

# CAUSE MARKETING

Whirlpool, First Book win top honors in fifth annual **Cause Marketing Halo Awards**

**T**his week the Cause Marketing Forum honors outstanding companies and causes for teaming up to do well by doing good at its fifth annual Cause Marketing Halo Awards luncheon in New York.

Fifteen separate 2006 campaigns will receive category-specific trophies, while Golden Halos will be given to Whirlpool Corp. and First Book for their overall leadership and outstanding work in the field of cause marketing.

A record number of entrants competed for this year's awards, which are judged on four criteria: conceptual strength, execution, business results and cause results. Entries were evaluated by a multidisciplinary committee of judges, which selected one winner and one runner-up in each of eight categories.

The winning programs tackle a wide variety of challenges such as encouraging literacy, finding homes for abandoned dogs, promoting recycling, fighting disease, outfitting firefighters and motivating teenagers to volunteer.

The Cause Marketing Forum was created in 2002 to help businesses and nonprofits collaborate to tackle social and business issues. "The idea for forming such an organization came to me in the months after 9/11 and the Enron scandal," says David Hessekiel, CMF's founder and president. "I

could see that consumers were demanding more of corporations. Companies were seeking to improve their images and nonprofits were hungry for corporate partners, yet the field of cause marketing had none of the institutions it needed to mature and grow."

He launched a conference, an awards program and a website with information that he hoped would be valuable to those who wanted to get involved in cause marketing.

"Sponsorship from some early believers at Reader's Digest, where I had consulted on cause marketing projects, and Advertising Age provided crucial cash and marketing support that helped us make it through that exciting but lean first year," Mr. Hessekiel says.

The first conference in 2003 attracted 240 people. This year, nearly double that number are expected to attend. Thousands of people around the world subscribe to the Cause Marketing Forum's e-newsletter, and hundreds of corporations, nonprofits, agencies, suppliers and individuals have become paying members. The company, based in Rye, N.Y., also organizes regional workshops and offers teleclasses and digital tools at [www.causemarketingforum.com](http://www.causemarketingforum.com).

"Five years after we launched the Cause Marketing Halo Awards, I continue to be amazed and impressed by the quality and variety of business-nonprofit alliances being forged and refined across America," Mr. Hessekiel says.

The 2007 Cause Marketing Forum conference is supported by corporate sponsors including:

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# CAUSE MARKETING GOLDEN HALO AWARD HONOREES

Each year, the Cause Marketing Forum recognizes one business and one nonprofit organization for their leadership and outstanding efforts over time. The 2007 recipients are:



**CORPORATE WINNER: WHIRLPOOL CORP.** and its Whirlpool and KitchenAid brands for their long-term, successful partnerships with Habitat for Humanity International, which aims to eliminate substandard housing, and Susan G. Komen for the Cure, which fights breast cancer.

**A range and refrigerator for every home:** One of Habitat's largest corporate sponsors, Whirlpool and its employees have improved the lives of tens of thousands of families since 1999 through its Building Blocks program, providing countless volunteer hours and more than 73,000 appliances. Whirlpool donates a refrigerator and range to every new Habitat home built in North America and plans to support every Habitat home built globally by 2011, through product donations, cash or home sponsorship.

**Hurricane Katrina relief efforts:** Whirlpool continues to support Hurricane Katrina relief efforts. In 2006, Whirlpool donated \$1 million for relief efforts and its employees helped construct approximately 50 homes in St. Tamany Parish, La. In January 2007, Whirlpool continued its support by holding its annual sales meeting in New Orleans. As part of that meeting, more than 1,000 Whirlpool employees spent one day volunteering with Habitat for Humanity to help rebuild New Orleans' residential areas.

**Fighting breast cancer—one cook at a time:** Now in its sixth year, the Cook for the Cure program, created and sponsored by KitchenAid, has raised more than \$5 million globally to support the fight against breast cancer, more than \$4 million of that in the U.S. benefiting Komen for the Cure. Funds are raised through donation-with-purchase programs, culinary auctions and events, and a grassroots initiative that encourages consumers to host their own "party with a purpose" to generate donations from family and friends. Cook for the Cure has drawn the support of many of the country's most celebrated chefs, including Mario Batali, Susan Feniger, Bobby Flay, Emeril Lagasse, Mary Sue Milliken, Sara Moulton and Jacques Pepin.



