

2013 CAUSE MARKETING FORUM HONOREES

2013 CAUSE MARKETING GOLDEN HALO WINNERS

Congratulations to Subaru and DoSomething.org for their breakthrough work at the intersection of cause and commerce. To learn more about their accomplishments, visit www.causemarketingforum.com/halo2013.



BEST CAMPAIGN CATEGORY WINNERS

Gold and silver awards will be presented to winning campaigns at the 2013 Cause Marketing Halo Awards in Chicago on May 30.

BEST TRANSACTIONAL CAMPAIGN

GOLD: A Very Special Christmas: Big Machine Label Group, Clear Channel Communities and Special Olympics International

Over the last 25 years, "A Very Special Christmas" holiday albums have raised more than \$100 million for Special Olympics. To refresh the brand for 2012, Big Machine Label Group and Clear Channel Communities leveraged their assets and forged relationships to promote the album. This resulted in a 100% increase in sales over 2011's total, generating \$1.2 million for Special Olympics. **SILVER: Million Moment Mission:** L.L. Bean and the National Park Foundation

BEST CAUSE MARKETING VIDEO

GOLD: Warriors in Pink: Ford and several nonprofit organizations

Instead of using celebrities to promote its Warrior in Pink line of clothing in support of breast cancer charities, Ford recruited cancer survivors to be Models of Courage. The inspirational video spotlights survivors sharing their personal journey in a way that connects with and captivates viewers.

SILVER: We Can Be Heroes: Warner Bros., DC Entertainment, Save the Children, Mercy Corps and International Rescue Committee

BEST BUSINESS MODEL INTEGRATION

GOLD: TerraCycle

TerraCycle's business model reduces waste, offering opportunities to raise funds by recycling

targeted items for schools, nonprofits and individuals. Companies that produced the waste (e.g., wrappers, packaging and electronic goods) subsidize collection efforts, and TerraCycle turns it into products such as park benches and backpacks. Since 2008, TerraCycle has collected more than 2.5 billion units of post-consumer waste, created more than 1,500 products and donated more than \$5 million to schools and nonprofits.

SILVER: Warby Parker

BEST HEALTH-RELATED CAMPAIGN

GOLD: Every Step Counts: Kohl's Department Stores and Susan G. Komen for the Cure, Southeast Wisconsin

Kohl's brought its sponsorship of the Southeast Wisconsin Race for the Cure to a breast cancer awareness campaign. Among the "Every Step Counts" initiative touch points: a pink presence at Kohl's corporate headquarters, its 14 area stores, a high-traffic area in downtown Milwaukee and a pink carpet area on race day. The event raised \$1.1 million.

SILVER: Do It for the Girls: Procter & Gamble and the National Breast Cancer Foundation

BEST SOCIAL SERVICE CAMPAIGN

GOLD: Brewing the American Dream: Boston Beer Co. and Accion

Now the largest of America's microbreweries, Boston Beer harkened back to its bootstrapping small-business roots in deciding to focus on helping food and beverage entrepreneurs through mentorship and loans administered by Accion. "Brewing the American Dream" has lent more than \$800,000 to

start-ups, engaged almost 100% of company employees and went national in 2012.

SILVER: Building Community: ARAMARK and Families International

BEST EDUCATION CAMPAIGN

GOLD: Turning Agents Into Educators: Horace Mann and DonorsChoose.org

Educator-focused insurance company Horace Mann partnered with DonorsChoose.org to create a program that would make it easier for agents to gain better access to teachers, their target clients. Doors opened when agents were equipped to instruct educators on using DonorsChoose.org to obtain funding for needed classroom materials. Via the DonorsChoose.org gift card program, Horace Mann donated \$1.4 million to classroom projects, supported more than 1 million students and funded 11,129 projects.

SILVER: Tools for Classrooms: Chase, Clear Channel Communications and DonorsChoose.org

BEST ENVIRONMENTAL OR ANIMAL CAMPAIGN

GOLD: Million Moment Mission: L.L. Bean and the National Park Foundation

L.L. Bean joined forces with the National Park Foundation to create "Million Moment Mission" to celebrate the foundation's 100th anniversary. For every "outdoor moment" shared via social media or at retail stores or events, the retailer contributed \$1 to support youth programming in national parks, up to \$1 million. The effort boosted the emotional quality of conversations about L.L. Bean among a new, younger audience and loyalists.

SILVER: Take a Load Off: Procter & Gamble and Alliance to Save Energy

BEST MESSAGE-FOCUSED CAMPAIGN

GOLD: Bring Space Shuttle Endeavour Home: Time Warner Cable and the California Science Center

Focused on science, technology, engineering and math education since 2009, Time Warner Cable in Southern California seized the opportunity to play a major role in engineering and publicizing the

movement of a retired space shuttle over 13 miles of city streets to the California Science Center. TWC contributions of millions in cash, TV time and employee efforts made the move a success, benefitted the science center and generated appreciation among customers and community leaders.

SILVER: Give, Get & Save the Rainforest: Macy's and the Nature Conservancy

BEST CAUSE MARKETING PRINT CAMPAIGN

GOLD: Let's Solve This: Exxon Mobil and various nonprofit organizations



SILVER: We Can Be Heroes: Warner Bros., DC Entertainment, Save the Children, Mercy Corps and International Rescue Committee

BEST SOCIAL MEDIA CAMPAIGN

GOLD: Phones for Good: TELUS and Free the Children

A multipronged social media effort moved young people to get involved with "Phones for Good," a TELUS program that donates \$25 to Free the Children from the sale of designated phones. Phone sales rose 29% above forecast, and TELUS gained more than 30,000 Facebook fans.

SILVER: Inner Strength: Brawny Towels and the Wounded Warrior Project

ABOUT CAUSE MARKETING FORUM

If your company, agency or nonprofit organization wants to get ahead in cause marketing, contact CMF President David Hessekiel at 914-921-3914 or visit www.causemarketingforum.com.

Cause Marketing Trends Newsletter:

Want to know how cause marketing is relevant to your business? Sign up for the monthly Cause Marketing Forum newsletter at www.causemarketingforum.com.

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