

<b>Contact Information</b>	
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"/>
<i>All fields with an asterisk (*) are required.</i>	

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.			
<table border="1"> <tbody> <tr> <td><input type="radio"/> Yes</td> <td rowspan="2" style="text-align: center;">(Answer question number 2.1, 2.2.)</td> </tr> <tr> <td><input type="radio"/> No</td> </tr> </tbody> </table>	<input type="radio"/> Yes	(Answer question number 2.1, 2.2.)	<input type="radio"/> No
<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. Finalists will present their cases to the audience at Loyalty Expo, taking place May 15-17 in Orlando, Florida. Voting from the audience will determine the final ranking. 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. (\*Required)

Select one.

<input type="radio"/>	Yes, I agree
<input type="radio"/>	No

2.2 Please provide contact information for the company or brand you are representing/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"/>

The spirit of the Loyalty360 Awards is to recognize the companies and brands that are building lasting and profitable relationships with customers by using innovative and cutting-edge approaches, techniques, and technologies. With our awards, Loyalty360 focuses on two goals: educating the market about what's working in the field of customer loyalty, and honoring those brands making investments and strategic moves that put the customer first. As such, we require participation from the brands and companies that are building customer loyalty, not just the vendors/partners that are supporting those efforts.

**Vendor/partners that are submitting nominations on behalf of clients without committing to participation from those clients during the**

**nomination process, final judging presentations and award ceremony will not be considered for the awards.**

Please reconsider your response question 2.1. To change your response, click "Previous" below.

Any questions or comments may be addressed to Carly Stemmer at [CarlyStemmer@Loyalty360.org](mailto:CarlyStemmer@Loyalty360.org).

\*3. Please select the geographic markets where the company you are nominating operate. (\*Required)

*Select all that apply.*

<input type="checkbox"/>	North America
<input type="checkbox"/>	EMEA
<input type="checkbox"/>	APAC
<input type="checkbox"/>	LATAM

\*4. Please provide a brief summary of the company you are nominating for this award, including relevant products and services, size, and customers, to potentially be used on our website and print materials. (limit 1000 characters) (\*Required)


\*5. Please select the award categories you plan to enter. (\*Required)

*Select all that apply.*

<input type="checkbox"/>	Loyalty/Rewards Program Design
<input type="checkbox"/>	Technology & Trends
<input type="checkbox"/>	Employee Engagement
<input type="checkbox"/>	Customer Analytics & Data
<input type="checkbox"/>	Creative Campaign
<input type="checkbox"/>	Program Partnership

Loyalty/Rewards Program Design

Please answer the questions below about the company or brand you are nominating. All information will be presented to judges in a blind manner. If there is information that should not be published or publicly shared by Loyalty360, please note it at the end of the form.

To help us with the judging process, please refrain from using any specific references to company, brand, product and service names on the following entry form. Any specific names will be removed prior to judging.

6. Please describe the company’s loyalty or rewards program. Include details about the program's design, mission statement, value proposition, mechanics (earning behaviors & currency), rewards, and redemption methods (limit 2,400 characters).


7. What makes the loyalty or rewards program innovative? Please list ways in which the program demonstrates designs, techniques, or practices that are new, creative, original, forward-thinking, measurable and/or provide a competitive advantage (limit 2,400 characters).


8. Please share one to three quantifiable metrics or objective evidence to show that the design of the loyalty/rewards program has led to an increase in loyal customers or helped the company achieve goals related to customer loyalty (limit 2,400 characters).


9. Please share one to three pieces of qualitative evidence of the strengths of the company's loyalty/rewards program and how it supports the company's overall customer loyalty goals (limit 2,400 characters).


10. Why do you believe this submission should be recognized as a finalist for the 2018 Loyalty360 Awards? (limit 1,000 characters).


11. If named a finalist, Loyalty360 will use some of the information provided in the original submission for the Loyalty360 Awards Ceremony booklet. Please indicate what, if any, information you've submitted above should not be published by Loyalty360 without approval.


### Technology & Trends

Please answer the questions below about the company or brand you are nominating. All information will be presented to judges in a blind manner. If there is information that should not be published or publicly shared by Loyalty360, please note it at the end of the form.

To help us with the judging process, please refrain from using any specific references to company, brand, product and service names on the following entry form. Any specific names will be removed prior to judging.

12. Please describe the company's use of new technology & techniques and their impact on the brand's overall customer loyalty strategy. Focus on how the use of new technologies helps the organization build customer loyalty and/or achieve its customer loyalty goals (limit 2,400 characters).


13. 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 2,400 characters).


14. 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 2,400 characters).


15. 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 2,400 characters).




