



Adding Emotion to the Loyalty Mix

Ipsos magazine examines the connections between customers' attitudes and their experience

Paris/New York, January 29, 2007 - In the latest issue of its global magazine *Ipsos Ideas*, Ipsos customer and employee loyalty experts discuss how brand-centric and customer-centric marketers are combining their strengths to drive sales.

"It is no longer a question of building brand loyalty or customer loyalty," writes Ipsos Loyalty guru Tim Keiningham. "Brand-centric measures and customer-centric measures do not work best independently or in parallel, such as in traditional approaches, but symbiotically."

The issue, entitled "Adding Emotion to the Loyalty Mix," also discusses whether some communications are over-promising thus damaging customer satisfaction and the role of price in building – or destroying – loyalty.

The lineup includes: "Are You Building Brand Loyalty or Customer Loyalty?" by Timothy L Keiningham, Senior Vice President and Head of Consulting for Ipsos Loyalty; "Tell It Like It Is" by Henri Wallard, CEO of the global Ipsos Group and head of the Ipsos specialization, Ipsos Loyalty; "Money Can't Buy You Love? The Relationship Between Loyalty and Price," by Gailynn Nicks, International Director for Loyalty Innovation and Product Development; "The Breaking Point: Moments of Truth," by Alain Peron, Managing Director of Ipsos Loyalty France and Antoine Moreau, International Director CRM and Analytics of Ipsos Loyalty; and "Customers and Employees: A Complex Relationship" by Antoine Solom, head of the Employee Relationship Management (ERM) practice at Ipsos France.

To download *Ipsos Ideas* in English, French, or Spanish, visit the Ipsos website: www.ipsos.com/ideas.

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About Ipsos Ideas

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About Ipsos

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Member companies assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media. They measure public opinion around the globe.

Ipsos member companies offer expertise in advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting. Ipsos has a full line of custom, syndicated, omnibus, panel, and online research products and services, guided by industry experts and bolstered by advanced analytics and methodologies. The company was founded in 1975 and has been publicly traded since 1999. In 2005, Ipsos generated €717.8 million (\$853.8 million U.S.) in total revenues, of which 34% came from its North American operations.

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