGER. YOUR  
**GOLDEN HALO AWARD**  
IS WELL DESERVED.



## BEST CAMPAIGN COMPETITION WINNERS

### BEST USE OF SOCIAL MEDIA

**GOLD: More than Footprints:** TripAdvisor and Conservation International, Doctors Without Borders, National Geographic Society, Nature Conservancy and Save the Children  
TripAdvisor invited consumers to vote on how it should allocate a \$1 million donation among five nonprofits. Using diverse social media, TripAdvisor generated more than 1 million votes, 1.4 million views of a video on YouTube and numerous posts, resulting in improved impression of TripAdvisor by 56 percent of members surveyed. The biggest donation went to Doctors Without Borders (\$392,000).

**SILVER: Best Buy@15 Challenge:** Best Buy and Ashoka Youth Venture

### BEST ENVIRONMENTAL/ANIMAL CAMPAIGN

**GOLD: Tour de Fat:** New Belgium Brewing Co.  
This brewery's annual Tour de Fat traveling celebration promotes cycling to reduce environmental footprints. New Belgium partners with local nonprofits to effect change and arrange bicycle parades, contests, food and fun. More than \$1 million has been raised since 2000. New Belgium considers this its most powerful branding tool.

**SILVER: Jetting to Green:** JetBlue Airways and Carbonfund.org

### BEST HEALTH CAMPAIGN

**GOLD: Start! Partnership:** Subway and the American Heart Association  
As a national sponsor of the AHA's program inspiring Americans to walk daily for heart health, Subway raised more than \$1.5 million in 2008. Subway integrated the AHA Start! logo and messages into all its communications materials about healthy eating and has introduced the Fresh Fit Meal for kids. Thanks to its high profile at walks, about 90 percent of participants surveyed identified Subway as being involved.

**SILVER: Jiffy Lube Maintenance Partners for Life:** Jiffy Lube International and the American Heart Association

### BEST SOCIAL SERVICE/EDUCATION CAMPAIGN

**GOLD: Protecting Futures:** Procter & Gamble Co. and United Nations Association  
Extending P&G's relationship with the United Nations Association's Hero campaign, Protecting Futures aims to keep girls in Africa from missing school or dropping out by providing access to sanitary protection products. Through a multimedia campaign tied to Tampax and Always, the company raised awareness of the situation. The program has built dormitories, classrooms, kitchens and a water system in Africa. For P&G, product shipments have doubled since the program started.

**SILVER: Toys "R" Us Guide for Differently-Abled Kids:** Toys "R" Us and the National Lekotek Center

### BEST MESSAGE CAMPAIGN

**GOLD: The Pedigree Adoption Drive:** Pedigree and numerous animal shelters  
With the tagline "Help us help dogs," this program has raised

\$1.4 million for the Pedigree Adoption Drive Foundation to help save shelter dogs. Multimedia communications and educational campaigns suggested ways consumers could get involved. In addition to producing strong double-digit sales growth for the brand, the program contributed to a significant shift in Pedigree's benevolent attribute rating.

**SILVER: L'Oréal Paris Ovarian Cancer Awareness Campaign:** L'Oréal Paris and the Ovarian Cancer Research Fund

### BEST PRINT CREATIVE

**GOLD: Believe:** Macy's and Make-A-Wish Foundation  
Macy's encouraged people to support the Make-a-Wish Foundation by dropping letters to Santa into Believe letter boxes in Macy's stores. The retailer promised to donate \$1 for each letter received, up to \$1 million, to grant the wishes of children with life-threatening medical conditions. Incorporating the "Believe" message in all its marketing materials, Macy's attracted more than 1 million letters and generated extensive media coverage.

**SILVER: Subaru Share the Love:** Subaru of America and the ASPCA, Boys & Girls Clubs of America, Habitat for Humanity, Meals on Wheels Association of America and the National Wildlife Federation

### BEST TRANSACTIONAL CAMPAIGN

**GOLD: IHOP National Pancake Day:** IHOP and Children's Miracle Network  
IHOP turned Feb. 12, National Pancake Day 2008, into \$640,000 for Children's Miracle Network, an organization that raises funds for 170 children's hospitals. IHOP gave away free short stacks of buttermilk pancakes that day and asked customers to donate what they would have paid to their local Children's Miracle Network hospital.