16. Why do you believe this submission should be recognized as a finalist for the 2018 Loyalty360 Awards? (limit 1,000 characters).


17. If named a finalist, Loyalty360 will use some of the information provided in the original submission for the Loyalty360 Awards Ceremony booklet. Please indicate what, if any, information you've submitted above should not be published by Loyalty360 without approval.


### Employee Engagement

Please answer the questions below about the company or brand you are nominating. All information will be presented to judges in a blind manner. If there is information that should not be published or publicly shared by Loyalty360, please note it at the end of the form.

To help us with the judging process, please refrain from using any specific references to company, brand, product and service names on the following entry form. Any specific names will be removed prior to judging.

18. 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 2,400 characters).


19. 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 2,400 characters).


20. 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 2,400 characters).


21. 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 2,400 characters).


22. Why do you believe this submission should be recognized as a finalist for the 2018 Loyalty360 Awards? (limit 1,000 characters).


23. If named a finalist, Loyalty360 will use some of the information provided in the original submission for the Loyalty360 Awards Ceremony booklet. Please indicate what, if any, information you've submitted above should not be published by Loyalty360 without approval.


Customer Analytics & Data

Please answer the questions below about the company or brand you are nominating. All information will be presented to judges in a blind manner. If there is information that should not be published or publicly shared by Loyalty360, please note it at the end of the form.

To help us with the judging process, please refrain from using any specific references to company, brand, product and service names on the following entry form. Any specific names will be removed prior to judging.

24. Please describe the brand's customer analytics & data strategy, initiative, program or capability that you are nominating. Focus on how customer analytics & data are used to help the organization achieve its customer loyalty goals (limit 2,400 characters)


25. What makes the customer analytics & data initiative innovative? Please list ways in which the strategy is creative, demonstrates outstanding leadership, or utilizes practices or approaches that are original, forward-thinking, and/or provide a competitive advantage (limit 2,400 characters).


26. Please share one to three quantifiable metrics or objective evidence to show that customer analytics & data have helped the company build customer loyalty and/or achieve its goals related to customer loyalty (limit 2,400 characters).


27. Please share one to three pieces of qualitative evidence of the strengths of the company's customer analytics & data strategy/initiative and how it supports the company's overall customer loyalty goals (limit 2,400 characters).


28. Why do you believe this submission should be recognized as a finalist for the 2018 Loyalty360 Awards? (limit 1,000 characters).


29. If named a finalist, Loyalty360 will use some of the information provided in the original submission for the Loyalty360 Awards Ceremony booklet. Please indicate what, if any, information you've submitted above should not be published by Loyalty360 without approval.


### Creative Campaign

Please answer the questions below about the company or brand you are nominating. All information will be presented to judges in a blind manner. If there is information that should not be published or publicly shared by Loyalty360, please note it at the end of the form.

To help us with the judging process, please refrain from using any specific references to company, brand, product and service names on the following entry form. Any specific names will be removed prior to judging.

30. Please describe the creative campaign. Focus on the overall goals of the of the campaign, including how the campaign helps the organization build customer loyalty and/or achieve its customer loyalty goals (limit 2,400 characters).


31. What makes the campaign truly creative, memorable and differentiated? Please list ways in which the campaign included techniques or practices that are new, creative, original, forward-thinking, measurable and/or provide a competitive advantage (limit 2,400 characters).


32. 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 2,400 characters).


33. 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 2,400 characters).


34. Why do you believe this submission should be recognized as a finalist for the 2018 Loyalty360 Awards? (limit 1,000 characters).


35. If named a finalist, Loyalty360 will use some of the information provided in the original submission for the Loyalty360 Awards Ceremony booklet. Please indicate what, if any, information you've submitted above should not be published by Loyalty360 without approval.


### Program Partnership

Please answer the questions below about the company or brand you are nominating. All information will be presented to judges in a blind manner. If there is information that should not be published or publicly shared by Loyalty360, please note it at the end of the form.

To help us with the judging process, please refrain from using any specific references to company, brand, product and service names on the following entry form. Any specific names will be removed prior to judging.



36. 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 2,400 characters).


37. How does the company's brand partnership(s) demonstrate an approach or framework that is innovative? Please list ways in which the strategy/initiative is new, creative, original, forward-thinking, measurable and/or provide a competitive advantage (limit 2,400 characters).


38. 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 2,400 characters).


39. 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 2,400 characters).


40. Why do you believe this submission should be recognized as a finalist for the 2018 Loyalty360 Awards? (limit 1,000 characters).


41. If named a finalist, Loyalty360 will use some of the information provided in the original submission for the Loyalty360 Awards Ceremony booklet. Please indicate what, if any, information you've submitted above should not be published by Loyalty360 without approval.
