



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>

ALL INFORMATION PROVIDED IN THIS FORM WILL REMAIN CONFIDENTIAL TO JUDGES

- Payment for all entries must be made at the time of submission.
- Please read the [Terms & Conditions](#) before submitting your entry.

SECTION A – YOUR DETAILS	
Organisation Name	Aspect
Contact Name	Simon Mogford

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

ALL INFORMATION PROVIDED IN THIS FORM WILL REMAIN CONFIDENTIAL TO JUDGES

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.

Aspect

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

Aspect is an independent corporate events and communications agency with 17 permanent members of staff.

We are extremely proud that the average staff tenure is just under 8 years. In 2023, our staff retention was 100%. In the same period, two of our team members returned from maternity leave and we recruited three new positions. We are a proudly female-run business – 66% of our executive team are women.

Our purpose is to deliver an amazing experience for our clients and our team. We recently re-launched our core values based on the qualities our people bring to the business through their work with us. Our final shortlist truly reflects who we are and how we operate:

(Focused on) Quality

Caring

Trustworthy

Enthusiastic

Smart

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%'.

Our aim as an agency is to live by our single purpose every day: to deliver an amazing experience for our clients and our team.

Some of the targets we set ourselves for our 2023/24 fiscal include:

- £975k gross profit
- 90% client NPS
- Renewal of ISO9001 and ISO20121 accreditations
- Redefine our core values and general strategic imperatives as an agency
- Develop our own strategy towards becoming a net zero business by 2030 as well as support our clients with their ESG objectives
- Diversify the business to improve creative output and levels of service, and ensure we remain relevant and fit for purpose
- Provide strong agency leadership and create a workplace culture that allows each individual team member to thrive and achieve their personal ambitions and goals

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?

We're a small agency with a large global footprint and a big impact! Our work is primarily focused on delivering meaningful change for our clients and their organisations.

During 2023/24, we delivered 119 events for 33 clients in 12 countries, and in the last eight weeks alone our tally has stood at 40 events for 18 clients in 10 countries. The nature of projects ranges from global roadshows, sales kick-offs and expos to AGMs, internal communications meetings and video work.

We have seen a big growth in client projects dealing with leadership and culture change, which is an area of our business we plan to develop over the coming months and years.

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?

In direct relation to the targets and goals listed above:

- Improved gross profit by 64% to achieve an actual figure of £1,064,000
- 90% NPS overall for 2023/24 and 100% for Q1 2024
- Successful renewal of ISO9001 and ISO20121 accreditations
- Recruitment of a permanent Sustainability Manager
- Actively recruited and offered internship opportunities to young people from under-represented backgrounds via organisations Creative Access and Event Academy
- Received a silver award for Next Generation Initiative and shortlisted for Small Agency of the Year / Best Agency Culture at the UK Agency Awards
- 100% employee retention and 8.6 satisfaction score in employee survey

- Award wins for client projects (Coca-Cola Hellenic Capital Markets Day at The Investor Relations Awards)
- Completed EcoVadis submission (result due in 6 weeks, hoping to go from silver to gold)

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?

As a small agency, each member of the team brings something unique to the business, and each role is pivotal to its success. In 2023, two of our roles went on maternity leave during a busy period of significant growth for the agency.

The maternity covers we recruited, combined with the positive attitude and committed support of the wider team, created continuity and consistency for the business and allowed us to continue to deliver our best work for our clients. To further support continuity and enhance capacity, we recruited a full-time coordinator as a third member into our operations team.

During the same period, one of our event producers was acting as sustainability manager in a dual role. Given our clients' growing needs in this area and how much of a strategic focus ESG is for us, we were delighted to recruit one of our maternity covers into a dedicated full-time Accreditations and Sustainability Manager role to help us meet our ambitious ESG goals.

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?

Aspect's leadership team has been in place for over 25 years, providing consistency, stability, and genuine care for the business and its people.

We think differently. As a female-led business, we know that a diverse work force and an inclusive, respectful culture results in better work. Our executive team is active across all levels of the business, keeping it relevant and accessible to all. Our flat structure and low-ego culture generates empowerment among teams and individuals.

We trust our people to work hard and deliver against our commercial objectives by giving them the freedom to work flexibly and achieve a healthy work-life balance. Our agency initiatives are aimed at supporting our people to thrive and reach their potential without compromising their commitments outside of work.

We go to great lengths to ensure our project teams aren't overwhelmed by the pressures of working on fast-paced, deadline-driven projects. Our teams are optimally resourced and appropriately crewed to deliver success for our clients. Our time off in lieu policy covers all overtime to ensure a healthy work/life balance. We know that if our teams are supported to do their jobs well, they are delivering their best work for our clients, resulting in repeat business for the agency.

Our commitment to diversity and long-term sustainability are cornerstones of our 2030 strategy and beyond, having recently recruited a stand-alone sustainability manager and launched a sustainability committee that everyone buys into and plays a part in. In 2023 we achieved carbon neutral status as a business by identifying our carbon footprint and investing in carbon reducing schemes to offset it. Our ambition is to become a net zero

business by 2030 – we know we can only achieve this by collaborating and working together towards the same goal.

Offering our people a positive and supportive working environment allows us to provide the best service for our clients, exceeding expectations at every turn. We live and breathe our values in all our interactions, and we are always looking for innovative ways to enhance our clients' experience of working with us. We know that if our people are happy and feel empowered to produce exceptional work that is recognised and celebrated, there is nothing we can't achieve as a team.

We **really** care. And we sweat the small stuff because we know it matters. But don't just take our word for it: [Intern LinkedIn post](#)

URLs

[Aspect Intro Video](#)
[What's it like to work at Aspect?](#)
[Glassdoor](#)
[Trainee Testimonial](#)
[Aspect on LinkedIn](#)
[Aspect Instagram](#)
[Aspect website](#)

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

Credentials Brochure