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Bond Expands Global Footprint to Meet Market Demand

Agency establishes Global Insights practice to meet client needs in key markets

TORONTO AND NEW YORK – DEC 13, 2017—Bond Brand Loyalty, a leading customer engagement agency, is expanding its global presence to meet the needs of its growing client base and support its continued growth in Europe and Latin America.

With an expanded reach, Bond continues to be present where their clients do business, and is poised to nurture new and existing relationships that rely upon insights to drive their customer experience, consumer loyalty, and employee engagement strategies.

To support its growth, Bond has promoted Kyle Davies to the role of Vice President, Global Insights. “Kyle’s appointment builds on our vision to lead the market and meet the evolving customer engagement needs of our clients,” said Bob Macdonald, President and CEO. “Kyle’s business acumen, strategic aptitude and mastery of consumer insights makes him uniquely suited to further advance our market presence and leadership for Bond in many regions around the world.”

"As demand for our services from both international and local clients increases, you'll see Bond continue to scale globally in new and exciting ways. With a deep understanding of the industry across diverse markets, we can better serve our clients and their customers," said Davies. He added that "to increase customer engagement and maximize profitability, it's imperative that brands leverage the richer, deeper insights that research and analytics deliver."

In addition, building on the success of The Loyalty Report, North America’s largest report on consumer engagement and loyalty, Bond is poised to become the preeminent source of customer engagement and loyalty insights through the study’s expansion into sixteen key European and Latin American markets. The Loyalty Report 2018 will grow to capture and report on changing global consumer attitudes, behaviors, preferences, and drivers of engagement, and will feature insights from more than 50,000 consumers around the world.

The Loyalty Report 2017 Executive Summary is available for download, and custom deep-dive reports are available for purchase. For more information, please visit <http://info.bondbrandloyalty.com/2017-loyalty-report>.

About Bond Brand Loyalty

Bond Brand Loyalty is a global customer engagement agency that specializes in building brand loyalty for the world’s most influential and valuable brands. Our mission is to make marketing more rewarding for customers, richer and more resilient for brands, and more profitable for our clients. We build measurable, authentic, and long-lasting relationships through a combination of services that includes loyalty solutions, customer experience, marketing research, customer analytics, live brand experiences, and proprietary technology platforms. Visit our [website](#), follow us on [LinkedIn](#) and [Twitter](#), or contact us at 1-844-277-2663.