

DoSomething

Strategic

A SOCIAL IMPACT CONSULTANCY

CAUSE IS WORKING. YOUR MARKETING ISN'T

Meredith Ferguson, Managing Director, DoSomething Strategic @DS_Strategic

PART ONE	Who Are We?
PART TWO	Who Are Young People?
PART THREE	Future-Proofing Your Brand
PART FOUR	5 Dos & Don'ts

A close-up photograph of a woman with long, straight blonde hair. She has a serious, somewhat somber expression, looking downwards. Her eyes are slightly closed or looking down. She is wearing a dark top and a small earring. A black microphone is visible in the lower right foreground, partially obscuring her face. The background is dark and out of focus, with some blue light. In the bottom right corner, there is faint text: "The Factor FOX" and "THE FACTOR OFS.TUMBLR.COM".

PART ONE:

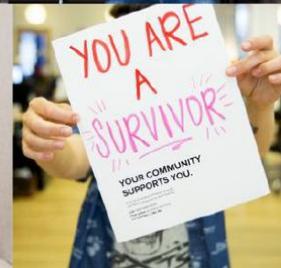
WHO ARE WE?



Largest tech platform focused *exclusively* on
young people + social change.



5 MILLION MEMBERS



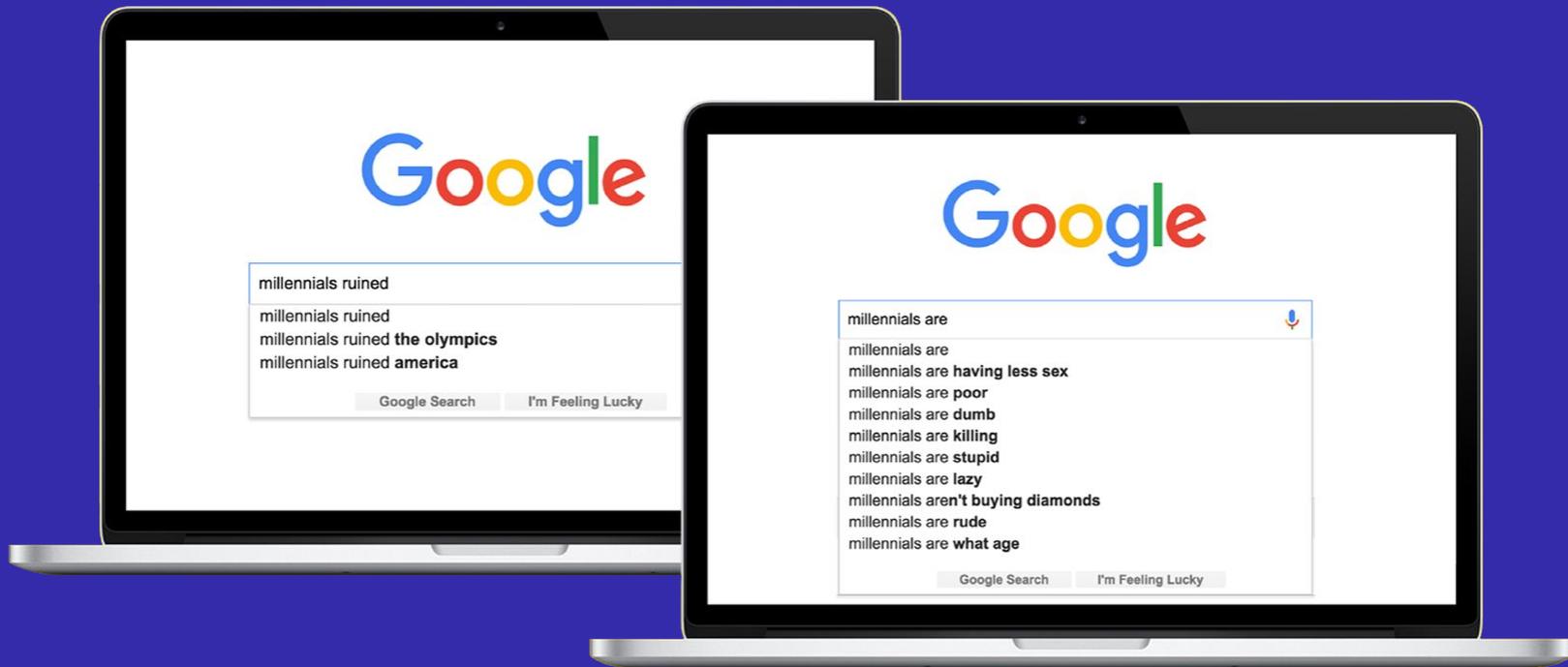


131 COUNTRIES

A young girl with blonde hair in two pigtails, wearing a pink hoodie, is looking off to the side with a curious expression. The background is a dark, textured wall.

PART TWO:

WHO ARE YOUNG PEOPLE?



Business

Move Over Millennials, It's Gen Z's Turn to Kill Industries

Malls, print magazines and even football could be in mortal danger.

**Generation Z is already killing Facebook,
and 6 more industries could be next**

Q Search

Bloomberg

Sign In

Subsc

Business

Move Over Millennials, It's Gen Z's Turn to Kill Industries

Malls, print magazines and even football could be in mortal danger.

Generation Z is already killing Facebook
and 6

GQ



Q Search

Business

Move
Kill In

Malls, pri

Too young for festivals: how Generation Z is ruining the festival season for millennials

n In

Subsc

O

DEEP DIVE

Gen Z is about to kill cash

They love stores, they love experiences, they visit bank branches more often than Baby Boomers. So how likely are younger consumers to pay with their phones? Very, experts say.

SEASON FOR IMMORTALS



als:

n In Subsc

