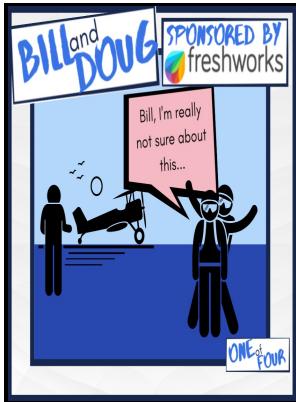


# All consumers are not created equal - the differential marketing strategy for brand loyalty and profits

**John Wiley & Sons - BRAND AND BRANDING STRATEGY IN FOOD INDUSTRY**

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Brand loyalty.

Direct marketing -- Data processing.

Database marketing. All consumers are not created equal - the differential marketing strategy for brand loyalty and profits

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Notes: Includes bibliographical references (p. 301-308) and index.

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## Do Rewards Really Create Loyalty?

It would be interesting to see if these effects generalize to other settings e. Even at the same level of penetration, brands have vastly different levels of attitudinal loyalty. Gender differences in new brand name response.

## Loyalty

Journal of Consumer Research, 31 4 , 850—858. Nicole Dalessio Hill, Holliday Advertising.

## Consumer involvement

The graph below shows equity per purchase against volume share for 34 brands across four countries. Air Miles, an independent company founded in the United Kingdom, put together networks of wholesalers and retailers offering customers rewards for purchases within the participating network. If they were to spread their purchases out evenly, it would take them ten times as long to attain rewards.

## brandZ

Remember that you can download this guide in a PDF format or bookmark this page for later use. Differential Marketing is an overarching concept that combines the power of consumer databases, integrated marketing, and one-to-one relationship building to produce double-digit sales increases from high-profit customers. A company that offers average-value products and services to everyone wastes resources in over-satisfying less profitable customers while under-satisfying the more valuable loyal customers.

## Consumer involvement

We have created a platform flexible enough to fit any use case or business sector with endless possibilities.

## **Loyalty**

Previous research suggests that men are more likely than women to change their behavior when they are visible to others. The Ehrenberg Bass Institute has repeatedly demonstrated that purchase penetration has a law-like relationship with purchase loyalty. It is possible that the effects would be even stronger if gender identity is more salient Forehand et al.

### **Loyalty Programs 101: All You Need To Know**

With respect to condition 1, in the first three studies, subjects were aware of one possible demand cue: the gold tag vs. Nevertheless, the key to every loyalty program—a customer-brand relationship—can still be cultivated.

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