



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	SEC Newgate EU
Contact Name	Vanessa Terrier

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	X	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

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.

SEC Newgate EU & CEPF – Manifesto campaign

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.

CEPF – the Confederation of European Forest Owners – launched a manifesto ahead of the EU elections in June 2024. Called 'Caring for European Forests', the document highlights how European forest owners have managed their forests with multifunctional objectives to meet society's demands and calls on the EU institutions for support.

The objective was to raise awareness among these key audiences of the needs and expectations of forest owners in the upcoming legislature of the European Parliament. The manifesto was accompanied by a landing page, video and visual series and policy outreach.

The total budget for the project was EUR 12.000 and included the support of 2 consultants from SEC Newgate EU as well as 2 staff from CEPF and their members for review.

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.

The audience were the Members of European Parliament running for re-election as well as some key staff from the European Commission. With the objective being awareness raising, the strategy aimed at promoting CEPF's manifesto through 2 main channels: LinkedIn and in-person meetings. These are complementary channels, each with their own advantage:

- LinkedIn allows for a reach to a broader audiences, which was the primary objective:
 - o Members and other organisations in the same sector which serve as amplifiers

- MEPs and Commission officials that work on these topics peripherally
- MEPs and Commission officials that were met and would see a repetition of the content presented to them as a reminder.
- In-person meetings allowed to target priority stakeholders from the European Parliament and European Commission and explain in-depth the asks of the manifesto

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.

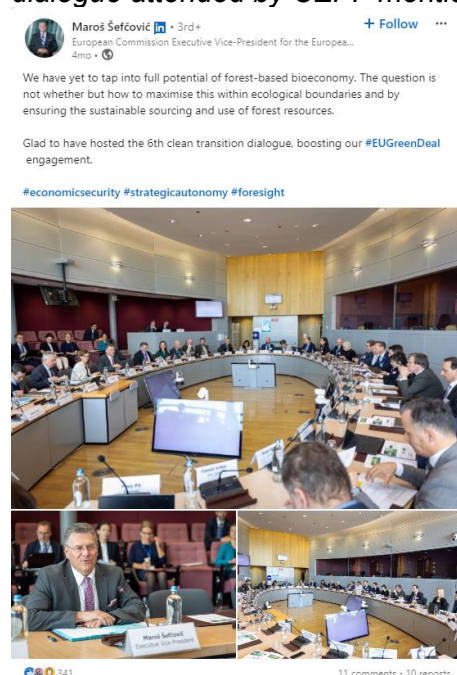
The project included:

- A manifesto (online and print)
- 3 videos
- 3 carousels
- A landing page
- A paid campaign on LinkedIn
- A meeting programme with policy-makers.

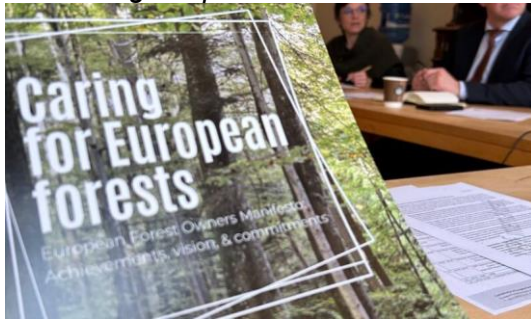
While the key focus was on the social media promotion, the number of meetings with policy-makers and their (good) reception of it were the main KPIs.

Sven-Erik Hammar, CEPF President: “The Manifesto is important to showcase the work of Europe's forest owners for the benefit of the climate, the environment and the countryside. This needs to be recognised more in the EU system, together with the benefit in enhancing collaboration with European forest owners, based on their knowledge and expertise. We hope and trust that this tool can make the voice of are ”people behind the trees” and actual forest care-takers, well heard ahead of coming EU elections.”

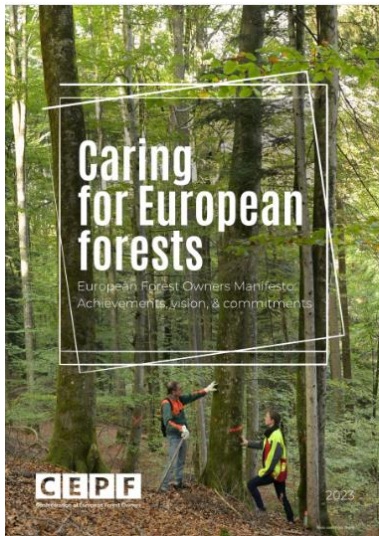
LinkedIn post by Mr. Šefcovic (Executive VP of the European Commission) regarding a dialogue attended by CEPF mentioning key points of the manifesto.



