



NEW MEDIA USERS EAGER TO SUPPORT CAUSES...JUST NOT WITH THEIR WALLETS

Nearly four-in-10 distrust their effort will help the cause

Nearly eight-in-10 (79%) Americans who are active on new media believe companies and nonprofits should use these channels to raise money and awareness for causes. A full 60 percent have used some form of online or new media to support a cause, primarily through email (33%), Web sites (29%) and social networks (27%), according to the **2009 Cone Consumer New Media Study**.

Eighty-five percent of respondents say new media provides them with an opportunity to learn about new issues, and a similar number (80%) believe it provides another way to support their favorite causes. They champion important issues in a variety of ways, including advocacy (36%) (such as forwarding a message to friends), personal behavior change (34%) and purchasing cause-related products (23%).

Despite new media users' high level of interest and awareness of causes, their support is not yet being fully translated into bottom-line action. Fewer than one-in-five users (18%) have made a donation through new media, and a majority (72%) agree that such channels raise their awareness about causes, but do not motivate them to do more to help.

Why the disconnect? One of the primary reasons may be fear. Nearly four-in-10 respondents (39%) said they didn't trust their effort would actually help the cause. Other barriers include:

- I'd rather spend my time and/or money supporting causes offline (31%)
- I didn't see any existing results or impacts (27%)
- I felt overwhelmed by the number of causes on new media (22%)
- My favorite issue, cause or organization doesn't use new media (19%)
- I didn't understand the tool/application (17%)

"Americans are actively engaged with causes on new media, but they're lacking a degree of trust that takes them to the next level of engagement," explains Alison DaSilva, Cone's executive vice president of Cause Branding.

"Organizations can overcome this barrier by showing tangible and compelling results, offering multiple consumer touch points and making the bridge to offline activities wherever possible."

Motivations and Issues that Matter

In addition to building their trust, Americans are inspired to support a cause through new media when they have the opportunity to choose which issue a company will support (79%). Other motivating factors include: an emotionally compelling cause (77%) that is quick and easy to support (76%), provides incentives for involvement (72%), demonstrates results (70%) and offers additional offline opportunities (66%).

No single issue is breaking through and capturing new media users' attention. The most common causes Americans have supported via new media include: animal welfare (29%), health and disease (28%), education (23%), the environment (22%) and human rights/equal rights (21%).

"Right now, much of what is happening in the cause space online is too superficial and too transactional," says DaSilva. "Organizations are spending too much time chasing the latest technology rather than applying the same diligence as they do for their offline marketing and fundraising efforts. Those that approach new media with a sound strategy will build more meaningful relationships with supporters to maximize impact."

The 2009 Cone Consumer New Media Study is a three-part survey which explored new media users' interactions with brands, their support of social and environmental issues and their engagement with corporate responsibility practices. For additional findings, please visit www.coneinc.com/research.

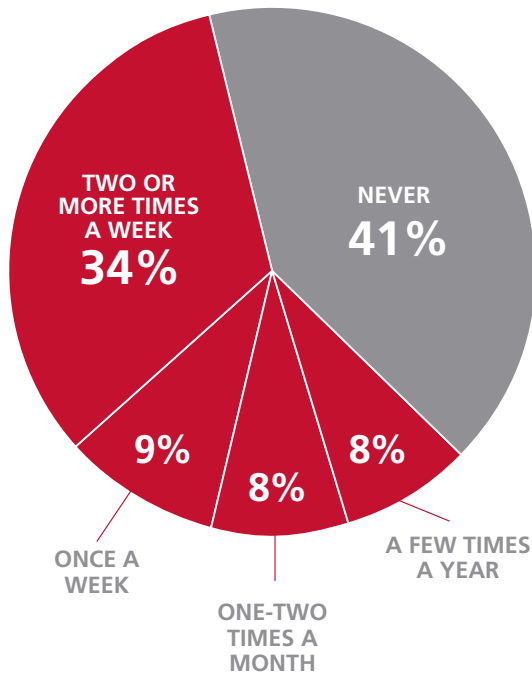
About the survey:

The 2009 Cone Consumer New Media Study presents the findings of an online survey conducted September 11-13, 2009 by Opinion Research Corporation among a representative U.S. sample of 1,048 adults comprising 503 men and 545 women 18 years of age and older. Respondents who indicated they never use new media sites or tools were filtered out of the survey, resulting in a sample size of 587 "new media users." The margin of error associated with a sample of this size is $\pm 5\%$.

