

**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** | TrunkBBI |
| **Contact Name**  | Adam Britton |

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** | X | 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** |  | 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. |
| TrunkBBI & Moonpig – Hyper relevant digital PR  |
| **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. |
| Moonpig are one of the leading online card and gift providers in Europe, however across 2022-2023, Moonpig’s competition had become more aggressive, investing heavily in their organic search strategies, including in digital PR, that improved their keyword rankings across markets but particularly in the UK organic search engine results. As a result, Moonpigs market share for key products, including cards, was in decline; with keyword rankings, organic traffic and revenue all in decline. TrunkBBI were appointed in H2 2023 to implement a strategy to reverse this decline. Moonpig had already invested in improving website UX, adding new content to key pages on the site and fixed technical SEO issues, with little improvement seen. As a result, we could only utilize PR to drive performance for Moonpig. We created a digital PR strategy designed to deliver not just media placements, but business growth. We were tasked with the following core objectives:* Card transactions were down 8% in H1 2023 vs H2 2022, assist in recovering this loss in H2 2023 and deliver card transaction growth of 8%.
* Build media placements and backlinks to the Moonpig site to drive an increase in the following important keyword ranking positions:

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| **Keyword** | **Keyword average monthly search volume** | **Keyword ranking position at start of campaign** |
| Birthday Cards | 40,900 | 7 |
| Cards | 20,100 | 5 |
| Birthday Card | 12,600 | 6 |
| Personalised Cards | 12,200 | 4 |
| Birthday Cards Online | 9,950 | 9 |
| Cards Online | 4,200 | 5 |

* Build a minimum of 20 media placements and 10 backlinks.

The initial budget for this campaign was £20,000 over a 3 month period of time.  |
| **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. |
| As the result of an initial backlink and media placement GAP analysis, we identified that Moonpig had excellent media coverage and backlinks from across national and regional press sites, but had very few hyper relevant, topical media placements across websites relevant to their card product offering and key audience segments. Our first steps were to undertake a full research process that identified relevant websites that fall within the design, print, birthday, wedding, Christmas, regligous, LBGTQ+ segments, as each of these topic areas are relevant to the design, production or giving of cards. As a result, we created a campaign strategy that was designed to target new publications within these topic areas, adding product and audience relevancy to the backlink profile for Moonpig which we believed would result in increasing keyword rankings and driving organic search performance. This is something the brand hadn’t previously tested, but we wanted to take a fresh approach to their PR strategy, hence creating an outside the box strategy and solution.  |
| **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. |
| The campaign that we created focused on reviewing the changing birthday card market. Our PR team identified key topics/angles that were relevant to the card sector:1. Alternative Milestone

This angle reviewed non-traditional milestones, such as religious milestones, sexuality milestones and unusual milestones such as relationship break ups etc. This enabled us to pull data from Moonpigs CRM to look at the sale volume of this format of card and internal website search demand for these topics, plotting increasing demand over the last 3 years. From this, we created press releases targeting LGBTQ+ and religious publications highlighting this rising demand and providing card design examples for these alternative milestones. 1. Sustainability

This angle looked at the materials and print techniques within the card sector. By reviewing new materials with Moonpig such as biodegradable cardboard and eco inks, we could create a press hook around the efforts being made by Moonpig in sustainability, targeting relevant press sites such as Print Week, Print Monthly etc. 1. Rise of AI

As with all sectors, the design industry has been impacted by AI. We looked at how AI was being used to write birthday card messages, taking data for Moonpigs own integrated AI to find what percentage of users wrote their card message with AI. This enabled us to target tech press to acquire new niche media placements. No content was created for the Moonpig website, this campaign focused on high quality, tailored press releases being sent to targeted press niches, encouraging them to link to relevant card website pages (e.g. LBGTQ+ press linking back to ‘happy coming out day’ cards), ensuring ROI was maximised to its full potential. |
| **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? |
| Working collaboratively with Moonpigs internal, traditional PR team was initially a challenge for TrunkBBI. The pitch process was run by the marketing and SEO teams, meaning that PR team were not involved in the appointment of us and when introduced were not receptive of an agency also undertaking PR activity. This resulted in the PR team temporarily shutting down the project as they did not want an external agency impacting their direct media relations with national press. To counter this issue and kick start the campaign, our digital PR experts visited the Moonpig HQ and ran through the campaign idea with their internal PR team, outlining our hyper relevant approach and running through the different angles and niches of press we were targeting. Following this meeting, the Moonpig PR team were fully onboard with our approach, understanding that it targeted different media outlets and then regularly reviewed press releases and media lists prior to outreach commencing. The breakdown of this barrier has also resulted in TrunkBBI being appointed as Moonpigs retained digital PR agency for 2024 and 2025, a decision that was supported by their internal PR team.  |
| **Results & evaluation (1-10 points)**Please relate these to the objectives and targets stated above. Provide actual numbers rather than percentages wherever possible. |
| * 51 media placements secured and 39 backlinks built to the Moonpig birthday card page, beating our target of 20 media placements and 10 backlinks.
* Backlinks secured from hyper relevant sectoral publications including:

Wedding Press:* + Country Weddings
	+ Brides
	+ The Wedding Edition

Religious Press/Websites:* + Keep The Faith
	+ Premier Christian News

Print & Design Press/Websites:* + Retail Times
	+ Design Week
	+ Print Week
	+ Greetings Today
	+ Print Monthly
	+ Licencing Source

LGBTQ+ Press/Websites:* + Pink News
	+ Advocate
	+ Out Magazine
	+ K9 Magazine

AI Press:* + The AI Journal
	+ Yahoo Tech
	+ AI Business
	+ Worklife
* The backlinks built by this campaign resulted in the core organic search keyword set significantly improving, making Moonpig more visible in the search results and driving an increase of 21% in organic search sessions (H1 2023 vs H2 2023):

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| --- | --- | --- | --- | --- |
| **Keyword** | **Keyword average monthly search volume** | **Keyword ranking position at start of campaign** | **Ra Keyword ranking position at end of campaign** | **Ranking position growth** |
| Birthday Cards | 40,900 | 7 | 2 | +5 |
| Cards | 20,100 | 5 | 1 | +4 |
| Birthday Card | 12,600 | 6 | 2 | +4 |
| Personalised Cards | 12,200 | 4 | 2 | +2 |
| Birthday Cards Online | 9,950 | 9 | 2 | +7 |
| Cards Online | 4,200 | 5 | 1 | +4 |

* As a result of this keyword ranking and organic search session growth, Moonpig reported a 19% uplift in organic search card transactions in Q4 2023, beating our target of 8% significantly.
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| **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? |
| Solely through the use of digital PR we were able to deliver against Moonpig’s business objective, driving significant business growth and reversing poor performance. Our methodical and comprehensive identification of audiences segmented by product category enabled us to craft a campaign idea that enabled us to target niche publications that were aligned to Moonpigs audiences. By targeting niche publications and different press niches, it enabled us to target domains that have never linked to Moonpig or their competitors, are highly relevant to the core product of cards and added quality to the overall backlink profile, increasing organic search performance and transactions. This is a highly tailored and well considered campaign, which delivered above and beyond the core objectives. |
| **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 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**  |
|  |
| **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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