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DEEP DIVE

Gen Z is about to kill cash

A 40-year study of teens finds
Generation Z avoids... driving at
record rates

season for millennials

They love
visit bank
Boomers.

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season

Kids are killing English
through social media

HEALTH

The Kids Are Boning Less



Ed Cara

1/05/18 5:45pm

Filed to: BONING ▾

through social media

juvenoia

(Neologism) The fear or hostility directed by an older generation toward a younger one, or toward youth culture in general.





REJECT LABELS

62%

of Gen Z do not feel that their pronoun matches how they identify

1/4

Nearly $\frac{1}{4}$ of Gen Z expect their gender identification to change throughout their life



GLOBAL CITIZENS

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14 / 20 countries

young people in are in favor of making it easier for migrants to legally live and work in their country.

43%

of young people think their governments are doing too little to solve the global refugee crisis.

What factor would contribute most to uniting people?

30% (the plurality)

“an end to prejudice on grounds of race, religion and gender”



SOCIALLY AWARE

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67%

of young people crave the opportunity to make a “wider contribution to society”

69%

of 18-34 year-olds will buy or boycott a brand solely because of its position on a social or political issue

54%

say it's easier to get
brands to take action
on social change
than government





PART THREE:

FUTURE-PROOFING YOUR BRAND

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What trends are we seeing on the horizon and what value are we providing in response?

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San Jose, CA 95161-9021

FIRST-CLASS
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U.S. POSTAGE
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NETFLIX



H54971293-C1519620

35155 - 1760426

88%

of consumers want **brands to help them make a difference** and change the world for the better.



