



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	MRS Digital
Contact Name	Adam Blackford-Mills

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		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	X	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 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.

MRS Digital

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.

MRS Digital currently employs 38 staff members, rapidly expanding each team across the company. MRS is ever-growing, but there's no hiding from the hurdles at challenges that arise as headcount grows and small companies transform into larger enterprises.

With our team approaching 40 employees with no intention of slowing down, we knew it was crucial to safeguard the culture we have spent over 20 years nurturing.

With all-in-house Insights, PPC, Development, Design, Account Management, Strategy, SEO, and Content teams working from our Church Crookham office, it is key to maintain that familial feeling ensuring employees continue to have direct communication with members of the Senior Leadership 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

With culture at MRS, we're led by our employees. Building on the concepts and ideals that set us aside from any other agency, the actions we've taken and initiatives at MRS are explored below.

We hired Belinda as a People Manager to invest in our employee-centric initiatives and overall culture. Unlike other agencies, we prioritised this role early. Belinda focuses on mental health, employee wellbeing, and critical issues, developing themed educational days and offering 1-to-1 clinics for confidential discussions.

She has also formalised several other initiatives, enhancing our supportive workplace environment:

- **Vitality Health Support & Insurance**
- **New-Hire Buddy Scheme**
- **Company Days Out & Lunches**
- **Training and Professional Development Programs**
- **Maintaining Flexible Working Arrangements**
- **£1,000 Referral Scheme for New Business**
- **Regular All-Hands Updates**



People Manager

Belinda Lewis

MRS Dream Brands

MRS Dream Brands is a unique initiative based on team feedback, allowing employees to pitch our services to companies they aspire to work with. This program enables employees to express their interests and dedicate time and expertise to pitch to these brands, turning dreams into reality.

Run twice a year, team members pitch a “Big Dream” brand and a “Little Dream” brand, which may be more local or personally significant. For example, Kitty pitched to work with Vango, a brand she loves.

Budget Allocated: Each team member gets a day per quarter to prepare and pitch their dream brands.



Details

Employee Name	Kitty Bates
Team	Content Team
Date	05/02/2024

Big Dream

Brand Name	Vango
Why this brand?	<p>Vango has been an integral part of my life, representing a trusted companion through various stages of my outdoor adventures. From my first family camping trips as a child to my more adventurous solo expeditions as an adult, Vango has consistently provided reliable and high-quality gear. The brand's dedication to innovation, comfort, and durability has not only earned my loyalty but also enhanced my love for the outdoors.</p> <p>As a child, I remember the excitement of setting up our Vango tent, a ritual that marked the beginning of countless memorable family holidays. The sense of security and comfort provided by Vango gear allowed me to appreciate the beauty of nature without worries about the elements. As I grew older and my camping experiences expanded to more challenging environments, Vango's advanced and dependable products continued to be my go-to choice. Their gear has supported me through every adventure, embodying the perfect blend of practicality and performance.</p> <p>This personal journey with Vango is why I am passionate about presenting them as a Dream Brand for digital marketing. My longstanding loyalty and firsthand experiences position me uniquely to convey the authentic value of Vango to a wider audience. Their commitment to quality and innovation aligns perfectly with the values I cherish in outdoor activities, making Vango an ideal candidate to benefit from a strategic and heartfelt digital marketing campaign.</p>
Current Agency	Unsure
Example Ads	
Suggested Angle	Leveraging my lifelong passion and loyalty to Vango, I propose a dynamic PPC and SEO strategy to elevate Vango's digital presence. Our approach includes personalised storytelling, advanced keyword

1- Kitty's original Dream Brands submission form Vango

Supporting Charities with Pro-Bono Services

Over the years, we have supported local and national charities through grant schemes like Google's Ad Grants. In 2023, we formalised this support by offering a pro-bono service. Instead of charging for management, we provide our Paid Search expertise for free, managing and monitoring activities for the charities. This initiative boosts team morale, delivers social good, and allows employees to impact worthy causes.

Google Ad Grants

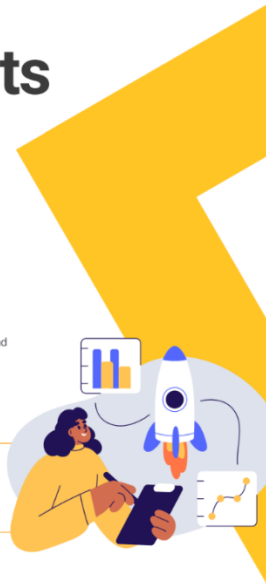
A Quick Guide

What is it?

