

Cause Marketing – an effective marketing tactic or a feel good initiative? IMI International has completed its latest ConsumerTrack™ study on Cause Marketing in Australia. Designed to shed some light on how Australians are donating, who they are donating to, how much and how often; the report also delves deeper to highlight what consumers expect out of brands that partner with a cause. Below you will find excerpts from the report as well as an overview of the key issues examined in the full report.



Average number of times purchased a lottery ticket in past 12 months to donate to a charity you support

3x

% of consumers who say their preferred method of donating is through supporting a friend/family member taking part in an event to raise money

31%

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

62%

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

83%

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

61%

Product category that fits best with a Natural Disaster

Charity Lottery Ticket

% of consumers who say that celebrity involvement in charities makes them aware of issues they might otherwise not have known about

32%

Cause Marketing Insights ➔

How Australians Would Donate \$100*

Summary of Top 3

1. **Illness**
2. **Children's Charities**
3. **Animals**



*Actual split of the dollars allocated is available in the report

Our Australian Cause study shows that a high percentage of consumers donate to charity and many prefer high profile causes such as illnesses, children's charities and animal organizations. Their donation method, how much and to which specific causes they donate to, however, need to be understood to maximize any potential causal initiative.

Charity Donations

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

19 to 24 years old	69%
25 to 34 years old	71%
35 to 44 years old	78%
45+ years old	84%

Key Study Perspectives ➔

- Identify who is donating to charities, how often and how much?
- Identify causes that are important to consumers – illness, homelessness, international aid, children's charities, recent natural disasters and more
- Understand the importance of teaching and educating children on participating in charities
- Identify ways that consumers would prefer to donate – via lottery, product purchase donation, direct donation, fundraising, etc
- Identify cause marketing trends – online/mobile donations, celebrity influence, etc
- Tactic effectiveness for brands that are cause-friendly
 - How do consumers feel towards companies that associate themselves with causes?
 - 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?
 - How much is enough for products that make a donation on behalf of consumers?



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

Talk to IMI International for further details on this study:

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