

Socially conscious marketing and public relations (e.g. publicly supporting diaper drives, clothing drives, etc.) enhanced and promoted the brand. This way the firm performed a good deed and felt great about it while helping others—and at the same time connected the brand to the target market.

Parents were excited to do business with this seemingly different firm. And indeed it was. In truth, however, it shared the same foundation as all the other estate-planning

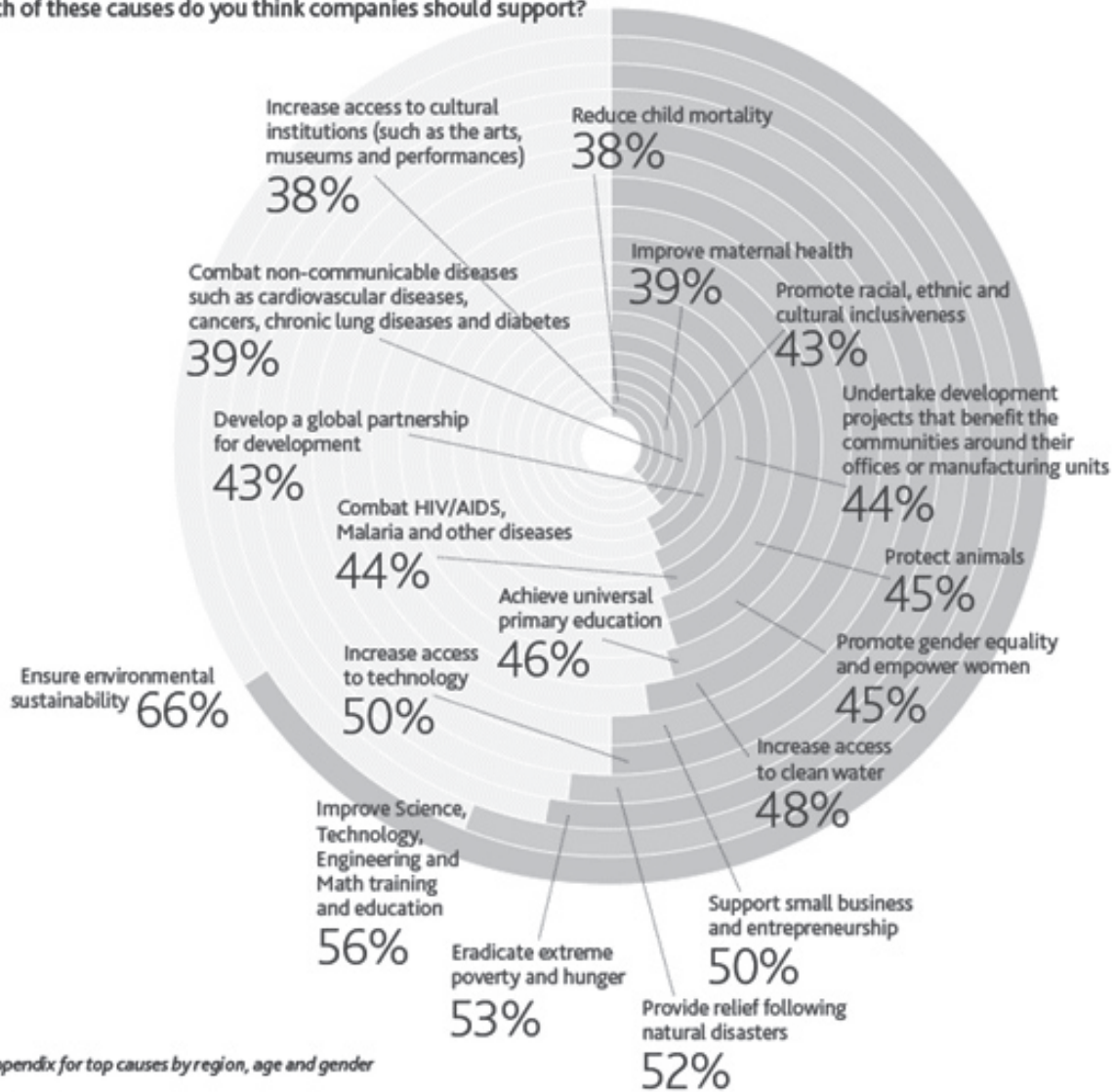
law firms out there. This one just chose to target a different market. The special-ness of it made it so different that it was incredibly successful even in its first year of operation. It had established its brand.

Resources

If a client already has a separate marketing and sales department, it is likely ready to introduce socially conscious public relations and marketing.

Percent of socially conscious consumers who think companies should support these specific causes

Which of these causes do you think companies should support?



See Appendix for top causes by region, age and gender

Source: Nielsen Global Survey of Corporate Citizenship, Q3 2011

Socially-conscious consumers defined as those who expressed willingness to pay extra for products and services from companies that have implemented programs to give back to society.

