

MILLENNIAL

CAUSE EXPLORATION

01

EXPECTED NOT APPLAUDED

Millennials grew up in a world with numerous global human and environmental issues. 64% of them say they actively try to make the world a better place. And they expect brands to do the same.

Being socially responsible is in the DNA of Millennials.
Although 76% support environmental causes, they

DON'T WANT TO BE LABELED as an “environmentalist.”



FUN FACT: MILLENNIALS REJECT LABELS IN GENERAL. 60% OF THEM DON'T EVEN WANT TO BE LABELED A MILLENNIAL.



HAAGEN-DAZS & HONEYBEE PRESERVATION

Honeybees are disappearing at an alarming rate and that's bad news for the global food chain. Haagen-Dazs created a microsite to raise awareness about the issue that could directly influence availability of the ingredients used in their ice creams. The company is donating a portion of proceeds from its Haagen-Dazs honeybee brand to research on the topic resulting in \$1M to date. The #HelpHoneyBees hashtag generated 650k tweets.



FUN FACT: HONEYBEES ARE CURRENTLY BUZZZWORTHY. SOME OF THE BRANDS THAT USE THEM IN THEIR CAUSE MARKETING ARE: WHOLE FOODS, GENERAL MILLS, BURT'S BEES, MONSANTO AND CELESTIAL SEASONINGS.

GLOBAL PICTURE

Millennials' definition of community extends beyond local neighborhoods and schools. This has shaped the way they interact and perceive cause marketing and charitable organizations.

61% OF MILLENNIALS are worried about the state of the world and feel personally responsible for making a difference.

As a result, **57% OF MILLENNIALS** say they support human rights and international development causes.
(Vs. 4% of Baby Boomers)



CHARITY:WATER

Charity:Water is an organization that seeks to bring water and other natural resources to areas of need across the world. It was created by Millennials to not only get younger generations donating, but to donate to an organization that they can trust. To build trust among Millennials, Charity:Water publishes a financial report at the end of the year documenting where donations went and how they were used. In 2014 alone, Charity:Water raised \$43.4M, with every penny going directly to its 16,000 water projects, bringing clean water to more than five million people across the globe.

LET ME VERIFY THAT

Trust and transparency are key values to Millennials. Before they contribute to a charitable cause or organization, they demand an honest look into those cause efforts, to ensure they're authentic.

Millennials are **2X MORE LIKELY** to investigate a program's credentials before trusting a charitable campaign.
(Vs. 13% of Baby Boomers)

90% OF MILLENNIALS will research a charitable organization's mission statement before giving their time or money.



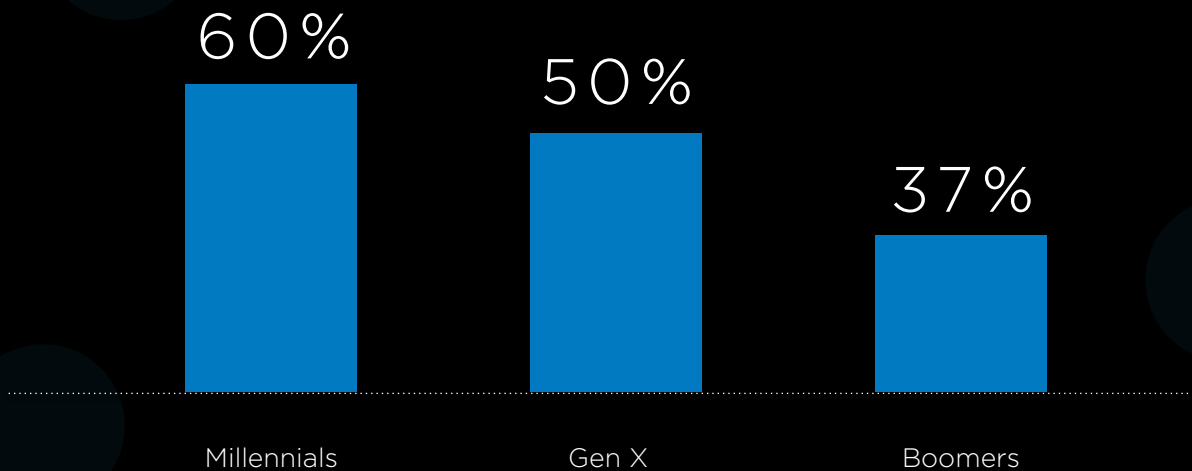
SUSAN G. KOMEN

The organization received a lot of flak for its lack of transparency regarding how its donations were being used. In 2012, it was reported that the multimillion-dollar company used less than a dime of each dollar donated toward looking for a breast cancer cure and the organization had no good answer when investigated by donors. Furthermore, when the foundation's CEO accepted a salary raise and remained on as CEO for another year – rather than stepping down as she had otherwise indicated, donors were upset by the lack of honesty from the foundation. Donations dropped significantly and event participation declined by 41% in some cities.

SEE THE IMPACT

Millennials want to understand how their contributions are making an impact.
They want to stay informed and educated to reinforce their support.

Millennials expect to see the direct impact of their donations.



The ability to see the direct impact of their donation has a significant bearing on their decision to give.



WARBY PARKER

The prescription eyeglass brand gives consumers a clear look into their cause efforts. From videos to charts, the brand outlines its story with interesting content. More importantly, its efforts help strengthen local initiatives and businesses in those communities. For each pair of glasses sold, the brand makes a donation to its non-profit partners to cover the cost of sourcing an additional pair of glasses in global communities. The non-profit then trains men and women in those developing countries on how to give basic eye exams and sell glasses to their communities at an affordable price.

BE AN AMBASSADOR

Millennials don't take a passive approach to a cause. They want to be impactful in the donation process and help NGO's develop products and services. Social media has made this easier than ever before.

Since participation is in the DNA of Millennials, around **7 in 10** are ready to raise money on behalf of an NGO if they are made to care about the cause. If it's easy to do, they're in.



MOVEMBER

A project started by a couple of friends in a bar in Australia in 2003 turned into a worldwide phenomenon to raise awareness for several male-related causes. To date, 4.5+ million people have participated, raising \$649M, and funding 832 men's health projects.

- Make sure you have a solid mission statement that's easy to find. This is where the transparency starts for Millennials.
- Showcase how donors' money and/or time is being spent toward addressing the cause.
- Counterintuitive to the “buy local” trend among Millennials, it pays to support a cause with global appeal.
- Support a cause that is closely related to the brand story, helping to build authenticity and credibility. This will show that you're invested in the cause and not just your bottom line.
- Millennials want to feel involved and share their support with their respective networks. Give them easy ways to do so, helping to reduce the barriers to participation.

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