

# LOYALTY360 AWARDS™

## 2023 Loyalty360 Award Nominations

Submission Deadline: February 28, 2023



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# The Call for Entries for the 2023 Loyalty360 Awards is Now Open!

Loyalty360, the association for customer loyalty, announced that the call for entries for the 2023 Loyalty360 Awards is officially open. This marks the ninth year of the Loyalty360 Awards, the most coveted awards in customer loyalty. With an emphasis on objectivity, the Loyalty360 Awards recognize brands that build lasting and profitable relationships with customers.

Over the years, the Loyalty360 Awards have recognized some of the world's most well-known companies and their customer loyalty, experience, and engagement efforts. Loyalty360 Award winners represent a distinct group of brands leading the charge in customer loyalty innovation.

This year's Loyalty360 Awards will feature nine individual categories, in addition to the two overall recognitions for 360-Degree Brand and 360-Degree Supplier Awards.

The Loyalty360 Awards are truly unique and differ from other industry awards, as finalists go through a two-part judging

process and in-person finalist presentations, with winners in each category selected by peers during Loyalty360's annual conference, Loyalty Expo.

As your team reads through the submission requirements and deadlines, please feel free to contact us with any questions. We look forward to receiving your entry and honoring all finalists at the 2023 [Loyalty Expo, May 8-10 in Orlando, Florida.](#)

## About Loyalty360:

Loyalty360 is the association for customer loyalty. We bring together the best customer loyalty-focused professionals from brands, as well as technology and consulting partners under one roof. Through Loyalty360, these professionals find invaluable resources, networking opportunities and guidance provided by internal thought leaders and members on the cutting edge of customer loyalty.

## Past Brand Winners Include...



## Past Supplier Winners Include...



# Benefits of Entering (and Winning) the Loyalty360 Awards

**The Loyalty360 Awards acknowledge leading customer loyalty strategies.** Receive the recognition your team's hard work deserves. Winning a Loyalty360 Award demonstrates to your industry colleagues and customers that you are uniquely committed to customer loyalty.

**Raise awareness for your brand and loyalty efforts.** As a Loyalty360 Award finalist, your accomplishments will be highlighted in our extensive coverage of the awards on Loyalty360.org. Loyalty360 will conduct interviews with each finalist before the winners are announced. Additionally, Loyalty360 will cover the award winners' stories and feature them on the Loyalty360 homepage and in Loyalty Management Magazine.

**Meet customer loyalty leaders in-person.** All finalists are invited to deliver a short presentation to conference attendees during Loyalty360's Loyalty Expo. Each brand finalist will receive 1 complimentary pass to attend the entire event.

**Official Loyalty360 Award winner logo and banner usage.** All Loyalty360 Award finalists and winners are permitted to use the 2023 Loyalty360 Awards logo on their website, as well as in digital and print marketing collateral. Loyalty360 will create custom social media banners for each finalist to promote their nomination.

**Be a part of the celebration.** Loyalty360 Award finalists and their supplier partners are invited to attend the Loyalty360 Awards dinner and ceremony during Loyalty Expo in May 2023. All winners and category placements will be announced at this time.

**Trophies!** Each award finalist will receive a 2023 Loyalty360 Award trophy. Trophies will be mailed to the winners after the final awards ceremony.



## Eligibility and Key Dates:

### Eligibility

Any brand with a customer loyalty strategy, initiative, or program is eligible to enter. Entry is open to brands of any size worldwide. You are considered a brand/marketer if your company offers a loyalty and/or engagement program or strategy to your business' end consumer. Industry examples include, but are not limited to, retailers, restaurants, travel/hospitality, non-profit organizations, financial/banking institutions, CPG, telcos, sports/entertainment, and fuel/automotive.

You are considered a vendor, supplier, or consulting partner if your organization provides products or services to companies in need of loyalty and/or engagement solutions and support. Examples include, but not limited to, technology platforms and strategic agencies.

Loyalty360 membership is not required to participate in the Loyalty360 Awards.

Brands may submit themselves or, vendors, suppliers, or consulting partners may submit on behalf of their brand clients. Contact information for a senior member from the nominated brand's team is required at submission.

