



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	Summit
Contact Name	Komal

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	x	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

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.

Summit & Silentnight – Growing performance and profitably

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.

Summit was awarded the Paid Media, SEO and Affiliate account for Silentnight in June 2023. There were 3 key objectives:

1. Consolidating performance marketing into a single agency partner
2. Driving improved direct sales and higher efficiency (business target of **+10%** revenue), whilst still supporting resellers. Investment through Paid Media fell by **14%** YOY, whereas we were tasked with improving ROAS – the long-term target is **£5**.
3. Taking market share from competitors, particularly those for the younger demographic

Our initial step was to undertake audits: Once we had our findings, we created an overall strategy divided into 2 themes:

1. Maximising performance – focused on current performance and identified key areas for efficiencies
2. Growth & development – identifying new opportunities, through a test and learn approach.

Silentnight's Paid Media spend from June 2023 – Jan 2024 sat between the £250k-£500k bracket, with Summit receiving 8-10% management.

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.

To hit our objectives, we targeted in-market audiences that were in the purchase phase. We also targeted the younger demographic with emotive creative within our consideration focused activity for Demand Gen.

Our strategy started with audits. Through this, we were able to address our 'Maximising performance' strategic pillar through:

- Improving ad strength and creative excellence, with the amount of 'good' or 'excellent' creatives improving by **15%** after month 1
- Restructure of PPC activity in line with best practice
- Launching bidding strategy tests – particularly on brand. From this strategy we saw a **+99%** uplift in ROAS with a **-47%** lower CPC.
- We found gaps, such as missing Pmax targeting, which drove **£75k** in incremental revenue in the first months of activity.

We focused on the above actions, aligned with maximising performance and ROAS with the budget available, then moving onto phase 2. Within this area we identified that growth would be driven by implementing a profit-focused category structure.

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.

Profit at a SKU level was added into the feed, and we segmented the campaigns at a category level by High, Medium and Low. From this strategy, we were able to identify key SKUs with high profitability for us to capitalise more on and pull back on SKUs that didn't drive profit.

This changed our investment and reporting approach – as we were able to show the profit driven for these campaigns and make decisions on where to spend the next pound.

However, we also understand it is key to understand the full customer journey. Therefore, we identified strategic and focus SKUs that sit outside this. For example, for weather-related products, as we identified a correlation between temperature changes and searches for blankets – with a **259%** increase in impressions when the temperature dropped ~50%. This allowed us to increase budgets to capture this demand ahead of time.

This approach for our Pmax activity revolutionised how we optimised, reported and drove performance – meaning Silentnight got more bang for their buck and trusted us as a partner.

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?

An obvious challenge was the reduction in budget, but increased revenue target. This is why we focussed on the bottom of the funnel and restructured in line with profitability. This allowed us to maximise conversions, and then move up the funnel to capture the younger audience. This approach is rubber-stamped by Google and supported the YOY ROAS and revenue improvement.

Another challenge was investment through both resellers and competitors. The peer_set are outspending us, making it hard to cut through – especially where pricing is different across the market. This is where we had to think tactically, pushing products in line with demand and targeting the right customers for conversion.

Results & evaluation (1-10 points)

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

1. Improve efficiencies with one agency
 - a. With one agency, we were able to improve efficiencies through single communications for 3 channels, with one client owner responsible. This has improved efficiencies by **30%**.
 2. Improve direct sales and efficiency, whilst supporting resellers
 - a. Between June 1st and March 31st
 - i. we drove **46%** more revenue YOY
 - ii. reduced spend by **14%**
- increased ROAS for purchase-focused activities by **71%**, reaching £4.20
improved profitability by **22%**

Take back market share from newer competitors

- a. We restructured activity meaning we had more coverage, and also found gaps in Pmax activity that meant that not all products were showing, driving incremental revenue – an additional **£75k** in the first few months
- b. Our Impression Share for Pmax increased from 71% to 78%, with share for the newer competitors decreasing by as much as **37%**.

“Since working with Summit, they have revolutionised our Paid Search activity. We have collaborated with Summit to achieve clarity in strategic direction, paid marketing efficiencies and a clear strategic roadmap to drive incremental revenue. We have seen this flow through Summit came onboard. I’m proud of what we’ve been able to achieve so far and excited for the future.” - Tom Sloan, Head of Ecommerce & Digital at Silentnight.

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?

It's all about the results, **we drove 22% more profit for a 14% cost reduction**. We worked collaboratively with the Silentnight team to understand, refresh and reset their activity. We aimed for best to start with and launched our profitability focussed approach, with Silentnight successfully hitting their 2023 D2C revenue target. We moved up the funnel once we had nailed the bottom, proving the value at each point through our test and learn approach. We have built a true partnership with Silentnight and we look forward to continuing to drive their performance and strategy forward.

URLs

www.summit.co.uk
www.silentnight.co.uk

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.

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