



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	BIGWAVE MARKETING
Contact Name	GEMMA ROSS

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	X	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.

Bigwave Marketing & What's Your Why? – Inverclyde Leisure

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.

- **Brand awareness & recognition:** Increased visibility for Inverclyde Leisure in Inverclyde.
- **Service understanding & participation:** Deepened client knowledge and boosted community engagement.
- **Accessibility & barrier reduction:** Streamlined joining process for Inverclyde Leisure.
- **Intergenerational connection:** Promoted cross-generational fitness participation.
- **Social good & community focus:** Highlighted Inverclyde Leisure's commitment to social impact.
- **Lead generation & member conversion:** Grew qualified leads and converted them to members.
- **Customer lifetime value (CLTV):** Increased average membership duration.
- **High ROI:** Achieved significant return on investment for the campaign.
- **Local health & fitness leader:** Established Inverclyde Leisure as the top choice in the area.

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.

We analysed the client’s customer database to segment their audience into persona and brand groups. This included using Experian demographic reports, Mosaic profiling, postcode distribution analysis, and Sky household data. For the client’s multiple brands, we matched these groups to the appropriate brands.

Demographics:

Youth (10–24 years) - Engaged through 'Under 25 Fitness' memberships.

Adults (25–49 years) - Served by top-tier gym brands, budget gym brands (Fitness for Less), ladies-only gyms (Express Fitness), and functional fitness gyms (Strength Shed).

Active Ageing (50+ years) - Targeted via 'Active Aging 50+' memberships.

Families and Children - For activities like swimming, skating, and climbing.

Healthcare Referrals - Targeted through GP referral programs (Live Active).

Psychographics:

Health Conscious Individuals - Motivated by personal health goals.

Community Oriented - Value community engagement and support local initiatives.

Barrier-Breakers - Overcome physical, social, or economic barriers to fitness.

Location Analyst | Summary Demographics



Learn about the people who live in an area, with a mix of person and household demographics, alongside the dominant Mosaic group and its key characteristics.

This tool gives you the ability to compare selected target audiences against a base comparison such as the UK population, or another audience, to highlight the key characteristics of your audience; and how they differ.

Target values:

79,694

Population

36,768

Households

Base values:

5,616,608

Population

2,529,342

Households

Report: Inverclyde Summary Demos with Scotland Base

VS

Inverclyde
Selected Target

Aberdeen City, Aberdeenshire, Angus, Argyll & Bute, Clackmannanshire, Dumfries & Galloway, Dundee City, East Ayrshire, East Dunbartonshire, East Lo...
Selected Base



Did you know?

We also offer enrichment at Person and Household level, using [UK ConsumerView](#), and in-depth profiling through [iCoder Online](#). Contact our [Helpdesk](#) to find out more.

Select Chart

Percentage
 Index

Chart Sort

Sequence
 High to Low

Select Ranking and Highlights by: **%** (Highest population) or **Index** (Greatest difference compared to the selected base).

