



### European Agency Awards 2024 Entry Form

Please complete this entry form and upload it via the online entry portal [here](#) 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.

ALL INFORMATION PROVIDED IN THIS FORM WILL REMAIN CONFIDENTIAL TO JUDGES

- Please read the [Terms & Conditions](#) before submitting your entry.

<b>SECTION A – YOUR DETAILS</b>	
<b>Organisation Name</b>	Bright Skull Media
<b>Contact Name</b>	Stephanie Zavrou

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.

## 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.

1. Best Social Media Campaign		Please complete section C
2. Best SEO Campaign		Please complete section C
3. Best PPC Campaign	X	Please complete section C
4. Best PR Campaign		Please complete section C
5. Best Not-for-Profit Campaign		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

<b>26. eCommerce Agency of the Year</b>		Please complete section E
<b>27. SEO Agency of the Year</b>		Please complete section E
<b>28. PPC Agency of the Year</b>		Please complete section E
<b>29. Integrated Search Agency of the Year</b>		Please complete section E
<b>30. Social Media Agency of the Year</b>		Please complete section E
<b>31. Marketing Agency of the Year</b>		Please complete section E
<b>32. Creative/Design Agency of the Year</b>		Please complete section E
<b>33. Advertising Agency of the Year</b>		Please complete section E
<b>34. CRO Agency of the Year</b>		Please complete section E
<b>35. UX Agency of the Year</b>		Please complete section E
<b>36. Independent Agency of the Year</b>		Please complete section E
<b>37. PR Agency of the Year</b>		Please complete section E
<b>38. Innovative Agency of the Year</b>		Please complete section E
<b>39. Integrated Agency of the Year</b>		Please complete section E
<b>40. Best Small Agency of the Year</b>		Please complete section E
<b>41. Best Large Agency of the Year</b>		Please complete section E

## 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.

Bright Skull Media & Safetec Direct - Sustainably growing Google Ads investment & revenue

### 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.

- Increase Google Ads traffic from ~36k clicks to ~50k a month
- Increase Google Ads investment from ~£37k to ~£55k a month
- Increase Google Ads revenue from ~£180k to ~£230k a month
- Increase Google Ads sales from ~1.8k to ~2.2k a month
- Establish and maintain a break-even ROAS for Google Ads activity whilst increasing the investment and sales volume
- Increase the Safetec Direct product reach beyond Google Shopping by launching a performance max strategy
- Complete restructuring in Q3 ahead of the peak in Q4
- The monthly media spend began at an average of £37k a month and the monthly agency fee was a monthly retainer between £2k-3k a month

### 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.

- The Safetec Direct target audience is those in need of personal protective equipment (PPE) and safety workwear. We targeted these users through specific industry-related keywords and keywords relating to the specific products sold by Safetec Direct.
- In order to expand beyond the standard Google Ads search and shopping strategy we used performance max campaigns to push to additional Google placements allowing us to hit the traffic objective, spend more and drive additional sales revenue.
- By consolidating the previous Google shopping account structure we were able to utilise the automation options by driving more data through fewer campaigns allowing

the Google algorithm to work towards maximising revenue across the targeted products.

- In using performance max we were able to engage Google's automated retargeting feature, we enhanced Google's targeting capabilities by adding in-market audiences (e.g. work safety protective gear), website visitor lists and bespoke customer lists to our campaigns to further hone in on our audiences.

### 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.

- We began with an overall restructure of the Google Ads account. Starting with search, we consolidated campaigns where they were duplicated for different match types or in separated low traffic campaigns broken down too granularly.

Campaigns	Action	New campaign
UK EN GO DSA	Keep	
UK EN GO E BRD Safetec	Merge	UK ALL GO BRD Safetec
UK EN GO B BRD Safetec		
UK EN GO E GEN Rock Fall	Keep	
UK EN GO P GEN Hi-Vis	Merge	UK ALL GO GEN Hi-Vis
UK EN GO E GEN Hi-Vis		
UK EN GO E GEN Leo		
UK EN GO B GEN Work Gloves	Merge	UK ALL GO GEN Work Gloves
UK ALL GO E GEN Polyco		
UK EN GO E GEN Portwest	Merge	UK ALL GO GEN Portwest
UK EN GO E GEN Portwest & Product		
UK EN GO E GEN Uneek	Merge	UK ALL GO GEN Uneek
UK EN GO E GEN Uneek & Product		
UK EN GO E GEN Respiratory - Powered Air	Merge	UK EN GO GEN Respiratory
UK EN GO E GEN Respiratory - Half Masks		
UK EN GO E GEN Respiratory - Dust Masks		
UK EN GO E GEN Safety Glasses	Merge	UK EN GO GEN PPE
UK EN GO E GEN Ear Protection		
Safety Helmets - Exact		
UK EN GO P GEN Safety Supplier	Merge	UK ALL GO GEN PPE Safety Supplier
UK EN GO P GEN PPE Supplier		

- To ensure the copy was tailored to users' searches, we created ad groups for different categories. The website was recently updated so we took inspiration and information from that for the newly launched Responsive Search Ads (RSAs).
- We upgraded to broad match keywords which was narrowly adopted in the account previously and expanded the negative keywords to maintain relevancy.
- As we moved to a more modern search strategy where each campaign had a larger volume of data going through it, we took advantage of automated bidding. As per Google's recommendation, we started with a 'maximise conversion value' bid strategy and later added a target ROAS.
- For the Performance Max launch, we identified the categories live on shopping, their margin bands and level of priority. Here, we devised an approach of including five campaigns with different asset groups for each category or brand where we stocked well-known brands in the industry.
- Using a supplemental feed in the Google Merchant Center we attached custom labels to 17k products to enable the adding of relevant products to the new campaigns.

