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Email: [vanina.sloan@rennhack.com](mailto:vanina.sloan@rennhack.com)[www.rennhack.com](http://www.rennhack.com)**For Community Banks, Branded Customer Incentives Are Timely and Effective Keys to Growth, Says Rennhack Marketing Services*****RMS Introducing Research-Backed Customer Acquisition and Retention Strategies at the 2010 ICBA National Convention in March***

**Grapevine, Texas, March 3, 2010** – Because giveaways of toasters and coasters for new accounts go back decades, financial services marketers might be tempted to dismiss incentives in favor of newer approaches, like blogging or social media. However, according to Rennhack Marketing Services Inc. (RMS), which works exclusively with financial institutions, incentive-based customer acquisition and retention programs work as powerfully today as they ever did. While exhibiting at the 2010 ICBA National Convention in Orlando, Florida March 17-21, RMS will share its latest research-backed strategies that help community banks and credit unions acquire new customers, grow existing relationships and cultivate customer longevity, even in a sluggish economy.

“While the banking industry has experienced serious setbacks in the last year and a half, many local institutions are doing far better than larger counterparts,” notes Michael V. Howe, President and CEO of RMS and Travel America. “Now is the perfect time for them to win over new customers and solidify relationships with existing customers. Our proprietary research indicates best practices for creating cost-effective acquisition and loyalty campaigns.”

ICBA attendees will have the opportunity to discuss their marketing challenges and constraints and learn RMS’ recommendations, based on its own consumer research and its track record in working with more than a thousand banks and credit unions in recent years.

RMS insights on the successful use of branded customer incentives for a high return on investment cover such factors as:

- Perceived value of the customer incentives
- Turnkey programs that do not increase demands on busy branch staff

**More**

**Page2: For Community Banks, Branded Customer Incentives Are Timely and Effective Keys to Growth, Says Rennhack Marketing Services**

- Rigorous measurement of program success
- Logistics that ensure availability of items, even with unexpectedly high demand
- Convenient pay-as-you-go terms
- Research on the kinds of incentives consumers particularly value

At the ICBA National Convention, RMS can be found at booth #651.

**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. Today, the company supports banks and credit unions in all 50 states and ships about 2 million incentive items annually. 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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