



### 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**

<b>Organisation Name</b>	Booster Box
<b>Contact Name</b>	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.

<b>1. Best Social Media Campaign</b>		Please complete section C
<b>2. Best SEO Campaign</b>		Please complete section C
<b>3. Best PPC Campaign</b>		Please complete section C
<b>4. Best PR Campaign</b>		Please complete section C
<b>5. Best Not-for-Profit Campaign</b>	X	Please complete section C
<b>6. Best Marketing Campaign</b>		Please complete section C
<b>7. Best Integrated Campaign</b>		Please complete section C
<b>8. Best Event</b>		Please complete section C
<b>9. Best New Business Campaign</b>		Please complete section C
<b>10. Best Crisis Communications or Response Campaign</b>		Please complete section C
<b>11. Campaign Effectiveness Award</b>		Please complete section C
<b>12. Best Pan European Campaign</b>		Please complete section C
<b>13. Best Use of AI in Client Campaign</b>		Please complete section C
<b>14. Best AI Agency Software Solution</b>		Please complete section C
<b>15. Best Agency Culture</b>		Please complete section D
<b>16. Best Charitable/Corporate Social Response Initiative</b>		Please complete section D
<b>17. Best Culture Transformation Initiative</b>		Please complete section D
<b>18. Best Flexible Working Policy</b>		Please complete section D
<b>19. Best Inclusion and Diversity Initiative</b>		Please complete section D
<b>20. Rising Agency Star Award</b>		Please complete section E
<b>21. Best New Agency</b>		Please complete section E
<b>22. Digital Agency of the Year</b>		Please complete section E
<b>23. Media Buying Agency of the Year</b>		Please complete section E
<b>24. B2B Agency of the Year</b>		Please complete section E
<b>25. B2C Agency of the Year</b>		Please complete section E
<b>26. eCommerce Agency of the Year</b>		Please complete section E

<b>27. SEO Agency of the Year</b>		Please complete section E
<b>28. PPC Agency of the Year</b>		Please complete section E
<b>29. Integrated Search Agency of the Year</b>		Please complete section E
<b>30. Social Media Agency of the Year</b>		Please complete section E
<b>31. Marketing Agency of the Year</b>		Please complete section E
<b>32. Creative/Design Agency of the Year</b>		Please complete section E
<b>33. Advertising Agency of the Year</b>		Please complete section E
<b>34. CRO Agency of the Year</b>		Please complete section E
<b>35. UX Agency of the Year</b>		Please complete section E
<b>36. Independent Agency of the Year</b>		Please complete section E
<b>37. PR Agency of the Year</b>		Please complete section E
<b>38. Innovative Agency of the Year</b>		Please complete section E
<b>39. Integrated Agency of the Year</b>		Please complete section E
<b>40. Best Small Agency of the Year</b>		Please complete section E
<b>41. Best Large Agency of the Year</b>		Please complete section E

## 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.

Booster Box & WWF - Leveraging TikTok's extensive reach to promote symbolic adoptions for endangered species

### 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.

- **Duration:** 13/11/2023 - 20/12/2023
- **Total Budget:** €50.000

We embarked on a comprehensive full-funnel campaign, comprising two distinct phases: **TTCX1 Awareness** and **TTCX2 Conversion**.

- **TTCX1 Awareness:** The focus was on disseminating compelling videos to raise awareness about the WWF brand and the concept of symbolic adoptions. These videos were strategically crafted to capture the attention of the audience, fostering empathy and understanding towards the cause.
- **TTCX2 Conversion:** Centred exclusively on promoting the adoption of endangered species through concise and impactful videos. With heightened urgency and persuasive CTAs, this phase aimed to drive tangible conversions and encourage viewers to take immediate action.

Integral to WWF's broader Christmas campaign, TikTok emerged as a pivotal platform for amplifying the message of symbolic adoptions for endangered species. We leveraged TikTok's extensive reach to broaden the campaign's audience scope and augment the impact of WWF's overarching brand campaign initiated in 2023.

### 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.

We crafted a full-funnel strategy tailored to the unique dynamics of a newly established account. The strategy unfolded across two distinct phases, encompassing three campaign types:

- **Awareness Campaign:** Expansive campaign, prioritising reach and engagement. Embracing a nationwide approach, we targeted a broad audience spectrum, ensuring maximum visibility and exposure. Nearly half of the total budget allocation was dedicated to this phase, accompanied by the deployment of six bespoke creatives under the TTCX1 banner.
- **Conversion-Oriented Campaigns:** Conversion-focused phase, where we introduced two distinct campaign streams: a smart performance and a retargeting campaign, both leveraging the creatives from TTCX2.
  1. *Smart Performance Campaign:* Optimised for add-to-cart events, aimed at expanding the conversion base while navigating the challenges posed by the absence of historical data on the nascent account. It enabled broader audience engagement and facilitated seamless adaptation amidst concurrent website developments, mitigating tracking constraints associated with purchase events.
  2. *Retargeting Campaign:* Aimed to re-engage users who had previously interacted with the brand, either by clicking on an ad or viewing 75% of a video ad. By capitalising on prior engagement, we fostered sustained audience engagement and propelled conversion optimisation efforts.

