

Cause Marketing – an effective marketing tactic or a feel good initiative? In June 2010, IMI International completed its latest ConsumerTrack™ study on Cause Marketing in Canada. This study of 500 Canadians helps shed some light on how Canadians are donating, who they are donating to and what they expect out of a brand partnering with a cause. Below you will find excerpts from the Canadian report as well as an overview of the key issues examined in the full report.



Region that would give the most money to Social Services

**West**

% of Canadians who have purchased a product that donates a portion of the proceeds to a charity they do not actively support

**33%**

Gender that is more preferable to donate to a friend/family member participating in an event for charity

**Female**

% of Canadians who have had their charitable contributions affected by the recession

**45%**

Product category that fits best with a Natural Disaster charity

**Bottled Water**

Word that comes to mind more when thinking about charities, Kindness or Skepticism

**Kindness**

% of Canadians who agree that, when price and quality are equal, they would switch to a brand that supports a cause they believe in

**58%**

## Canadian Cause Marketing Insights ↘

### Marketing Tactic Effectiveness

% consumers who have purchased a product due to...

Special Price	<b>78%</b>
Loyalty Program	<b>65%</b>
Sampling	<b>56%</b>
Causal Donation	<b>45%</b>

### Charity Donations

% of Canadians who have ever donated to a charity...

19 to 24 years old	<b>51%</b>
25 to 34 years old	<b>60%</b>
35 to 44 years old	<b>76%</b>
45+ years old	<b>80%</b>

Our Canadian Cause study shows that a high percentage of Canadians donate to charity, both absent of and with the purchase of a product. Their donation method, how much and to which causes they donate to, however, need to be understood to maximize any potential causal initiative.

## Key Study Perspectives ↘

- Identify causes that are important to consumers – illness, homelessness, international aid, children and more
- Determine what consumers feel towards companies that associate themselves with causes
- Identify ways that the consumer would prefer to donate – lottery, via product purchase donation, direct donation, fundraising
- Identify cause marketing trends – online/mobile donation and more
- How much is enough when donating on behalf of consumers
- Tactic effectiveness for brands that are cause-friendly
  - What would motivate someone to purchase a brand that is associated with a particular cause
  - What would motivate someone to purchase a brand that donates to a cause on their behalf



### About IMI International

- Full-service marketing ROI consultancy leveraging consumer research
- Proprietary database of 10,000+ case studies
- 23 proprietary products to measure and evaluate brand activations
- Offices in Canada, USA, Australia and the UK

### About ConsumerTrack™

- Syndicated quantitative studies (10+ annually)
- Conducted consistently in Canada, USA, Australia and UK since 2004
- 40+ topics, 80+ categories and 20+ countries studied to-date
- Key insights across consumer demographics and purchase segments

### Contact Us

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