



# Advocacy Marketing

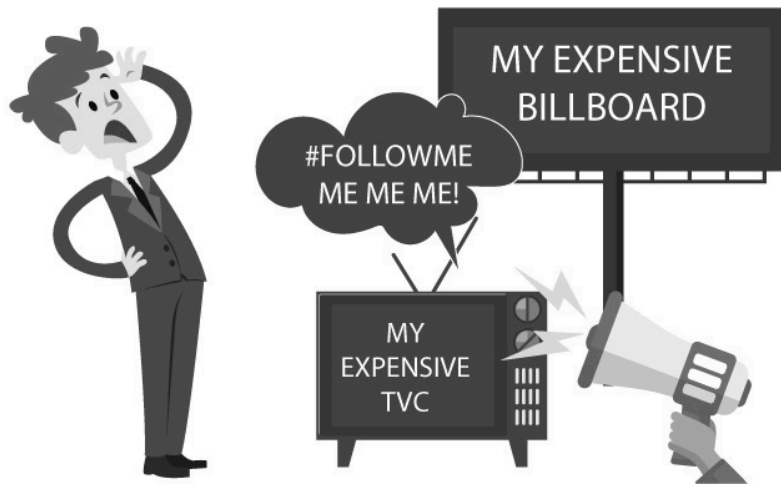
Developing your brand story through  
the power of advocacy



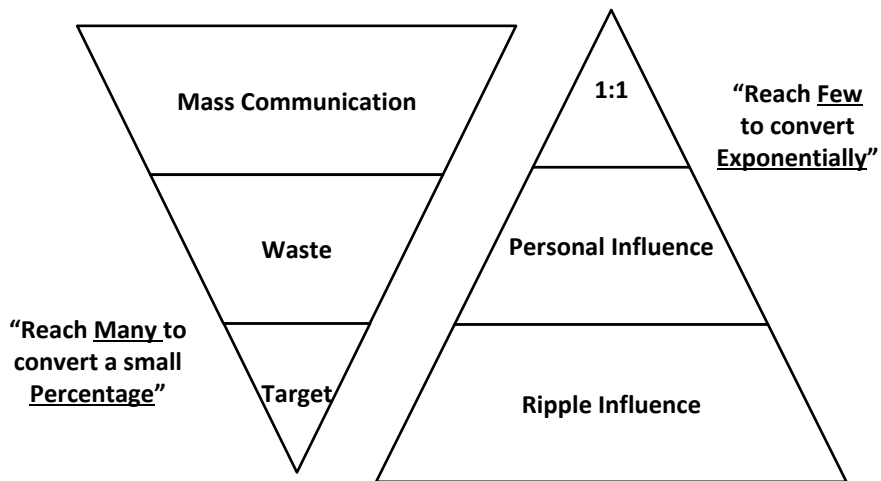
## **Summary:**

- What is Advocacy marketing?
- The Advocacy marketing model
- Creating an ecosystem
- Leading with your P's: People and Purpose
- Case studies
- Creating the tools for Advocacy
- The value of Advocacy marketing
- How can you help drive advocacy?

