

**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.

| **SECTION A – YOUR DETAILS** | |
| --- | --- |
| **Organisation Name** | Curious PR Ltd |
| **Contact Name** | Hannah Kapff |

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. |
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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** | **Y** | 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 |

| **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**  Curious PR for Rauch Foundation - #FishFarmsOut |
| Aquaculture is the fastest-growing sector of food production, hailed as a key solution to the world's protein needs. Whilst SOME activities are sustainable (eg seaweed, mussel and clam production) **industrial fish farming** of carnivorous fish (eg salmon, sea bass, sea bream) needs 1.2kg of WILD fish\* for every kilo of farmed fish produced. This is illogical, wasteful and unethical.  \*Wild fish are caught and made into fish food to feed the farmed fish.  Yet, industrial Fish Farming is currently listed as 'sustainable' aquaculture by the United Nations Food & Agriculture Organisation, and whilst the business model seems attractive, being highly profitable, it is damaging communities and environments, especially in the Global South, where people rely on small fish for nutrition and livelihoods.  #FishFarmsOut aims to stop industrial fish farming of the carnivorous species we see on supermarket shelves and menus everywhere in industrialised nations. It produces vast quantities of waste faeces + food, creating dead zones via eutrophication (starving oxygen from flora & fauna). Additional serious impacts include plastic pollution, antibiotics, chemicals and harmful algal blooms.  The campaign shed light on these complex, intertwined issues via a range of phased activities, starting on World Ocean Day 2023. The top tier, global media coverage we achieved in just over a year has reached an audience of approximately **1.2 billion** (MUU).  Our efforts also helped to secure support from 175 global organisations and experts who signed our letter to the United Nations, asking it to stop calling this practice ‘sustainable’.  Now that the UN has responded, our team is making plans to help move this critical issue higher on the agenda, and position it firmly on the global map of food issues which must be tackled, as a matter of urgency. |
| **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:**  **2023**  In 2023, New York-based **Rauch Foundation** briefed us to develop communications to educate the public about industrial fish farming’s perils: its first move beyond the USA, led by its new president.  The goal: persuade **Greece’s central government** not to push ‘go’ on its **plan to expand** by28x a small fish farm complex on Poros island (near Athens) which would devastate environment AND tourist-driven economy. We worked alongside Brussels-based policy expert, Joanna Sullivan, to #SavePoros from a ‘sword of Damocles’: 25% takeover of Poros mainland + coastline in return for few jobs and polluted waters (16k tons/day of faeces + waste food). See 8min campaign [VIDEO](https://www.youtube.com/watch?v=cDm0_zFr5R8).  **2024**  Goal: Continue gaining top tier, global media coverage, and boost momentum by:-   * Promoting **2 documentaries** (one continues winning awards e.g. *Environment Award for 21st International Ocean Film Festival -* [Trailer](https://www.youtube.com/watch?v=tMGhSCzPGUg) - 1.30min) * Organising UK premières * Helping to organise the [‘Seas Of Change’](https://seasofchange.world/) **Summit** (Poros 18-19th April)   Leading to:-   * Attendance: 3 mayors + **ministerial staff** * Greek TV **news coverage** * Delegates agreed action for **World Ocean Day** * Our founder led ‘PR strategy’ sessions   Leading to:-   * **#FishFarmsOut:** demanding the U.N. Food & Agriculture Organisation (UNFAO) *‘Stops classifying industrial fish farming as “sustainable”*   **BUDGET:**  **2023 + 2024**   * £115,000: ~98% staff costs * £1,500: newswire + media database services * £0: media / social media spend |
| **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 Audiences:**   * Global public * Consumers * Investors (public + private) * Non-profits * Policy-makers involved in environment decisions * Food systems, tourism, economics etc   **Strategy:**  **2023**  Reach global public via top tier global + European media coverage using press releases, infographics and 2 documentaries.  **2024**   * Use #Save Poros to engage global experts at Seas of Change Summit where wide-ranging scientific, legal, communications + expertise was shared * Agree action for World Ocean Day:   + Sign #FishFarmsOut letter to **UN FAO**   + Share **media** + **social media** assets with networks to convey messages to the public, policymakers + wider stakeholders * Share **campaign video** featuring CTA: #FishFarmsOut |
| **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. |
| Our creative team produced wide-ranging assets e.g. web copy, infographics, film posters, a designed letter to UN, social media assets. (Contributed to campaign video) |
| **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? |
