

Prepaid365 Awards 2012

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The Prepaid365 Awards are the UK's definitive consumer Prepaid Card Awards where votes are cast by those who matter the most – Consumers. Launched in 2009 by Prepaid365, one of the UK's leading prepaid card comparison sites, the awards are designed with the simple aim of recognising best in category service providers for various consumer & business prepaid categories as well as highlighting runners ups in those categories based on consumer opinion.

Now in their 4th edition, the Prepaid365 Awards promise to be even bigger and better as the awards continue to grow in conjunction with the growth of the prepaid industry and there is greater awareness of the prepaid proposition amongst consumers than ever before.

The Prepaid365 Awards 2012 winners will be announced on **31st May, 2012** with announcements being made online and via social media circles. Based on the exceptional response to last year's survey sent to 100,000 consumers, this year's award survey will be sent out to over 500,000 customers with another 500,000 being targeted via social media activity.

The Prepaid365 Awards provide an excellent opportunity for Prepaid Card providers to raise the awareness of their brand and product proposition amongst consumers and also raise social media interaction with consumers through the range of daily, weekly and monthly competitions that are run in conjunction with sponsors at the Prepaid365 Awards.

If you would like to find out more about sponsorship opportunities at the awards and social media competitions and are keen in raising your profile even further amongst consumers, then do get in touch with us and we will advise on which sponsorship opportunities are still available.

Of course, the old adage applies – **You need to be in it, to WIN it**. So get your entries ready and send them across to us at awards@prepaid365.com no later than **22nd February, 2012**. Please read the rest of this guide for further information on the awards, award categories, entry criteria and details.

If you still have any unanswered questions, please send them to Amit at amit@prepaid365.com or on +44(0)78347 26087.

Entering the Awards – Award Categories and Who Eligible

The Prepaid365 Awards 2012 will recognise winners in 22 different categories which include 16 Consumer Categories, 2 Business Categories and 4 other general categories. The awards are open to all prepaid card providers that provide a prepaid card proposition or function as a programme manager. Whilst focussing mostly on UK providers, there are a number of categories which are open to International prepaid card providers and products too.

The Award Categories are as follows

Consumer Award Categories

- **Best General Spend Prepaid Card**
A prepaid card that is quite simply an everyday money prepaid card and is designed primarily for usage on a daily basis as one's primary payment mechanism.
- **Best Moneyshare Prepaid Card**
A prepaid card that allows cardholders to share money with other cardholders. This could be via linked cards which have a shared balance or cards which allow funds to be transferred to additional cardholders. The main criterion to enter this category is to have the facility to send money from one card to another linked card.
- **Best Gaming Prepaid Card**
A prepaid card that allows cardholders to make payments and/or receive pay-outs from online gaming sites and/or provides features and benefits for such usage.
- **Best Travel Prepaid Card**
A prepaid card in GBP Sterling or any other currency that is primarily designed for usage by travellers outside the UK and provides benefits which can be best availed whilst traveling.
- **Best Payroll Prepaid Card**
A prepaid card that is designed primarily for employees to receive wages or salary and provides features or benefits that make it more suitable than most for this purpose.
- **Best Privacy Prepaid Card**
A prepaid card that is designed primarily for consumers who are risk averse and do not wish to share their identity and transactional details online. Open to anonymous prepaid cards as well.
- **Best Youth Prepaid Card**
A prepaid card that is designed primarily for youth and provides features and benefits that drive awareness and usage amongst youth.

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- **Best Gifting Prepaid Card**
A prepaid card that is designed primarily as a gift and can be gifted from one person to another.
- **Best Online Shopping Prepaid Card**
A prepaid card that is designed primarily for online shopping and provides features and benefits to suit online shoppers.
- **Best Unbanked Prepaid Card**
A prepaid card that is designed primarily to serve the unbanked and financially underserved and provides features and benefits as such but does not come with a basic bank account equivalent.
- **Basic Bank Account with Prepaid Card**
A prepaid card that comes with a basic bank account type facility and typically allows consumers to set up standing order and Direct Debits and operate their prepaid card account as a bank account.
- **Best Incentives/Rewards Prepaid Card**
A prepaid card that provides the best incentives and rewards scheme with rewards being driven by the acquisition and usage of the prepaid card.
- **Best Free Prepaid Card**
A prepaid card that is available free of any issuance fee to consumers on a permanent basis. This is not open to prepaid cards which offer a free card as part of a promotion.
- **Best International Prepaid Card**
A prepaid card in any category that is available to international consumers outside the UK.
- **Best Newcomer Prepaid Card**
A prepaid card in any category that has been launched in the last 12-18 months and has made waves in consumers circles.
- **Best Prepaid Card Overall**
A prepaid card which is recognised as the best prepaid card due to its overall product proposition, customer services, rewards and incentives irrespective of category.

