

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

Cause Marketing is a commercial arrangement. Cause Marketing helps Vodafone to humanise its brand in the eyes of stakeholders while providing much needed support for the NAS and those with autism.

Vodafone believe that Cause Marketing objectives must fit closely with their vision and overall business goals. Metrics (measurements) are therefore used to see how successful their Cause Marketing has been. In independent research carried out by MORI (a market research company) it has been shown that 55% of Vodafone customers identified the company as being a responsible business and this figure has risen by 10% in a year. At the same time awareness of autism has increased and there is more and more coverage in the media (particularly on television and in the press). Clearly this is not just as a result of the programme, but it has helped significantly. Results have shown that Vodafone customers now have an increased awareness of NAS.

In addition to achieving its key metrics, the Cause Marketing programme received an Award for Excellence from Business in the Community. This award recognises companies for integrating responsible business practice into their mainstream operations resulting in a positive impact in the marketplace, the workplace, the environment and the community.