

**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** | IMS Marketing, A LOCOMOTIVE Agency |
| **Contact Name** | Lorna Franklin |

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** | X | 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 |

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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. |
| IMS Marketing & Maree Oranmore FC – Hitting The Home Run |
| **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 primary goal of the "Win a Home in Oranmore" campaign was to reach 15,000 fundraiser ticket sales, thereby raising €1,420,000 for Maree Oranmore Football Club (MOFC) and €80,000 for the club’s charity partner, A Lust For Life. This community-centric club claims over 900 members (52 playing teams) for which the resources to serve each member are either insufficient or absent. The club needs funds to upgrade facilities (new playing pitch, changing rooms, training & coaching equipment, supporters stand) for its members.  To differentiate from similar competitions, MOFC partnered with A Lust for Life, a well-known mental-health charity in Ireland – donating €5 from each sale and thus giving our customers a ‘socially responsible’ reason to engage.  BUDGET  Agency fees: €240k  Traditional: €35k  Digital ad spend: €125k   IMS Marketing developed, executed and monitored the entire digital and traditional marketing strategy, budget and performance - from designing and optimizing the e-commerce website, to implementing integrated paid and organic campaigns across a network of social platforms. (€157k)  AVCOM (Dublin based events agency) took care of brand development, video production, and some graphics. (€80k)  Comit (PR agency) managed public relations to ensure the ‘buy-in’ of the most popular, trusted media and communication outlets. (€3k) |
| **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. |
| Our strategy centred on driving online sales in Ireland and other English-speaking Irish diaspora countries, among ages 18 to 86 years old.  This was a fully integrated media strategy encompassing social (META, X, TikTok, LinkedIn), Google Ads, Email and third party sponsorships (Balls.ie, Daft.ie, GalwayBeo, This is Galway, Irish Central). From an offline perspective, we held local launch events, as well as partnerships with local business & newspapers, capitalising on the Black Friday gifting period for 5 consecutive weeks. Notably, influencer marketing both offline & online, was a huge success driver.  To reach our ambitious goal, we knew we had to reach a significant audience with varying interests and pain points. In mapping out our strategy, aside from channel-specific, we compiled an extensive content calendar highlighting seasonal dates such as paydays, father's day, key holidays across the 9 months and the magic of the 2024 "leap year".  Additionally, defining messaging themes for ad campaigns was crucial in helping us stand out - one of these messages was "Better Odds Than The Lottery" which was one of our most successful ads. Other ideas for different messaging came from structured daily brainstorming sessions, uncovering ideas to showcase house plans and interactive games such as “Oran the frog”. |
| **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 POWER OF PERSUASION  Given the prevalence of similar campaigns, we focused on differentiating our message. Instead of the typical "support your club", we sold the vision...  The prize - an AA-rated home in Galway - had broad appeal, allowing us to penetrate buying motives, some of which included buying to ‘solve a problem’ and/or  to ‘satisfy a desire’:  Problem-solving: We concentrated paid efforts towards localised targeting in Dublin and Irish cities outside of Galway, where rental costs are spiraling and trendsetters are looking to relocate to remote Irish villages in the face of the national housing crisis. This type of county-level, solution-based messaging resulted in 46% of ticket sales coming from the Republic’s capital, with only 23% of sales from Galway.  Satisfying a desire: On an international scale, we homed in on the ‘Irish dream’: owning a home on the shores of the Wild Atlantic Way. For only €100, we toyed with reconnecting with one’s Irish roots; a new life embarking on a Wild Atlantic adventure; and/or simply winning a holiday home in the European Capital of Culture. Sponsoring articles on Irish Central enabled us to tap into their 1.8m audience, 62% of whom come from the USA and UK.  Ensuring a seamless e-commerce experience was essential, by which IMS Marketing also designed a fully responsive, mobile-optimized website, capable of handling high-volume traffic. |
