

— 2025 — ASIA PACIFIC LOYALTY AWARDS

Brought to you by the Australian Loyalty Association

Entry Booklet

The Asia Pacific Loyalty Awards celebrate excellence, innovation and best practice in the loyalty industry across the Asia Pacific region. The awards will celebrate and reward the standout organisations and individuals in the region, who have contributed to the thriving loyalty industry.

The winners in each category will be selected by a judging panel of independent industry experts chosen from around the Asia Pacific Region. The rigorous entry and judging process will culminate in a spectacular Gala evening of celebrations at Sofitel Melbourne on 20th March 2025.

The ALA is using a state-of-the-art awards software system to ensure that judges from industries that relate to entry categories are not allocated to judging panels from that category, thereby ensuring privacy of entries is maintained at all times.

How to Enter

1. Create an account (see further details under 'Submitting an Entry')
2. Check your eligibility against the criteria for each award.
3. Create and submit your entry by 29th November 2024 (see further details below).
4. Pay the entry fee (\$195 AUD).
5. Attend the Awards Gala to find out if you've won!

Eligibility

Businesses are eligible to submit entries for customer engagement and loyalty programs operating in the Asia Pacific region, which, for the purposes of these awards, includes the following countries:

Australia, Bangladesh, Brunei, Cambodia, Cook Islands, Fiji, French Polynesia, Hong Kong, India, Indonesia, Kiribati, Laos, Macau, Malaysia, Marshall Islands, Micronesia, Myanmar, Nauru, New Zealand, Niue, Northern Mariana Islands, Palau, Papua New Guinea, Philippines, Samoa, Singapore, Solomon Islands, Sri Lanka, Taiwan, Thailand, Timor-Leste, Tonga, Tuvalu, Vanuatu, Vietnam.

Companies must have been operating a loyalty or rewards program in one of the above countries between 24th November 2023 and 29th November 2024. You are required to notify the Australian Loyalty Association should this change after you have submitted your entry.

Vendors / service providers may submit an awards entry in collaboration with client-side brands. In order for vendors / service providers to submit an award they need the written permission of a client-side brand program manager.

Due to the plethora of different languages operating in our region we ask that all submissions be written in English. Please use a translation service if necessary, and we are sorry for any inconvenience.

It is preferable if finalists can send a representative to attend the 2025 Asia Pacific Loyalty Awards Gala in Melbourne on 20th March 2025 in order to receive their award in person, have professional pictures taken and celebrate with fellow loyalty professionals. Winners will receive a beautiful trophy and finalists will be given a runner up certificate to take back to their teams. Finalists will be given a discount code to buy tickets.

Categories

The 2025 Asia Pacific Loyalty Awards is proud to announce 18 award categories. Brands are welcome to enter multiple categories. Your organisation will be charged an entry fee for each category you enter. Category descriptions and criteria can be found in the entry portal. If you cannot find a category that your brand easily fits into, please contact the organisers at events@australianloyaltyassociation.com.

The categories are:

1. Best Overall Loyalty Program – Grocery & Beverage (e.g. Supermarket, Liquor, Bakery, Fresh Food)
2. Best Overall Loyalty Program – Retail (e.g. Auto, Apparel, Beauty, Department Store, Furniture, Hardware, Electronics, Homewares)
3. Best Overall Loyalty Program – Financial Services (e.g. Banking, Finance, Insurance)
4. Best Overall Loyalty Program – Travel (e.g. Accommodation, Airline, Airport, Car Hire, Ride Share)
5. Best Overall Loyalty Program – Hospitality (e.g. Food Delivery, Pubs, Restaurants, QSR)
6. Best Overall Loyalty Program – Utilities (e.g. Energy, Gas, Petrol, Service Station, Utilities)
7. Best Overall Loyalty Program – Telco & Technology (e.g. Information and Communication Technologies)
8. Best Overall Loyalty Program – Entertainment & Experience (e.g. Casino, Experience, Rock Climbing)
9. Best Overall Loyalty Program – Business to Business (All Industries)
10. Best Overall Loyalty Program – Business to Employee (All Industries)
11. Best Use of Digital Technology (All Industries)
12. Best Loyalty Program Launch or Re-Launch (All Industries)
13. Best Use of Communications (All Industries)
14. Best Loyalty Program Marketing Campaign (All Industries)
15. Best Social (CSR) Initiative (All Industries)
16. Best Sustainable Initiative (All Industries)
17. Best Customer Experience (CX) (All Industries)
18. Best Use of Personalisation & Artificial Intelligence (All Industries)

Submitting an Entry

1. To start your first award submission visit <https://apacloyaltyawards.awardsplatform.com>.
2. Enter your email into the box under 'login in or register' and press 'continue'.
3. You will be sent a 6 digit security code. Enter into the security verification area.
4. In 'Quick Register' enter your details and click 'complete registration'.
5. You will be taken to 'Important awards information'. Please read this information and at the bottom of the page, click 'Start entry'.

