

PAUSE TO SUPPORT A CAUSE™

How Global Companies Can Survey the Socially Beneficial Way.

March, 2011



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

- Taps into an online membership community of consumers ready and eager to participate
- Asks consumers to 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**
and **Brand Leaders**, All
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 6,000 global senior marketing decision makers
- Members control over \$200 billion in marketing spend
- Chapters in North America, Europe, Asia, Middle East, India, Africa and Latin America

Beneficiaries



Advisory Board Members (Partial List)

- Greg Allgood, Executive Vice President - Procter & Gamble
- Murli Burluswar, Vice President, Insight & Innovation - Farmers Insurance
- 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
- Patricia Goldman, CMO - March of Dimes
- James C. Schroer, Founder - EngageNextGen LLC
- Pat Ware, President & CEO – Shiloh International Productions, Inc.
- Shari Novick, Founder & CEO – Planet Sur
- Chris Norwood, Founder – Health People
- Charles Best, Founder – Donors Choose
- Bruce Nasbey, EVP – Students in Free Enterprise
- Barton Lee, Founder & CEO – EMR Research China
- Omar Mahmoud, Chief Knowledge Officer – Unicef
- Bill Guyton, President – World Cocoa Foundation
- Bob Fulton, President – iCalibre
- Jeff Duval, Founder & CEO – Forward 100, Inc.
- Scott Hillstrom, Founder – The Health Store Foundation
- Jerome C. Glenn, Executive Director – The Millenium Project
- James F. Gwaltney, President – J. Gwaltnet & Associates
- Dr. Mary Galinski, Head – Malaria Foundation
- Steven Schiller, VP – Hershey Marketing Excellence
- Eric Lent, VP – Hershey Traditional Trade
- Ted London, Head – BOP Michigan
- Paul Freedman, Award winning film maker
- Richard Canney, CEO – Think Vehicles
- Lisa Nitze, VP - Ashoka



Operating Partner: Op4G



- Op4G is a private, member-based online market research community of nearly 10,000 members with exceptional demographics
- Op4G membership is doubling every 30 days, developing an even more broad and diverse panel representation
- Already has strategic partnerships with over 200 Non-Profits and charitable organizations from across the U.S.
- Non-profits and charitable organizations invite supporters to join Op4G research community
- Respondents obtain cash as incentive, a minimum of 25% and up to 100% of compensation is given to non-profit or charitable organization that invited them to join
- Payments are made monthly, directly to charitable organizations through Op4G's secure protocol

Benefits of Beneficial Research



- Access to difficult-to-reach demographically rich consumers with shortened fielding time
- Increased response rates and honest insights from engaged, highly motivated (“affinity coefficient”) consumers
- Geographic diversity with representation in 48 States
- Respondents affinity to non-profit and charitable organization delivers higher response rates and more honest insights

Panel Demographics



- Demographic Highlights:
 - 31%+ Managers Making Buying Decisions
 - 66%+ Bachelors Degree or Higher
 - 38%+ Household Income \$100K+
 - 55% Make Daily Household Purchase Decisions
 - 41% Make Major Household Purchase Decisions

PAUSE
TO SUPPORT A
CAUSE

“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

CMO
COUNCIL™

How It Works



Ready to Get Involved?

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