



### 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.

<b>SECTION A – YOUR DETAILS</b>	
<b>Organisation Name</b>	Monsoon Agency
<b>Contact Name</b>	Katarzyna Sobczyk

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>		Please complete section C
<b>6. Best Marketing Campaign</b>		Please complete section C
<b>7. Best Integrated Campaign</b>	X	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.

Culture-Centric Campaigns Win: MONSOON x Clearlight Saunas' German Success

### 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.

Our collaboration with Clearlight Saunas has started in mid May. Client was searching for support in scaling its presence on the German market on which they were rather new and still unknown.

Targets for both Google Ads & Meta:

- increase total number of monthly paid leads (form submissions) from 100 to 300 monthly
- lower paid CPL for both platforms to 70 Euros
- target mostly new users

Monthly media budget for Google Ads varied from 7000€ up to 20000€ monthly (**Picture no.1** showing total account budget between 01.06-10.11.2023)

Campaign	Budget	Status	Optimization score	Cost
All enabled campaigns in your current view ⓘ				
^ Total: Account ⓘ	€740.00/day		–	€68,442.87
June 2023				€7,200.48
July 2023				€8,516.47
August 2023				€8,942.04
September 2023				€15,206.25
October 2023				€19,117.99
November 2023				€9,459.63

Monthly media budget for Meta Ads varied from 4800€ up to 10000€ (**Picture no.2**)

Month	Amount spent	CPC (cost per...)	CPM (cost per 1,000 impressions)	CTR (all)
2023-11-01 - 2023-11-30	€9,365.68	€1.38	€18.46	2.09%
2023-10-01 - 2023-10-31	€6,899.08	€1.01	€13.17	2.22%
2023-09-01 - 2023-09-30	€8,728.37	€1.05	€12.32	1.66%
2023-08-01 - 2023-08-31	€10,756.05	€1.51	€9.57	1.02%
2023-07-01 - 2023-07-31	€8,612.68	€1.39	€13.49	1.52%
2023-06-01 - 2023-06-30	€4,860.90	€1.41	€17.54	1.70%
<b>Total results</b> 6 / 6 rows displayed	<b>€49,222.76</b> Total spent	<b>€1.27</b> Per Action	<b>€13.03</b> Per 1,000 Impressions	<b>1.58%</b> Per Impressions

Agency fee amounts to 1750€/month.  
We don't have information regarding staffing costs from the client.

**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.

Before launching our campaigns, we conducted a market entry analysis for Germany, including a SWOT analysis of the business & an interview of Clearlight's sales team to discover the pain points of their German clients. It also contained an analysis of the Competition's traffic sources & way of communication on various platforms. Based on that we determined target audiences for Clearlight & created 2 buyer personas with their goals, motivations & possible frustrations (**Pictures no.3,4,5**).

<p><b>Strengths</b></p> <ol style="list-style-type: none"> <li>Product specifications, such as therapeutic infrared heating technologies, 360° Infrared heat, low emission EMF and ELF, use of non-toxic and eco-certified materials;</li> <li>Recognition from the health and wellness industry;</li> <li>Product add-ons which allow for different types of wellness therapies;</li> <li>Lifetime warranty that fits into sustainability (quote: "Clearlight*. This is the only sauna you would ever have to buy");</li> <li>Innovation brought to the health space;</li> <li>Low cost of operation (2.5 kWh). The infrared sauna consumes only 20/25% of the electricity compared to traditional dry saunas, making it 5 times amore cost-effective;</li> <li>Strong company's values / mission - driven organisation that inspires customers to live a healthier lifestyle;</li> <li>Team with a general interest in health / flexible minds open to change;</li> <li>Producing educational content and co-founders owning the brand or being the personal brand;</li> <li>Market for converting from traditional to infrared cabins.</li> <li>Contracting the number of products (limiting the product range).</li> </ol>	<p><b>Weaknesses</b></p> <ol style="list-style-type: none"> <li>Production is not local, resulting in a long sales cycle, especially for custom design adjustments (takes around 3-6 months). The sales team receives requests for bespoke products once or twice per week;</li> <li>Stock availability;</li> <li>Price sensitivity. The price of the product might be an issue, especially for middle-class customers. High-end customers are less concerned.</li> <li>No pricing on the website;</li> <li>English product names - people feel embarrassed if they can't pronounce the name of the product.</li> </ol>
<p><b>Opportunities</b></p> <ol style="list-style-type: none"> <li>Many people are still unaware of what infrared cabins are;</li> <li>The health and wellness industry has boomed after the pandemic;</li> <li>Interest in alternative treatment methods and health prevention is rising;</li> <li>"Higher awareness and the need to be healthier and happier" / "People are starting to realize that health is their new measure of wealth,";</li> <li>Expansion of e-commerce;</li> <li>Germans might not feel comfortable going to public saunas anymore due to the pandemic;</li> <li>Inflation and rising electricity prices are discouraging the use of traditional saunas;</li> <li>Going to the sauna is not a new trend; however, people perceive the infrared sauna as a weaker version of traditional saunas.</li> </ol>	<p><b>Threats</b></p> <ol style="list-style-type: none"> <li>Inflation and rising electricity pricing;</li> <li>Saturated market / competitors.</li> </ol>

