



CATEGORY 19

BEST SHORT-TERM LOYALTY MARKETING CAMPAIGN OF THE YEAR

ENTRY FORM

SUMMARY:

This award will go to the organisation or brand that can demonstrate how it has implemented the best marketing campaign linked to its loyalty programme or loyalty initiative. Brands must demonstrate how they have developed a winning campaign to address a challenge in the marketplace, utilise outstanding creative elements (which engages new or existing customers) and the use of relevant personalised communications.

Please ensure your entries address the below criteria:

1. Increased commercial performance directly attributed to the campaign
2. Enhanced customer value directly attributed to the campaign
3. Enhanced customer experience
4. Short-term performance indicators which clearly lead to longer-term improvements in retention, average customer performance, engagement, etc.

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. Increased commercial performance directly attributed to the campaign
2. Enhanced customer value directly attributed to the campaign
3. Enhanced customer experience
4. Short-term performance indicators which clearly lead to longer-term improvements in retention, average customer performance, engagement, etc

1. **Increased commercial performance directly attributed to the campaign:**

(Please be specific and give real campaign/performance results)

2. **Enhanced customer value directly attributed to the campaign:**

(Please be specific with regards to the monetary value your members have benefited due to this campaign)

3. Enhanced customer experience: (How has this campaign improved your members' programme experience?)

4. Short-term performance indicators which clearly lead to longer-term improvements in retention, average customer performance, engagement, etc.:

HAVE ANY QUESTIONS?

Please call us on **021 715 8619** or email info@southafricanloyaltyawards.com and we will gladly assist!