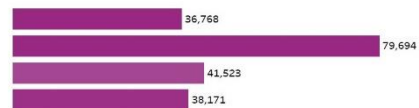
Summary

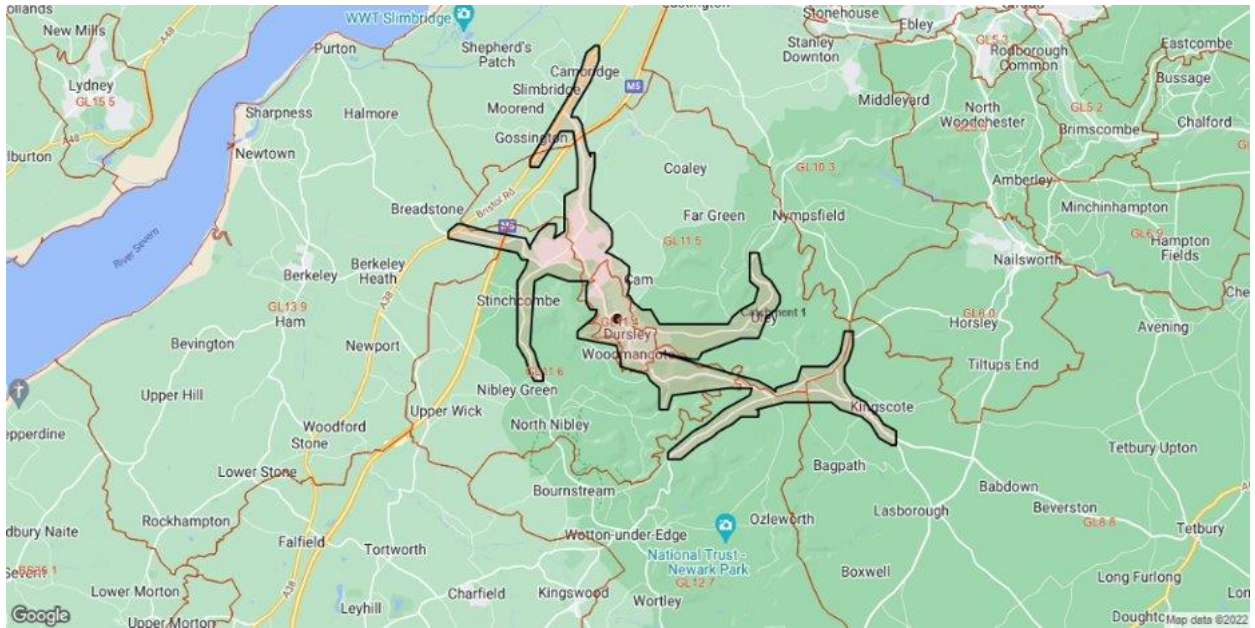
Summary

Raw Data

Summary of the target

	Target	Base
Household Estimate	36,768	2,529,342
Population Estimate	79,694	5,616,608
Number of Females	41,523	2,877,360
Number of Males	38,171	2,739,248





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 developed narratives for each persona, aligning them with the brand under the concept 'What's your why?' We explored each target group through current customers, sharing their reasons for choosing Inverclyde Leisure and their journeys in physical activity. These stories, shared through video, included personal experiences such as recovery from accidents, and battles with mental health and social anxiety, to connect with similar audiences and demonstrate the transformative power of physical activity.

Each campaign layer was tailored to the relevant group, matching personas to channels for relatable targeting. This cohesive approach was praised by leisure and sport sector bodies, leading to invitations to present at Community Leisure UK and Chief Leisure Operators Association conferences. Video Shoot:





OneLife
Live It

What's your Why?

EMBRACE IT WITH INVERCLYDE LEISURE

►►► JOIN TODAY! ◀◀◀

The charity that invests in your community!

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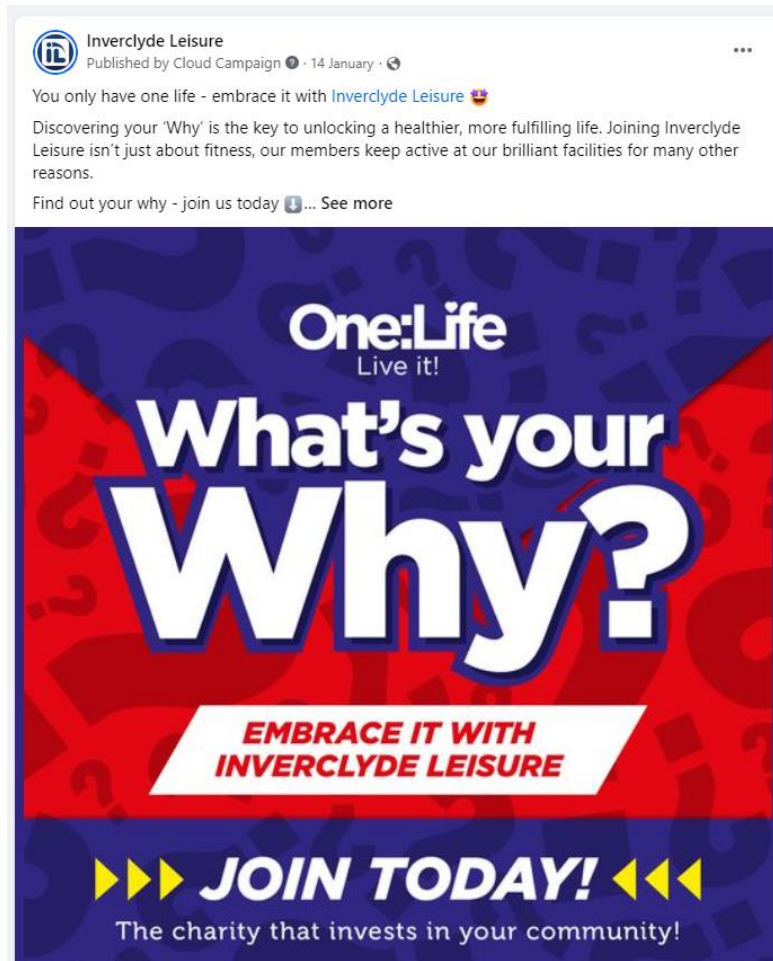
What's your Why?