#### **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.

Leveraging our partnership with TikTok through the TTCX program, we teamed up with Mambo Production to bring creative vision to life. Drawing inspiration from the original WWF Christmas creative concept, we effectively interpreted and adapted it for the TikTok platform, ensuring ToV alignment, resonating with a new audience, and embracing the platform's immersive capabilities.

### 1. TTCX1 Awareness Wave - Creative Formats:

- *Edutainment*: Utilising a friendly and empathetic tone, videos highlighted endangered species' plight, transitioning to WWF's symbolic adoption program. This format fostered audience empathy and underscored the urgency of conservation efforts.
- *Storytime*: Creators shared relatable and humorous tales of past Christmas experiences, integrating WWF's adoption initiative as a meaningful gifting option. Leveraging nostalgia and humour, this format resonated with viewers, driving engagement and brand affinity.
- *Comedy*: Humorous video clips portrayed endangered species' daily antics, leveraging popular meme culture. These light-hearted vignettes reinforced the campaign's festive theme while subtly advocating for conservation awareness.

### 2. TTCX2 Conversion Wave - Creative Formats:

- *"Did you know that..."*: Educational videos delved into trivia surrounding endangered species, fostering audience curiosity and empathy. Each video segued into promoting WWF's adoption initiative as a thoughtful and sustainable Christmas gift.
- *"The perfect gift for..."*: Personalised recommendations for Christmas gifts based on recipients' unique traits integrated WWF's adoption kits, presenting them as meaningful and personalised gifting options. Shot in a smartphone format, these videos appealed to viewers' emotions.
- *"POV: A day at the office with Mambo Production..."*: Videos depicted office colleagues (no creators involved) grappling with their "adopted" WWF plush toys, injecting humour into the campaign narrative and underscoring the campaign's festive theme.

#### 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?

Initially, the awareness campaign encountered **lower-than-expected daily spending**, posing a risk to meeting the total budget required for the TTCX program. However, through close collaboration with TikTok representatives, proactive monitoring, and strategic adjustments, the team successfully optimised campaign pacing within ten days, ensuring the attainment of the necessary budget threshold.

#### Results & evaluation (1-10 points)

Please relate these to the objectives and targets stated above. Provide actual numbers rather than percentages wherever possible.

- **CPM:** The combined CPM across all campaigns stood at 1,74€, outperforming TikTok's benchmark of 3€. We achieved cost efficiencies while maximising reach and visibility.
- **CPC:** 0,45€, surpassing the industry benchmark of 0,50€. We drove engagement and clicks at a competitive cost.
- **Conversion Rate:** An average CR of 2,52%, exceeding the industry benchmark of 1%. This reflects messaging effectiveness and creative approach in driving user actions and conversions.
- **Cost Per Add to Cart:** Average 17.79€ - exceptional value, particularly considering the context of being the first campaigns on a new account. **Notably**, this cost can be further reduced to an impressive 9.72€ when considering only the two conversion campaigns.

It's also worth highlighting that:

- The **CTR of each individual video surpassed the benchmark**, indicating strong user engagement thanks to clear CTA, engaging video length, and innovative formats
- In comparison to TikTok benchmarks, our campaigns achieved a notable **cost reduction of 16.8%**

#### **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?

- **Tangible results and impressive ROI:** Our campaign delivered a remarkable reduction in CPM, CPC, and an exceptional increase in conversion rate. With a 16.8% reduction in costs compared to TikTok benchmarks, we drove efficiency and value.
- **Strategic campaign management:** Through a full-funnel strategy and meticulous campaign planning, we engaged audiences at every stage of the customer journey. By leveraging TikTok's unique features and formats, we raised awareness and drove conversions.
- **Creativity and Collaboration:** Collaborating with TikTok and Mambo Production through the TTCX program, we managed to rework and fully adapt the creative concept for a new platform, transitioning the authentic storytelling to engage new audiences effectively, resulting in increased engagement and actionable responses.
- **Social Impact:** Beyond delivering exceptional results, our campaign aligned with WWF's mission of environmental conservation and wildlife protection. By promoting symbolic adoptions for endangered species, we contributed to a greater cause, underscoring the social impact and purpose-driven nature of our campaign.

Our campaign embodies excellence in social media marketing, combining strategic vision, creative innovation, and measurable impact. By delivering outstanding results while advancing a noble cause, we believe our campaign is deserving of recognition and stands as a beacon of excellence.



**URLs**

[\[WWF\] Report Overall + Ads level Tiktok Nov-Dic 2023](#)

This document includes all the performance data for the campaigns discussed, breaking down the spending and highlighting the key engagement and conversion KPIs. We have presented the data at a higher level, with a breakdown by campaign for various time frames (November and December, November only, December only), and also provided a more detailed segmentation at the ad, video, and audience levels.

[\[X-MAS 2023\] TTCX](#)

This folder contains all the video assets used in the campaigns.

**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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ALL INFORMATION PROVIDED IN THIS FORM WILL REMAIN CONFIDENTIAL TO JUDGES