



**FOR IMMEDIATE RELEASE**

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**COLLOQUY Reminds Loyalty Marketers That A Marriage Based on Data Can Lead to Happily-Ever-After**

*Achieve Success with a Customer-Centric, Data-Driven Shopper Marketing Partnership Between Retailers and Manufacturers-- in the Latest Issue of COLLOQUY*

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

CINCINNATI (December 14, 2009) – In its most recent issue, COLLOQUY® magazine, the voice of loyalty marketing since 1990, explores the historically-estranged relationship between retailers and manufacturers and explores the question: Can these two groups set aside their differences to cooperate on a customer-centric, data-driven shopper marketing strategy that builds value and relevance for their best customers? 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: Shopper Marketing**

High-frequency retailers and manufacturers are not the coziest of bedfellows. But in a challenging, evolving marketplace in which the shopper enjoys unprecedented control, a customer-centric, data-driven shopper marketing partnership between the two sides is now the key to success. Can stores and brands move beyond the flirtation stage and settle down for a long-term romance? Explore the present and future of shopper marketing.

**Strategy Report: The Highest Bid: Loyalty Auction Strategies**

Learn how loyalty programs can benefit from raising the stakes with one of three flavors of loyalty auction strategies, including weaving auctions into a traditional points program and creating stand-alone auction currencies.

**Telecommunications Report: Long-Distance Information**

A distinguished panel of global telecom practitioners from Turkcell, Sprint Nextel and Rogers Communications answer a best-practices call at COLLOQUY's 7<sup>th</sup> Annual Loyalty Marketing Summit.

**Financial Report: How U.S. Bank Uses Buyer Behavior to Drive Loyalty**



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When the financial market bottomed out last year, many credit card issuers instantly tossed planned marketing efforts and prepared to wait out the storm. But amongst the uproar and turmoil, U.S. Bank saw opportunity. Understand how U.S. Bank utilizes buyer behavior to drive loyalty for the business and its partners.

**Retail Report: Zappos - If the Culture Fits**

Without a formal loyalty program, Zappos differentiates its brand through superior – some might even say fanatical – devotion to Customer service, a philosophy known as “Powered by Service.” This concept of going the extra mile for customers, driven by loyal employees, is the key to the company’s success. Discover Zappos’ winning connection between employee satisfaction and excellent customer service.

**The Ferguson Report: The Inherent Advantage**

COLLOQUY Editorial Director Rick Ferguson evaluates the three “value disciplines” espoused by Michael Treacy and Fred Wiersema in their management book *The Discipline of Market Leaders*, and demonstrates how loyalty-based Customer Intimacy succeeds as the ultimate value discipline.

**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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