



### 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.

<b>SECTION A – YOUR DETAILS</b>	
<b>Organisation Name</b>	MRS Digital
<b>Contact Name</b>	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.

<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>	<b>X</b>	<b>Please complete section C</b>
<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>		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.

MRS Digital x Vestd – Skin in the Game

### 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.

With a unique proposition and lofty growth ambitions, Vestd had invested in PPC to support demand marketing efforts since their launch in 2014. In the previous two years, Vestd had spent up to £100,000/mo in their mission to grow lead generation. However, despite engaging three different agencies in as many years, Vestd hadn't been able to spend over approximately £60,000/mo without taking a massive hit to ROAS – making the activity unviable past that point.

Vestd had actually given up on trying to knock down this spend barrier and were running activity internally. However, after meeting the Vestd founder Ifty at a marketing event, and with much convincing, MRS was engaged in a last-ditch attempt.

Vestd laid down the task in simple numbers:

#### Objectives:

- Grow SQLs to 150 per month at under £500 CPL
- Generate 100 qualified deals per month at under £800 CPA

#### Budget

- FY2023: £219,500 (SEO, PPC, CRO)
  - Management fees: £9,500/mo

- Paid media budget:
  - Month 1-3: £45,000
  - Month 4-6: £60,000
  - Month 6+: £80,000+
- Current media spend split:
  - Google: £40,000+
  - Microsoft: £5,000
  - LinkedIn: £30,000+
  - Meta: £5,000

## Digital Goals

Goal	Last Reviewed	June 24
Grow SQL's to 150/mth	05.01.2024	191 SQLs (127%)
Achieve SEO rankings of 1-3 on top 10 terms	05.01.2024	Average = 2.9 in June
Generate > 100 QDs / mth	05.01.2024	111 QDs (111%)
QD CTA < £800 (excluding referrals)	05.01.2024	£655 CpQD in June
Create clear pathways on the website for our three target audiences	07.05.2024	Working
Create simple referral route from website (and app) by end Feb 24	05.01.2024	Completed early-March



### 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.

Thorough audit found Vestd's channel mix was solid, but there were a number of limitations holding them back. Nearly capping out on search demand, we knew our focus had to be on transforming the LinkedIn advertising, which at the time was hammering the same audiences with a limited set of ads.

#### Target audience

Prospecting audience targeting in LinkedIn focused on reaching founders and owners was greatly improved:

- Expanded with titles adjacent to owner/founder roles
- Activity at all stages grouped by company size – 2-10, 11-50, 51-100 - allowing us to tailor messaging consistently
- For larger organisations, influencer and future decision-maker roles added
- Non-viable industries (e.g. NFPs) and competitors excluded
- Employees, customers and pipeline excluded

## Strategy

In a reverse of the norm, this strategy was all about simplification. Vestd – and its various ex-agencies – had over-engineered the LinkedIn activity. Grand intentions had ultimately led to confused and saturated audiences (some users had seen ads 69 times in 3 months!). Here are a few notable elements of the strategy:

- Dreamdata turned into a single source of truth, hooking directly into ad platforms.
- Shifted conversion campaigns from optimising to SQLs to opportunities (“Qualified Deals”) through imported offline conversions
- Introduced ROAS model and value-based bidding by applying specific values to events modelled to reflect weighting provided by Dreamdata
- Cross-targeting on LinkedIn and Microsoft Ads to maximise reach
- Introduction of Meta ads to maximise retargeting capability
- Implemented a three-stage funnel on LinkedIn, one that didn’t assume the users’ stage in a traditional marketing funnel, but instead categorised them based on their interactions with Vestd as a brand. This was simple but transformational in its outcome.
  1. **Video views.** Ads simply explain how EMI schemes can help
  2. **Website traffic.** Curiosity piqued, *engaged* users sent to website to learn more
  3. **Conversion.** Retargeted *engaged* web visitors to book a no-nonsense call
- Implemented systematic testing regime for ad creative and audience experiments

