

**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** | The Commerce Team Global |
| **Contact Name**  | Rubina Rashid |

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** |  | 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** | **X** | 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. |
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| **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. |
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| **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. |
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| **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. |
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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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| **Results & evaluation (1-10 points)**Please relate these to the objectives and targets stated above. Provide actual numbers rather than percentages wherever possible. |
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| **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? |
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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 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. |
| The Commerce Team Global  |
| **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 |
| We are a future facing ‘boutique’ ecommerce agency focussed on technology integrations and digital transformations. We work with a range of technology partners to offer our clients the most current and bespoke tech solutions for their needs. We work with a range of brands across the globe who are generally mid-tier to enterprise level (turnover over £30m+), and across a range of verticals from household goods including everything from wallpaper and garden furniture to fashion and sportswear including bike helmets and water bottles to brands in the luxury sector.  We currently have 80 members of staff with a 95% staff retention rate. |
| **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 2023 our objective was to lay the foundations of our newly merged business which included developing our company values, implement policy structure and develop our people to support growth. A screenshot of a company profile  Description automatically generatedWe aim to incorporate these values into everything we do! Our financial objectives saw our turnover at £4m for 2023, (target of £3m) which we have exceeded. For 2024 our turnover target is £5m (with £750k from new business) to support our ambitious but realistic growth plans. Objectives to support our growth include:* Set a 25% increase in revenue from existing clients,
* To expand our Macedonian development hub and
* By 2024 end have plans for presence in the US.

This is to achieve our revenue goals and are underpinned by our values.  |
| **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? |
| It is challenging for a technical agency to highlight creativity, but our technical teams are creative problem solvers who support client success. Client success is why our agency stands out as high growth and testament to a 95% client retention rate.Ann Summers - In-Store Ordering - ISO ProjectFor Ann Summers we developed a proof of concept (POC) and then full solution to combat lost sales in stores due to lack of product range and stock capacity. The solution was to replicate the Ann Summers store onto a payment terminal for customers to order and check out in store but online. We had to be creative to improve the UX and UI for the customer and implement a complex Salesforce implementation into a Adyen payment terminal, a great collaboration of integrating platform and technology partner. TFG LondonWe have invested in training on site speed performance and offer this as service. For TFG we delivered projects to improve speed for, Phase Eight, Whistles and Hobbs and have seen significant improvements based on previous months site speed which stands out in within the retail and ecommerce sector the results (see additional document) and metrics are a success. In line with our values, we have also invested in our expertise and commitment to embracing change and are working with new technologies such as BigCommerce headless technology to deliver for Graham and Brown who migrated from SFCC to BigCommerce. This project was an entire migration completed in 13 months; other agencies take on average 2 years to complete these projects with limited success.  |
| **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? |
| Client success is why our agency stands out as high growth and testament to our client retention rate.**Ann Summers - In-Store Ordering (ISO) Project**For Ann Summers we developed a proof of concept (POC) and then full solution to combat lost sales in stores due to lack of product range and stock capacity. The solution was to replicate the Ann Summers store onto a payment terminal for customers to order and check out in store for online. Our teams in Macedonia lead the development on this project, with the QA testing and support delivered from our team in India. The output of this project was to deliver the solution to stores in the UK. A truly multi-location delivery approach considering time zones, agility and customer output. We began this as a pilot with Ann Summers who adopted these terminals in 8 retail stores in December 2023. Due to the success and improvements, it was rolled out to 85 UK Ann Summers retail stores in January 2024. The ISO project objectives were set out to capture lost sales, stores are now capturing £10k each of lost sales where previously customers would have exited checkout through our commerce solution. This is generating incremental revenue of around £100k of missed sales for each store. (see image 1)Our work Adyen on creatively innovating solutions on the Ann summers project and with commerce platforms was showcased at the Salesforce Connections event in Chicago to circa 10k industry professionals and part of an Adyen industry whitepaper soon to be published. |
| **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? |
| Specific challenges with the ISO Project above were overcome through developing the POC and building an Android app in one day for Ann Summers to overcome the absence of a native browser on payment terminals. Business challenges: • Culture• Communication• Working practices • Maturity of markets from APAC to EMEA Solutions to these: • Establishing processes for services • Establishing quarterly business reviews with stakeholders • Timely feedback requests from stakeholders • Develop client road maps • Internal cross border team initiatives • Setting clear objectives, goals and outcomesWe have also invested in a dedicated Client Services Manager (non-billable to the clients)The end result is we are able to fully demonstrate and model our values to stakeholders and create buy in, trust and transparency. This has generated growth in revenue from existing client projects and is contributing to new business objectives as we bring our new accelerators to the market with industry endorsements.  |
| **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? |
| 1. Our clients and partners are testament to our work, their views are what makes us thrive and stand out and be the agency of choice. (See testimonials).
2. Our expertise is giving us the competitive edge as is our speed to market and agility with projects. Our uniqueness in problem solving for the industry and sharing of good practice, under pinned by our values. With measurable successful outcomes on our technical projects (see client metrics doc).
3. We celebrate our cultural differences through knowledge sharing, awareness and applauding teamwork, collaboration which is creating a cohesive environment for our team, clients and partners to thrive.
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| **URLs**  |
| [www.thecommerceteamglobal](http://www.thecommerceteamglobal)[In-store Ordering (thecommerceteam.com)](https://www.thecommerceteam.com/our-work/instore-ordering/)<https://www.thecommerceteam.com/news/progressive-web-app-testing-for-adyen-an-industry-best-practice/> |
| **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 |
| Doc 1: Client metrics for project successDoc 2: Client Testimonials Image 1 of Terminal for ISO Project  |