

## ➤ Cause Marketing - Vodafone's partnership with The National Autistic Society

### The nature of marketing and role of Cause Marketing

Marketing involves finding out what your customers want and then providing it. At the heart of marketing lies the market research process. This involves identifying customer requirements and then meeting their needs.

As a minimum this involves asking customers such questions as:

\* What size and shape mobile phone would you like to see us provide?

\* What services do you want our phones to provide?

However, responsible companies go beyond that and ask:

\* How would you like our company to behave?

\* What part do you want us to play in building a better society?

It is the latter questions which translate the concept of being a responsible company into a visible reality via a Cause Marketing programme. Cause Marketing can be defined as: 'a commercial activity by which businesses and the wider community derive direct societal and commercial benefits through marketing led activity'.

