



### 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	
<b>Organisation Name</b>	Sahara
<b>Contact Name</b>	Andreas Aðalsteinsson

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.

<b>1. Best Social Media Campaign</b>		Please complete section C
<b>2. Best SEO Campaign</b>		Please complete section C
<b>3. Best PPC Campaign</b>		Please complete section C
<b>4. Best PR Campaign</b>		Please complete section C
<b>5. Best Not-for-Profit Campaign</b>		Please complete section C
<b>6. Best Marketing Campaign</b>		Please complete section C
<b>7. Best Integrated Campaign</b>	X	Please complete section C
<b>8. Best Event</b>		Please complete section C
<b>9. Best New Business Campaign</b>		Please complete section C
<b>10. Best Crisis Communications or Response Campaign</b>		Please complete section C
<b>11. Campaign Effectiveness Award</b>		Please complete section C
<b>12. Best Pan European Campaign</b>		Please complete section C
<b>13. Best Use of AI in Client Campaign</b>		Please complete section C
<b>14. Best AI Agency Software Solution</b>		Please complete section C
<b>15. Best Agency Culture</b>		Please complete section D
<b>16. Best Charitable/Corporate Social Response Initiative</b>		Please complete section D
<b>17. Best Culture Transformation Initiative</b>		Please complete section D
<b>18. Best Flexible Working Policy</b>		Please complete section D
<b>19. Best Inclusion and Diversity Initiative</b>		Please complete section D
<b>20. Rising Agency Star Award</b>		Please complete section E
<b>21. Best New Agency</b>		Please complete section E
<b>22. Digital Agency of the Year</b>		Please complete section E
<b>23. Media Buying Agency of the Year</b>		Please complete section E
<b>24. B2B Agency of the Year</b>		Please complete section E
<b>25. B2C Agency of the Year</b>		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.

Sahara & Torfhús Retreat – "Where Luxury Meets Tradition"

### 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.

**Objectives:** Our campaign aimed to achieve significant growth:

- Increase monthly bookings from 87 to 150.
- Double room revenue from \$292,963 to \$589,490
- Boost direct bookings by 50% to reduce reliance on affiliates. Q1 2023: 87 vs 282 vs Q3 2024: 164 vs 272

**Budget Breakdown:** The total campaign budget was \$40,000:

- **Implementation Costs:** \$10,000 for technology and promotional materials.
- **Staffing Costs:** \$5,000 (12.5%) for salaries.
- **Agency Fees:** \$5,000 (12.5%) for campaign management.
- **Media Spend:** \$20,000 (50%) for advertising and social media.

This budget allocation and clear objectives are designed to drive significant growth and strengthen our competitive position in the market.

### 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.

**Target Audience**

The "Where Luxury Meets Tradition" campaign for Torfhus Retreat targeted several key audience segments, each drawn to Viking heritage and modern luxury:

- **Luxury Travelers:** Individuals seeking exclusive, high-end experiences.
- **History Enthusiasts:** Those fascinated by Viking culture and Icelandic heritage.
- **Adventure Seekers:** Travelers looking for immersive and adventurous experiences.
- **Couples:** Couples desiring a romantic getaway combining luxury with cultural depth.

### Strategy

Our strategy integrated various digital marketing channels to create a cohesive and impactful campaign:

- 1. Integrated Channel Approach:** Combined PPC, SEO, social media, and content marketing to ensure a unified narrative and maximize reach and engagement.
- 2. Content Funnel Strategy:**
  - **Top of Funnel (TOFU):** Engaging content highlighting Viking heritage and luxury experiences at Torfhus Retreat through immersive visuals and storytelling.
  - **Middle of Funnel (MOFU):** Personalized messaging with detailed blogs, short videos, and carousel ads to deepen audience engagement.
  - **Bottom of Funnel (BOFU):** Conversion-focused content targeting preferences and simplifying the booking process, using targeted Google Ads and remarketing strategies.
- 3. Creative Elements:**
  - **Visual Design:** Ads featured stunning Icelandic landscapes and retreat's turf houses, blending natural beauty with luxury.
  - **Storytelling:** Emphasized historical significance and luxurious amenities to resonate with the target audience.
- 4. Keyword and Remarketing Strategy:** Used targeted keywords related to luxury travel, Viking heritage, and Icelandic culture. Dynamic remarketing strategies ensured the retreat stayed top-of-mind.

**GOOGLE ADS**  
KEY PERFORMING ASSETS

**Top Converting Keywords**

- best resorts in Iceland
- torfhús retreat
- Iceland Cabin's northern lights
- where to stay in Iceland
- Iceland luxury vacation
- Iceland spa resort
- retreats in Iceland
- Torfhús retreat Iceland

**5. Performance Tracking and Optimization:** Continuously monitored metrics, refined ad copy, adjusted keyword bids, and personalized messaging based on audience behavior to optimize effectiveness.