| **General**   * Damaging nature of fish farms largely **unknown** * Conveying **complex** technical details e.g. eutrophication, toxic algal blooms, AMR * Needed **European** / **Global** impact: challenging for 1-office agency * Competing for media versus 2024 EU/UK **election fever** * Limited budget for translations   **No Simple ‘Alternative’**   * No ‘like for like’ alternative to farmed fish (*wild* fish is expensive) * ‘Big agri’ spends millions **marketing** farmed fish as ‘healthy’ e.g. Omega-3   **‘Invisible’**   * Cows + sheep visible - *not* fish farms * Few witness wild fish leaving W. Africa for industrialised fish farms   **‘Not Pretty’**   * For picture desks, sick, lice-ridden fish aren’t ‘click bait’! * Photos taken by divers: illegal to capture   **Overcome** by:   * Small + ‘**nimble’:** we move fast to get results, fast! * Simplified issues using images, infographics, videos + social media assets e.g. #FishFarmsOut video: beautiful ocean vs ugly fish farms   **End** **result:**  **Record-breaking media reach,** year-on-year,   * Approx audience total 2023-24: ~**1.2 billion** (MUU) * 175 signatories from 6 continents signed UNFAO letter in just 4 weeks * UNFAO has issued a detailed reply indicating willingness to engage |
| **Results & evaluation (1-10 points)**  Please relate these to the objectives and targets stated above. Provide actual numbers rather than percentages wherever possible. |
| **2023 Media Coverage:** Combined MUU ~591,116,469\*  e.g. [BBC World News](https://www.linkedin.com/posts/julia-caesar-b42112_such-and-interesting-subject-and-so-good-activity-7072566578789130241-KNZU?utm_source=share&utm_medium=member_desktop), [Euronews](https://www.euronews.com/green/2023/06/08/tiny-greek-island-threatened-by-fish-farm-set-to-dominate-25-per-cent-of-its-land-and-sea), [Le Monde](https://www.lemonde.fr/article-offert/emxkrgkbwxuj-6186154/l-ile-grecque-de-poros-vent-debout-contre-la-croissance-effrenee-de-la-pisciculture), [France24/AFP](https://www.france24.com/en/live-news/20230801-greek-islanders-dismayed-by-plan-to-scale-up-fish-farming) - SEE [Coverage Report](https://docs.google.com/presentation/d/1Lxz0oWJ_MINGnZl7LcTxolyVPRtmWtfZdMASEp-KK2E/edit?usp=sharing)  **2024 Media Coverage:** Combined MUU ~687,962,367\*  e.g. [BBC World News](https://www.linkedin.com/posts/julia-caesar-b42112_great-to-have-eva-douzinas-president-of-activity-7204753753315442688-co7P?utm_source=share&utm_medium=member_ios), [Mail Online](https://www.dailymail.co.uk/news/article-13538159/Fish-farms-destroy-corner-paradise-British-expats-fear-dream-lifestyle-idyllic-Greek-island-threat-plans-industrial-scale-plant.html), [Financial Times](https://www.ft.com/content/140ed100-c288-4b20-a9c3-fac16164c7e5) (online), [FT Weekend](https://drive.google.com/file/d/1tPpn79GfEmwFZCjcFexOWvUw-iNOyRcK/view) (P6 - print), [Corriere Della Sera](https://video.corriere.it/animali/giornata-degli-oceani-ong-e-scienziati-chiedono-alla-fao-di-smettere-di-considerare-sostenibile-l-allevamento-di-salmoni-e-altre-specie-ittiche-carnivore/2fdbf5dd-5305-495c-925b-030a54017xlk)- SEE [Coverage Report](https://docs.google.com/presentation/d/1GyEOH1R7CU8vdXZI3Ul91X06tV4YTHWr1XTLuxmS9i4/edit?usp=sharing): Media + Social Media  **Social Media Highlights:**   * Slow Food: 626,500\*\* * WildFish: 32,786\*\* * Feedback: 25,200\*\*   \*Based on monthly statistics  \*\*All-channel reach |
| **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? |
| * 1. Our **knowledge**, experience, connections, collaborative spirit and going the **extra mile** (working around the clock!) secured **175 signatures** from **6 continents** for our letter to UNFAO   2. June 2024 outreach (alone) led to:      + 1. 3.5 minute primetime interview on **BBC World News**        2. **FT** Commodities Editor, *“Industrial farming of these species is destroying local environments, depleting wild fish stocks and harming local economies.”* When interviewing UNFAO’s head about our letter, he **denied** all: *“Is the growth in aquaculture putting more impact on the marine environment? The answer to that is fundamentally no.”*        3. His subsequent letter of **response**, copied to world leaders, indicates willingness to cooperate on issues at play. We expect our follow-up will gain new media attention and stakeholder support - including policy decision-makers in newly elected parliaments   3. In just over 1 year, we gained outstanding **top tier, global media** attention on industrial fish farming: approx audience total 2023-24: ~**1.2 billion** (MUU)   **In Summary**   * Our original brief was to highlight one island’s issues * Yet our **ambition, expertise** and **creativity** gave Rauch the **confidence** to collaborate globally, for global impact. (Prior, it was East Coast focussed) * We built its **network** and **reputation** as a globally-facing non-profit with IMPACT * We helped put industrial fish farming **issues** on the GLOBAL map * Our follow-up work with UNFAO continues… |
| **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 |
| **2023**  **‘Save Poros’**   * [Press Pack](https://drive.google.com/drive/folders/1pvTn3iJRzV7yjYzYVT9nl0_bDEgkjPY1?usp=sharing)   **‘Save Poros’ Wave 1**   * [Press Pack](https://drive.google.com/drive/folders/1pvTn3iJRzV7yjYzYVT9nl0_bDEgkjPY1?usp=sharing)   **‘Save Poros’ Wave 2**   * [Press Pack](https://drive.google.com/drive/folders/14WFh1YmKbvLoUsXkyyvKZBqsd8vRfGPR?usp=sharing)   **2024**  **‘Poros Stands’** documentary   * [Film Website](https://porosstands.film/) | [Press pack](https://drive.google.com/drive/folders/1ZgCvdKIpun_adDsIPKScW5Ogceo_AqaT?usp=sharing)   **‘Until The End of the World’** documentary   * [Press Release](https://drive.google.com/drive/folders/1Skov1-l67ndhl1VTaO3bOOtRXCT4a_XF?usp=drive_link)   **‘Fish Farms Out’**   * [Press pack](https://drive.google.com/drive/folders/1DPFv26ZWWDljX6XIUUpVJQFkE02R6DCq?usp=sharing)   **‘Seas of Change’ Summit**   * [Press Pack](https://drive.google.com/drive/folders/1iaZmGYyQ2Cjm1TasX6kOb0X_-LVY_Z-j?usp=sharing) |