

2019 Marketing Research Event Topic: Cause Marketing Campaign

The development of a cause marketing campaign. Participants will collaborate with a local business or organization to analyze current customer perceptions of the company or organization's corporate social responsibility. Participants will then present a strategic plan to create a cause marketing campaign that aligns to the company or organization's core values.

How does the community (customers & employees) view the company. What is the image of the company?

Examples for Taking care of the Company Employees include:

- Health insurance coverage
- Flextime- allows workers to choose their work hours
- Telecommuting- involves working at home, usually on a computer.
- On-Site Child Care
- Profit sharing in company stock
- Company discounts offered

Social Responsibility for the Customers may include:

- **Green marketing**- when the company engages in the production and promotion of environmentally ozone-safe, recyclable, environmentally friendly, or biodegradable.
Example- Publix promotes using Publix bags instead of plastic or paper bags.
- **Responding to Consumer Concerns**- For example, many restaurants list the calorie count for food items on the menu to help customers watch their weight. Many car manufacturers are now offering either Hybrid models or Electric to help reduce the carbon emissions in our planet. Many banks are now using solar panels for their electric grid to help save our planet and reduce use of electric power plants.
- **Ethics**- guidelines for good behavior. Things the business does good in the community, such as donating to schools.
- **Sponsor a Charity**- Company decides to donate or ask customers to donate a charity.