## Out With the Old...



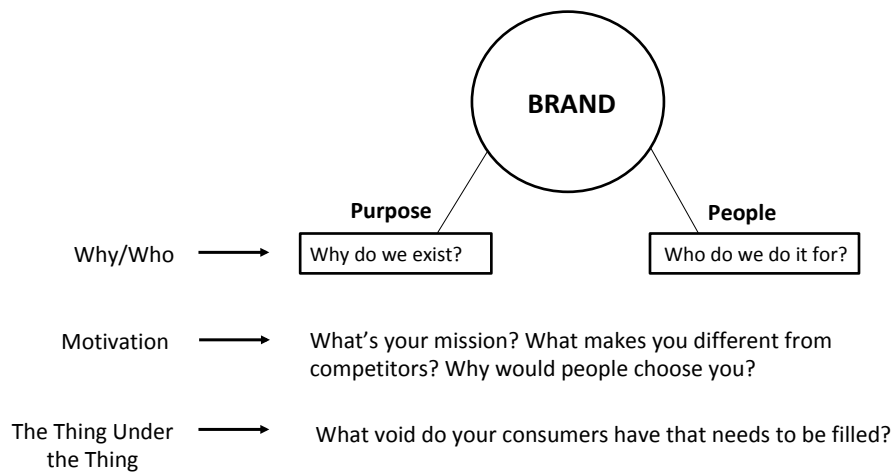
## The Advocacy Model



# Creating an Ecosystem



# Leading With Your P's



## Why Trust Matters

**68%**

of people  
buy products and services from  
companies they trust

**88%**

of customers will be more loyal to  
a company that aligns with what  
they care about.

**59%**

of consumers would  
recommend a company they trust to a friend. So  
businesses should be paying attention to the fact  
that

high-trust companies are 2.5x more likely to be high  
performing revenue organizations

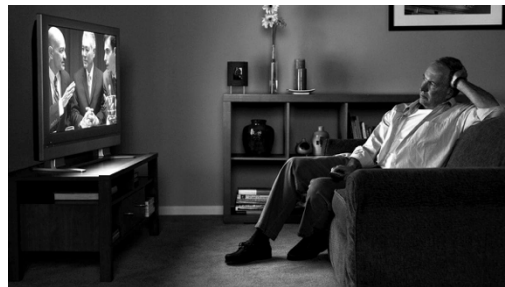
Source: Edelman Trust Barometer 2016

### People Still Don't Like Their Cable Companies, CR's Latest Telecom Survey Finds

Larger cable providers once again take a beating for perceived value—even when it comes to bundled plans

By James R. Wilcox  
August 08, 2016

16 SHARES  
f t p e



NETFLIX

## Case Study

Dear Stephen Curry,

My name is Riley (just like your daughter!) I'm 9 years old from Napa, California. I am a big fan of yours. I enjoy going to Warriors games with my dad. I asked my dad to buy me the new Curry 5's, because I'm starting a new basketball season. My dad and I visited the Under Armour website and were disappointed to see that there were no Curry 5's for sale under the girls' section. However, they did have them for sale under the boys' section, even to customize. I know you support girl athletes because you have two daughters and you host an all girls basketball camp. I hope you can work with Under Armour to change this because girls want to rock the Curry 5's too.

Sincerely,  
Riley Morrison

View More on Instagram

2,274 likes

mom24 My daughter's letter to Steph Curry. Her way of attempting to make a difference. Proud of her. #girlshoopoo #kids #curry5 @stephencurry30 @ayshacurry @underarmour

View all 919 comments

Hey Riley,

I APPRECIATE YOUR CONCERN AND HAVE SPENT THE LAST 2 DAYS TALKING TO UNDER ARMOUR ABOUT HOW WE CAN FIX THE ISSUE. UNFORTUNATELY, WE HAVE LABELED SMALLER SIZES AS "BOYS" ON THE WEBSITE. WE ARE COLLECTING THIS NOW! I WANT TO MAKE SURE YOU CAN WEAR MY KICKS PROUDLY - SO I AM GOING TO SEND YOU A PAIR OF CURRY 5'S NOW AND YOU'LL BE ONE OF THE FIRST KIDS TO GET THE CURRY 6. LASTLY, WE HAVE SOMETHING SPECIAL IN THE WORKS FOR INTERNATIONAL WOMEN'S DAY ON MARCH 8<sup>th</sup> AND I WANT YOU TO CELEBRATE WITH ME! MORE TO COME ON THAT, BUT PLAN TO BE IN OAKLAND THAT NIGHT! ALL THE BEST!