**NONPROFIT WINNER: FIRST BOOK**, a highly entrepreneurial literacy organization dedicated to providing new books to children from low-income families, for its leadership in building win-win business alliances with a wide range of corporate partners.

First Book has forged partnerships with a number of businesses over the last 15 years. Among its many partners have been:

**Borders:** Since launching an alliance with First Book in fall 2005, Borders and the customers of its 1,200-plus bookstores nationwide have donated more than \$1.6 million to provide new books for children in need in hundreds of communities across the country.

**Build-a-Bear Workshop:** Build-a-Bear Workshop and First Book began working together in 2002 with the introduction of Read Teddy to promote literacy. Build-a-Bear Workshop donates a portion of the proceeds from every purchase of Read Teddy to First Book, totaling more than \$890,000 to date.

**"The Cat in the Hat" Challenge:** To promote the launch of Universal Studios' movie "The Cat in the Hat," First Book challenged television news anchors to wear "Cat in the Hat" stovepipe hats on air in exchange for a donation of 5,000 children's books. Newscasters in 25 markets donned the hat, as did Oprah Winfrey and "Today" hosts Katie Couric and Matt Lauer, generating a donation of 225,000 books for children in need nationwide.

First Book has also forged mutually beneficial relationships with dozens of children's book publishers, ensuring that a steady stream of new books is available for distribution to millions of children every year. These relationships allow publishers to promote new books and highlight authors in communities across the country while creating a new market of readers.



www.FirstBook.org

**Thank you to David Hessekiel and the Cause Marketing Forum for your leadership.**  
And a special thank you to First Book's corporate partners for helping us place more than 50 million books into the hands of children in need.

# *The Rewards*

## OUTWEIGH THE AWARD



Breast cancer survivor



First time homeowner

A new lease on life. Keys to a first home. These are the rewards we're most proud of. Whirlpool would like to thank our employees and agency partners for their efforts in helping us achieve the respected Golden Halo Award. We remain committed to continuing our work of rebuilding and restoring hope for so many lives. Every success story is our greatest reward.

*Whirlpool is honored to accept the Cause Marketing Forum Golden Halo Award.*



FOR THE WAY IT'S MADE.®



# CAMPAIGN AWARDS

## BEST TRANSACTIONAL CAMPAIGN

**Gold Winner:** The Goodwill Sale

**Business:** Bon-Ton Stores

**Nonprofit:** Goodwill Industries

This heavily advertised promotion matches Bon-Ton stores with Goodwill agencies in 22 states. In exchange for donations of gently used clothing and household items, consumers receive 20% off coupons for use in participating stores. In 2006, sales at Bon-Ton stores far exceeded those in the previous year; for Goodwill, more than 5 million pounds of donations



were collected, generating more than \$7 million to support job training and career services.

**Silver Winner:** Target/Red Cross Emergency Preparedness Kit

**Business:** Target Stores

**Nonprofit:** American Red Cross



To help the American public better prepare for disasters and emergencies, this program created an affordable First Aid and Emergency Preparedness Starter Kit. The kit is priced at \$29.99, a savings of more than 50% compared to buying the 33 items separately at Target, while yielding a \$10 donation to the Red Cross. More than 99,600 Starter Kits have been sold, resulting in a contribution of more than \$1 million. More than 200 media placements occurred during the item's first month, and 117 million media impressions were generated in 2006.

## BEST HEALTH CAMPAIGN

**Gold Winner:** Pantene Beautiful Lengths

**Business:** Procter & Gamble's

Pantene Pro-V

**Nonprofits:** Entertainment Industry Foundation, American Cancer Society and others

**Agency:** DeVries Public Relations

Led by a multifaceted PR effort, including a website, public service TV spots, promotional items and events, this campaign encouraged women to donate their hair to create free wigs for women undergoing cancer treatment. The campaign kicked off with celebrity spokeswoman Diane Lane having her hair cut for donation on ABC's "Today." Since then the campaign has generated more than 700 million media impressions for the Pantene brand in major publications, TV



shows and websites. The 2006 cause benefits: Pantene contributed \$1 million to the EIF Women's Cancer Research Fund, 40,000-plus hair donation kits were requested, more than 8,600 ponytails were donated and 1,000 wigs were created.

