



CATEGORY 24

BEST USE OF INFORMATIVE CONTENT TO DRIVE LOYALTY

ENTRY FORM

SUMMARY:

This award will be awarded to the best use of informative content to drive loyalty. Brands need to showcase how content has changed their members' loyalty experience.

Please ensure your entries address the below criteria:

1. Describe how content has changed your members' loyalty experience
2. Describe how content generation has been more impactful than traditional communication channels
3. What change of behaviour has your programme seen in your members due to content generation for your member?
4. How does your programme facilitate UGC (user generated content) and how do you measure performance of this?

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:

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4. How does your programme facilitate UGC (user generated content) and how do you measure performance of this?

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2.. Describe how content generation has been more impactful than traditional communication channels:

3. What change of behaviour has your programme seen in your members due to content generation for your member?

4. How does your programme facilitate UGC (user generated content) and how do you measure performance of this?

HAVE ANY QUESTIONS?

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