

Loyalty Programs Could Be the Golden Ticket for Brands in a Down Economy

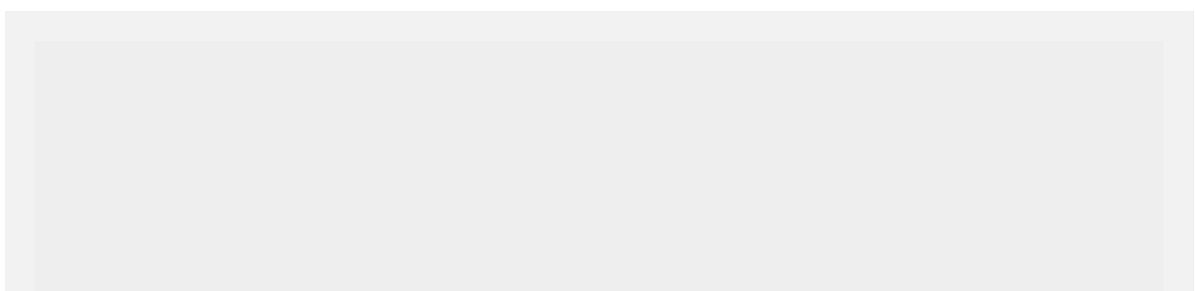
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At the outset of The Great Depression in 1929, Betty Crocker encouraged home bakers to collect “box top” clippings and mail them in to redeem discounts and rewards.

Just before the so-called “Regan Recession,” in the U.S., American Airlines launched a first-of-a-kind frequent fliers points program.

The current economic challenges might not seem like the appropriate time to focus on cultivating long-term brand loyalty. However, taking a page from the history books and offering customers the value and connection they seek—while at the same time collecting data to target them with more relevant offers—could be just the ticket brands need to see them through the downturn.

Customers are hungry for it, too, and it’s not just about price.



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