### 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.

#### Implementation Details:

**1. Target Audience Segmentation:**

- **TOFU:** Targeted luxury travelers, history buffs, adventure seekers, and couples with immersive visuals and engaging storytelling.
- **MOFU:** Personalized content strategy with blog posts, hero images, short videos, and carousels matching audience interests and behaviors.
- **BOFU:** Conversion-focused content that addressed specific consumer actions and preferences, simplifying the booking process.

**2. Creative Elements:**

- **Unique Design Elements:** Stunning imagery of Icelandic landscapes and retreat's turf houses, complemented by modern design elements.
- **Storytelling Aspects:** Highlighted historical significance while emphasizing luxurious amenities. Ad copies and visuals evoked Viking exploration spirit.
- **Problem-Solving Approaches:** Targeted keywords and dynamic remarketing strategies ensured high visibility and engagement.

**3. Channel Integration:**

- **PPC and SEO:** Integrated PPC campaigns with SEO strategies, using high-performing keywords and creating content that drove organic traffic.
- **Social Media:** Utilized Meta (Facebook and Instagram) for targeted ads, dynamic remarketing, and engaging content.

- **Content Marketing:** Created a content funnel with blogs, hero images, videos, and carousels, ensuring consistent messaging across all touchpoints.
- **Email Marketing:** Personalized email campaigns targeting different customer journey stages, nurturing leads, and encouraging conversions.

**Creativity and Innovation:**

The campaign seamlessly blended historical storytelling with modern luxury. Stunning imagery, compelling narratives, and targeted messaging created an immersive experience that deeply resonated with the audience. The strategic use of multiple marketing channels ensured the campaign reached a wide audience while maintaining a cohesive and engaging message.

**Screenshots and Visuals:**







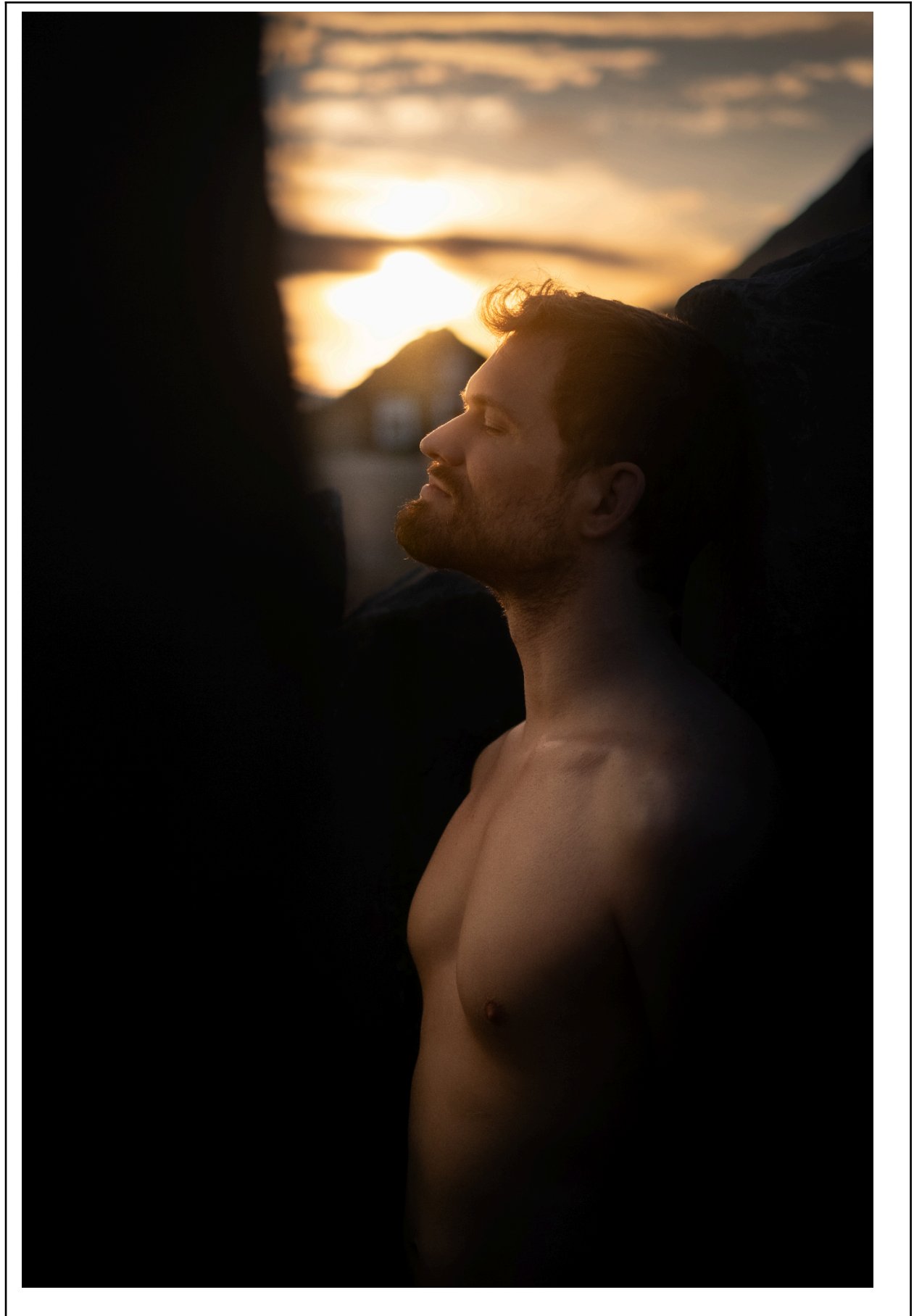
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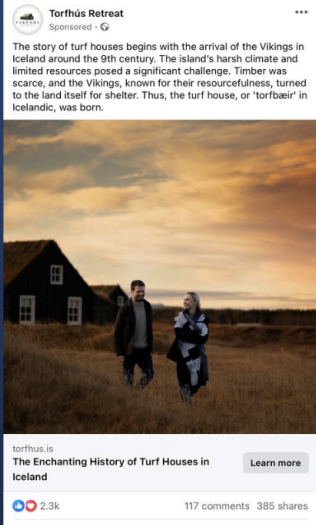