## Implementation & creativity (1-10 points)

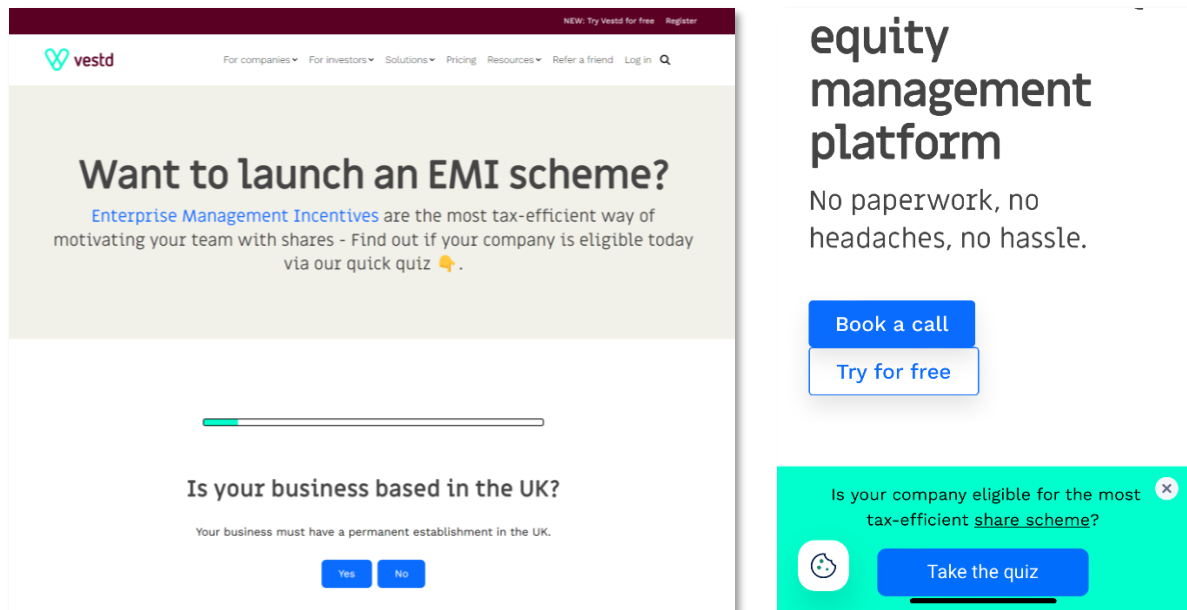
Please give us a detailed explanation of your implementation for the campaign. Include screenshots to help us visualize campaigns. Provide information on the creativity of the campaign.

### EMI Quiz for Lead Generation

The Enterprise Management Incentives (EMIs) quiz started life as a set of questions the sales team used to qualify leads. Fortunately, our discovery process, part of which was spending time with sales, unearthed this gem. We immediately saw the potential value of these simple questions in helping to solve three problems:

1. **Lower the barrier to entry.** For the users who we were capturing higher in the funnel, we needed a means of swiftly communicating the feasibility of EMI schemes and a means to open up meaningful conversations sooner.
2. **Qualify out irrelevant leads.** To provide better signals to Google automation, we wanted to make sure as many conversions recorded were viable and good quality.
3. **Limit junk leads.** We phrased the questions such that it wasn’t easy to immediately see the ‘correct’ route, therefore making it very awkward for time wasters and spam.

