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NEWS: For Immediate Release

In an Unstable Market, Financial Services Marketers Stay Competitive and Profitable by Rethinking What They've Always Done, Industry Experts Weigh In at RMS 2011 Incentive Marketing Symposium and Gift Show

Grapevine, Texas – October 25, 2010 – Despite the slow economy and the uncertainty created by the falling banking fee income, bankers who understand the power of building and strengthening customer relationships can survive the challenges facing the industry, says [Rennhack Marketing Services Inc. \(RMS\)](#), an [incentive marketing](#) firm working exclusively with financial institutions. By re-evaluating and strengthening their loyalty programs with performance metrics and research, banks can grow existing relationships, build new ones and increase revenue.

Recently, RMS hosted the 2011 Incentive Marketing Symposium and Gift Show to share a range of research-based strategies and products designed to help banks boost their bottom line. Held at the Dallas Four Seasons in two sessions, September 20-21 and September 23-24, the Symposium welcomed industry experts, speakers and bankers from more than 33 states.

“With the limitations and increasing cost of cash as an incentive, bankers are well aware of the benefits of incentive-based customer acquisition and retention marketing programs,” said Anthony Hegarty, SVP of Marketing & Sales at RMS. “Cash is not memorable, has a perceived value equal to the face value, has no trophy value, and cannot be re-gifted. However, incentive-based programs leveraging the power of branded merchandise and unique consumer insights provide bank marketers with a competitive advantage in today’s cluttered and highly competitive market. We’ve developed metrics and programs to help improve the results of our clients’ incentive marketing programs. We were thrilled to share our findings and bring other industry leaders to share their expertise at the Symposium. One of the case studies we shared documented a marketing test where an \$11.00 ‘gift’ outperformed \$100 cash in a side by side comparison!”

Attendees had the opportunity to see and evaluate RMS' latest lineup of name-brand merchandise for 2011, network with peers, share insights and discuss proven revenue-generating practices with industry experts. Discussions provided insights on:

- Strategies for maximizing results with RMS newest selection of incentives
- The latest consumer research findings about successful incentive programs
- Turn-key programs for driving branch traffic
- Best practices for creating customer longevity
- Building a bank's brand equity
- Using perceived value of customer incentives

Speakers included professionals from Mintel Comperemedia, a marketing research company; Lanvera, a document outsourcing company specializing in the production, delivery and archiving of statements, invoices, reports, and other financial documents; and the Raddon Financial Group, a financial services research company.

About Rennhack Marketing Services Inc. (RMS)

RMS helps financial services clients attract, retain and grow customers with branded, merchandise-based incentive programs. The original "toaster company," RMS now brings science and metrics to incentive marketing by incorporating proprietary consumer behavioral analytics and insight. Through the unique power of this insight-driven incentive marketing, RMS helps deliver a measurable return on marketing investment. To learn more, visit www.rennhack.com.

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