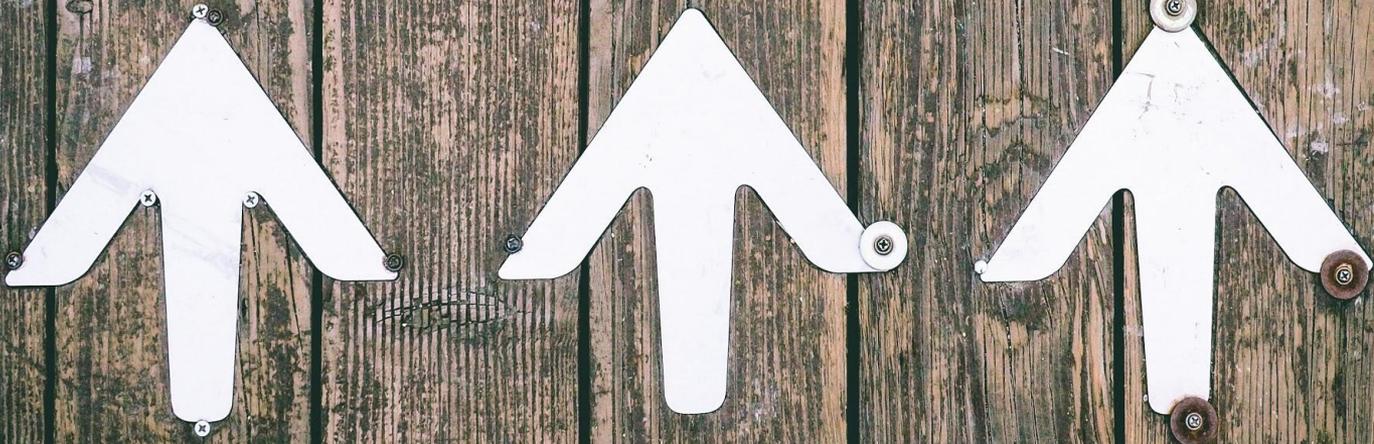
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Unilever's purpose-led brands are

growing 69% faster

than their other brands are.



Brands that consumers see as having a positive impact

grow at 2x

the rate of other brands are.

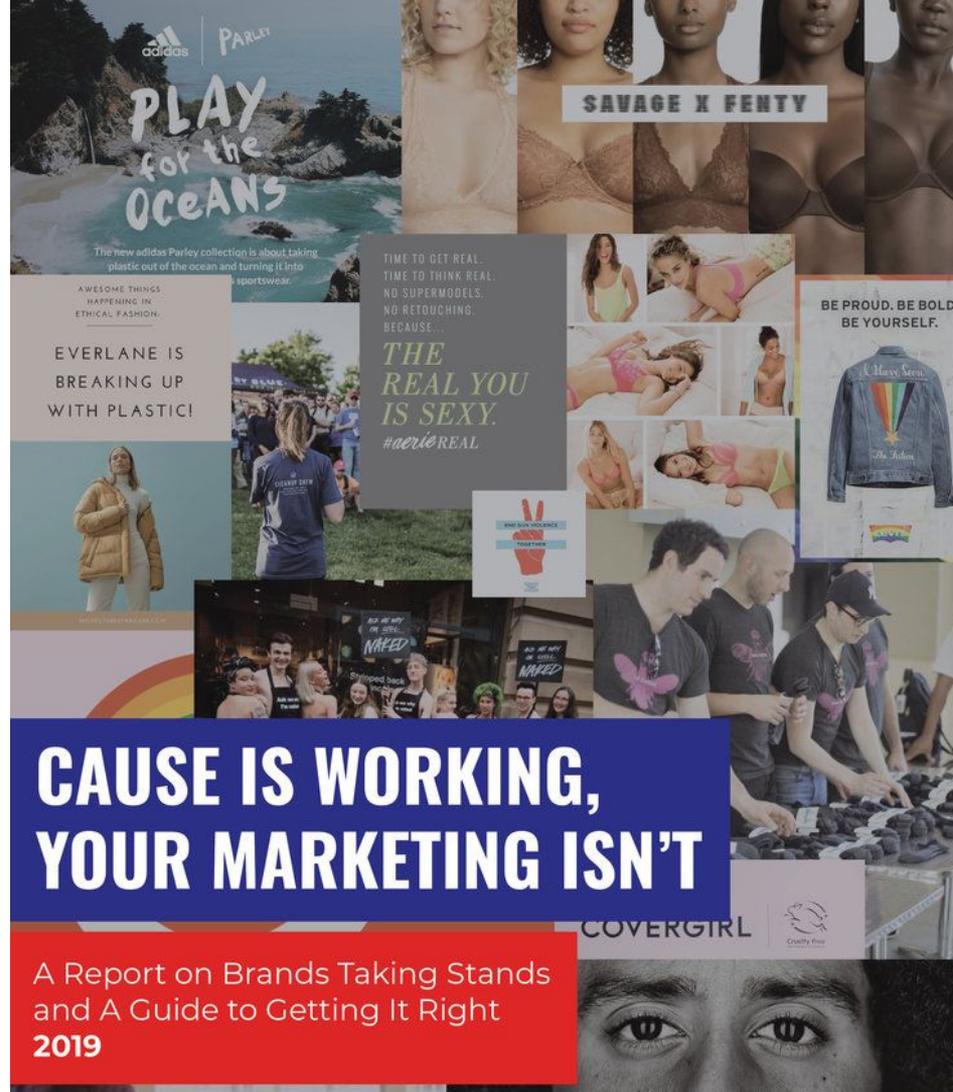




TREND

THIS IS NOT A DRILL

PURPOSE IS POWERFUL. [DONE WELL]

