



THE SMALL PRINT

SUMMARY:

- 1) Entries rules
- 2) Permission
- 3) Confidentiality
- 4) Judging process
- 5) Property
- 6) Payment conditions
- 7) Ownership

1) ENTRIES RULES

Entry criteria per category are stated in the category description. Please ensure your entries address these criteria.

What we require:

- Entry contact information
- Completed declaration and signed agency agreement if submitting on behalf of a brand
- Transparent logo
- Winning paragraph
- Executive summary
- Submission - all questions completed
- Supporting evidence files (max 5 items)

Work entered must have been developed for consumers in Africa.

Any non-English supporting evidence files must include subtitles, in English.



Specific categories have specific 'time-in-market' requirements as below:

Categories 1-11: Minimum of 12 months: (i.e. launched before November 2024)

Category 12: Launch date: November 2024 – August 2025

Categories 13-18: Minimum 5 years in marketplace: (i.e. launched before November 2020)

Right to withdraw and change entries: The Loyalty Awards reserves the right, in its sole discretion, to reject any entry, or to move any entry to an alternative category.

The early bird deadline for entries is 12 November 2025

The extended deadline for entries is 19 November 2025

Entry tip: Be realistic about how much time judges have to view your work. The judges have no obligation to review your entire submission, and experience shows that a short, punchy entry beats a long case study or long video. Please keep to the recommended submission requirements.

Entry fees:

An early bird fee of USD 150 is charged per category entry submitted by 12 November 2025.

The final deadline fee of USD 299 is charged per category entry submitted by 19 November 2025.

You may enter multiple entries. Once you have submitted your entry, an invoice will be emailed to you. All entry fees must be paid in full before 27 November 2025 in order for the entry to be judged.

Category 18 is selected from entries from categories 13-17 and is therefore not for entry.

No refund on entries:

Refunds of any fees or costs relating to entries into the Loyalty Awards will not be processed for any reason. The fees paid for entries are intended to cover the costs of administration, processing/judging the entries and preparing the awards.



2) PERMISSION

All entries must be approved by the relevant client from whom they were produced, and all necessary permission must be obtained. In particular, the client for whom the work was created must consent to entry of the relevant work in the Loyalty Awards. An entry may not be entered if the work is subject to any agreements with third parties and/or other licenses and the necessary consent have not been obtained.

Signatures are required as follows:

- Agency agreement (if applying on behalf of your client)

An entrant may not enter any work or entry into the Loyalty Awards if:

It infringes or violates the rights of any third party, including, without limitation, copyright, trademarks, patents, trade secrets, contractual licensing rights, privacy rights, moral rights or any other intellectual property rights.

3) CONFIDENTIALITY

All entries will be treated with absolute confidentiality. No commercially sensitive information received through the entries will be used by any of the judges or organisers of the awards, for any purpose whatsoever other than to judge the quality of the entry. We strongly recommend proper commercial results are submitted in order to allow complete and thorough judging to take place.

4) JUDGING PROCESS

Judging will be processed in 3 stages:

- **Shortlisting process for all entries:**
Each entry will be evaluated and the top 10 entries per category will be shortlisted.
- **Remote judging process for shortlisted entries:**
All judges are involved in the remote judging process and will judge each shortlisted nominee independently. The individual shortlisted nominees will be measured and judged against the evaluation criteria for each category. Supporting evidence files (max 5 items)



- **Judging panel process:**

The judges will gather online to discuss their shortlist assessment and will share their individual scoring.

Please note: At all times, judges are recused from judging their own work, or work that presents any conflict of interest.

The judging chair's role is to manage the judging process, and to ensure fairness and equal application of entry criteria and competition rules. The judging chair does not judge the entries, nor does she have any right of veto or final decision.

The outcome of the African Loyalty Awards depends on the skill shown in the entries. There is no element of luck or chance involved in the awarding of awards. Not all entries will receive awards, and there may be no award given in some categories. The Loyalty Awards reserves the right not to award any award if the judges deem entries to be of insufficient standard.

During the judging process, the decisions of the judges of the African Loyalty Awards shall be final in regard to all matters or disputes relating to judging of entries and the awarding of awards.

5) PROPERTY

All documentation, storage media or other material that accompany or forms part of an entry or are submitted with it, will be used for the sole purpose of administering the African Loyalty Awards and will not be shared with any third party other than the qualifying judges. The African Loyalty Awards will not return any items entered or submitted to the awards and will not be responsible for any loss or destruction of or damage thereto of whatever nature. The African Loyalty Awards shall be entitled to dispose of, destroy or store all documents, storage media and other material forming part of or accompanying an entry.

6) PAYMENT CONDITIONS

An early bird fee of USD 150 is charged per category entry submitted by 12 November 2025.

The final deadline fee of USD 299 is charged per category entry submitted by 19 November 2025.



Once you have submitted your entry, an invoice will be emailed to you. All entry fees must be paid in full before 27 November 2025 in order for the entry to be judged.

Methods of payment:

Payments can be made by bank transfer or via Paystack. Invoices will be raised with full banking details or a Paystack link will be provided on request.

No refund on entries:

Refunds of any fees or costs relating to entries into the Loyalty Awards will not be processed for any reason. The fees paid for entries are intended to cover the costs of administration, processing/judging the entries and preparing the awards.

If you have any queries, please send an email to awards@africanloyaltyassociation.com.

7) OWNERSHIP

The African Loyalty Awards is an initiative by © Truth Leadership & Marketing Solutions (PTY) LTD 2015/391318/07 brought to Africa in collaboration with African Loyalty Association.

Truth is the owner and operator of the African Loyalty Awards and its website located at www.africanloyaltyawards.com.