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@ SAHARA SOCIAL MEDIA



**Torfhús Retreat**  
Sponsored · G

The story of turf houses begins with the arrival of the Vikings in Iceland around the 9th century. The island's harsh climate and limited resources posed a significant challenge. Timber was scarce, and the Vikings, known for their resourcefulness, turned to the land itself for shelter. Thus, the turf house, or "torfbæir" in Icelandic, was born.



torfhús.is  
**The Enchanting History of Turf Houses in Iceland** [Learn more](#)

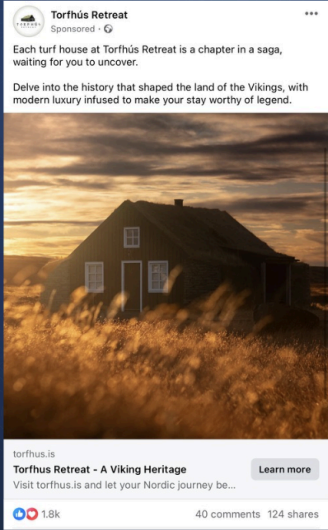
2.3k 117 comments 385 shares

**META**  
KEY PERFORMING ASSETS

Post reactions: 2,331  
Post shares: 353  
Post comments: 114  
Post save: 99

**sahara**

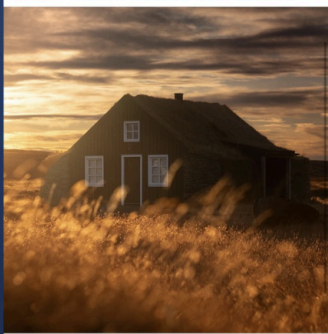
@ SAHARA SOCIAL MEDIA



**Torfhús Retreat**  
Sponsored · G

Each turf house at Torfhús Retreat is a chapter in a saga, waiting for you to uncover.

Delve into the history that shaped the land of the Vikings, with modern luxury infused to make your stay worthy of legend.



torfhús.is  
**Torfhús Retreat - A Viking Heritage** [Learn more](#)

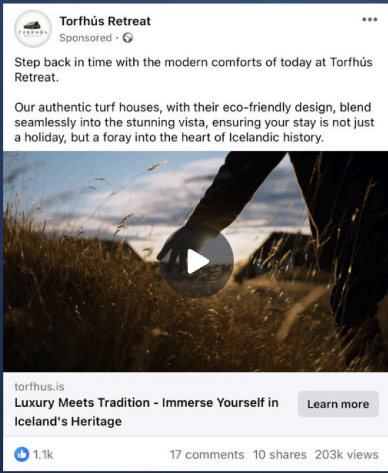
Visit torfhús.is and let your Nordic journey be...