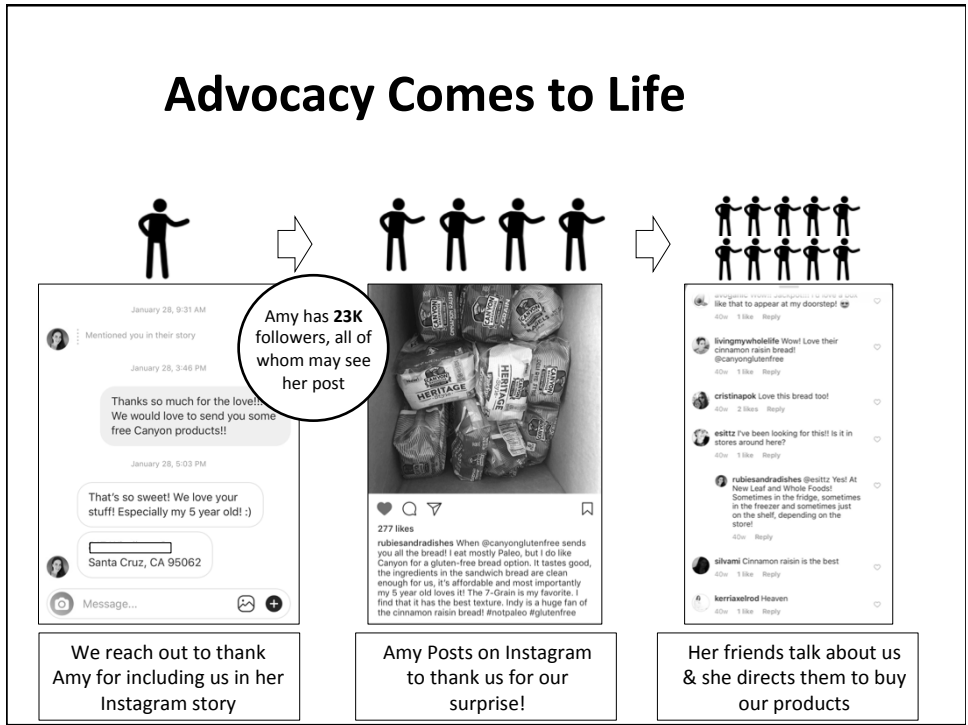
#EUNTHEGAME

Stephen Curry  
@StephenCurry30

Appreciate you helping us get better Riley! We got you.  
#MoreToCome

220K 8:33 AM · Nov 29, 2018

# Advocacy Comes to Life



# Case Study: Patagonia

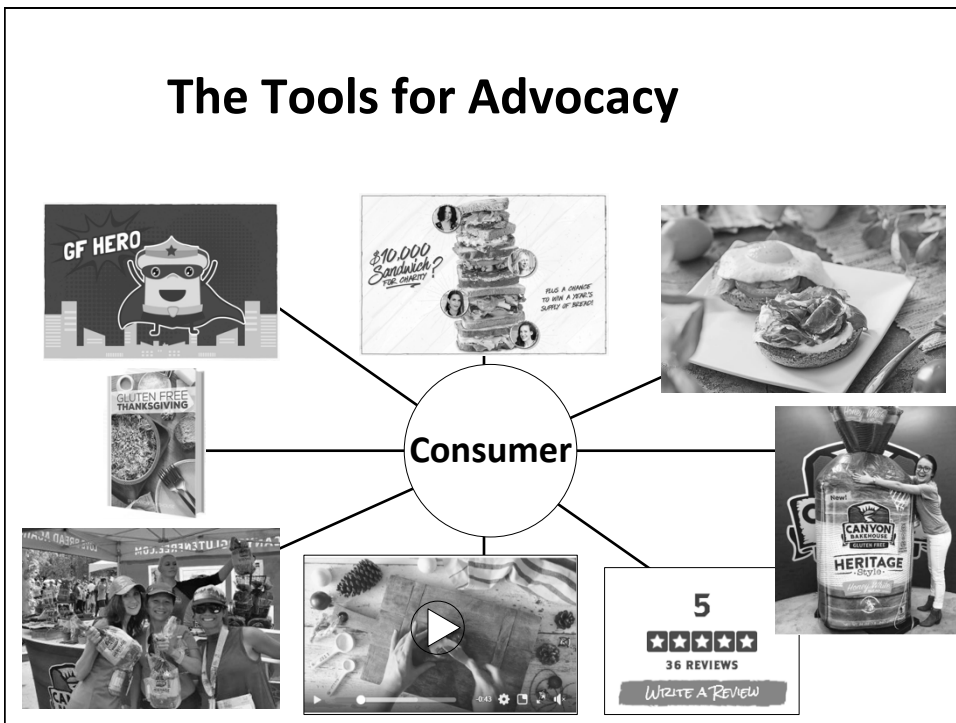
The advertisement features the Patagonia logo at the top left. The main headline reads "DON'T BUY THIS JACKET". Below the headline is a circular graphic with the text "30% Increase in Sales". The advertisement also includes a photo of a grey jacket and a call to action: "THIS SEASON, SHARE SOME VALUES. Learn more about our Common Threads Initiative, and take the pledge to reduce consumption. TAKE THE PLEDGE".

