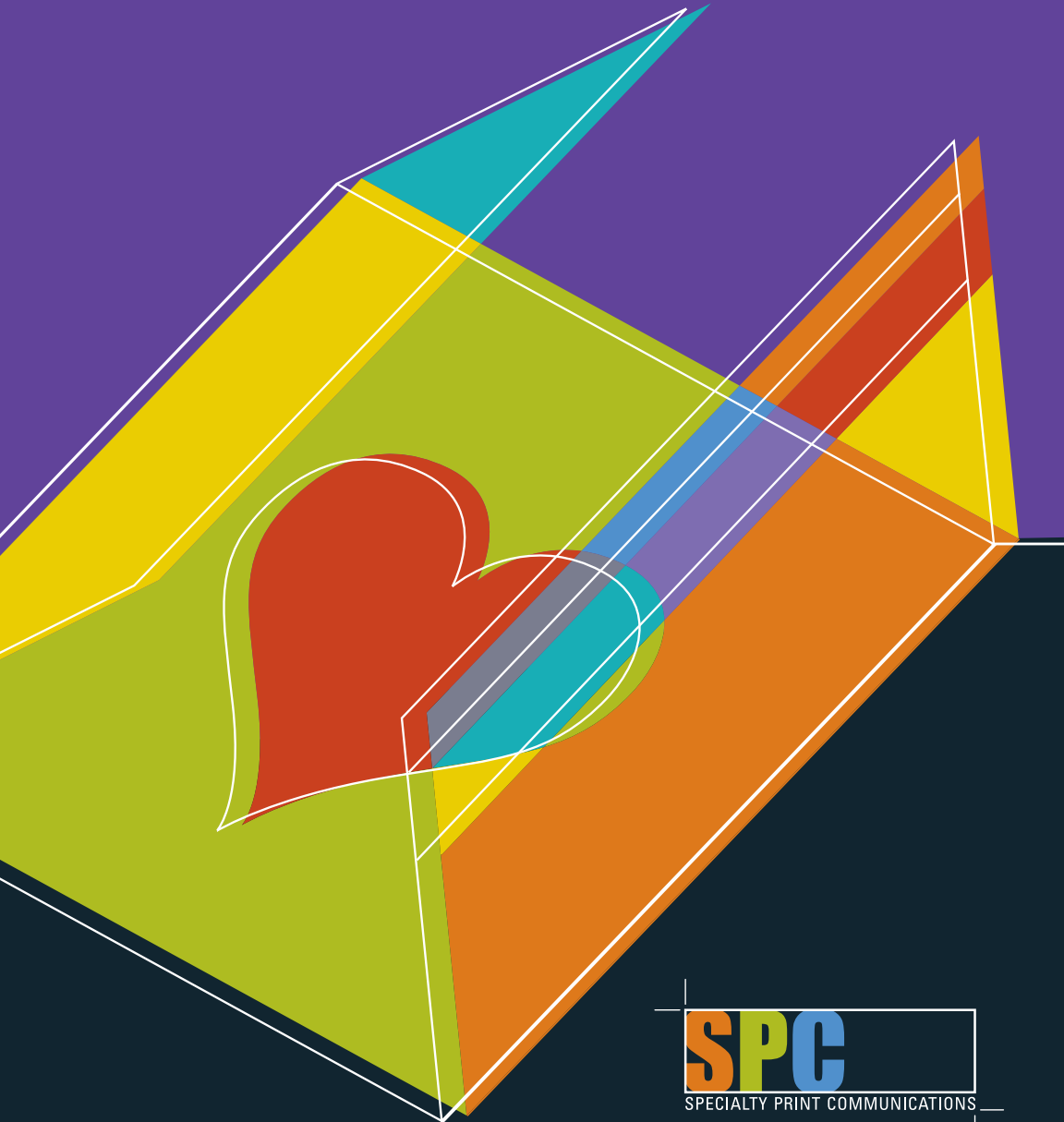


Loyalty 1.2



Give Us a Chance at a Speed Date

THERE ARE **1.8 BILLION** LOYALTY PROGRAM MEMBERSHIPS IN THE U.S.

THE COST TO ACQUIRE NEW CUSTOMERS IS **5X TO 8X HIGHER** THAN THE COST TO RETAIN EXISTING ONES.

We, as a specialized group of established brand relationship experts, can help you leverage your customer data to create solutions that build long-term engagement and help optimize your current execution.

Watch us turn that speed date into a lasting relationship – with us and with your customers.

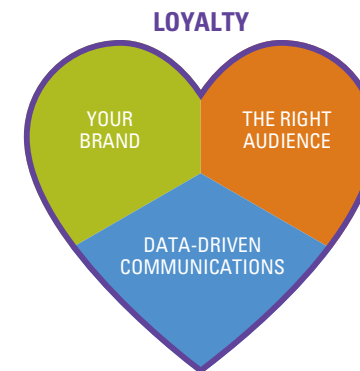
We are confident that after reviewing your current program we can offer Loyalty program solutions that provide insight and build engagement. Let us show you how to win over the hearts and minds of your customers all over again.

Build Relationships

Loyalty is a lot like dating. Trust is earned. It's about more than just customer satisfaction. Loyalty strives to build on the emotional connection between customers and your Brand through a continuing dialogue of intelligent communications over romantic candle lit dinners. Or just smart effective, reinvigorated, data-driven Loyalty program pieces. Loyalty seeks to convert your customers into long-term brand ambassadors.

