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Cause Related Marketing (CRM) can be defined as a strategic positioning tool which links a company or brand to a relevant charity or cause in a partnership for mutual benefit. CRM can enhance corporate reputation, raise brand awareness, increase customer loyalty, build sales, create press coverage and more.

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Partnering charitable causes with brands has become a common practice for many marketing programs; it is referred to strategically as cause-related marketing. Although there is the perception that...

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The author demonstrates how a marketer can harness the power of CRM (Cause Related Marketing) for a product, service or corporate brand. "CRM can enhance corporate reputation, raise brand awareness, increase customer loyalty, build sales, create press coverage and more."

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Many people are coming to the conclusion that valufecture in the future is increasingly going to come from synergies and alliances. The single product or service is going to become a commodity sold on price alone. Cause Related Marketing is all about such synergies and alliances. All three parties involved benefit and that is why CRM is very much of the moment and has so much potential. Edward ...

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This book is an eye-opener! Pringle and Thompson have given us a how-to manual on the art and science of cause related marketing. Solidly researched and documented, engagingly written, and replete with case studies from both sides of the Atlantic, Brand Spirit makes a convincing case for the efficacy and the ethics of doing well by doing good.

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Brand Spirit: How Cause Related Marketing Builds Brands. The only guide to understanding and making the most of one of the hottest trends in branding today Nothing builds brand loyalty among today's increasingly skeptical, hard-to-please consumers like a proven commitment to a worthy cause on the part of a company.

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Krombacher, McDonald 's, Microsoft – sie alle pflegen ihre Corporate Social Responsibility (CSR). Immer mehr Unternehmen setzen sich u.a. für ökologische Belange ein. Dabei hat CSR viele Ausprägungen; eine davon wird als Cause related Marketing (CrM) bezeichnet und stellt die Zusammenarbeit eines Unternehmens mit einer Nonprofit-Organisation dar.

~~Erfolgsfaktoren des Cause related Marketing (CrM) mit ...~~

Brand spirit: How cause related marketing builds brands. Chichester, England: John Wiley & Sons. Quenqua, D. (2002, 01 28). Cause and effect: Choosing the right charity: Charitable support has the power to boost a corporate brand to new heights. But tying the company to the right nonprofit is essential.

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