	Product	Custom label 0	Custom label 1
	Product (17K)	Area	Brand
Example 1	Portwest 2885 Preston Work Trousers 245g	Workwear	Portwest
Example 2	Polyco Long John PVC Coated Gauntlet Gloves 64cm 3413	Work Gloves	Polyco
Example 3	Rock Fall 3FW001M Activ-Step 3Feet Work Anti-Static Mid Footbed Insoles	Footwear	Rockfall

- We were provided with images from the site or stocked brands. We took the lead in writing the text elements of the ads using a combination of text from the website, the existing search creative, and USPs recommended to us by our client. We resized the image assets we received to fit the Google Ads specifications and used the templates within Google Ads' asset library to generate video assets.
- For the restructure we adopted a phased approach over two months to minimise the impact on the account performance.
- To establish a break-even ROAS target for Google Ads we worked closely with Google and Safetec Direct to agree on a model utilising relevant data points to establish a ROAS that met the client's objectives.

Input metrics	Industry estimates	Input
Average order value (£)	-	£118
Tax/VAT (%)	25%	20%
Return rate (%)	5%-15%	2%
<b>Average order value (post tax/returns) (£)</b>		<b>£96.37</b>
Gross margin (%)	25%-60%	30%
Fulfillment cost (shipping & handling) (£)	£5-£15	£5
<b>Profit per order (before ads costs) (£)</b>		<b>£23.91</b>
[optional] Returning customers (%)	10%	8%
[optional] Repeat order rate	0-5	4
<b>Profit per customer (before ads costs) (£)</b>		<b>£31.56</b>
Output metrics		
Profit per order (before ads costs) (£)		£24
Profit per customer (before ads costs) (£)		£32
"Break Even" CPA (£)		£32
<b>"Break Even" ROAS (%)</b>		<b>374%</b>

**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?

- During the search restructure, we phased out expanded text ads and introduced responsive search ads account wide. All new ads were incorrectly disapproved due to a 'sensitive events' advertising policy, an issue that has persisted since COVID-19. This was an issue where the products advertised were incorrectly being identified as medical grade PPE by the automated ads approval process. This delayed the process of pausing old ETAs to avoid going offline. We closely collaborated with our Google representative to ensure that every new ad launch was approved.

- During the planning stages of the Performance Max launch, it became apparent that our inventory of image and video assets was limited. We worked with Safetec and their stocked brands, securing a collection of images which we then resized to suit our needs. The video assets provided were limited and of poor quality. As there was no budget to create new videos, we used the templates within Google Ads' asset library, blending the images we had with text to generate product-focused videos.

**Results & evaluation (1-10 points)**

Please relate these to the objectives and targets stated above. Provide actual numbers rather than percentages wherever possible.

- The account restructure was completed by September 23 ahead the Q4 peak.
- Since October 23, we exceeded all targets set:
  - The average monthly traffic increased to 60k
  - The average monthly media spend increased to £60k
  - The average monthly sales volume increased to 2.5k
  - The average monthly revenue increased to £252k
  - The average ROAS was 435%, which is above the break-even ROAS of 374%
- The growth from October 23 to April 24 has been substantial with 53% more sales and revenue reported YoY.
- We adopted a cleaner structure with unnecessary traffic segmentations for ease of management.

**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?

- This campaign showed a collaborative effort between the small team at Bright Skull Media, the client, their web developer and Google to redefine the client strategy and support sustainable, long-term growth in the Google Ads activity and its contribution to overall sales.
- Our campaign hit and exceeded expectations averaging over 50k clicks a month, spending over £55k a month and 2.2k sales a month whilst maintaining a ROAS above the breakeven point.
- As a result of the action taken in this campaign, Safec Direct now sees an additional £60k a month in revenue bringing in at least an additional £720k annually.

**URLs**

<https://www.safetecdirect.co.uk/>

**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

“Safetec | Performance Max Structure” - a working document used during this campaign.



**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.

**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.

**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

**Evidence positive impact / results of any initiatives (1-10 points)**

e.g., increased productivity, staff retention, staff promotion and development

**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?

**URLs**

**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.

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**Name of Nominee - Agency / Team / Rising Agency Star**

Please keep this concise as it will appear on the website if you are shortlisted.

**Date of Birth** (Rising Agency Star nominees only)

*Please note that nominee must be under 30 on October 19, 2023*

**Contact email address of nominee** (Rising Agency Star nominees only)

**Contact phone number of nominee** (Rising Agency Star nominees only)

**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

**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%'.

**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?

**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?

**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?

**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?

**URLs**

**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