| **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? |
| THE META CHALLENGE  This campaign presented a monumental challenge: for 3 months (1/3 of the campaign) we were delayed in obtaining a lottery license from META, significantly impacting our ability to promote the competition at a national level on Facebook and Instagram. With only 9 months to sell 15k tickets, we had to sell on average 1.6k tickets per month - without META ads, this would be a tall order.  We overcame this through:  Newspaper ads: To overcome our reach limitations, we partnered with The Galway Advertiser which distributes 44k print papers weekly & has 20k online subscribers. By leveraging their audience, we were able to promote pre-Black Friday discounts, and our Advent campaign (detailed below).  24 Days of Christmas: To encourage ticket purchases without National exposure, we incentivised ticket holders with a Christmas Advent giveaway that revealed a daily prize. This encouraged purchases by giving consumers the chance to win another prize, such as hotel giveaways and a €10k solar panel installation through a partnership with Futureproof Energy.  Reliance on PPC: leveraging different search intent broadened reach (e.g. "galway homes for sale")  Daft.ie: Full homepage takeover to capture wannabe homeowners.  Ideal Home Show: We exhibited at the Ideal Home Show, running a competition to win a free ticket in exchange for your email address - a key first-party data driver.  In-Person Activations & PR: Local events built brand awareness to boost sales once the META license was granted, while PR kept us in the public eye.  By December 31st (10 weeks of campaign), we sold 2.5k tickets. Although this was 50% short of our goal for this stage, this was a huge achievement without National coverage.  INFLUENCER STORYTELLING  Once our META license was granted (Jan), we had to push hard for the next 6 months. Uploading weekly videos incorporating influencers helped build trust, assure legitimacy, and build interest in the fundraiser journey.  Parish Level: Harry Murphy (Family-man, resident), Sinead (Tidy Towns & Community Activist), Linda Lydon (Business Owner)  County Level: Mandy Maher (Influencer, Business Owner) Sinead Cassidy (Galway Races Marketing Manager and Breast Cancer Charity Board Member).  Mandy Maher's video alone drove 550 direct ticket sales, leveraging Instagram's "shop now" CTA.  Nationwide: Bressie (Niall Breslin), FA Ireland figures  In May 2024, Niall Breslin visited Oranmore - three schools, sports clubs and the village streets, to discuss mental health and A Lust For Life’s mission.This day was captured and harnessed across digital and PR. |
| **Results & evaluation (1-10 points)**  Please relate these to the objectives and targets stated above. Provide actual numbers rather than percentages wherever possible. |
| As a B2B marketing agency, generally, these kinds of B2C campaigns are a little out of our comfort zone for the team at IMS Marketing. None of us expected to achieve the ambitious target, let alone surpass it, breaking Irish records.  RESULTS  Tickets Sold – 16,061 (7% above target)  Revenue Generated - €1,606,100  ROI – 75%  ROAS (digital & traditional ad spend): 10:1  Despite achieving such a large reach through social once we finally got our META license, we managed to keep CPC's very low through continuous testing and experimenting with engaging messaging (avg. paid social CPC €0.41)  **META:**  Reached 1.234 million (¼ of Ireland) different people on Facebook/Instagram Advertising, each an average of 11 times. (CPC: €0.47)  Over 101,000 website visits from the ads, which achieved 5,775 ticket sales, 4,027 through Facebook Ads and 1733 through Instagram Ads. (ROAS - 8:1)  **Google Ads:**  Over 2 Million ad Impressions and 80,000 clicks across Google's search, display, and video networks, resulting in a total of 3,269 ticket sales.  (CPC: €0.48, CPA: €10, ROAS: 9:1)  **X & TikTok**  468,095 different people saw our X Ads, an average of 10 times each. (€0.48)  183,104 people saw our Ads on TikTok. (CPC €0.28)  **SEO**  SEMRush estimates that winahomeinoranmore.ie has the highest traffic out of any Win a Home competition ran before (compared with 12 different websites, nearly twice as much as Galway GAA competition, and 20% more than second place – Win a House in Dublin).  The website is ranking for 267 different keywords.  **Organic Social:**  Highest number of followers on Instagram & Facebook compared to similar competitions:  • 4.2k Instagram  • 1.9k Facebook  **Email Marketing:**  • Email marketing accounted for 9% of total sales, accumulating €142,276  Initially our most under-projected channel, email became the most profitable (audience total size 13k)  Email was the key to telling the story and maintaining hype – once we saw the positive engagement, we capitalised on this channel, knowing the bulk of email contacts were already invested and less risk averse (i.e. open to taking the gamble).  Most importantly, MOFC now enjoys improved facilities, enabling the club to expand and welcome new members. Meanwhile, this fundraiser has funded almost a ¼ of one of A Lust For Life's school mental health programs which cost €400k each to develop. These courses are a vital support to children in need nationwide. |
