

**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.

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| **SECTION A – YOUR DETAILS** |
| **Organisation Name** | SCROll STOP Media Group |
| **Contact Name**  | Jordan Tew |

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.

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| **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** |  | 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** | X | 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 |

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| **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. |
| SCROll STOP Media Group & ANKER Innovations (Anker, Soundcore, eufy) - All I want for Christmas is eufy |
| **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. |
| Generating more than a 4X return from total social/creative/influencer/paid spend was the goal, whilst taking many new products to market in a handful of weeks. Anker's 2023 market share surge was driven by a creative, multi-pronged influencer strategy that seamlessly integrated creative content production, paid amplification, and organic community engagement. The campaign's success stemmed from a well-thought-out and cohesive approach designed to supercharge Anker's brand visibility, engagement, and overall market dominance.ADMIN - HRProgramme Strategy: £7,000Campaign Portal licensing: £7000Creative Storyboarding: £9000Account Management - Creator communications: £21,000CONTENTShortlisting: £5000263 Key Creator Posts - Licensing Included + Link-In-BIO :  £700 x 263 = £184,100VIRALITY£135,000 PPC - PAID MEDIA Conversion |
| **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 first pillar of this strategy was the creation of bespoke creative content tailored to Anker's diverse product lines and customer segments. Leveraging a vast network of over 35,000 creators, the campaign produced hundreds of highly engaging, on-brand pieces that resonated with their target audiences. This content served as the foundation for the subsequent amplification efforts, ensuring a consistent and compelling brand narrative across all touchpoints.The second pillar involved strategic paid media amplification, where the team's specialists optimised hyper-targeted campaigns across platforms like TikTok, YouTube, Pinterest, and Snapchat. Through continuous refinement and data-driven decision-making, historically Anker have never received over a 4% CTR with this method and they achieved remarkable click-through rates of over 10% and record-breaking returns on ad spend.Recognising the importance of organic visibility and community engagement, the third pillar focused on building Anker's credibility and authority within relevant online communities. The team executed a high-impact program, participating in over 2,500 conversations across platforms like Reddit, Facebook Groups, Twitter, and Discord. This large-scale organic amplification strategy yielded extremely high engagement rates and pushed Anker's content above competitors in social search results.This cohesive integration of creative content, paid amplification, and organic authority building outperformed year-over-year targets by 120% and propelled various Anker SKUs to #1 rankings on Amazon marketplaces across multiple regions.Soft Metric: Societal permeationHard metric: Total campaign ROI above 4XTotal ROI goal was 4x and we achieved a 5.4x total ROI spend quantifiable through attributed e-commerce sales. |
| **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. |
| Anker's influencer campaign stood out for its innovative and creative approach, pushing boundaries beyond conventional best practices. From conception to execution, the strategy showcased a bold and unique vision tailored to the ever-evolving digital landscape. Each Influencer received a detailed creative brief and storyboard crafted for their audience and bespoke creative style.  One of the campaign's most creative aspects was the seamless fusion of creative content production, paid amplification, and organic community engagement into a cohesive, multi-pronged strategy. This holistic approach challenged traditional siloed tactics, ensuring a consistent and compelling brand narrative across all touchpoints, amplifying Anker's reach and impact.Creativity shone through in the bespoke content production process, where a vast network of our creators crafted highly engaging and tailored pieces for Anker's diverse product lines and customer segments. This level of personalisation and attention to detail resonated with target audiences, fostering genuine connections and driving unprecedented engagement and virality.The campaign's paid amplification efforts were equally innovative, leveraging cutting-edge targeting, collaboration ads and optimisation techniques to achieve remarkable click-through rates exceeding 9.6% and record-breaking returns on ad spend. This data-driven approach challenged conventional wisdom, demonstrating the power of continuous refinement and adaptation.Perhaps the strategy's most innovative tactic was the high-impact organic community messaging, which saw the team participate in conversations across platforms like Reddit, Facebook, Twitter, and Discord. By providing helpful tips and solutions, they organically embedded and promoted branded content over 8K times, building credibility and social proof in a way that authentically resonated with audiences. |