**Silver Winner:** Cure, Care, Commitment Meets Life-Changing Results

**Business:** Gold's Gym International

**Nonprofit:** American Diabetes Association



Intent on softening its "hard-core gym" image and reaching a new audience, Gold's Gym became one of the American Diabetes Association's first national strategic partners. In 2006, more than 300 gyms across the country became centers for diabetes prevention and management through information and exercise programs plus a

tie-in to the ADA's annual Tour de Cure cycling fundraising event. As a result of the multitiered program, more than 1,500 riders participated in the cycling event, raising more than \$600,000 and creating greater awareness of the disease. For the gyms that participated, telephone inquiries and new-member visits increased after each local event, and long-standing members expressed their appreciation.

## BEST ENVIRONMENTAL/WILDLIFE CAMPAIGN

**Gold Winner:** Pedigree Adoption Drive

**Business:** Pedigree

**Nonprofits:** Various dog shelters

**Agencies:** TBWA\Chiat\Day and Catapult Marketing

This program was designed to raise money for dog shelters nationwide and increase awareness of the dog adoption cause through shelters while position-



Since 2004, Reading Is Fundamental and Colgate-Palmolive have accomplished some pretty terrific things. Like establishing the "Healthy Bedtime Habits" campaign to teach families the importance of reading and brushing teeth each evening. Like turning Colgate's generosity into books and bilingual resources for hundreds of RIF programs in communities across the country. Like helping parents and kids learn that good habits lead to a lifetime of happiness and healthiness.

## Building Strong Bodies and Minds, One Kid at a Time.



Because RIF and Colgate know that a solid partnership promotes a world of good.



For more information, visit [www.rif.org](http://www.rif.org).

ing Pedigree as a brand that loves dogs and understands the dog-owner relationship. By donating a percentage of the sales of each bag of Pedigree to benefit dog shelters, Pedigree included retailers and consumers in the effort. Supported by advertising, PR and promotion, the program raised \$750,000, generated 51 million media impressions, engaged more than 80% of Pedigree's key retailers and helped Pedigree top \$1 billion in sales for the first time.

**Silver Winner: Fireman's Fund Heritage**

**Business: Fireman's Fund Insurance Co.**

**Nonprofits: Fire departments across the country**

This multitiered program is designed to build a stronger relationship between Fireman's Fund and its network of independent agents, boost employee morale and increase awareness of Fireman Fund's social responsibility. The program includes agent-directed and employee-



recommended grants to fire departments along with other activities, such as funding a critically acclaimed documentary, "In the Fire," which ran on The History Channel. The amount donated in 2006, tied to the amount of business agents write, rose to more than \$4 million.

**BEST CAUSE MARKETING EVENT**

**Gold Winner: Boost Mobile RockCorps**

**Businesses: RockCorps, Boost Mobile**  
**Nonprofits: Various**



This program engages young people in community service by offering a free

**Silver Winner: Return the Warmth**

**Businesses: Sam's Club and Aquafina**

**Nonprofit: Keep America Beautiful**



This nationwide plastic bottle recycling effort included a school-based program that helped divert more than 37 million plastic bottles from the waste stream. Among the business and societal benefits: Aquafina sales grew by \$50 million at Sam's Club, more than \$300,000 in grants were made to KAB affiliates and schools, students learned important recycling lessons and 100,000 fleece jackets made of recycled Aquafina bottles were donated to children in need.

