Giveo Launches Crowdgiver - Allows for Targeted Donations

Giveo, a social software developer, has just launched Crowdgiver—a way for brands to allow customers to have a say in and become engaged with the brands' charity efforts. As charitable giving becomes more and more social through texting, social media, and credit card/mobile transactions, Giveo might be what brands need to engage the new tech generation.

Messman, the CEO of Giveo, notes other trends in cause marketing. Often, customers are more enthusiastic about a brand that supports a cause that they are interested in. For this reason, Messman believes that Crowdgiver has the potential to be quite effective as it allows the customers themselves to get involved. This can help target the companies' donations based on specific demographics and locations, which in turn could increase customer participation. “Relevance really drives engagement. Personalization drives engagement,” says Messman.

For full article: Crum, Chris March 30, 2010
http://www.webpronews.com/topnews/2010/03/29/calling-upon-customers-to-give-where-it-matters-to-them

Foursquare’s Checkin for Charity Shows Results

Foursquare Checkin for Charity (Save the Children Haiti Relief Fund), SXSW 2010 Results:
• Over 135,000 checkins on Foursquare.
• Over 2,400 tweets that included the #sxswHaiti hashtag supplementing checkins
• 25 cents per login PayPal and Microsoft pledged for a maximum gift of $15,000 achieved in less than 48 hours
• Publicity and press, such as WSJ (http://blogs.wsj.com/digits/2010/03/12/big-at-the-sxsw-conference-location-location/)

Checkin for Charity showed a tech-savvy crowd the role Foursquare can play in the cause world. Now Foursquare ambassadors will finally have a social media platform for cause marketing that they can truly call their own. “...we saw a lot of people actually SHOWING each other their little foursquare messages. Kind of neat to see a guerrilla kind of thing that was not totally forced or pushed on by some big brand.” – Kerrie LeBourveau, member of the StudioGood team responsible for the campaign.

For full article: Waters, Joe March 18, 2010
http://selfishgiving.com/cause-marketing-news/foursquare-at-sxsw#comments
P&G Expands Future Friendly Initiatives

- Nearly three in four (74 percent) report they would switch to another brand if it helped them conserve resources without having to pay more and a similar amount (69 percent) report they would recommend the product to others.
- More than a third (37 percent) cite the lack of enough information about what to do as the top reason preventing people from leading a more environmentally-friendly lifestyle.
- A majority (58 percent) would be at least very likely to change the way they do daily chores if it helped them reduce waste, save energy and save water in their homes.
- Saving money is the most frequently mentioned reason for why consumers would take measures to reduce waste, save energy and save water in their home (64 percent) followed closely by preserving resources for future generations (56 percent).

Earlier this month, P&G announced that beginning this week, it would be aggressively expanding on the Future Friendly initiative. Future Friendly was first introduced at the 2009 Clinton Global Initiative and serves as an environmental responsibility and consumer education platform. The purpose of the initiative is to help general consumers save water, waste and energy. P&G’s goal is to meet or exceed its original pledge of educating at least 50 million U.S. households on conservation by the end of 2010. According to P&G, more than 15,000 retail locations will participate in the initial phase of the initiative.

The Future Friendly platform will show consumers how to use popular P&G products to save water, waste and energy. For example, almost 80% of the energy used in the typical load of laundry is in heating water at the consumer’s home. By washing in cold water with a detergent formulated for that application - like Tide Coldwater - consumers can conserve this energy, and also help reduce their utility bills. P&G will be extending this campaign to its product packaging. As such, Tide Coldwater products will display a Future Friendly seal to indicate their energy-savings capabilities. The product packaging change will appear on retailer shelves in early April. The U.S. launch of the initiative will be also be supplemented by traditional marketing and public relations programs, including television spots and promotional campaigns. P&G's April edition of its popular brandSAVER newspaper supplement (delivered to more than 50 million households), will include coupons for Future Friendly products. The campaign will be further supported by a full suite of digital and social media engagement initiatives, a P&G employee communications campaign, signature event sponsorships and other conservation education partnerships.

"With Future Friendly, we’re trying to educate 'mainstream' consumers on how to conserve natural resources in their homes," said Melanie Healey, P&G Group President, North America. "These consumers don’t want any perceived trade-offs in performance and price. Instead, they want to purchase the brands they already know and trust and understand how using these products, and adopting other simple behavior changes within their homes, can help them lower their impact on the environment.

"Conserving natural resources for future generations is a shared responsibility and a critical component of our purpose-driven focus on touching and improving the lives of our consumers. Consumers use our products billions of times every day. Future Friendly will help us turn these moments into opportunities to save environmental resources; help consumers get even more value out of the same products they know and trust; and, open new doors for innovative products and solutions that improve their lives."

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