

Cause Marketing - US - November 2014

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“As partnering with a cause organization has become a standard marketing tactic, it has become increasingly difficult to stand out from competitors using cause marketing. Consumers have become skeptical of cause marketing and some brands have seen backlash from aligning with controversial causes.”
– Lauren Bonetto, Lifestyles & Leisure Analyst

This report looks at the following areas:

- Consumers question the true motives behind cause marketing
- Some consumers are cause-fatigued
- Taking a stance on controversial issues can result in backlash

Cause marketing has become so commonplace that simply aligning with a cause and making monetary donations is no longer enough to impress consumers. Campaigns must be genuine and innovative to make an impact. Some demographic groups are more receptive than others to cause marketing, such as Millennials and parents of children younger than 18.

Companies must consider how they will overcome skepticism, cause-fatigue, and disinterest in their cause marketing initiatives.

This report builds on the analysis presented in Mintel's *Cause Marketing – US, August 2011*, as well as the August 2007 report of the same title. Readers may also be interested in Mintel's *Attitudes Toward Corporate Social Responsibility – US, September 2012*.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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