**Teens Drawn to Companies Aligned with Social Causes**

A Fuse study revealed 69% of teenagers say they trust a company more when shows support for a social cause, and 62% said they would be more likely to buy from a company that supports a social cause. The study also found that 66% of teens would pay more attention to marketing campaigns from companies they know are aligned with a cause.

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<https://www.mediapost.com/publications/article/321857/teens-embrace-activism-cause-marketing.html>

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