



OVATION  
MARKETING

CONNECTING CUSTOMERS & BRANDS  
with One-to-One, Multichannel Communications

FOR IMMEDIATE RELEASE

### *Catalog Success* Magazine and Ovation Marketing Reveals Fourth Multichannel Survey

LA CROSSE, WIS., July 11, 2008 — *Catalog Success* magazine, in partnership with Ovation Marketing, has published a fourth survey, marking a year-long study of researching current marketing trends. The fourth survey focuses on catalog creative topics, such as budgets, channel allocation, photography, and redesigns. The results can be viewed three ways – by consumer, by B-to-B, or combined. Visit

<http://www.catalogsuccess.com/story/story.bsp?var=story&sid=110373>

to view the results.

The results of the survey sent to *Catalog Success's* e-mail subscriber list indicated the following insights for multichannel marketers:

- Did spending on marketing creative increase, decrease, or stay the same?
- Percentage of creative budget dedicated to print, electronic, or other channels.
- Managing creative marketing materials.

In addition to gauging the catalog and multichannel marketing industries, Ovation regularly conducts research surveys for a variety of industries. Synopses of our most popular studies can be found at [http://www.ovationmarketing.com/newsandviews/default\\_research.asp](http://www.ovationmarketing.com/newsandviews/default_research.asp).

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#### About Ovation Marketing

Ovation Marketing is an employee-owned agency specializing in one-to-one, multichannel communications. The agency collaborates with its database-driven clients to build brands and increase sales by developing and delivering relevant, creative messages that connect with customers. Founded in 1978, the agency serves top brands including: Anheuser-Busch, Aearo Technologies, CenturyTel, Chefwear, and Shell Global Solutions. Ovation is a member of the American Association of Advertising Agencies. For more information, visit

[www.ovationmarketing.com](http://www.ovationmarketing.com).

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