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# 2019 Loyalty360 Award Nominations

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**Nominations Due February 1, 2019**



**NEW FOR  
2019**

**7 New Categories and  
10 New Loyalty360 Honors Recognitions**

## About the Loyalty360 Awards

Now in their 6th year, the Loyalty360 Awards are the most coveted awards in customer loyalty. With an emphasis on objectivity, The Loyalty360 Awards recognize brands that are building lasting and profitable relationships with customers.

### Eligibility

Any brand with a customer loyalty strategy, initiative, or program is eligible to enter. Vendors and partners may submit on behalf of their clients but are required to submit contact information for their client and – should the client be named a finalist – are required to have representation from the client company to participate in the final judging process and ceremony. Vendors and partners are strongly encouraged to collaborate with their clients on entry submissions to ensure that the responses are as comprehensive as possible, capturing the company's entire customer loyalty strategy and corporate objectives. In the event there is a question on any part of the award submission, Loyalty360 reserves the right to request clarification from the brand.

Vendors or partners may (and are encouraged to submit more than one client for the Loyalty360 Awards. Each client requires a separate entry form. Submitting more than one client increases chances of being considered for the vendor/supplier 360-Degree Award.

### Finalists and Winners

Four finalists will be named in March 2019 for each of the twelve categories. To complete the judging process, the finalists will be invited to the 2019 Loyalty Expo, where each brand will give a 10 to 15-minute presentation of their entry to the audience. Following the presentations, Platinum, Gold, Silver and Bronze winners will be announced during an awards ceremony. All finalists will receive an award at the ceremony.

If the brand is not able to attend the conference and make their final presentation, the category runner-up will be nominated as the fourth finalist.

Brands may submit for as many categories as they would like. Although brands may only be named a finalist in a maximum of 3 categories (determined by their highest judging scores), additional entries will be considered in judging the overall 360-Degree Brand Award, due to its holistic and competitive nature.

Additionally, Loyalty360 will recognize a small group of brands & vendors for the Loyalty360 Honors. Brands must be involved with the Loyalty360 Awards in some capacity to be considered for the Loyalty360 Honors.

## Loyalty360 Award Finalists and Winners Benefit from...



### Recognition:

The Loyalty360 Awards acknowledge leading customer loyalty strategies. A panel of judges—comprised of Loyalty360 members—determines the finalists of each category, while attendees of the 2019 Loyalty Expo will determine winners. Winning a Loyalty360 Award demonstrates to your industry colleagues and customers that you are uniquely committed to customer loyalty.



### Official Logo Usage:

All Loyalty360 Award finalists and winners are permitted to use the **2019 Loyalty360 Awards** logo on their website, as well as in digital & print marketing collateral.



### Loyalty360 coverage:

As a Loyalty360 Award finalist, your accomplishments will be highlighted in our extensive coverage of the awards on **Loyalty360.org** and **LoyaltyExpo.com**. Loyalty360 will pen an article and conduct a video interview of each finalist before the winners are announced during the 2019 Loyalty Expo. After the conference, Loyalty360 will cover the award winners' stories to be featured on the Loyalty360 homepage and in *Loyalty Management Magazine*. Moreover, finalists will benefit from coverage by conference media partners, other trade publications, and members of the press.



### Trophies:

Each award finalist will receive a 2019 Loyalty360 Award trophy. Trophies will be presented during the awards ceremony, which will take place during the **2019 Loyalty Expo - May 20-22 in Charlotte, NC**.

## KEY DATES:

### February 1st, 2019

Nomination Submission Deadline

### End of March 2019

Category finalists announced

### May 20-22nd, 2019

Finalists will present and winners will be voted on/announced during the 2019 Loyalty Expo in Charlotte, NC. *Award ceremony tentatively scheduled for May 22nd, 2019.*

### Summer/Fall 2019

Category winners' profiles published in Loyalty Management Magazine and featured on **Loyalty360.org**

## INFO:

[loyaltyexpo.com](http://loyaltyexpo.com)

Loyalty360  
7695 Beechmont Ave.  
Cincinnati, OH 45255  
[loyalty360.org](http://loyalty360.org)

513-800-0360

## DEADLINE:

Submit your nomination(s) no later than **February 1st, 2019 by 5PM EST**.