EMBRACE IT WITH INVERCLYDE LEISURE

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The charity that invests in your community!

<p>OneLife Live it!</p> <h1>What's your Why?</h1>	<p>OneLife Live it!</p> <h1>What's your Why?</h1> <p>EMBRACE IT WITH INVERCLYDE LEISURE</p> <p>▶▶ JOIN TODAY! ◀◀</p> <p>The charity that invests in your community!</p>	<p>OneLife Live it!</p> <p>HEAD DOWN TO INVERCLYDE LEISURE TODAY AND FIND OUT</p> <h1>What's your Why?</h1> <p>▶▶ JOIN TODAY! ◀◀</p> <p>The charity that invests in your community!</p>	<p>OneLife</p> <ul style="list-style-type: none"> NO JOINING FEE OR CONTRACT FREE GUEST PASSES ON REQUEST FULL INDUCTION AND PROGRAMME TO SET YOUR GOALS PRIORITY BOOKING FOR FITNESS CLASSES <p>JOIN OUR FITNESS COMMUNITY & LET YOUR WHY MOTIVATE YOU TOWARDS A HEALTHIER, HAPPIER LIFE!</p>
<p>"An hour's workout makes such a difference to my life every day. I wouldn't recommend it highly enough"</p> <p>Michael, 35 Fitness For Less Ravenscraig</p>	<p>"I'm feeling so confident in myself. Being fitter for my young daughter, and healthier for me, is my main goal."</p> <p>Caitlynn, 29 Fitness For Less Boggestone</p>	<p>"I love being part of this community."</p> <p>Barbara, 69 Group Fitness Waterfront</p>	<p>"I struggle with anxiety; I can walk in to the gym now and not worry about the judgement of other people."</p> <p>Alan, 47 OneLife Waterfront</p>
<p>"Gym sessions aren't just exercise, they're my mental health strategy, my reset button."</p> <p>Kathleen, 48 OneLife Waterfront</p>	<p>OneLife Live it!</p> <h1>What's your Why?</h1> <p>EMBRACE IT</p> <p>▶▶ JOIN TODAY! ◀◀</p>		
<p>"The IL trainers are first class and I'm really grateful for their support."</p> <p>Alistair, 70 OneLife Greenock Sports Centre</p>	<p>"I'm feeling so confident in myself. Being fitter for my young daughter, and healthier for me, is my main goal."</p> <p>Caitlynn, 29 Fitness For Less Boggestone</p>	<p>"I love being part of this community."</p> <p>Barbara, 69 Group Fitness Waterfront</p>	<p>"I struggle with anxiety; I can walk in to the gym now and not worry about the judgement of other people."</p> <p>Alan, 47 OneLife Waterfront</p>



Implementation:

Planning – Demographic analysis, member plotting, audits and media planning with weekly reviews with the client, managed via a detailed Gantt chart and campaign plan.

Budgeting - Financial budget linked to ROI, tracked via a live dashboard for real-time optimisation.

CTAs: Various conversion opportunities, primarily driving traffic to a bespoke landing page.

Lead Management: Utilised CRM systems for nurturing leads and sales prospecting, with strict KPI targets.

Automation: Leveraged platforms like Cloud Campaign, E-Campaigns, and Meta for social media scheduling, email marketing, and lead nurturing, ensuring personalised and consistent communication.

