

COLLOQUY[®]

The Voice of the Loyalty Marketing Industry Since 1990

FOR IMMEDIATE RELEASE

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Latest COLLOQUY Magazine Reveals Global Trends in Loyalty and Relationship Marketing

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CINCINNATI (September 21, 2007) -- The Summer 2007 issue of COLLOQUY, the magazine of loyalty-marketing best practices, explores the latest trends, opinion and strategies in relationship and dialogue marketing. The voice of loyalty marketing since 1990, COLLOQUY now features more pages, columns and sharpened perspective, including:

Cover Story: The Weight of Smoke

COLLOQUY takes the temperature of the hottest trend in marketing: Without a doubt, viral campaigns build awareness, but do they build market share? How can viral campaigns link to existing loyalty marketing efforts? Is a cool viral video really all you need to create customer advocates, or are agencies who sell viral services simply blowing smoke? COLLOQUY investigates.

Travel: The Road to Relevance

When building a loyalty coalition, customer relevance is but one lane in the two-way road to success. The other lane must be paved with relevance to the coalition's partners. The COO of Brazil's Dotz coalition explains how Travel Club, a "coalition within a coalition," was built around B2B relevance to create B2C relevance.

Financial Services: Why Black Is the New Black

This conversation with Bank of America's Credit and Banking Product Executive - about the introduction of American Express Accolades - reviews the latest black credit card for those who can shop until the rest of us drop. What's the future of loyalty marketing to the ultra-affluent? COLLOQUY gazes anew into its Waterford Crystal ball.

Retail: Three Women

CVS/pharmacy VP of Marketing Intelligence Bari Harlam outlines the retail chain's new ExtraCare Plus pilot program. Forecasting retail as the next battleground in loyalty marketing, COLLOQUY examines how CVS is using transaction data to make certain that their core segments - the Carolines, Vanessas and Sophies of the world - remain a loyal part of the consumer team.

Technology: Don't Take the Call

It's the next transmutation of the CRM software debacle, and COLLOQUY's technology editor warns you of the potential onrush of Customer Experience Management software salesmen attempting to nail you with CEM platforms as the next "magic bullet." Duck.

Commentary:

Put the Bunny Back in the Box
The Eagle Has Landed
The Moment of Truth
Tick Tick Tick

Members of our frequent-soapbox program speak out on a range of topics that will inform and probably discomfort marketers set in their increasingly stagnating ways. Along the way, we learn that viral marketing is simply mass-marketing for the digital age; that airlines are wise to place limits on their frequent-flyer programs; that giving away free stuff is cause for celebration; and that though communications must flow in sequence, each component lives in a dangerous vacuum.

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 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.