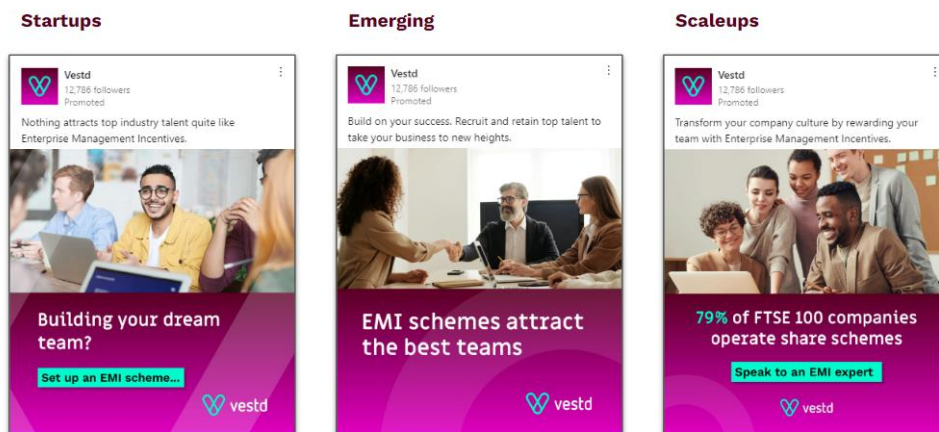
The quiz has become an essential pillar of the activity. It converts users at a consistently high rate across the whole site. On relevant landing pages it converts at more than double the rate of the next most popular conversion action (4.31% vs 1.91%)



### A Shift in Ad Creative Approach

When we took on Vestd they already had a fantastic proposition and an unusual brand palette that really stood out. However, data told us that ads weren't connecting with audiences. Even with high ad frequency (30+ in some cases) *unique* click through rate (UCTR) was under 1%. MRS ideated, pitched and tested the following transformative changes:

- **A shift in mindset.** Vestd were singled-mindedly trying to convince their audiences to choose Vestd. But we had that seen that there practically was no choice once you spoke to Vestd. Our investigations revealed virtually zero 'lost to competition' in their sales process. So, we tested pivoting the focus to instead convincing people that share schemes were desirable *and achievable*.



- **Founder-to-founder advertising.** We theorised that Vestd's glossy ad creative lacked a perceived authenticity, and feedback from sales taught us that their proposition was often perceived as 'too good to be true'. Our answer was to brief in video ads that showcased real customers talking about real results in a very raw way.



**Vestd**  
16,773 followers  
Promoted

Find out why startup founders love rewarding their team with Enterprise Management Incentives.

Svetlana Tarnagurskaja  
CEO & Co-Founder  
@The Dot Collective

Tom Dibble-Burge  
Sales Director & Co-founder  
@The Dot Collective

is very different to saying:

Set up an EMI scheme [Learn more](#)

- Seasonality & levity in creative.** Trying to maximise a relatively small audience meant we need to reach users on a large number of occasions. Instead of singing the same old song over and over, we added variety to the mix with fun seasonally themed campaigns. Often more typically associated with consumer brands, these ads have been some of our most successful.

**Vestd**  
16,761 followers  
Promoted

Give the gift of shares this Christmas. Schedule your free Enterprise Management Incentive consultation and we'll show you how to set up an EMI option scheme to build a winning team!

Announce an EMI scheme for **Christmas**

Free EMI consultation

Book a free consultation  
vestd.com [Learn more](#)

Like Comment Share

**Vestd**  
16,761 followers  
Promoted

Start the new year in style. Schedule your free Enterprise Management Incentive consultation and we'll show you how rewarding your team with shares can accelerate growth in 2024!

New year, **more motivated team**

Launch an EMI option scheme in 2024

Free EMI consultation  
vestd.com [Learn more](#)

Like Comment Share

**Vestd**  
16,761 followers  
Promoted

Motivate your team with the UK's most tax-efficient share scheme. Book a free EMI consultation.

Offset the entire cost of your EMI scheme **before April 5th**

Free EMI consultation  
vestd.com [Learn more](#)

Like Comment Share

**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?

**Tracking Headaches**

In the first phase of activity, we encountered a range of tracking and measurement issues. Normally we'd be responsible for this component of activity, but Vestd had a dedicated data team. Unfortunately, they took way too long to correct issues, even when the solution was handed to them in full. This created reporting gaps and disruption in data flow to campaign automation. Given it was affecting vital CPA figures, it was also impacting how key stakeholders perceived our work in that vital honeymoon period.