**SILVER: Believe:** Macy's and Make-A-Wish Foundation of America

### BEST CAUSE MARKETING EVENT

**GOLD: Read for the Record:** Pearson and Jumpstart  
In the third year of this partnership promoting early literacy skills, Pearson enabled a record 425,000 children to read the book "Corduroy" with an adult at more than 1,800 events. The campaign raised almost \$2 million for Jumpstart and enhanced customer and employee relations for Pearson.

**SILVER: Miracle Treat Day:** American Dairy Queen Corp. and Children's Miracle Network

### BEST NATIONAL/LOCAL INTEGRATION

**GOLD: Reviving Baseball in Inner Cities:** KPMG and Major League Baseball  
Accounting firm KPMG and Major League Baseball's RBI program focused inner-city youth on positive activities, encouraged academic achievement and taught the value of teamwork. In addition to donating \$1 million for program support and scholarships, KPMG encouraged employees to volunteer. The program helped KPMG enhance client relationships and garner local and national recognition.

**SILVER: Trees for Troops:** FedEx and the Christmas Spirit Foundation



Best Print Creative Gold: Believe



Best Print Creative Silver: Share the Love

## The Economy May Be Cold, But Cause Marketing Is Hot

Harnessing the desire to do good is a powerful force, especially during challenging economic times.

Recent survey results released by Performance Research found consumers were three times more likely to favor increased spending on cause sponsorships than companies that increased spending on sports sponsorships. Last year the Cone Cause Evolution Study found that 78 percent of consumers expect companies to maintain or increase their support of social and environmental causes and nonprofit organizations during this economic downturn.

Spending on cause marketing, the strategy of building mutually beneficial alliances between companies and causes, has

*“Thanks for enabling cause marketing professionals worldwide to learn so much without leaving their desks.”*

—Danielle Triplett, corporate alliances and external relations officer,  
American Association for Cancer Research

grown substantially in the past two decades. “In 1990, cause marketing spending was a bit more than \$100 million; this year, it is forecast to reach \$1.57 billion,” says David Hessekiel, president of the Cause Marketing Forum, an organization he founded in 2002 to provide business, nonprofit and agency executives with the information, contacts and recognition they

*“I found a great position with WebMD on CMF Jobs.”*

—Elizabeth Woolfe, director of cause marketing, WebMD

need to succeed at doing well by doing good.

The Cause Marketing Forum produces an annual conference and awards program, workshops, teleclasses and causemarketingforum.com, a site offering free resources to businesses and nonprofits interested in creating more effective programs. The seventh annual Cause Marketing Halo Awards will honor 18 category winners and two Cause Marketing Golden Halo winners at a luncheon in Chicago May 28.

“These awards demonstrate the good that can be done when businesses and nonprofits team up,” Mr. Hessekiel says. “It’s a competition in which we all win.”

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.

## Join CMF: Master Doing Well by Doing Good



CMF membership is the key to tapping resources that can supercharge cause marketing efforts. “Whether you work for a company, a nonprofit or an agency, CMF has a membership program designed with your needs in mind,” CMF President David Hessekiel says. Among the most popular benefits:

- Free monthly access to live and recorded Cause Marketing Masters Teleconferences, featuring talks by experts from such companies and causes as Burt’s Bees, Cone, General Mills, Komen, Luxottica and UNICEF on topics such as “Cause Marketing in a Down Market,” “ABCs of Cause Marketing Law” and “Media/Cause Alliances.”
- Promotion of a member’s organization, agency or company through the online CMF Marketplace.
- Advance notice of job openings, CMF events and more through a members-only newsletter.

*Cause Marketing Forum is offering “a delicious gift” from a company known for giving back to those signing up for membership by June 30. To take advantage of this offer, go to [www.causemarketingforum.com/membership.asp](http://www.causemarketingforum.com/membership.asp) and sign up using the promotion code: YUM01.*

*Believe*

believe us...we couldn't have done it without you.

Thanks to our partners; Make-A-Wish Foundation®, JWT New York, Mediaedge:cia and Vox Collective, Macy's has been honored with two Cause Marketing Halo Awards.

Thanks to the letters our customers brought to Macy's during the Believe campaign, we were able to donate one million dollars to the Make-A-Wish Foundation. Since 2003, Macy's has raised more than \$24 million to help wishes come true for children across America.

Thanks to everyone for believing.

