



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.

ALL INFORMATION PROVIDED IN THIS FORM WILL REMAIN CONFIDENTIAL TO JUDGES

- Please read the [Terms & Conditions](#) before submitting your entry.

SECTION A – YOUR DETAILS	
Organisation Name	Butterfly 3ffect
Contact Name	Emily Summers - iamPR (PR Agency)
	Connor Jones - Butterfly 3ffect

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		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	X	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.

[Butterfly 3ffect](#)

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

About the agency

The creation of Butterfly 3ffect in 2023 was simple: Elfried Samba (CEO) and Michael Heaven (MD) recognised a critical gap in the industry; the lack of relatable role models and accessible entry points for diverse creatives, coupled with the lack of agencies creating a modern-day agency to client experience, and importantly, a workplace that reflects the current cultural needs of their employees.

Driven by a shared passion for creating positive change, the duo took matters into their own hands and in 2023 launched Butterfly 3ffect, aiming to shake up the traditional agency mould and create a modern outlook surrounding the convention of clients working with an agency - all whilst creating accessible avenues for diverse creatives.

Having worked with major brands such as McDonald's, Bumble, Meta and Netflix, Butterfly 3ffect enables brands to connect with their communities, using a digital first approach to position them as cultural drivers.

The agency favours a robust remote working model, ensuring talent won't encounter borders. Team members are dotted across the globe in locations such as New York, Atlanta, London, Manchester and Dubai. Afterall, how diverse can you really be if you can only recruit from one fixed location?

Butterfly 3ffect has a core team of 11 impressive strategic minds and innovators, as well as an extensive partner list, offering bespoke services for clients such as engaged community building, digital advertising, influencer marketing, paid media and social commerce.

When it comes to culture, Butterfly 3ffect are huge advocates for modern ways of working. From offering unlimited annual leave to building a mentoring programme for the next generation of creatives, Butterfly 3ffect believes the agencies must adapt and listen closely to what people require from a workplace; be that a client or employee.

Total staff: 11

CEO - Elfried Samba
Managing Director - Michael Heaven
VP, Marketing - Connor Jones
Partnership Managers - Ala Papaj & Eddie Merritt
Creative Lead - Elizabeth O'Donnell
Head of Influencer Marketing - Derby Samba
Creative Producer - Pablo Lorenzana
Strategy & Insights Manager - Lorna Karechu
Operations Lead - Akiva Levin
People & HR - Samia Begum

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%'.

Objective 1

- In their regular staff satisfaction survey, Butterfly 3ffect wants to ensure eNPS exceeds 87.5 for the remainder of the year, and ambassadorship to remain above 9/10.

Objective 2

- Butterfly 3ffect is on their way to launching their very own mentoring programme entitled *The Cocoon Programme*, an initiative that will provide a gateway for the next generation of creatives to access emerging creative disciplines.

Objective 3

- To establish and grow a presence within the UAE. Butterfly 3ffect are well on their way to achieving this with their CEO, Elfried Samba, relocating to Dubai and in the process of securing 3 x clients totaling just under \$1M within the first 2 months. ** Not to be released externally*

Objective 4

- To grow their house of creatives by 50%, and expand into new territories across Africa and South America ** Not to be released externally*

Objective 6

- Create a presence within the media and press landscape, positioning Butterfly 3ffect as experts and thought leaders in its field. They are on their way to achieving this with

securing over 6 initial pieces of press coverage across noted trade and consumer press.

Objective 7

- As an initial target for Butterfly 3ffect's first year of trading, they set the ambitious goal of reaching £1m in turnover. The agency ended the financial year turning over £2m. With this in mind, they have decided to set the target of reaching £4 million in turnover for the agency's second year in business. ** Not to be released externally*

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?

Bumble x Black History Month -Social Campaign

The challenge

Butterfly 3ffect was tasked to create a social-first Black History Month campaign which celebrated, acknowledged and represented the uniqueness of Black British women across the UK.

The solution

- Looking at the stats that half of Black people in the UK do not see themselves represented in images of love in mainstream online spaces and predominantly amongst Black women, Butterfly 3ffect created a dating-led take on the age-old saying of 'Don't judge a book by its cover' - entitled, "[You Don't Know Me... Yet](#)".
- In addition to the campaign video, Butterfly 3ffect's approach leveraged their network of culture-shaping media publishers and influencers to amplify the campaign even further - creating content bespoke to their channel to resonate with our target audience, and encourage conversation.