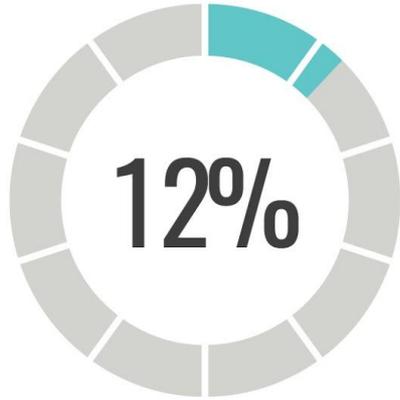


CAUSE IS WORKING, YOUR MARKETING ISN'T

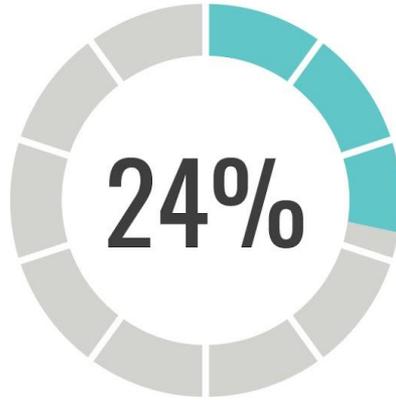
A Report on Brands Taking Stands
and A Guide to Getting It Right
2019



AWARENESS OF BRANDS & CAUSE PLATFORM



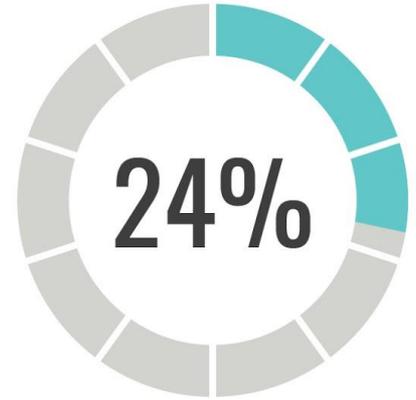
**UNAIDED AWARENESS
OF AN ASSOCIATION
BETWEEN BRANDS
& SOCIAL CAUSE
OR PLATFORM**



**AIDED AWARENESS
OF AN ASSOCIATION
BETWEEN BRANDS
& SOCIAL CAUSE
OR PLATFORM**



DON'T KNOW



**BRANDS DO
NOT HAVE ANY
ASSOCIATION WITH
A SOCIAL CAUSE OR
PLATFORM**

Why Patagonia is Fighting for Public Lands

29%

ENVIRONMENT

patagonia



43%
ENVIRONMENT



58%

of young people believe
a brand's ads should include the
company's values & beliefs

HOW YOUNG PEOPLE HEAR ABOUT BRANDS' ASSOCIATIONS WITH CAUSE

	AGE 13-17	AGE 18-25
Advertising	45%	40%
Online community forum	27%	22%
Brand's social media	26%	25%
"Just a guess"	22%	18%
Blogger, Influencer, YouTuber, Celebrity, etc.	22%	14%
Friends told me about it	20%	16%
Search/Google results	17%	10%
Signs at or inside the store	16%	13%
In the news	15%	16%
Brand's website	15%	18%



49%

say it's important for a brand to have social change initiatives that **consumers can be a part of**



PASSION LED US HERE

Source: DoSomething.org. Gen Pop Survey 2018.





H&M



Long
live
fashion!
Recycle your old clothes and home
textiles here and receive a coupon.

