

Market Research



1 garment. 1 smile.

This document will introduce you to cause marketing and its effects on your brand. We have collected data from different sources that demonstrate how cause marketing changes the way people perceive your brand & identify it with a social cause.

Note: Most of the data below represent numbers from the US as that's where surveys have been conducted. We haven't found similar data for other countries, but we believe they follow similar patterns.

“Consumers in developing countries are leading the way in their drive to buy from companies that are sustainable, and demonstrate a global consciousness. Consumers in Brazil, China, India and Mexico are all more likely to purchase and promote brands that support good causes, outpacing peers in the west. U.S. companies can take lessons from these emerging markets, where eight out of ten consumers expect brands to donate a portion of their profits to support a good cause.”

- Edelman 2010 goodpurpose Study

So what is Cause Marketing, how does it help your brand grow and how can you benefit by partnering with Tofu?

Cause marketing is a marketing initiative taken by a brand to promote a social cause.

The benefits of cause marketing include:

New Customers

Increase your customer base by partnering with us. 8 out of 10 Americans say that they are more likely to switch brands to one that supports a cause³. Furthermore, almost 1 in 3 Americans say they told a family member or friend about a company or product after learning about its commitment to social issues². That essentially implies a significant amount of word of mouth marketing, which is the best way to advertise your products.

Brand Image

Customers will perceive your company to be socially responsible when you work with us. 80% of American adults³ and 88% of American teens² say that they would likely switch from one brand to another if it is associated with a good cause. The textile industry is especially plagued with accusations of sweatshops and harsh working conditions. Partnering with us will help greatly in disassociating your company from that negative image and instead engrave a positive image in customers' minds.

To quantify this trend, here are a few statistics to showcase how a consumer's perception of a brand alters when there's a social cause tagged to it.

The Numbers Game

Millennials: People between the age of 18 and 24 | Moms: Mothers who have kids 17 or below, living in their household

85% of Americans say that they have a more positive image of a product or company when it supports a cause about which they care¹

30% According to a survey in 2007, 30% of Americans told a family member or friend about a company or product after learning about its commitment to social issues²

36% The survey conducted in 2007 also found that 36% of Americans purchased a product from a company after learning about its commitment to social issues

61% According to a 2010 survey, 61% of American moms and **53%** of Millennials bought a cause supporting product/service in the past 12 months¹

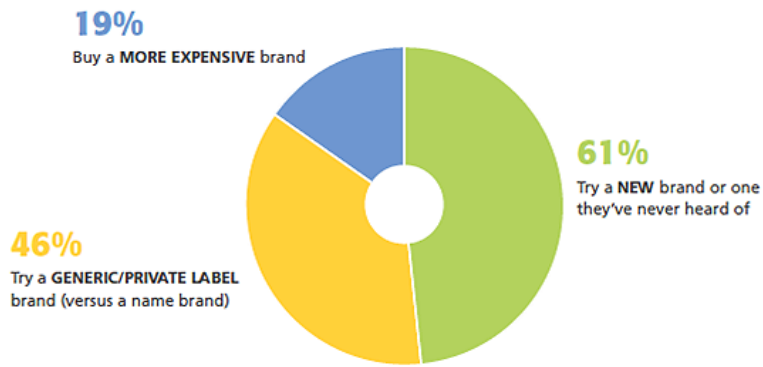
80% of Americans say they are more likely to switch brands equal in price and quality to one that supports a cause.

93% of American moms¹ and 88% of teenagers² are likely to switch brands equal in price and quality to one that supports a cause

87% of American Millennials and **69%** of adult Americans say that cause branding is an important factor when they decide where to work¹

79% of Millennials and **59%** of adult Americans say that cause branding is important when they decide which stock or mutual fund to invest in¹

43% increase in social responsibility as a purchase trigger between 2010 and 2012 in India (last year for which data was found). 71% of Indians polled were willing to pay a premium for socially conscious products and India is considered a bull market for cause related marketing.⁴



Source: 2010 Cone cause evolution study

References:

1. "2010 Cone cause evolution study" Cone Inc
2. "Profits and Perception: The Rise of Cause Marketing" by Allison Putnam (2010), University of Oregon.
3. "Shopping for a Better World." by Sarika Bansal (2012), New York Times.
4. Edelman 2010 goodpurpose Study