**BEST SOCIAL SERVICE/ EDUCATION CAMPAIGN**

**Gold Winner: ClassroomsCare**

**Business: Scholastic Book Clubs**

**Nonprofits: Save the Children, First Book, Reach Out & Read, Hello Friend**

This literacy campaign is designed to teach children the joys and importance of reading and giving. Elementary school classes are encouraged to read 100 books during the first part of the school year to trigger a matching 100-book donation by Scholastic Book



Clubs to schools in need. In the 2006-07 school year, the number of participating classrooms nearly doubled to 255,000, and the total number of books donated is expected to reach 7 million.

## Feeling warm and fuzzy?

**We are.** It's a great thing when we see the results of a project that is close to our hearts. Smiling kids in warm jackets made from recycled plastic definitely motivate us to passionately support Return the Warmth. Saving landfill space and reducing energy consumption also makes us feel good. And, getting recognized with a Halo award for doing good encourages us to go forward with full force in doing our part to protect our children, our earth, our future.



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ticket to an exclusive concert in exchange for four hours of volunteer labor. In 2006, the campaign produced 14 concerts and recruited volunteers for 119 projects in cooperation with 51 nonprofit groups. Follow-up research indicated that more than 40% of those participating in RockCorps volunteered again; for Boost Mobile, there was valuable increased awareness of the company.

**Silver Winner:** SunChips Hope Shines On  
**Business:** Frito-Lay  
**Nonprofit:** Susan G. Komen Breast Cancer Foundation  
**Agency:** Millsport

SunChips hosted Hope Shines On events at 114 Race for the Cure gatherings, where it distributed 1.4 million pink sample bags. Giant inflatable SunChips bags, volunteer hospitality tents and other tactics created a strong



brand presence at races large and small. In its first year, the program helped double SunChip sales and generated a \$380,000 donation as well as publicity for Komen. SunChips was the first Frito-Lay brand to use cause marketing, but many others are now adopting cause-related strategies.

**BEST JOINT MESSAGE PROMOTION**

**Gold Winner:** Jumpstart Read for the Record  
**Business:** Pearson  
**Nonprofit:** Jumpstart



Jumpstart, an early education organization, and Pearson, an international media company, used the concept of trying to set a world record to build awareness of the school readiness program. The goal: set a Guinness World Record for the largest number of adults and children reading the same book ("The Little

Engine That Could") together in a single day. All sales of a custom edition published by Pearson's Penguin Group were donated to Jumpstart, raising more than \$1 million. In addition to garnering considerable media coverage, the program engaged more than 150,000 people from adults such as New York Mayor Michael Bloomberg to children in libraries and classrooms from coast to coast.

**Silver Winner:** Volvo for Life Awards  
**Business:** Volvo Cars of North America

**Nonprofits:** Various  
**Agencies:** Fitzgerald Brunetti and Haberman & Associates

Each year Volvo recognizes individuals and their organizations that put safety, quality of life and environment into practice in daily life. Nearly \$1 million is awarded each year to help these "real-life heroes" continue their work. Nominations are made at a website, and winners are chosen by a panel of well-known Americans from various fields and then honored at a gala media event at the New York Auto Show. The program, which has garnered more than \$80 million in publicity value, conveys the values, heritage and spirit of Volvo.



**BEST CAUSE MARKETING PRINT CREATIVE**

**Gold Winner:** Thanks & Giving 2006  
**Business:** Target Corp.  
**Nonprofit:** St. Jude Children's Research Hospital

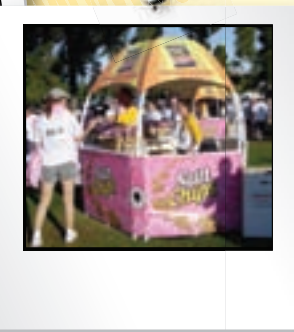
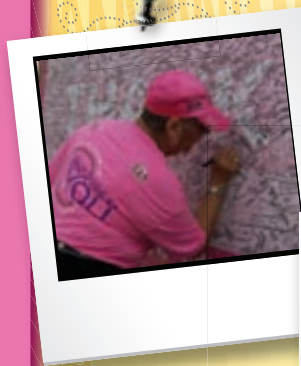
This program, part of the hospital's largest fundraising effort that takes place during holiday time, involved



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FROM ALL YOUR FRIENDS AT **THE MARKETING ARM**

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creating an item that Target shoppers would need during the holidays: a plush elephant gift card holder whose profits (\$1.50 per item) were donated to the hospital. Supported by ads in People, newspapers, in-store materials and product placements, the program raised more than \$300,000, part of Target's overall donation of \$1 million to St. Jude.

