

**CATEGORY 12  
  
BEST SHORT-TERM LOYALTY   
MARKETING CAMPAIGN   
OF THE YEAR  
  
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 the organisation or brand that can demonstrate how it has implemented the best marketing campaign in 2019 (any period between 1 January 2019 to 31 December 2019\*) linked to its loyalty programme or initiative. A company that has developed a winning campaign to address a challenge in the marketplace, utilise outstanding creative elements that engages new or existing customers through smart and relevant communications by any channel.  
*\*Please note if your campaign started at the end of 2018, and ran into a few months into 2019, we shall take this into consideration.*   
**Please ensure your entries address the below criteria:**

* Increased commercial performance directly attributed to the campaign
* Enhanced customer value directly attributed to the campaign
* Enhanced customer experience
* Short term performance indicators which clearly lead to longer-term improvements in retention, average customer performance, engagement, etc

**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 500 (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 1 August 2020.  
  
**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://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:**

|  |
| --- |
| **CAMPAIGN DESCRIPTION:** |
|  |

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

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

1. Increased commercial performance directly attributed to the campaign
2. Enhanced customer value directly attributed to the campaign
3. Enhanced customer experience
4. Short term performance indicators which clearly lead to longer-term improvements in retention, average customer performance, engagement, etc

|  |
| --- |
| **Increased commercial performance directly attributed to the campaign:**  (e.g. proven ROI, incremental performance, activity rates, etc.) |
|  |
|  |

|  |
| --- |
| **Enhanced customer value directly attributed to the campaign** |
|  |

|  |
| --- |
| **Enhanced customer experience:** |
|  |

|  |
| --- |
| **Short term performance indicators which clearly lead to longer-term improvements in retention, average customer performance, engagement, etc** |
|  |

**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 86 19** or email [info@southafricanloyaltyawards.com](mailto:info@loyaltyawardssouthafrica.com) and we will gladly assist!