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Focusing on ‘New Consumer’ Is Key to Post-Recession Success, says Return on Performance magazine

May 24, 2010 – Naperville, IL - Really understanding how the recent recession has impacted consumers—their lifestyles, attitudes and values—will be the key factor for post recession business success according to the article, [The New Consumer](#), which appears in the current issue of [Return On Performance](#), the official magazine of the [Incentive Marketing Association \(IMA\)](#).

The article underscores the need for businesses to go beyond the usual broad-based surveys and standard data to come to grips with the “emotional, social and economic reset” that has taken place since the onset of the worldwide economic recession.

According to IMA Executive Director Karen Renk, “What we’ve discovered coming out of the recession is a dramatic shift in consumer values and attitudes that is leading to profound changes in the marketplace. Consumers are now much more focused on personal values and relationships rather than merely quantity and abundance. Instead of making buying decisions based on their usual habits, they are viewing purchases as investments in items they consider vital and rewarding.”

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Renk explained that it is no longer merely a case of companies simply selling the latest and greatest product, but success now rests on their ability to build relationships with consumers by creating new channels of communications and incentives that encourage people to engage in new ways. Remaining alert to these emerging consumer viewpoints will be important going forward.

To read the full article, see the current issue of *Return On Performance* at www.returnonperformance.org.

About the Incentive Marketing Association

Headquartered in Naperville, Illinois, the **Incentive Marketing Association (IMA)** leads incentive professionals and the corporate community as the premier educator and information source in the incentive marketplace. By promoting the utilization of performance management and measurement tools, results-oriented solutions, the exchange of information and ideas, and high standards of professionalism, IMA advances the effective use of incentives and recognition in employee and customer programs. More information is available at www.incentivemarketing.org.

About Return On Performance Magazine

Return on Performance (ROP) is the official magazine of the Incentive Marketing Association and the definitive voice of the incentive marketing industry providing the latest best practice strategies and research available on engaging, aligning and motivating employees, business partners and customers to yield measurable corporate results.