1.8k 40 comments 124 shares

**META**  
KEY PERFORMING ASSETS

Post reactions: 1,761  
Post shares: 105  
Post comments: 35  
Post save: 134

**sahara**



The screenshot shows a Facebook post from Torfhús Retreat. The post text reads: "Step back in time with the modern comforts of today at Torfhús Retreat. Our authentic turf houses, with their eco-friendly design, blend seamlessly into the stunning vista, ensuring your stay is not just a holiday, but a foray into the heart of Icelandic history." Below the text is a video player with a play button. The post has 1.1k likes, 17 comments, 10 shares, and 203k views. A link to "Luxury Meets Tradition - Immerse Yourself in Iceland's Heritage" is visible. The background of the slide is dark blue with the text "META KEY PERFORMING ASSETS" and "saham" logo.

**META**  
KEY PERFORMING ASSETS

Post reactions: 1,122  
Post shares: 10  
Post comments: 17  
Post save: 30

saham

**See additional video content here:**

<https://app.frame.io/presentations/2a0566fe-7ec3-4a7f-aea3-15e09254609d>

<https://app.frame.io/d/00a204aa-32b1-4192-be7d-7511f08005c7>

<https://app.frame.io/d/ca573950-dbc0-4b07-b873-e8dd3d2e075c>

**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?

**Challenges and Solutions:**

- 1. Market Saturation and Competition:**
  - **Challenge:** Competing for attention in a crowded luxury travel market.
  - **Solution:** Leveraged a unique blend of historical storytelling and modern luxury to stand out.
- 2. Targeting and Engaging a Niche Audience:**
  - **Challenge:** Reaching luxury travelers interested in cultural and historical experiences.
  - **Solution:** Developed a targeted sales funnel, from top-funnel content on Viking heritage to conversion-focused bottom-funnel strategies.
- 3. Creating Compelling and Authentic Content:**
  - **Challenge:** Balancing historical authenticity with luxury.
  - **Solution:** Used high-quality visuals, immersive narratives, and strategic social media to blend historical elements with luxury.
- 4. Maximizing Cross-Channel Integration:**
  - **Challenge:** Ensuring a cohesive experience across multiple channels.
  - **Solution:** Integrated PPC, SEO, social media, and content marketing to create a unified customer journey.
- 5. Driving Direct Bookings:**
  - **Challenge:** Reducing dependency on affiliates.



- **Solution:** Focused on direct bookings through personalized messaging, dynamic remarketing, and optimizing the booking process.

By overcoming these challenges, the campaign achieved significant results, demonstrating a strong case for the Best Paid Media Campaign award

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

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

The campaign delivered exceptional results, significantly surpassing the initial objectives:

#### Quantitative Achievements:

1. **Bookings and Revenue:** Bookings increased by 88.5% (from 87 in 2023 to 164 in 2024). Room revenue increased by 101.2%, reaching \$589,490 compared to \$292,963.
2. **Direct Bookings Growth:** Achieved a 60.86% increase (from 369 to 436) in direct bookings, reducing dependency on affiliates.
3. **Google Ads Performance:** Clicks increased by 171% (19,683 to 53,509), and checkouts rose by 144%. The ad copy rate improved by 13,746%.
4. **Year-on-Year Occupancy:** Q1 2024 occupancy rates increased by 70%.

#### Qualitative Impact:

1. High engagement and conversion rates due to strategic storytelling and remarketing.
2. Positive customer feedback and testimonials, enhancing brand perception.

This campaign exemplifies our commitment to pushing boundaries and raising the bar in digital marketing, positioning Torfhus Retreat as a premier destination in the competitive travel market.

### 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?

The "Where Luxury Meets Tradition" campaign stands out due to its unique integration of historical storytelling and modern luxury, achieving remarkable engagement, conversions, and brand recognition.

#### Key Differentiators:

1. **Distinctive Blend of History and Luxury:** Fusing Viking heritage with contemporary luxury captivated a niche audience and elevated brand perception.
2. **Advanced Funnel Strategy:** Targeted audience segments at various stages with tailored content.
3. **Creative Excellence:** Stunning visuals and authentic narratives created an emotionally engaging experience.
4. **Measurable Success:** Significant increases in bookings, room revenue, and direct bookings highlight the campaign's effectiveness.

5. **Integrated Channel Strategy:** Combined targeted keywords, dynamic remarketing, and cohesive social media efforts for maximum visibility and engagement.
6. **Data-Driven Personalization:** Leveraged advanced analytics for personalized ad experiences, optimizing content delivery and enhancing ROI.

**URLs**

<https://sahara.is/verkefni/Torfhus-Retreat-Framleidsla>  
<https://www.torfhus.is/>  
<https://www.facebook.com/torfhusretreat/>  
<https://www.instagram.com/torfhusretreat/>

**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

A Q1 2024 report that was delivered to the client.  
A visual representation of the funnel build.

**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.

**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