Questions? Contact Carly Stemmer at **CarlyStemmer@Loyalty360.org** or **513-800-0360**.



## Judges

### **Judging Panel**

A panel of over 20 Loyalty360 members will examine, judge, and score each entry. Judges on the panel will include representatives from industry suppliers, partners, and brands.

### **Judging Process**

To achieve a truly objective and unbiased ranking, multiple judges will score each submission on a variety of criteria. After submissions are scored and averaged, entrants at the top of each category will be named as finalists for that category.

### **Finalist Presentations & Announcement of Winners**

Four finalists will be named for each category in late March. Finalists will present their cases to the audience at Loyalty Expo, taking place May 20-22. Voting from the audience will determine the final ranking, and Platinum, Gold, Silver and Bronze winners will be announced at an awards ceremony following the presentations. All finalists will receive an award at the ceremony.

### **Judged by Your Peers**

After finalists are selected and presentations are delivered during the conference, attendees will have the opportunity to cast their votes for the Platinum, Gold, Silver, and Bronze awards. These votes will determine the winner in each category, as decided by peers in the industry.

# Loyalty360 Awards Categories

## Awards and Categories

Platinum, Gold, Silver, and Bronze awards will be given for the following:

### Creative Campaign

Customer loyalty marketing is a discipline that, perhaps above all else, demands creativity. Considering the number of programs bombarding consumers today, only the most distinctive campaigns succeed in breaking through the static to stand on their own as unique entries in the hearts, minds, and inboxes of consumers. This category rewards brands thinking outside the box to engage these consumers in new and innovative ways through short term campaigns.

### Technology & Trends

Technology continues to be a huge theme in customer loyalty and shows no signs of going away any time soon. This category recognizes brands that have leveraged new technology to develop a fresh approach to their loyalty strategy. The winner will have developed a project that would have previously been either significantly more difficult or impossible without the presence of this new technology or platform.

### Employee Engagement

An engaged employee, some will tell you, is the most valuable resource a company can have. Creating this engagement, however, is much easier said than done, and requires a culture of alignment that ensures that every employee is working together toward a shared goal of the larger brand identity. The winner of the Employee Engagement category will have built this culture and created an engaged workforce that knows what the brand promise is, where it's going, and how it will get there.

### Loyalty Program Design

At its core, the most successful loyalty program is more than the sum of its features. While many programs feature similar granular mechanisms, it's how these features work in tandem that gives a program its identity and enables measurable, iterative growth. The winner of this category will have demonstrated that their program does the little things to ensure that every piece of the loyalty puzzle works together to create a seamless, user-friendly, and effective initiative.

### Program Partnership

Today's successful loyalty programs are not launched in a vacuum, and a growing number of brands are embracing the idea of partnering with one another brand to fully engage their respective consumers. This type of partnership would have been considered heresy 5 years ago, but as brands move into a new realm of co-coopetition they realize that outside of the box thinking and unique partnerships can prove mutually beneficial and drive measurable program results for both partners. This award goes to the company that best leveraged these outside brand partnerships to successfully drive loyalty.

NEW

### Customer Loyalty Strategy

Through a combination of technology, training, socialization, and implementation, finalists in the Customer Loyalty Strategy category are truly dedicated to keeping customer loyalty top of mind. This category recognizes brands who have implemented an effective and measurable long-term customer loyalty strategy. The Customer Loyalty Strategy may or may not include a traditional customer loyalty program.

NEW

### CX Strategy

Now more than ever, brands need to demonstrate a true understanding of their customers' expectations through the delivery of positive customer experiences as a result of a comprehensive CX strategy. From technology, to training, to socialization, and implementation, these brands are committed to delivering consistently positive customer experiences from all levels of their organization. The CX Strategy may be a part of or separate from the brand's overall customer loyalty strategy.

# Loyalty360 Awards Categories

## Awards and Categories

Platinum, Gold, Silver, and Bronze awards will be given for the following:

NEW

### Social Impact

Today's leading firms are focused on the world around us in addition to their core offering. Consumers are increasing their understanding of how brands enhance humanity across an array of possibilities. This award seeks to recognize the tangible and authentic impact brands are making based on their commitment to their mission statement, core values, and customers.

