EUROPEAN Agency Awards 2024

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.

- Please read the [Terms & Conditions](#) before submitting your entry.

SECTION A – YOUR DETAILS	
Organisation Name	Adwise - Your Digital Brain
Contact Name	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.

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	x	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.

Adwise - The Digital Mastery Awards

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.

Objectives

We want to creat a one-of-a-kind and personalized awardshow experience for Adwise employees, boosting engagement and celebrating their indispensable contribution to our agencies succes.

Key Metrics
- 9.5/10 survey rating after the event
- 80% awardshow attendance (112/140 employees)
- 400+ nominations
- 80 Instagram followers
- Awardwinners + nominees from each of our teams
- 5 job applications (secondary objective afterwards)

Budget

The total budget was around €44.000 euro (€214 per person). This includes all external costs such as event location rent, staff costs and videography. The entire awardshow production (including visual identy, brand design, social content, videos production, web development and projectmanagement was done internally. For this, €10.000 worth of hours was allocated.

Breakdown
- Development of visual identity / corporate identity DMA - € 3,900
- Landing page nomination development - €5,000
- Development 25 awards (incl. test runs of 3D printing material) - € 200
- Internal activation for nomination rounds (banner, promo column) - € 350
- Event decoration - € 950
- Host Hoax le Beau € 1750
- Production aftermovie and socials - € 4,000
- Photographer - €700
- Event costs: location, catering, staff - € 29.000

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

The main target audience consists of our 140 Adwise employees. Secondly, we hope to enthuse potential employees and potential clients about #lifeatadwise via our Adwisers.

Strategy

Our strategy centres around inclusion, personalization and maximum use of our own resources. We organize an awardshow like this to creatively celebrate individual and team success and make everyone feel valued and involved. We want to create maximum hype and

engagement through social media content, physical elements at the office and a voting process that activates everyone to participate.

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 'elected' a multidisciplinary group to carry out everything from determining categories to website development and event planning. We simultaneously worked - *skill based* - on all those different projects, keeping production in-house. We checked-in weekly.

Online & Offline
Adwisers were asked to follow @DigitalMasteryAwards on Instagram to stay informed and to create engagement. We also installed a pedestal with one of the 3D printed awards on it together next to a banner with the DMA logo.

Voting
We divided all categories into 3 groups, which were open for voting for 3 weeks each. Adwisers could cast their votes on a specially designed website, together with their argumentation. They could not vote for themselves and only once per category.

After the votes closed, the jury (consisting of the creators) counted all the votes and made the decisive call in case of a draw.

The event

The entire production (except for catering, presentation and photography) were in our own hands. To elevate the experience we offered our guests:

- a completely branded event hall
- a personalized VIP invitation 3 weeks prior
- magic wristbands for the afterparty
- videos and teasers with voice-overs from Adwisers
- personalized table setting
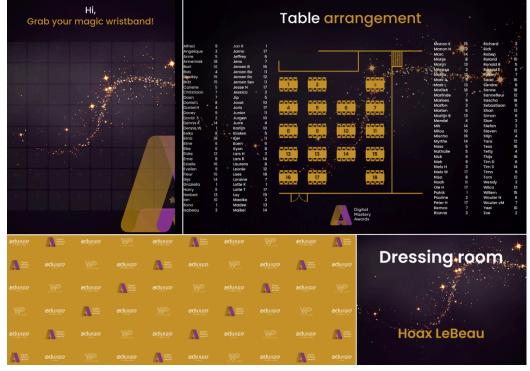- Gifs to use on socials
- A photowall

