

**Contact Information**

Please verify the following information:

*First Name:	<input type="text"/>	
*Last Name:	<input type="text"/>	
*Title:	<input type="text"/>	
*Company:	<input type="text"/>	
*Email Address:	<input type="text"/>	
*Work Phone:	<input type="text"/>	

*All fields with an asterisk (\*) are required.*

**Company and Nomination Information**

Please answer the questions below about the company or brand you are nominating. All information submitted will be treated with confidentiality and will be presented to judges in a blind manner.

\*1. The brand I am nominating is (provide brand or company name):(\*Required)

<input type="text"/>
<input type="text"/>
<input type="text"/>
<input type="text"/>
<input type="text"/>

\*2. I am a vendor or partner submitting on behalf of the brand being nominated?(\*Required)

Select one.

<input type="radio"/> Yes	(Answer question number 2.1, 2.2.)
<input type="radio"/> No	

\*2.1 As a third-party submitting on behalf of a partner company, I agree to the following: 1. The partner company or brand must be aware of and in agreement with participation. 2. If named a finalist, a representative from the partner company will participate in the final judging process and ceremony. (\*Required)

Select one.

- Yes, I agree
- No

2.2 Please provide contact information for the brand you are nominating: (failure to provide accurate contact information may result in disqualification)

	<i>Info</i>
Name of contact person at partner company:	<input type="text"/>
Title:	<input type="text"/>
Email:	<input type="text"/>
Phone:	<input type="text"/>

\*3. Please provide a brief summary of the company you are nominating for this award, including relevant products & services, size, and customers, to potentially be used on our website and print materials. (limit 1000 characters)(\*Required)

<input type="text"/>
<input type="text"/>
<input type="text"/>
<input type="text"/>
<input type="text"/>

\*4. Please select the categories you plan to enter: (\*Required)

*Select all that apply.*

<input type="checkbox"/>	B2B Customer Loyalty
<input type="checkbox"/>	Creative Campaign
<input type="checkbox"/>	Customer Loyalty Strategy
<input type="checkbox"/>	CX Strategy
<input type="checkbox"/>	Employee Engagement
<input type="checkbox"/>	Incentive & Reward Design
<input type="checkbox"/>	Influencer Marketing
<input type="checkbox"/>	Loyalty Program Design
<input type="checkbox"/>	Metrics & Measurement
<input type="checkbox"/>	Program Partnership
<input type="checkbox"/>	Social Impact
<input type="checkbox"/>	Technology & Trends

### 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.

\*5. Please describe the company's B2B customer loyalty program/strategy. Focus on the overall goals of the strategy, including how it helps the organization build customer loyalty and/or achieve its customer loyalty goals (limit 2400 characters)(\*Required)


\*6. How does the company's B2B customer loyalty program/strategy demonstrate an approach that is innovative? List ways in which the strategy/initiative is new, creative, original, forward-thinking, measurable and/or provide a competitive advantage (limit 2400 characters)(\*Required)


\*7. Please share one to three quantifiable metrics or objective evidence to show that the company's B2B customer loyalty program/strategy has helped the organization increase customer loyalty or achieve goals related to customer loyalty (limit 2400 characters)(\*Required)


\*8. Please share one to three pieces of qualitative evidence of the strengths of the company's B2B customer loyalty program/strategy and how it supports the company's overall customer loyalty goals (limit 2400 characters)(\*Required)


\*9. Why do you believe this submission should be recognized as a finalist for the 2019 Loyalty360 Awards? (limit 2400 characters)(\*Required)


\*10. If named a finalist, Loyalty360 will use some of the information provided in the submission for the Loyalty360 Awards ceremony booklet. Indicate what, if any, information you've submitted should not be published by Loyalty360 without approval.(\*Required)


### 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.

\*11. Please describe the creative campaign. Focus on the overall goals of the campaign, including how the campaign helps the organization build customer loyalty and/or achieve its customer loyalty goals (limit 2400 characters)(\*Required)


\*12. What makes the campaign truly creative, memorable and differentiated? List ways in which the campaign included practices that are new, creative, original, forward-thinking, measurable and/or provide a competitive advantage (limit 2400 characters)(\*Required)


\*13. Please share one to three pieces of qualitative evidence of the campaign's strengths and how it supports the company's overall customer loyalty goals (limit 2400 characters)(\*Required)


\*14. Please share one to three quantifiable metrics or objective evidence that the campaign has led to an increase in loyal customers or helped the company achieve goals related to customer loyalty (limit 2400 characters)(\*Required)


\*15. Why do you believe this submission should be recognized as a finalist for the 2019 Loyalty360 Awards? (limit 2400 characters)(\*Required)


\*16. If named a finalist, Loyalty360 will use some of the information provided in the submission for the Loyalty360 Awards ceremony booklet. Indicate what, if any, information you've submitted should not be published by Loyalty360 without approval. (\*Required)


### 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.

\*17. Please describe the customer loyalty strategy. Focus on the overall goals of the strategy, including how it helps the organization build customer loyalty and/or achieve its customer loyalty goals (limit 2400 characters)(\*Required)




