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1) ENTRIES RULES

Entry criteria per category are stated in the category description. Please ensure your entries address these criteria.

What we require with the online submission:

- Entry contact information
- Completed online declaration and signed agency agreement if submitting on behalf of a brand
- Transparent logo uploaded
- Winning paragraph
- Submission - all questions completed
- Supporting evidence files uploaded

Work entered must have been developed for a South African audience.

Any non-English supporting evidence files must include subtitles, in English.

Time in market – this must be adhered to:

Categories 1-11 Minimum of 12 months: (i.e. launched before May 2025)

Categories 12-13: Launch date: 17 Feb 2025 – 21 Feb 2026 (i.e. <12 months from date of opening of entries – minimum time in market must be 3 months)

Category 14: Minimum 5 years in marketplace: (i.e. launched before 21 May 2021)

Category 19: Launched between 21 May 2025 – present day

Category list:

1. Best programme of the year – Retail
2. Best programme of the year – Financial Services
3. Best programme of the year – Restaurant/QSR
4. Best programme of the year – Travel & Hospitality
5. Best programme of the year – B2B
6. Best programme of the year – Online E-commerce
7. Best programme of the year – Fuel
8. Best programme of the year – Telco
9. Best programme of the year – Entertainment & Leisure
10. Best programme of the year – Subscription
11. Best partnership programme of the year
12. Best programme of the year – Newcomer
13. Best relaunched programme of the year
14. Best long-term programme of the year
15. Best loyalty agency of the year
16. Best loyalty rules engine technology vendor of the year
17. Best loyalty enablement technology vendor of the year
18. Best loyalty data agency/vendor of the year
19. Best short-term loyalty marketing campaign of the year
20. Best strategic use of data analytics CRM applications
21. Best use of AI to improve loyalty experience
22. Most innovative use of technology for loyalty
23. Best use of gamification of the year
24. Best use of informative content to drive loyalty
25. Best loyalty CSI or environmental initiative campaign

Right to withdraw and change entries: The Loyalty Awards reserves the right, in its sole discretion, to reject any entry, or to move any entry to an alternative category.

The early bird deadline for entries is 07 May 2026

The extended deadline for entries is 21 May 2026

Entry tip: Be realistic about how much time judges have to view your work. The judges have no obligation to review your entire submission, and experience shows that a short, punchy entry beats a long case study or long video. Please keep to the recommended submission requirements.

Entry fees:

An early bird fee of R3500 (ex VAT) is charged per category entry registered on Judgify by 07 May 2026 with final completed submission by 21 May 2026.

The final deadline fee of R4 500 (ex VAT) is charged per category entry registered on Judgify between 8 May and 20 May with final completed submission by 21 May 2026.

You may enter multiple entries. Once you have registered your entry, an invoice will be emailed to you. All entry fees must be paid in full before 15 June 2026 for the entry to be judged.

No refund on entries:

Refunds of any fees or costs relating to entries into the Loyalty Awards will not be processed for any reason. The fees paid for entries are intended to cover the costs of administration, processing/judging the entries and preparing the awards.

2) PERMISSION

All entries must be approved by the relevant client from whom they were produced, and all necessary permission must be obtained. In particular, the client for whom the work was created must consent to entry of the relevant work in the Loyalty Awards. An entry may not be entered if the work is subject to any agreements with third parties and/or other licenses and the necessary consent have not been obtained.

Signatures are required as follows:

- Agency agreement (if applying on behalf of your client)

An entrant may not enter any work or entry into the Loyalty Awards if:

It infringes or violates the rights of any third party, including, without limitation, copyright, trademarks, patents, trade secrets, contractual licensing rights, privacy rights, moral rights or any other intellectual property rights.

3) CONFIDENTIALITY

All entries will be treated with absolute confidentiality. No commercially sensitive information received through the entries will be used by any of the judges or organisers of the awards, for any purpose whatsoever other than to judge the quality of the entry. We strongly recommend proper commercial results are submitted in order to allow complete and thorough judging to take place.

4) JUDGING PROCESS

Judging will be processed in 3 stages:

- **Shortlisting process for all entries:**
Each entry will be evaluated and the top 10 entries per category will be shortlisted.
- **Remote judging process for shortlisted entries:**
All judges are involved in the remote judging process and will judge each shortlisted nominee independently. The individual shortlisted nominees will be measured and judged against the evaluation criteria for each category. Supporting evidence files (max 5 items)
- **Judging panel process:**
The judges will gather at a central meeting point, or online, to discuss their shortlist assessment and will share their individual scoring.

Please note: At all times, judges are recused from judging their own work, or work that presents any conflict of interest.

The judging chair's role is to manage the judging process, and to ensure fairness and equal application of entry criteria and competition rules. The judging chair does not judge the entries, nor does she have any right of veto or final decision.

The outcome of the South African Loyalty Awards depends on the skill shown in the entries. There is no element of luck or chance involved in the awarding of awards. Not all entries will receive awards, and there may be no award given in some categories. The Loyalty Awards reserves the right not to award any award if the judges deem entries to be of insufficient standard.

During the judging process, the decisions of the judges of the South African Loyalty Awards shall be final in regard to all matters or disputes relating to judging of entries and the awarding of awards.

5) PROPERTY

All documentation, storage media or other material that accompany or forms part of an entry or are submitted with it, will be used for the sole purpose of administering the South African Loyalty Awards and will not be shared with any third party other than the qualifying judges. The South African Loyalty Awards will not return any items entered or submitted to the awards and will not be responsible for any loss or destruction of or damage thereto of whatever nature. The South African Loyalty Awards shall be entitled to dispose of, destroy or store all documents, storage media and other material forming part of or accompanying an entry.

6) PAYMENT CONDITIONS

An early bird fee of R3500 (ex VAT) is charged per category entry registered on Judgify by 07 May 2026 with final completed submission by 21 May 2026.

The final deadline fee of R4 500 (ex VAT) is charged per category entry registered on Judgify between 8 May and 20 May with final completed submission by 21 May 2026.

Once you have submitted your entry, an invoice will be emailed to you. All entry fees must be paid in full before 15 June 2026 for the entry to be judged.

Methods of payment:

Payments can be made by bank transfer or via Paystack. Invoices will be raised with full banking details or a Paystack link will be provided.

No refund on entries:

Refunds of any fees or costs relating to entries into the Loyalty Awards will not be processed for any reason. The fees paid for entries are intended to cover the costs of administration, processing/judging the entries and preparing the awards.

If you have any queries, please send an email to info@southafricanloyaltyawards.com

7) OWNERSHIP

South Africa Loyalty Awards is an initiative by © Truth Leadership & Marketing Solutions (PTY) LTD 2015/391318/07

Truth is the owner and operator of the South African Loyalty Awards and its website located at www.southafricanloyaltyawards.com