Training: The entire team trained on campaign specifics, with the sales team following up on leads and recording actions in CRM.

Creativity:

Customer Personas: Utilised real people to represent diverse demographics from young people to the active aging 60+ market.

Engagement Strategy: Focused on clarity and inclusivity, strengthening the connection between Inverclyde Leisure and the community.

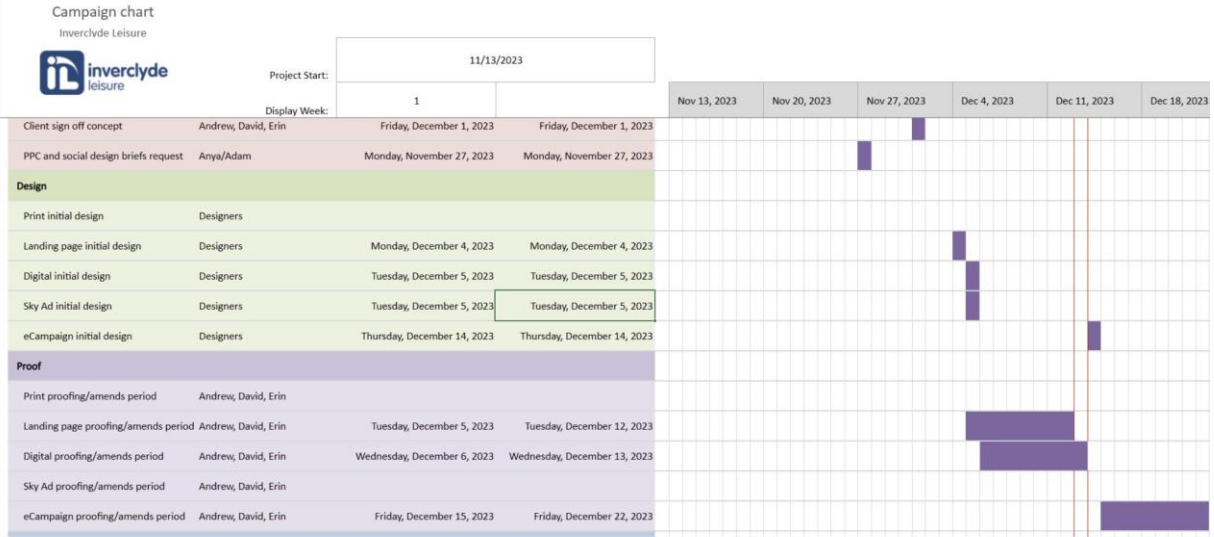
Mixed Media: Combined traditional methods (leaflets, out-of-home ads) with digital platforms (Facebook, Google, Sky AdSmart, YouTube, Snapchat, Spotify) for broad reach.

Tailored Messages: Delivered targeted messages to different audience segments,

resonating with their individual fitness journeys.

Emotional Video Content: Highlighted personal transformations and created emotional connections, turning featured members into local celebrities and inspiring the community through their stories.

Reach and Impact: Achieved unprecedented engagement with 1.6 million impressions and 300,000 engagements, making the community feel seen and valued.



Campaign Proposal



Client:	BIG WAVE MEDIA	Proposal Date:	08 Nov 2023
Client Contact:	Tom Gozna	Advertiser:	INVERCLYDE LEISURE
Sky Contact:	Leigh Robinson	Proposal Name:	Inverclyde Leisure - 2024
Proposal ID:	52791	Proposal Type:	One Campaign Addressable

Platform	Aud. Code	Audience Description	Dates	Household Universe	Target Impressions	Estimated 1+Reach	Average Frequency	Copy Length (Secs)	Cost per Impression (p)	Budget
AdSmart	96781	Inverclyde Leisure - 2024	08 Jan 24 - 18 Feb 24 (42 days)	9,602	76,500	87%	9.2	30	4.00	£3,060
VoD	96781	Inverclyde Leisure - 2024	08 Jan 24 - 18 Feb 24 (42 days)	9,602	13,500	29%	4.8	30	4.00	£540
Total	96781	Inverclyde Leisure - 2024	08 Jan 24 - 18 Feb 24 (42 days)	9,602	90,000	90%	10.4	30	4.00	£3,600
Total										£3,600

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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?

