

**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** | The Media Image |
| **Contact Name** | Phoebe Anibaba |

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** |  | 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** | X | 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 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. |
| The Media Image |
| **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 |
| Since its founding in 2008 with two staff in a shared office space in Wandsworth, London, The Media Image (TMI) has become a highly sophisticated and operationally nimble global integrated marketing agency that serves a broad spectrum of approximately 40 clients across the e-commerce, financial, iGaming, sports betting, skincare, beauty and online grocery sectors in the US, UK and EMEA regions. These include the likes of BetMGM, the iGaming and sports betting arm of MGM Resorts and Casinos, London Stock Exchange Group including Refinitiv, Interflora, Clarins North America, Avon and a total of 4 LVMH brands: Fresh Cosmetics, Fenty (Rihanna’s beauty line), KVD Beauty & Ole Henriksen Skincare.  Despite this scale, TMI remains a financially independent agency and in 2024, we employ 100 staff over 4 continents - Europe, North America, Asia and Africa - encompassing a total of 8 countries. This allows coverage in 16 time zones which facilitates a substantive 24/7 service given that staff are compensated for participation in a weekend rota for major clients during consequential periods like the Super Bowl, Black Friday-Cyber Monday, Christmas and various promotional periods throughout the year.  A close-up of a number  Description automatically generated**A table with numbers and letters  Description automatically generated** |
| **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%’. |
| In 2023, we aimed to sustain the scope of our organization and consolidate the gains made after the significant growth of the 2020-2022 period during which we added approximately 32 staff and onboarded our biggest ever paid media and SEO client, BetMGM. BetMGM paid media budgets in FY 2023-24 were in the region of $200 million across 7 platforms and, to successfully manage this, TMI required the organisational depth and sophistication of a large network agency while retaining the agility and client-team embeddedness of a SLA-fluid independent outfit.  Given that the starting point was 68 staff in early 2020, 32 new hires represented a 47% rise in employee numbers in three financial years. TMI’s 2023 goal was to preserve the current scope and profitability of the agency despite the economic headwinds associated with global macroeconomic instability and the maturing of the US sports betting and iGaming sector after breakneck expansion in the previous 3 years. These exogenous growth impediments, coupled with widespread inflationary pressures in our core markets, exerted downward pressure on the willingness of some clients to expand paid media budgets, particularly in the US beauty sector and the UK financial sector.  The risks associated with the economic headwinds adduced above applied particularly to large brand awareness and customer prospecting budgets as opposed to performance marketing/bottom of the funnel initiatives which tend to remain comparatively stable in absolute terms outside of CPI inflation adjustments. Within the context of sustaining the scope of the agency after this growth phase, we made it a priority in 2023 to focus on EBITDA and revenue per client expansion by careful financial analysis to identify pockets of opportunity to improve employee productivity without hiring beyond attrition replacement. The following 2023 KPI’s fleshed out these ambitions.  **Specific 2023 Targets and Goals**   * Increase average revenue per client by 8%. * Increase YoY EBITDA by 5%. *(This goal was set in the context of a projected US GDP growth of 2.5% and a UK GDP growth of 0.1% in 2023. 5% represented an ambitious target in this context)* * Spend under management growth of 5% to £175 million. * Increase revenue from retained clients by 6%. * Increase average client tenure increased from 2.1 to 2.5 years. |
| **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? |
| Please see supporting documents submitted with this entry in which we feature case study versions of award-winning client work examples from the recent past. We have selected 1 Paid Search, one Integrated (Paid Search and Paid Social) and one E-commerce campaign.  The Debenhams E-commerce case study derives from a campaign that won a Silver Medal in the Best Use of Search – Retail / E-commerce at the 2021 UK E-commerce Awards.  Over 2020-2021, the Refinitiv Rebrand & Restructure Paid Search case study won a total of 3 separate Best Use of Search (Finance Category) awards events and 1 Best PPC Campaign award in the Global Agency Awards.  The Wander Beauty Integrated Campaign won the Global Integrated Marketing Campaign prize at the Global Marketing Awards in October 2020 and featured an example of TMI’s ability to meet a client’s objectives across multiple paid media platforms by adjusting strategic considerations to the respective strengths and individuating functionalities of the various paid media platforms\*.  ***\*In this case Google Search, Google Shopping and Meta Ads Manager.*** |