**Silver Winner:** Pedigree Adoption Drive

**Business:** Pedigree

**Nonprofit:** Various dog shelters

**Agencies:** TBWA\Chiat\Day and Catapult Marketing



This campaign was also the Gold winner in the Best Environmental/Wildlife Campaign. (See Page H4.)

#### BEST NATIONAL/LOCAL INTEGRATION

**Gold Winner:** Healthy Bedtime Habits for a Lifetime

**Business:** Colgate-Palmolive Co.

**Nonprofit:** Reading Is Fundamental

**Agencies:** Young & Rubicam, Cohn & Wolfe, VML, Einson Freeman

Launched when parents and retailers had back-to-school on their minds, this multilayered program is aimed at promoting reading and brushing teeth as healthy bedtime routines while engaging Colgate retailers and local RIF affiliates. Among the local integration activities: Colgate donated book collections and organized in-store readings to benefit retailers that supported the program while RIF helped publicize free dental-care visits by Colgate's mobile Bright Smiles Bright Future vans. On the national level, a website where parents and children could fill in a reading and brushing log to receive a free toothbrush received high levels of traffic during the promotion.



**Silver Winner:** Community Spotlight/Starlight Starbright

**Business:** Hollywood Entertainment

**Nonprofit:** Starlight Starbright Children's Foundation

Since 2002, this video and game rental company has partnered with Starlight Starbright to help seriously ill children and their families cope through the installation of entertainment centers and bedside mobile entertainment units in hospitals. Hollywood involves



## JOIN THE CAUSE MARKETING FORUM

America's leading cause marketers meet face to face at our annual conference, but the Cause Marketing Forum can bring you the information and advice you need to do well by doing good 365 days a year.

**WEBSITE:** [www.causemarketingforum.com](http://www.causemarketingforum.com) offers free case studies, research and news you can use.

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**MEMBERSHIP:** Whether you're an individual, an agency, a corporation or a nonprofit group, CMF has a membership program filled with benefits to increase your cause marketing effectiveness. Learn more at [www.causemarketingforum.com/membership.asp](http://www.causemarketingforum.com/membership.asp).

To learn more about CMF programs and services, contact us at 914-921-3914 or [info@causemarketingforum.com](mailto:info@causemarketingforum.com).

its 26,000 employees at various levels—from promoting in-store contributions and sales of cause-related items to volunteering to host parties for young patients. In 2006 alone,

employees held more than 500 hospital events while promotional programs added hundreds of thousands of dollars to the millions that Hollywood has donated to the cause. ■

# Winning is good. Sharing is better.



READ FOR THE RECORD  
**jumpstart**

At Pearson, we're proud to be a founding sponsor of Jumpstart's Read for the Record Campaign.

We're proud too that together with Jumpstart, we've been awarded the Cause Marketing Forum's prestigious Gold Cause Marketing Halo Award for last year's inaugural Read for the Record campaign.

This year, please help us share the power of Jumpstart. Join Pearson people and record-breakers everywhere and help ensure that early education remains a national priority.

**Jumpstart's Read for the Record takes place on September 20th.**

Visit [www.readfortherecord.org](http://www.readfortherecord.org) to pledge to Read for the Record.

Visit [www.pearsonfoundation.org](http://www.pearsonfoundation.org) to find out how Pearson people and businesses help teachers and students Read for the Record. There, you can also learn how the Pearson Foundation can help your employees share the power of Jumpstart with young people in local schools and classrooms on September 20th.



TUESDAY, JUNE 12, 2007

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# How You Market Can Make A Difference

Featuring Live Earth Founder, Emmy Award-Winner Kevin Wall

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Carol Yang, Vice President of Global Marketing, **Timberland**

Mark Norman, CEO, **Flexcar**

David Perry, CEO, **Aspen Snowmass**

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