The client wouldn't pay for dedicated hours from the MRS Digital team because at the time they insisted their data team could handle it. So, we gave them the work for free. Sounds like bad business, right?

Well, not only did we create future-proof fixes that alleviated this challenge entirely, but the client has just signed off a new contract that includes a 2 day per month tracking and insights retainer having seen the value of this work.

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

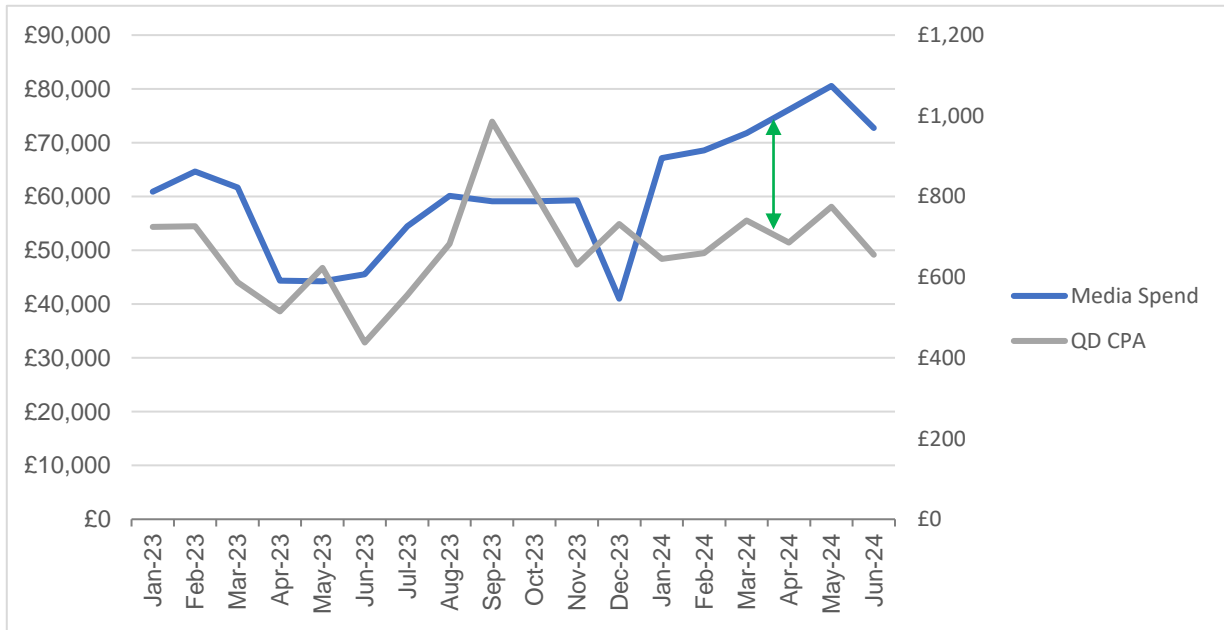
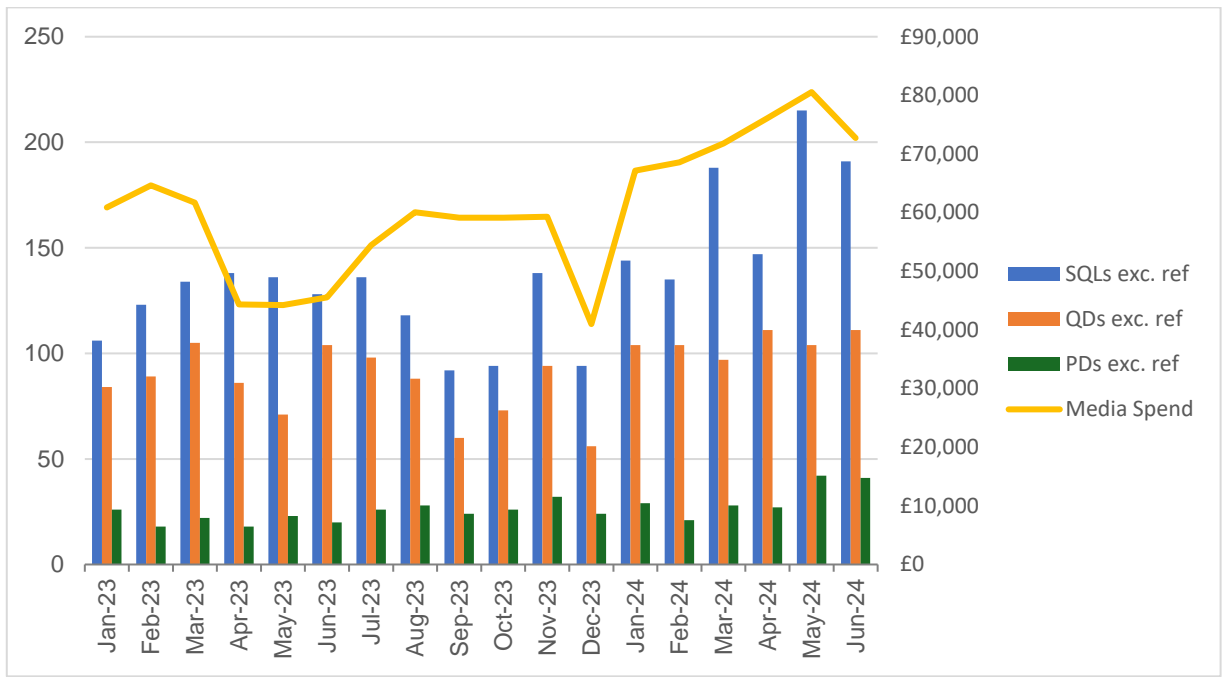
Please relate these to the objectives and targets stated above. Provide actual numbers rather than percentages wherever possible.

