

PAUSE TO SUPPORT A CAUSE™

How Global Companies Can Survey the Socially Beneficial Way.

September, 2009



Survey

- Excellent
- Very Good
- Good
- Give
- Poor

Market Research Missing the Mark

- Billions of dollars wasted in inefficient marketing and research spend
- Extremely costly and time consuming to incentivize people to give opinions on products and services
- Market fragmentation and advertising overload causes millions of marketing messages to fly by the intended target
- Nearly \$20 billion spent on global market research; \$1.5 trillion on marketing services and programs worldwide



Pause to Support a Cause

Turning Intention into Action

- Allows people to “opt-in” to a global consumer panel run by the Chief Marketing Officer (CMO) Council
- Trade a little time to support a cause they are concerned about
- Participate in research surveys or listen to marketing messages – in return for much needed donations



Non-Profits Become True Partners



- Thousands of global non-profits use their networks, communities, media access, celebrities, etc. to get their affinity groups involved in the initiative and to further their agenda and support needs
- Corporations get access to their target customers for research and marketing at a lower cost while the majority of that “business spend” goes to address global poverty, health, education etc.





The CMO Council
has brought together
a powerful coalition
of **strategic partners**
committed to the success of
Pause to Support a Cause

The Chief Marketing Officer (CMO) Council



- A global channel of insight, access and influence
- Represents nearly 5,000 global senior marketing decision makers
- Members control over \$125 billion in marketing spend
- Chapters in North America, Europe, Asia, Middle East, Africa and Latin America

Operational Partners



Register



Allows public to quickly register, profile and participate in research that benefits their choice of charities and causes



Select



Integrates nation's most trusted charity evaluator to assess financial-health of over 5,000 established and successful charities



Donate



Employs Internet's leading charitable resource to facilitate secure donations to millions of charities once users complete research

Beneficiaries



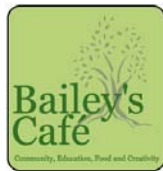
The Center for Art and Spirituality
in International Development



Special Olympics



Beneficiaries



The Serenity Foundation



T.Y.M.E.
Ministries



RHODES UNIVERSITY



DRESS FOR SUCCESS[®]
Suits to Self-Sufficiency

Spirit Jump



Organizational Boosters



A powerful coalition of business and industry groups, marketing associations and professional research organizations support this new model of access and action



The Chronicle of Philanthropy
The nonprofit world's No. 1 source for news and jobs



Advisory Board Members (Partial List)

- Greg Allgood, Executive Vice President - Procter & Gamble
- MurliBurluswar, Vice President, Insight & Innovation - Farmers Insurance
- Sean Case, Executive Vice President - Peanut Labs
- Todd Cunningham, SVP Strategic Insights and Research - MTV Networks
- Peggy Dyer, CMO - American Red Cross
- Brian Monger, Executive Director - Marketing Association of Australia and New Zealand
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- Chris Norwood, Founder – Health People
- Charles Best, Founder – Donors Choose
- Bruce Nasbey, EVP – Students in Free Enterprise
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- Eric Lent, VP – Hershey Traditional Trade
- Ted London, Head – BOP Michigan
- Paul Freedman, Award winning film maker
- Richard Canney, CEO –Think VehiclesLisa Nitze, VP - Ashoka



“Its real power lies in
enabling people to do
something for a cause
which they specifically
care about.”

Ed Martin

Director, International Insights & New Methods
The Hershey Company
Campaign Director & Senior Fellow
CMO Council

How It Works



Go-to-Market Tactics



Forge additional alliances & partnerships with research organizations and marketing associations



Form Advisory Board comprised of blue-ship corporate partners and leading non-profit organizations



Recruit additional non-profit organizations that can benefit from the program



Develop website, complete with registration, login and profiling capabilities



Campaign announcement with U.S. Chamber of Commerce in Washington D.C. and New York

Go-to-Market Tactics (con't)



Pilot research study and benchmarking of social survey initiatives



Global public service advertising contest with Zooppa's people powered creative community



PSA placement with print and broadcast media partners



Advocacy communication in executive forums and corporate intranets with HR groups



WOM campaign with social media and portal partners



Worldwide PR push with conference speaking tour

Sharing the Vision



The CMO Council will share the vision of Pause to Support a Cause at numerous speaking engagements and conferences



Ready to Get Involved?

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