



The 2006 Cone

# Millennial Cause Study

The Millennial Generation: Pro-Social and Empowered to Change the World

By Cone Inc. in collaboration with AMP Agency



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The Millennial Generation is by far the most analyzed, most marketed to and most intriguing generation to date. It is a generation that is comprised of individuals who are extremely ambitious and not only have high expectations for themselves, but also for those around them including their friends, families, communities and brands. It is also a generation that has been shaped by tragic world events such as 9/11 and natural disasters such as Hurricane Katrina. The result is a group that has developed a strong social conscience amplified by technology.

As you will read, Millennials are a generation of young people accustomed to choices and options. They are acutely aware of their marketing power and influence. They demand customization and instantaneous feedback. And their demands are usually answered. As the sheer number of media channels and advertisements has risen, it has become harder and harder to reach Millennials. We found that Cause Branding<sup>SM</sup> has emerged as an effective tool for reaching and communicating with this complex generation.

Cone Inc., a strategy and communications agency that develops and executes leadership cause-related initiatives for companies and nonprofits, and AMP Insights, the strategic planning and consumer insights division of AMP Agency, set out to discover exactly how corporate cause-related initiatives can use these findings to influence Millennials as consumers, employees and citizens.

Cone Inc. ([www.coneinc.com](http://www.coneinc.com)), a member of the Omnicom Group, is a strategy and communications agency engaged in building brand trust. As a pioneer in the field of Cause Branding<sup>SM</sup>, Cone creates stakeholder loyalty and long-term relationships through development and execution of Cause Branding<sup>SM</sup>, Brand Marketing, Corporate Responsibility and Crisis Prevention and Management initiatives. Cone has more than 25 years experience with leading organizations in creating and implementing some of the nation's most powerful cause initiatives such as Avon Breast Cancer Crusade, Reebok Human Rights Awards and American Heart Association's Go Red for Women.

AMP Agency ([www.ampagency.com](http://www.ampagency.com)) is a full-service marketing agency that combines strategic planning, compelling creative, innovative execution and measurable results to help its clients' success and marketing dollars exceed the traditional. With a concentration on targeted lifestyle, life-stage and mind-set marketing, AMP Agency makes Brand Experience an integral part of any marketing plan, as well as a lasting memory in the consumer mind. AMP Agency is the marketing agency within the Alloy Media + Marketing (NASDAQ: ALOY) family of companies.

Cone Inc. and AMP Agency brought together two unique and valuable perspectives, to result in compelling and significant research. In particular, this study found that when a cause message is linked to a brand in an authentic and relevant way, it can gain the attention and respect of young people today. Furthermore:

- A shared passion for a cause can foster a strong personal relationship between a brand and its target consumer.
- Millennials are ready to reward or punish a company depending on its commitment to social and/or environmental causes.
- Cause marketing should be considered as a loyalty strategy for engaging Millennials.

This report will not only continue to explore the themes mentioned above but also discuss key characteristics of the Millennial Generation and examine Millennials as consumers, individuals and employees. Additionally this report will profile some of today's most effective brand ambassadors "the Doers" and define the Millennial Cause Engagement Paradigm.

## Chapter 1: Millennial Generation Defined

The exact start and close dates of the Millennial Generation are much debated. While some believe this generation ended with the start of the new Millennium, others argue that the generation has not yet closed. However for the purposes of this research, the Millennial Generation is defined as consisting of individuals born between the years of 1979 and 2001. Specifically, this report looks at Millennials who range from young teens to young adults, ages 13 - 25 years-old.

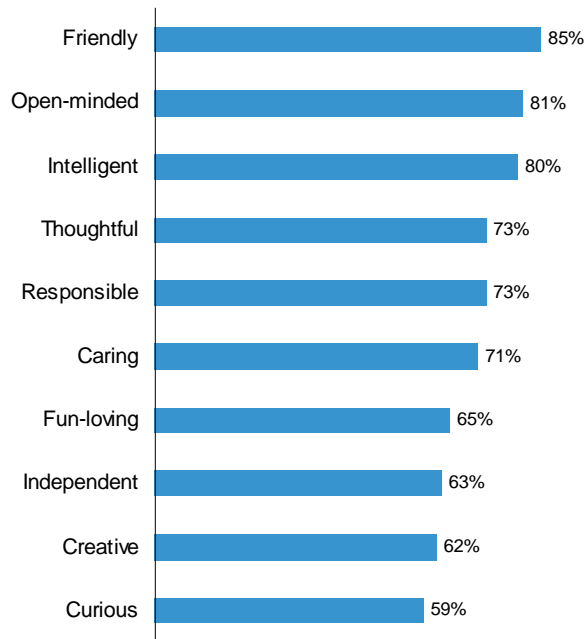
It is estimated that there are 78 million Millennials in the United States alone. As a group, the Millennial Generation embodies a spirit of optimism and cooperation. Experts believe that this group is better educated as well as more disciplined and achievement-oriented than the generations that have preceded it.

In fact, survey respondents described themselves in terms that are consistent with the generally accepted persona of the Millennial Generation. They see themselves as friendly, open-minded, intelligent, responsible, socially minded and informed. Figure 1 highlights the Top 10 self-selected descriptors.

There are high expectations for this generation and Millennials are happy to take on this challenge. Specifically, they believe that, as civic-minded and active participants in today's world, it is up to them to assume the responsibility of making a lasting, positive impact on the future.

Technology has made this participation easier than for past generations. For Millennials, there is no life before computers or the Internet. As a by-product of being reared in a culture of speed, technology and choice, they are savvy early adopters who quickly master whatever new programs that come to the market. Growing up with the Internet has exposed Millennials to an entire global community and increased their awareness of news and world events.

Millennials have numerous ways to readily learn about world affairs, and it can be argued that this facility has made them not only more aware, but also more involved. More than one-third (37%) of survey respondents stated that natural disasters have had a significant influence on their involvement with their community.



**Figure 1: Top 10 phrases or adjectives that best describe Millennials**

## Generational Differences

Following is a closer look at the main distinctions between Boomers, Gen Xers and Millennials.

