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03 Best B2B Product or Service

The B2B space is a major driving force behind industry growth — commanding the largest share of the gift card market and showing no signs of slowing down. This category celebrates the standout products, services, and strategies that are pushing boundaries in the B2B world.

We're looking for bold initiatives that showcase ambition, innovation, and impact. Have you launched a solution that solves real business challenges? Developed a platform that transforms the way partners engage with gift cards? Or introduced a disruptive strategy that sets a new benchmark for best practice or innovation in the B2B space?

This is your chance to spotlight what makes your B2B approach exceptional — and how it's shaping the future of the gift card market.

Submission Details

Title of your entry

Full name (this should be your main point of contact for your award submission)

Email address

Job Title

Company Name

Phone Number (UK)

Is this a joint submission (tick box if Yes) (optional)

If you clicked 'Yes' to joint submission, who are you submitting with? (optional)

Are you a GCVA Member? (optional)

If you are not a GCVA member, email awards@gcva.co.uk to express an interest in entering a category prior to submitting. Please note, you will need to pay your invoice (£175 per category) before completing this form and making your submission.

Entry Details

AMBITION: context, vision & goals 500 words

OUTCOME: KPI's, financial, results, measurement/evaluation, impact 500 words

COMMUNICATIONS: internal/ external, press/PR & marketing spend 500 words

INVOLVEMENT: stakeholders, industry, decision makers including board, team, partnerships 500 words

VISION - Non-financial results, increased brand awareness/engagement, ESG, client loyalty 500 words

Time & Date of submission

Attachments

Material may be supplied as follows:

1. Upload JPEG or PDF files. Maximum file size is 5MB per piece. A maximum of one file can be uploaded with your entry.
2. Video attachments may be hosted on a video site such as YouTube or Vimeo.
3. Provide website URLs to the publicly accessible campaign or active URL of a landing page. Please ensure any applicable usernames and passwords are provided and active.
4. Please do not upload any further written material as the judges will not consider these. The written component of your entry should be fully explained within the provided form fields.



File Upload | x1 Multimedia Evidence Upload (pdf, video, PPT or word doc (email awards@gcva.co.uk if you are experiencing any issues uploading)