

COLLOQUY®

The Voice of the Loyalty Marketing Industry Since 1990

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New COLLOQUY Report Reveals Three Evolutionary Trends That Will Transform Loyalty Marketing

Free White Paper Available for Download at <https://www.colloquy.com/reports/WhiteIntro.asp>

(March 27, 2006 -- Cincinnati, OH) COLLOQUY®, a leading provider of loyalty-marketing information, consulting, research and education reveals three evolutionary trends that are transforming loyalty marketing in its latest *TrendTalk* white paper: *You Say You Want a Revolution: Three Evolutionary Trends That Will Transform Your Loyalty Strategy*.

"Sometimes, innovation happens in the blink of an eye. In most cases, however, innovation occurs more as a continual evolution in which those at the forefront of change push the boundaries out farther— from how we define loyalty marketing today to how we will define it tomorrow," notes COLLOQUY Editorial Director, Rick Ferguson.

The free 13-page report looks at the future of loyalty marketing and the trends that are shaping its growth, noting that boundaries will continue to expand outward. "The very concept of loyalty marketing will encompass many more ideas, strategies and tactics than it has in the past, adds COLLOQUY Director, Kelly Hlavinka.

COLLOQUY outlines three macro trends that will allow marketers to unleash new loyalty-marketing strategies and tactics that will power profits and growth well into the 21st century.

1. **The Power of Networks:** In which customer-focused enterprises leverage virtual environments and tangible events to build niche communities of users united in their advocacy for the brand.
2. **The Power of Data:** In which data-driven enterprises look beyond loyalty program return-on-investment metrics and discover the true value of that data in its ability to fundamentally transform the customer experience.
3. **The Power of Convergence:** In which the confluence of mega-mergers, new point-of-sale technologies and the next generation of Customer Relationship Management platforms launch the next generation of coalition loyalty programs around the globe.

Download a **free copy** of the complete COLLOQUY *TrendTalk* white paper at <https://www.colloquy.com/reports/WhiteIntro.asp> or send an email with your complete name, title, company name, mailing address and telephone number to info@colloquy.com.

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, COLLOQUY's Research and Education divisions, and the COLLOQUY Network, a global network of consultants certified in COLLOQUY's consulting methodology. Together they provide a worldwide audience of 25,000+ marketers with consulting services, news, editorial, educational and research services across all industries and around the globe. **COLLOQUY** magazine subscriptions are available at no cost to qualified persons at www.colloquy.com or by calling 513.248.5918.