



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	Digitaloft
Contact Name	James Brockbank

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	X	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

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.

Liv Day - SEO Lead, Digitaloft

Date of Birth (Rising Agency Star nominees only)

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

23/12/1997

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

olivia.day@digitaloft.co.uk

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

07852781612

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

Liv joined Digitaloft as ‘SEO & Content Manager’ in December 2022, a role that was created to manage the SEO team’s technical SEO and content strategy teams as the agency began to structure the SEO department for growth.

Prior to joining Digitaloft, Liv was ‘Growth Marketing Manager’ at Honeycomb Search, the agency of parent company Twinkl, and Digital Copywriter at Twinkl.

Liv joined Digitaloft during an exciting phase of growth for the agency’s SEO department and was hired after having been identified as a perfect-fit candidate during the interview process.

Within three months of joining Digitaloft, Liv was promoted to ‘SEO Lead’ due to it quickly becoming apparent that she had way more to offer than in the role she was hired into.

Liv remains Digitaloft’s SEO Lead today, but is soon to be promoted to the agency’s ‘Head of SEO.’

When you consider that Liv began working in the sector in February 2021 and the fact she is still only 26, her rapid rise to a senior role becomes even more of an incredible achievement.

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%’.

In February 2024, upon taking on the 'Acting Head of SEO' role, Liv was set clear goals and objectives:

- Rebuild the agency's SEO team in terms of structure and roles, improving the way the team works to streamline efficiency and team member satisfaction.
- Improve efficiency, measured by achieving a 'revenue per employee per month' on the team of at least £7,500, up from £5,700, within 6 months.
- Improve client performance, with all SEO clients meeting or exceeding the monthly forecasts and goals we set within 6 months.
- Achieve an NPS score from clients each quarter of at least 75% of these scoring 9 or 10, with all scoring at least 7 or 8, within 6 months.
- Successfully establish a pod structure with clear roles and responsibilities by the end of Q2 2024.

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?

Perhaps the best example of Liv's work is her SEO success for [ChristmasTreeWorld.co.uk](https://christmastreeworld.co.uk).

Across the course of 2023, despite a downturn in the purchase of Christmas Trees online due to post-covid AND an increased cost of living, Liv's strategy delivered:

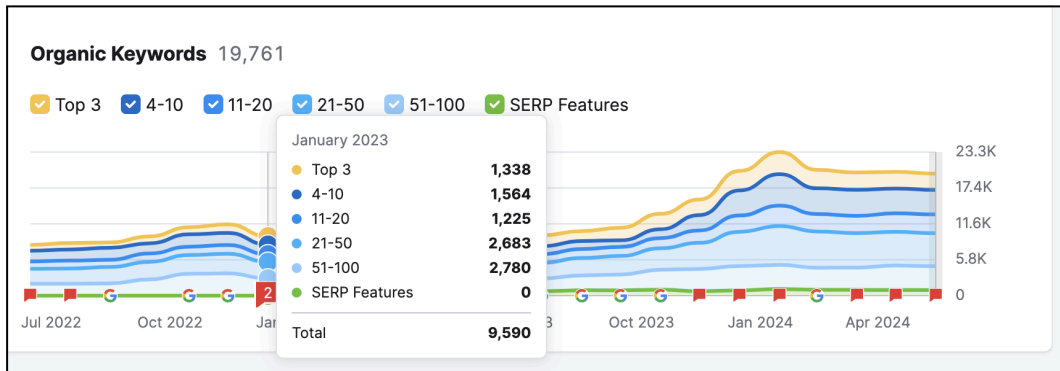
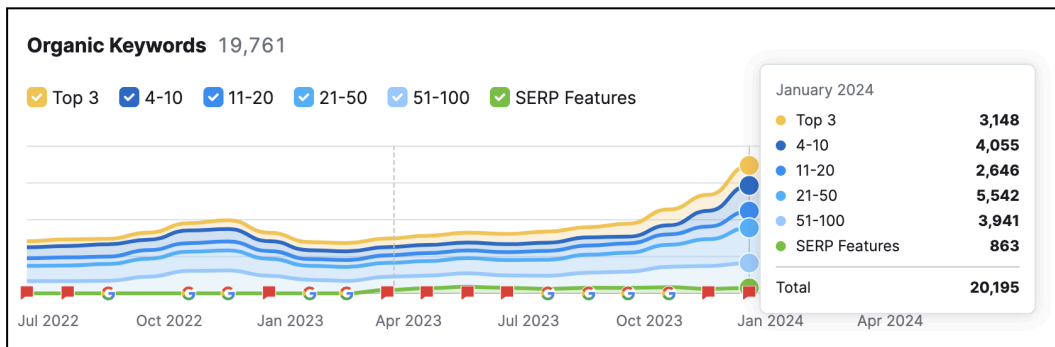
- A 32% increase in organic sessions Year on Year (510,988 vs 387,111 - an increase of 123,887 sessions)

Session default channel group ▾ +		↓ Users	Sessions
◇ SHOW ALL ROWS			
		448,040	575,929
		vs. 347,731	vs. 459,441
		↑ 28.85%	↑ 25.35%
1	Organic Search		
	1 Jan - 31 Dec 2023	380,599	510,988
	1 Jan - 31 Dec 2022	290,018	387,111
	% change	31.23%	32%

- An 11% increase in organic purchase conversions Year on Year (6,178 vs 5,550 - an increase of 628).
- A 2.22% increase in organic revenue Year on Year (£875,695.15 vs £856,672.87), remembering their market size was shrinking.

Session default channel group	Events per session	Engagement rate	Event count All events	Key events purchase	Total revenue	Session key event rate All events
SHOW ALL ROWS	11.53 vs. 14.99 ↓ -23.09%	69.71% vs. 61.8% ↑ 12.79%	6,638,293 vs. 6,885,572 ↓ -3.59%	7,139.00 vs. 6,298.00 ↑ 13.35%	£984,821.00 vs. £947,464.32 ↑ 3.94%	1.24% vs. 1.37% ↓ -9.19%
1 Organic Search						
1 Jan - 31 Dec 2023	10.94	69.34%	5,590,071	6,178.00	£875,695.15	1.21%
1 Jan - 31 Dec 2022	15.09	62.99%	5,843,259	5,550.00	£856,672.87	1.42%
% change	-27.53%	10.08%	-4.33%	11.32%	2.22%	-14.91%

- 3,458 top 3 rankings in Jan '24 vs 1,554 top 3 rankings in Jan '23 - an increase of 1904.



- A #1 ranking for 'Christmas Trees' on Google in December 2023, the brand's peak period.



ALL INFORMATION PROVIDED IN THIS FORM WILL REMAIN CONFIDENTIAL TO JUDGES

ALL INFORMATION PROVIDED IN THIS FORM WILL REMAIN CONFIDENTIAL TO JUDGES

ALL INFORMATION PROVIDED IN THIS FORM WILL REMAIN CONFIDENTIAL TO JUDGES