Community Engagement

Challenge: Overcoming participation barriers in a deprived area and engaging diverse age groups.

Solution: Showcased real members to create relatable personas for the community.

Resource Allocation

Challenge: Efficient budget management to maximise ROI.

Solution: Developed and monitored a detailed campaign plan and budget via a live dashboard.

Technology Integration

Challenge: Streamlining activities for personalised messaging across platforms.

Solution: Leveraged Cloud Campaign, E-Campaigns, and Meta for consistent and timely communication.

Lead Management

Challenge: Tracking and nurturing leads with effective follow-up.

Solution: Implemented a CRM system and trained the sales team for efficient lead management.

Multi-Channel Coordination

Challenge: Balancing traditional and digital marketing.

Solution: Adopted a mixed-method approach with targeted leaflets and digital ads tailored to various demographics.

Emotional Connection

Challenge: Creating emotional connections with the community.

Solution: Produced videos of real members' journeys to inspire and resonate with viewers.

Results & evaluation (1-10 points)

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

Impact: Enhanced brand visibility and recognition in Inverclyde.

Engagement Strategy: Featured real community members to highlight charitable aims and deepen community connections.

Used a mix of traditional and digital marketing to reach diverse audiences.

Traditional: **Targeted leaflets to 43,921 households** and out-of-home ads.

Digital: Advertised on Facebook, Google, Sky AdSmart, YouTube, Snapchat, and Spotify, tailored to different demographics.

Key Results:

- Total Reach: 1,600,000 impressions
- Total Engagements: 300,000 interactions
- Royal Mail: 43,921 households reached
- Meta Ads: 910,306 impressions, 28,795 engagements (3.16% engagement rate)
- Google Ads: 15,638 impressions, 3,165 clicks (20% click-through rate)
- Sky AdSmart: 90,000 impressions, 10.4 views per household
- YouTube Ads: 375,278 impressions, 117,428 views, 2,419 hours of watch time
- Snapchat Ads: 173,865 impressions, 4,202 swipes
- Spotify Ads: 67,642 impressions, 518 hours of airtime, 202 clicks
- Lead Generation: Attracted 1,476 leads

Sales:

Achieved 1,095 sales, converting 69% of leads into customers

Campaign accounted for 23% of annual sales

Customer Loyalty: Increased average member stay from 22 to 28 months

ROI: Generated **£674,520**, effectively managed through KPIs

Outcome: Successfully targeted key user groups, leading to a healthier, happier community.

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?

We combined traditional and digital marketing for wide-reaching community outreach and tailored messages to different demographics, **from TV and print to YouTube Shorts and Snapchat Ads**, enhancing relatability and effectiveness.

Our community centric approach featured real community members to foster a sense of **belonging and authenticity**.

Campaign Management: Weekly reviews, detailed planning, and real-time optimisation ensured success.

Positive Social Impact: Contributed to healthier, **happier lifestyles for 1,095 new members**.

Exceeding Standards: The campaign demonstrated innovation, effectiveness, and a genuine commitment to community well-being, surpassing industry standards.

URLs

[Live Paid Media Dashboard \(Dec 2023 – Feb 2024\)](#)

YouTube links for persona videos:

Main Sky video: <https://www.youtube.com/watch?v=TOtdyd9KV8>

<https://www.youtube.com/watch?v=05XfowheXW4&t=28s>

<https://www.youtube.com/watch?v=M1C0-tUm2g4&t=3s>

<https://www.youtube.com/watch?v=M4W-NFuDuvs&t=23s>

<https://www.youtube.com/watch?v=Ay2i59ps9IE>

<https://www.youtube.com/watch?v=lykW5gcuDEk>

<https://www.youtube.com/watch?v=tJ6XZOBC0cU>

<https://www.youtube.com/watch?v=qaoe4drST70>

https://www.youtube.com/watch?v=1oawrzSwqco&list=PLKMv88D_Gfm6O4HZO7eQwKNuurHez3D2A

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

**Whats your why - Inverclyde Leisure PDF
Campaign Report**

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

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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.

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