



AWARDS OVERVIEW 2023



KEY DATES



9th January 2023

Voting opens



20th March 2023

Finalists announced



11th April 2023

Voting closes



11th May 2023

Winners announced

WHAT ARE THE BRITISH BANK AWARDS?

The British Bank Awards are run by Smart Money People, the UK's dedicated financial services review site. The awards were launched in 2015 to put consumers at the heart of the industry, as all winners are determined using data collected by Smart Money People's reviews, ensuring that companies who win are those who really deliver on great products and customer service.

In 2022, after 13 weeks of voting, over 81,000 consumers helped to decide the winners in the awards through the power of their reviews. Businesses compete hard to win in the British Bank Awards, and are keen to promote their achievements through press coverage, and marketing campaigns to their customer base.

Award categories span the vast range of the banking sector, with specific categories for innovation, new entrants to the market, ethical providers, influencers, and many more. There's also a series of categories targeted at partners who provide services to the banking industry. For our full list of categories head to page 8-10.

Each year voting in the awards culminates in a celebratory awards event in the heart of London. Our 2022 event sold out, with hundreds of guests coming together for an evening of networking, celebration and entertainment.

Examples from the British Bank Awards 2022



WHO'S BEHIND THE BRITISH BANK AWARDS?

The British Bank Awards are run by Smart Money People, who are the UK's dedicated financial services review website, with over 1.2 million reviews on financial service products. Consumers visit Smart Money People to read and write reviews, to get a better understanding of what a company and their products are really like.

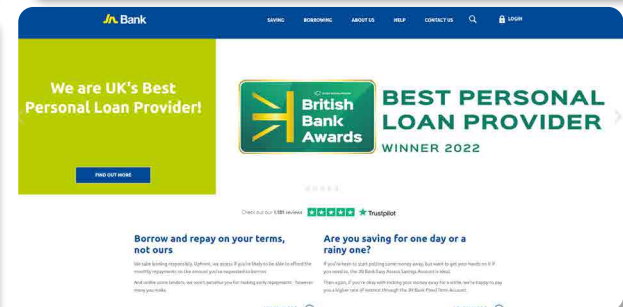
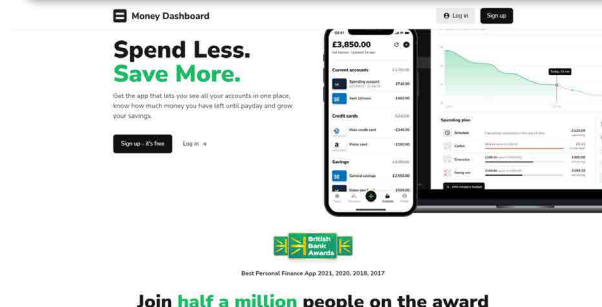
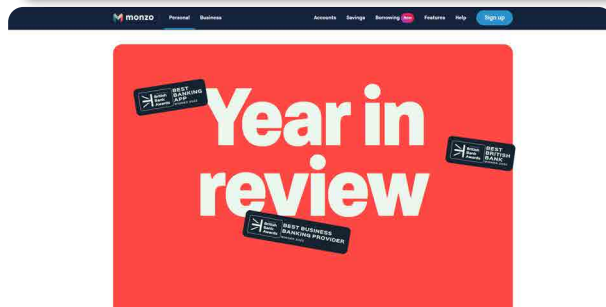
Smart Money People use these reviews to provide a platform offering customer insight to a wide range of financial organisations. The power of this insight tells companies what they're doing well, and where they can improve. The platform also offers a unique benchmarking capability on both a company and product basis, to see how a business is performing relevant to their peers.

Founded in 2014, Smart Money People's mission is to help the financially active make more successful choices, and the British Bank Awards help to achieve this mission by acting as a symbol of excellence to both consumers and

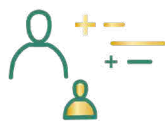
industry peers. Smart Money People also run the Insurance Choice Awards and the Consumer Credit Awards each year, alongside releasing reports throughout the year using their customer insight, including their Mortgage Lender Benchmark.



EXAMPLE COVERAGE RECEIVED BY SMART MONEY PEOPLE'S AWARDS



WHY TAKE PART IN THE BRITISH BANK AWARDS?



ATTRACT NEW CUSTOMERS

Our Finalist, Highly Commended and Winner badges act as a sign of excellence to consumers and financial firms who are looking for great firms to do business with.



