

**PRESS information**

**Charity  
Stamp**

NEW ETHICAL FORMAT  
[www.charitystamps.org](http://www.charitystamps.org)

**il format**

Charity  
Stamps

## Background

55 billion	e-mails sent in Italy in 2001
165 billion	e-mails in 2004
90%	of Italians with Internet access use it exclusively for sending and receiving e-mail

The ever increasing number of e-mail messages exchanged is not only flooding the world but also helping companies save money.

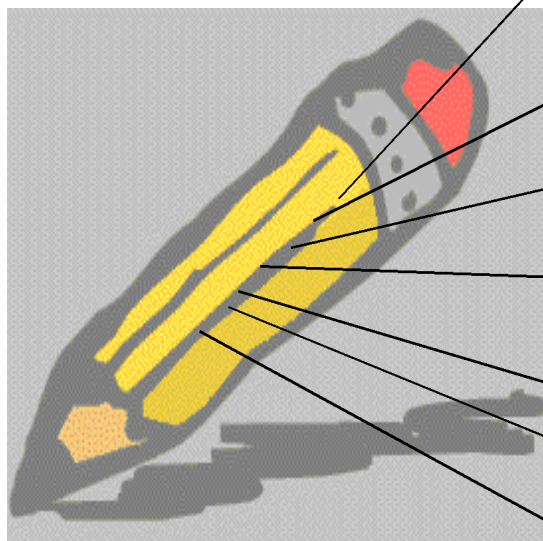
How much?

According to analysts, an average company with about fifty employees can save up to Euro 50k (Euro 170k when other Internet services are taken into account). (Ovum for Netscalibur, source: Corriere della Sera).

Communication, marketing, the media and society as a whole are undergoing a period of great change.

What were until recently thought to be 'sure fire' strategies are now revealing a certain sense of psychological and functional fatigue

We need to accept the change and learn from it. And there's no dearth of experts to help us. Philip Kotler and Gary Armstrong, for example, have presented a more up-to-date reference grid represented by the acronym PENCILS:



**P** - Publications = Any form of non-advertising communication: advertorials.

**E** - Events = Sporting, cultural, social and other.

**N** - News = Information, news broadcasting.

**C** - Community = Relations with reference community.

**I** - Identity = Visual identity.

**L** - Lobbyng = Institutional and political relations.

**S** - Social = From real action to so-called CRM or Cause Related Marketing.

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## The system

Promos presented the Charity Stamps System project to the 1st Creative Web TV Festival at Palazzo della Triennale di Milano and was awarded 1st Prize in the Interactive Advertising section by YAHOO!, the world's leading search engine.

The Charity Stamps System concept is a synthesis of:

- permission marketing
- viral marketing
- cause related marketing

The Charity Stamps System promotes social sponsoring, offering businesses a chance to work with the major non-profit organisations in synergy with the public of email users.

For companies already familiar with social sponsoring or cause related marketing projects, Charity Stamps represents a valid communication tool for initiatives in progress.

### Why should companies use the Charity Stamps System?

For businesses, the inducement to use Charity Stamps as an image and product promotion vehicle lies in the need to align their corporate identities with demands for socially aware corporate governance, something which Italian consumers are demanding increasingly vociferously.

In a sample of consumers interviewed on the subject of social sponsoring and cause related marketing:

- 76% believe that cause related marketing has very beneficial effects on corporate image
- 35% place a high value on corporate social communication as a distinguishing feature vs. businesses which do not
- 70% would choose a product from a company associated with a social cause in its advertising, even at a slightly higher price.

Source: Ipsos Explorer

The Charity Stamp System is a discrete format offering companies a rapid and intelligent way to give the public a chance to make a concrete contribution to charity initiatives.

YAHOO!



Creativo  
Web & TV  
Festival



CORRIERE DELLA SERA



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## Why should people use Charity Stamps?

The main 'reason why' for the public appears to be ethical. Demonstrating sensitivity and solidarity towards social problems is considered by a broader and broader range of people as a positive value to encourage. Publicising and communicating this sense of solidarity easily and at no cost means sharing the experience with others and increasing its emotional value and specificity.

The power of Charity Stamps to communicate tastes and lifestyles shouldn't be underestimated. For certain targets, the sponsorship of Charity Stamps can be what makes the difference.

Think for a moment of the logo of a famous brand of jeans popular with young people, or a reference to the popular slogan of a successful commercial.

## The format

The Charity Stamp is an electronic document designed to look just like a stamp. It is available from the distribution site in simple image form or integrated in a free, self-installing software package which automates the process of linking the format to e-mails.

Charity Stamps contain references to three subjects:

- A) sponsor, the business which purchases a Charity Stamp kit and donates its value to a non-profit organisation
- B) beneficiary, the non-profit organisation to which the value of the Charity Stamp kit is donated, less costs
- C) distributor, the official Charity Stamps website or other partner (portal, search engine, vortal or other entity) committed to promoting the distribution of the Charity Stamp format.

Users can participate in the Charity Stamp System by choosing between three straightforward options offered by the distribution site:

- 1) copying the image of the stamp representing the charity they want to support onto their hard disks
- 2) downloading the self-installing software which automatically links the chosen stamp to e-mail messages
- 3) downloading the self-installing software which automatically links the stamps available on the site in rotation to e-mail messages.



Questa, come ho fatto io:  
[clicca qui per saperne di più!](#)  
Se al francobollo [clicca qui!](#)



È stato quindi diffuso secondo due  
...  
... a cura dello stesso sponsor,  
... posta elettronica in uscita,  
... agli utenti privati che hanno  
...  
... inner per la comunicazione di rete che e  
... dalle gerarchie visive dei siti per collocarsi  
... di posta elettronica.

## Distribution

Each Charity Stamp is distributed in the same way across two separate channels:

- 1) **Corporate** channel
- 2) **Community** channel

In the **Corporate** scheme, distribution is handled by the sponsor thanks to its normal flow of outgoing e-mail.

The **Community** scheme is provided for private users who wish to participate in the initiative. By attaching the Charity Stamp to their own e-mails, they set an exponential distribution process of the message it contains in motion.

Basically the Charity Stamp is a sophisticated banner, but rather than being presented in the framework of websites where it is penalised by the strict visual hierarchy this entails, it thrives in the more favourable context of emails.

A banner which maintains its contact promises and generates precious **click-throughs** to its own site, but which is primarily capable of establishing a concrete pact between the participants in the charity initiative: **sponsor, charity and public.**



## Distinctive features

- An interactive banner which leaves websites and is diffused across the internet by means of e-mail
  - Multiplies its performance over time
  - Sanctions a solidarity pact between **sponsor- charity - public**
  - An ethical communication format to promote shared values
  - Today fund raising initiatives by non-profit organisations are mainly addressed to the public: donations, affiliations, remote adoptions, ethical investments, solidarity texting and whatever else creativity and necessity are able to transform into virtue.
- The Charity Stamps System is based on a different theoretical premise which reassesses the way profit and non-profit interests interact to promote a more contemporary vision of society, in which ethics and profit concur to satisfy people's tangible and intangible needs.



The logo consists of a dark red square with the words "Charity Stamp" in white, stacked vertically. "Charity" is on the top line and "Stamp" is on the bottom line, both in a sans-serif font.

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