



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		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	<input checked="" type="checkbox"/>	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 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.

MRS Digital

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

40 strong team, divided as:

Leadership & Strategy	5
Paid Media	10
SEO & Comms	9
Insights	2
Design & Development	6
Account & Projects Management	3
Operations & Admin	5

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%'.

- Grow current retainers by 20% target in 2023 - *smashed*
- Grow average contract length of marketing customers to 4 years – *hit*
- Reach managed Google Ads spend of over £4m by end of 2023 – *smashed*

- Grow team to 38 by end of 2023 from 33 – *smashed*

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?

ramsac, a Surrey IT company with big ambitions, originally engaged MRS Digital in 2018 for SEO and PPC after initial reluctance, having been burnt by previous agencies.

In the past year ramsac have grown staff by 22.5% to 106 and moved to impressive premises Guildford centre. Their on-going expansion plans are based upon the reliable growth in new customer acquisition powered by MRS's marketing.

Budget

- FY2023: £219,500 (SEO, PPC, CRO)
 - SEO: £57,600
 - Paid media: £140,400 (inc. management)
 - CRO: £21,500

2023 Objectives

- Generate £1.2m revenue from search
- Grow total leads generated by 50% compared to 2022

Implementation

- Nurturing Managing Director's personal branding to gain greater traction with digital PR
- Extensive local SEO strategy, including press, awards, articles, geo-pages etc.
- Very specialist content strategy which has resulted in a 264% increase in organic users to their blog (2023 vs 2022) – now gaining 10,000+ new users per month and 221 MQLs in the past year
- Dynamic conversion values via look-up table on business size and implemented value-based bidding
- Imported conversions and enhanced conversions to maximise data for automation
- CRO project that increased conversion rate to almost 6% on critical search landing pages



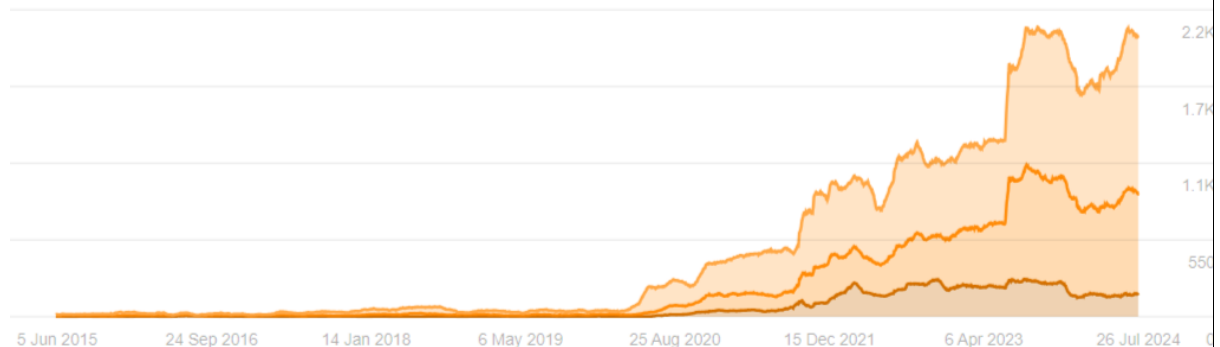
Results

- Generated **£1,745,693 revenue** from search in 2023 (excludes LTV!)
- Grew total revenue by 44.53% YOY
- Website users from organic search grown **253%** (2023 vs 2022) (avg. 9,166 monthly users)
- Achieved **881% ROI** in 2023 (single year value, not LTV)
- **153% increase** in all online enquiries (past 12-months vs previous period) greatly surpassing the 50% target

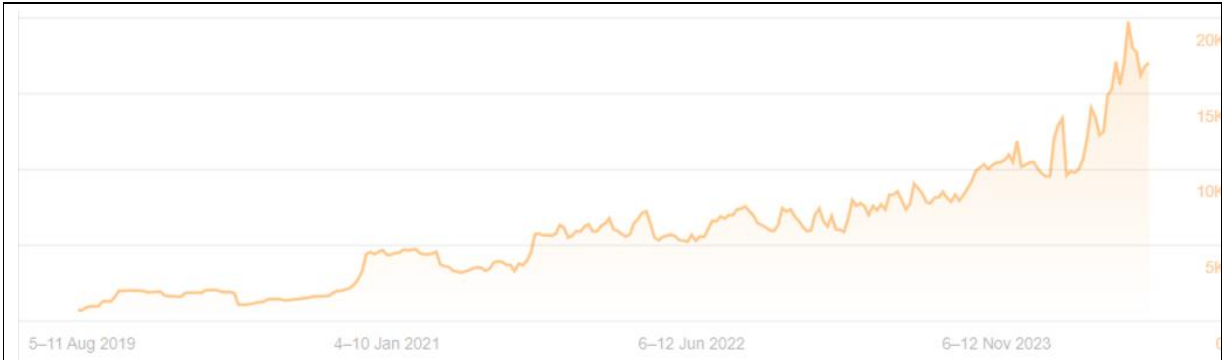
ramsac are now so confident in our work that they have worked collaboratively with MRS Digital to determine their marketing budgets for their new financial year.

