



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.

| SECTION A – YOUR DETAILS | |
|---------------------------------|--------------------|
| Organisation Name | Bright Skull Media |
| Contact Name | 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 | | 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 |

| | | |
|---|---|---------------------------|
| 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 | X | Please complete section E |
| 41. Best Large Agency of the Year | | 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.

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.

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.

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.

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?

Results & evaluation (1-10 points)

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

| |
|--|
| |
| 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? |
| |
| 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 |
| |

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

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.

Bright Skull Media

Date of Birth (Rising Agency Star nominees only)

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

N/A

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

N/A

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

N/A

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

Bright Skull Media is a two-person agency comprising co-founders Stephanie and Anwobo. Between London, UK and Nicosia, Cyprus they run a fully remote paid media agency with flexible working.

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%'.

At the start of 2023 our goals were to:

- Increase our consistent monthly billings to £20,000 (from £15,000).
- Secure a single client on a monthly retainer exceeding £3,000.
- Work with a renowned company.
- Expand the channels and billings for existing clients.
- Lead a comprehensive brand development project, including a complete website revamp.
- Create a network of collaborating agencies to foster strategic partnerships.
- Leverage previous experience to broaden service offerings, including training, and initiate outreach to colleagues and agencies for collaborative opportunities.

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?

- Working with our safety workwear & PPE client, Safetec, we have
 - Increased their Google Ads traffic from ~36k clicks to 60k a month

- Increased their Google Ads investment from ~£37k to £60 a month
- Increased their Google Ads revenue from ~£180k to £252k a month
- Established a break-even ROAS of 374% but achieved and maintained a ROAS of 435%
- Working with the renowned delivery company DPD we boosted their recruitment drive ahead of the 2023 Christmas peak, driving 2.47M impressions, 34.6k clicks and drove enough applications to fill their demand for new drivers in this period.
- Working with our biggest client, Gap 360 we have restructured large and inefficient Google Ads & Microsoft Advertising accounts. We now run clean accounts that have structure, a clear reporting process and account for all conversion actions that are important to the client giving us a clear view on profitability. This has allowed our client to see, for the first time, the true impact of their monthly £70k+ paid search investment.

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?

- As an agency, we maintain a hands-on approach for every account. The two Co-founders have direct accountability. We ensure accessibility to every client, they can access their accounts and integrate seamlessly as an extension of their team.
- Successfully collaborated with global companies such as DPD, showcasing our capabilities despite being a two-person agency. This work delivered us a glowing testimonial from the client:
 - *“Working with Bright Skull Media was insightful, collaborative and quick. They identified the platforms we needed to advertise on and delivered results that exceeded expectations. They were able to help us fill the required vacancies faster than expected whilst keeping us updated with regular and transparent reporting and communication. I would highly recommend Bright Skull Media for their paid media work”*

Andy Webb, Communications Manager, DPD UK

- We have helped to drive the growth of smaller brands, significantly impacting their bottom line. We are passionate about helping smaller companies who do not have access to our level of experience within larger agencies. One example was outlined above where for Safetc, in the last year we have grown their revenue by £60k a month whilst maintaining an efficient ROAS.
- We targeted getting a client with a billing that exceeds £3,000 a month. Gap 360 initially came to us for a one-off audit. They were so impressed that we ended up consulting for them and before long they signed a £3.5k monthly retainer for us to manage their PPC accounts.
- Growth has not only come from new clients but we have increased the billing of existing clients, moving into new areas too. For example, at the start of 2023 our client Spandex was a client we ran Google Ads search activity in the UK only. Now we run search, performance max and Meta ads for this client in expanding into 13 markets from the UK, throughout Europe and even as far as Australia, liaising with the local teams in each location. This has enabled us to grow our billing from £1.5k to £3k a month.

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?

Having an agency made up of just two people is a challenge as there can be a lot of work for

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