Entries must focus on initiatives, campaigns, projects, or programs where most of the work was conducted during 2022 or 2023, unless noted otherwise.

Loyalty360 and the judging panel reserve the right to make recommendations on additional or alternate categories that may be a better fit for the entry after an initial review. Loyalty360 will notify the brand if the judging panel has a recommendation for an additional or alternate category. Additionally, Loyalty360 may contact brand representatives in the event there is a question on any part of the award submission.

Should the brand be named a finalist, the brand is required to have a representative participate in the final judging process and ceremony during the 2023 Loyalty Expo.

Brands may submit for as many categories as they would like. Although brands may only be named a finalist in a maximum of three 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.

To qualify for the 360-Degree Brand Award, brands must enter three or more categories, and be named a finalist in at least one.

Furthermore, entering and being named a finalist for Loyalty360 Awards are an important consideration for the Loyalty360 Best in Class Awards (member-only awards) - separate from the Loyalty360 Awards. The Best-in-Class Awards will also be presented during the Loyalty Expo in Orlando.

### Finalists and Winners

Finalists will be named in March 2023 for each category. To complete the judging process, the finalists will be invited to the 2023 Loyalty Expo in Orlando, FL where each brand will give a 10-12 minute presentation of their entry to conference attendees. Following the presentations, Platinum, Gold, Silver, Bronze, and Honorable Mention winners will be announced during an awards ceremony. All finalists will receive an award at the ceremony.

If the brand is not able to accept their nomination by the noted deadline or make their final presentation in-person, the category runner-up will be nominated as a replacement. Vendor/Supplier partners may assist with the creation of their client's final presentation deck, but may not present on stage for or with a brand client during the final judging round.

### Key Dates and Deadlines:

- **Call for Submissions Opens:** [December 5, 2022](#)
- **Final Submission Deadline:** [February 28, 2023](#)
- **Entries Judged:** [March 2023](#)
- **Finalists Announced:** [March 27, 2023](#)
- **May 8-10, 2023:** [Loyalty360 Loyalty Expo - Finalist presentations and Loyalty360 Awards ceremony](#)
- **Submit your [entry through the Loyalty360 website here.](#)**

For questions, please contact [CarlyStemmer@Loyalty360.org](mailto:CarlyStemmer@Loyalty360.org)

# Submission Requirements

## To Enter

All submissions must be completed online through the [Loyalty360 Awards portal here](#). You will be asked to provide contact and company information, and then you will fill out entry forms for the category or categories you wish to enter. You may exit the form and continue it later if necessary. Once the call for entries is closed, you may not edit your submission.

## Entry Fee

To submit, there is a per category entry fee. There is a fee of **\$349 per entry** to be paid upon submission completion. Loyalty360 members will receive a discount code from their account manager for a partial discount on all entries.

Entry fees can be paid directly through the Loyalty360 Awards website when registering. Entries will not be judged until Loyalty360 are in receipt of finalized entry forms and payment.

## Submission Content and Completeness

Companies 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 enough information for accurate and objective assessments by judges.

**When submitting category question responses, please refrain from using any explicit company brand names. All entries are presented to judges in a blind manner. Loyalty360 will remove any brand names or references if included in the final entry.**

**Only text responses included within the character limit guidelines will be presented to judges. Judges will not be able to review any images, videos, or other content attached to the entry.**

In order to streamline efforts, we ask that brands submit the following with their awards entry. These items will only be used if the brand is named a finalist (please email to Loyalty360 if file sizes are too large):

- High-resolution, print-quality company logo
- 1-2 video clips (YouTube videos, commercials, brand campaigns) featuring the brand, to be used for videos played during the Loyalty360 Awards ceremony.

Failure to submit additional information as requested and within the requested timeframe, may result in disqualification from the Loyalty360 Awards. If selected as a finalist, Loyalty360 will be in touch regarding any additional materials needed.

When submitting responses, be sure to give as much detail as possible when describing the program, strategy or initiative, opportunities, challenges and how success was defined and demonstrated.