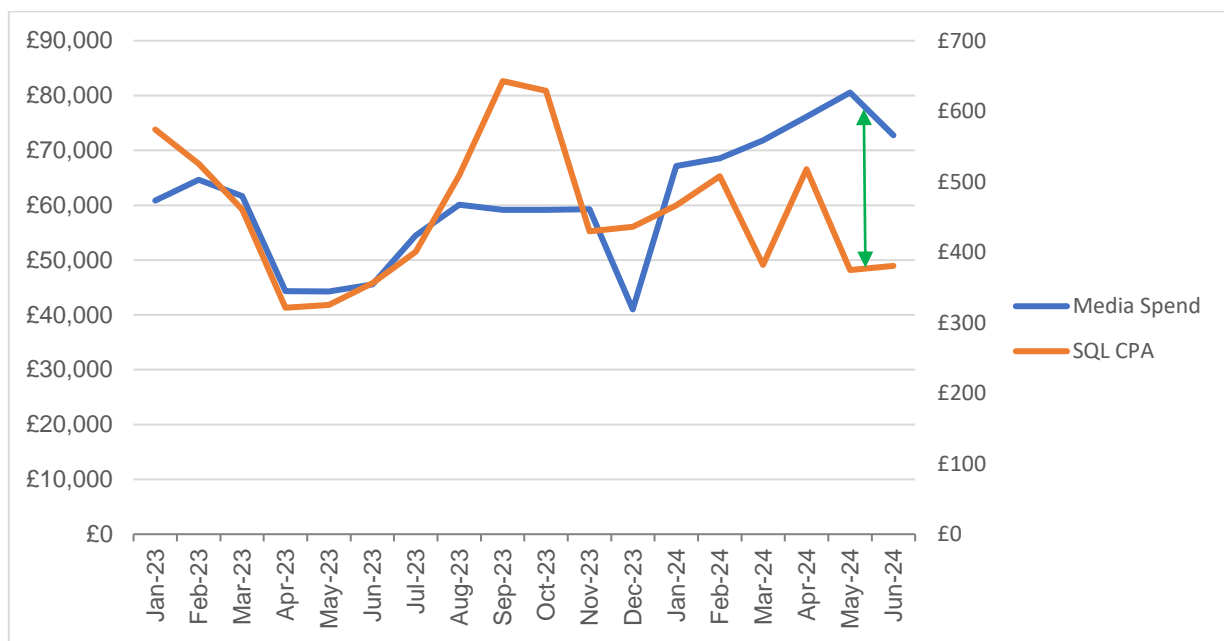
We've now well and truly smashed through the £60k spend barrier that was Vestd's Everest. The latter two charts below clearly illustrate that the close correlation between spend above £60k and CPLs has been broken.

