



How to win a Loyalty Award 2014

A ten point plan for success

The deadline for entries to The Loyalty Awards 2014 is fast approaching and all across the EMEA region, those tasked with the job of submitting this year's submissions are scratching their heads in search of inspiration.

It is not that you haven't got a brilliant product or service to submit. It is a question of how to explain it in a way that will attract the attention of the judges.

Sympathetic to this problem, The Loyalty Awards organisers have compiled a **10 point plan** to help your organisation make it to the Winner's podium.

Ten steps to success

- 1.** Make sure the entry is submitted in the name of the end user (retailer, bank, customer-facing organisation etc). This is much more attractive to the judges than if the entry comes from a supplier. This doesn't mean that the supplier can't help compose and submit the entry. (Or bask in the glory).
- 2.** Don't assume knowledge. Explain how the scheme works, where it is operational, what it has achieved and what difference it has made.
- 3.** Supply data. Nothing pleases The Loyalty Awards judges more than hard facts, so get number punching! All our judges sign non-disclosure agreements and we agree not to publish anything that is marked not for publication. But get that data in the entry, it will make a lot of difference to your chances of winning.
- 4.** Enter multiple categories. It is impossible to know in advance which categories will be popular and which will have less entries, so where possible, enter more than one category to increase your chances of winning a prize. (Think of it as a chess game.) Remember to tailor the entry for each individual category though.
- 5.** Read the criteria for each category carefully. The Loyalty Awards judges refer back to these whenever there is a contentious issue, or where opinion is divided. Make sure you don't miss out because of a technicality.
- 6.** Tell the story. Judges are only human, and there is a great deal to read. Get them on your side by inspiring them with your journey to great customer loyalty.
- 7.** If your entry is about new technology, make sure you explain how it works and what you have achieved with it. The fact alone that you now use an XXX

algorithimical grommet is not going to impress, but if you say it provides a new level of analysis that has resulted in a yyy% increase in retention then this is impressive!

8. Short term loyalty programmes - new category. Loyalty is evolving and short term loyalty initiatives are an increasingly important element for many retailers. We have a new category this year, so make sure you put entries in for this. In addition, if your short term loyalty programme has had a proven effect on long term loyalty, and you can show this, why not also submit your entry for other appropriate categories, such as Best Loyalty Innovation, or Best Coupon or Voucher Based Loyalty Programme?

There is a new category for Entertainment this year too, so if your loyalty programme focuses on the fun element, then this is one for you.

9. If as a supplier, you are entering multiple entries on behalf of several retailers, make sure you brand the entries separately for each client, otherwise the judges may think that all the entries come from the same organisation.

10. Our judging panel is made up of independent experts from across the Europe, Middle East and Africa region, so they may not be familiar with your particular campaign. Describe, put in context, explain, illustrate, prove with data, WIN!

In conclusion

Winning a Loyalty Awards trophy is hugely beneficial both for marketing purposes and to raise the morale of your team, so don't delay. It is not that arduous. All we need is a 250 word synopsis and a longer explanation - up to 1000 words, but not necessarily that long) of something you are proud of.

Still stuck? Contact Sasha Blackwood or Annich McIntosh at 01572 820088 and we will be happy to advise on any queries.

Visit www.theloyaltyawards.com for a digital copy of the Call for Entries and an entry form

Book your table now - Table booking forms at www.theloyaltyawards.com