

**European Agency Awards 2024 Entry Form**

**Please complete this entry form and upload it via the online entry portal** [**here**](https://europeanagencyawards.com/entry-form) **along with any supporting files.**

**Please note all documents must be under 2MB.**

* You can upload multiple entries via the online entry portal. You will need to fill out a separate entry form for each entry e.g., five entries = five individual entry forms
* If you are uploading the same entry into another category, you will need to edit your entry form appropriately to match the category criteria.
* Please make sure the correct category is checked in section B. If the correct category is not checked, your entry may be classed as void and therefore not judged.
* Entry questions are dependent on your chosen category, so please take care when filling out each entry. Please delete any sections of the entry form not required for your category.
* If your entry form does not match your online submission and category selection, your entry may be classed as a duplication error and may not be judged.
* **All entries must not exceed 1000 words.** The word count does not include the company information/summary in section A or the questions already within the form.
* All entries should relate to work carried out between **March 2023 - July 2024**
* Please follow the format and order of the criteria within this form. If you do not use the entry form below or miss information from your submission you may be penalized by the judges.
* All judges are bound by our terms and conditions and are required to acknowledge these prior to logging into their judging portals. Our judging T&C’s can be found here: <https://europeanagencyawards.com/terms>
* For more information on how to enter, entry fees and the deadline date, visit <https://europeanagencyawards.com/how-to-enter>
* Payment for all entries must be made at the time of submission.
* Please read the [Terms & Conditions](https://europeanagencyawards.com/terms)before submitting your entry.

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| **SECTION A – YOUR DETAILS** | |
| **Organisation Name** | Innovation Center, Moholy-Nagy University of Art and Design |
| **Contact Name** | Adrienn Juhász |

By submitting this form, you agree to the terms and conditions and declare that all facts and figures contained within are accurate and true, and that permission to enter has been given by all involved parties.

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| **SECTION B – SELECT YOUR CATEGORY**  Please select your category carefully and insert an X in the second column. Entry questions are dependent on chosen category – please complete section C, D, E or F as indicated. |

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| **1. Best Social Media Campaign** |  | Please complete section C |
| **2. Best SEO Campaign** |  | Please complete section C |
| **3. Best PPC Campaign** |  | Please complete section C |
| **4. Best PR Campaign** |  | Please complete section C |
| **5. Best Not-for-Profit Campaign** | X | Please complete section C |
| **6. Best Marketing Campaign** |  | Please complete section C |
| **7. Best Integrated Campaign** |  | Please complete section C |
| **8. Best Event** |  | Please complete section C |
| **9. Best New Business Campaign** |  | Please complete section C |
| **10. Best Crisis Communications or Response Campaign** |  | Please complete section C |
| **11. Campaign Effectiveness Award** |  | Please complete section C |
| **12. Best Pan European Campaign** |  | Please complete section C |
| **13. Best Use of AI in Client Campaign** |  | Please complete section C |
| **14. Best AI Agency Software Solution** |  | Please complete section C |
| **15. Best Agency Culture** |  | Please complete section D |
| **16. Best Charitable/Corporate Social Response Initiative** |  | Please complete section D |
| **17. Best Culture Transformation Initiative** |  | Please complete section D |
| **18. Best Flexible Working Policy** |  | Please complete section D |
| **19. Best Inclusion and Diversity Initiative** |  | Please complete section D |
| **20. Rising Agency Star Award** |  | Please complete section E |
| **21. Best New Agency** |  | Please complete section E |
| **22. Digital Agency of the Year** |  | Please complete section E |
| **23. Media Buying Agency of the Year** |  | Please complete section E |
| **24. B2B Agency of the Year** |  | Please complete section E |
| **25. B2C Agency of the Year** |  | Please complete section E |
| **26. eCommerce Agency of the Year** |  | Please complete section E |
| **27. SEO Agency of the Year** |  | Please complete section E |
| **28. PPC Agency of the Year** |  | Please complete section E |
| **29. Integrated Search Agency of the Year** |  | Please complete section E |
| **30. Social Media Agency of the Year** |  | Please complete section E |
| **31. Marketing Agency of the Year** |  | Please complete section E |
| **32. Creative/Design Agency of the Year** |  | Please complete section E |
| **33. Advertising Agency of the Year** |  | Please complete section E |
| **34. CRO Agency of the Year** |  | Please complete section E |
| **35. UX Agency of the Year** |  | Please complete section E |
| **36. Independent Agency of the Year** |  | Please complete section E |
| **37. PR Agency of the Year** |  | Please complete section E |
| **38. Innovative Agency of the Year** |  | Please complete section E |
| **39. Integrated Agency of the Year** |  | Please complete section E |
| **40. Best Small Agency of the Year** |  | Please complete section E |
| **41. Best Large Agency of the Year** |  | Please complete section E |