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## Hilde,

### Motivation, Goals and Frustrations

What are Hilde's main **MOTIVATIONS** to buy infrared sauna?

- **Maintaining a healthy lifestyle in the retirement.** Hilde recently started having pain in her hips and she was diagnosed with a light hip degeneration. Her husband has an elevated blood pressure since a few years.
- As a retired physician, **she has always been interested in state-of-the-art wellness practices.**
- **She wants to convince her husband about the benefits of the infrared sauna.** They kept visiting the traditional saunas in the past quite frequently, but they stopped their routine due to pandemic regulations. **Hilde wants to revive this wellness practice at home, while Karl needs to evaluate if the investment will add significant value to their lifestyle and property.**

What are Hilde's main **GOALS**:

- To **invest in a solution for herself and her husband**, which will help them to tackle some of their health issues.
- To **enrich their home environment** with a dedicated wellness space, while potentially adding luxury value to their property, a point that particularly resonates with Karl's value-for-money perspective.

What are Hilde's main **FRUSTRATIONS** during research and purchase process of infrared sauna?

- A primary frustration is **the lack of transparent pricing information** on the manufacturers' websites. **This hinders Hilde from providing Karl with specific cost estimates** necessary for his financial evaluation.
- They both also express concerns about the **energy consumption of the infrared sauna.**
- Hilde is disappointed with **the limited opportunities to test an infrared sauna** before investing in it, which poses a risk in their purchase decision.

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## Frank,

### Motivation, Goals and Frustrations

What are Frank's main **MOTIVATIONS** to buy infrared sauna?

- **Seeking a solution to manage work-related stress and take care of his health.** His intense lifestyle made an impact on his life lately and he wants to invest in a solution, which will help him to stay in shape.
- He **has a general interest in high-tech health and wellness gadgets**, therefore the infrared cabins is something what he is willing to test out;
- His aspiration **to boost his property's value and comfort, while also establishing a sense of prestige**, aligns with owning a high-end amenity like an infrared sauna.

What are Frank's main **GOALS**:

- To **invest in a product that will directly contribute to improving his health.**
- To **enhance the appeal, functionality, and prestige of his property** through the inclusion of luxurious amenities like an infrared sauna.

What are Frank's main **FRUSTRATIONS** during research and purchase process of infrared sauna?

- **The disappointment in the quality or effectiveness of offerings from initial options such as Klafs or Physiotherm**, leading to the need for further research to identify superior alternatives like Clearlight ® Saunas.
- **Navigating through a plethora of conflicting information from different brands**, causing confusion and uncertainty.
- **The struggle to find more in-depth technical specifications** of infrared cabins and pricing before making direct contact with sales teams.

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Hofstede & Hall's studies have been the baseline for our analysis and we derived our recommendations from it (**Picture no.7**).

