



## State of the LOYALTY INDUSTRY™

*powered by Loyalty 360*

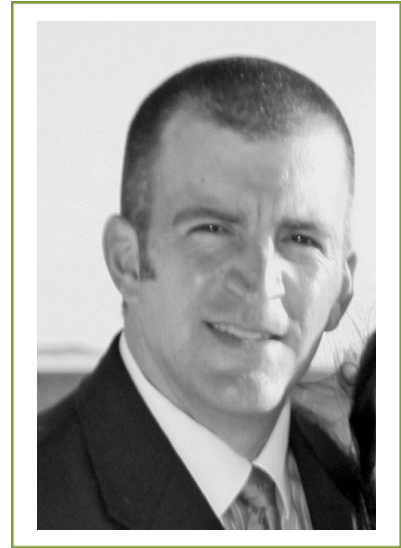
---

January 27, 2010

### Year Two for Loyalty 360

By Mark Johnson  
President and CEO, Loyalty 360

Year two for Loyalty 360, the Loyalty Marketer's Association, and we are expecting great things. 2009 was very interesting and we learned a lot since the launch of the association, *Loyalty Management* magazine, and our trade shows. We have seen our audiences grow in terms of web traffic and webinar attendance, and the interest in what we are doing overall continues to climb. What was first a core focus on B2C loyalty programs has expanded into a customer-driven scope encompassing the B2B, channel, and employee engagement arenas.



Through all of this interest there seems to be a common theme: ***the need for best practices and case studies that are focused on measurable behavioral change***. Members are telling us that they want and need an organization that will give them the unbiased metrics and insights the market seems to lack. We have heard the same from companies such as A&P and K-Mart, restaurants such as Laundry's and Applebee's, and brands such as Glaxo Smith Kline, P&G, and Intuit. And we expect to see more of these types of questions and requests during the coming year.

During 2010 we will focus even more keenly on delivering "voice of the customer" information from a best-practice approach, ensuring that our content, insights, case studies and webinars resonate with you and provide value. We want to make sure we are the one stop shop for all your loyalty, incentive, and engagement marketing needs.

Achieving this goal will require active participation from you. If there is a question you have, ask us. If there is a Pulse (survey) question you want explored, share it with us. If there is a problem your organization is challenged with – whether related to mobile marketing, direct mail, email marketing, the need for a new loyalty strategy, etc. – please let us know. If you are issuing an RFI or an RFP, or just need a "brain to pick," we're here to help. If you're looking for new engaging technology, let us share information about alternatives and help you evaluate your options. If you are looking for someone who may be in a similar role in a different industry, our soon-to-be-launched councils will allow you to share insights and best-practices across many

verticals. The bottom line is: We are very interested in speaking with you, learning more about your challenges and connecting with those in the industry that can provide more detailed insight.

In February, you will receive our Anniversary edition of *Loyalty Management*. Also next month, we will be making significant enhancements to the website (such as interactive chat, communities, councils, podcasting, and a number of other enhancements that will allow ease of access and increased interaction). We're excited to be partnering with top tier web development firm on this project. The end result will be a robust website through which we will be better able to interact with you via your feedback, posts, etc. We look forward to having your participation in creating a site that will be truly a collaborative think tank of everything loyalty.

We have also hired a new PR firm, and you will be seeing significantly greater thought leadership in the market from Loyalty 360. We are doing more research with partners, and will be announcing a comprehensive loyalty/engagement benchmark study later this year. We will be working more closely with our sponsors to help get their word out to the market. Of course, we will be announcing a number of new and exciting new members – and hope you will become part of this rapidly growing list during what is sure to be an exciting second year for Loyalty 360.

As you can see, our goal is to be that one stop shop. Again, if there are ideas that you would like to see incorporated into our website, our webinars or at the shows, please let us know. Erin and I – as well as our entire staff – are willing and eager to help you in the most proactive manner we can.

Thanks again for your support.

**About Loyalty 360 – The Loyalty Marketer's Association**

The mission of Loyalty 360 – The Loyalty Marketer's Association ([www.loyalty360.org](http://www.loyalty360.org)) is to provide an unbiased, market driven, "voice of the customer" focused clearinghouse and think-tank for all loyalty, incentive/reward, and engagement marketing opportunities, insights, and responses. Cincinnati, OH-based Loyalty 360 promises to actively listen, engage and provide to the marketplace and its members a forum through which it will proactively determine true industry metrics and facilitate market driven research and actionable case studies. The goal of Loyalty 360 is to increase the awareness of, and promote with integrity, the practices of loyalty, incentive/reward, and engagement marketing.