Other Award Categories

- **Best Prepaid Card Design**
A prepaid card that quite simply has the best look and feel.
- **Best Prepaid Card Website**
A consumer prepaid card website that not only has an attractive look and feel but also provides consumers with the best usability experience and flow.
- **Best Prepaid Marketing Campaign**
A prepaid marketing campaign launched in the last 12-18 months, across physical or online media, which is most memorable amongst consumers. Open to B2C campaigns only.

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- **Best Prepaid Card Innovation**

A prepaid card innovation in the last 12-18 months that can rightfully claim to have delivered value and created a powerful impact amongst consumers. Consumer remembrance is key.

Business Award Categories

The Business Award Categories are voted for by Subject Matter Experts at Prepaid365 using feedback received from the Industry including clients, industry partners, prepaid consultants and various prepaid stakeholders.

- **Best B2B Provider – Small Programmes < 10k Cards**

A prepaid programme manager which has demonstrated exceptional ability in delivering prepaid card programmes with card volumes under 10,000 cards.

- **Best B2B Provider – Large Programmes > 10k Cards**

A prepaid programme manager who has demonstrated exceptional ability in delivering large prepaid card programmes with card volumes over 10,000 cards.

To enter the awards, simply fill in the awards entry form which can be downloaded on the Prepaid365 website by clicking [here](#) or by visiting <http://www.prepaid365.com/awards/2012/entryform.html>

Additional Details

Please find below additional details with regards to the 2012 Prepaid365 Awards. If you are looking for additional information that you cannot find here, drop an email to awards@prepaid365.com or amit@prepaid365.com

- **Deadline:** All entries must be received by **22.02.12** (22nd February, 2012). No entries will be permitted beyond this date.
- **Awards Entry:** All entries must be submitted using the Awards entry form. Please make sure your form is complete and you have selected the categories that are most appropriate for your entry and also signed the authorisation declaration. All completed entries must be sent to awards@prepaid365.com

A copy of the completed form must also be sent to

Prepaid365,
c/o Emotion Associates,
14 Levertons Place,
Hucknall,
NG15 6US

- **Awards Sponsorship:** The Prepaid365 Awards provide an excellent opportunity to raise brand awareness and reach and also raise social media interaction with consumers.

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- **Payments:** Invoices will be raised upon receipt of your Awards Entry form. All invoices need to have been paid by **28.02.12**. Your entry can only be processed as being part of the Prepaid365 Awards 2012 once the form and payment has been received.
- **Images and Evidence:** Please submit all card images and logos in 300 dpi JPEG format where possible as these will primarily be used to create web collateral. If in doubt, send us the logo and images and we should be able to advise if it is suitable. All evidence and supporting material submitted as part of your entry (especially for business and other categories) should be submitted in both electronic and paper format.
- **Awards Announcement:** The Prepaid365 Awards 2012 will be announced on 31st May, 2012 and a general press release will be issued on 31st May, 2012. All winners will be invited to provide a quote for this general release. See 2011 general release [here](#).

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- **Winners and Runners Ups:** All winners and runners ups will be advised of their success by **24.05.12** (1 week prior to the Awards announcement on **31.05.12**) to allow for appropriate PR activity to be undertaken. The Prepaid365 Management team will be happy to provide a quote for such activity. These press releases need to be embargoed till **01.06.12**. The award decisions are final and no correspondence or discussion will be entered into with regards to the awards.

Winners and Runners Ups will receive the following items after the awards

- Awards & Certificates:** for display and framing.
- Winner Badges:** in different formats which can be used in marketing collateral, on websites and in email communication.
- Features:** Winners logos will be featured on the homepage of the Prepaid365 Website and winners may feature in articles produced by the Prepaid365 Team following the awards.

In a new initiative, it has been suggested that winning entries be used to create case studies and also featured on the new dedicated awards website. The Prepaid365 team is considering this and this is subject to confirmation in due course.

- Entries can be withdrawn at any point up to **29.02.12** by submitting a written request. Please note that entry fees are non-refundable.
- Entries received after the closing date on 22nd February, 2012 cannot be included in the awards under any circumstances.
- Entries which are incomplete or have not had the accompanying payment made or do not have a signed entry form to accompany them will be deemed unacceptable. In all such instances, please note that the entry fees are non-refundable.
- All material submitted as part of the awards will be maintained in the strictest confidence.
- We reserve the right to allocate an entry to a different category or in more than one category if appropriate. You will not be charged anything additional if this decision is made by the Prepaid365 team.