	Baby Boomers (1946-1965)	Gen Xers (1966-1978)	Millennials (1979-2001)
<b>Characteristics</b>	<p><i>The “me” generation</i></p> <ul style="list-style-type: none"> <li>▪ Narcissistic</li> <li>▪ Intellectual renaissance</li> <li>▪ Judgmental</li> </ul> <p>Baby Boomers came of age post World War II, at the height of an intellectual reawakening in America. As youths, Boomers rebelled against the Establishment and the over idealized, team-oriented generations that came before them.</p>	<p><i>Disillusioned cynics</i></p> <ul style="list-style-type: none"> <li>▪ Cautious &amp; skeptical</li> <li>▪ Searching for self</li> <li>▪ Alienated &amp; confrontational</li> <li>▪ Alternative</li> </ul> <p>As a group, Gen Xers are a product of a strongly individualistic society. Thought of as a generation of slackers with little drive and no direction, Gen Xers are anti rules and anti groups. They rely on self over others.</p>	<p><i>Optimistic and confident achievers</i></p> <ul style="list-style-type: none"> <li>▪ Disciplined and accepting of authority</li> <li>▪ Well-educated and competitive</li> <li>▪ Upbeat and open-minded</li> <li>▪ Entitled</li> </ul> <p>Reared in a youth-centric culture, Millennials are self-assured and civic-minded. With sophisticated social awareness, Millennials believe community extends beyond their own backyard and feel empowered and compelled to make the world a better place.</p>
<b>Defining Experiences</b>	<ul style="list-style-type: none"> <li>▪ Summer of Love</li> <li>▪ Civil Rights</li> <li>▪ Vietnam War</li> <li>▪ Sexual Revolution</li> </ul> <p>Social change and political push-back marks the Baby Boomer era. Boomers fought against race and gender inequality, participated in anti war protests, and supported sexual freedom, all within the refuge of an affluent America. This highly politicized generation was intent on challenging the status quo.</p>	<ul style="list-style-type: none"> <li>▪ AIDS</li> <li>▪ Recession</li> <li>▪ Soaring divorce rates</li> </ul> <p>Gen Xers were faced with a social climate in the midst of advancements in medicine and technology, the War on Drugs, an unknown and deadly disease, times of recession, and the splintering of the American family. Collectively, Gen Xers were not considered capable of rallying together to improve the state of the world.</p>	<ul style="list-style-type: none"> <li>▪ Digital age</li> <li>▪ Terrorism and natural disasters</li> <li>▪ A global economy</li> </ul> <p>Millennials have grown up in an environment where technology provides a platform for customization and immediate gratification in all aspects of life. News and information travel freely across continents, with recent acts of terrorism and natural disasters touching more than the people directly involved. As a result, Millennials have been instilled with a far-reaching, global social conscience.</p>
<b>The State of the Family</b>	<ul style="list-style-type: none"> <li>▪ Pampered children of stay-at-home moms</li> <li>▪ Defined gender roles</li> <li>▪ Affluent, stable families</li> </ul> <p>As children, Boomers were indulged by their parents and grew up in households with clear and separate gender roles destined to be torn down and redefined. As parents, Boomers’ primary focus is on “self” (i.e. self-improvement), which inherently positions the needs of the family unit in second place.</p>	<ul style="list-style-type: none"> <li>▪ Children of divorce</li> <li>▪ Latchkey kids</li> <li>▪ Loose adult supervision</li> <li>▪ Family as a source of conflict</li> </ul> <p>Gen Xers experienced their childhood in an adult-centric society where parents practiced “hands off” parenting and were not always around. Gen Xer parents tended to concentrate on their own happiness rather than focus on their Gen X child’s successes and/or disappointments.</p>	<ul style="list-style-type: none"> <li>▪ Highly-involved parents</li> <li>▪ Strong family bonds</li> <li>▪ Nurtured at home</li> <li>▪ Family as a source of support</li> </ul> <p>Millennials came of age in a child-centric society. Both the increase in fertility treatments and rise of youth advocacy in politics has helped establish that Millennial children are valued and protected. The generation gap has all but disappeared, as parents and children understand one another and have more in common than ever before.</p>
<b>Personal Measures of Success</b>	<ul style="list-style-type: none"> <li>▪ Long-term employment</li> <li>▪ Job titles and promotions</li> <li>▪ Self-actualization</li> </ul>	<ul style="list-style-type: none"> <li>▪ Flexible work times</li> <li>▪ Jobs on their terms</li> <li>▪ Healthy and stable relationships</li> </ul>	<ul style="list-style-type: none"> <li>▪ Personal fulfillment at work</li> <li>▪ Active lives outside of work</li> <li>▪ Healthy and strong community</li> </ul>

**Age Segments Profiled**

While members of the Millennial Generation share similar characteristics, as with all groups, there are distinctions among various life stages. These changes are important to keep in mind, as they profoundly shape how each person experiences the world.

- **Teen Millennials, ages 13 – 17** – While it is true that teens are closer to their parents than ever before, their friends remain an integral role in their social development. For the most part, parents are not seen as a force to rebel against but instead confidants and friends.
- **College-Aged Millennials, ages 18 – 22** – These Millennials are accustomed to high expectations and driven to succeed. Due to the increasing number of college applicants the acceptance process has become quite competitive. Still, college-aged Millennials have been told they are capable of great things and have no reason to believe they cannot deliver.
- **Young Adult Millennials, ages 23 – 25** – As Millennials reach young adulthood, they are beginning to take on adult responsibilities. However, as this is a generation that has mastered the art of prolonging adolescence, there has been an emergence of the boomerang child. This term refers to an individual who moves back home with his or her parents after graduating college or entering the workforce. Those Young Adult Millennials who are working do not let their lives revolve around their jobs and make social pursuits their main priority.