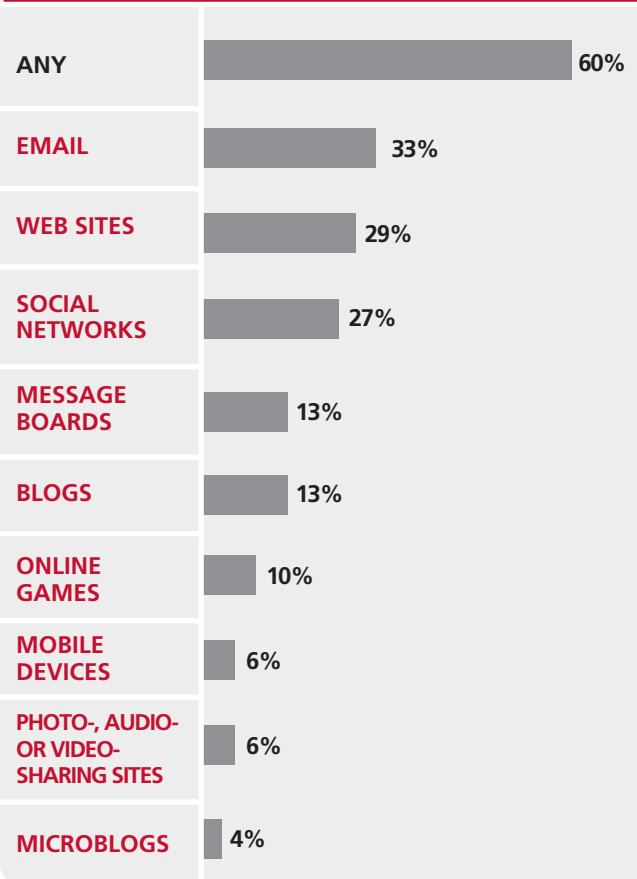
NEW MEDIA

We define new media as dialogue among individuals or groups by way of technology-facilitated channels, such as social networks (e.g., Facebook); blogs; microblogs (e.g., Twitter); online games; mobile devices; photo-, audio- and video-sharing sites (e.g., Flickr, iTunes, YouTube); message boards; etc. In some instances we also include Web sites and email.

MOST AMERICANS USE NEW MEDIA SITES AND TOOLS:



NEW MEDIA USERS HAVE SUPPORTED A CAUSE THROUGH THE FOLLOWING CHANNELS:



AMERICANS' BELIEFS AND EXPECTATIONS ABOUT CAUSES IN NEW MEDIA:



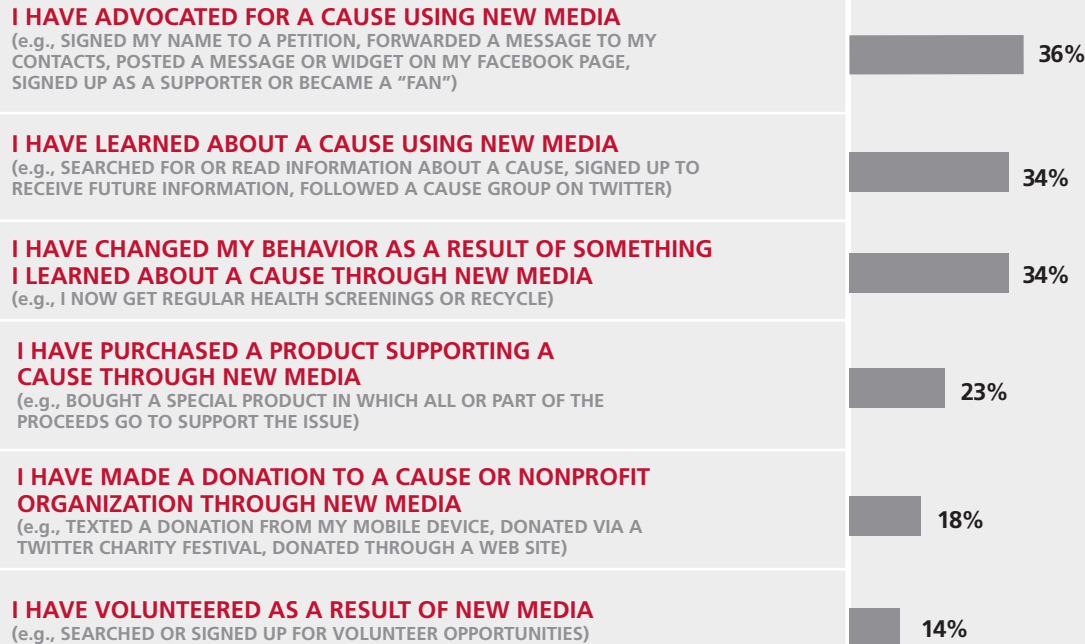
FACTORS THAT MOTIVATE AMERICANS TO SUPPORT A CAUSE USING NEW MEDIA:



FACTORS THAT HAVE PREVENTED CONSUMERS FROM SUPPORTING A CAUSE USING NEW MEDIA:



AMERICANS' SUPPORT OF CAUSES THROUGH NEW MEDIA CHANNELS:



ISSUES AMERICANS HAVE SUPPORTED THROUGH NEW MEDIA CHANNELS:



About Cone:

Cone (www.coneinc.com) is a strategy and communications agency engaged in building brand trust. Cone creates stakeholder loyalty and long-term relationships through the development and execution of Cause BrandingSM, Brand Marketing, Corporate Responsibility and Crisis Prevention and Management initiatives. Cone is a part of the Omnicom Group (NYSE: OMC) (www.omnicomgroup.com). Omnicom is a leading global advertising, marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, interactive, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.