With the ever-growing importance of advertising in the digital space, Google provides advertising grants to eligible non-profit organisations to help them grow, attract donors and recruit volunteers.

Google's Ad Grant is worth up to \$10,000 (£8,000 est.) in monthly ad spend, that almost any non-profit can qualify for to spend as they see fit. Whether it's directly used for seeking new donations or finding potential champions to support their cause. This budget is yours to deploy directly on Search Ads within the Google Ads platform.

Google offer non-profit organisations up to \$10,000 in monthly ad-spend, for use within their network.



Junior PPC Managers and executives can own these accounts, developing their skills in a live, KPI-driven environment, ensuring they meet Google Grant requirements in conversions and engagements (we have a 100% success rate).

This also provides opportunities to win further business for these charities if they see success from the Google Ad Grant spend, with additional management time being chargeable.

Budget Allocated: 5 hours of PPC management & optimisation time per month.



2- A screenshot of the one-pager we distributed to charities directly and through our existing clients.

In-Office Culture

Whilst not an initiative, we felt it was important to mention our continuing dedication to fostering an in-office culture. With all the initiatives listed, we also offer flexible working and flexi-hours for starting and finishing.

In 2023, we formalised our work-from-home arrangements, allowing staff to set recurring days or ad-hoc occasions to work from home. Despite the ease of working from home at MRS, we continue to see a largely in-office workforce, with friendships blossoming and a freely communicative team of employees that love working together.

By fostering a culture of flexibility, support, dreams, charity and pride, MRS continues to build and maintain an outstanding workplace that motivates and challenges its team.

Evidence positive impact / results of any initiatives (1-10 points)

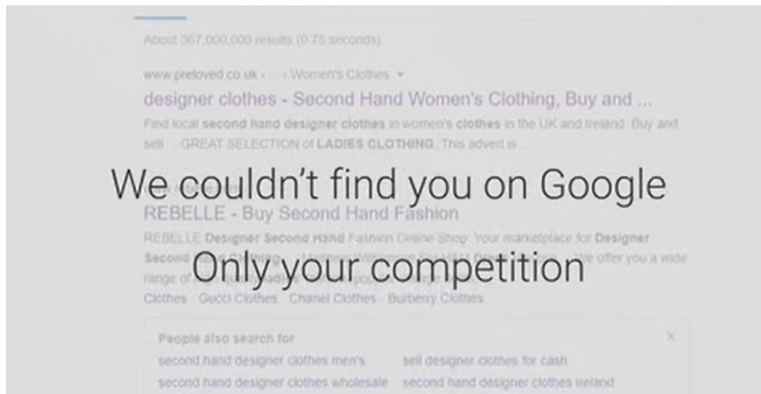
e.g., increased productivity, staff retention, staff promotion and development

MRS Dream Brands

By embracing our team's diverse set of interests, expertise and dedication to their passions, Dream Brands has been massively successful, winning multiple clients in 2023 with 2024 pitches bearing fruit as-we-speak!

After Luxe Collective was pitched by a team member, we created and delivered a

personalised video. This video showcased our aspiration to work with them while highlighting marketing issues and opportunities identified by our team as seen below.



3- Screenshot from the video, showcasing one of the opportunities Luxe Collective could explore with MRS

The video was successful, and Luxe Collective joined us as a client. **The project took about 20 hours and cost just over £1,500, resulting in a 1040% ROI for the year.**



4- Screenshot from the video we initially peaked Luxe Collective's interest with. [LINK](#)

Luxe Collective is one of many clients won through our Dream Brands initiative and other customer-come-client relationships, all made possible by embracing and expressing our team's passions and dedication to client success.

These efforts demonstrate the power of personalised, team-driven marketing strategies and our pride in our team's collective output and results.

Pro-Bono Charity Work

Offering our services for free to charities has significantly impacted both existing clients and our team culture. Motivating charities to utilise this opportunity has brought us clients such as the Engineering Trust, which helps young people find suitable apprenticeships.

How we can help

MRS Digital has been helping non-profit organisations secure and manage Google Grants since 2014. We have 25 years of digital marketing experience, managing all aspects of digital advertising for large corporations and local businesses.

We can help you from day one from application to optimisation.

