

**CATEGORY 10  
  
BEST LONG-TERM PROGRAMME OF THE YEAR 2022  
  
ENTRY FORM**

**ENTRY CONTACT INFORMATION:**

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| --- | --- |
| **Company name:** |  |
| **Contact name:** |  |
| **Job title:** |  |
| **Business email:** |  |
| **Telephone number:** |  |
| **Company logo:** |  |
| **Permission to enter the Loyalty Awards:  (Signature)** |  |
| **Signed by: (Name & Surname)** |  |
| **Role:** |  |
| **Date:** |  |

**SUMMARY:**

This award will be awarded to the brand which demonstrates that it has operated the best loyalty programme over 3+ years and can demonstrate how it has offered a long term commitment to its customers and has shown overall incremental commercial benefits to the organisation during that period.  
  
**Please ensure your entries address the below criteria:**

* Commercial benefits for the brand
* Enhanced value for its customers over 3+ years
* Broader customer strategy approach
* Frictionless customer experience

**What we require:**

* Entry contact information
* 1 Page executive summary
* Submission (max 3 pages)
* Supporting evidence files (max 5 items)

**Entry fees:**A fee of R1 950 (ex VAT) 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 15 July 2022.   
  
**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 download the agency agreement [**here.**](25e83c_714585815cfb419fac6f40bc0437dbcf.pdf)

**Please note:** We will not review your entry if we have not received a signature from your client.

**EXECUTIVE SUMMARY:**

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| **PROGRAMME DESCRIPTION:** |
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| **RESULTS ACHIEVED OVER 3 CONSECUTIVE YEARS:** |
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**THE NEXT 3 PAGES MUST HIGHLIGHT THE ACHIEVEMENTS IN THE FOLLOWING DELIVERABLES:**

1. Commercial benefits for the brand

**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. Enhanced value for its customers over 3+ years
2. Broader customer strategy approach
3. Frictionless customer experience

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| **Commercial benefits for the brand:** (e.g. proven ROI, incremental performance, activity rates, etc.) |
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| **Enhanced value for customers over 3+ years:** |
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| **Broader customer strategy approach:**  (e.g. how is customer data used internally to drive a deep customer insight across the entire organisation?) |
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| **Frictionless 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?) |
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**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**](25e83c_184225022b8441a1bb0aca3d7ad7332e%20(2).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!