

2015 **INNOVATOR** OF THE YEAR

SPONSORED BY

OCAST»
Oklahoma Center for the Advancement of Science and Technology

TF FRANCIS TUTTLE
TECHNOLOGY CENTER

i **i2E**
INNOVATION TO ENTERPRISE

EY
Building a better
working world

The Transformation Agency



Cause Engineering

Steve Faulkner has long touted the marketing effectiveness of social giving and community goodwill.

The owner of Oklahoma City's Faulkner Group advertising firm has now taken that to the next level, creating a patent- and trademark-pending business model that he calls cause engineering. Faulkner so believes in this plan that he's reorganized his firm as The Transformation Agency, adopting this model as the framework for his business.

Cause engineering replaces traditional client advertising and representation with social programs and community spending. Instead of clients bringing marketing needs to Faulkner, The Transformation Agency will seek out clients to support community improvement programs he oversees. His contracted staff will create and operate these nonprofit programs using the client's traditional ad account administrative fees, leaving 100 percent of their advertising purchasing dollars to go to the community support program.

"What makes my approach so fundamentally different is that I have completely reverse-engineered the process," Faulkner said. "Instead of starting with the charity, I start with the need. Then I look for corporate sponsors whose products or services would be fundamentally able to contribute to filling the need and create the cause or charity from there."

By working to improve the community, he said, participating firms will push more buyer impulse buttons than traditional advertising while getting around the clutter surrounding such advertising. He also anticipates stronger consumer satisfaction and loyalty, along with word-of-mouth endorsements through Twitter, Facebook and other social media.

The first program, called Rewards of Honor, was formed to provide free products and services for Oklahoma educators without raising taxes. Faulkner said the website and Facebook page were launched in late spring and that results of the program have surpassed expectations.

"Not only has it created tremendous help for educators, the business impact has been overwhelming. A top ten pizza chain nationally with only two locations in Oklahoma has seen 30-percent growth in sales locally as a result of our efforts," he said.

"If I can find a way to create mechanisms that dramatically improve the lives of people, that also happen to be the most productive sources of marketing, then I have created a methodology that can radically reshape society," he said. "When we can come up with a way to rechannel and repurpose marketing dollars where everyone wins, then it improves society. It grows the business. It changes lives and even helps make traditional media more effective."

THE TRANSFORMATION AGENCY