

America Express Cause Marketing

American Express Company pioneered cause marketing when it sponsored the renovation of the Statue of Liberty. This effort raised \$1.7 million for the renovation, increased card usage among cardholders, and attracted new cardholders. In 2001, U.S. companies raised more than \$5 billion for causes they champion. It is estimated that cause marketing will raise over \$8 billion in 2006.

Companies can learn from this example, and understand the importance of *cause marketing* benefits companies as well as causes. So if you run into a "Boy or Girl Scout" selling cookies to support "a cause" do not be surprised.

Research indicates that 92 percent of U.S. consumers say they have a more favorable opinion of companies that support causes. Also, 84 percent of consumers say they will switch to a brand or retailer that supports a good cause if the price and quality of brands or retailers are equal. In short, cause marketing may be a valued point of difference for brands and companies, all other things being equal.

Cite this as:

YouSigma. (2008). "America Express Cause Marketing." From <http://www.yousigma.com>.