## Confidentiality

Loyalty360 may publish portions of the content you submit in your nomination if your brand is named as a Loyalty360 Award finalist. 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, or product names in the text portion of the submission form.

# Loyalty360 Awards Categories

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

### **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 likely are 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 building positive customer experiences and customer loyalty.

### **Brand-to-Brand Program Partnerships**

Today's successful customer loyalty programs are not launched in a vacuum, and a growing number of brands are embracing the idea of partnering with one another to fully engage their respective consumers. This type of partnership was not always common, but as brands move into a new realm of co-opetition, 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.

### **Corporate Social Responsibility and Loyalty**

Today's leading brands are focused on the world around us in addition to their core offering. Consumers are placing more value on how brands enhance humanity across an array of possibilities, including sustainability, community impacts, charitable giving, and diversity, equity, and inclusion. This award recognizes brands that are making tangible and authentic impacts based on their commitment to their mission statement, core values, and customers.

### **Creative Campaign and Communications**

To stand out from the crowd, customer loyalty 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.

### **Customer Analytics, Insights, and Metrics**

The Customer Analytics, Insights, and Metrics category focuses on the brand's accessibility, measurement, and management of customer data - internally and externally - and how marketers 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 (first-party/zero-party data), voice of the customer, customer feedback, CRM, and market research, with the proven end result of increased customer loyalty.

### **Customer Loyalty Innovation and Transformation**

Brands with successful customer loyalty and experience strategies understand that they should never take a "set it and forget it" approach. Marketers always need to anticipate their journey and actively consider "what's next."

As many brands look to improve, update, or revamp their loyalty strategies, other brands are embracing formal customer loyalty strategies for the first time, understanding the strategy's value as a way to identify, engage, and reward their best customers. Finalists in this category have successfully demonstrated that their loyalty launches (or re-launches) have resulted in a measurable increase in customer loyalty, engagement, and/or satisfaction while also proving themselves as a valuable brand differentiator. Please note, program launches, revamps, or re-launches must have occurred in 2022 or 2023.

### **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 that have implemented an effective long-term customer loyalty strategy with measurable impacts. The Customer Loyalty Strategy may or may not include a traditional customer loyalty/rewards program.

### **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 is how these features work in tandem that gives a program its identity and enables measurable, iterative growth. Finalists for 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.

### **Offer, Incentive, and Reward Design**

Offers, rewards, and incentives are typically a major component of any customer loyalty program. With the prevalence of offers, consumers can include rewards and incentive 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 stand out from the crowd.

### **Overall Awards (No Direct Entry):**

#### **360-Degree Brand Award**

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 three or more of the above categories, and be named a finalist in at least one.

#### **360-Degree Supplier Award**

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 Supplier award.

# Judging Process

There is a two-part judging process for the 2023 Loyalty360 Awards, which not only makes these awards unique, but also truly objective. Initially, all entries will be anonymously reviewed by our judging panel comprised of Loyalty360 conference committee members. The judging panel will name finalists in March, and then finalists will participate in a second judging round at the 2023 Loyalty Expo in May.

All members of the judging committee are required to sign an NDA and confidentiality agreement prior to receiving any submissions for review.

### **Initial 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.

### **Final Judging Process @ Loyalty Expo**

At Loyalty Expo, finalists in each category will give a brief presentation to all conference attendees, who will serve at the final judging committee. For these presentations, brands will be asked to prepare a short slide deck, which can include visuals, graphics, and videos, to voice their case for why their brand should win.

If the brand receives multiple finalist nominations, they will deliver a dedicated finalist pitch for each category.

Conference attendees can vote for Platinum, Gold, Silver, Bronze, and Honorable Mention winners after the finalists' presentations. Award winners and final placements will be announced in a ceremony during the conference.

# Tips for Submitting a Winning Loyalty360 Award Entry

*Wondering how your brand can get the attention of this year's judging panel and conference attendees?*

*Here are a few tips to help:*

### **Choosing Your Category (or Categories)**

If you question which category may be the best fit for your brand, make sure to review the category descriptions on page 7, as well as the [questions for individual categories here](#). Also, feel free to reach out to Loyalty360. We are happy to provide category suggestions based on the campaign, program, or strategy you would like to submit.

