

Marketing Causes to **CANADIANS** in today's **CHANGING WORLD**

Cause Marketing is only becoming more **IMPORTANT** in today's world



49%

see the prospects for the world getting worse



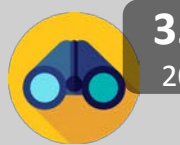
52%

think things in Canada are on the wrong track



94%

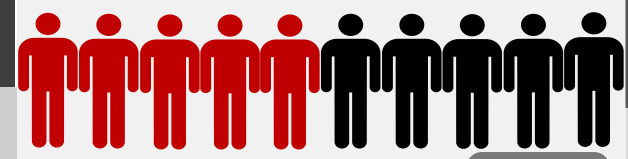
believe companies should support good causes



35%
2016

41%

always pay attention to causes companies support



47%
2016

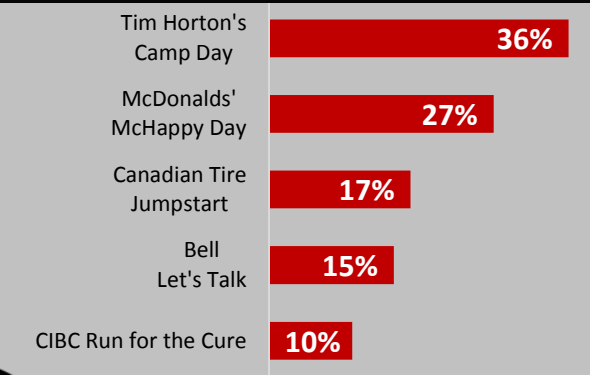
52%

have **participated** in a cause activity in the past month

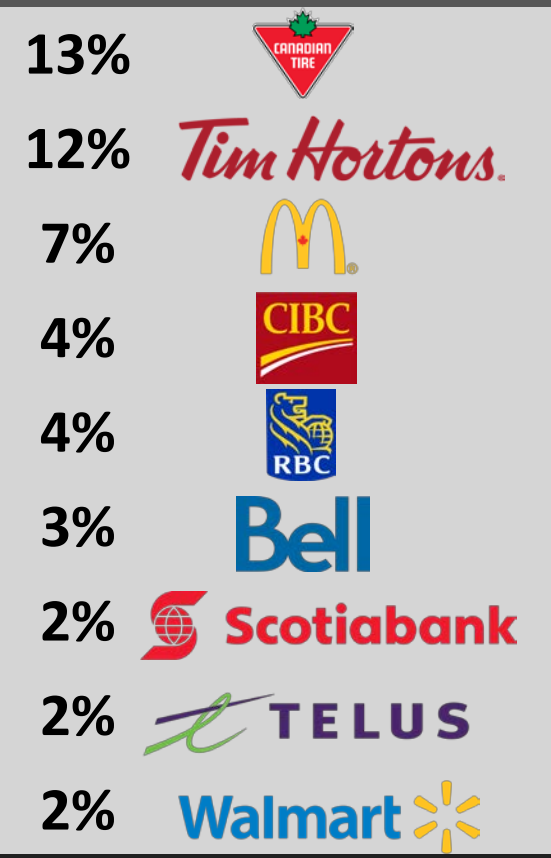
The Causes we **SUPPORT**



Campaigns **SUPPORTED** by Canadians



Which Companies are Canadians **THINKING** of?



In today's world companies **SHOULD...**

"Be leaders in causes that are important."

"Support causes because governments aren't doing so."

Two causes are taking on an even **MORE** important role in 2017 – poverty and environmental. Still, outside of these two, there are a variety of unique ways to engage in cause marketing across a variety of strategies and causes.

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Not only do Canadians **EXPECT** companies to support causes, they have certain expectations of **HOW** companies should do their cause marketing

Companies **SHOULD**...



40%

have a high level of **trust** in business in general

What Canadians are **LOOKING FOR** from Companies today in Cause Marketing

- Transparency on how funds are spent
- Put your money where your mouth is
- Show employees you're involved
- Help supporters feel good and have fun

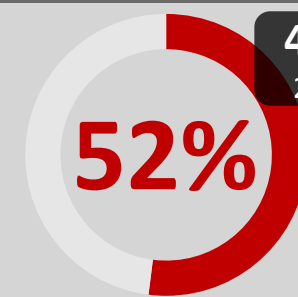
Companies that ask me to support causes **SHOULD**

"Be willing to show me that the majority of the money goes to the cause."

"Not only ask for money but donate money themselves."

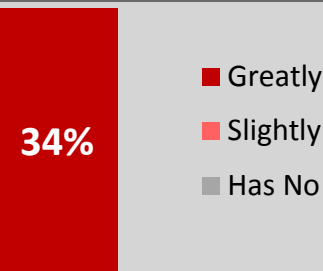
Causes **MORE AND MORE IMPORTANT** to Employers

AWARENESS

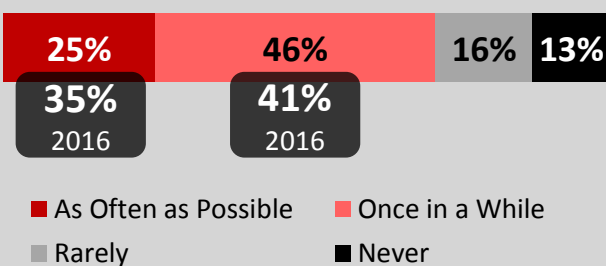


aware that their employer supports charities/causes

IMPACT



INVOLVEMENT



get **involved** in employer's causes



Tip of the Iceberg! Additional information available includes:



- Who supports different causes – who is YOUR target?
- Who is driving these significant changes? How does this impact how to market causes?
- Why different causes are supported – why do people participate in YOUR cause?
- Which causes are Canadians supporting?
- What are your customers looking for from companies involved in cause marketing?



For additional information, contact **Jessica Avery**.
jessica.avery@ipsos.com
416 324 2103