

# COLLOQUY®

The Voice of the Loyalty Marketing Industry Since 1990

## **FOR IMMEDIATE RELEASE**

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## **Latest COLLOQUY Magazine Explores 3 New Loyalty Marketing Trends**

*Free Download Available at [www.colloquy.com](http://www.colloquy.com)*

(December 22, 2005 -- Cincinnati, OH) **COLLOQUY®**, a loyalty-marketing publication and web site, today unveiled a new issue that explores three new loyalty-marketing trends and takes a look at private-label credit cards, brand storytelling and experience engineering. The latest issue of COLLOQUY, available for download at [www.colloquy.com](http://www.colloquy.com) includes:

### **Cover Story: Seismic Shifts – 3 Loyalty Trends**

In a sneak preview of COLLOQUY's upcoming *TrendTalk 2006* White Paper, Rick Ferguson and Kelly Hlavinka detail three emerging trends that will shake up the world of customer loyalty.

### **Beyond Credit**

Jim Sullivan, Chief Marketing and Planning Officer for Alliance Data's Retail Services Division, discusses how private-label cards can be used to build loyalty

### **The Art of Storytelling**

Caroline Papadatos, Vice President of Marketing for AIR MILES Canada, explores how marketers can build emotional connections to their brands through the innovative use of storytelling market research.

### **Getting A Clue**

*Clued In* author and founder of Experience Engineering, Inc., Lou Carbone explains the difference between rewarding frequent behavior and designing value-creating experiences to build emotionally engaged and committed customers.

### **Program Spotlight: Golf Galaxy's Advantage Club**

Justin Royer, Director of Marketing for Golf Galaxy's *Advantage Club* explains how his company's unique "category killer" loyalty program is using dialogue marketing to help their members become better golfers and loyal customers.

### **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 513.248.5918.