

Moneyfacts® Awards 2022

PLANNING FOR THE PROVIDER TESTIMONIAL SURVEY

The testimonial survey for several of the provider categories in the 2022 Moneyfacts Awards will open on Tuesday 4 January. To help you to be ready to make the most of the testimonial period, we have put together the following guide so that you can prepare your campaigns well ahead of time.

What are the categories where testimonials are being collected?

- Best Online Mortgage Provider
- Best Service from a Mortgage Provider
- Mortgage Intermediaries Choice
- Best Conveyancing/ Legal Search Service
- Best Surveying Service
- Best Service from a Secured Loan Provider
- Innovation in Personal Finance

Who should we be inviting to complete testimonials on our behalf?

The survey is designed for intermediaries to complete. You can start to work on who to contact before the launch date and even by asking in advance if they are willing to complete a testimonial on your behalf, so that you can send them the link as soon as the survey opens. We highly recommend a targeted and personal approach to ensure high quality testimonials, rather than mass mailing (the number of testimonials is not the deciding factor in the shortlist process).

What is available to help us create our campaigns?

We will provide artwork and a dedicated link to the survey. You can register with us now by emailing events@moneyfacts.co.uk and you will receive the relevant collateral when it is available. This is sent under embargo and must not be used until the survey begins on 4 January, any responses before this date will not be referred to as part of the process.

What wording can we use to secure our testimonials?

- You can let respondents know that they will be entered into a prize draw for £150 Amazon vouchers.
- You can ask respondents to 'Have your say' or 'support us by completing this survey' or 'submit a testimonial'.
- Please do not ask respondents to 'Vote for us' or indicate that you are supplying the prize.
- You can specify the category or categories that you would like respondents to submit testimonials for on your behalf, e.g. 'please submit a testimonial for us in the Best Service from a Secured Loan Provider category'.
- You can direct respondents to the [terms and conditions](#) in advance if you wish.

