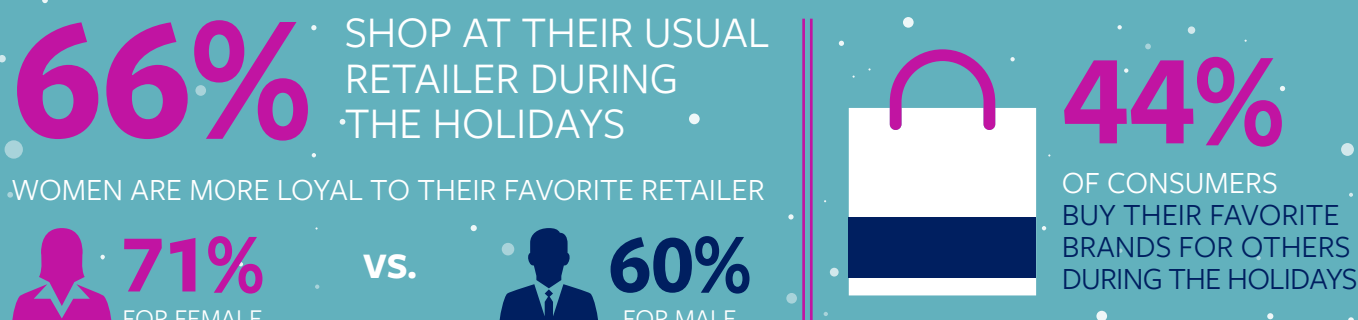


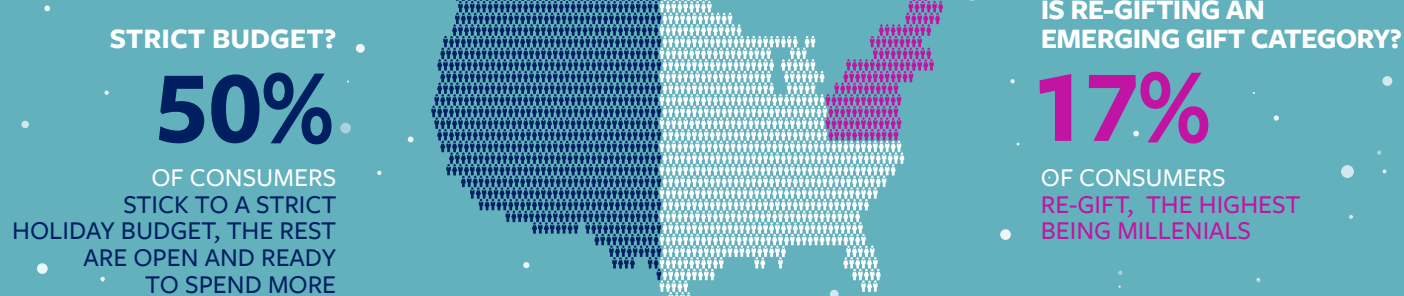
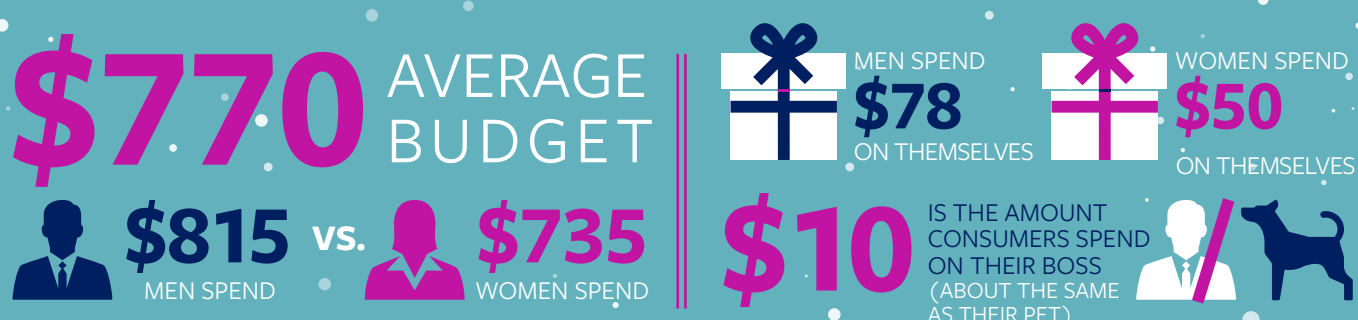
2014 BOND HOLIDAY STUDY

HOLIDAY GIFT BUDGETS ARE UP THIS YEAR WITH CONSUMERS STRETCHING THEIR DOLLARS EVEN FURTHER. THIS REPRESENTS TREMENDOUS POTENTIAL FOR BRANDS TO STRENGTHEN CUSTOMER BONDS AND BUILD BRAND LOYALTY. HAPPY HOLIDAY SELLING!

WHERE LOYALTY LIES DURING THE HOLIDAYS



HOW MUCH CONSUMERS ARE SPENDING THIS YEAR



HOW THEY RESEARCH



HOW THEY SHOP



TOP 3 REASONS FOR CHOOSING A RETAILER



WHEN DO CONSUMERS SHOP?



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.

