



## CATEGORY 12

# BEST PROGRAMME OF THE YEAR: NEWCOMER

## ENTRY FORM

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### SUMMARY:

This award will be awarded to the new loyalty brand which demonstrates that it has operated the best newcomer programme launched in 2025 and can demonstrate overall commercial benefit to the organisation (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)

Please ensure your entries address the below criteria:

1. Commercial benefits for the brand
2. Enhanced value for its customers
3. Broader customer strategy approach
4. Omnichannel customer experience
5. Innovation
6. Launch plan

### 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. Commercial benefits for the brand (KPIs)
2. Enhanced value for its customers
3. Broader customer strategy approach
4. Omnichannel customer experience
5. Innovation
6. Launch plan

**Please note:**

The more factual statistics & results which you can give the judges, the more they can truly assess the success of this entry.

**Please remember:** everything is strictly covered by our confidentiality agreement.

### 1. Commercial benefits for the brand:

(e.g. proven ROI, incremental performance, activity rates, etc.)

These KPI boxes **MUST** be completed with your submission – all stated over the previous 12 month period. **If KPIs are not submitted, judges will score this section as zero.**

|  |  |
|--|--|
| no. of members   |  |
| % activity i.e. % of total members since launch                                  |  |
| % turnover/sales via loyalty members   |  |
| redemption rate of points (if applicable)  |  |
| redemption rate of vouchers (if applicable)                                      |  |
| total value received per active member (ZAR)                                     |  |
| churn rate over 12m as % total members   |  |
| incremental sales (as % of total sales) due to loyalty programme (if measurable) |  |
| no. of products held by loyalty members vs non-loyalty member                    |  |
| average tenure of loyalty member vs non-loyalty member                           |  |
| acquisition costs savings due to loyalty (if applicable)                         |  |
| other behavioural change metrics (please use open space below)                   |  |

**2. Enhanced value for customers (please ensure you complete the table below re value given away):**

We wish to see how the programme has changed the lives of South Africans.

| Exact value given away either:           | Value (ZAR since launch) |
|--|--------------------------|
| • Via points                             |                          |
| • Via discounts                          |                          |
| • Via personalised discounts/vouchers    |                          |
| • Via partners                           |                          |
| Total value given away per active member |                          |

Any other metrics to be listed below:

**3. Broader customer strategy approach:**

(e.g. how is customer data used internally to drive a deep customer insight across the entire organisation?)

**4. Omnichannel customer experience:**

(e.g. how does the loyalty programme create an enhanced and frictionless experience for customers and in particular, how is the programme executed seamlessly across all channels? This must cover your multi-channel loyalty proposition.)

**5. Innovation:**

(e.g. please showcase what innovations you have implemented in the past 12 months.)

**6. Launch plan:**

(e.g. Please showcase your launch plan i.e. staff training, acquisition, sign up, bonus, promotions, etc.)

**HAVE ANY QUESTIONS?**

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