## What communication might appeal to customers?

Based on cultural factors, the following recommendations are suggested for the communication strategy:


1. **Direct and Clear Messaging:** Considering Germany's low-context culture, the communication should be explicit, straightforward, and detail-oriented. When discussing the product, the focus should be on highlighting its features, technical aspects, and unique selling points such as the lifetime warranty and the use of non-toxic and eco-certified materials. Transparent pricing can also help alleviate uncertainty for customers, reinforcing the brand's image as premium and sustainable.
2. **Individualistic Appeal:** The messaging should emphasize how Clearlight® can benefit individuals, emphasizing self-care, health improvement, personal satisfaction, and the added value the infrared cabin brings to their homes, making them more perfect.
3. **Addressing Uncertainty:** Given the high uncertainty avoidance, it is recommended to provide clear, detailed, and comprehensive information about the product and pricing. This includes addressing any concerns or uncertainties customers may have regarding EMF / ELF emission or cost of operation. Customer reviews, expert opinions, and the option to test the product or visit a showroom can help alleviate concerns and provide reassurance.
4. **Emphasize Quality:** The communication should position the products as high-quality and sustainable. Both advertisements and the website should give proper exposure to certificates, attestation badges, and general recognition of the brand within the health and wellness industry.
5. **Competitive Edge:** Highlighting the unique selling points of Clearlight® Saunas and what sets them apart from competitors or traditional saunas is likely to appeal to the German audience.
6. **Tone of Voice (TOV):** The recommended tone of voice is professional, straightforward, and trustworthy. Using clear and unambiguous language will ensure that the message is understood exactly as intended.

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In Google Ads in each Performance Max asset group, targeting included at least: our data lists, different types of audiences and customer groups, and custom search terms. **(Pictures no.8-14)**



Campaign: DE - pMAX Clearlight Sauna ALL Assets: 20 images, 4 logos, 2 videos, 10 headlines, 4 long headlines, and 5 descriptions  
 Asset group: Beauty & Wellness



### Signals

Signals provide valuable information about the people you want to reach. They help guide who sees your ads on Google Search, YouTube, and more.

#### Search themes BETA

What are some words or phrases people use when searching for your products or services? ?

Add search themes (3 of 25)

wellness sauna X healthy sauna X sauna for beauty X Add search themes (up to 25)

#### Audience signal

Reach the right customers faster across Google with an audience signal. ? [Add saved audience signal](#)

**Sauna Health and Beauty** Eligible

- All Converters (Google Ads), All Conversion MTG, and 3 more
- Health & Fitness Buffs, Luxury Shoppers, and 6 more
- Top Kwd Outdoor, Top Kwd Generic, and 1 more

3/3 best practices for leads

Audience name: Sauna Health and Beauty

#### Your data

People who have previously interacted with your business ?

All Converters (Google Ads)	Website visitors	<input type="checkbox"/>
All Conversion MTG	Website visitors	<input type="checkbox"/>
Lead & Order DE	Customer list	<input type="checkbox"/>
Purchasers of Clearlight Saunas DE GA4	Website visitors	<input type="checkbox"/>
OO_LEAD - 90 Day _event count -0	Website visitors	<input type="checkbox"/>

#### Interests & detailed demographics

People based on their interests, life events, or detailed demographics

Health & Fitness Buffs	Affinity	<input type="checkbox"/>
Luxury Shoppers	Affinity	<input type="checkbox"/>
Beauty & Wellness	Affinity	<input type="checkbox"/>
sauna themen	In-market: other	<input type="checkbox"/>
Saunas	In-market: other	<input type="checkbox"/>
infrarotkabinen	In-market: other	<input type="checkbox"/>
spas	In-market: other	<input type="checkbox"/>
saunen	In-market: other	<input type="checkbox"/>

#### Custom search terms

People based on their search activity

Top Kwd Outdoor	<input type="checkbox"/>
Top Kwd Generic	<input type="checkbox"/>
☐ Infrarot Sauna	<input type="checkbox"/>

On the whole account targeting included:

- Our data lists (**Pictures no.15-16**)
- Audiences: e.g. swimming pools and spas / Infrarotkabinen / Saunen / Saunas.

- Custom interests: e.g. competitor URLs, custom smart home apps, and custom apps for expensive cars and custom search terms: **(Pictures no. 17-18)**
- Affinity Groups: e.g. health and fitness people, luxury shoppers, beauty and well-being people.
- Demographics split.
- keywords divided by categories and types of sold products **(Pictures no.19-20)**

Our strategy was to provide the system with as much verified and actionable audience information as possible in order to maximise results, while adjusting the targeting details to the type of communication.

