

COLLOQUY®

The Voice of the Loyalty Marketing Industry Since 1990

FOR IMMEDIATE RELEASE

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COLLOQUY Reveals Global Trends in Loyalty and Relationship Marketing for Today's Tough Economy

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CINCINNATI (December 15, 2008) – Delta's Jeff Robertson joins loyalty marketing magazine COLLOQUY® in its December issue to face down the economic conditions that threaten the very sort of direct best-customer marketing that companies need most to be bold in uncertain times. The voice of loyalty marketing since 1990, COLLOQUY® explores critical best practices, innovations, trends, opinion and strategies in relationship, dialogue and database marketing—including:

Cover Story: The Neuromancers

Is there a "buy button" inside the human brain? That's the billion-dollar question—and to answer it, a new generation of marketers is coming for your customers' brains. Their work will impact marketing budgets, reward design, dialogue marketing, customer segmentation and more. COLLOQUY takes a closer look at the burgeoning field of neuromarketing and explores the implications for loyalty marketers.

Travel Report: The Runway Less Traveled

In candid conversation, Delta Vice President of Loyalty Programs Jeff Robertson explains the bold steps Delta and *SkyMiles* have taken to fight vicious economic conditions in the airline industry while maintaining customer loyalty.

International Report: Danke Schoen

Germany is poised to become the next loyalty power center in Europe, as marketers fight deeply ingrained Everyday Low Pricing models with new levels of sophisticated transaction-based marketing, rewards, and innovative technologies that may outshine their U.K. relationship-marketing colleagues.

Analytics Report: The Scientific Method

A rigorous testing and measurement plan is crucial to loyalty marketing strategy—without it, you're the marketing equivalent of an astrologer, making predictions based on the movement of objects, results and trends that may have no impact on your bottom line. In this primer, COLLOQUY analytics editor Sol Zia provides an introduction to testing and measurement best practices.

Customer Service Report: Passion Play

To make customer-centricity work, most companies need corporate marriage counselors, says the author of *Passionate and Profitable: Why Customer Strategies Fail and 10 Steps to Do Them Right*. Begin a customer-centric journey by taking steps to fall in love with your customers all over again.

Commentary:

COLLOQUY editors, columnists and consultants point to the future of data-centric marketing, the potential mistake of backing down before economic pressure, the dangers of miscommunicating your program promise, and the odd non-marketing of Microsoft's *Clown Club* loyalty rewards.

About COLLOQUY:

COLLOQUY® comprises a collection of publishing, education and research resources devoted to the global loyalty-marketing industry. COLLOQUY® has served the loyalty-marketing industry since 1990 with over 30,000 global subscribers to its magazine and www.colloquy.com is the most comprehensive loyalty web site in the world. COLLOQUY's research division develops consumer and B-to-B 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