

The Care4 program is a platform for a conversation with customers.

Benefits to Corporate Partner:

- Increased sales
- Consumer awareness and support
- Viewed as philanthropic business
- Increased customer loyalty

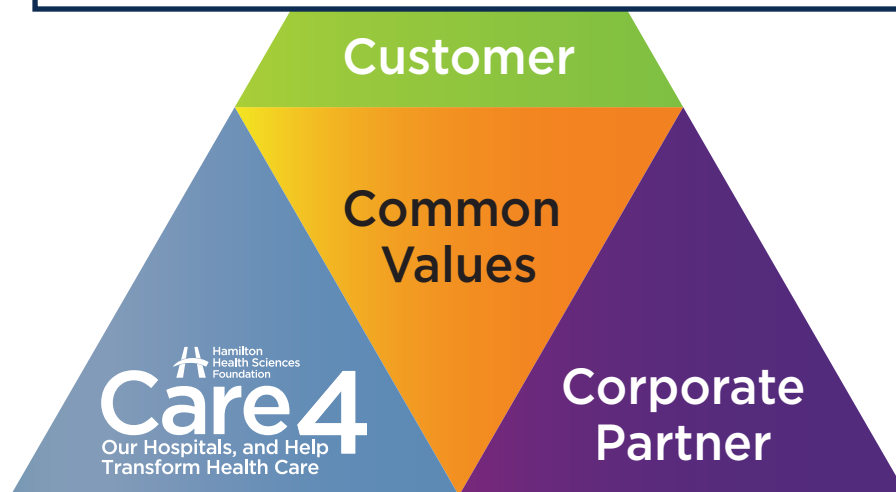
*84% of Canadians claim they would switch brands to the one affiliated with a good cause if price and quality were similar**

Benefits to Customer:

- Feel good buying products from organizations who give back
- Feel good promoting Care4 partners to their peers
- Consume products or services from caring companies

*80% of Canadians want companies to improve the communities in which they operate***

**CAUSE MARKETING
is a three-way value proposition**



Benefits to Hamilton Health Sciences Foundation:

- Delivers on our mission
- Appreciates the support of consumers and the corporate community
- Increases recognition of our brand and mission

Each partner **GIVES** something and each **GETS** something in the Care4 program.

*Ipsos Marketing 2015 **Havas Worldwide Project Superbrand: 10 Truths Reshaping the Corporate World 2015

CARE4 Partnership activation is a joint responsibility.

Just some of the possibilities include: HHSF communication vehicles such as print/e-newsletter, hospital TV screens, donor mailings, social media, HHSF event sponsorship opportunities.

Please call us at 905-522-3863 if you are interested in exploring how a Care4 partnership would benefit your business.

Cause Marketing Discussion Document

Cause Marketing:

- Platform for a conversation with customers
- A three-way value proposition between Corporate Partner, Hamilton Health Sciences Foundation, the Consumer – The program creates value to each party

Benefits to Corporate Partner:

- Increased sales
- Consumer awareness and support
- Viewed as philanthropic business
- Increased customer loyalty

Activation: is a joint responsibility

Just some of the possibilities include

- Media release
- Web
- Advertising
- Promo on company vehicles
- Consumer promotion
- HHSF communication vehicles – print / electronic newsletters, social media, in hospital
- OTHERS...

Creative files supplied to Corporate Partner adhering to both organizational branding guidelines and key messages

The Program Details:

Buy-in: Licensing fee for rights to use name and logo

Ongoing: Percentage of Sales or specific dollar value

Product:

Facts about Cause Marketing

- 95% of Canadians agree that companies supporting good causes is a good idea (Ipsos Marketing 2015)
- 84% of Canadians claim they would switch brands to the one affiliated with a good cause if price and quality were similar (Ipsos Marketing 2015)
- 80% of Canadians want companies to improve the communities in which they operate (Havas Worldwide Project Superbrand: 10 Truths Reshaping the Corporate World 2015)
- Hot-button topics dominate consumers' focus - most important social issues "healthcare" – 66% ("A Case for Cause Marketing" – Sept 2010 – Canadian Marketing Association / LoyaltyOne)

"While cause marketing programs seem to resonate most strongly among younger respondents, the rapid change in sentiment among middle-aged consumers expands the cause opportunity for brands. Today, brands can confidently focus purpose messaging on both younger and older consumers" – Nielsen (August 2013)