**Common Attributes for Each Age Segment**

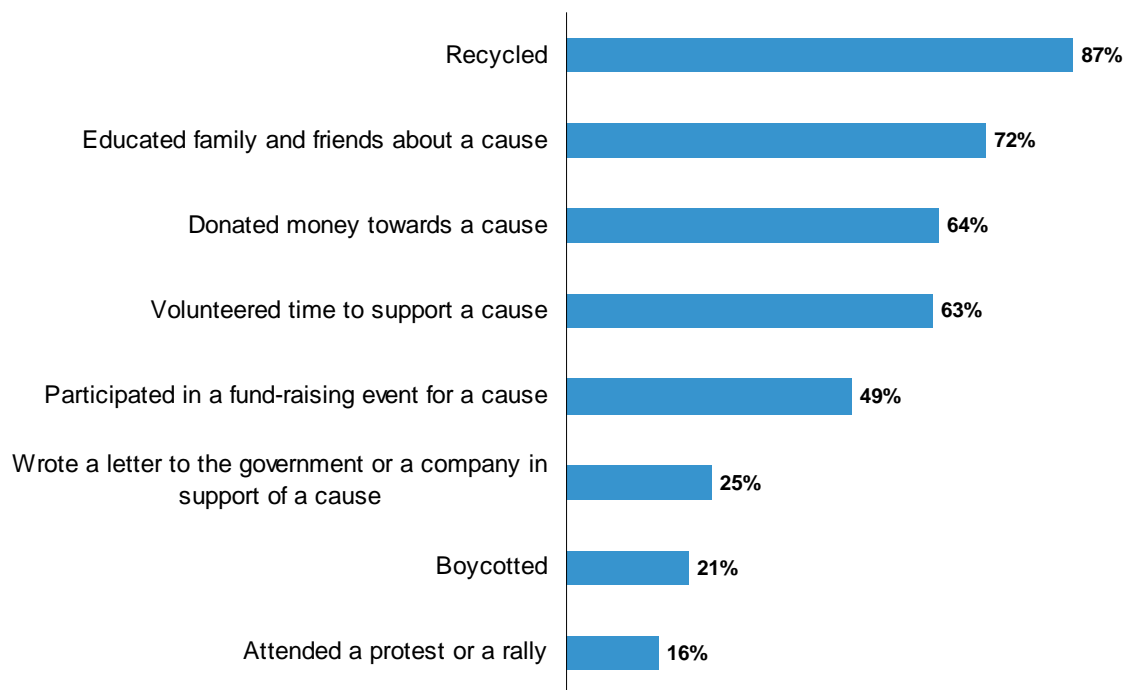
Teens	College-Aged	Young Adults
<ul style="list-style-type: none"> <li>• Burgeoning independence</li> <li>• Full parental support</li> <li>• Friends are strong influence</li> <li>• Beginning to find their own identity</li> </ul>	<ul style="list-style-type: none"> <li>• First time on their own, but parents still very involved</li> <li>• Friends are everything</li> <li>• Shaping and defining their identity</li> <li>• Expect to succeed now and in the future (postcollege)</li> </ul>	<ul style="list-style-type: none"> <li>• Independent, but parents are still there to back them up</li> <li>• Taking on adult responsibilities (family and financial)</li> <li>• High achievers, team players in their professional world</li> <li>• Value having a satisfying life outside of work</li> </ul>

Across all age segments, ethnicities and lifestyles, Millennials have been referred to as one of the most civic-minded generations since World War II. Furthermore, this study suggests that Millennials are the most socially conscious consumers to date.

### ***Pro-Social Mindset***

Pro-Social behavior refers to the actions of individuals who engage in activities intended to help or benefit others. This concept does not take into account motivations behind the behavior, but rather focuses only on the result. The reasons for engaging in the behavior do not have to be purely altruistic. For example, students who volunteer simply because their high school or college requires it are still engaging in Pro-Social behavior. As this study indicates, Millennials as a whole are actively volunteering and attempting to make the world a better place and, as such, are Pro-Social.

In fact, just over 80% of survey respondents volunteer (either weekly, monthly or once or twice a year). As a result of this involvement, Millennials possess a strong desire to positively affect change. Sixty-one percent are worried about the state of the world and feel personally responsible to make a difference. What is motivating Millennials to initially get and then stay involved is less important than the fact that they are engaging in these activities and feel responsible to make an impact; therefore, Millennials are the very definition of Pro-Social.



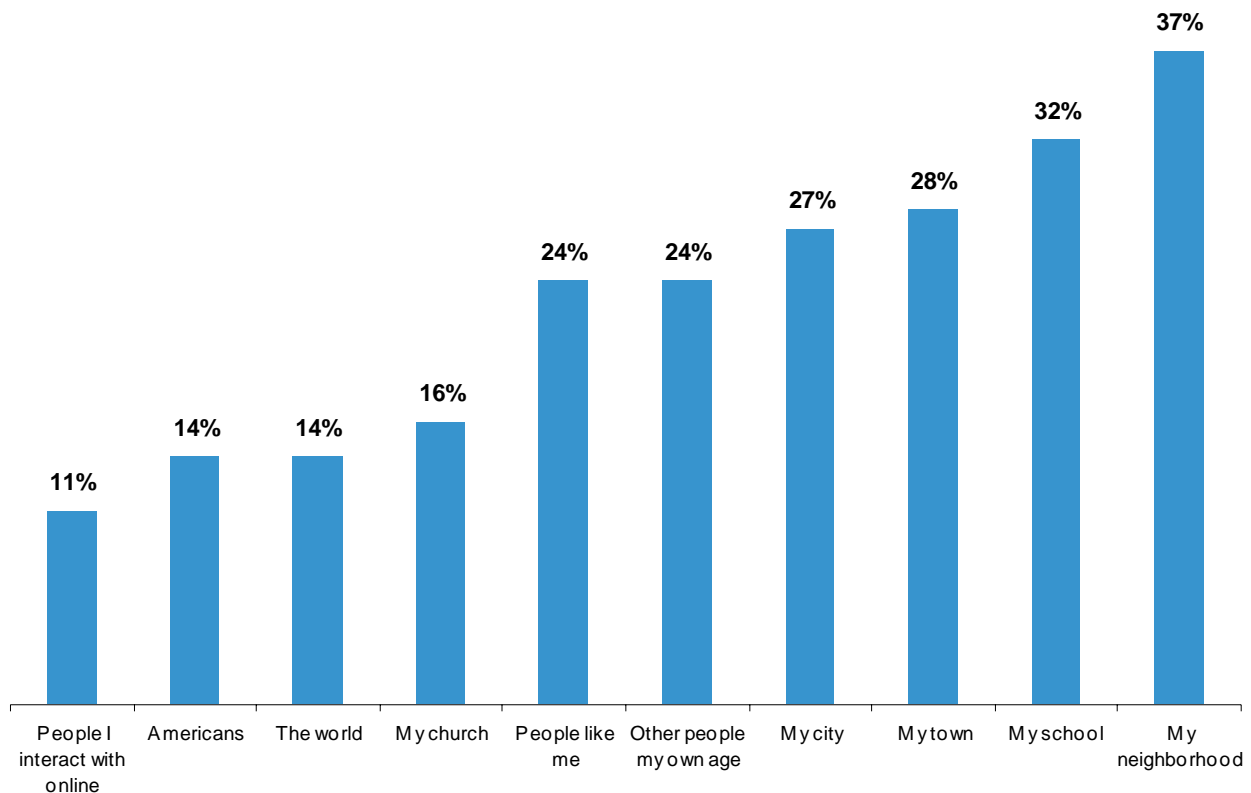
**Figure 2: Pro-Social activities Millennials have participated in during the past year**

### ***Taking On the Weight of the World***

It is important to keep in mind that there is no one issue that encompasses all of the Millennials' major concerns. Instead, this generation is worried about the world on a broad scale, and expects companies to support major world issues. Given their immediate access to news and current events, it is no surprise that Millennials are very aware of the world around them.

In fact, unlike previous generations, their definition of community extends beyond their local neighborhoods and schools to a broader group that is not defined by location, but by mind-set.

Figure 3 highlights the findings, including “People like me” and “Other people my own age.” In sum, when a Millennial is volunteering in his or her community the implication of that action takes on a larger meaning.