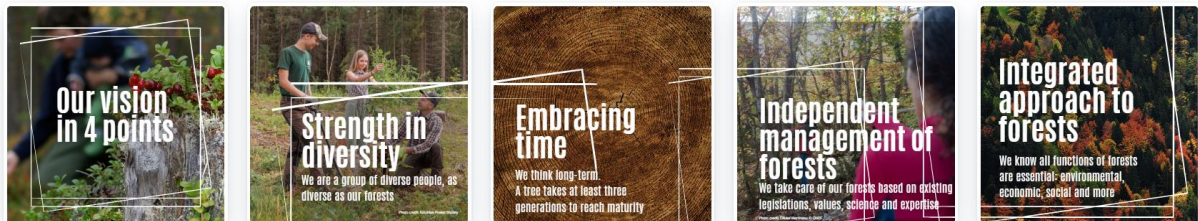
Presenting the printed manifesto to the CEPF board (shared on LinkedIn)



Manifesto cover



Carousel example



Screenshot of 3-part video series filmed with CEPF Secretary General in the Soignes forest in Brussels for more authenticity.



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 is often the case for a member-based organisation, the first challenge was to **finalise the wording and visuals of the manifesto** and have them approved by all members. This process is of course delicate as each word has weight in a manifesto. This process, however, was managed rather smoothly thanks to close cooperation between the SEC Newgate EU team and the CEPF Secretariat.

The reception of the manifesto was positive but showed the need for **further clarification of the impact of the EU Green Deal on the forestry sector**. This has led to the development of further complementary communications materials to enhance CEPF's outreach, a very valuable lesson.

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 was a success, the reception was very positive among MEPs (see quote below) and also marked the first time CEPF used LinkedIn paid advertising.

LinkedIn organic posting

- 11 posts
- +9.000 impressions
- 17,85% average engagement rate
- 4 posts between 28% and 34% engagement rate!

LinkedIn paid campaign

- 79.000 impressions
- 1,71% engagement rate
- 119 page follows
- 235 new followers during paid campaign
- European Commission and European Parliament in top 5 companies reached

Meetings

- 17 meetings with officials from the EC and MEPs
- 4 political groups reached

MEP Sarvamaa (Finland, EPP): *"This manifesto serves as a valuable blueprint for understanding what a holistic approach to European forests entails. The importance of collaboration across sectors and the role of the bio-economy will play a crucial role in upcoming European law-making. This manifesto introduces good guidelines for that."*

The manifesto was also sent to members to translate and promote locally.

Top post per engagement (34.41%)

CEPF 1,246 followers
View · Edited ·

We are more than 15 million people of different ages, cultures, social backgrounds, histories, values, and interests. And there are as many different forests as there are forest owners.

In a word? We are unique, though we all share something in common: we care for European forests. 🌲

While embracing time and our diversity as a strength, we value an independent and integrated forest management. [en](#) Active and [#sustainable](#) management is essential in safeguarding the future of Europe's forests.

This is why we ask [#EU](#) policymakers to:

- 1 Enhance collaboration with forest owners
- 2 Support us in our work
- 3 Acknowledge a 'one size fits all' approach cannot work

As European Forest Owners, we have much to contribute to the EU's 2050 ambitions and goals, which we highly support. [@](#) But our voice and expertise need to be heard and recognised, with more flexibility and room for adaptation to local conditions to make the EU's objectives work in practice. 🌲

Learn more about our achievements, vision & commitments
<https://linkd.in/vZB95Xnj>

[#EUForests](#) [#SustainableForestManagement](#)



[CEPF](#) You and 8.1 others · 2 comments · 16 reposts

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?

With a focus on LinkedIn – the channel gaining most traction in the EU bubble – the campaign successfully pushed out the forest owners' key messages to a broad audience ahead of the EU elections, and created a positive context and reminder for the EU stakeholders CEPF met in person. For a small scale association such as CEPF, this was their first time using LinkedIn paid campaigns and it was a resounding success with a very high number of new (relevant) followers and an incredibly high organic engagement rate.

URLs

Manifesto

<https://www.linkedin.com/feed/update/urn:li:activity:7137802741938040832/>

Carousels

<https://www.linkedin.com/feed/update/urn:li:activity:7138140666001256449/>

<https://www.linkedin.com/feed/update/urn:li:activity:7139962014700838912/>

<https://www.linkedin.com/feed/update/urn:li:activity:7140703695205216257/>

Videos

<https://www.linkedin.com/feed/update/urn:li:activity:7138502715701166080/>

<https://www.linkedin.com/feed/update/urn:li:activity:7140350983842213888/>

<https://www.linkedin.com/feed/update/urn:li:activity:7141054375749230592/>

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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