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BOWIE TO LEAD BOND'S NEWLY CREATED LIVE BRAND EXPERIENCES DIVISION

TORONTO (Nov. 18, 2014) - Bond Brand Loyalty, North America's leading brand loyalty agency, today announced the appointment of Anne Bowie as leader of the newly created Live Brand Experiences division.

Bowie will oversee Bond's newly integrated offerings of event, incentive travel and experiential marketing (XM). This directly addresses the changing needs of brands and their consumer, customer and employee audiences.

"Anne's progressive experience in producing impressive results for her clients is clear proof that she's the right choice to lead an expanded team into the future," said Bob Macdonald, President and CEO of Bond Brand Loyalty.

Bowie, who has been with the agency since 2011, brings a wealth of expertise to the new role and will help strengthen Bond's ability to create customer experiences that bring brands to life in memorable, innovative and engaging ways.

"Our event design methodology is grounded in creating once-in-a-lifetime experiences that endear the brand to the people who represent it—so they'll do the same for that brand's customers," said Bowie. "And when it comes to XM, we recognize and delight new and existing customers with meaningful, authentic experiences—bringing people and brands closer together."

"For our clients, the evolution of our event offerings allows them to deliver a complete set of brand engagement experiences through both live and digital channels," said Macdonald. "We are excited to be on the cutting edge to help drive the behaviors and returns that our clients are looking for."

About Bond Brand Loyalty

Bond Brand Loyalty, a Maritz Company, is a leader in building brand loyalty for the world's most influential and valuable brands. We make the world more rewarding for customers, richer and more resilient for brands, and extremely profitable for our clients. We build measurable, authentic and long-lasting relationships through a combination of services that include loyalty strategy, customer experience, market research, insights and analytics, live brand experiences and proprietary loyalty technology platforms. Visit our [website](#), follow us on [Twitter](#) or contact us at 1-844-277-2663.