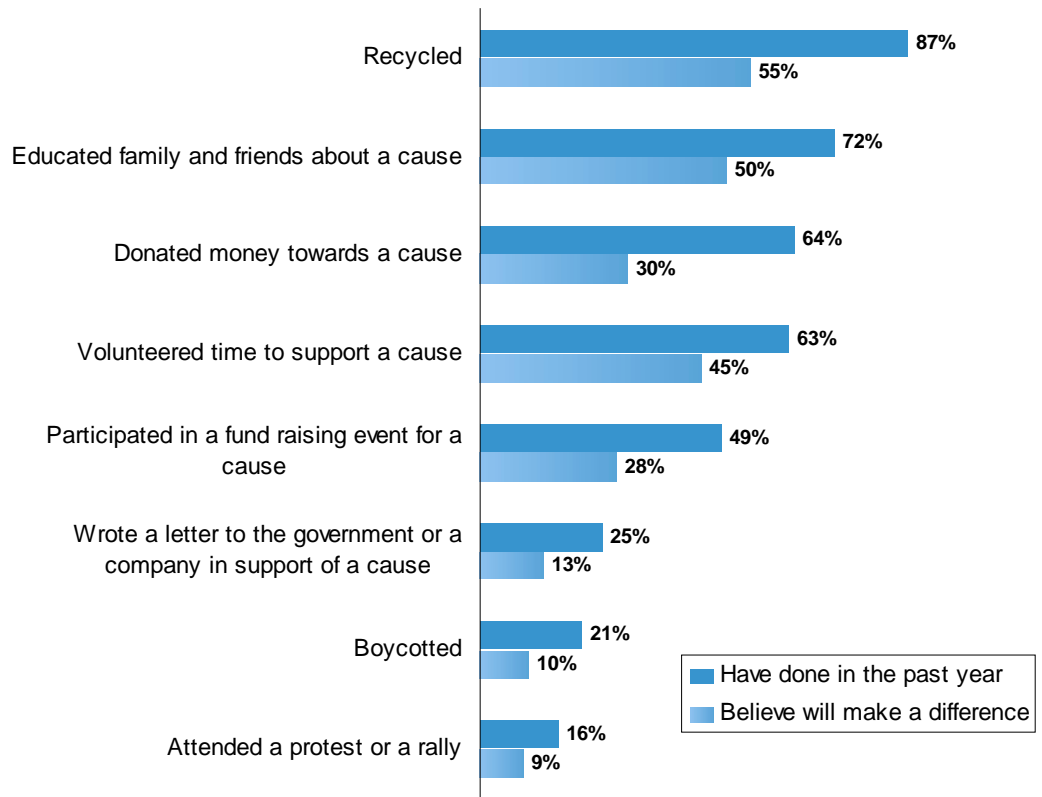
**Figure 3: How Millennials define the term *community***

In addition to supporting local causes, Millennials also rally around causes that have a global impact. For example, the top cause interests include education, poverty, the environment and health and disease.

***Millennials Take Action: Where Is The Impact?***

In the past year, Millennials have volunteered their time towards a social or environmental cause, participated in a fundraising event for a social or environmental cause or written a letter to a company and/or the government in support of a cause. However, Millennials question whether their efforts are making a lasting impact. This study found that while respondents across all age segments and demographics are participating in various charity- or cause-related activities, they do not necessarily believe that those activities are “making a difference.”

This disconnect is illustrated in Figure 4. Millennials feel as though there is something important and vital missing from their efforts. As a generation that expects immediate gratification and feedback, Millennials need to learn about and/or see an immediate benefit from their actions to feel that they are “making a difference.”



**Figure 4: Millennials are not seeing the impact of their actions**

Millennials have been described as the ultimate consumers. They have money and are willing to spend it. While this power in and of itself is not that different from past generations, what *is* different is that Millennials believe they can help change the world for the better through their spending habits. Twenty-four percent believe they can make a difference in their community by buying products that support social and/or environmental causes.

This is not merely talk: Millennials are actually putting their dollars behind this idea. In the past year, 70% of Millennials have purchased a product that supports a cause. Furthermore, they will switch brands in order to support a cause. An overwhelming 89% are likely to switch from one brand to another (if price and quality are equal) if the second supports a cause.

### ***Responsible Companies Are Reaping the Benefits***

Taking that idea one step further, Millennials are prepared to reward socially responsible companies. They are more likely to trust these companies, seek their employment and buy or recommend their products to others. In fact, after learning that a company is socially and/or environmentally responsible:

- 83% are likely to trust the company more
- 79% are likely to purchase that company's products
- 44% are likely to actively pursue working at that company
- 74% are more likely to pay attention to that company's message because it has a deep commitment to a cause

Millennials factor in much more than just quality and price when deciding which products or services to purchase. Sixty-eight percent stated that a company's social and/or environmental commitment is important or extremely important when deciding which products to buy. A company's social commitment also plays a critical role in a Millennial's decision on where to shop, which products to recommend to others and which messages to pay attention to.

- 69% consider a company's social and environmental commitment when deciding where to shop
- 66% will recommend products or services if a company is socially responsible
- 74% are more likely to pay attention to a company's messages if the company has a deep commitment to a cause

### ***Irresponsible Companies Are Punished***

Conversely, Millennials are also not afraid to target corporations that are not giving back and will punish companies that lack social/environmental responsibility. After learning that a company is not socially or environmentally responsible:

- 45% are likely to refuse that company's products or services
- 56% are likely to refuse to work at that company
- 42% are likely to encourage family and friends to boycott that company's products or services

### ***Few Companies Are Effectively Using Cause Branding to Reach Millennials***

As discussed throughout this report, Millennials feel responsible for improving the world. However, they do not limit that responsibility to themselves: Millennials have surpassed simply *wanting* help in supporting causes and now are starting to *demand* that others, especially companies, do their part also (see Figure 5). A majority of respondents (78%) believe that companies have a responsibility to support social and/or environmental causes.

This study discovered that most companies are not effectively leveraging their Cause Branding initiatives to reach Millennials. In fact, 70% of respondents stated that companies are *not* doing enough to support the causes they care about. To be effective, companies must not only create meaningful, sustainable cause-related programs, but also consistently engage Millennials and clearly communicate the impact of those programs.

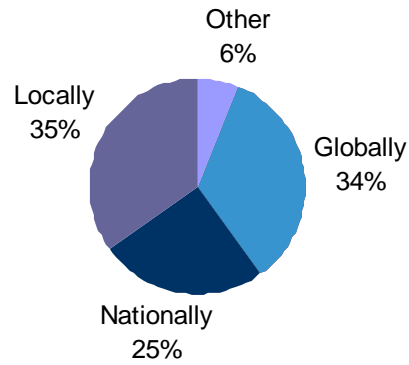


Figure 5: Millennials are demanding that companies do their part

A specific group of Millennials are the Doers, of which there are an estimated 15.6 million in the United States alone. This number speaks to Millennials' involvement with causes and represents a huge opportunity for companies embracing Cause Branding.

