



## CATEGORY 15 BEST LOYALTY AGENCY (MARKETING / REWARDS) OF THE YEAR

### ENTRY FORM

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#### SUMMARY:

This award will be awarded to the best loyalty (marketing & rewards) agency in South Africa. Agencies are encouraged to submit their achievements in loyalty and CRM and for brands they have worked with in this environment. A demonstration of skills in loyalty marketing, CRM and rewards fulfilment to drive programme performance will be assessed.

Please ensure your entries address the below criteria:

1. Strategic understanding of loyalty & CRM
2. Campaign effectiveness and/or rewards fulfilment campaigns due to agency
3. Use of customer segmentation analytics
4. Ability to drive programme performance improvements

#### AGENCY SUBMISSIONS (On behalf of clients)

If you are an agency and entering the awards on behalf of your client, you will need permission and sign-off from your client to enter their details for the awards. We require the signed agreement to accompany your entry. **Please note:** We will not review your entry if we have not received a signature from your client.



## WINNING PARAGRAPH (max 150 words):

(To be published should your entry receive recognition – permission must be granted in the declaration on page 2)

## EXECUTIVE SUMMARY:

SAMPLE

**HIGHLIGHT THE ACHIEVEMENTS IN THE FOLLOWING DELIVERABLES:**

1. Strategic understanding of loyalty & CRM
2. Campaign effectiveness and/or rewards fulfilment campaigns due to agency
3. Use of customer segmentation analytics
4. Ability to drive programme performance improvements

**1. Strategic understanding of loyalty & CRM:**

Empty response box for strategic understanding of loyalty & CRM.

**2. Campaign effectiveness and/or rewards fulfilment campaigns due to agency:**

Empty response box for campaign effectiveness and/or rewards fulfilment campaigns due to agency.

3. Use of customer segmentation analytics:

Empty response box for question 3.

4. Ability to drive programme performance improvements (please include measurable results):

Empty response box for question 4.

### HAVE ANY QUESTIONS?

Please call us on **021 715 8619** or email [info@southafricanloyaltyawards.com](mailto:info@southafricanloyaltyawards.com) and we will gladly assist!