\*18. How does the company's customer loyalty strategy demonstrate an approach that is innovative? List ways in which the strategy/initiative is new, creative, original, forward-thinking, measurable and/or provide a competitive advantage (limit 2400 characters)(\*Required)


\*19. Please share one to three quantifiable metrics or objective evidence to show that the company's customer loyalty strategy has helped the organization increase customer loyalty or achieve goals related to customer loyalty (limit 2400 characters)(\*Required)


\*20. Please share one to three pieces of qualitative evidence of the strengths of the company's customer loyalty strategy and how it supports the company's overall customer loyalty goals (limit 2400 characters)(\*Required)


\*21. Why do you believe this submission should be recognized as a finalist for the 2019 Loyalty360 Awards? (limit 2400 characters)(\*Required)


\*22. If named a finalist, Loyalty360 will use some of the information provided in the submission for the Loyalty360 Awards ceremony booklet. Indicate what, if any, information you've submitted should not be published by Loyalty360 without approval.(\*Required)


### 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.

**\*23. Please describe the CX strategy. Focus on the overall goals of the strategy, including how it helps the organization build customer loyalty and/or achieve its customer loyalty goals (limit 2400 characters)(\*Required)**


**\*24. How does the company's CX strategy demonstrate an approach that is innovative? List ways in which the strategy/initiative is new, creative, original, forward-thinking, measurable and/or provide a competitive advantage (limit 2400 characters)(\*Required)**


**\*25. Please share one to three quantifiable metrics or objective evidence to show that the company's CX strategy has helped the organization increase customer loyalty or achieve goals related to customer loyalty (limit 2400 characters)(\*Required)**


\*26. Please share one to three pieces of qualitative evidence of the strengths of the company's CX strategy and how it supports the company's overall customer loyalty goals (limit 2400 characters)(\*Required)


\*27. Why do you believe this submission should be recognized as a finalist for the 2019 Loyalty360 Awards? (limit 2400 characters)(\*Required)


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## 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.

\*29. Please describe the company's employee engagement strategy. Focus on how the organization is adapting its strategies to create alignment and move toward shared goals (limit 2400 characters)(\*Required)


\*30. How does the company's employee engagement strategy demonstrate an approach that is innovative? Please list ways in which the approach is new, creative, original, forward-thinking and/or provides a competitive advantage (limit 2400 characters)(\*Required)


**\*31. Please share one to three quantifiable metrics or objective evidence to show that the employee engagement strategy has helped the company build customer loyalty and/or achieve its goals related to customer loyalty (limit 2400 characters)(\*Required)**


**\*32. Please share one to three pieces of qualitative evidence of the strengths of the company's employee engagement strategy and how it supports the company's overall customer loyalty goals (limit 2400 characters)(\*Required)**


**33. Why do you believe this submission should be recognized as a finalist for the 2019 Loyalty360 Awards? (limit 2400 characters)**


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### 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.

\*35. Please describe the incentive & reward strategy. Focus on the overall goals of the strategy, including how it helps the organization build customer loyalty and/or achieve its customer loyalty goals (limit 2400 characters)(\*Required)


**\*36. How does the company's incentive & reward strategy demonstrate an approach that is innovative? List ways in which the strategy/initiative is new, creative, original, forward-thinking, measurable and/or provide a competitive advantage (limit 2400 characters)(\*Required)**


**\*37. Please share one to three quantifiable metrics or objective evidence to show that the company's incentive & reward strategy has helped the organization increase customer loyalty or achieve goals related to customer loyalty (limit 2400 characters)(\*Required)**


**\*38. Please share one to three pieces of qualitative evidence of the strengths of the company's incentive & reward strategy and how it supports the company's overall customer loyalty goals (limit 2400 characters)(\*Required)**




39. Why do you believe this submission should be recognized as a finalist for the 2019 Loyalty360 Awards? (limit 2400 characters)


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### 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.

\*41. Please describe the company's influencer or advocacy marketing strategy. Focus on the overall goals of the strategy, including how it helps the organization build customer loyalty and/or achieve its customer loyalty goals (limit 2400 characters)(\*Required)


\*42. How does the company's influencer or advocacy marketing strategy demonstrate an approach that is innovative? List ways in which the strategy/initiative is new, creative, original, forward-thinking, measurable and/or provide a competitive advantage (limit 2400 characters)(\*Required)


43. Please share one to three quantifiable metrics or objective evidence to show that the company's influencer or advocacy marketing strategy has helped the organization increase customer loyalty or achieve goals related to customer loyalty (limit 2400 characters)


\*44. Please share one to three pieces of qualitative evidence of the strengths of the company's influencer or advocacy marketing strategy and how it supports the company's overall customer loyalty goals (limit 2400 characters)(\*Required)


\*45. Why do you believe this submission should be recognized as a finalist for the 2019 Loyalty360 Awards? (limit 2400 characters)(\*Required)


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## 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.