A simple definition of a Doer is someone who volunteers at least once a week. Beyond this basic definition, Doers have varying levels of commitment and motivation towards their chosen causes. This includes everything from organizing fundraisers in their communities, creating their own organizations to engage fellow teens and helping out once a week at local charities. What binds all Doers together is they have taken their interest to the next level of involvement.

### ***Doers as Brand Ambassadors***

Both passionate and vocal, Doers can be a brand's best friend or its worst enemy. Doers are knowledgeable about the world they live in, and understand the power they yield as consumers. Already engaged in issues with their actions and donations, Doers are more likely than non-Doers to use their purchasing power as an additional way to support causes. In fact, in the past year 87% of Doers surveyed have purchased a product that supports a cause, as opposed to 48% of non-volunteer respondents. Doers are acutely aware of the weight of their spending power and are making conscious decisions about when and how to use it.

As young, engaged citizens, Doers have the incentive to make choices that benefit the community at large. They have inherited a world in need of improvement. As a tuned-in group, Doers are aware of the current state of the world, and respect others who also work to make it a better place. Eighty-one percent of Doers surveyed reported being more likely to pay attention to a company's messages when that company has a commitment to a cause, as opposed to 61% of nonvolunteers. This statistic reinforces the fact that Doers notice when a company is committed to a social/environmental issue and, as such, are more attentive to what that company has to say.

Not only are Doers aware of and more likely to purchase products from companies that support causes, but they also consider a company's attachment to social issues when talking about and referring products to others. Seventy-one percent of Doer respondents believe that a company's commitment to a social or environmental cause is important or very important when deciding which products and services to recommend to others, as compared to 56% of non-volunteers surveyed.

Doers have a strong personal commitment to causes and feel a duty to condemn companies that don't act with a good social conscience whereas they commend those that do. These Millennials will readily voice their support or contempt for a company's actions. Word of mouth carries immense weight among peer groups, so an endorsement from a few can multiply into purchases by many. Companies that are rooted in a cause and thus win over Doers will find loyal brand ambassadors who are naturally inclined to spread the word.

### **Doers Profiled**

The following Doers support a variety of causes and represent the range of activism within this group. There is no definitive way to engage with a Doer, yet all options start with a personal and real connection between the cause and the brand.

#### **Dan Nally, Age 19, Freshman at Harvard and Cofounder of Turkeys 4 America**

- Majoring in economics but isn't sure what he wants to do when he graduates
- A big fan of U2's music, he admires Bono for all the work he does to help people
- Along with younger sister Betsy, cofounded Turkeys 4 America, an organization that donates turkeys to families in need during the holidays
- Feels poverty is an important and complex social issue and that kids are capable of making a difference
- Has positive feelings about corporate sponsors he interacts with, like Perdue and BJ's Wholesale

"I believe it's an important message to pass on to kids, that they can make a difference. That's why my sister and I go to schools in the area, to show them that kids have the power to make the world a better place."

*Dan Nally, Age 19*

Like most college students, Dan, an economics major at Harvard, says his dream career changes every day. But at age nine, Dan didn't think twice about wanting to help when he heard the Greater Boston Foodbank was short 5,000 turkeys for the year. He and Betsy quickly hit the neighborhood, asking for donations. They ended up delivering 36 turkeys to the Foodbank that year. Their neighborhood efforts gained national attention and escalated into a nationwide campaign to help families in need. Dan and Betsy's efforts have made a visible impact: by 2007 Turkeys 4 America will have provided turkeys to more than 2.8 million people throughout the U.S.

Dan's parents always told him that kids can make a difference. Growing up, Dan was taught to think about others and be aware of what's going on in the world. Now, Dan spreads the powerful messages he learned at a young age to other kids by speaking about volunteering at area schools.

Understanding that the spirit of giving back starts young, Dan's organization also hosts the Turkeys 4 America Challenge Cup. Area schools compete to raise the most money to donate to families through Turkeys 4 America. The winning school gets a trophy and bragging rights, but Dan feels that the real reward for the students is being able to show their community spirit and contribute in a way that makes them know that they are making a difference.

#### **Matt Shuman, Age 22, 2006 Brandeis University Graduate**

- Currently, helping organize hotel worker labor unions
- Extracurricular activities include skateboarding, playing tennis and exploring Boston
- Likes to shop at The GAP because it is less expensive and, like him, it stays true to who it is rather than trying to be "hyper-trendy"
- Likes products from companies that seem integrated with the images they profess, for example, Burt's Bees because it truly is environmentally responsible, and Heineken, because it actually is part of the hip-hop lifestyle it tries to emulate



Like many Millennials, Matt is very aware of advertising and the role it plays in his life. On the one hand, he feels grateful that it allows modes of communication, such as television, to be cheaper, in exchange for viewing/listening to advertisements. On the other hand, he worries that advertising has become too manipulative and invasive.

Matt enjoys working with diverse people and uniting them to achieve a common goal. While in college, he led an organization that matched children learning English as a second language with college students who acted as mentors. He felt this not only helped the children with English, but also boosted their self-confidence about becoming part of the often befuddling and “exclusive seeming” American culture.

Overall, Matt enjoys helping people work towards controlling their own destinies. In his work with labor unions, Matt strives to prevent workers from becoming victims of corporate policies and helps companies see that there is more to their business than making money. He feels that corporations must be more thoughtful with their business practices and the social, economic and environmental impact of their products. For example, Matt believes that if a corporation pays its workers minimum wage, the employees often are forced to take a second job. This means they can't spend enough time with their children, opening the door to outside and negative influences. Thus, hiring a staff at a lower wage has far greater ramifications than merely raising sales.

However, Matt strongly feels that it is up to consumers to send messages to companies. He believes corporations with solid business practices that undertake cause marketing should be rewarded by consumers. This not only sends a positive message to the company undertaking these goals, but also tells other companies that they must take this path or risk losing customers.

#### **Sarah Fox, Age 13, Eighth Grader in New Orleans**

- Extracurricular activities include playing tennis, running track and hanging out with friends
- Likes to shop at American Eagle and Forever 21 because they have “cute” clothing
- Enjoys watching Verizon V Cast commercials because the phone looks cool and she recognizes and likes the music
- Wants to become a lawyer because she enjoys arguing
- Says her digital camera carries the most memories for her because she remembers where she has used it and who she was with



As a native of New Orleans, Sarah has experienced much change during the past year. However, she always strives for the Golden Rule “treat others the way she wants to be treated,” a phrase taught to her in grammar school that has stuck with her over time.

