

COLLOQUY®

The Voice of the Loyalty Marketing Industry Since 1990

FOR IMMEDIATE RELEASE

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COLLOQUY Reveals Recession-Resilient Marketing Strategies to Give Marketers Courage Under Fire

Recession Survival Highlighted in Free Issue Available for Download at
www.colloquy.com/download

(CINCINNATI – April 29, 2009) In its most recent issue, COLLOQUY® magazine identifies the keys to not only surviving today's economy but also preparing for post-recession growth, in a mix of strategic planning, targeted initiatives, corporate resolve and fortitude. The voice of loyalty marketing since 1990, COLLOQUY® explores critical best practices, innovations, trends, opinion and strategies in relationship, dialogue and database marketing—including:

Cover Story: Courage Under Fire

Companies confronting today's recessionary pressures face the same choice they faced after 9/11: Have a plan and pursue it boldly and vigorously, or disappear into the root cellar and ride out the storm. COLLOQUY illuminates bold marketing moves both past and present, and teams with industry leaders and experts from Gartner, Hyatt Gold Passport and InterContinental Hotels Group to identify the difference between coming on strong and coming up short.

Financial Services Report: A Remembrance of Things Past

Does the implosion of the financial sector herald the sunset of the Golden Age of payment card rewards? Is fundamental change underway in the cards rewards business, or will banks walk away from rewards programs altogether? The Financial Services Report examines the past and future of card rewards.

Strategy Report: The COLLOQUY Reader Survey

When asked what keeps them up at night, COLLOQUY's audience of relationship and loyalty marketing practitioners spoke of the expected (the economy) and the revealing (enterprise-wide loyalty integration, among other topics). This survey reveals the range of marketers' pain points, and advises how to avoid sleepless nights and stressful workdays.

Research Report: Dinner-Table Conversation

Research into consumer Word-of-Mouth (WOM) activity reveals that the most talked-about retail category isn't flashy or glamorous, like Beauty or Electronics—it's Food/Grocery. This vigorous discussion among consumers is one that Grocers would do well to leverage.

Strategy Report: Casting Call

Staffing up a loyalty program—whether it's new or it's expanded or reconfigured—calls for skills and delivery unlike any other corporate department. That's why CMOs often think *ensemble* in assembling their cast of contributors.

Commentary:

COLLOQUY editors, columnists and consultants puzzle over airline loyalty program self-loathing, propose new standards for marketing accountability, look back to marketing's future, and announce The Official Motto of the Double-Ought Recession.

About COLLOQUY:

COLLOQUY® comprises a collection of publishing, education and research resources devoted to the global loyalty-marketing industry. COLLOQUY® has served the loyalty-marketing industry since 1990 with over 30,000 global subscribers to its magazine and www.colloquy.com is the most comprehensive loyalty web site in the world. COLLOQUY's research division develops consumer and B-to-B research studies and white papers including industry-specific reports, sizing studies and insights into the drivers of consumer behavior. COLLOQUY® also provides educational services through workshops, webinars and speeches at events throughout the world and is the official loyalty-marketing partner of both the Direct Marketing Association and the Canadian Marketing Association and a content provider to the American Marketing Association. COLLOQUY also operates the COLLOQUY Network, a global consortium of practitioners certified in COLLOQUY's proprietary methodology. COLLOQUY magazine subscriptions are available at no cost to qualified persons at www.colloquy.com or by calling 513.248.9184