

Ad Law Access Podcast: Cause Marketing - Commercial Co-Ventures: What You Need to Know Before Getting Started

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Consumers increasingly want to feel good about their buying decisions and like-minded companies often look for ways to communicate how they align with consumers in the marketplace through "cause marketing."

Advertising and Marketing and Consumer Product Safety practice groups chair [Christie Grymes Thompson](#) covers a specific type of cause marketing - the commercial co-venture (CCV) - in the latest episode of the [Ad Law Access Podcast](#), [Cause Marketing - Commercial Co-Ventures: What You Need to Know Before Getting Started](#).

Commercial coventures are typically when a company teams up with a charity to offer a product or service or to sponsor an event, and consumer's purchase or participation in the event triggers a donation to the charity. Christie discusses the statutes that apply to co-venturers and what you need to know to get started.

You can find the [Ad Law Access podcast](#) through your favorite streaming service ([Apple Podcasts](#), [Spotify](#), [Google Podcasts](#), [Stitcher](#), [SoundCloud](#), and [others](#)).