NEW

### Influencer Marketing

As traditional marketing tactics may not be as effective as they once were, many brands are turning their attention to their best and/or most influential customers. As brands know, the importance of customer referrals and word of mouth marketing cannot be understated. This category will recognize the growing importance of customer advocacy, brand influencers, and the voice of the customer, with the end goal of creating organic & measurable brand loyalty.

NEW

### B2B Customer Loyalty

While not as common or top-of-mind as many traditional B2C loyalty initiatives, B2B programs are important for marketers to consider. Customers of these B2B programs may not be motivated by the same incentives as a B2C program member. Additionally, there are likely several other hurdles in a B2B purchase as compared to B2C, which requires these brands to think outside of the box when building a successful program. This category will showcase B2B brands that are taking a unique approach to build positive customer experiences and customer loyalty.

NEW

### Metrics & Measurement

The Metrics & Measurement category focuses on the brand's accessibility, measurement, and management of customer data - internally and externally - and how they are managing that data to create long-term customer loyalty. Strong entries in this category will demonstrate a brand putting the customer first by leveraging metrics, including customer data, voice of the customer, customer feedback, CRM, and market research, with the proven end result of increased customer loyalty.

NEW

### Incentive and Reward Design

Rewards and incentives are a major component of any loyalty program. With the prevalence of offers, consumers can include rewards and incentives options in their decision making process. If your rewards or loyalty membership perks are both unique and effective, we want to hear from you. Share your descriptions, results and why you think your incentives are the exception.

### 360-Degree Award (Brand)

Our comprehensive overall award, the 360-Degree Brand Award recognizes brands for overall excellence in all facets of customer experience and loyalty. To qualify for this award, brands must enter two or more of the above categories, and be named a finalist in at least one.

### 360-Degree Award (Vendor)

In addition to our 360-Degree Brand Award, we will also recognize the solutions providers whose clients had best combined performance across all categories. These suppliers will receive points based on where their clients placed in their respective categories, and top earners will be recognized as winners of the 360-Degree vendor award.

# Loyalty360 Honors Categories

## LOYALTY360 HONORS™

The Loyalty360 Honors will be awarded separately to brands and suppliers that, based on the extensive industry experience of Loyalty360 & the conference advisory board, have shown a unique drive, passion, focus and commitment to advance the customer loyalty landscape. Loyalty360 & the conference advisory board will select the winners for each category, which will be recognized during the Loyalty360 Awards ceremony. Entrants do not need to apply for the Loyalty360 Honors, but will be nominated based on their awards submissions and/or involvement with Loyalty360 over the past year.

### Awards and Categories

Loyalty360 Honors will be given for the following:

**Corporate Commitment**

**Employee Commitment**

**Innovation in Customer Loyalty**

**Best Use of Experiential Rewards**

**Best Use of Promotions**

**Best Use of Gamification**

**Best Use of Social Media**

**Best Use of Mobile**

**Best Use of Personalization**

**Best Program(s) - Services**

**Best Program(s) - Travel**

**Best Program(s) - Financial Services**

**Best Program(s) - Retail**

**Best Program(s) - Entertainment**

**Best Program(s) - SMB**

**Additionally:**

**Loyalty360 40 Under 40**

**Lifetime Achievement**

**Loyalty360 Hall of Fame**

The winners of the Loyalty360 Honors will be recognized during the 2019 Loyalty Expo. Winners will be selected by Loyalty360 for the categories mentioned above. To be eligible for the Loyalty360 Honors, brands and suppliers must be involved with the Loyalty360 Awards in some capability (through nominating themselves or nominating a client) over the past year.

Winners must be able to attend the 2019 Loyalty Expo to accept their award. Nominees will be notified after finalists announcements are made for the 2019 Loyalty360 Awards.

# Submission Eligibility & Requirements

## To Enter

All submissions must be completed online via [loyalty360awards.com](http://loyalty360awards.com). You will be asked to provide basic contact and company info, and then you will fill out entry forms for the category or categories you wish to enter. There is a \$199 entry fee for each category.

## Eligibility

Any brand with a customer loyalty strategy, initiative, or program is eligible to enter. Vendors and partners may submit on behalf of their clients but are required to submit contact information for their client and – should the client be named a finalist – are required to have representation from their client company to participate in the final judging process and ceremony.