GREAT PR

The British Bank Awards have been covered by a range of national and trade press circulated by Smart Money People, and winning an award provides an excellent opportunity for you to create your own news stories and content.



ACCESS CUSTOMER INSIGHT

Smart Money People's insight platform provides a range of tools that you can access to understand what your customers are thinking, feeling and saying about you. All the votes captured for you feed into the insight available ready for you to access.



HELP US FIND THE BEST!

Our mission is to help the financially active make more successful choices and our community is passionate about finding the best companies to do business with. By taking part, you can help them find your firm too.

HOW CAN YOU GET INVOLVED?

It's easy to get involved...and there's no cost to enter.

Our awards are determined by customers. This means the only way to improve your chances of winning is by encouraging your customers to take part. We're helping by awarding a £1,000 cash prize to one lucky customer who takes part, so it's a great message to share with your customers.

As a provider, you need to have your brand and products listed on the Smart Money People website. Please contact us to register your interest so we can check we have your correct details and we can give you a bespoke voting link to share with your customers. If you're a supplier interested in one of our partner categories, we'll give you a voting link to use with your clients once we've registered your interest in the awards.

Here are three key ways to spread the word about the awards and encourage your customers to take part. We make a wide range of assets available to firms who take part.



VOTE FOR US!

Adding 'Vote For Us' badges and links to your website, e.g. in a news article, or simply your homepage, will drive customer awareness.



VOTE FOR US!



Vote for us in
the British Bank
Awards 2023

Engage your customers on social media. Spread the word and encourage your followers to vote for you.



**VOTE FOR US &
YOU COULD WIN
£1,000**

An email asking your customers to vote for you often generates the best response. You could do a specific vote awareness email or include the message within your regular newsletters.

BRITISH BANK AWARDS CATEGORIES

HEADLINE AWARDS



BEST BRITISH BANK



BEST NEWCOMER



INNOVATION OF THE YEAR



CUSTOMER SERVICE CHAMPION



BEST BANKING APP



BEST BUILDING SOCIETY



TREATING CUSTOMERS FAIRLY
CHAMPION



ONLINE FINANCIAL INFLUENCER OF
THE YEAR



PERSONAL FINANCE JOURNALIST
OF THE YEAR

BRITISH BANK AWARDS CATEGORIES

COMPANY SPECIFIC AWARDS



BEST BUSINESS BANKING PROVIDER



BEST BUSINESS FINANCE PROVIDER



BEST CREDIT CARD PROVIDER



BEST INVESTMENTS PROVIDER



BEST MORTGAGE PROVIDER



BEST CURRENT ACCOUNT PROVIDER



BEST SPECIALIST MORTGAGE PROVIDER



BEST ONLINE TRADING PLATFORM



BEST PERSONAL FINANCE APP



BEST PERSONAL LOAN PROVIDER



BEST SAVINGS PROVIDER



BEST CHILDREN'S FINANCIAL PROVIDER



BEST ETHICAL FINANCIAL PROVIDER



BEST MORTGAGE BROKER



BEST PAYMENT SERVICE PROVIDER



BEST ALTERNATIVE FINANCE PROVIDER

BRITISH BANK AWARDS CATEGORIES

PARTNER AWARDS



THE PIONEER AWARD



REGTECH PARTNER OF THE YEAR



TECHNOLOGY PARTNER OF THE YEAR



MARKETING AND PR PARTNER OF THE YEAR



CONSULTANCY OF THE YEAR



FAQS

We've put together some frequently asked questions to help answer common queries.



WHEN DOES VOTING COMMENCE?

Voting opens on 9th January 2023 and closes 11:59PM on 11th April 2023.

Between the 9th January and midnight on the 11:59PM on 19th March 2023, customers can vote for any firm they choose and this voting will determine our finalist shortlist.

On 20th March 2023 we'll confirm the finalist shortlist, based on the voting to date.

Customers can continue to vote for these finalists until voting closes on at 11.59PM on 11th April 2023. All votes during the period 9th January to 11th April will be counted for finalists.



HOW CAN MY FIRM BE NOMINATED?

Please contact us by emailing events@smartmoneypeople.com to register your interest. We'll let you know the next steps and if you're a consumer facing provider, we'll make sure you have a review page on the Smart Money People website.



HOW MUCH DOES IT COST TO TAKE PART?

There's no entry cost for firms to take part.



WHAT IS THE VOTING PROCESS?

