



# Global Cause Marketing: Future Proof Your Brand

*Peter Hirsch, Robert Gordon*

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**What follows in the pages ahead is the competitive advantage you have been searching for.** Let's take a few things as assumptions. You already have a great product. Clearly, in today's competitive business environment, there is **no substitute for excellence of product, executive leadership and staffing**, as well as providing top-notch customer care. That's all the price of admission to the business ballpark. This book starts assuming those are in place. If they're not, put this book down and go back to the beginning. If they are, let's move forward. *Consider this the new marketing of the 21st century.*

Every company wants to do the same thing. Build a good strong name, sell lots of goods or services and **future proof the company**. Future proofing your company **means building a company name that allows you to immediately put a new product on the shelves and have people buy it** because they trust the name. Nike has done their job well. They built the name with lots of great image ads, however very few actually focus on a specific shoe or product. While Nike has done it with big ad spending another shoe company has done it without the big media buys. Toms, the start up shoe company who basically took Asian workers soft shoes and put them on the feet of men and women in some of the most trendy and fashionable neighborhoods in America, selling them for \$40 and up a pair. We hear this about Toms all the time: "I don't wear these shoes because they look beautiful or they are the best things for my feet. I wear them because I like what the company is about." *Basically consumers feel good about the fact that they have a pair of Toms on their feet. Why? Because the shoes are a symbol of good social conscience and people are proud to display the symbol.* Toms tiny ad campaign has been based on their corporate giving program- a pair of shoes to a kid who would otherwise not have shoes for every pair you buy. One for one.

**People will support your company if they really know you're doing the right thing. That's what a successful corporate image is about** for the future. **And the world is watching and talking about you if you do the right thing.** That's the best advertising you can hope for. But guess what. *The world is also watching if you do the wrong thing. And that news spreads just as fast or faster.*

This is the future of marketing, so embrace it and create a sustainable image, brand and company. The world is heading in this direction. Companies that do not follow along will be guilty of marketing malpractice.

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