If you submitted an entry to the 2023/2024 APLAs, you will be able to log in using the same credentials without creating an account.

The entry form is divided into four sections:

- **Start Here** – In this section, you will be asked to select a category and name your entry. The entry name should be the name of the loyalty program or initiative you are submitting.
- **Entry Form** – In this section, you will be given a set of questions asking you to describe the program or initiative and provide detailed evidence of its benefits. Please keep your answers as clear and concise as possible. You will also be asked to provide a summary of your entry, which may be used in promotional material should it be named a finalist. All questions must be answered, and all criteria must be addressed, although you do not need to limit your answers to the criteria.
- **Attachments** – In this section, you may provide up to 15 attachments and a web link. This may include creative, data or graphics. Please ensure that you only include information that is relevant to your submission. All attachments must be clearly labelled. No video or audio files are permitted. Permitted file types: csv, doc, docx, pdf, ppt, pptx, xls, xlsx, gif, jpeg, jpg, and png. Written material will not be considered in this section. The maximum file size is 5MB per file. Please read the instructions provided to ensure your files meet the criteria.
- **Images** – In this section, you will be asked to provide one company logo and one loyalty program logo for use in promotional material should your entry be named a finalist. Please follow the instructions provided to ensure your files meet the criteria.
- **Contributors** – In this section, you may choose to credit the members of the team or supporting organisations that contributed to the program or initiative.

You can return to the submission portal to edit your entry up until the deadline, which is 22nd November for Early Bird Entries and 29th November for Standard Entries. Please note that any changes made to early bird entries between the 23rd and 29th of November will incur a late revision fee.

Submissions can be copied, pasted and edited across multiple categories, however a separate entry fee will apply for additional entries.

Visit the Award Force support portal to read a detailed guide for navigating the awards platform.

Tips for a Successful Entry

There is a word limit for each question so you will need to be concise. Don't assume knowledge or understanding, especially given the diversity of judges and entries. Please ensure your entry is clear and explain all references and abbreviations.

Include evidence and examples where possible to support your entry. Ensure that evidence and examples are specific and clearly referenced and explained. You are entitled to submit up to 15 pieces of supporting documentation in addition to the written components of your entry.

Please ensure that your entry fulfils all the criteria listed in the help boxes next to each question.

Entry Fees

After submitting your entry, you will be directed to a payment gateway. Entries must be paid for upon submission. **Entries not paid for by 11:59 pm AEDT 1st December 2024 will be disqualified.** Fees will not be refunded.

Entry fees:

- **Early Bird Entry (submitted by 22nd November): \$195 AUD**
- **Standard Entry (submitted between 23rd and 29th November): \$295 AUD**

Organisations that enter multiple categories will be required to pay for each category. Entry fees are non-refundable. You can edit your entry as many times as you like before the Standard Entry deadline. If you submit your entry before the Early Bird Entry deadline but edit it after the Standard Entry deadline, it will be charged as a Standard Entry. If you have already paid the Early Bird Entry fee, you will be required to pay a late revision fee upon re-submission.

Gala Tickets on Sale

The 2025 Asia Pacific Loyalty Awards Gala will take place on **20th March, 2025** at Sofitel Melbourne. Visit https://australianloyaltyassociation.com/apac_loyalty_awards/buy-tickets to buy tickets now.

Confidentiality

Your submissions will be treated as confidential and only be viewed by the specific judges allocated to your panel. The ALA is using a state-of-the-art awards software system to ensure that judges from industries that relate to entry categories are not allocated to judging panels from that category, thereby ensuring privacy of entries is maintained at all times.

The judging panel is made up of a carefully chosen selection of independent industry experts. Visit https://australianloyaltyassociation.com/apac_loyalty_awards to see the list of judges once they are announced.

The judges will assess entries purely based on the materials provided, and will score entries according to the quality of their submission. Judges' decisions are final.

Entry Deadlines

- **Early Bird Entry deadline: 11:59 pm AEDT, Friday 22nd November.**
- **Standard Entry deadline: 11:59 pm AEDT, Friday 29th November.**

Entries will be disqualified if the entry does not comply with these terms and is in any way untruthful. Entry fees will not be reimbursed.

Finalists Announcement Date

Finalists will be alerted via email should they be successful, by 31st January 2025. Finalists will be announced on 5th February 2025. Winners will be announced at the Gala Dinner on the 20th March to the wider audience.

Find Out More

Visit https://australianloyaltyassociation.com/apac_loyalty_awards for full details about the awards, including judges, categories, the awards Gala evening, and links to the submission portal.

If you have further questions or comments, please contact us at enquiries@australianloyaltyassociation.com or call Sarah on 0438 923 300.

For updates and news from the Asia Pacific Loyalty Awards, subscribe to the Australian Loyalty Association newsletter and follow us on LinkedIn.