Your firm will need to register and have a review page on the Smart Money People website. You will then be supplied with a link to provide to your customers, who can vote for your firm in specific product categories. Customers can also vote directly via the Smart Money People website, leaving feedback on a product. That's it! From landing on the page, to submitting their vote, it should take two minutes or less.



WHAT PERSONAL DATA DO WE CAPTURE?

We ask voters their name and to provide an email address. This helps us to validate votes and to communicate with the winner of our prize draw. We do not capture any account specific information, nor do we share this data with third parties. We are registered with the ICO: ZA190919



WHO IS ELIGIBLE TO ENTER?

The awards are open to any organisation working in the banking industry who provides one or more of the products listed in our company or partner categories. We also have some non-product specific categories, and categories for journalists and financial influencers. You can view all our categories on pages 8-10.



FAQS (CONTINUED)

WHO CAN VOTE?

Customers who are UK residents and aged 18 years and over are eligible to vote in all categories and will be entered into the prize draw. The exception is our award for 'Best Children's Financial Provider', where customers aged 16 years and over can vote.

HOW DOES THE £1,000 PRIZE COMPETITION WORK?

We will randomly select a winner from all customers that leave a valid review during the voting period. Our Terms and Conditions are available by visiting smartmoneypeople.com/british-bank-awards/terms

ARE EMPLOYEES ALLOWED TO VOTE?

To keep the process fair, employees (or friends and families of employees) are not allowed to vote for the firm they work for.

CAN FIRMS ENTER MORE THAN ONE CATEGORY?

Yes. You may enter as many different categories as you are eligible for. Please speak with a member of our team if you're unsure which category to enter.

CAN CUSTOMERS VOTE MULTIPLE TIMES?

A customer can vote multiple times for different firms, or the one firm, across different categories. If we detect a customer

has left multiple votes for the same firm and category only one vote will be eligible.

CAN FIRMS INCENTIVISE CUSTOMERS TO VOTE?

We work hard to make sure that the results of the British Bank Awards are fair, robust and a reflection of the current state of play in the industry. We've honed a robust validation process to spot suspect voting.

HOW ARE WINNERS DECIDED?

Our awards are one of the few awards in the industry solely based on customer feedback. Winners are determined based on the ratings received from the customer feedback, subject to meeting our minimum criteria. All finalist firms are automatically eligible for our 'Best of' and 'Champion' awards.

WHEN ARE THE WINNERS ANNOUNCED?

Winners will be announced at our awards event which will be held in London on the 11th May 2023. Please visit our events page on our website for more information.

CAN MY ORGANISATION SPONSOR AN AWARD?

We have a range of sponsorship packages available for the British Bank Awards. If you are interested in sponsoring an award, or the event itself, please contact us at sales@smartmoneypeople.com and we'll send you our sponsorship pack.

BRITISH BANK AWARDS GALA CELEBRATION 2023

Our awards event promises to be an evening of networking, celebration and entertainment and we'd love for you to join us.



Date:

Thursday 11th May 2023



Timings:

7pm - 1am



Venue:

The Londoner, Leicester Square



What's included:

A welcome drink on arrival followed by a three-course meal with drinks at your table



Dress code:

Black tie

To secure your table email us:
events@smartmoneypeople.com



SPONSORSHIP OPPORTUNITIES

Following a 2022 campaign which featured over 81,000 votes, press coverage and a sell out event, the British Bank Awards has become a force to be reckoned with.

Our sponsorship packages are designed to deliver extensive marketing and business development value across a 5-month period. There is no better way of increasing brand awareness and facilitating new business.

By sponsoring the British Bank Awards, you'll benefit from:

- Significant brand exposure pre, post and during the event
- Being seen as the 'go to' company within financial services
- Opportunities for direct introductions to key influencers
- Premium event tickets

We offer the opportunity to partner with us as headline sponsor, as well as the ability to sponsor a category in the awards.

We also offer an opportunity to sponsor an element of our awards celebration evening, and will work with our sponsors to ensure that we deliver maximum value across their objectives.

If you would like to be involved in the awards, please contact us. We're very happy to accommodate bespoke requirements to match your objectives.

Contact the team today on either 0203 488 5075 or sales@smartmoneypeople.com to receive our sponsorship pack.





Our team is here to help make the British Bank Awards 2023 a success for you. If you have any questions, please get in touch:

 events@smartmoneypeople.com

 smartmoneypeople.com/british-bank-awards

 0203 488 5075

 www.linkedin.com/showcase/british-bank-awards

 @BritBankAwards