THE **LOYALTY360**™
CUSTOMER LOYALTY
AWARDS™

2021 Loyalty360 Award Nominations

Submission Deadline: July 30, 2021

LOYALTY360™
The association for customer loyalty

About the Loyalty360 Awards

Now in their 8th 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. Brands may submit themselves or vendors/partners may submit on behalf of their clients. Contact information for the nominated brand is required at 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 2021 Loyalty Expo. In the event there is a question on any part of the award submission, Loyalty360 reserves the right to request clarification from the brand.

Brands and vendors/partners may (and are encouraged to) submit for multiple categories/submit multiple clients for the Loyalty360 Awards. Each brand submitted requires a separate entry form. Submitting for more than one category increases chances of consideration for 360-Degree Awards (Brand and Supplier/Partner are awarded) - detailed on page 5.

Loyalty360 and the initial judging panel may make recommendations on additional categories that may be a better fit after an initial review. Loyalty360 will notify the brand if the judging panel has a recommendation for an additional or alternate category. *See page 6 for additional requirements and submission process details.*

Finalists and Winners

Four finalists will be named in September 2021 for each category. To complete the judging process, the finalists will be invited to the 2021 Loyalty Expo in Charlotte, NC where each brand will give a 15 minute presentation of their entry to conference attendees. 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 make their final presentation, the category runner-up will be nominated as the fourth finalist. Vendors/partners may not present for a brand client during the final judging round.

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.

Furthermore, entering and being name a finalist for Loyalty360 Awards are an important consideration for the Loyalty360 Top10 Awards (member-only awards) - separate from the Loyalty360 Awards. The Top10 Awards will also be presented during the Loyalty Expo in Charlotte.

Loyalty360 Award Finalists and Winners Benefit from...

Recognition:
The Loyalty360 Awards acknowledge leading customer loyalty strategies. A panel of judges—comprised of Loyalty360 conference committee members—determines the finalists of each category, while conference attendees will determine the 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 2021 Loyalty360 Awards logo on their website, as well as in digital and 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. Loyalty360 will write an article and/or conduct a video interview of 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. 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 2021 Loyalty360 Award trophy. Trophies will be mailed to the winners after the final awards ceremony.

Judging Process

There is a two-part judging process for the 2021 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 September, and then finalists will participate in a second judging round at the 2021 Loyalty Expo in October. As a part of the event, all conference attendees can vote for Platinum, Gold, Silver, and Bronze winners after the finalists' presentations. Award winners and final placements will be announced in a ceremony during the conference.

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.

Finalist Presentations & Announcement of Winners

Four finalists will be named for each category in September. Finalists will present their cases to the audience during the during Loyalty360's Loyalty Expo, taking place in October for the final judging round.

For the final judging round, each brand will give a short presentation (10 to 15 minutes with time for Q&A) during their category's determined time slot. The four finalists in each category will present over the course of a 1-hour session (with a maximum of 15 minutes of speaking time for each). Finalists are encouraged to create a slide deck including video, screenshots, and insights mentioned in the initial entry for the final judging round. Conference attendees will serve as the final judging panel, as they can cast votes for the Platinum, Gold, Silver, and Bronze awards in the presentations they attend.

The 360-Degree Award, which is the most comprehensive and prestigious of the Loyalty360 Awards, will be awarded based on point values awarded to each finalist relative to their finish in all other categories. Finalists will then be ranked based on their total average scores across multiple individual categories. To be considered for the 360-Degree Award, brands must enter at least three of the categories and be named a finalist in at least one.

Loyalty360 Awards Categories

Awards and Categories

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

Creative Campaign

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 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.

CX Strategy

Now more than ever, brands need to demonstrate a true understanding of their customer's 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.

Incentive and Reward Design

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.

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.

Technology and Trends

Successful customer loyalty and engagement strategies rely on technology to better understand, connect with, and serve customers. This category recognizes brands that have leveraged new technologies and techniques (ex: machine learning, artificial intelligence, augmented reality, internet of things, identification management) to develop a fresh approach to their loyalty strategy. The winner will have developed a project that previously would have been either significantly more difficult or impossible without the presence of this new technology or platform.

Social Impact and Corporate Social Responsibility

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.

Mobile-First Customer Experience

Mobile platforms and devices are deeply entrenched in our everyday lives, and more marketers are prioritizing a mobile-first mindset when it comes to creating impactful customer experiences and driving customer loyalty. However, as with most technologies, mobile is multi-faceted and constantly evolving, which requires marketers to adapt quickly in order to continually deliver personalized, engaging, and memorable experiences that impact behavior. This category will recognize brands that have fully embraced mobile-based engagement or experiences such as payments, mobile wallet, contactless service, mobile apps, geolocation, BOPIS, and mobile messaging as a crucial piece of their overall customer loyalty strategy.