Sarah believes that “everyone says that kids don't care, but we want to get involved.” She has volunteered at a large fair designed to raise money for ruined sections of New Orleans and helps at her church. Though activities for her church sometimes consist of nothing more than stuffing envelopes with billing and information notices, Sarah feels it is important to do. “If I didn't do it, who would?” she asks. Though she has a service-hour requirement for school, Sarah still enjoys volunteering, especially the projects she does with her friends.

Sarah thinks that Oprah has done a great job with cause-related activities because people realize that someone who is rich giving away their money is a big deal, and therefore, they listen to what Oprah has to say. Sarah, also, thinks Livestrong bracelets were successful because kids bought them and made other kids covet them. In the end, everyone wanted and obtained a bracelet.

A significant way to gain Millennials' trust is by actually "walking the walk" through substantial cause alignment. Companies are still in the early adopter stage when it comes to effectively embedding causes into their brand and engaging young people in a larger social purpose. Following are some of the Cause Branding pioneers.

### **ALDO Fights AIDS**

ALDO Fights AIDS is a global campaign aimed at educating and empowering young people to fight AIDS. Active in the AIDS awareness community since the 1980s, in 2005 ALDO partnered with the nonprofit YouthAIDS, to create a comprehensive marketing campaign. The campaign was designed to break the silence surrounding the AIDS pandemic and raise critical funding for YouthAIDS programs around the world. The target audience is 15 to 24 year-olds, not only because they comprise the majority of the customer and employee base for ALDO stores, but also because more than half of all new HIV infections occur among young people in this age range. To reach ALDO's target audience, the cutting-edge print advertisements feature popular celebrities such as Christina Aguilera, Mary J. Blige, Salma Hayek and L.L. Cool J, visually representing the campaign theme "See No Evil? Hear No Evil? Speak No Evil?" in order to signify that AIDS can be cured only through the spread of information.

In addition to its awareness initiative, the campaign also features a fundraising element through the sale of limited-edition ALDO Fights AIDS tote bags and Empowerment tags. Sold at ALDO stores and online for \$5, 100% of the proceeds from the tags go towards YouthAIDS. The campaign website allows viewers not only to purchase these products, but also to truly engage with the cause by reading about HIV/AIDS prevention, sending messages to educate friends, downloading computer wallpaper, viewing the development of the advertising campaign and much more. During the past year, the campaign disseminated its bold anti-AIDS message in more than 22 countries around the world. It has raised more than \$2 million to support YouthAIDS programs in more than 60 countries.



### **think MTV**

*think* MTV is a virtual community where young people can get informed about causes and connect with each other. Most important, the community allows young people to express themselves and take action on the issues that are important to them, their communities and their world. *think* MTV enables young people to get involved in important domestic and international issues, such as education, sexual health, discrimination, the environment and natural disasters, politics and global affairs. It uses long-form documentaries, public service announcements, news segments, *think* moments, a comprehensive website and interactive forum at *think.mtv.com*, emerging media platforms, speaking engagements and grassroots activities.

*think* MTV is committed to several major initiatives. *Break the Addiction* is a year-long campaign to fight global warming by encouraging young people to commit to a 12-step environmental "recovery program" to change their consumption habits and, in turn, change their world. For *Alternative Spring Break*, created in 2006, *think* MTV partnered with United Way of America to create a call-to-action for young people to spend their spring break volunteering to rebuild the Gulf Coast. MTV has announced that it will continue this campaign in 2007. Additionally, MTV has partnered with some of the most high-profile advocacy groups and nonprofits in each of *think* MTV's focus areas. These include the Bill and Melinda Gates Foundation (education); Amnesty International and ONE (global issues); the Centers for Disease Control and Kaiser Family Foundation (sexual health); and the anti-Defamation League (discrimination).

### **(PRODUCT)RED**

(PRODUCT)RED officially launched in the United States on October 13, 2006, as a means of encouraging consumers to purchase (RED) branded products to raise money and awareness for The Global Fund to Fight AIDS, Tuberculosis and Malaria. (PRODUCT)RED teamed up with the world's most iconic brands, including Apple, Motorola, Converse, The Gap, Emporio Armani and American Express, to produce products where a percentage of each sold is given directly to The Global Fund. These donations then go towards helping women and children affected by HIV/AIDS in Africa.



The campaign is a union of brands, people and ideas designed to help eliminate AIDS in Africa. Created by Bono and Bobby Shriver, Chairman of DATA, (PRODUCT)RED is a new business model that merges the worlds of business and philanthropy by harnessing the power of iconic brands. The success of this campaign indicates that doing good is good business. In a world of competing choices, (PRODUCT)RED partners stand out by standing up for something meaningful and letting consumers feel they have the opportunity to advance the world by purchasing these goods.

### **Cartoon Network Rescuing Recess**

Launched nationwide in 2006, the Cartoon Network Rescuing Recess campaign was developed out of a growing concern over the link between rising levels of childhood obesity and the increasingly frequent elimination of recess in elementary schools. The Rescuing Recess campaign celebrates recess as the fourth "R" among school fundamentals: reading, writing, arithmetic and, today, recess. The goal of the nationwide campaign is to publicize the importance of recess and galvanize local communities into keeping recess a regular part of kids' daily school activities.

Cartoon Network has committed to the Rescuing Recess initiative by partnering with media and nonprofit partners such as CNN, Health MPowers, American Association for the Child's Right to Play and NAESP. The network has created a Rescuing Recess website featuring characters from popular animated programs and has also produced television advertisements for the Cartoon Network channel that encourage kids to get active in the fight to save recess by writing letters to political representatives or signing the Rescue Recess petition.

## Chapter 6: Millennial Cause Engagement Paradigm

The more that Millennials are engaged or involved in a cause, the more they internalize or relate to the message and the more likely they are to act upon that message. As a result, cause-related organizations as well as cause-related marketing efforts need to change how they approach Millennials. The bottom line is that the best way for companies to reach Millennials with cause-related messages is to redefine the brand marketing experience.

Traditionally, the brand marketing experience or relationship is between the brand and the consumer. However, cause marketing alters that brand marketing experience by adding a relationship between the company and the cause.

Taking that idea further, this study found that, given Millennials' activities and mindset, there needs to be a third dimension added to the brand marketing experience. Figure 6 illustrates that in order for a company's cause-related campaign to be truly effective, it not only needs to establish a relationship with the consumer and with the cause, but it must also foster a relationship between the cause and the consumer. This idea is referred to as the Millennial Cause Engagement paradigm.

Because choosing to support a cause is personal and directly appeals to an individual's conscience, there must be a degree of engagement for a campaign to effectively resonate with its target. The cause-related campaign needs to foster a relationship between the cause and the consumer.