## Case Study: So Delicious



The result was a **52%** reduction in negative Share of Voice

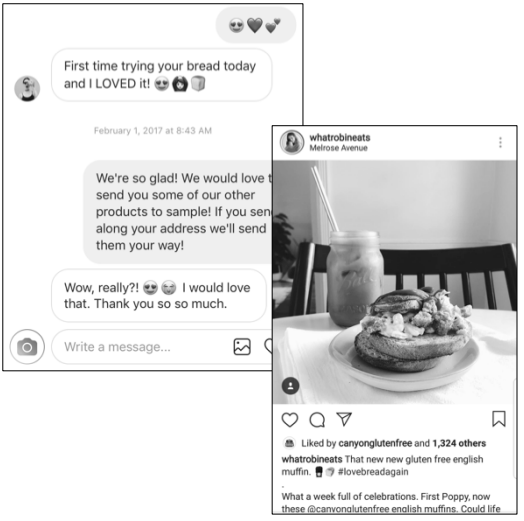
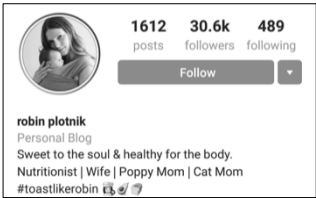
## The Tools for Advocacy



**Consumer**

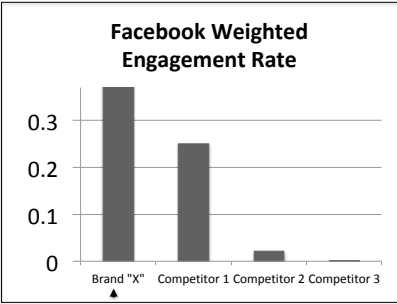
- GF HERO
- \$10,000 Sandwich?
- GLUTEN FREE THANKSGIVING
- CANYON HERITAGE
- 5 ★★★★★ 36 REVIEWS WRITE A REVIEW
- Video player
- Person with giant can of Canyon Heritage

# Influencer Advocacy

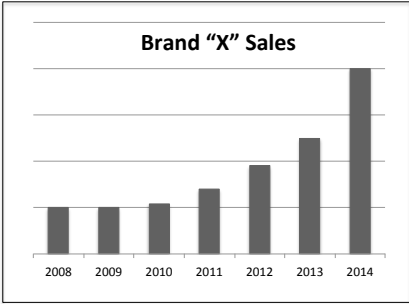


- 8k followers → 30k+
- Featured us in **46 Instagram stories** and **51 photos**
- **Total impressions:** 1,552,000
- **Total cost:** 2 bread boxes and lots of love ❤️💕💖💗

# The Value of Advocacy



Social media presence smashes the competition continuously and built real advocates for the brand



Began Building Holistic Advocacy Marketing Strategy across the organization

Driven by velocities



## What Can You Do?



- Every decision matters
- Follow your brand!
- Create your culture
- YOU be the advocate

“Awareness is fine, but  
**ADVOCACY** will take your  
business to the next level.

De Tripodi, CMO,  
The Coca-Cola Company