Since the beginning of the year we've consistently spent well over the £60k figure while keeping within the CPA parameters set.

- Average cost per SQL £438 (12.4% ahead of target)
- Average cost per qualified deal £693 (13.3% ahead of target)
- Exceeded £80,000/mo spend in May while within targets. This the new target for July onwards.
- Achieved record low cost per paying deal (4.9% lower YOY)

Month	SQLs exc. ref	QDs exc. ref	PDs exc. ref	Media Spend	SQL CPA	QD CPA	PD CPA
Jan-23	106	84	26	£60,871	£574	£725	£2,341
Feb-23	123	89	18	£64,640	£526	£726	£3,591
Mar-23	134	105	22	£61,683	£460	£587	£2,804
Apr-23	138	86	18	£44,329	£321	£515	£2,463
May-23	136	71	23	£44,260	£325	£623	£1,924
MRS Digital engaged							
Jun-23	128	104	20	£45,561	£356	£438	£2,278
Jul-23	136	98	26	£54,468	£401	£556	£2,095
Aug-23	118	88	28	£60,092	£509	£683	£2,146
Sep-23	92	60	24	£59,135	£643	£986	£2,464
Oct-23	94	73	26	£59,126	£629	£810	£2,274
Nov-23	138	94	32	£59,280	£430	£631	£1,853
Dec-23	94	56	24	£40,999	£436	£732	£1,708
Jan-24	144	104	29	£67,145	£466	£646	£2,315
Feb-24	135	104	21	£68,568	£508	£659	£3,265
Mar-24	188	97	28	£71,801	£382	£740	£2,564
Apr-24	147	111	27	£76,120	£518	£686	£2,819
May-24	215	104	42	£80,555	£375	£775	£1,918
Jun-24	191	111	41	£72,736	£381	£655	£1,774





**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 reason this campaign should win can be summarised in three points:

**Battling Preconceptions for the Better**

Vestd weren't even in the market for an agency when they met one of our directors at an event. So, from day 1 we've been challenging client mindsets. This has been a theme of our work. All our major wins have arisen based off solid analysis and hypothesis, but then hard-earned by having to convince the client that the way that is already working very well must change.

**Taking the Right Risks**

The greatest achievements are rarely won without an element of risk. We were never going to achieve the objectives set out by doing more of the same. Nor would incremental optimisation do the trick. The wins that we've earned in this project have all come from taking significant calculated risk.

Complete campaign restructure, ditching campaigns with many months of data learnings, a major left turn on creative, and aggressive consolidation of activity that had the client questioning what they knew about PPC. We put both our own reputation and the contract value of this top tier client on the line because we had faith in the process and the bold audacity to see it through.

**Achieving the Impossible\***

Excellent results are a given in awards like this, right? But ultimately, we achieved what the client thought couldn't be achieved. Something they'd all but given up hope on. Now, the £60,000 ceiling to success is quickly becoming a distant memory. We've now been challenged to extend the demand activity past the £80k point reached to £100k+ with a new

set of acceptable parameters. We've also convinced Vestd that it's time to invest in proper brand activity, and are in talks about how we go bigger and bolder in H4 and beyond!

**URLs**

<https://www.vestd.com/>

**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