| **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? |
| IMS Marketing is an agency based in Oranmore in Galway. For over 15 years we have focused on growing businesses within the B2B space, working on brand and digital marketing campaigns across the construction, engineering, manufacturing and SaaS industries.  Last year, in Q3 2023 we were acquired by USA performance agency, LOCOMOTIVE. While this exciting move has broadened our skillset and international reach, we are still very much focused on B2B and lead gen clients. When approached by Maree Oranmore FC in August 2023 to lead this campaign, needless to say, we were hesitant. The transition period to integrating with LOCOMOTIVE had only begun, so we knew this campaign would be rolled out solely by the IMS Marketing team.  But, Oranmore has been home to our agency and people since the beginning, this is the community in which we grew our roots - roots that are now deep enough to propel our growth as a multinational agency. Maree Oranmore FC stands at the heart of this community, with many of its members supporting our growth and success over the years. It was time for us to give back.  The MOFC club claims over 900 active members (52 playing teams) for which the necessary resources to serve each member are either insufficient or absent. The club was in dire need of financial funds to upgrade facilities for its members, ranging in ages from 4 years to 82 years old. Meanwhile, it costs A Lust For Life circa €400,000 to develop a single course in their mental health ‘Schools Programme’, as they require the best of psychologists, doctors, technicians and support systems in the industry.  Ultimately, this campaign has also transformed the life of our winner, Regina Pepper Hobbs and her husband Reuben, providing a life-changing start for the young couple in their early 30's, who are expecting their first baby in October—a future Maree Oranmore FC player!  Having never run a campaign like this before as an agency, and succeeding in surpassing ambitious targets, this campaign is a testament to the power of effective teamwork and a shared sense of purpose. With an incredible 16,061 tickets included in the draw, this has been the most successful ‘Win a Home’ draw ever held on the island of Ireland. |
| **URLs** |
| [**https://www.advertiser.ie/galway/article/141782/bressie-the-system-was-fundamentally-failing-young-people-in-ireland#google\_vignette**](https://www.advertiser.ie/galway/article/141782/bressie-the-system-was-fundamentally-failing-young-people-in-ireland#google_vignette)  [**https://connachttribune.ie/massive-demand-from-dubliners-in-tickets-to-win-a-new-home-in-galway/**](https://connachttribune.ie/massive-demand-from-dubliners-in-tickets-to-win-a-new-home-in-galway/)  [**https://www.irishcentral.com/dream-homes/win-a-home-in-oranmore-galway**](https://www.irishcentral.com/dream-homes/win-a-home-in-oranmore-galway)  [**https://www.facebook.com/p/Win-A-Home-In-Oranmore-61552161375282/**](https://www.facebook.com/p/Win-A-Home-In-Oranmore-61552161375282/)  [**https://www.instagram.com/winahomeinoranmore/?hl=en**](https://www.instagram.com/winahomeinoranmore/?hl=en)  [**https://www.tiktok.com/@winahomeinoranmore?lang=en**](https://www.tiktok.com/@winahomeinoranmore?lang=en)  [**https://www.tiktok.com/@winahomeinoranmore/video/7364426394601786657?lang=en**](https://www.tiktok.com/@winahomeinoranmore/video/7364426394601786657?lang=en)  [**https://www.tiktok.com/@winahomeinoranmore/video/7337989140996263200?lang=en**](https://www.tiktok.com/@winahomeinoranmore/video/7337989140996263200?lang=en)  [**https://www.youtube.com/shorts/7p8ipZK6Zqc**](https://www.youtube.com/shorts/7p8ipZK6Zqc)  [**https://winahomeinoranmore.ie/**](https://winahomeinoranmore.ie/) |
| **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 |
| In the interest of keeping the entry form as concise as possible, we have compiled a PDF which details some key images and stats to help you visualise the campaign and the creative approach. |