\*47. Please describe the company's loyalty program design. Focus on the overall goals of the strategy, including how it helps the organization build customer loyalty and/or achieve its customer loyalty goals (limit 2400 characters)(\*Required)


\*48. How does the company's loyalty program design demonstrate an approach that is innovative? List ways in which the strategy/initiative is new, creative, original, forward-thinking, measurable and/or provide a competitive advantage (limit 2400 characters)(\*Required)


**\*49. Please share one to three quantifiable metrics or objective evidence to show that the company's loyalty program design has helped the organization increase customer loyalty or achieve goals related to customer loyalty (limit 2400 characters)(\*Required)**


**\*50. Please share one to three pieces of qualitative evidence of the strengths of the company's loyalty program design and how it supports the company's overall customer loyalty goals (limit 2400 characters)(\*Required)**


**\*51. Why do you believe this submission should be recognized as a finalist for the 2019 Loyalty360 Awards? (limit 2400 characters)(\*Required)**


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### 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. customer loyalty.

\*53. Please describe the brand's customer data & metrics strategy. Focus on the overall goals of the strategy, including how it helps the organization build customer loyalty and/or achieve its customer loyalty goals (limit 2400 characters)(\*Required)


**\*54. How does the company's customer metrics & data strategy demonstrate an approach that is innovative? List ways in which the strategy/initiative is new, creative, original, forward-thinking, measurable and/or provide a competitive advantage (limit 2400 characters)(\*Required)**


**\*55. Please share one to three quantifiable metrics or objective evidence to show that the company's customer data & metrics strategy has helped the organization increase customer loyalty or achieve goals related to customer loyalty (limit 2400 characters)(\*Required)**


**\*56. Please share one to three pieces of qualitative evidence of the strengths of the company's customer data & metrics strategy and how it supports the company's overall customer loyalty goals (limit 2400 characters)(\*Required)**


\*57. Why do you believe this submission should be recognized as a finalist for the 2019 Loyalty360 Awards? (limit 2400 characters)(\*Required)


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### 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 Technology & Trends brand partnerships to successfully drive loyalty.



**\*59. Please describe the company's brand partnership(s) strategy/initiatives and how the partnership(s) fits into the overall program. Include information about how the partnership helps the organization achieve its customer loyalty goals (limit 2400 characters)(\*Required)**


**\*60. How does the company's brand partnership(s) demonstrate an approach that is innovative? List ways in which the strategy/initiative is new, creative, original, forward-thinking, measurable and/or provide a competitive advantage (limit 2400 characters)(\*Required)**


**\*61. Please share one to three quantifiable metrics or objective evidence to show that the company's brand partnership(s) has helped the organization increase customer loyalty or achieve goals related to customer loyalty (limit 2400 characters)(\*Required)**


**\*62. Please share one to three pieces of qualitative evidence of the strengths of the company's program partnership strategy/initiatives and how it supports the company's overall customer loyalty goals (limit 2400 characters)(\*Required)**


**\*63. Why do you believe this submission should be recognized as a finalist for the 2019 Loyalty360 Awards? (limit 2400 characters)(\*Required)**


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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.

\*65. Please describe the social impact strategy/initiatives. Focus on the overall goals of the strategy, including how it helps the organization build customer loyalty and/or achieve its customer loyalty goals (limit 2400 characters)(\*Required)


\*66. How does the company's social impact initiatives demonstrate an approach that is innovative? List ways in which the strategy/initiative is new, creative, original, forward-thinking, measurable and/or provide a competitive advantage (limit 2400 characters)(\*Required)


**\*67. Please share one to three quantifiable metrics or objective evidence to show that the company's social impact initiatives has helped the organization increase customer loyalty or achieve goals related to customer loyalty (limit 2400 characters)(\*Required)**


**\*68. Please share one to three pieces of qualitative evidence of the strengths of the company's social impact initiatives and how it supports the company's overall customer loyalty goals (limit 2400 characters)(\*Required)**


**\*69. Why do you believe this submission should be recognized as a finalist for the 2019 Loyalty360 Awards? (limit 2400 characters)(\*Required)**


\*70. If named a finalist, Loyalty360 will use some of the information provided in the submission for the Loyalty360 Awards ceremony booklet. Indicate what, if any, information you've submitted should not be published by Loyalty360 without approval. (\*Required)


### Technology and 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.

\*71. Describe the company's use of new technology/techniques and the impact on the overall customer loyalty strategy. Focus on how the use of new technologies helps the company build customer loyalty and/or achieve its customer loyalty goals (limit 2400 characters) (\*Required)


**\*72. How does the company's use of new technology demonstrate an approach that is creative, original, forward-thinking, measurable and/or provides a competitive advantage? (limit 2400 characters)(\*Required)**


**\*73. Please share one to three quantifiable metrics or objective evidence to show that the use of technology has led to an increase in loyal customers or helped the company achieve goals related to customer loyalty (limit 2400 characters)(\*Required)**


**\*74. Please share one to three pieces of qualitative evidence of the company's use of new technology or capabilities and how it supports the company's overall customer loyalty goals (limit 2400 characters)(\*Required)**


\*75. Why do you believe this submission should be recognized as a finalist for the 2019 Loyalty360 Awards? (limit 2400 characters)(\*Required)


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