Woke up
Corporate Community Engagement
The opportunity: long term rewards

• Nurture the community in which your business operates
• Invest in the communities and causes that your customers care about – deepen the relationship
• Address issues that may impact your future survival (or shall we just leave it to Government?)

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Social issues

• Environmental > life on earth
• Health issues > obesity, depression, drug abuse, cancer
• Social issues > illiteracy etc
• Aging population > stress on health system
• Shrinking workforce > skills shortage
The opportunity: immediate rewards

- Cause partner as expression of your brand values – a visible demonstration of what you stand for
- One aspect of CSR that can be leveraged
- Derive a tangible & immediate ROI
- Inspire customer loyalty (increased market share & sales)
Immediate rewards

- Regain trust
- Differentiate – build your brand
- Attract Gen Y
- Build team spirit and pride
- Emotionally connect with consumers
- Utilise resources & power
- Help to put a cause on the map

*BUT* (yes there’s a BUT)
Watch out for: Vigilante consumerism

Ribena, anyone?

NOT ⚠️ GOOD ENOUGH.ORG

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Watch out for: Rising scepticism & cynicism

Damned if you do, damned if you don't
F.M.C.G examples
Service providers
Trend 1: more campaigns – tied to business strategy

campaignforrealbeauty.com.au  Dove
Trend 2: more staff engagement
Best practice – negotiation

- Take time – understand the true value each party brings
- Shared values, shared goals
- Mutual benefit, mutual respect
- Natural fit and synergy
- Measurable objectives and measures
- Congruency with CSR strategy
- Authenticity
Best practice – marketplace

- Transparent communication
- Communicate the difference not $
- Engage staff and stakeholders
- Educate staff and stakeholders about the issue
- Planned exit
- Sensitive leverage

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AVOIDING THE PITFALLS

• CEO/wife personal decision
• Knee-jerk band-wagoning – especially environment
• Not measuring it – threatens longevity
• One-off sales promotion
• Tokenism/scattergun/window dressing
• Chest beating about $
Please no more cheque presentations!
Resource 1: CSR Jargon Busting Tree
Resource 2: award-winning case study movie

Resource 3: Toolkit to upskill NPOs

www.cavill.com.au (Toolkit)
Resource 4: Research Reports

Heart & Sold
Australian Customers Speak From The Heart

PassionPeople
How Employee Engagement Actively Impacts Employee Performance

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MORE INFO

• HeartShare® newsletter
• Case studies

Books
• *Emotional Branding* - Marc Gobe
• *Brand Spirit* – Hamish Pringle + Marjorie Thompson
• *Love Marks* – Kevin Roberts