

SCOTT ROBINETTE & CLAIRE BRAND  
with VICKI LENZ

# Emotion Marketing

THE **HALLMARK** WAY  
OF WINNING CUSTOMERS  
FOR LIFE

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foreword by **DON HALL, Jr.**  
CORPORATE VICE PRESIDENT  
STRATEGY & DEVELOPMENT  
HALLMARK CARDS, INC.



# **Emotion Marketing**

**The Hallmark Way  
of Winning Customers  
for Life**

**SCOTT ROBINETTE  
AND  
CLAIRE BRAND  
WITH VICKI LENZ**

GIFT OF THE ASIA FOUNDATION  
NOT FOR RE-SALE

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The last several years have been a remarkable time for Hallmark Loyalty Marketing Group. We always knew we were onto something big—leveraging emotion to inspire brand loyalty and drawing from Hallmark's experience enhancing personal connections to help our clients strengthen their business relationships.

Now we have the stories, the studies, and the results to back up all our instincts, and we couldn't be happier—or more excited to continue building our momentum.

But first, the authors wish to sincerely thank the following people for supporting us, pushing us further, and being with us during this first stage of what's sure to be a long, fulfilling journey . . .

Our families for their unwavering love and support.

Our colleagues and business partners whose passion, creativity, and commitment to excellence are the fuel for Emotion Marketing.

Our consumers around the world who show they care enough to send the very best every day.

Our business clients whose practical application of, and investment in, Emotion Marketing are creating a new standard for customer loyalty.

And the Hall family, whose vision and leadership are wonderful examples for us and make the legacy of Hallmark what it is today.

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We look forward to many more great years ahead.



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