Successful Loyalty programs, like personal relationships, need to be nurtured. Purchase history, behavior patterns and lifestyle need to be understood so that you can present marketing communications that resonate and prompt a response.

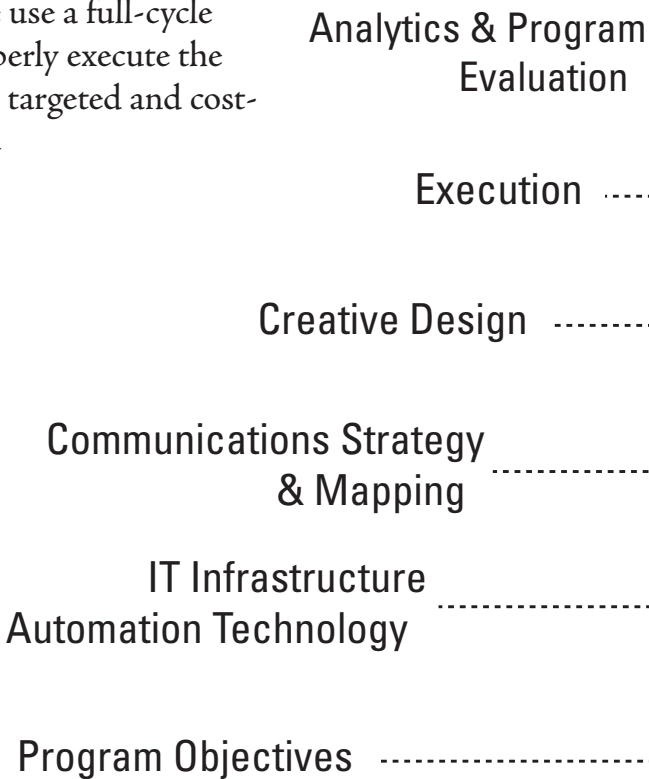
Find a common interest or mutual benefit and start to enrich your relationships – make them more active and in time, they will actively work for you.



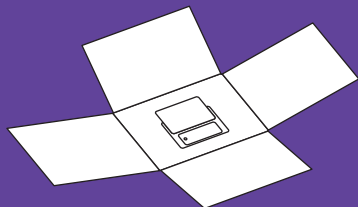
Match Making

A Loyalty Program Built to Last

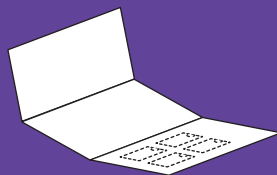
We match extensive knowledge with unique production capabilities to maximize the impact of your Loyalty efforts. To ensure the success of each program, we use a full-cycle process to evaluate and properly execute the introduction of meaningful, targeted and cost-effective Loyalty campaigns.



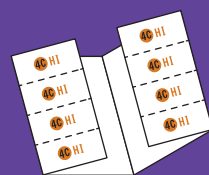
HERE ARE A FEW EXAMPLES FROM OUR MANY FORMAT GUIDES



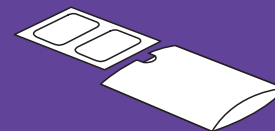
MEMBER CARD ISSUANCE



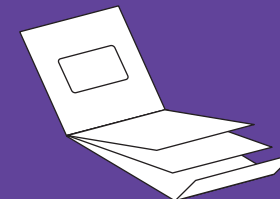
CLEAN RELEASE CARDS



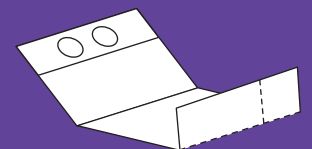
SHOPPING CART



CONCIERGE



SPC TRACKARDS™



STICKERS/SCRATCH-OFFS
SCRATCH-AND-SNIFF

What We Do

- New customer welcoming and on-boarding
- Loyalty card issuance & membership fulfillment
- Life-event & activity trigger marketing
- Lifestyle product cross- or up-sell campaigns
- Ongoing reward marketing
- Membership program upgrades
- New customer acquisition through predictive modeling
- Reactivation campaigns

U.S. HOUSEHOLDS BELONG TO AN AVERAGE OF **19 DIFFERENT LOYALTY PROGRAMS**, BUT **ONLY 7 ARE ACTIVELY USED**.

WE HELP SHIFT YOUR MARKETING EFFORTS **FROM A CAMPAIGN TO A CONVERSATION**.

DON'T WASTE TIME & MONEY. **MAKE YOUR COMMUNICATIONS COUNT**.

About SPC

Specialty Print Communications is a privately-held, third-generation, family-run national print and direct marketing company. SPC offers a wide range of product and service-based solutions, from web, sheetfed, and digital printing options, to a host of inline capabilities, book printing, distribution, fulfillment, and customized web-based communication campaign programs.

We invite you to visit any of our three facilities and see how we are **Built to Respond**.



Gil Bathgate, VP Loyalty Division, and **Catherine Gnull**, National Sales Account Executive, together manage the Loyalty group at SPC, and bring over 36 years of combined industry experience.



**SPC PROUDLY SUPPORTS THE ENVIRONMENT
THROUGH THESE ASSOCIATIONS**



Printed on McCoy Silk 80# Cover Recycled Stock.

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