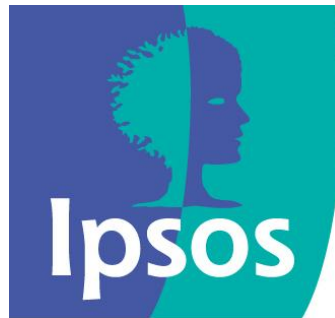


Almost Half (45%) of Canadians Consider Themselves Loyal to Brands that Support Good Causes

Poverty, Environment and Children's Issues Top List as Most Important Causes

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Poverty, Environment and Children's Issues Top List as Most Important Causes

Toronto, ON – There is no doubt that cause marketing is important. In fact, almost all (95%) Canadians agree that it is a good idea for companies to support causes. It turns out it is also a smart business move. According to results of a recent study conducted by Ipsos, the vast majority (84%) of Canadians claim that they would likely switch to a brand affiliated with a good cause if price and quality were similar.

“As Canadians, we see ourselves as socially responsible, and we are increasingly loyal to brands that “do good,” such as supporting causes,” says Jessica Avery, Vice President, Canada, Ipsos Marketing. “This shows that consumers are becoming more interested in how companies are contributing to society and giving back. To take advantage of this trend, the key opportunity is to find how to connect with people in a way that presents the cause in a personally relevant and unique manner.”

The data reveal that 45% of Canadians consider themselves loyal to brands that support good causes – an increase of 6 percentage points since last year. Further, 39% of Canadians say that a company's affiliation with good causes is ‘Extremely Important/Important’ to them when making purchase decisions.

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In the 2015 research, the companies that are most top-of-mind for supporting good causes are Canadian Tire (13%), Tim Hortons (11%), and McDonald's (7%).

The study examined which type of causes Canadians feel companies should support. Avery says, "There really is a cause for every business and organization. Top causes for Canadians are poverty (61%), environment (58%), child specific (56%), and mental health (54%). Even those causes that do not make it into the top tier are still of interest to approximately half of Canadians."

Cause marketing can take many forms, too. The preferred methods of engagement are having a portion of proceeds go to a cause (33%), donating at the cash (24%), and a buy one/give one offer (22%). Whatever the method, stories that have a local connection are significantly preferred (50%) over a national (37%) and international causes (13%).

"Marketing causes has a lot of similarities to "traditional" marketing," adds Avery. "Success lies in finding a relevant and meaningful way to share the cause's story, and doing so in a unique manner that resonates with Canadians. That's what this research seeks to provide – line of sight into the idiosyncrasies specific to cause marketing to find this relevance and unique message."

These are the findings of an Ipsos poll conducted from August 21 – September 22, 2015. This online survey of 1,028 Canadian adults (18+) was conducted via Ipsos' proprietary online panel. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample

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universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/-3.2 percentage points had all Canadians adults been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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