If you do have an initiative that stretches over into more than one category, don't be afraid to go for multiple awards. Keep in mind that brands submitting for three or more categories are eligible for the 360 Degree Award – an overall award based on an amalgamation of a single brand's respective finishes in the individual or multiple categories.

### **Tailor Your Submission for Each Category**

Often brands have a campaign, program, or strategy that could fit into multiple categories. When submitting for more than one category, be sure to read each question and adjust your responses accordingly. Each category has a different set of questions that tie back to its overall theme or topic. Mention why your brand is not only building overall customer loyalty and customer experience, but what you are doing specifically regarding the category topic. The same judge may not read all your entries, so also include background information on your brand for each submission.

### **More Than Loyalty Programs**

The Loyalty360 Awards are focused on much more than just programmatic loyalty. Just because your brand doesn't have a long, established loyalty program does not mean you're counted out. Most of our categories focus on bigger picture customer loyalty and customer experience – from campaigns to new technology adoption, employee initiatives, and more. This year we have fifteen different categories that almost any brand fits into.

### **We Want Results - Share Metrics and Overall Impact**

One of the most essential pieces of advice we give every year – quantitative and qualitative metrics are among the most important parts of every entry. Providing them is one of the best ways winners set themselves apart from the pack. Some departments (shout out to PR and legal) are reluctant to share metrics, but typically there is a clear connection between the amount of detail shared and the most impactful entries that come through each year.

We take brands' trust seriously and handle the details shared in award entries very carefully. All entries are judged in a blind fashion. Brand names and references are not shared, and awards submission details are not shared outside of judging without your permission. This is your chance to share your successes – don't be afraid to put yourself out there. Sharing program, strategy, or campaign participants, revenue, growth, employee comments, user feedback, and more give judges a complete picture of your entry.

### **Everyone Loves a Good Story**

As you go through your award submission, be sure to connect the dots. Give us background information on your company and the details of the initiative you are nominating, and the results, but tell us how your entry had an impact on your company overall. What did your team learn? Were there hurdles along the way? Where is the initiative today, and what's next? All these pieces help paint a bigger picture that can give the judges additional context.

### **Get Your Team Involved**

The Loyalty360 Awards is a great way to recognize your team and partners for all their hard work. As any program, strategy, or campaign is a group effort, we see that submitting awards entries are as well. Be sure to get input and feedback from your team, supplier partner(s), and/or brand client(s) to help build a complete story.

### **Start Early!**

Deadlines sneak up on everyone. Leave your team enough time to complete the awards questionnaire thoroughly before the deadline hits. There are only a handful of questions for each category, but we want to make sure you have enough time to answer each question completely, get proper input and signoff, and include as much detail as character limits allow.

### **What Makes Your Brand Unique?**

Finally, we want to know what makes your brand unique and why you believe your team is deserving of a 2023 Loyalty360 Award. With thousands of loyalty and customer-focused strategies out there, we need details on what makes your brand stand out, what your team's most significant learning or takeaway has been, and what you've done to build lasting loyalty and positive experiences with your customers. The work that brands put forth each year always amazes us, and we are looking forward to more great stories this year.

# Timelines & Expectations

## Timeline

The final deadline for Loyalty360 Awards entries is February 28, 2023. Please reference the [Loyalty360 Awards submission portal](#) for updates. Judging will take place in March and finalists will be notified by March 27, 2023. Finalists will participate in the final judging round during Loyalty Expo, May 8-10, in Orlando, FL.

**LOYALTY expo**

**May 8-10, 2023**

Hilton Orlando | Orlando, FL

## Expectations of Loyalty360 Awards Finalists

Finalists are expected to:



Attend [Loyalty Expo](#), taking place May 8-10 in Orlando, FL- registration fees for finalists\* are waived



Provide creative elements (video, print, logos, visuals, etc.) that describe your program. These 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 invited to attend the Loyalty360 Loyalty Expo. 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 the 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.