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| **SECTION C – CAMPAIGN AWARDS**  Please complete the following sections providing details of the campaign that you are entering. Please note entries must not exceed a total word count of 1000 words.  All information provided will remain confidential to the judges before and after the event and will not be shared with anyone outside of the judging panel allocated to review your entry. |
| **Entrant Name(s), Client Name & Campaign Title**  How you wish for the campaign to be credited including your organisation name, any partners / clients you want to credit & the title of your campaign.  Please structure your title in the following format:  ***"Entrant Name & Client Name - Campaign Name"***  Please keep this concise as it will appear on the website if you are shortlisted. |
| MOME Innovation Center – Design Dictionary |
| **Objective(s) & budget (1-10 points)**  Tell us what you were looking to achieve from the campaign and any targets that were set. We recommend showing targets as quantifiable metrics e.g., ‘Increase conversions from 150 to 300 a month’ rather than ‘Increase conversions by 10%’.  Please include a breakdown of implementation costs, staffing costs, agency fees etc. All elements of the entry form are confidential, and judges will not share this information. If you are unable to provide a detailed budget breakdown, please include the financial band your budget is within along with the percentage budget allocated for staffing costs, agency fees and media spend etc. |
| Our aim is to raise awareness and educate about design concepts and their value. The content is both for the geral public as well as for academia. This visually engaging content is also a tool to increase our follower base and the support us further with spreading the importance of design-based R&D activities. Each post of the campaign brough us 30-50 new followers, growing our audience by over 15% this year. |
| **Target audience & strategy (1-10 points)**  Please provide us with details around the audience you were targeting and your overall strategy to reach them as well as the strategy to meet the overall objectives. |
| **Design is an often misunderstood concept and especially specific design terms and tools are not well-known. Our approach is to combine practical definitions with visually engaging illustration, which makes this one-of-a-kind concent not only for an educational account but for any designer account. These definitions normally can only be found in complex articles, books, lectures, but easily digestable content of this kind has not been created before.** |
| **Implementation & creativity (1-10 points)**  Please give us a detailed explanation of your implementation for the campaign. Include screenshots to help us visualize campaigns. Provide information on the creativity of the campaign. |
| **Our Marketing Lead finds important terms to define based on our research projects, which is then structures and shared with our Media Designer who puts the definition into an illustrative format.** |
| **Details of any challenges faced and how these were overcome (1-10 points)**  What challenges were unique to you and how have you overcome them. What was the end result of overcoming these challenges? |
| **We started with static illustrations, then later on started implementing animation as well. At some point, we “over-animated” in terms of work hours, so the main issue was making sure we do not overcomplicate this content and realizing how much movement really is needed in order to make the content engaging. Over time, we found the balance: making sure that the cover of the post is animated already creates enough engagement.** |
| **Results & evaluation (1-10 points)**  Please relate these to the objectives and targets stated above. Provide actual numbers rather than percentages wherever possible. |
| **A screenshot of a social media account  Description automatically generated**  **Over time, each piece performed better than the one before, showing growing engagement. This is an ongoing campaign that we will keep experimenting with and if we manage, we might also extend this beyond social media into longer videos or publications.** |
| **Why should your campaign win? (1-10 points)**  What do you think sets your campaign apart from the other campaigns being judged? Judges will in particular be looking for the thing that makes this campaign different to the others, what is unique? |
| **We are the marketing team within one unit of the university, so we are not a classic agency but we operate just like one, internally. Giving recognition to creative campaigns for educational purposes would be not only good promotion for us but a really refreshing decision also for the agency community.** |
| **URLs** |
| **Please see the posts that were part of the campaign so far:**  [**https://www.instagram.com/p/C3VIC7zMFwa/?img\_index=1**](https://www.instagram.com/p/C3VIC7zMFwa/?img_index=1)  [**https://www.instagram.com/p/C4fy8akMZfn/?img\_index=1**](https://www.instagram.com/p/C4fy8akMZfn/?img_index=1)  [**https://www.instagram.com/p/C5VBpZFsJ46/?img\_index=1**](https://www.instagram.com/p/C5VBpZFsJ46/?img_index=1)  [**https://www.instagram.com/p/C6GqDgFMu99/?img\_index=1**](https://www.instagram.com/p/C6GqDgFMu99/?img_index=1) |
