



## Cause Marketing Made Easy

According to the new ESP Sponsorship Report, Cause Sponsorship (aka Cause Marketing) is predicted to reach \$2.14B in 2018 — a projected increase of 4.4% over 2017. While some view Cause Marketing as “philanthropy with no ROI,” most know it’s a valid business strategy. Cause Marketing can:

- **Differentiate your product**

“Nearly two-thirds of millennials and Gen Z prefer brands that stand for something.”  
— 2018 KANTAR STUDY

- **Create deeper bonds with customers**

“77% of consumers feel a stronger emotional connection to purpose-driven companies over traditional companies.”  
— 2018 CONE/PORTER NOVELLI PURPOSE STUDY

- **Enhance brand perception**

“92% of consumers say they have a more positive image of a company when the company supports a social or environmental issue.”  
— 2017 CONE COMMUNICATIONS CSR STUDY

“There’s a growing mountain  
of evidence that links  
doing well  
and doing good.”

— ENGAGE FOR GOOD

## THIS DIGITAL CARING QUILT SURPRISED AND DELIGHTED GUESTS

Cause Marketing is a very effective booth engagement strategy—especially with audiences who are reluctant to commit. Like most booth activities, Cause Marketing works best if you Keep It Super Simple (KISS.)



**K** KEEP  
**I** IT  
**S** SUPER  
**S** SIMPLE



Avoiding unnecessary complexity was the key to success for the Digital Caring Quilt booth activity. Participation required just three simple actions:

1. **Scan** your hand to trigger a donation to the cause.
2. **Sign** your hand scan to show your commitment to advancing care.
3. **Send** your personalized hand scan to the Digital Caring Quilt.

Almost 2,000 doctors participated in this fast, easy, visually and emotionally appealing activity. From beginning to end, the interaction took no more than 20 seconds to complete. Each scan represented an opportunity for a booth staffer to begin a conversation with a prospect.



# MAKE CAUSE MARKETING:

**PERSONAL**

**VISUAL**

**SOCIAL**

**EMOTIONAL**

**SIMPLE**

Keeping your Cause Marketing activity simple is essential. Here are some other recommendations for doing Cause Marketing right. Make it:

## Personal:

Selecting the charitable organization determines the level of motivation for participation. For the Digital Caring Quilt, the charitable organization was the show sponsoring the organization. Every attendee is a member, so they were all highly motivated to support the cause.

## Emotional:

Signing the hand scan to show support for more research into a rare disease created an emotional connection and an element of gratification. Sending the hand scan to the Digital Caring Quilt literally surprised and delighted participants. When they saw their hand float onto the screen, they inevitably broke into big ole grins.

## Visual:

Aisle appeal is extremely important. The giant, curved LED wall with the colorful Digital Caring Quilt lit up the booth. It felt like you were parked in front of a drive-in movie screen!

## Social:

Sending the signed scan to join the other hands on the Digital Caring Quilt created a sense of community and camaraderie.

Watch this [video](#) to see this Cause Marketing activity in action. Consider a Cause Marketing engagement to elevate your brand and your booth. ■

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