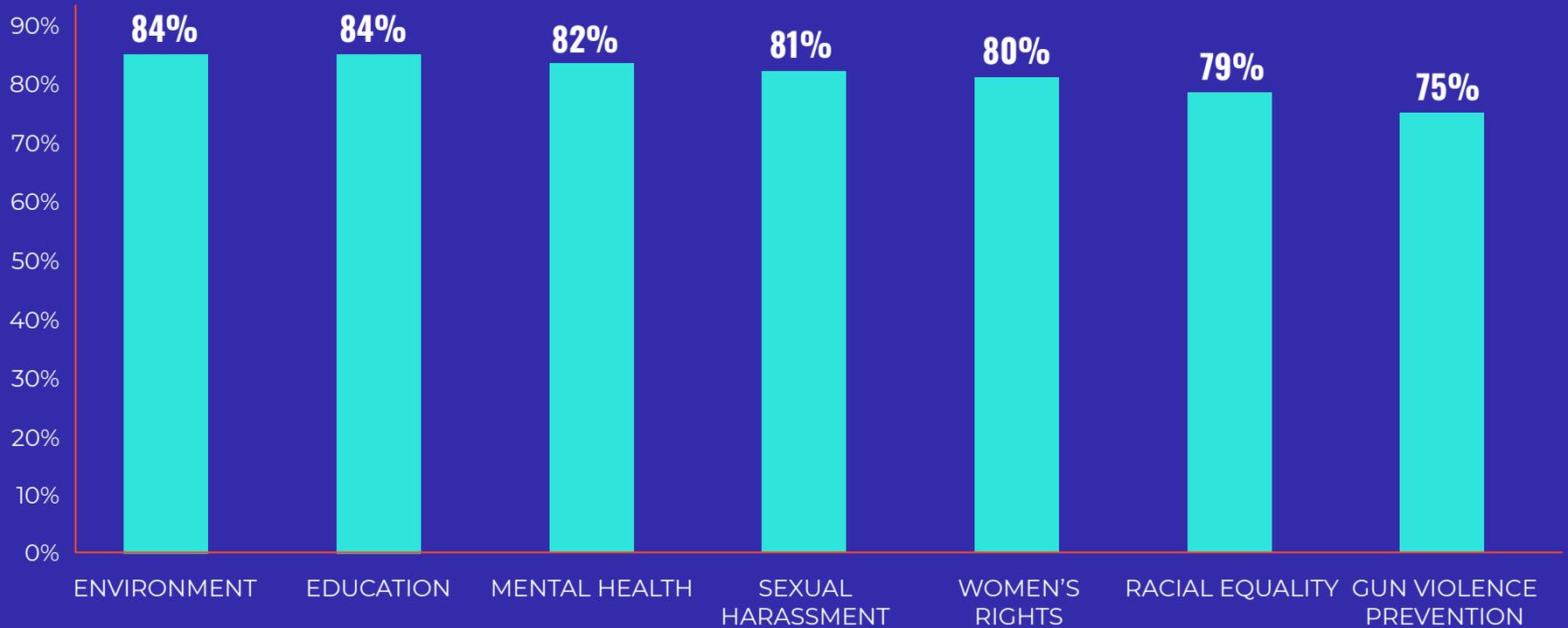


Drop off unwanted clothes at your local H&M to keep them out of landfills.



Long
live
fashion!

WHAT YOUNG PEOPLE CARE ABOUT: **EVERYTHING**



Source: DoSomething.org. Member Survey 2019.
"If you could make a difference—how likely are you to take action to have a positive impact on...?"

SOCIAL CAUSE SELECTION SPECTRUM

SAFE & EASY

The most direct line from the brand's product/service and the cause platform it supports.

Tends to be a more crowded marketing space, and can be perceived as more self-serving rather than a principled stand.



YOY sales spike of 38%

SOCIAL CAUSE SELECTION SPECTRUM



Online sales jumped 31%

BOLD & BULLISH

Cause platform that the brand supports is not directly aligned with what the brand sells, which some consider “risky.”

Often generates the most attention—from social media and earned media.

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FIGHT FOR THE USER



Where brands put less of a focus on themselves and their products/services, and stand for social issues that reflect genuine care about the consumers themselves.

A space with huge opportunity for brands to stand out and add value to both the cause space and their consumers!

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A MAN LIKE YOU

What does it really mean to be a man?

