

**CATEGORY 5  
  
BEST PROGRAMME OF   
THE YEAR 2021: B2B  
  
ENTRY FORM**

**ENTRY CONTACT INFORMATION:**

|  |  |
| --- | --- |
| **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:**

The award will go to a business that operates a B2B loyalty programme / initiative. The submission must demonstrate how the programme/initiative has delivered the best B2B loyalty initiative and how it has added to the organisations which belong to the programme. It must also include B2B engagement, proven commercial benefits, innovation and creativity. Displaying proven retention will be advantageous.  
  
**Please ensure your entries address the below criteria:**

* Commercial benefits for the brand
* Enhanced value for its customers
* 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 750 (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 16 July 2021.  
 **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.**](https://fe26aaf3-28b7-484b-8608-a9f3b75c6713.filesusr.com/ugd/25e83c_e477a667bc134791acd71b1b87a8c322.docx?dn=Agency%20agreement%202020.docx)

**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:** |
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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
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:** |
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| **Broader customer strategy approach:** |
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| **Frictionless customer experience:** |
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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**](https://fe26aaf3-28b7-484b-8608-a9f3b75c6713.filesusr.com/ugd/25e83c_1d2792b7aaab44b0869eb459929f737c.docx?dn=JUDGES%20CODE%20OF%20CONDUCT%20FOR%20SOUTH%20AFRICA)**.**

**HAVE ANY QUESTIONS?**

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