

**CATEGORY 14  
  
BEST LOYALTY DATA   
AGENCY / VENDOR OF**

**THE YEAR 2022  
  
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:**

This award will be awarded to the best loyalty data company in South Africa. Data agencies are encouraged to submit their achievements in data analytics for the brands they have worked with. They need to show skills in statistical analysis, market research, analytics and programme performance measurements.  
  
**Please ensure your entries address the below criteria:**

* Statistical analysis effectiveness and market research capability
* Customer segmentation analytics
* Programme performance measurements
* Smart use of data

**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)

**EXECUTIVE SUMMARY:**

|  |
| --- |
| **DATA AGENCY DESCRIPTION:** |
|  |

|  |
| --- |
| **RESULTS ACHIEVED:** |
|  |

**THE NEXT 3 PAGES MUST HIGHLIGHT THE ACHIEVEMENTS IN THE FOLLOWING DELIVERABLES:**

1. Statistical analysis effectiveness and market research capability
2. Customer segmentation analytics
3. Programme performance measurements
4. Smart use of data

|  |
| --- |
| **Statistical analysis effectiveness and market research capability** |
|  |
|  |

|  |
| --- |
| **Customer segmentation analytics** |
|  |

|  |
| --- |
| **Programme performance measurements** |
|  |

|  |
| --- |
| **Smart use of data** |
|  |

**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!