On Meta we also included variations of targetings for different products as well as Custom & Lookalike audiences **(Pictures no.21-30)**, e.g.:

- “Health & Mobility” Interest Targeting for a separate campaign dedicated to the portable sauna solution
- Custom Audiences based on the mailing list, quality traffic and video viewers
- Lookalike Audiences based on website visitors and the mailing list
- A more detailed geotargeting for Germany focusing only on the high-income regions in Germany

The targeting used in the campaigns was divided according to the communication strategy created.

## Targetings

Custom Audience: Website Visitors	Custom Audience: Blog Article Viewers	Custom Audience: Leads	Lookalike Audience: Leads
<u>Geotargeting:</u> <ul style="list-style-type: none"> <li>Germany</li> </ul>	<u>Geotargeting:</u> <ul style="list-style-type: none"> <li>Germany</li> </ul>	<u>Geotargeting:</u> <ul style="list-style-type: none"> <li>Germany</li> </ul>	<u>Geotargeting:</u> <ul style="list-style-type: none"> <li>Germany</li> </ul>
<u>Demographics:</u> <ul style="list-style-type: none"> <li>Female + male</li> <li>Age: 30 - 65+</li> </ul>	<u>Demographics:</u> <ul style="list-style-type: none"> <li>Female + male</li> <li>Age: 30 - 65+</li> </ul>	<u>Demographics:</u> <ul style="list-style-type: none"> <li>Female + male</li> <li>Age: 30 - 65+</li> </ul>	<u>Demographics:</u> <ul style="list-style-type: none"> <li>Female + male</li> <li>Age: 30 - 65+</li> </ul>
<u>Detailed Targeting options:</u> <ul style="list-style-type: none"> <li>Website Visitors of the last 180 days</li> </ul>	<u>Detailed Targeting options:</u> <ul style="list-style-type: none"> <li>People who visited a blog article page in the last 180 days</li> </ul>	<u>Detailed Targeting options:</u> <ul style="list-style-type: none"> <li>People who are in the customer mailing list</li> </ul>	<u>Detailed Targeting options:</u> <ul style="list-style-type: none"> <li>5% Lookalike Audience of the customer mailing list</li> </ul>

# Targetings

Broad Targeting	Interest Targeting: Health & Wellness	Interest Targeting: Sports & Technology
<p><u>Geotargeting:</u></p> <ul style="list-style-type: none"> <li>Germany</li> </ul> <p><u>Demographics:</u></p> <ul style="list-style-type: none"> <li>Female + male</li> <li>Age: 30 - 65+</li> </ul> <p><u>Detailed Targeting options:</u></p> <ul style="list-style-type: none"> <li>none</li> </ul>	<p><u>Geotargeting:</u></p> <ul style="list-style-type: none"> <li>Germany</li> </ul> <p><u>Demographics:</u></p> <ul style="list-style-type: none"> <li>Female + male</li> <li>Age: 45 - 65+</li> </ul> <p><u>Detailed Targeting options:</u></p> <ul style="list-style-type: none"> <li>Nutrition</li> <li>Health</li> <li>Health &amp; wellness (personal care)</li> <li>Infrared sauna (health &amp; medical)</li> <li>Sauna (personal care)</li> </ul>	<p><u>Geotargeting:</u></p> <ul style="list-style-type: none"> <li>Germany</li> </ul> <p><u>Demographics:</u></p> <ul style="list-style-type: none"> <li>Female + male</li> <li>Age: 45 - 65+</li> </ul> <p><u>Detailed Targeting options:</u></p> <ul style="list-style-type: none"> <li>Sports</li> <li>Technology</li> <li>Health</li> <li>Food</li> <li>Gourmet</li> <li>Business</li> <li>Higher education</li> </ul>

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The screenshot displays the Facebook Ads targeting configuration page. The breadcrumb trail indicates the path: OO | DE | BOFU | Leads | Prospecting & Retargeting | Clearlig | OO | ABO | Prospecting | Interest Targeting | Health & Mobilit | 9 Ads | Campaign.