| **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? |
| International content localisation translations.There were many nuances of vernacular required for each micro-geotarget needed in depth storyboard optimisation to ensure maximum organic content uplift.In order to overcome these hurdles we worked closely with team leader influencers in each territory to proof-read the authentic translations.The result was high geo-targeted conversions.When working with 263 different creators mass PR communications are difficult due to a spectrum of work ethics, this proves a challenge when strict deadlines are to be met. We had reserve creators as backups to ensure deadlines were met. 98% to target posting broadcasting timeline accuracy. |
| **Results & evaluation (1-10 points)**Please relate these to the objectives and targets stated above. Provide actual numbers rather than percentages wherever possible. |
| The success of our campaign for Anker is a testament to the power of creative content, strategic paid amplification, and organic community engagement. In just three months, our team generated an impressive 263 highly engaging videos tailored to Anker's brand and target audience.The paid amplification efforts yielded remarkable results, with an average cost per click (CPC) of only £0.08 and click-through rates (CTRs) soaring as high as 9.6%, compared to Anker's average CTR of 1.8%. This highlights the effectiveness of our data-driven approach and targeted campaigns, leading to a forecasted return on investment (ROI) of an astounding 12x. |
| **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? |
| While the overarching strategy for Anker's influencer campaign was meticulously planned and executed, the human touch of our dedicated team played a pivotal role in its resounding success. Throughout the campaign, our specialists demonstrated unwavering commitment, creativity, and a deep understanding of the target audiences, ensuring that every touchpoint resonated with authenticity and impact.From the outset, our team of creative professionals worked tirelessly to curate a diverse network of over 35,000 creators, handpicking individuals who could bring Anker's brand narrative to life in a captivating and relatable manner. This human-centric approach ensured that the bespoke content produced was not merely a collection of generic assets but rather a tapestry of stories that spoke directly to Anker's various customer segments. All our creative personalities also played a huge role in making the campaigns stand out; their creative input enabled hundreds of videos to hit virality. Our paid media specialists brought a human touch to the amplification efforts, continuously monitoring and optimising campaigns with a keen eye for detail and a deep understanding of the ever-changing digital landscape. Their data-driven approach was coupled with human intuition for recognising emerging trends and audience behaviours, allowing them to adapt strategies in real time and achieve remarkable click-through rates exceeding 9.6+%.Perhaps the most significant human impact was demonstrated through our high-impact organic community building; our internal team worked around the clock to generate appealing organic messages that resonated perfectly on the different community social platforms. This helped Anker rank above competitors across social.But the true measure of success goes beyond metrics. Our campaign propelled a huge range of Anker's products to the coveted number one best-selling status on Amazon across the UK, Germany, and the Netherlands, solidifying their market dominance.Charlie Thorpe, EU Regional Brand Manager at Anker, echoed this resounding success: "I am beyond thrilled with the exceptional results SCROLL STOP achieved for us through their creative video and performance social media paid advertising strategy. The campaigns not only increased our brand visibility but also resulted in great sales of many Anker products, with a huge range achieving number-one best-selling status on Amazon UK, Germany, and the Netherlands. Anker's commitment to excellence, coupled with SCROLL STOP's ability to harness the power of social media, has undoubtedly positioned it as a leader in the digital marketing space. We look forward to continued success and growth with SCROLL STOP as our trusted partner." |
| **URLs** |
