

COLLOQUY®

The Art and Science of Building Customer Value

COLLOQUY Presents Loyalty Marketing Insights From Hilton, Gap, Coca-Cola, American Express & AIR MILES Reward Program

Free “Loyalty Leaders Tell All” Transcript Available for Download at
<http://www.colloquy.com/files/2008-COLLOQUY-Leaders-Talk-White-Paper.pdf>

CINCINNATI (March 10, 2008) – Loyalty marketing publisher and consultancy COLLOQUY® is sharing loyalty success secrets from Hilton, Gap, Coca-Cola, American Express and Canada’s AIR MILES Reward Program with the free transcript release of a “tell all” panel discussion at the Direct Marketing Association Annual Conference.

COLLOQUY assembled the loyalty all-stars for a panel titled “Loyalty Leaders Tell All: Innovation in the Age of Ubiquity.” A standing-room-only DMA conference audience gathered to hear the North American marketing giants exchange views on best practices, avoiding common mistakes, and program evaluation. Attendees exited the session with invaluable tips for creating, expanding and revamping their own loyalty enterprise initiatives.

Here are some of the highlights:

-Adam Burke, Senior Vice President Customer Loyalty, Hilton Hotels Corporation – “Customers want choice, yet they demand simplicity, and they don’t want to be overwhelmed by choice... We still allow customers who want highly personalized experiences and engagement to drill down to the value points that are important to them while affording a simple interaction for everyone else.”

-Scott Key, Senior Vice President Relationship Marketing & Business Development, Gap Inc. – “Managing our program across three individual brand silos is just not a tenable approach... So we shifted to a horizontal orientation of our program, backed by the financial department, the CEO and the organization as a whole. Even though this completely horizontal program was counter-cultural to the franchise, it was what the customer wanted.”

-Carol Kruse, Vice President Global Interactive Marketing, The Coca-Cola Company – “Back in 2001 our Sprite brand had a very successful loyalty program, but we weren’t managing our points liability well. Our business decision was that we shouldn’t have a loyalty program liability problem, so we ended the program. With *MyCokeRewards*, we applied our learnings. Not managing basic elements of a program should be the last reason a program should shut down, but it’s often the fastest reason.”

-Robin Korn, Vice President Membership Rewards, American Express Company – “What we’ve found in our customer research is that redemption is good. It’s strongly related to customer satisfaction and engagement with the product. Our redeemers are much more likely to say that they will renew their card because of the *Membership Rewards* program than people who are not involved.”

-Bryan Pearson, President, Alliance Data Loyalty Services & AIR MILES Reward Program – “Programs face a state of ubiquity. In that environment consumers demand to know, ‘What’s the differentiation point? Everybody offers me discounts...so why do I need to show this card, and what is the incremental benefit?’ As marketers seek to differentiate their programs from competitors, I think they will increasingly turn to partnerships and possibly turn ultimately to a coalition model.”

Click here to read the full transcript:

<http://www.colloquy.com/files/2008-COLLOQUY-Leaders-Talk-White-Paper.pdf>

About COLLOQUY:

COLLOQUY comprises a collection of resources devoted to the global loyalty-marketing industry. The flagship resources are COLLOQUY Consulting, a loyalty consulting practice, **COLLOQUY**®, a magazine serving the loyalty-marketing industry since 1990, COLLOQUY.COM, the most comprehensive loyalty web site in the world, and COLLOQUY's Research and Education divisions. Together they provide a worldwide audience of 28,000+ marketers with consulting, news, editorial, educational and research services across all industries and around the globe. **COLLOQUY** magazine and email subscriptions are available at no cost to qualified persons at www.colloquy.com or by calling 513.248.9184.

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