Table setting, dressing rooms, wristband board, photowall

	Voornaam	Quote
2	Alfred	Master in painting with clicks for masterful outcomes
3	Angelique	Master in crafting success through the fusion of brand essence and user experience magic
4	Anne	Master in leading the charge in innovative and successful project deliveries
5	Annemiek	Master in orchestrating triumphs in the B2B landscape
6	Bart	Master in transforming leads into loyal clients
7	Bob	Master in playing the melody of high-ranking digital presence
8	Bradley	Master in leading the way to success milestones
9	Britt	Master in weaving social narratives that enchant and engage
10	Cariene	Master in predicting and achieving peak performance
11	Christiaan	Master in building marketing triumphs with data precision
12	Daan	Master in constructing success with a blueprint of digital strategy
13	Daniel	Master in harmonizing technology solutions with business goals
14	Daniel	Master in transforming keywords into golden opportunities
15	Davey	Master in constructing digital bridges to successful campaigns
16	David	Master in learning the art of crafting memorable brand experiences
17	Dennis	Master in steering clicks to conversion success
18	Dennis	Master in fine-tuning details for seamless administrative operations
19	Eelko	Master in forging new paths in the realm of coding exploration
20	Elina	Master in orchestrating harmonious matches in the job arena
21	Eline	Master in sculpting success through precision optimization
22	Elke	Master in leading the way in leveraging automation for seamless and effective marketing strategies
23	Elske	Master in orchestrating the harmonious allocation of talent and tools
24	Emie	Master in composing success through the poetry of programming
25	Estelle	Master in learning the art of strategic selling for future triumphs
26	Evelien	Master in exploring new heights in achievement
27	Fleur	Master in crafting social tales that trend and transcend
28	Gijs	Master in guiding our organization on a path of brilliance
29	Graziella	Master in orchestrating success through captivating social campaigns
30	Harry	Master in powering up projects with coding wizardry
31	Herbert	Master in exploring new frontiers in the landscape of success
32	Ian	Master in contributing to the creation of impactful and resonant brand interactions
33	Ilona	Master in orchestrating success through captivating campaigns and visually compelling narratives
34	Isabeau	Master in conducting seamless productions that bring creative visions to life
35	Jan	Master in igniting brand success through clicks
36	Jarno	Master in learning the art and science of SEO for digital triumphs
37	Jeffrey	Master in orchestrating productivity in every corner of collaboration
38	Jens	Master in navigating the marketing seas, one strategic choice at a time
39	Jeroen	Master in pioneering new frontiers in digital development
40	Jeroen	Master in leading the way in refining and enhancing our creative endeavors
41	Jeroen	Master in ensuring a smooth and efficient workflow for organizational success
42	Jeroen	Master in composing digital epics with a symphony of code
43	Jesse	Master in delving into the world of professional growth and training initiatives
44	Jessica	Master in crafting visually stunning creations that captivate and communicate
45	Jip	Master in foreseeing and leading the way to operational excellence and success
46	Joost	Master in weaving imaginative narratives to elevate our corporate brand and engage audiences with unp
47	Joris	Master in indiving into the dynamic world of search advertising, honing skills for digital triumphs ahead
48	Junior	Master in orchestrating innovative solutions and guiding the team to technical excellence

A personal table for everyone

Impression of the event

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?

1. How to make everybody feel involved?
Solution
- We used diverse categories to make sure everybody felt included, included categories for our core value ambassadors as well as fun ones for everyone,
- We personalized the entire event, from VIP invitations and a personalized table setting

Results
Everybody and every team felt part of the show and had someone to cheer for! The personalized experience got many compliments.

2. How do we create engagement in the run-up to the show?
Solution
- Create an Insta page with countdowns, pictures and behind-the-scenes footage
- A branded banner and a 3D printed award on a pedestal in the office
- A trailer published on socials and narrowcasted in the office
- Dividing the voting process in different phases to keep the momentum going

Results
The show became the talk of the office, people kept nominating until the very end and the instagram page turned out to be a hotspot for interactions.

3. How can we produce an entire awardshow in-house?
Solution
- We created a multidisciplinary task force including teammembers from different specialties (branding team, website development team, projectmanagement etc).

