



### 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**

<b>Organisation Name</b>	Digitaloft
<b>Contact Name</b>	Beth Crowe

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>		Please complete section C
<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>	X	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.

Digitaloft - Bringing the Digital PR Summit to Life!

### **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.

Digitaloft first hosted the Digital PR Summit back in 2019, but this was a virtual event, and we still felt that in 2023/24 there was a clear gap in the market for an event that was tailored specifically for both agencies and brands operating within the Digital PR landscape, and so we decided to embark on our biggest challenge as an agency to date and launch an event that would provide real value and insight.

Our budget was set at £38,890 based on market research into average costs of the various components of an event. We knew that we had to take a risk with our investment, but we tried to remain conservative in an effort to maximise ROI and mitigate loss.

### **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.

While our primary goal was to reach prospective clients in order to maximise the opportunity for lead generation that comes with running an event of this scale, we also wanted to bring value for our industry peers and cement ourselves as an agency to watch.

We chose Stoller Hall, Manchester for our location as we feel that it is the central hub for digital in the north; it has good access routes for those living across the UK, and is also home to one of Digitaloft's offices.

We had two stages for our event; the main stage focused on talks around Digital PR specifically, while our second stage was the platform for talks on SEO within Digital PR. This allowed us not to pigeonhole the event as solely a PR event, by offering value to those working, or interested in, the more technical and informational side of SEO.

We secured sponsorship from two major companies, Prowly and BuzzStream, and offered plenty of time throughout the day for both sponsors and delegates to network. This also allowed Digitaloft to obtain further investment for the event.

### **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 started planning for the Digital PR Summit in September 2023, to allow as much time as possible for decision making and marketing.

We made the decision to enlist two keynote speakers for our first event, in the form of David McCandless of Information is Beautiful, and Charlotte Stavrou of SevenSix Agency, as well as a variety of speakers from the world of brand, agency and journalism to truly maximise the value that we were providing for our delegates. We didn't want this to be an industry event that told people things that they already knew; we wanted our speakers to bring something different to the table and really give delegates actionable takeaways.

We felt that a lot of industry events go for a "cool and industrial" look when it comes to branding, so we decided to take a risk and go completely the other way with fun, fresh pink and blue branding that had a playful feel to it - we definitely wanted the Digital PR Summit to stand out against other industry events.

We wanted the event to be as sustainable as possible, which was a key focus when designing things like merchandise; we chose organic t-shirts, biodegradable bookmarks that grew into flowers when planted and reusable coffee cups.

Our event marketing strategy was of course focused on demonstrating value, while keeping it light and occasionally humorous in order to truly resonate with our target audience. We tapped into topical media happenings and TikTok trends to ensure that we were utilising every opportunity to get the event out there.

### **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?

It took us some time to secure sponsorship as this was our first event and we had no concrete data to share with businesses. However, once we were able to share with sponsors the potential reach and footfall, as well as some of the agencies and brands who had bought tickets, our sponsors were much more forthcoming.

Another challenge was logistics and set-up. We chose a busy music venue that regularly hosts events and concerts; this meant that the earliest we could access the venue for set-up was 10pm the night before the Summit, something that did not go down too well with one of our sponsors who wanted to build a huge metal rig for their stand. This took some serious mediation and communication skills, but we managed to keep everyone calm and organised, and got everything set up without any issues.

Ticket sales were slow to start with, but we quickly learnt from talking to our industry peers that most delegates buy their tickets in the few weeks leading up to the event, and this was when sales truly soared. It also gave us the opportunity to offer a number of free tickets to brands who we as an agency really wanted to get in front of, so this challenge actually led to a welcome lead generation opportunity.

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

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

The Digital PR Summit was a huge success for Digitaloft. We had amazing feedback, both on the day and in the following weeks, with some people even (and I quote) saying that it was “better than BrightonSEO” (this was such a huge compliment for us that we still struggle to get our heads around it!).

In total we had over 300 attendees and have already seen £37.5k in guaranteed agency revenue from a client win directly off of the back of the Summit, with a potential £15k currently in the pipeline.

In total the event cost us £39,945.07, and we made £26,272 from ticket sales and sponsorships. When you add to that our client revenue we made £63,772, resulting in a (current) profit of £23,826.93.

Just as valuable as the monetary profit, is the brand awareness that Digitaloft gained through the event. Delegates admittedly told us that they didn't realise Digitaloft was such a big agency, and so with that in mind we truly feel that the Summit has contributed to growing our brand even further, and cementing us as a key player in the Northern digital market. From a social perspective, on the day of the Summit we saw LinkedIn page impressions double and followers increased 188% month on month. Our Instagram impressions increased by over 1000%, page visitors increased by 683%, page followers increased by x9 in daily follows.

### **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?

While this event was a risk for Digitaloft, we're so glad that we went for it. People may not have seen us as an agency to be watched, but we've secured new business and demonstrated that we're here to host one of the best events in the Northern digital landscape, that brings value for brands and agencies alike.

### **URLs**

<https://digitaloft.co.uk/digital-pr-summit/>  
<https://www.instagram.com/digitaloftuk/>

**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

**Marketing examples.**  
**Delegate and sponsor feedback.**  
**Photos from the day.**

## **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: Attachments to online entries should be submitted as part of your submission~~