In addition, pioneering companies are meeting Millennials' high expectations by aligning with social and environmental issues that are relevant to Millennials. In order to further appeal to these unique consumers, companies need to provide hands-on cause-related experiences and then clearly and consistently share the related societal impacts.

Remember that while 74% of respondents are more likely to pay attention to a company's message if that company has a deep commitment to a cause, in order for that message to resonate with Millennials, the commitment needs to be authentic and relevant to both the brand and the consumer.

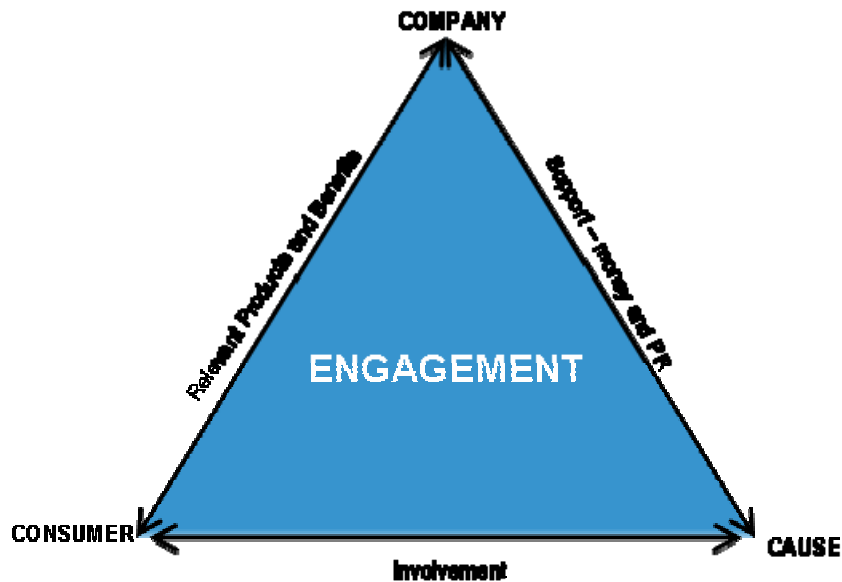


Figure 6: The Millennial Cause Engagement Paradigm

As the oldest Millennials leave college and enter the workforce, the way they stay involved with social issues must adjust to fit their new lives. For Millennials, the quick transition from the safe haven of college life to their first job is full of excitement and anxiety as they begin to navigate the world outside of their campus bubble. In college, parents are still firmly in the background, providing a safety net of financial security and guidance. Post college, although many Millennials still seek some financial and moral support from their parents, there are newfound freedoms and responsibilities.

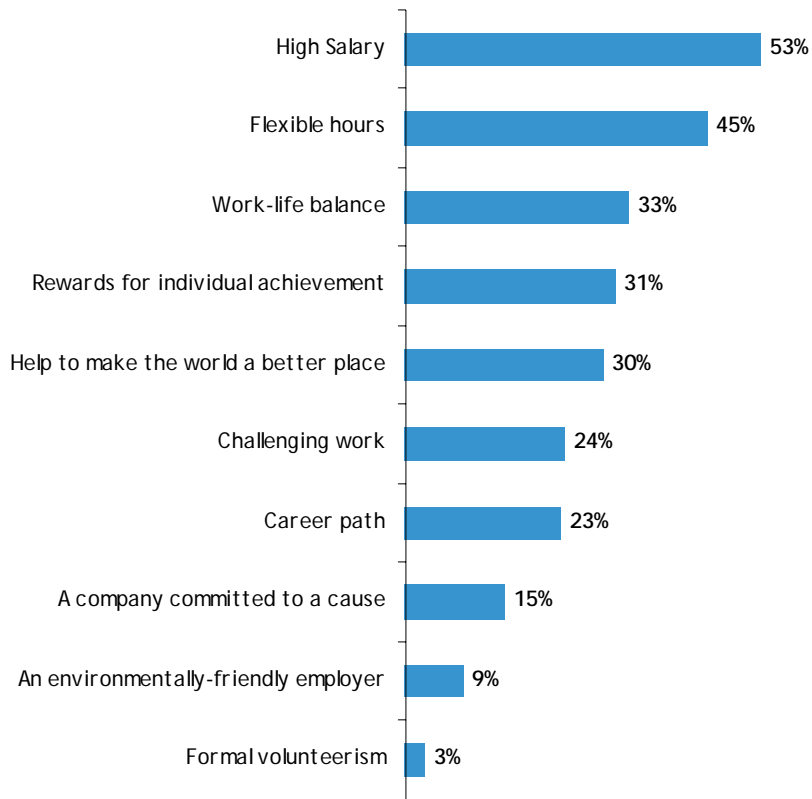
Certainly parts of the transition are fun and exciting, such as moving out on their own and managing their own social life. This is the first time in their lives that they do not have a teacher, parent or professor to answer to with homework and papers. However, much of the transition is stressful and scary, from adjusting to a new boss and work day schedule, to a hectic commute and a new set of bills and responsibilities.

### ***Finding the Ideal Work Environment***

It is also during this life stage that Millennials begin to realize that their first job might not be their dream job. While Millennials have always been told by their parents and professors to seek personal fulfillment and enjoyment from their profession, this task is more difficult than many initially expect it to be. As a result of this sometimes arduous goal, many Millennials will switch jobs two or three times in their twenties searching for the right fit. Adding to the search complications is the fact that Millennials also have high expectations for their job to allow them to maintain a reasonable work life balance and flexibility. Figure 7 highlights the top attributes of a Millennial's ideal job.

In addition to personal fulfillment, 79% of Millennials surveyed said that they want to work for employers who care about how they impact/contribute to society, and 44% reported that they would actively pursue working for a company after learning about its social commitment. Millennials want to feel that through their jobs they are contributing in some way to making the world a better place. This is an important issue for employees, as 69% of Millennials surveyed said that they are aware of their company's commitment to social causes. Just like extra vacation days and insurance plans, it is a powerful benefit for Millennials to know that their company is also making a social commitment.

Even more than just knowing their employer is committed to social issues, 30% of Millennials surveyed want their job to empower them to make the world a better place. They want their employers to encourage and facilitate active engagement to help them to be more pro-social. Whether it is food drives, corporate sponsored events or subsidized volunteer work, Millennials are looking for companies that help them continue to fulfill their social goals.



**Figure 7: Top 10 attributes of a Millennial's ideal job**

***Responsible Employers Reap Rewards***

Taking an active role in environmental or social issues is more than just a “nice to know” for Millennial employees. Of Millennials surveyed, 56% said they would refuse to work for a company that they found to be unfriendly to social and environmental causes. Millennials’ commitment to their beliefs is so strong that they refuse to become affiliated or attached to companies known for unfair or nonsocial practices.

