



### 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.

<b>SECTION A – YOUR DETAILS</b>	
<b>Organisation Name</b>	Adwise - Your Digital Brain
<b>Contact Name</b>	Joost van de Maat

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.

<b>1. Best Social Media Campaign</b>		Please complete section C
<b>2. Best SEO Campaign</b>		Please complete section C
<b>3. Best PPC Campaign</b>		Please complete section C
<b>4. Best PR Campaign</b>		Please complete section C
<b>5. Best Not-for-Profit Campaign</b>		Please complete section C
<b>6. Best Marketing Campaign</b>		Please complete section C
<b>7. Best Integrated Campaign</b>	x	Please complete section C
<b>8. Best Event</b>		Please complete section C
<b>9. Best New Business Campaign</b>		Please complete section C
<b>10. Best Crisis Communications or Response Campaign</b>		Please complete section C
<b>11. Campaign Effectiveness Award</b>		Please complete section C
<b>12. Best Pan European Campaign</b>		Please complete section C
<b>13. Best Use of AI in Client Campaign</b>		Please complete section C
<b>14. Best AI Agency Software Solution</b>		Please complete section C
<b>15. Best Agency Culture</b>		Please complete section D
<b>16. Best Charitable/Corporate Social Response Initiative</b>		Please complete section D
<b>17. Best Culture Transformation Initiative</b>		Please complete section D
<b>18. Best Flexible Working Policy</b>		Please complete section D
<b>19. Best Inclusion and Diversity Initiative</b>		Please complete section D
<b>20. Rising Agency Star Award</b>		Please complete section E
<b>21. Best New Agency</b>		Please complete section E
<b>22. Digital Agency of the Year</b>		Please complete section E
<b>23. Media Buying Agency of the Year</b>		Please complete section E
<b>24. B2B Agency of the Year</b>		Please complete section E
<b>25. B2C Agency of the Year</b>		Please complete section E

<b>26. eCommerce Agency of the Year</b>		Please complete section E
<b>27. SEO Agency of the Year</b>		Please complete section E
<b>28. PPC Agency of the Year</b>		Please complete section E
<b>29. Integrated Search Agency of the Year</b>		Please complete section E
<b>30. Social Media Agency of the Year</b>		Please complete section E
<b>31. Marketing Agency of the Year</b>		Please complete section E
<b>32. Creative/Design Agency of the Year</b>		Please complete section E
<b>33. Advertising Agency of the Year</b>		Please complete section E
<b>34. CRO Agency of the Year</b>		Please complete section E
<b>35. UX Agency of the Year</b>		Please complete section E
<b>36. Independent Agency of the Year</b>		Please complete section E
<b>37. PR Agency of the Year</b>		Please complete section E
<b>38. Innovative Agency of the Year</b>		Please complete section E
<b>39. Integrated Agency of the Year</b>		Please complete section E
<b>40. Best Small Agency of the Year</b>		Please complete section E
<b>41. Best Large Agency of the Year</b>		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.

### **Adwise & Continu - Boosting Applications & Placements with Data-Driven Digital Ads and Custom Tech Integration**

#### **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.

The goals of Continu are increasing the number of applications and increasing the percentage of placements from these applications. Specific objectives are:

- Increasing the number of applications with 20% - 2500 > 3000 per month
- Increasing the number of placements with 20% (qualitative hires)
- Increasing the search traffic to Continu
- Better matching of content to information demands of the target audience - so increase in engagement on ads in the SEE phase with at least 10%

#### **DVA360 campaigns**

- View through CPA of €2.50

Set a view-through CPA at €2.50, ensuring informed applicants increase the placement percentage.

## **Budget**

Monthly media budget of €13.500, that is allocated to the different marketing channels explained in this case. Out of this budget €5.900 is allocated to performance channels within Google & Microsoft. €1000,- to GDN dynamic remarketing, €4,500 to LinkedIn & Meta and lastly €2.100 to DV360.

## **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 audience**

Scarce job seekers, are challenged by the many open positions and shortage of workers in the Dutch market. Continu has divided these job openings into seven priority job areas.

## **Strategy**

Given the market scarcity, it is crucial to adopt a full-funnel strategy. Just being present in the bottom funnel is not enough. Candidates must be engaged throughout multiple touch points before they decide to apply. A fully data-driven approach is essential, as search volumes change daily and there is a need to optimize budget spending based on current job openings by position and region.

## **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.

## **We implemented our strategy using 7 steps:**

### 1. The right content

Deployed tailored ads using DV360 based on segmented Blueconic data, emphasizing candidate needs determined through research and interviews.



**Bouw net als 1800  
anderen  
aan de volgende stap.**

**Dus jij wil verhuizen?  
Spannend.**

2. Personal engagement

Utilized conversational ads to address and fulfill consumer information needs, directing them to relevant articles.



