



Overview

As the leader in the cause marketing and corporate responsibility field, Cone Communications has an unwavering commitment to tracking and identifying marketplace trends to keep you on the leading edge.

To that end, we have identified 10 top cause- and corporate responsibility-related trends in 2011 that have emerged as a result of our ongoing scanning and analysis. The economy may still be sluggish, but from tackling the difficult issue of bullying to overhauling their packaging, there was no shortage of bold moves by brands to take on key social and environmental issues this year. The trends and examples highlighted here are not showcased as best practices, but rather as a reflection of what is prevailing now.

For more information, please contact:

Alison DaSilva
Executive Vice President | Research & Insights
617.939.8360 | adasilva@coneinc.com
www.coneinc.com | www.coneinc.com/whatdoyoustandfor | Twitter: @ConeLLC

Don't be mistaken, we're not talking environment – we mean money, the *other* green thing that is imperative for companies to protect. Economic development is the leading issue consumers want companies to address and several organizations have taken heed.

get green

Starbucks "Create Jobs for USA"

Starbucks recently launched the "Create Jobs for USA" campaign, which pools consumer and employee donations to spur job creation across communities nationwide. The coffee chain is selling \$5 "Indivisible" bracelets with 100 percent of donations going to the Opportunity Finance Network to fund job creation.

Chipotle

Chipotle has enlisted the help of Willie Nelson and Karen O from the Yeah Yeah Yeahs in a movement to support America's small farms. Not only does the effort invigorate local economies, but it also assists Chipotle's "Food with Integrity" brand.

no bully

Anti-bullying efforts took center stage in cause marketing this year as organizations stepped up to address this tragic trend and to ask all of us to take a stand.

Cartoon Network "Stop Bullying: Speak Up"

Cartoon Network and a suite of other media brands have launched a new platform called "Stop Bullying: Speak Up." The campaign centers on a Facebook app that encourages students, teachers and parents to take action against bullies. Users can take the pledge, share stories, recruit others to join the movement and create their own bullying prevention groups on Facebook.

WWE "be a STAR"

The WWE "be a STAR" alliance, in collaboration with The Creative Coalition, proclaims, "Don't be a bully, be a STAR...Show Tolerance and Respect." It offers anti-bullying tools for parents, kids and teachers.

Secret "Mean Stinks"

P&G's Secret deodorant/antiperspirant is focusing its anti-bullying campaign on empowering young women. It's also created a Facebook community to encourage women to stand up to "stinky" behavior and is donating to Pacer's National Bullying Prevention Center for consumer purchases and other actions.

Forget on-pack, cause marketing is quickly becoming *the* pack. A number of well-known brands are designing special products all in the name of a cause, and the fact that they are only around for a short time makes them even more appealing.

limited edition

Coca-Cola "Arctic Home"

For the first time, Coca-Cola turned its iconic red cans white, all in the name of a holiday cause promotion, dubbed "Arctic Home," benefiting the World Wildlife Fund (WWF). Each can, along with white bottle caps on other Coke products, featured a code prompting consumers to text \$1 donations to the WWF's efforts to protect polar bear habitats. Coke also offered a consumer

donation match up to \$1 million. Although the campaign was short-lived, it certainly made a splash.

Nike "Back to the Future"

Nike hosted a 10-day eBay auction of 1,500 pairs of limited edition 2011 Nike shoes inspired by the movie "Back to the Future II." The fly shoes edged up to more than \$3,500 a pair during the first night of bidding, ultimately raising \$4.7 million for the Michael J. Fox Foundation for Parkinson's Research.

LUSH "Shark Fin Soap"

Not soup - *soap*. By swapping one little letter, the handmade cosmetics company launched a limited edition product designed to help, not hurt, this sea creature by trying to end the brutal practice of shark finning. LUSH will donate 100 percent of proceeds from the soap to Shark Savers, a nonprofit working for the protection and conservation of sharks.

every penny counts

Some brands hope a little penny-pinching will go a long way to help a cause. It may be small change, but multiplied by the millions of products sold and consumers engaged, these companies think donating pennies just makes sense.

JCPenney "Pennies from Heaven"

Four times a year, JCPenney customers can turn small change into pennies from heaven by rounding up their in-store purchases and donating the difference to the company's afterschool partners. The retailer also hosted a virtual collection this summer, which it turned into a real donation of \$1 million.

Walgreens "Way to Well"*

As part of its commitment to improving everyday health, Walgreens is donating one cent from the purchase of every Walgreens Brand Health & Wellness Product, up to \$3 million annually, to support preventative wellness services in local communities.

**Cone client example*

McDonald's "Happy Meal Helps Kids"

McDonald's reinvigorated its long-time support of Ronald McDonald House Charities last year when it announced one penny from every Happy Meal sold would go to benefit the cause. It may seem like small fries, until you consider the commitment will last indefinitely.

It may only take a penny for some causes, but the bar is being set even lower for a few organizations - in a positive way, of course. A number of organizations are zeroing in on impact as they pledge to cut their emissions, end diseases or otherwise achieve large social and environmental goals.

zero down

Nissan "The Planet Zero"

Nissan's educational environmental game geared at young adults, The Planet Zero, is set in a futuristic world where players must achieve zero emissions to move on. At the end of each level, players learn an environmental fact to help them on their own personal environmental missions.

Unicef "Believe in Zero"

As a result of its lifesaving interventions in more than 150 countries, Unicef has helped significantly decrease the number of child deaths due to preventable illnesses. But it won't stop there. The global humanitarian relief organization believes with enough resources and commitment, it can end all childhood deaths, bringing the number effectively down to zero.