The results

- 36 Pieces of content
- 7M+ Accounts reached
- 5M+ Video views
- £465,294 Earned media value ** Not to be released externally*

What the above points show

Butterfly 3ffect knew that a regular ad that avoided cultural discussions wouldn't cut through the noise of other brands looking to make their voices heard around the Black History Month period.

Leveraging their insider knowledge of social tastemakers, identifying what would resonate with the general public and what kind of content would spark a wider cultural conversation, Butterfly 3ffect recognised they needed to create a campaign that could be shared, engaged with and deeply resonate with their audiences, therefore raising Bumble's social profile and earned media value.

Netflix: Top Boy - The Final Series - Social Campaign

The challenge

Netflix was looking for a social media agency cut from the same cultural cloth as Top Boy's characters to help it bring the UK's most loved dramas to a show-stopping close for its third and final season. From here, the agency were tasked to create a series of social-first content & promo videos to be shared on the [@topboynetflix](#) Instagram account for Season 3.

The solution

- Across this multi-channel campaign we created over 50 pieces of content, across feed, stories & reels to create a powerful campaign to end this iconic series, doing so in a way which truly captured & engaged both new & existing fans of the show.
- We used our social expertise to position content in a way that brought engagement from the likes of Lil Yachty & a collab post with Drake himself, along with several notable TikTok trends, reposts, verified mentions and memes that saw the average engagement jump up by 138%, and average impressions jump up by 144% compared to season 2's performances - creating the most engaged season of Top Boy on social to date.

The results

- **52** Total posts
- **46.6M+** Impressions
- **3.5M** Engaged accounts
- **122K** New followers
- **The most engaged season** of Top Boy on Social

What the above points show

Butterfly 3ffect knew that this iconic show needed an iconic ending, and with an already large audience on social media, they could see that the campaign needed to create conversation and encourage engagement as much as possible.

By leveraging their cultural knowledge and social expertise, Butterfly 3ffect created content that would resonate, not only with viewers, but with aligned celebrities.

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?

Turnover:

- **Reaching £2 million turnover after one year in business**
 - After launching in 2023 and securing lucrative campaigns Butterfly 3ffect was able to reach this major milestone, just a year after opening its doors.

Campaigns:

- **Securing campaigns with household brands such as McDonald's, Netflix and Meta**

- By leveraging their vast industry knowledge and expertise, Butterfly 3ffect were able to secure partnerships with legacy brands within their first year of business.

Team building:

- **Built a team of three to 11 in the first year of business**
 - In order to build their agency, Butterfly 3ffect were able to offer full-time employment to build a cohesive team of talented individuals that reside in all corners of the globe.

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?

1. Implementing a completely remote working model

- To truly be able to employ the best talent the industry has to offer, Butterfly 3ffect works on a remote/hybrid working model.
- By implementing this model, Butterfly 3ffect have faced the challenge of creating streamlined workflows and processes that are optimal for driving elite collaboration and efficiencies.
- They have overcome this by creating bespoke teams for campaigns, overseen by their permanent staff. Butterfly 3ffect delves into their vast roster of talent for each new client and/or campaign and builds a team that they believe are the best in the world for this brief. In this way, Butterfly 3ffect is instilling their DNA and philosophy by partnering with trusted creatives that can execute this with perfect, and connecting them with brands.
- They also streamline this process by utilising AI tools. The agency uses these tools to maximise efficiency and output from ensuring AI note takers are present in every meeting, creating contact reports, summary notes and next steps, exploring the creation of AI versions of team members to provide an accessible database of knowledge from the point of view of team members.
- As a result of this approach, Butterfly 3ffect continue to make culturally significant campaigns with diverse teams that aren't constrained to industry hubs such as London or New York. They are able to gather unique perspectives from the most talented of individuals and are not restricted by borders.

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?

Advocacy

- Butterfly 3ffect exists to provide a pathway for the next generation of creatives.
- The founders, Elfried & Michael know firsthand what it's like to have a lack of relatable role models in this industry and the lack of accessible entry points for young people looking to get into a creative role.

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