Vendors and partners are strongly encouraged to collaborate with their clients on entry submissions to ensure that the responses are as comprehensive as possible, capturing the company's entire customer loyalty strategy and corporate objectives. In the event there is a question on any part of the award submission, Loyalty360 reserves the right to request clarification from the brand. Finalists and winners of past Loyalty360 Awards are eligible.

Vendors or partners may (and are encouraged to) submit more than one client for the Loyalty360 Awards. Each client requires a separate entry form.

Submitting more than one client increases chances of being considered for the vendor/supplier 360-Degree Award.

## Finalists and Winners

Four finalists will be named in March 2019 for each of the twelve categories. To complete the judging process, the finalists will be invited to the 2019 Loyalty Expo, where each brand will give a 10 to 15-minute presentation of their entry to the audience. Following the presentations, Platinum, Gold, Silver and Bronze winners will be announced during an awards ceremony. All finalists will receive an award at the ceremony.

If the brand is not able to attend the conference and make their final presentation, the category runner-up will be nominated as the fourth finalist.

Brands may submit for as many categories as they would like. Although brands may only be named a finalist in a maximum of 3 categories (determined by their highest judging scores), additional entries will be considered in judging the overall 360-Degree Brand Award, due to its holistic and competitive nature.

Additionally, Loyalty360 will recognize a small group of brands & vendors for the Loyalty360 Honors. Brands and vendors must be involved with the Loyalty360 Customer Awards in some capacity to be considered for the Loyalty360 Honors.

## Submission Content and Completeness

You are not required to complete all the questions on the entry form, but are encouraged to respond to as many questions as possible, as incomplete entries may lack sufficient information for accurate and objective assessments by judges.

When you submit your online nomination form, submit the following (please email if file sizes are too large):

- High-resolution, print quality company logo
- Sample images (screenshots, marketing collateral, video clips, etc.). If you are selected as a finalist, Loyalty360 will be in touch regarding any additional collateral needed.

Failure to submit additional information, as requested and within the requested timeframe, may result in disqualification from the Loyalty360 Awards.

## Eligibility Period

Entries must be for work conducted during your company's current and/or prior fiscal year. Unless otherwise stated, most of the work must have occurred during the measurement period, but it does not necessarily need to have been started or completed during this eligibility period.

## Submission Process

To submit your entry, please go to [loyalty360awards.com](http://loyalty360awards.com). This will take you to the online submission form. You may exit the form and continue it at a later time if necessary. Once the call for entries is closed, you may not edit your submission.

## Confidentiality

Loyalty360 may publish portions of the content you submit in your nomination. Entrants should mark any sensitive information "not for publication" on entry forms. Information will be presented by Loyalty360 to judges in a blind manner; judges will not have visibility into the specific company, brand or product that is being judged. Please refrain from using specific company, brand, product and service names on entry forms for categories.

# Timelines & Expectations

## Timeline

The call for entries is open from **November 1, 2018 - February 1, 2019**. Judging will take place in early March. Finalists will be notified in late March. The Loyalty360 Awards will be presented during **Loyalty Expo** in Charlotte, North Carolina.

# LOYALTY expo

May 20-22, 2019

Sheraton Charlotte Hotel | Charlotte, NC

## Expectations of Finalists

Finalists are expected to:



Attend Loyalty Expo, taking place May 20-22 in Charlotte, NC (registration fees for finalists\* are waived)



Provide creative elements (video, print, logos, visuals, etc.) that describe your program; may be created by or in collaboration with Loyalty360



Participate in a presentation at Loyalty Expo\*\*



Participate in an interview with a Loyalty360 staff writer

\*Each brand finalist is eligible for one comp pass to Loyalty Expo and a discount on additional passes. Free passes and discounts are only to be used by the brand finalist. Vendors or other partners submitting on behalf of a brand that is selected as a Loyalty360 Awards finalist are not entitled to any conference discount.

\*\* Brand finalists are required to present during Loyalty Expo for the final judging process. If a brand finalist is unable to attend the conference, the brand will be disqualified. Vendors or partners may not present for or with a brand finalist.

## Past Brand Winners Include...



## Past Supplier Winners Include...