Here's what ramsac's Commercial Director had to say:

<https://vimeo.com/990614882/79c1e83f9f>



Trend in ranking keywords (positions 1 – 20) for ramsac.com - Ahrefs



Trend in traffic value for ramsac.com – Ahrefs

“service_form_submit” event count by Session primary channel group (Default Channel Group) over time

Month

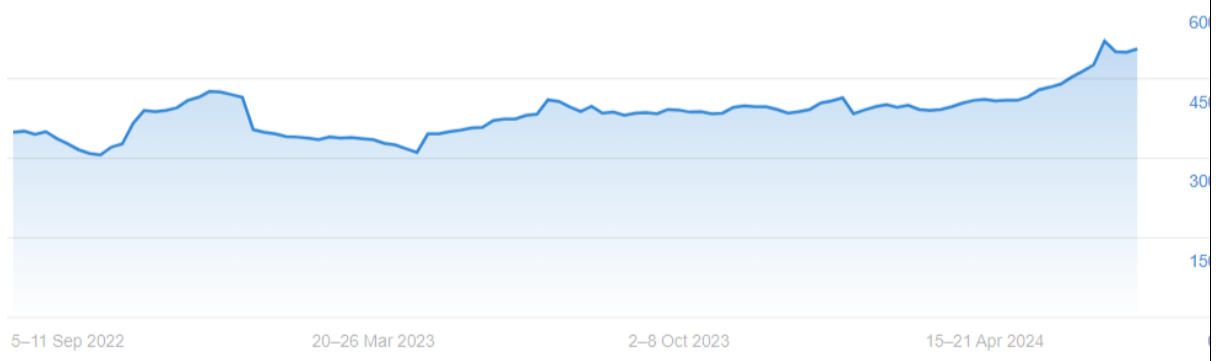
“service_form_submit” event count by (Default Channel Group)



Search...

Session primary...Channel Group)	Average time per session	Engaged sessions per user	Events per session	Engagement rate	Event count service_form_submit
	37s	0.72	3.74	56.6%	435
	Avg 0%	Avg 0%	Avg 0%	Avg 0%	0.07% of total
1 Organic Search	37s	0.72	3.74	56.6%	435

Trend in monthly organic lead form submissions on ramsac.com – Google Analytics



Trend in domain rating for ramsac.com- Ahrefs

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?

Expanding Our Integrated Search Offering

We entered and won our first Integrated Search Agency category with Don't Panic back in 2022. Since then, we've been refining our offering into a truly individual product that stands above traditional search offerings. Here are few highlights of the service:

Unified tasks

We now save an average of 19.25 hours per project in the first two months, which lets us to do more, faster for new clients

Combined content strategy.

Now actively used in our paid media strategies (for search and native ads) to grow mid-funnel lead generation capability

Blended KPIs and reporting.

Alongside traditional channel metrics, we deliver search-wide metrics, like combined impressions, impression share and CTR alongside search-wide ROI.

Custom attribution modelling.

Built and tailored per-client in Dreamdata.

Integrated project pods.

To break down team barriers and open up joint planning.

Shared project hours.

Each channel receives its own hours, but these can be used interchangeably where beneficial, e.g. for peaks of activity like campaign launches.

Cross-training.

For all team members, to foster collaboration and all-of-search thinking.

This offering was central to attracting our two biggest clients (LV= in 2022 and Vestd in 2023) and subsequently retaining them off the back of excellent results across search. In a way, we have the Agency Awards to thank for helping to give us the impetus to make these big changes.

Propelling our Paid Media Function

In 2023, we focused on expanding this team to grow capability for larger clients and spread the risk of having a large portion of retainers in SEO services alone.

- Grown PPC team from 6 to 10 members since January 2023.
- Expanded to 3 new service areas, including programmatic and media buying
- Client number, retainer and budgets have all grown significantly. In 2023, our managed Google Ads budget alone grew by 59% from £2.75m to £4.38m YoY.

