

**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** | Liberty Communications |
| **Contact Name**  | James Meredith |

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. |
| Liberty Communications: Championing digital first nations |
| **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. |
| Startup Portugal is a non-profit organisation supporting the Portuguese government’s National Strategy for Entrepreneurship. In 2024, the organisation approached Liberty Communications to:* Raise the profile of Portuguese startups overseas, and explore UK funding channels for Portuguese businesses - as measured through a perception audit before and after the campaign
* Secure the interest of UK based investors, VCs, analysts and media and incite a behaviour change by participating in key initiatives
* Convey Start Up Portugal’s key messages: 70% of coverage to reference one or more key message
* Secure engagement with top tier UK based media focused on start ups, SMEs and businesses

The organisation wanted to lay a marker in the ground with something significant that would enable it to showcase its mission and goals, while also capturing the attention of UK based VCs and media.Liberty’s support for Startup Portugal was provided on a pro-bono basis and took place over the course of six months from initial planning to execution.  |
| **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. |
| The key target audience we needed to reach were investors, VCs, analysts and media influencers from the UK. To do this, we recommended a new conference to match Portuguese entrepreneurs and startups with national and international investors. Working closely with the Startup Portugal team, we launched the inaugural SIM (Startup and Investment Matching) Conference (“sim” also translates as “yes” in Portuguese), a 2.5 day event to bring together some of the leading Portuguese and international entrepreneurs, startups and investors.Via our Insights division we ran keyword searches to identify which trending themes we could tie into the agenda. These insights, as well as focus groups ran within Liberty’s network of investors, VCs, analysts and media helped us develop four pillars:* How startups can survive and thrive in their relationships with VCs
* Why Europe is emerging as a hotspot for scaling startups
* The impact of regulation on growth and innovation
* How to grow and scale your business beyond Portugal

During our research phase we also polled our focus groups on their awareness of the Portuguese start up scene in order to provide a benchmark for success. These pillars also provided the backbone to the messaging for the media and influencer programme. We wanted media to not only read about the organisation’s mission - but we wanted them to be part of it, to live it and experience it. This meant we not only needed to seed stories with the media, but we also needed them to be part of 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 knew we couldn’t do this alone (especially in such a short space of time) so using Liberty’s insights division we researched stakeholders who we could lean on to amplify the message. We tied the stakeholders to people who we felt would engage the audiences we needed to reach - and quickly.Our strategy hinged on:1. **Igniting the “fire-starters”** - we wanted to harness the next generation of Portuguese innovators - dynamic, fresh, untapped talent to disrupt the status quo and breathe new life and ideas.
2. **Creating “heroes of the campaign**” - we identified a series of influencers who we felt would help us reach this audience. These were well recognised business leaders who could inspire and galvanise the fire starters
3. **Spinning the ideas into action** - we wanted to create a framework that could last beyond the initial event. We wanted to use the event to initiate a dialogue, seed partnerships and give innovation a space to grow
4. **Amplifying the noise with the media** - we wanted to create a new narrative and positive dialogue

**A group of people sitting in chairs in a room with a stage  Description automatically generated**A large orange and white poster  Description automatically generatedA group of people sitting in a room with a large screen  Description automatically generated |
| **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 main challenge we faced was the fact that this was the first running of the event so visibility was low. Additionally, Startup Portugal had done little external PR work previously. To overcome this, we:* Developed strong data backed narratives to show the success and future potential of the Portuguese tech ecosystem
* Recruited the support of key influencers to help add credibility
* Created a platform for participants to engage with each other in advance
* Created a programme centred not just on the event but on experiencing the wider Portuguese lifestyle and culture
* Positioned the event as a starting point to enrich and extend people’s professional and personal networks

Sadly, some people were also unable to attend the event in person so for them we created a virtual platform to stream the event remotely. |
| **Results & evaluation (1-10 points)**Please relate these to the objectives and targets stated above. Provide actual numbers rather than percentages wherever possible. |
| Objective 1: Increasing awareness of the Portuguese start up scene among key VCs.Outcomes: An independent audit conducted before and after the event showed a 90% increase in awareness of the Portuguese start up scene among key VCs and investors.Objective 2: Securing the interest of British based investors, VCs, analysts and media and inciting a behaviour change by participating in key initiatives.Outcomes: Although the majority of speakers were understandably from Portugal, over a quarter of speakers were from the UK. Of the VC community who attended, 70% of them were UK based. Furthermore, 98% of media and analysts who attended were UK based. Followers on social channels such as X, Facebook and LinkedIn grew by over 30%.Objective 3: Securing engagement with top tier UK based media focused on start ups, SMEs and businesses.Key publications attended the SIM Conference included TechCrunch; City AM; The Guardian; Tech EU; TechInformed; The Times; and Startups Magazine. A further 40 joined remotely.Objective 4: Conveying Start Up Portugal’s key messages: 70% of coverage to reference one or more key message.Outcomes: 96% of coverage included one or more key message from the event. |
| **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? |
| We successfully helped Startup Portugal significantly raise the profile of the work it is doing to champion entrepreneurship with some of the UK’s most prominent VCs and influencers. We didn’t want people to just read about the organisation’s mission - we wanted them to experience it. We created a programme designed to connect people and promote themselves externally but most importantly we created a platform that will go way beyond 2024. With connections made and relationships built, the campaign has already inspired over 100 business deals. In addition, Startup Portugal is now intending on rolling out the event as a roadshow across Portugal as well as repeating the event every year. For a campaign designed to secure interest and incite a behaviour change - the boxes have been ticked! |
| **URLs** |
| <https://simconf.com/2024/> |
| **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 |
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| **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. |
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| **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. |
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| **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 |
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| **Evidence positive impact / results of any initiatives (1-10 points)**e.g., increased productivity, staff retention, staff promotion and development |
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| **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? |
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| **URLs** |
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| **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 |
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| **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. |
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| **Date of Birth** (Rising Agency Star nominees only)***Please note that nominee must be under 30 on October 19, 2023*** |
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| **Contact email address of nominee** (Rising Agency Star nominees only) |
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| **Contact phone number of nominee** (Rising Agency Star nominees only) |
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| **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 |
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| **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%’. |
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| **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? |
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| **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? |
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| **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? |
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| **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? |
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| **URLs**  |
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| **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 |
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