HARRY'S

“Harry’s was not trying to sell a product at all.

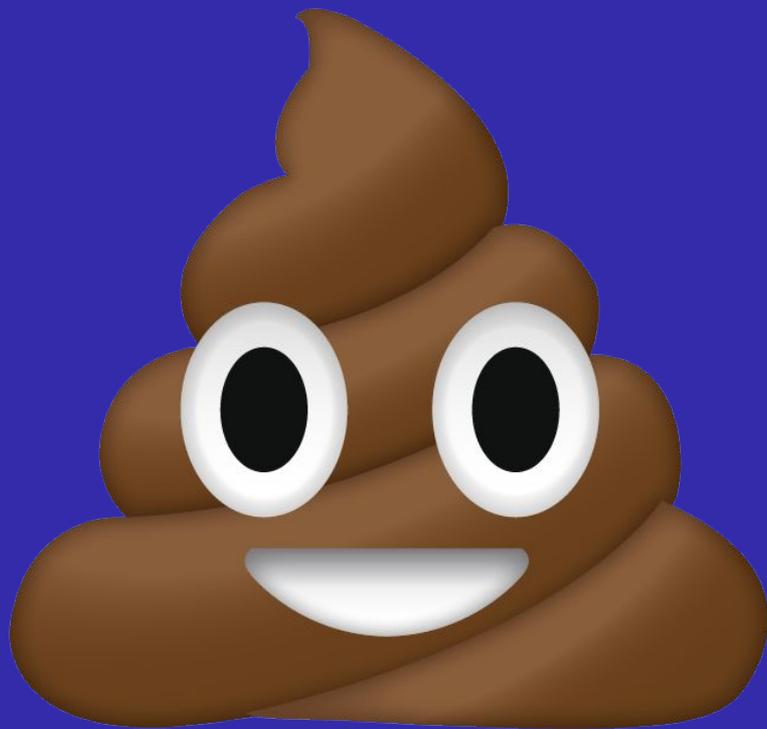
The best way to get people engaged is to connect with them on an emotional level.

We wanted to make something that makes you feel and makes you think.”

Brand just sold for \$1.4B USD

FIGHT FOR THE USER







PART FOUR:

5 DOS & DON'TS

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SOUNDFLY

1

Do: Support Your External Marketing Campaign With Internal Policies

Nike to Change Pregnancy Policy in Athlete Contracts

Sneaker giant says it won't reduce pay during pregnancy after criticism from Olympian Alysia Montañó



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"AUTHENTICITY" = WALKING THE WALK

SEPHORA CLOSES US STORES FOR DIVERSITY TRAINING AFTER SZA RACIAL PROFILING INCIDENT

The beauty company says it will continue to build a community 'where diversity is expected'



2

Don't: Avoid the Conversation Because You Have Blind Spots

3

Do: Build a Community Around Your Cause Marketing



WORLD OCEANS DAY BEACH CLEANUP

Saturday, June 8th

HOSTED BY

LOVE beauty AND planet

SURFRIDER
FOUNDATION

LOVE home AND planet

@DS_Strategic



**PEOPLE
LIKE US
DO THINGS
LIKE THIS.**

by SETH GODIN



62%

Believe brands have the power to **create communities** based on common interests and passions

4

Don't: Try To Be Everything To Everyone



5 Do: Be About More Than Just Selling Stuff



“Systemic racism and criminal justice reform are big issues for a business to take on, but we’ve been advocates for social justice and equity throughout our 40-year history. Our approach to creating social change is to raise up the work non-profits are doing on the ground.”

—Co-Founder Ben Cohen



CLIMATE PEN

World Leaders Receive Pens
with Carbon Dioxide Ink By
Finnish Newspaper
Helsingin Sanomat as a
Call to Climate Action

A pen that can write history – and our future.

"Go like hell after purpose—
as fast as you're going after your innovations,
as fast as you're going after your cool next campaign.

Businesses that don't
do the thing that they set out to do *and*
tackle a real social challenge may actually be dead,
they just don't know it yet.
They're just coasting to a slow demise."

—CEO of Ben & Jerry's Matt McCarthy



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@MeredithFerg

THANK YOU!