With Google Ad Grants we can help you:

1. Pitch and apply for a Google Ads grant account.
2. We have a 100% success rate.
3. Develop and strategise an advertising approach based on your organisation's goals and objectives.
4. Entirely managing your Google Ad Grant spend to ensure every pound is spent proactively in pursuit of your organisation's goals.



Reach out to us today to see how we can help you.

MRS Digital

01252 622722
shout@mrs.digital
mrs.digital

The graphic features a woman in a yellow top working on a laptop, with a rocket launch and various charts in the background.

5-How we can help, from our Charity one-pager document

These worthy causes provide excellent accounts from a social-good perspective and allow our junior PPC team members to develop their skills and contribute valuable knowledge to our client base. This initiative has integrated a sense of purpose into our team culture, strengthening our relationships with clients who work with charities. It showcases the benefits of partnering with a local, personable agency like MRS.

“Working on a Google Charity Grant account has been amazing for building my confidence with PPC. It's given me the chance to really hone my skills and expertise. Now, I feel ready to handle bigger budgets and deliver even better results for our clients.”

– OLLIE WATTS, JUNIOR PPC EXECUTIVE

For example, our long-term partner and IT support client ramsac embraced this idea and shared it with their extensive charity client base. This has opened a significant pool of potential business, allowing us to offer and explore our services with multiple charity clients. Through these efforts, we further enrich our culture and foster new opportunities.

Hybrid & Office Working

While we've implemented clear home-working policies, we maintain an attractive and flexible office culture with flexible start and finish times, relaxed attire, and a friendly atmosphere. Despite the ease of working from home, our office remains filled every day.

This approach has been key to MRS and a major selling point, especially post-Covid. We believe that opportunities for quick collaboration and cross-team integration deliver better results for our clients.

Quotes like the one below are so common that we forget to keep writing them down!

“When we met them in person, the MRS team had a positive and fun approach, their passion for marketing was clearly shining through and they had a lively and vibrant atmosphere in their office.”

– “WELL CATERED”, 2023

In 2023, **44%** of UK workers worked from home at least some of the time (*WISERD, 2024*). At MRS, only **12%** of our employees work remotely on a regular basis, bucking the agency trend with an overwhelming majority in-office every day.

Impact of Our People Manager

Hiring Belinda, our dedicated People Manager, has been phenomenal for MRS. She has furthered our commitment to employee-led cultural development, addressing modern issues through initiatives that focus on proactive mental health care, cybersecurity, equitable workplace environments and financial literacy, to name a few.

Employee Support Initiatives

Belinda offers clinics to workshop practical solutions and support to employees' everyday work and life related stresses. This support has significantly boosted team morale and cohesion, safeguarding our existing culture.

“Belinda's support has been amazing. Having 1-on-1 sessions to help me work on myself have made a huge difference. Her focus on mental health has significantly improved our team culture.”

– SENIOR PPC MANAGER

Ensuring Continued Growth

Her role, uncommon in many larger agencies, is crucial as we continue to grow. Belinda's efforts ensure we retain the positive and driven atmosphere that defines MRS. Her contributions have been instrumental in safeguarding and enhancing our supportive and proactive workplace culture.

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?

Employee-Led Culture

We distinguish ourselves from other agencies by fostering an employee-led culture. Our team members express themselves through carefully crafted initiatives targeting desired brands. We promote a balance of in-office and remote work, enhancing morale and mental wellbeing through Belinda's dedicated efforts.

Commitment to Employee Development

Our commitment to direct employee involvement is evident throughout the business. Our Dream Brands initiative allows employees to explore their passions, while our pro-bono charity work drives on-the-job learning and delivers social good, enabling team members to thrive in their roles.

In-Office Engagement

Our dedicated in-office approach sets us apart from agencies still working remotely. This commitment positively impacts our clients and the complex, transformative work we do for them.

Investing in Culture

Our investments in initiatives and dedicated hires, such as Belinda, demonstrate our commitment to maintaining and enhancing our strong, collaborative culture. This culture has been the foundation of our success and growth over the past 25+ years.

Proven Success and Growth

Our track record and growth validate that our unique, employee-driven culture drives our success in winning new business and fosters a motivated, cohesive, and high-performing team.

URLs

Luxe Collective Pitch Video - <https://vimeo.com/990589287/e64e28a19d>
"Meet the Team Video" - <https://vimeo.com/697441047>

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

- PDF: MRS Digital - Policies, Culture, Testimonials + Case Studies - European Agency Awards 2024