

Cause Related Marketing

A commercial partnership with a charity can help your company meet its marketing and business objectives. In fact, the benefits can be huge. Research shows that:

- 86% of consumers agree that when price and quality are equal, they are more likely to buy a product associated with a 'cause'
- 61% agreed that they would change retail outlets for the same reason
- 86% of consumers agree that they have a more positive image of a company if they see that it is doing something to make the world a better place

Source: Business in the Community/Research International