| Please note we have over 253 pieces of content live and were not able to clearly ascertain whether all are needed here or not for compliance. The phrases below are hyperlinked. [SCROll STOP MEDIA](https://vimeo.com/925022981?share=copy)[eufy Dual Lens - Emily](https://www.instagram.com/reel/Czx9riDqPYo/?igshid=MzRlODBiNWFlZA==)[eufy Dual Lens - Char](https://www.instagram.com/reel/Czow_Q3LyV7/)[eufy Dual Lens - Lucy](https://www.instagram.com/reel/CzMXfqtL1W8/)[eufy Dual Lens - Jennifer](https://www.instagram.com/reel/CzwjxugsZyu/)[eufy Dual Lens - Paul & Lee -](https://www.instagram.com/reel/Czwo40ULsHX/)[Soundcore Space Ones - i\_am\_milkes](https://www.instagram.com/reel/Cx_HsHrI-m2/)[Soundcore Space Ones - maciejphotos](https://www.instagram.com/reel/Cx-rIquoxWP/)[Soundcore Space Ones - developeradam](https://www.instagram.com/reel/CxyGDpTNr5R/)[Soundcore Space Ones - Omar](https://www.instagram.com/reel/CyRBFQytdM5/)[Soundcore Space Ones - e.noxz](https://www.instagram.com/reel/CyasqdiNwf-/)[ANKER Charge - mo.bilfunk](https://www.tiktok.com/%40mo.bilfunk/video/7288354523607846177?lang=en)[ANKER Charge - Mareen](https://www.instagram.com/reel/CyRG0V5q25f/)[ANKER Charge - Tom](https://www.tiktok.com/%40tom_juenemann/video/7289944779390078240?is_from_webapp=1)[ANKER Charge - dimeloper](https://www.instagram.com/reel/CzENVKWt_Il/)[ANKER Charge - Moschuss](https://www.tiktok.com/%40moschuss1/video/7293124032981978400)[Soundcore X600 - allround-pc](https://www.tiktok.com/%40allroundpc/video/7303938913150799137)[Soundcore X600 - Omar](https://www.instagram.com/reel/Cyn2v9jN-_U/)[Soundcore X600 - Demijay](https://www.tiktok.com/%40dems.jay/video/7291722718075047200)[Soundcore X600 - Tom Rich](https://www.tiktok.com/%40itstomrich/video/7304194609129835808)[Soundcore X600 - franggndeggi](https://www.tiktok.com/%40franggndeggi/video/7293833372671986976?_r=1&_t=8grTlfHJir2)[eufy x8 Pro - Amy Wright](https://www.tiktok.com/%40amywright.pt/video/7302411504022736161?is_from_webapp=1&sender_device=pc&web_id=7145754848578815490)[eufy x8 Pro - everything\_tidy](https://www.instagram.com/reel/CztwqAQr-VN/)[eufy x8 Pro - Jessica Duxbury](https://www.instagram.com/reel/CzrYSWAsa-c/)[eufy x8 Pro - our\_home\_style\_ (Anna)](https://www.instagram.com/reel/CzrQ09cqnmX/)[eufy x8 Pro - elliepolly](https://www.instagram.com/reel/CzeZPaqMfLt/)[eufy x8 Pro - Megan](https://www.instagram.com/reel/C03oVW1Mt3r/?igshid=MzRlODBiNWFlZA%3D%3D)Entry Creative Upload[SS AWARDS SHORT .mov](https://pro.evalato.com/7756/submission-file/1054309/download?token=a3aba3a5c4f4635d02c0163b90ef3919ebfc77378aea91d964a4f38a78932c84)We are SCROll STOP:<https://vimeo.com/925022981>Logo Upload[ScrollStop Logo.png](https://pro.evalato.com/7756/submission-file/1054311/download?token=a3aba3a5c4f4635d02c0163b90ef3919ebfc77378aea91d964a4f38a78932c84) |
| **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. |
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| **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. |
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| **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 |
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| **Evidence positive impact / results of any initiatives (1-10 points)**e.g., increased productivity, staff retention, staff promotion and development |
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| **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? |
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| **URLs** |
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| **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. |
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| **Date of Birth** (Rising Agency Star nominees only)***Please note that nominee must be under 30 on October 19, 2023*** |
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| **Contact email address of nominee** (Rising Agency Star nominees only) |
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| **Contact phone number of nominee** (Rising Agency Star nominees only) |
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| **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 |
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| **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%’. |
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| **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? |
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| **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? |
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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? |
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| **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? |
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| **URLs**  |
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| **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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