

# COLLOQUY®

The Voice of the Loyalty Marketing Industry Since 1990

## **FOR IMMEDIATE RELEASE**

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## **Latest COLLOQUY Magazine Reveals Trends in Entertainment and Leisure Loyalty Marketing**

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(October 23, 2006 -- Cincinnati, OH) The Fall 2006 issue of COLLOQUY®, the global publication and web site dedicated to the art and science of building customer value, explores the latest trends, opinion and strategies in loyalty and relationship marketing, including:

### Cover Story: Persistence of Memory

It's all about the 24 hours—the time that consumers spend sparingly, and the time that entertainment and leisure marketers scramble to capture from their customers. Learn how innovative marketers—from Churchill Downs to Carnival Cruise Lines to Netflix—lay claim not only to share of wallet but also to share of clock. Plus, a web-only exclusive: Persistence of Computer Memory, searches iWon.com for details of their customer-retention strategies.

### The Brand: Talladega Nights

A new COLLOQUY regular feature called simply “The Brand,” covering the relationship of loyalty marketing to brand equity and positioning, visits NASCAR team Roush Racing to learn how establishing firm and positive customer connections fuels a brand that, in NASCAR terminology, “runs on rails.”

### Technology: A World Without Cards

The ongoing game of no-limit poker between credit card fraudsters, merchants, banks and issuers has COLLOQUY's technology editor wondering if that the best hand is one with no cards at all. What will replace the plastic we carry in such quantities? And is it time to say goodbye to wallet bulge?

### Strategy: Reading Between the Lines

COLLOQUY praises booksellers for nailing the customer experience as well as any retail segment does, but wonders why they fall short in their attempts at building loyalty relationships.

### Program Spotlight: Turning the Page

Wellington Fonseca, Senior Manager of Loyalty and CRM for Borders booksellers, closes the book on an outdated proprietary program and narrates the story of the 2006 launch of the Borders Rewards customer loyalty program.

### Commentary: Diamonds Are Forever, and The Nightmare Nanny

COLLOQUY Network Partner Deon Olivier explains how the emerging black South African middle class heralds prosperous times. And contributing editor Roy Stephenson sounds the alarm against regulatory witch hunts in analyzing a recent Reserve Bank of Australia ruling.

### Exclusive Web-Only Coverage: Who's in Your Wallet, and Freedom of Expression

COLLOQUY's online editor explores the world of cards from two perspectives: "Who's in Your Wallet?" takes a light look at credit and debit cards featuring faces from Carmen Electra to Garfield to Johnny Cash, then in "Freedom of Expression" talks seriously with Chase Bank about the Chase Freedom card, which allows consumers to switch from earning cashback to earning points and back again.

**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](http://www.colloquy.com) or by calling 513.248.9184.