Social, Community, and Customer Advocacy

Customer advocacy and community can go hand-in-hand. A brand's advocates should be their most loyal customers, and while these individuals usually have a fierce bond with the brand, they may also see themselves as a part of a focused and united community, connected to one another through the brand. As traditional marketing tactics may not be as effective as they once were, many brands are turning their attention to their best or most influential customers to accelerate brand growth organically through user-generated content, feedback, customer collaboration, referrals, and more. Being able to leverage this bond is challenging yet opportune for marketers, and this category will recognize the growing importance of customer advocacy and voice-of-the-customer with the end goal of creating organic and measurable brand loyalty.

Loyalty360 Awards Categories

Awards and Categories

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

Innovation in Personalization

Personalization is of upmost priority for effective customer loyalty efforts, yet the challenge of what it means, what technology should be used, how much to spend on technology, and how to measure outcome is changing rapidly. With a deeper customer understanding, brands can set the stage for long-term relationships, higher customer satisfaction, increased spend, and customer advocacy. Personalization is one of the hottest topics in customer loyalty today, as it is top-of-mind for marketers, but still a significant challenge for many to "get right." Personalization is more than putting a name in an email subject line. The brand finalists recognized for this category have taken an innovative approach to personalization utilizing methods such as zero-party data collection, gamification, segmentation, machine learning, and artificial intelligence to better understand and engage customers.

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.

Employee Engagement and Impact

An engaged employee is one of the most valuable resources 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 and Impact 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.

Program Partnership

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.

Customer Insight and Metrics

The Customer 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 should never be 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 2019, 2020 or 2021.

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

360-Degree Award (Supplier)

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.

To Enter

All submissions must be completed online via loyalty360awards.com. You will be asked to provide basic contact and company information, and then you will fill out entry forms for the category or categories you wish to enter. There is an 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.

Four finalists will be named in September 2021 for each category. To complete the judging process, all finalists will participate in a final presentation during Loyalty360's Loyalty Expo in October. Each brand will prepare a 15-minute presentation of their entry to the audience. If the brand is not able to attend the event or accept the finalist nomination before the set deadline, an alternate finalist will be named.

Vendors/partners may attend the conference, but may not present on behalf of their brand client.

Entry Fee

To submit, there is a per category entry fee. Please check Loyalty360awards.com for awards fees and deadlines. Entry fees can be paid directly through the Loyalty360 Awards website when registering. Loyalty360 members receive a discount on award submissions.

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.

Eligibility Period

Entries must be for work conducted during 2020 or 2021, unless noted otherwise. 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. This will take you to the online submission form. You may exit the form and continue it later if necessary. Once the call for entries is closed, you may not edit your submission.

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 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.

Loyalty360 and the judging panel may make recommendations on additional categories that may be a better fit after their initial review. Loyalty360 will notify the brand if the judging panel has a recommendation for an additional or alternate category.

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 if file sizes are too large):

• High-resolution, print-quality company logo
• Sample images (screenshots, marketing collateral, video clips, etc.).

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.

Timelines & Expectations

Timeline

The final deadline for Loyalty360 Awards entries is July 30, 2021. Please reference Loyalty360awards.com for any early bird rates/deadlines. Judging will take place in August and finalists will be notified by September 8, 2021. Finalists will participate in the final judging round during Loyalty Expo, October 25-27, 2021 in Charlotte, NC.

LOYALTY eXpo

October 25-27, 2021

Sheraton Charlotte Hotel | Charlotte, NC

Expectations of Finalists

Finalists are expected to:

Attend **Loyalty Expo**, taking place October 25-27 in Charlotte, NC – 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 eligible 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.

Past Brand Winners Include...

AARP Real Possibilities · FLOOR & DECOR · CAESARS ENTERTAINMENT · CIBC · Domino's · GameStop POWER TO THE PLAYERS · PORSCHE · MARVEL · NISSAN

overstock · Royal Caribbean INTERNATIONAL · SF · VANS "OFF THE WALL" · ally · LEGO · verizon · TELUS · FedEx

Best Western · WYNDHAM HOTELS & RESORTS · AMERICAN EAGLE · BANK OF AMERICA · AIR CANADA · CHIPOTLE MEXICAN GRILL

Past Supplier Winners Include...

baesman: SMART MARKETING. BEAUTIFUL RESULTS. · EPSILON · synchrony FINANCIAL Engage with us. · Lenati · BRIERLEY

CHEETAH DIGITAL · PRIZELOGIC · THE LACEK GROUP

See Additional Past Loyalty360 Award winners here