



**FOR IMMEDIATE RELEASE**

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**COLLOQUY Urges Loyalty Marketers To Do Well By Doing Good:  
Adopt A Cause Marketing Strategy**

*Accomplish Ethical Behavior Change While Making Consumers Feel Good About Purchases-- in the Latest Issue of COLLOQUY*

**Free Download Available at**  
<http://www.colloquy.com/download-current.asp>

CINCINNATI (October 14, 2009) – In its most recent issue, COLLOQUY® magazine, the voice of loyalty marketing since 1990, explores proven ways marketers have woven respect for environmental, social and charitable causes into the fabric of their businesses and customer-loyalty initiatives. “Cause marketing is not a trend – it’s an imperative because your consumers are demanding it,” notes COLLOQUY Editorial Director Rick Ferguson. COLLOQUY magazine, published by LoyaltyOne, explores critical best practices, innovations, trends, opinion and strategies in relationship, dialogue and database marketing. Coverage in the latest edition includes:

**Cover Story: The Cause Manifesto**

Loyalty marketers have long understood how to leverage data-driven insight to effect profitable customer behavior change. Brands are now turning to these same tactics to help consumers make more ethical choices in their purchasing behavior, lifestyles and brand relationships. Whether the cause is green, global poverty or finding a cure, consumers are showing a preference for companies that embrace cause-related marketing.

**Introducing the COLLOQUY Editorial Advisory Board**

Meet the eight new members of COLLOQUY’s Editorial Advisory Board. Executives and industry experts from Macy’s, MasterCard Worldwide, LoyaltyOne, InsideFlyer Magazine, Northwestern University, University of Alberta, and the Richard Ivey School of Business were brought together by COLLOQUY to provide the best thought leadership in the global loyalty-marketing industry.

**Travel Report: The Big Welcome**

Hyatt’s customer mantra says it all: “Know me, take care of me and thank me.” Take a page out of the hotel giant’s marketing handbook by exploring its recent “The Big Welcome” competition and learn



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how Hyatt implements bold customer-centric moves in executing this mantra in every element of its business.

**Strategy Report: The Search for Value**

Consumers are united in a common search for value. Unfortunately, the evidence shows that the loyalty industry is clearly falling short on delivering the personalized, relevant and value-added communications our best customers demand. Di Cullen, president of loyalty consulting agency Direct Antidote, explains how to boost your loyalty program communication relevance.

**Retail Report: Thinking Outside the Chocolate Box**

To design and launch its Chocolate Rewards Club, Godiva Chocolatier built a cross-functional team directed not by marketers but by its Chief Information Officer. Learn how Godiva founded its loyalty initiative on an impressive mix of enterprise creativity and cooperation.

**International Report: The Oriental Crown**

Chinese marketers, both natives and westerners doing business in the country, all speak positively of the growing interest in building and mining customer databases and of creating stronger relationships with best customers. Everyone's willing to get on board—but not yet. COLLOQUY analyzes how the world's fastest-growing economy will soon be primed to embrace loyalty marketing and customer retention.

**About COLLOQUY:**

COLLOQUY® comprises a collection of publishing, education and research resources devoted to the global loyalty-marketing industry. Owned by LoyaltyOne, COLLOQUY has served the loyalty-marketing industry since 1990 with over 30,000 global subscribers to its magazine and [www.colloquy.com](http://www.colloquy.com) the most comprehensive loyalty web site in the world. COLLOQUY's research division develops 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](http://www.colloquy.com) or by calling 513.248.9184.



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