| **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? |
| **Topline Results vs 2023 Financial Targets and Growth Goals.**   * Average revenue per client increased by 12%. * EBITDA increased by 10% on revenue growth of 2%. * Spend under management grew by 8% - now £180 million. * Revenue growth from retained clients was 8%. * Average client tenure increased from 2.1 to 2.8 years.   From 2020 to 2023, we won a total of 9 Agency Awards in the E-commerce, Global, Large and Integrated Agency category designations. The most illustrative of these accolades were Integrated Search Agency of The Year in the 2023 US Agency Awards, Paid Media Agency of The Year in the 2023 Global Digital Excellence Awards and the Independent Agency of The Year in the 2023 Global Agency Awards. This award-winning quality extends to the specifics of our campaign management and this has also been recognized and endorsed by industry peers and domain experts on the judging panels of awards events in all the territories we cover. Since 2019, we've won 8 campaign awards for activity on all the major paid search and social platforms in, amongst others, the European Search Awards, the Global Agency Awards, Global Marketing Awards, Global Digital Excellence Awards and the US Drum Agency Business Awards. |
| **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? |
| With 35% of our staff living in South Africa, 2023 saw us having to rise even further to the challenge that arose during the southern hemisphere winter of 2022. This exogenous shock of daily power cuts and unplanned electricity outages had been building since 2015 but only became an “existential threat”, in the words of our managing partner Alistair Albers, in the 2nd half of 2022 and then intensified to become an even more profound operational liability in 2023.  By the end of 2023, power outages in South Africa totalled 6,947 hours. (see chart below).This represented a crippling increase of 190% from the 2,400 hours of power cuts in 2022. So staggering and unrelatable are these figures to those from functional economies that they only become accessible in terms of logistical barriers to operation when converted to days. South Africa experienced the ***equivalent of 289 days without electricity***. That’s 79% of the year with no power and TMI responded with as much ingenuity and urgency as we were able to muster.  **Historical Context**  Venality, incompetence and brazen theft of infrastructure by criminal elements within the ruling ANC party have so denuded the national power utility Eskom that it has gone from being lauded by the Financial Times of London as the best power company in the world in 2001 to an eviscerated organization unable to keep the lights on.  All 35 of TMI’s South African staff work remotely and the power cuts were causing significant and sustained operational constraints on their ability to perform their jobs, particularly on days when total power cuts exceeded 8 hours during the working day.  TMI’s response was to send one member of staff who had lived in South Africa before emigrating to the United Kingdom on a fact-finding mission involving meetings and house visits with approximately 60% of our staff on the ground in the major economic centres of Johannesburg and Cape Town.  Following this visit, all South African staff were provided, at no cost to themselves, the following:  1. Back up UPS (uninterrupted power source) devices with enough capacity to sustain a computer and internet router for up to 10 hours a day.  2. Surge protectors to insulate work devices from the potentially damaging effects of power surges associated with the turning on of power after a power cut.  3. A financial-support facility to allow them to switch cellular networks in the event that their chosen ISP went down and they had to continue working by hot spotting on their phone. This facility covered the attendant data costs of switching networks.  During the entirety of 2023 with 289 days of power cuts, no South African TMI staff member has had to cancel a client call yet.  We’re really overjoyed about this outcome and we feel the loyalty and longevity of tenure by South African staff will increase because of TMI’s commitment to keeping the lights on, especially in a country so devastated by incompetence and corruption that the government is unable to perform this role.  *1. Picture at left: Louis Deist, Ad Ops Specialist and his power cut prevention set up.*  *2. Chart at right: Hours of power cuts per annum since 2015.* |
| **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 submit that the strengthening of our financial position in 2023 vs 2022 despite adverse macroeconomic factors, our successful coping response to the unprecedented challenge of power cuts in South Africa which increased by 190% YoY, the diversity and quality of our award-winning service lines, the operational depth required for a client like BetMGM and the extent of our geographical footprint substantiated in this entry constitute strong evidence that we are eligible for consideration in this category.  The other thing to note in this regard is that we remain a 100% independent agency and entirely self-funded. |
| **URLs** |
| <https://the-media-image.com/awards/> |
| **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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