

14 September '22

GCVA  
Hall of Fame  
Awards 2022

Call for Entries  
& Entry Form

The Landmark London  
222 Marylebone Road, London, NW1 6JQ

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# Hall of Fame Awards 2022

Members, it's your time to shine, celebrate and promote your achievements and successes. This year, the GCVA are thrilled to be hosting the Hall of Fame Awards and dinner to the backdrop of the iconic Landmark London.

The awards ceremony will showcase the creativity, depth and breadth of your products, programmes, initiatives, and activities. Share the achievements you are most proud of over the past 12 months and be in the running for a coveted industry GCVA Hall of Fame award; with a splash of friendly competition!

You'll find all the information you need including the categories for 2022, entry criteria, judging process and the entry form in this document. The process is completely transparent, all you have to now do is enter. We can't wait to read your submissions, and it's free to enter.

## Awards Categories

1. Most Innovative Initiative
2. Best Creative Marketing Campaign
3. The Big ESG (environmental, social & governance)
4. Best B2B Product or Service
5. Best Retailer/ Issuer Product or Service
6. Industry Team of the Year
7. Industry Service Provider of the Year
8. Industry Retailer / Issuer of the Year
9. GCVA Member Organisation of the Year\*
10. Honoured Industry Contributor\*

\*Categories 9 & 10 selected and voted for by the GCVA Executive Board



## 1. Most Innovative Initiative

Innovation, inspiration, disruption; new technologies continue to drive the industry forward. How is your product, service or initiative positively impacting and changing the industry? What separates you from the competition?

## 2. Best Creative Marketing Campaign

Marketing is defined by communication offering value for customers, clients, partners, and society at large – now over to you to demonstrate how you have achieved this in the most creative and effective way. Show how your marketing campaign raised the bar – include strategy, creativity, and of course results.

## 3. The Big ESG (environmental, social & governance)

Environmental, Social, and Corporate Governance (ESG) refers to the three central factors in measuring the sustainability and societal impact of an investment in a company or business. Never has this been more important. Enter this category and tell us how you have been changing the world.

## 4. Best B2B Product or Service

B2B continues to be the fastest growing area of the industry. What sets you apart from the competition; why is your product the outstanding B2B product or service of the Hall of Fame Awards 2022. Always a strongly contested category, be in it to win it.

## 5. Best Retailer / Issuer Product or Service

Retailers and issuers continue to develop fantastic products, ensuring they capture the imagination of their customers. How have your consumer gift card products and services stood above the parapet; thrilled, delighted and excited. Share your secret for success with us and be a Hall of Fame winner.

## 6. Industry Team of the Year

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Teams come together to achieve a common goal, with each team member valued for their unique talents and skills. Collectively, a diverse skill set, a range of experiences boost idea generation and problem solving which help to create the best team and results. Let's hear it for the dream team.

## 7. Industry Service Provider of the Year

Always a strongly contested category you underpin the industry and ensure it thrives, engages, innovates and continues to grow. Tell us why you are 'simply the best' Service Provider of the Year. Get entering.

## 8. Industry Retailer / Issuer of the Year

Retailers and issuers are the heartbeat of the industry, and there can only be one winner – digital, physical, corporate, or other! The heat is on, and the competition is fierce as you compete for this coveted award.

## 9. GCVA Member Organisation of the Year

The GCVA has never had so many exceptional organisations as members. New for 2022, the organisation of the year will be announced live at the awards ceremony. *Selected and voted for by the GCVA Executive Board.*

## 10. Honoured Industry Contributor

Who is the star of the year? Which individual does the GCVA believe has made a significant contribution to the industry and shines the brightest? All will be revealed on the night. *Selected and voted for by the GCVA Executive Board.*

Submissions for categories 1-8 are open to all members as applicable. Categories 9 & 10 will be selected and voted for by the GCVA Executive Board and are not open to member submissions.