Zero Waste

They may not all be new this year, but a growing roster of companies from Walmart to Unilever to P&G and PepsiCo are setting and achieving zero waste goals as part of their commitments to operate more responsibly.

cr kumbaya

The fact is, most CR issues extend beyond one company. Coalitions are a powerful way to address issues, so much so even direct competitors are uniting around their biggest challenges and encouraging consumers to join in.

"Wasting Water is Weird"

The Shelton Group's campaign, backed by the EPA's WaterSense program, brings together Bosch Home Appliances, Kohler, Lowe's and P&G to tell consumers to cut out the water-wasting habits. "The moment using water becomes wasting water, it gets weird," the cheeky campaign prompts. "Are you weird?"

"Kids Live Well"

Nineteen restaurant chains from Burger King to IHOP, representing more than 15,000 locations, are participating in "Kids LiveWell," a new, voluntary initiative from the National Restaurant Association and HealthyDining. Participants agree to offer and promote a wider range of healthy menu choices.

Electronics Recycling

Dell, Sprint and Sony joined an EPA-industry partnership designed to promote environmentally sound management of used electronics. In addition, the CEOs of Dell and Sprint signed a voluntary commitment with the EPA to promote a U.S.-based electronics recycling market.

There's a reason the phrase "walk a mile in their shoes" is such a common idiom – it's the best way to truly understand circumstances outside your own experiences. It's also a powerful way for organizations to bring their audiences even closer to the causes that matter.

get real

Liz Claiborne "Love is Not Abuse"

Liz Claiborne has been on the forefront of domestic violence awareness for 20 years, and the company recently made the issue even more personal with a new iPhone app that will allow parents of teenagers to understand the true nature of a negative teen relationship. Parents can sign up for the app which will send them a battery of controlling and harassing calls, texts and emails from a "boyfriend" or "girlfriend."

Flipflop Wines "SolesforSouls"

This cause promotion is offering one lucky sweepstakes winner and three guests the chance to fly to an international location and volunteer alongside Soles4Souls, a charity that provides shoes to those in need. It's a coveted prize for those who will experience the charity's work first hand, but

all consumers will be winners in this promotion because for every bottle of wine sold, Soles4Souls will distribute a pair of shoes to someone in need.

Nature Valley "National Parks Project"*

Nature Valley sent teams of videographers to capture the best of our nation's parks and then shared the footage online. So no matter where you live, you can explore the parks and experience "nature at its best."

*Cone client

retail therapy

This year leading apparel brands are trying to get consumers to think differently - very differently - about how they buy and care for their clothes. These companies' unexpected marketing messages are all in the name of sustainability.

Patagonia's "Common Threads Initiative"

It's not often you'll find a brand willing to tell its consumers not to buy its products. But that is exactly what Patagonia has done with its compelling "Don't Buy This..." ads. For its part, Patagonia promises to build useful products that last and implores consumers to only buy what they really need.

Levi's "Freeze Your Jeans"

Part of its Water<Less initiative, Levi's latest consumer sustainability directive has been to skip the washing machine and instead freeze jeans to get them clean. Levi's claims this will kill odor-causing bacteria, while also conserving water, a key focus for the brand since a typical pair of jeans uses a whopping 919 gallons of water during its lifecycle.

Few of us could operate without key websites in our day-to-day lives, and these companies believe the same goes for our nation's nonprofits. So they are putting their tech savvy to work for social good.

good.0

Google "Google for Nonprofits"

Nonprofits who apply for Google for Nonprofits can get access to exclusive products and services to help them reach and engage supporters, improve operations and raise awareness for their causes. Approved nonprofits will benefit from free or discounted Google apps, free advertising and much more.

craigslist "craigconnects"

Craigslist founder Craig Newmark launched his latest initiative, craigconnects, with a goal of "using technology to give the voiceless a real voice and the powerless real power." He intends to unite people around public service and nonprofits in seven key areas, including: community building, journalism, the Middle East, open and accountable government, service and volunteering, technology for social good and veterans issues.

nextgen

Move over moms, cause marketers have set their sights on the next generation. Brands are inviting kids, young and old, to join them in their do-good efforts.

Burger King "BK Crown"

Burger King has taken cause crowdsourcing to the kiddies. As part of its BK Crown program, children can help Burger King choose which cause to support in the areas of wildlife, environment and education.

Jet Blue and PBS "Soar with Reading"

Jet Blue and PBS partnered on a summer initiative to keep kids reading even while school was out. Children traveling on JetBlue flights received a free activity kit with reading games based on PBS Kids educational programming. Parents could also access a free reading activity kit, create a summer reading list with recommendations from Random House Children's Books and log their children's reading minutes at SoarwithReading.com.

Annie's Homegrown "Kids Konserve"

Annie's Homegrown, Stonyfield YoKids, Honest Kids and Seventh Generation partnered this summer on a back-to-school promotion that asked kids and their families to skip the brown paper lunch bag. Instead, kids could carry their lunches in style with a free "Kids Konserve" lunch bag redeemed after the purchase of specially marked products.

For more trends, news and insights:

- Subscribe to the What Do You Stand For? newsletter (www.coneinc.com/newsletter).
- Read the What Do You Stand For? blog (www.coneinc.com/whatdoyoustandfor).
- Follow Cone Communications and its Research & Insights team on Twitter:

[@coneLLC](#)

[@sarahkerkian](#)

[@andrealist](#)

[@Whitneydailey](#)

About Cone Communications:

Cone Communications (www.coneinc.com) is a public relations and marketing agency known for igniting brands with high-impact strategies and programs based in deep insights, unique subject matter expertise and innovation. Focusing on key areas such as consumer product media relations, social media, cause branding and marketing, corporate responsibility, nonprofit marketing, corporate communications and crisis prevention/management, the agency is positioned to help clients achieve both business and societal outcomes. Cone Communications is a part of the Omnicom Group (NYSE: OMC) (www.omnicomgroup.com).