The impact of cause-related marketing campaigns on the reputation of corporations and NGOs

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RESUMEN

This study aims to measure the impact on the reputation of corporations and NGOs through their involvement in cause-related marketing campaigns. Quantitative findings enable us to examine two great central ideas regarding the background and consequences of this alliance. First, in terms of goals, perception of the success of the campaign is precisely due to the participation of the NGO as a committed social organization rather than the contribution of the corporation which, in the current CSR paradigm, is challenged to carry out action campaigns in the community. Second, in terms of the actors' reputation, the corporation obtains higher capitalization from the cause-related marketing campaign than the NGO. In other words, corporations benefit enormously from the image of NGOs to whom it is associated and gives support. Regarding the achievement of its social aim, it is perceived as very good by the community, resulting in an increase in corporate reputation that is distinctly superior to the reputation benefits obtained by the participating NGO.

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