

**CATEGORY 13  
  
BEST PROGRAMME OF THE YEAR 2023:   
RE-LAUNCH  
  
ENTRY FORM**

**ENTRY CONTACT INFORMATION:**

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| **Company name:** |  |
| **Contact name:** |  |
| **Job title:** |  |
| **Business email:** |  |
| **Telephone number:** |  |
| **Company logo: Transparent background (must be attached to your email as a separate file)** |  |
|  | |
| **Permission to enter the Loyalty Awards:  (Signature)** |  |
| **Signed by: (Name & Surname)** |  |
| **Role:** |  |
| **Date:** |  |

**DECLARATION:**

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| I hereby declare that all evidence submitted as part of this awards entry, is 100% factual and further evidence can be requested by the judges should more clarity be required.  I understand that falsely provided information will lead to disqualification, at the discretion of the judging panel.  Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  I have read the [small print](https://truthza-my.sharepoint.com/personal/rowen_truth_co_za/Documents/SALA/THE%20SMALL%20PRINT%202023%20SALA.pdf)  Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  I give permission for the submitted logo and winning paragraph to be used in the awards announcement and website, should this entry receive recognition.  Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**SUMMARY:**

This award will be awarded to the new loyalty brand which demonstrates that it has operated the best re-launched programme launched in 2022 and can demonstrate overall commercial benefit to the organisation (must have been in market for a minimum of 3 months). The new programme must have been launched since 17 February 2022. The re-launch must be a significant change and programme re-launch, rather than incremental ad hoc programme improvements.

**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. Frictionless customer experience
5. Innovation

**What we require:**

* Entry contact information
* Signed declaration and permission
* Transparent logo
* Winning paragraph
* 1 page executive summary
* Submission (max 4 pages) – all boxes completed
* 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 14 June 2023. Unfortunately, no refunds can be processed once entries are submitted.  
**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.**](https://truthza-my.sharepoint.com/personal/rowen_truth_co_za/Documents/SALA/Agency%20agreement%202023.pdf) **Please note:** We will not review your entry if we have not received a signature from your client.

**WINNING PARAGRAPH (max 150 words):**

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| (To be published should your entry receive recognition – permission must be granted in the declaration on page 2) |

**EXECUTIVE SUMMARY:**

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**THE NEXT 4 PAGES MUST HIGHLIGHT THE ACHIEVEMENTS IN THE FOLLOWING DELIVERABLES:**

1. Commercial benefits for the brand (KPIs)

**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
4. Innovation

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| **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 since re-launch. | | |  |  | | new members acquired |  | | % activity i.e. % of total members active since launch |  | | % turnover/sales via loyalty members |  | | redemption rate of points (if applicable) |  | | total value received per active member |  | | churn rate 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) |  | |

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| **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.  All these values should be stated since re-launch. |
| |  |  | | --- | --- | | 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 members |  | |

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| **3. 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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| **4. 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? This must cover your multi-channel loyalty proposition.) |
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| **5. Innovation**  (e.g. please showcase what innovations you have implemented in the re-launch.) |
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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://truthza-my.sharepoint.com/personal/rowen_truth_co_za/Documents/SALA/JUDGES%20CODE%20OF%20CONDUCT%20FOR%20SOUTH%20AFRICA%20LOYALTY%20AWARDS%202023.pdf)**.** It is critical to submit as much information as possible, knowing that it is covered by this confidentiality agreement.

**HAVE ANY QUESTIONS?**

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