Results
- We successfully created everything ourselves. From visual identity to a website and from the creative concept to the 3D printing of awards.
- The event is scalable and can be reproduced this year with much less effort and costs.

Results & evaluation (1-10 points)
Please relate these to the objectives and targets stated above. Provide actual numbers rather than percentages wherever possible.

Objective	Result
- 9.5/10 survey rating after the event	- 9.7/10 survey rating
- 80% attendance (112/140 employees)	- 83% (116/140 employees)
- 400+ nominations	- 528 nominations
- 80 Instagram followers	- 87 instagram followers
- Awardwinners + nominees from each team	- Achieved
- 5 job applications	- 7 job applications

Evaluation

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We were overwhelmed by the results and the reactions from our Adwisers. The engagement beforehand was very high, both online and offline and every single team had at least one nominee or award winner. We received 7 job applications as a result of the aftermovie and word of mouth, 2 of them were actually hired.

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- The program left too little time for the afterparty.
- Most people loved the diversity, but also wanted to see more categories regarding specific marketing skills (data science, SEO etc)
- The jury process was not transparent enough

Overall, it was a huge succes and a memorable night for most; but still with valuable improvement points to take with us to the 2024 show!
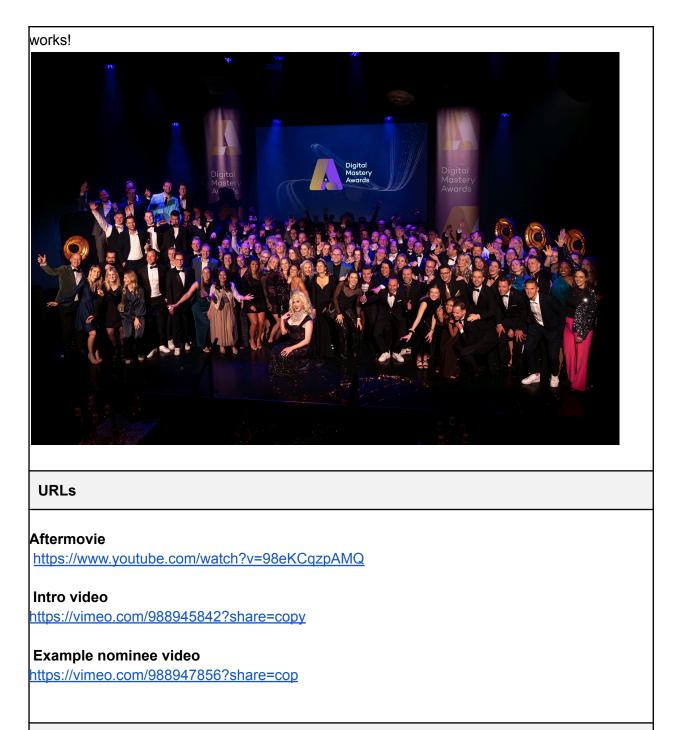
Why should your campaign win? (1-10 points)
What do you think sets your campaign apart from the other campaigns being judged? Judges will in particular be looking for the thing that makes this campaign different to the others, what is unique?

The Digital Mastery Awards is a unique event where our employees are given a well deserved spotlight for the great work they do every day. Produced almost entirely in-house, the DMA provides Adwisers with an Oscar-like awardshow experience.

From visual identity and an official voting process to a fully personalized event night; the Digital Mastery Awards is the outcome of our objective to creatively celebrate the succes of our Adwisers and closing the year in style while actively incorporating our core values and important themes like Diversity&Inclusion.

This campaign is a strong contender for the win as it successfully achieved its objectives by delivering a personalized and engaging experience, both online and offline. Thanks to the huge succes of the Digital Mastery Awards, a second edition this Christmas is already in the

works!

URLs

Aftermovie
 https://www.youtube.com/watch?v=98eKCqzpAMQ

 Intro video
https://vimeo.com/988945842?share=copy

 Example nominee video
https://vimeo.com/988947856?share=cop

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