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Global Cause Marketing: Future Proof Your Brand



Synopsis

What follows in the pages ahead is the competitive advantage you have been searching for.Â Let's take a few things as assumptions.Â You already have a great product.Â Clearly, in today's competitive business environment, there is no substitute for excellence of product, executive leadership and staffing, as well as providing top-notch customer care.Â That's all the price of admission to the business ballpark.Â This book starts assuming those are in place. If they're not, put this book down and go back to the beginning.Â If they are, let's move forward.Â Consider this the new marketing of the 21st century.Â Â Â Every company wants to do the same thing. Build a good strong name, sell lots of goods or services and future proof the company. Future proofing your company means building a company name that allows you to immediately put a new product on the shelves and have people buy it because they trust the name. Nike has done their job well. They built the name with lots of great image ads, however very few actually focus on a specific shoe or product. While Nike has done it with big ad spending another shoe company has done it without the big media buys.Â Toms, the start up shoe company who basically took Asian workers soft shoes and put them on the feet of men and women in some of the most trendy and fashionable neighborhoods in America, selling them for \$40 and up a pair. Â We hear this about Toms all the time: "I don't wear these shoes because they look beautiful or they are the best things for my feet. I wear them because I like what the company is about." Â Basically consumers feel good about the fact that they have a pair of Toms on their feet.Â Why? Because the shoes are a symbol of good social conscience and people are proud to display the symbol. Toms tiny ad campaign has been based on their corporate giving program- a pair of shoes to a kid who would otherwise not have shoes for every pair you buy. One for one. People will support your company if they really know you're doing the right thing. That's what a successful corporate image is about for the future. And the world is watching and talking about you if you do the right thing. That's the best advertising you can hope for.Â But guess what. The world is also watching if you do the wrong thing.Â And that news spreads just as fast or faster. This is the future of marketing, so embrace it and create a sustainable image, brand and company. The world is heading in this direction.Â Companies that do not follow along will be guilty of marketing malpractice.

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Customer Reviews

Whether your business is registered as a for-profit or non-profit, really understanding the value-proposition you offer society is the key to "future proofing" your business and filling a gap that people want filled, and they will put out a lot of money if they see that value. Peter and Bob have taken the "arms length" PR concept of cause marketing to the next level of actually surrounding your business, in the cause itself and understanding not only is it ok to profit while solving the worlds problems, but it's actually more effective because profit, by definition is money. It's the much needed money to solve these problems. Instead of a company spending 50% of it's time raising funds, it can spend 100% of it's time spending its revenues on products or services that "Are" the solution to the cause and who's revenues are arguable larger than the typical "raised funds" would have been anyway. This obviously creates the ideal situation of focusing all a groups time and efforts on one (profit generating) goal, instead of two goals (revenue and donating to charity).Having come from the entertainment industry where we wrote checks for mostly PR, never having a true effect on these causes, we utilized the very concepts Peter and Bob explain in this book to create a self sustaining, revenue generating non-profit that offers unprecedented value to its employees, customers and society.If you desire to make your brand rock solid and sustainable, this is a must read. If your trying to figure out how to fund your cause, this book will help you understand how you can fund it yourself with the very products and services needed to fulfill it.- Jay Riggs, Executive Director - willplayforfoodfoundation.org

If Capitalism is to thrive it must learn how to be compassionate. Profitably Compassionate - is not an Oxymoron. It can be done and the proof of that is beautifully illustrated within the pages of this marvelous book! Good job, Peter and Bob.

I've had the privilege of being around some incredible individuals, all with incredible ideologies, but Peter Hirsch and Robert Gordon with "Cause Marketing" has topped them all. This incredible book (more like a road map to creating a life of significance) creates a paradigm shifting experience on the impact that social entrepreneurship can have on your business and your life. If you currently own a business, manage a business or market products; this book is an absolute MUST HAVE for your bookshelf in my opinion. The rules of business have changed and if you don't change with them, your business and livelihood may very well become obsolete in the very near future. Thank you Peter and Robert for changing my personal vision and for not only touching my life but the lives of everyone that my business endeavors have the opportunity to reach.

This book is here for the ones who sense that the game has changed. To quote Peter and Bob, "Creating customers is no longer your priority; creating a better life for them is." That's how the whole book is. Brilliant and full of insight that's aiming to help you in future-proofing your brand. MUST READ indeed.

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