Promoting social responsibility also solidifies Millennial employees’ pride and loyalty to their employer. In this survey, 69% reported that working for these types of employers instills a sense of pride, and 64% reported that it strengthens their loyalty to the employer. Given this age group’s predilection towards job jumping and career switching, it is valuable for employers to retain talented Millennial employees and keep them excited about their work.

***How Employers Can Use the Cause Engagement Paradigm***

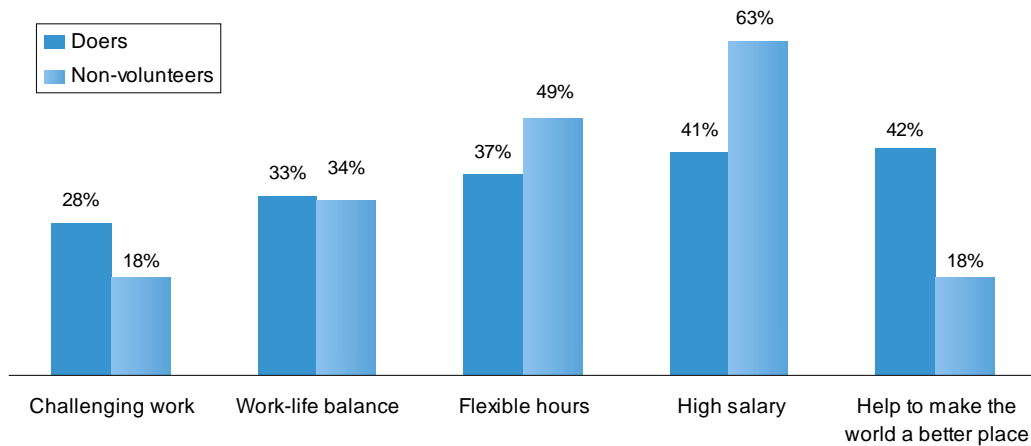
Just as companies evaluate the relevance of their product offerings, so too must they assess their own corporate policies. Are they offering a benefits package that is “right” or relevant enough to attract high achieving Millennials? This evaluation is particularly vital when examining the hiring and employee retention processes. Once again, it is about engagement and consistent communications about “what they stand for” as a company.

Companies need to proactively position their workforce in order to recruit desired talent. They need to engage Millennials throughout the hiring process *and* throughout their employment with the company. In fact, best practice companies provide a spectrum of employee engagement experiences to capture and retain Millennial talent.

- **Passive Engagement:** Passive engagement includes communications that leverage existing vehicles like intranet, newsletters and messages from senior leadership.

- Active Engagement:** More active engagement includes participation in structured volunteer events. Whirlpool, for example, provides ongoing hands-on activities with Habitat for Humanity, and Lens Crafters sends employees on missions to provide eye-care services and products to developing countries. These experiences are life changing for participants and have great impact on morale, pride and loyalty. Also, companies need to remember that their employee base will become their best brand ambassadors and offer tremendous third-party credibility and word-of mouth testimonials.

Keep in mind that a company's engagement activities not only need to be relevant to their employees, but also must be consistent with the overall essence of the brand.



**Figure 8: Attributes of a Millennial's ideal job – Doers compared to non-volunteers**

## Appendix I: Research Methodology

The 2006 Cone Millennial Cause Study presents the findings of an online survey conducted among a national probability sample of 1,800 respondents comprised of 895 males and 905 females, between the ages of 13 and 25 years old. This survey was completed by 1,800 during May 16, 2006 and May 27, 2006. The margin of error is +/- 2.31 percentage points.

The sample requirements were fulfilled using an online panel as well as a random Internet sampling source ("Real Time Sampling"). With Real Time Sampling, respondents were recruited in real time from a network of prescreened websites. Opt-in for the online panel qualifies respondents for ongoing incentives based on this and other surveys. Opt-in for the Real Time Sampling is one time only.

In addition, we identified the Doers based on their overall involvement with the community and the frequency with which they volunteer. One-on-one phone interviews were conducted with more than 10 individuals who met the qualifications of a Doer.

## Appendix II: Respondent Profile

Respondents were screened to ensure that the study was nationally representative. The overall respondent profile encompasses gender, age, ethnicity and region.

- Gender and Age:** It is important to note that this survey captured the opinions, perceptions and beliefs of three distinct segments. Each age segment is evenly split in terms of gender and was nationally representative in terms of ethnicity and region. The respondents were evenly split between each age segment (i.e., each age segment has a sample size of 600 respondents). In terms of gender, 49% of respondents were male and 51% of respondents were female.
- Ethnicity:** In the 2000 United States Census, race is a self-identification data item in which respondents choose the race or races with which they most closely identify.

Ethnicity quotas and race selection for The 2006 Cone Millennial Cause Study were based on the 2000 United States Census data. However, please note that the percentages do not total 100% because respondents were allowed to select more than one ethnicity.

Again, ethnicity was nationally representative across all three age segments.

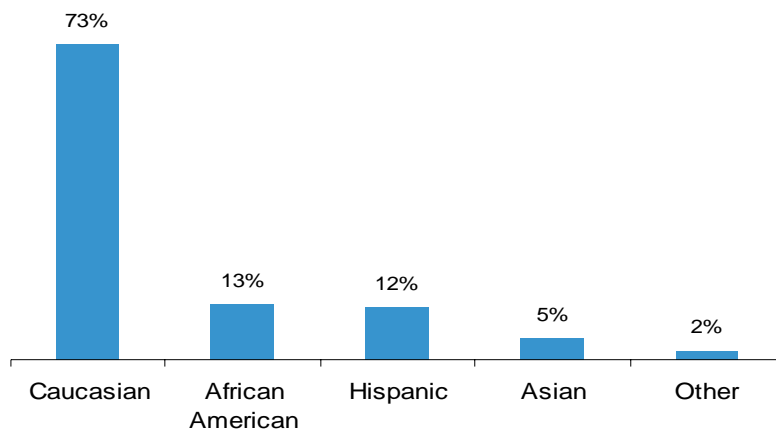


Figure 9: Ethnicity breakdown for respondents

- Region:** Here is a look at where the respondents were living at the time of the survey. Again, this is nationally representative. We broke it down into four main regions in the United States: Northeast, Midwest, South and West.

Region	States Included in that Region	Percentage of Respondents
Northeast	ME, NH, VT, MA, RI, CT, NY, NJ, PA	20%
Midwest	WI, IL, MI, IN, OH, ND, SD, NE, KS, MN, IA, MO	25%
South	FL, GA, SC, NC, VA, WV, DC, MD, DE, KY, TN, MS, AL, TX, OK, AR, LA	33%
West	MT, ID, WY, NV, UT, CO, AZ, NM, WA, OR, CA, AK, HI	22%