



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

Organisation Name	Booster Box
Contact Name	Alice Piselli

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	X	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

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.

Booster Box

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

We're a powerhouse in performance marketing, specialising in **scientific marketing and scaling paid campaigns** through **data-driven optimisation and proprietary tech**. Recognised as the Global PPC Agency of the Year in 2022, our 2023 partnership with Precis Digital has propelled us to **manage nearly €700 million in media spend, marking an impressive 11% YoY growth**. Across **14 global offices** (with 3 new ones in 2023), **557 dedicated professionals speaking 41 different languages** contribute to our success, achieving a **94% staff retention rate**.

Roles breakdown:

- P&C: 17
- Admin: 20
- Growth: 24
- Analytics: 28
- Martech: 38
- Creatives: 44
- Media: 386
- **Total: 557**

Additionally, our '**Stargate Project**' - designed for **cross-office team synergy between Booster Box and Precis** - has effectively scaled our operations and nurtured a **culture of collaboration**, providing opportunities for junior talents to shine. Our values of **integrity, ownership, and excellence** fuel our vision to shape the future of digital marketing, evident in our **8% YoY growth, €5.5 ML revenue**, and our reputation as a top workplace.

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 hit 97% of our **€5.7 ML net revenue target**. We closed **60 new clients**, (exceeding the target of 50) thanks to a **43% closing rate** over **140 pitches**.

In response to the evolving market, we adjusted our Account-Based Marketing (ABM) outreach, **expanding our target audience to include CFOs**. This shift allowed us to engage with key decision-makers focused on efficiency and budget amidst the recession backdrop. Additionally, we conducted a series of impactful webinars, featuring **12 panellists across 5 sessions, attracting 50 highly targeted prospects**.

Booster Box challenges industry norms with its Pietrasanta HQ (a beautiful coastal town in the middle of nowhere), defying the trend of settling for local clients and sub-par talent often associated with non-typical locations. The **Stargate Project** addresses the challenge of accessing top-tier talent, **onboarding 10 new talents through two successful waves**. This initiative not only provides **learning opportunities** for Stargaters but also **unlocks new client prospects**, capitalises on a **proven hiring and training process**, and taps into a **diverse talent pool** from local universities.

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?

Our agency has recently worked on several projects that we are proud of, including the following case studies:

Case study 1: Marketing Mix Modelling for Ecommerce

MMM's a statistical technique measuring marketing channels' impact on target variables (e.g. revenue). Running it for a leading client, we determined exact contributions to sales (25.61% TV; 16.82% Amazon; 8.21% influencers) and their growth over time. Shopping campaigns and Meta Ads' share of sales guided strategic budget decisions, thus increasing the overall media return.

Case Study 2: Optimising Amazon Ads with Amazon Marketing Stream

Partnering with Tenacta Group, we challenged the status quo on Amazon Ads, addressing the challenge of uneven daily budget distribution and a spending approach that often left campaigns inactive by 11 am. Our goal was to optimise campaigns, maximising visibility throughout the day on a limited budget. Using our technology, we strategically employed AMS, internal tools, and the Amazon Ads API. Results were significant: a 6% decrease in spend (-€565), surpassing the budget stability objective, an 8% increase in sales (€3,968), exceeding the initial target, and a 13% ROAS increase (0.69), meeting the campaign efficiency goal.

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?

In 2023, Booster Box demonstrated resilience and achievement against targets. **Despite the economic backdrop, we came close to our revenue target**, reaching €5.5 million with an only 3%-below performance that underscores our ability to succeed in adverse conditions.

Our managed media experienced exceptional growth, **surpassing the set target of 5%** by reaching an impressive 11%, now **nearing the €700 million mark**, proving our ability to scale and optimise media spend.

We also exceeded our recruiting objectives. Commencing the year with 523 team members, we successfully **closed with a team of over 550 people, a blend of both retention and new hires**. This achievement highlights our ability to attract and integrate new talents seamlessly.

Moreover, our stellar performance was recognised with the prestigious '**Best Use of Amazon Ads**' at the **European Paid Media Awards 2023**. By increasing investment by +53% and driving a remarkable +54% YoY revenue for TENACTA GROUP on Amazon, we showcased our ability to master emerging top-channels.

Lastly, our **consistent recognition in the Financial Times Europe's Fastest Growing Companies for the fourth consecutive year** underscores our sustained growth.

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?

In the challenging landscape of a looming recession, we navigated by focusing on two main objectives: "Sell More" and "Save Costs".

To address the recession's impact, our "Sell More" initiative strategically **refocused new business efforts on medium-sized enterprises**, characterised by shorter sales cycles. This approach yielded a significant ~2X increase in 2023, showcasing our agility in adapting to market demands. Simultaneously, we **accelerated Advisory services to provide flexibility and support**, ensuring resilience amid extended sales cycles and decision paralysis.

Combating the pressure on margins from CFOs and CMOs amid in-housing trends, we leveraged our unrivalled Martech suite as an entry point, **mitigating the risk of commodification** of media agency services.

On the "Save Costs" front, we initiated an efficiency program. The reshaping of the team structure to adapt to new circumstances, strategic limitations on hiring to key positions, and organisational reorientation to accommodate growth in medium-sized enterprises highlighted our **commitment to operational efficiency**. Renegotiating supplier contracts and **reducing non-people costs by a commendable 10%** (83K in savings) underscored our proactive measures to weather economic uncertainties.

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?

Booster Box is a proven force in the performance marketing arena, and our comprehensive achievements in 2023 speak volumes. Our data-driven approach and commitment to scientific marketing set us apart, consistently delivering exceptional results and pushing industry boundaries.

The success with medium-sized businesses, Martech acceleration, and Advisory services showcases our **agility, innovation, and the ability to address evolving industry dynamics**.

A stellar 43% closing rate in pitches, award recognitions, and sustained growth demonstrated by Financial Times Europe's Fastest Growing Companies position **make us a choice for an award recognizing excellence** in performance marketing. Our dedication to transparency, innovation, and employee well-being solidifies Booster Box as a transformative force in the industry.

URLs

[MMM Output Tenacta - Appendix](#)
[Data pre vs post MMM Tenacta - Appendix](#)
[Amazon Ads Tenacta - Appendix](#)

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