| **Please detail any supporting documents you are including as part of your submission**  Optional – please upload to online entry portal when submitting this entry form |
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| **SECTION D – CULTURE & CONTINUITY AWARDS**  Please complete the following sections providing details of the culture of the agency. Detail investment in training, support, and development of the agency’s team and how this has helped to win new business and grow existing accounts. Please note entries must not exceed a total word count of 1000 words in this section.  All information provided will remain confidential to the judges before and after the event and will not be shared with anyone outside of the judging panel allocated to review your entry. |
| **Name of Team / Agency**  Please keep this concise as it will appear on the website if you are shortlisted. |
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| **Team / Agency Overview**  Give details of number of employees, structure etc. Judges will be looking for clarity and context to help understand more about your agency or team. |
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| **Details of company culture initiatives & budget allocated (1-10 points)**  e.g., flexible working, holiday schemes, training and development, incentive schemes, rewards packages, CSR and volunteering initiatives |
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| **Evidence positive impact / results of any initiatives (1-10 points)**  e.g., increased productivity, staff retention, staff promotion and development |
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| **Why you think you should win (1-10 points)**  What do you think sets your culture apart from other agencies/teams being judges? Judges will be looking for the thing that makes your culture different to the others, what is unique? |
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| **URLs** |
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| **Please detail any supporting documents you are including as part of your submission**  Optional – please upload to online entry portal when submitting this entry form |
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| **SECTION E – AGENCY / TEAM / RISING AGENCY STAR AWARDS**  Please complete the following sections providing details of the agency / team / individual that you are entering. Please note entries can be self-nominated or nominated by a third party and must not exceed a total word count of 1000 words.  All information provided will remain confidential to the judges before and after the event and will not be shared with anyone outside of the judging panel allocated to review your entry. |
| **Name of Nominee - Agency / Team / Rising Agency Star**  Please keep this concise as it will appear on the website if you are shortlisted. |
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| **Date of Birth** (Rising Agency Star nominees only)  ***Please note that nominee must be under 30 on October 19, 2023*** |
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| **Contact email address of nominee** (Rising Agency Star nominees only) |
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| **Contact phone number of nominee** (Rising Agency Star nominees only) |
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| **Overview of the Agency / Team / Rising Agency Star nominee**  Please include numbers, staff turnover, roles etc for agency and team nominations or current and previous job roles etc for Rising Star nominations |
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| **Agency / Team / Rising Agency Star objectives (1-10 points)**  Tell us what you were looking to achieve and any targets that have been set within the agency or team to help achieve your goals. We recommend showing targets as quantifiable metrics e.g., ‘Increase conversions from 150 to 300 a month’ rather than ‘Increase conversions by 10%’. |
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| **Recent work example(s**) **(1-10 points)**  Please include details of recent client or campaign work. How does your recent work display creativity and make your team or agency stand out amongst others? |
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| **Details of any recent achievements (1-10 points)**  What makes your team or agency stand out? Please include details of any achievements you feel make your agency, team or rising star award worthy. What are you proud of? |
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| **Details of any challenges faced and how these were overcome (1-10 points)**  What challenges were unique to you and how have you overcome them. What was the end result of overcoming these challenges? |
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| **Why should your Agency / Team / Rising Agency Star win? (1-10 points)**  Please detail what you feel makes you stand out amongst others and why you feel your entry is award winning. What makes you unique? What gives you the competitive edge? |
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| **URLs** |
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| **Please detail any supporting documents you are including as part of your submission**  Optional – please upload to online entry portal when submitting this entry form |
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