Smashing ambitious targets

Our business objectives encompass both the success of MRS Digital and the success of our clients.

- Grew number of employees to 40 in 2023
- Average marketing customer contract grown from 3.72 years to 4 in 2023 YOY
- Grew average retainer size (new and existing customers) by 37% in 2023 YOY
- 31% increase in gross profit 2023 vs 2024

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?

AdChallenger™: An Answer to Market & Client Challenges

In the past 18 months we had been facing two significant but largely unconnected challenges relating to PPC:

1. Automation in PPC had narrowed the *perceived* gap between lower- and higher-skilled agencies, making it more difficult for us to stand out in the sales and marketing process.
2. A large proportion on B2B clients we were onboarding needed significant additional work to bring their tech stack, first-party data and compliance up to a standard where it was ready to support the advanced suite of PPC techniques we deploy as an agency.

So, in Q1 2024, MRS launched a proprietary product that could promise these modern practices because we bundled in the work needed to enable them. Key features can be seen below:

Introducing AdChallenger™ – bleeding-edge precision for future-proof performance

Elevate your ad strategy with *AdChallenger™*; our most advanced PPC suite yet. Leveraging the very latest in Google Ads enhancements and our own adtech infrastructure, it's designed to optimise your campaigns like never before. Experience targeted efficiency, smarter spending, and unprecedented ROI with our next-level ad technology.

Key Features:

- + **Advanced Bid Modelling:** Valued-based bidding options that focus on your real commercial success.
- + **AI-Driven Optimisation:** In- and out-of-platform machine learning that predicts and adapts to market trends in real-time.
- + **Privacy-Focused Tracking:** **Enhanced Conversions** and **Consent Mode V2** respects user privacy and supercharges Google automation with accurate data.
- + **Comprehensive Integration:** **Imported conversions** and seamless integration with your tech stack powers data-led decisions and reporting.
- + **Proprietary Reporting Platform:** Reporting tailored precisely to your needs, including expert insights and real-time recommendations.

The success of the offering is already evident:

- Helped us attract more prospects and improved opportunity to sale conversion rate by 47% (37% to 54.5% YOY)
- Improved average year 1 customer value by £6,400 on average
- Reduced time to 'multi-moment' in Google's [Digital Maturity Benchmark](#) by more than 5.5 months on average.

Getting Ahead of Maturity Hurdles

It is notoriously difficult for businesses to scale from 30 – 50+ people. We began seeing the warning signs that we were approaching this glass ceiling and have taken major steps to pave the way to smoother growth. This includes:

Senior Leadership Team

This new team of 5 enhances decision-making and brings balance with a variety of viewpoints. It has strengthened organisational structure and resilience, and allows us to focus on bigger picture items.

Teamwork Roll-out

Implementation of this new task and time management system has helped improve internal reporting and team management. Profitability has improved as a result, with billable hours against executive-level team members growing from 63.5% to 72%.

Process Mapping

Our new Head of Operations has helped transform ways of working into clearly documented processes. Safeguarding ourselves and clients, these processes have been rolled-out using easy-to-follow decision trees and mandatory team reviews to ensure full adoption.

Safeguarding Culture

To combat the risk of damaging a hopefully-soon-to-be-award-winning culture, we hired a Head of People, whose initiatives have led to employees choosing to work in-office 82.5% of the time.

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?

We believe we've earned our place in this award category for a third time for two reasons. First, we *exemplify the successful, scaling, **independent** agency*. Second, we're offering a truly *integrated* search offering that goes way above and beyond any other we've come across.

We've set out clear plans for growth and agency enhancement, which we've seen through to fruition. Not through acquisitions or big outside investment but through self-funded, sustainable and honest growth.

If we had to highlight some of the factors that make MRS an award-winning agency they would be:

- Developing a truly integrated search offering
- Consistently profitable work that powers growth and transformation for our clients
- Long-lasting relationships with clients that sing our praises and ask us 'how can we spend more?'
- Maintaining 'small business' values and culture while transitioning to a larger agency

LV= are just one of growing roster of larger organisations that have come to see the benefits that can be gained working with MRS. Brands that are sick of working with agencies with endless staff turnover, agencies they find themselves babysitting or who just don't seem to care about their business, are looking to MRS Digital – The Agency That Grows Ambitious Businesses.

URLs

MRS Digital website: <https://mrs.digital/>

Ramsac website: <https://www.ramsac.com/>

ramsac client testimonial: <https://vimeo.com/990614882/79c1e83f9f>

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