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**COLLOQUY Research Identifies Top 5 Reasons Canadians Talk, Blog, Email and Post Info About Their Favourite Brands**

***Loyalty Program Members 127% More Likely to be Word of Mouth (WOM) Champions than Non-Members***

TORONTO (April 6, 2009) – Word-of-Mouth is all the rage in modern marketing. But what motivates Canadian consumers to become WOM Champions for their favourite brands? According to the latest research from COLLOQUY, it’s prestige and personal gain, two of the timeless and traditional drivers of human behaviour.

A WOM Champion is a customer who is “actively recommending” a brand, in a conversation with a relative, in an email to friends, in a Twitter posting or a Facebook wall message. “The personal nature of the communication by a WOM Champion adds credibility. And a Champion’s endorsement is highly valued by marketers because it cannot be bought, it must be earned,” said COLLOQUY Partner Kelly Hlavinka.

When COLLOQUY asked more than 3,500 Canadians why they engage in WOM activity regarding their preferred products, services and brands to people within their networks, the top five motivations of WOM Champions were as follows:

- To be the first to discover new items ..... 71%
- To get free product samples..... 66%
- To get smart about products/services..... 66%
- To tell manufacturers what I think..... 63%
- To share my opinion with others ..... 58%

“These research results will touch a nerve with every Canadian who relishes the chance to tout a restaurant, favourite hotel, car company or mobile phone service. We all like to compare ourselves to the guy down the street, in the next city or across the country, especially when it comes to something as personal as recommending an experience. It tells us something about ourselves,” noted Hlavinka. “As for marketers, these insights into the motives of why key customers talk – someone who will take time out of a busy day to recommend your product/service – are invaluable.”

COLLOQUY is a provider of loyalty marketing publishing, education and research and is owned by Toronto-based LoyaltyOne. It’s survey of 3,583 Canadian consumers, conducted in October 2008, was designed to explore the intersection of consumers who participate in reward programs and their WOM activity regarding brands, reward programs and specific product categories.



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The COLLOQUY research also revealed significant evidence of a direct correlation between reward program activity and consumers' positive WOM endorsement activity. **Here are some of the key findings:**

- Loyalty program members are 127% more likely to be WOM Champions than the general population;
- 31% of loyalty program members are self-described WOM Champions;
- Only 15% of non-loyalty program members are self-described WOM Champions;
- 68% of WOM Champions in loyalty programs intend recommend a program sponsor's brand within a year;
- Actively participating loyalty program members are over 3 times more likely than non-active members, and over 7 times more likely than non-members, to be WOM Champions.

“This research shows that a company’s loyalty marketing database is an under-utilized social network that marketers would do well to exploit in the pursuit of positive, profitable WOM activity,” said COLLOQUY Editorial Director Rick Ferguson. “Marketers should locate the Champions buried within their program memberships, find ways to encourage WOM activity and reward Champions for positive WOM behaviour.”

#### **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](http://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. 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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