

**CATEGORY 21  
  
BEST SHORT-TERM LOYALTY   
MARKETING CAMPAIGN   
OF THE YEAR**

**ENTRY FORM**

**ENTRY CONTACT INFORMATION:**

|  |  |
| --- | --- |
| **Company name:** |  |
| **Contact name:** |  |
| **Job title:** |  |
| **Business email:** |  |
| **Telephone number:** |  |
| **Company logo: Transparent background (must be attached to your email as a separate file)** |  |
|  | |
| **Permission to enter the Loyalty Awards:  (Signature)** |  |
| **Signed by: (Name & Surname)** |  |
| **Role:** |  |
| **Date:** |  |

**DECLARATION:**

|  |
| --- |
| I hereby declare that all evidence submitted as part of this awards entry, is 100% factual and further evidence can be requested by the judges should more clarity be required.  I understand that falsely provided information will lead to disqualification, at the discretion of the judging panel.  Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  I have read the small print.  Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  I give permission for the submitted logo and winning paragraph to be used in the awards announcement and website, should this entry receive recognition.  Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**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.

**What we require:**

* Entry contact information
* Signed declaration and permission
* Transparent logo
* Winning paragraph
* 1 page executive summary
* Submission (max 4 pages) – all boxes completed
* Supporting evidence files (max 5 items)

**Entry fees:**A fee is charged per category entry. Once you have submitted your entry, an invoice will be emailed to you. All entry fees must be paid in full before the date stipulated in the small print. Unfortunately, no refunds can be processed once entries are submitted.  
  
**All entries must be emailed to: info@southafricanloyaltyawards.com**Should your file sizes be too big for email, please share via dropbox or wetransfer**.**

**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:**

|  |
| --- |
|  |

**THE NEXT 3 PAGES MUST 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) |
|  |

|  |
| --- |
| 1. **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) |
|  |

|  |
| --- |
| 1. **Enhanced customer experience:** (How has this campaign improved your members’ programme experience?) |
|  |

|  |
| --- |
| 1. **Short term performance indicators which clearly lead to longer-term improvements in retention, average customer performance, engagement, etc.:** |
|  |

**SAVING CRITERIA:**

Once the above entry information has been completed, your files and supporting documentation must be saved in the following format when submitting your entry please:  
  
**file name** = category#-programmename-brandname.doc  
e.g. CATEGORY1-ROYALREWARDS-ROYALHOTEL.doc  
  
Once you have saved all your files in the correct format, simply enter by emailing: [info@southafricanloyaltyawards.com](mailto:info@loyaltyawardssouthafrica.com)

If your file sizes are too big, simply send it to us via dropbox or wetransfer.  
  
**CONFIDENTIALITY:**To view our confidentiality agreement that has been signed by all judges and South African Loyalty Awards employees, please [**click here.**](file:///C:\Users\Mandy\OneDrive%20-%20truth\SALA\JUDGES%20CODE%20OF%20CONDUCT%20FOR%20SOUTH%20AFRICA%20LOYALTY%20AWARDS%20.pdf)

**HAVE ANY QUESTIONS?**

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