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Email: [vanina.sloan@rennhack.com](mailto:vanina.sloan@rennhack.com)[www.rennhack.com](http://www.rennhack.com)**New Marketing Tool Available to Help Financial Services Institution (FSI) Marketers Achieve Business Results Even in a Slow Economy*****RMS Launches First-ever Event Marketing Incentives Catalog Designed to Help Build Branch Traffic and Grow Customer Relationships***

**Grapevine, Texas, March 8, 2010** – Event Marketing is a tried and trusted method for building branch traffic, growing customer relationships and rewarding customer loyalty. By creating exciting events, banks and credit unions connect to customers and create lasting relationships. According to Rennhack Marketing Services Inc. (RMS), by leveraging the proven power of branded customer incentives, FSI marketers can increase the effectiveness and outcomes of these marketing events significantly. However, typically, FSI marketers are required to order the merchandise sometimes weeks or even months in advance and in large quantities. These preconditions do not offer the flexibility and agility crucial to succeeding in today's fast-paced marketing climate. Launching this month, the RMS Event Marketing Incentives Catalog (EMIC) is designed to help FSI marketers access and order the right incentives at the right time and in the right quantities to take full advantage of time-sensitive marketing opportunities.

The electronic catalog is searchable, updated frequently and allows the marketing professional to quickly sort through the section of incentives by price description, quantity needed, category or subcategory to find just the right incentive for the event and is frequently updated. Ordering is simple with a quick email request to confirm the needed quantity is still available. Items are allocated and shipped within 24 hours to arrive in 2 to 3 business days to one central or numerous branch locations, all in easy to-manage quantities. Overnight shipping is also available for a nominal fee.

“The EMIC represents a pre-purchased, dynamic inventory of incentive merchandise ready for immediate delivery and in smaller, more manageable quantities,” notes Michael V. Howe, CEO of RMS. “More than \$1,000,000 in aggregate value, 300 individual items (SKUs) and a total of 50,000+ pieces have been assembled at the RMS facility in Grapevine, TX. Our goal is to satisfy the market's demand for highly effective customer incentives ready for rapid deployment and help financial institutions take advantage of critical marketing opportunities. Many of these gifts have very high Perceived Value Indices (PVI), so they produce superior response rates. The PVI is based on ConsumerTrac™, RMS' annual consumer study

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that measures the appeal, value and attractiveness of the merchandise used in our incentive marketing programs. Many of our gifts have consumer-perceived values of 2, 3 or even 4 times their actual cost. The cost savings of using incentives are significant, especially when compared with cash which has a PVI of just 1.”

RMS Event Marketing Incentives Catalog is sold exclusively by RMS and includes popular event themes such as:

<b>Event</b>	<b>Incentive</b>	<b>Marketing Tag Line</b>
Income Tax Day ID Protection	Paper Shredder	Sign up for ID Theft Protection today and receive a free paper shredder
Auto Loan Application Blitz	Innovations Car Wash Kit GPS Navigation System	Fill out an auto loan application today and receive a free Auto Safety Kit – Receive a Garmin GPS System at loan approval or closing
Football Season Starts Soon	Binoculars Bleacher Blanket	Get ready for the football season – open a checking account and receive free binoculars to see every detail – add online bill pay and receive a Bleacher Blanket, too
Spring Is Here – It’s time to BBQ	George Foreman Champ Grill 22pce Bar-B-Q Toolset	Open a new account and receive a George Foreman Grill  The sign up for Direct Deposit and receive a 22-piece BBQ Toolset

**About Rennhack Marketing Services Inc. (RMS)**

Since 1976, RMS has been helping the financial services community retain and attract customers with branded, merchandise-based incentive programs. The original "toaster company," RMS now brings science to incentive marketing, incorporating consumer behavior, buying motivations and analytics. Through the power of insight-driven incentive marketing, RMS helps deliver a measurable return on marketing investment. For additional information about RMS, visit [www.rennhack.com](http://www.rennhack.com).

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To learn more about RMS or the EMIC, please call Vanina at 817.481.6516, or email her at [vanina.sloan@rennhack.com](mailto:vanina.sloan@rennhack.com).