

Canon & NCMEC - Technology Case Study



Challenge: Develop a dynamic community relations and cause-related marketing program that would support overall corporate objectives and stimulate product sales at retail.



Strategies: Develop national campaign and partner with a leading non-profit organization that utilizes technology in a meaningful way to benefit communities in which Canon serves. Develop strategic marketing and merchandising components at retail and provide a compelling news story/angle to stimulate coverage in major local markets throughout the U.S.

About Canon

- Worldwide Historic Leaderships in Photography and Imaging
- SureShot, Elph, Rebel Cameras and Copiers
- Strong Market Players in Computer Peripherals; Small Office and Home Office Products
 - Bubble Jet Printers, Flatbed Scanners, Digital Cameras, Multi-Function Devices
- Household Brand Name as Products Move Towards Appliances

About NCMEC

- Started in mid-1980s as a public-private partnership through the U.S. Justice Department and U.S. Senate
- Founded by John Walsh - "America's Most Wanted" after the death of his son; to fill void of lack of coordination between police agencies
- Serves as national clearinghouse of missing children's cases; supports 17,000 law enforcement agencies; provides training and resources to police; tracks trends in custodial abductions and Internet runaways
- Reports 2200 children disappears in the United States every day
- Current recovery rate of 90 percent - up from 78 percent in 1994 - largely due to technology
- Relies on "high-tech" search network and fast photo distribution of missing children - first 12-18 hours are key

Strategy behind Canon/NCMEC partnership

- Shows technology products in real-world, consumer helpful applications
- Gives Canon another leg in the company's "Future generations" marketing strategy - partnerships with Clean Earth Campaign and March of Dimes healthy babies
- Creates opportunities to showcase/sell product at retail
- Gives Canon a strong internal communications/employee morale vehicle
- Positions Canon alongside other major brands for cross-promotional opportunities - WalMart, Pepsi, United Airlines, Sony, America Online, United Artists
- Has many evergreen public relations opportunities

1998 Program -- "Bring Missing Children Home"

- Donations of digital cameras, printers, scanners to 20+ major law enforcement agencies; NCMEC headquarters
- Creation/placement of ad featuring 30 missing children in USA Today to coincide with National Missing Children's Day
- Participation in Congressional Breakfast honoring police officers
- Kickoff press conference/reception at Children's Museum of New York with New York Police Department, New York Mayor's office
- Satellite media tour with NCMEC president
- Weeklong retail promotion - contribution off sale of Canon products
- Fundraising Celebrity Golf Tournament at Comdex Trade Show with Martin Sheen, James Worthy and other celebrities
- Retail promotions - creation of PhotoID cards
- Customized brochure with tips for parents
- Website extension with missing children's photos, tips for parents

1998 Program Results

- 26 television segments/more than two hours in major local markets
- Full-page free ads in Newsweek, People, Time, U.S. News and World Report and Entertainment Weekly - program embraced by publishers
- More than 25 million consumers reached

- Nine children featured in the ads from May, 1998 - December 1998 were recovered alive
- 10,000 calls per month for pamphlet
- 16 million website hits per month
- More than \$150,000 donated through retail promotions
- Advertising value of \$1.5 million
- 20 additional donation sites
- National Missing Children's Day Event - 2200 schoolchildren in New York to represent daily missing children total; PSAs, celebrities, Mayor Giuliani
- Satellite Media Tour with NCMEC president Ernie Allen
- Posters in schools, business centers, airports, train stations, malls and fast food outlets
- Traveling semi-truck to create PhotoID cards at sporting events, retail malls etc.

NCMEC 1999 Results

- Local Markets
 - 77 placements
 - 14 print

Gross Impressions: 25.5 million

- May 27th Event
 - 41 placements

Gross Impressions: 33.8 million

• Total NCMEC placements: 132

• Total Gross Impressions: 59.3 million