**CONTINU**  
PROFESSIONALS


**Werkzaam binnen  
woningcorporaties? Waar wil jij beter  
in worden? Maak je keuze!**

**Omgaan met stress**


**Nee leren zeggen**

### 3. Follow-up

Supported ads with content native expressions linked to pertinent articles.



**Continu Professionals**



**Helicopterview behouden moeilijk?**  
Zo krijg jij het overzicht binnen jouw werk weer terug.

[continu.nl/carriere](https://continu.nl/carriere)

[Meer informatie](#)

### 4. Search & Performance Max

To target lower in the funnel, we use Google Ads for search and performance max ads, displaying them based on job-related keywords. We automate the transfer of specific email lists from Blueconic to Google Ads to optimize the targeting algorithm.



## 5. Remarketing & Hunch

We run dynamic remarketing ads within Google Ads & Meta to re-activate vacancy visitors to apply anyway. Within Meta, these ads are personalized using Hunch.

**Continu Professionals**  
Gesponsord ·

Zoek jij een nieuwe uitdaging als Chef monteur ASML? Continu Professionals laat jouw carrière groeien!

**CONTINU PROFESSIONALS**

**Hello!**  
Deze vacature wacht op jou

Chef monteur ASML Veldhoven

Dennis helpt je graag verder! **SOLLICITEER**

**Solliciteer nu!** **Registreren**

**CONTINU PROFESSIONALS**

**Hello!**  
Deze vacature zit op jou te wachten.

**Monteur middenspanning**  
 Veldhoven

Wij helpen je graag verder met deze vacature!  
**SOLLICITEER**

Vind ik leuk Opmerking plaatsen Delen

## 6. Our own data warehouse

With Blueconic, we created a data warehouse to centralize and activate our data. Smart links to DSPs enabled the creation of comprehensive 360-degree customer profiles, focusing on job interests. These profiles were then targeted and pushed to various marketing channels.

## 7. Dynamic budgets through API based on query

Based on daily search volumes on our brand, we automatically scale up budget in search and scale down in display advertising. We developed an API between Google Ads and DV360 that automatically shifts budget from Ads to DV360 when a significant drop in search volume is identified, budget is transferred to DV360 (or the other way around when demand is rising). This way, we have maximum visibility when more people are searching and when the demand drops, we spend more on top funnel visibility and branding.

## Creativity

enhanced data by integrating Salesforce information into GA4, linking offline data to online profiles for a complete view of the application process and application quality. This integration allowed for optimized marketing channels and improved analysis and refinement of the customer journey.

### 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?

#### Challenge - limited measurement on browsers

Solution -> We solved this with the use of BlueConic. We created our own data warehouse where we collected first-party data and built advanced target groups based on job titles, which we used for retargeting and creating look-a-like target groups on marketing channels such as Facebook/Instagram, Google Ads and LinkedIn.

Result -> We use reliable data instead of third-party data. This improves Continu's marketing strategy with advanced targeting based on job titles on marketing channels.

#### Challenge - Google's view on consolidated campaign structures

Solution -> We saw that 20% of our spend is allocated to regions where specific vacancies are not available. In order to solve this we have created a script in the background that uses location information from our vacancy feed and automatically turns location on and off based on availability.

Result -> Thanks to this solution we were able to reduce our waste in spend from 20% to less than 5%. This budget could then be further invested in other campaigns.

### Results & evaluation (1-10 points)

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

## Results

Over the period of November - December 2023 compared to the previous year,

- 33,88% more direct applications - 5745 vs 4291 applications
- 19,13% more open applications
- 21% growth in branded impressions - 1.266.214 vs 1.046.667
- 7% decrease in costs per application due to custom made script. - €1,90 vs € 2,03
- 18,84% increase in placements - 338 vs 284
- 22,89% increase in engagement on ads
- €3.06 to €1.70. decrease in costs per landingpage view.

**Evaluation**

We found that the WoCo audience was so unique that they did not respond to our standard strategy. They are specifically interested in content about work-life balance. We used conversational banners to directly ask what content they find valuable. Furthermore, we saw opportunities to personalize the website with content and blog posts tailored to the data of this target audience.

**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?

For this campaign, we innovatively linked channels using a custom-made API that shifts budgets from Google Ads to DV360 when search demand in Google Ads drops by more than 10% in a day, boosting branding and search interest.

Dynamic banner sets facilitate ad copy testing and scalability across different audiences. A Google Ads script controls spending based on job availability by location. AI, including ChatGPT, automates job title categorization and ad group creation in SA360, standardizing terms used by different consultants (e.g., project manager vs. project supervisor).

**URLs**

<https://www.continu.nl>

**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 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