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Latest COLLOQUY Magazine Reveals Underserved Small Business Sector as Major Untapped Market for B2B Loyalty Strategies

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CINCINNATI (August 28, 2008) -- The Summer 2008 issue of COLLOQUY®, the magazine of loyalty-marketing best practices, explores the latest trends, opinion and strategies in relationship, dialogue and database marketing. The voice of loyalty marketing since 1990, COLLOQUY now features more pages, more columns, and more sharpened information and perspective, including:

Cover Story: The Consumer Inside

The \$2.2 trillion small business market has been underserved by loyalty practitioners. Smart marketers attempting to build profitable relationships with small-business owners and decision-makers know that, inside every hardheaded businessperson, there's a consumer dying to get out. Learn some best practices and the latest trends from successful B2B loyalty programs from Citi Bank, AT&T, Staples and others to help connect with that consumer.

Financial Services Report: Are You Being Served?

Financial services marketers are discarding the perceptions and stereotypes that traditionally characterize those 73 million people outside the financial mainstream, including the blanket view that underbanked equals poor or downtrodden. Turns out there's a lot of money stuffed under mattresses in this country. Find out some not-so-obvious answers as to why.



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Travel Report: Customer Service 2.0

It's easy to bandy about such facile clichés as "We invest in our employees" and "The front-line is our key to success." But those clichés are rarely translated into front-line experiences tangibly different to the typical consumer. Enterprise Rent-A-Car is one of those rare exceptions.

Analytics Report: Mad World

With snappy answers presented by analogy to *Mad* magazine's monthly "Fold-In" feature, COLLOQUY's technology editor shows why marketers must align customer data collected by different segments of the enterprise to form a true 360-degree customer portrait. Otherwise, it's "What, me worry?" time.

International Report: The Wisdom of the Baba Yaga

Development of loyalty marketing in the Russian Federation is encumbered by the inexperience typical of emerging markets and the program ubiquity typical of mature markets—dual problems that marketers and the market itself are poised to vanquish. Vladislav Us, CEO of Moscow-based loyalty consultancy LMC Group, explains how wisdom gained from a Russian folk tale can help to understand the emerging Russian loyalty landscape.

Communications Curmudgeon: Cold One

Miller Brewing has introduced the High Life Extras loyalty initiative—in essence, its hoppy version of MyCokeRewards. COLLOQUY Managing Editor Bill Brohaugh fondly recalls drinking contests from his college days but wonders if it's the right way to promote a brand.

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. Together they provide a worldwide audience of 25,000+ marketers with consulting, 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 513.248.9184.



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