



## CATEGORY 23

# BEST USE OF GAMIFICATION OF THE YEAR

## ENTRY FORM

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### SUMMARY:

This award will be awarded to the best use of gamification in loyalty. Brands need to showcase how this has benefited the programme's performance, how the customer experience is enhanced and how members benefit from the gamification.

If you are a vendor, please note that you may enter your client into this category, otherwise you need to enter category 17 (Best loyalty enablement tech vendor).

Please ensure your entries address the below criteria:

1. What are the changes of customer behaviour achieved through gamification in the loyalty programme? (Please quantify these)
2. How seamless is the experience for customers?
3. How did customers benefit?
4. Showcase the innovation behind using gamification

### 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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2. How seamless is the experience for customers?
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2. How seamless is the experience for customers?

3. How did customers benefit?

4. Showcase the innovation behind using gamification:

Empty box for showcasing innovation behind using gamification.

### HAVE ANY QUESTIONS?

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

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