



# PHILANTHROPY THAT FITS PERFECTLY

## ROCK YOUR CAUSE™ MARKETING AND DESIGN

CONNECTING PEOPLE AND CAUSES.

# The Hard Facts: Consumers say it's time to Rock Your Cause™

**89% of consumers say they would be likely to switch from one brand to another, when price and quality are about equal, if the other brand is associated with a good cause (compared to 66% in 1993).**

2010 Cone Cause Evolution Study

**89% of consumers state it is very/somewhat important to know about the values of companies they come in contact with through buying products.**

The 2008 MS&L Global Values Study

**90% of consumers want companies to tell them the ways they are supporting causes, 61 percent of which think companies need to give more details about their efforts.**

2010 Cone Cause Evolution Study

**One-third of Hispanic and African American consumers report that they almost always choose brands that support causes they believe in, compared to just one in five Non-Hispanic Whites.**

Yankelovich MONITOR Multicultural Study 2010

**Globally, 66% of people believe it's no longer enough for corporations to merely give money away, but that they must integrate good causes into their day-to-day business.**

2009 Edelman goodpurpose Consumer Study

**Behavioral research demonstrates 78% increase in actual purchases when cause marketing is used to in merchandising and promotions.**

2008 Cone/Duke University Behavioral Cause Study

# More numbers, just in case you aren't convinced

**60% of US consumers say businesses are in the best position to impact social issues, as opposed to government.**

2009 Waggener Edstrom Worldwide Consumer Research

**86% of consumers around the world believe that businesses need to place at least equal weight on societal interests as on business interests.**

2010 Edelman goodpurpose Consumer Study

**97% of marketing executives believe cause marketing is a valid business strategy.**

2010 PRWeek/Barkely PR Cause Survey Rock Your Cause™ presents a line of apparel built on a framework of philanthropy. We don't raise prices to generate donations, we just work on a different margin that works giving into our company's architecture.

Community welfare and integrity, both local and global, is the core value of Rock Your Cause™.

While we hope the above statistics add to our credibility, we simultaneously hope that they do not deduct from our authenticity. It is not our intention to cash in on catch phrases. We do not see cause marketing as the trend du jour with a shelf life but as a necessary way of doing business: humans are both consumers and cause-crusaders. Hence, we continuously work with our customers to develop and facilitate one of a kind marketing campaigns that allow businesses to integrate cause culture into their corporate culture. Giving customers the opportunity to be involved in a cause campaign fulfills them at a deeper level. Working with Rock Your Cause™ to execute a corporate cause campaign lets customers know that you care and actively advocate for their well-being.

People learn first and foremost from each other and commerce is one of their first languages. Hence, the business interface is a highly effective medium for leveraging a cause campaign. Your business is your platform from which you can make a concrete difference in your community. Connect your customers around their cause and we promise you will reap the rewards.

Your cause is our command.

 **START ROCKING**

ROCK YOUR CAUSE™ | PHILANTHROPY THAT FITS PERFECTLY

*corporate culture meets cause culture*

**WHAT'S YOUR CAUSE?**

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