**Custom audiences:** A section for defining target groups. It includes a search bar for existing audiences and an 'Exclude' section with the following items:

- Website: OO | OO Lead | 180 days
- Website: OO | Website Visitors | 180 Days
- Website: OO | Website Visitors | Clearlight Dome | 180 days
- Customer List: OO | Mailinglist | Leads
- Lookalike: Lookalike (DE, 2%) - OO | Mailinglist | Leads
- Lookalike: Lookalike (DE, 2%) - OO | Website Visitors | Clearlight Dome | 180 days

**Performance metrics:** A warning states 'Performance may be impacted' due to evolving changes in the ads ecosystem. It also notes 'Ad sets that include the European Region'.

**Audience definition:** A slider shows the audience definition is currently set to 'Specific' (left) and 'Broad' (right).

**Estimated audience size:** Labeled as 'Unavailable'. A note explains that estimates may vary significantly over time based on targeting selections and available data.

**Temporary drops in estimated audience size:** A blue callout box explains that people in the European Region have the option to use products for free with ads or subscribe for no ads, which may lead to a reduction in estimated audience size.

## 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.

Based on the market analysis findings, we created 3 segments of communication to address the target audience depending on their needs, namely: "Health & Wellness Benefits", "Emphasising Quality Aspects" and "Addressing Uncertainty". **(Picture no.6)**

## 3 segments of communication

Based on the research findings, the communication should be divided into 3 major segments that address most important aspects for the potential buyer persona of Clearlight Sauna. We will test those 3 types of communication throughout all marketing channels as well as on the graphics. Particular communication ideas for each channel & graphics can be found [here](#).

### Health/ wellness benefits:

Copy focusing on all health benefits that infrared cabins can bring to you:

- Detoxication
- Stress relief
- Sleep improvement
- Boosted Immune System
- Reduced Muscle Pain

### Emphasizing Quality:

Copy focusing on those aspects & USPs that make Clearlight sauna unique & competitive on the market. Here we would like also to refer to the premium aspect of saunas:

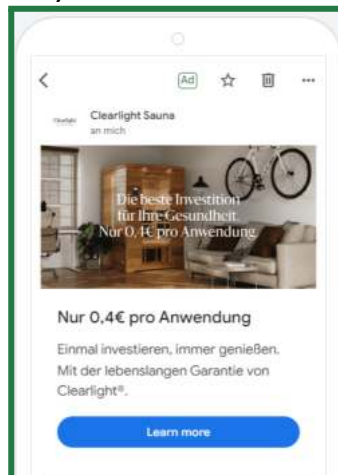
- Highest quality, eco-certified, Canadian wood
- Patented True Wave™ infrared emitters
- Lifelong warranty
- Luxury in your own home

### Addressing uncertainty:

Copy that would address any doubts the potential customer may have in their mind while searching for his/her own sauna. Here we would like to address such aspects as:

- Product price range
- 30-days money back guarantee
- Over 25 years of experience
- Low E-Smog (EMF & ELF)
- Low cost per one use

We created asset groups according to those 3 segments. Within those assets we also created graphics that also followed the 3 segments of communication: "Health & Wellness Benefits of Infrared sauna", "Emphasising quality of sauna", "Addressing uncertainty regarding product". **(Pictures no.31-51)**



### Primary text ⓘ

Ein Leben lang an Ihrer Seite ✓

Clearlight steht für unübertroffene Qualität. Wir sind sogar so überzeugt von unserer Qualität, dass wir auf alle unsere Infrarotkabinen eine lebenslange Garantie geben. Damit Sie nie wieder eine neue Sauna brauchen.

Darauf können Sie vertrauen:

- über 25 Jahre Erfahrung
- lebenslange Garantie auf alle Saunen
- 30 Tage Geld-Zurück-Garantie
- patentierte True Wave™ Infrarot Technologie
- geringster Elektrosmog (EMF/ELF)

Fragen Sie uns unverbindlich nach einem Preisangebot ▼



**Clearlight Life**  
Sponsored · 🌐



Innovatives Design trifft auf höchste Qualität

Infrarotkabinen von Clearlight sind ...See more



clearlightinfrarotkabinen.de

**Qualität aus Überzeugung**

Infrarotsauna kaufen von ...

Contact us



Like



Comment



Share

Depending on the time of year and the formation of the trend of interest in the product, we used graphics and messages, prepared for each group. **(Pictures no.52-57)**





**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?

Challenges:

1. Saturated sauna industry in Germany
2. Lack of understanding of Clearlight Infrared sauna among German audience - they're used to traditional hot saunas
3. Clearlight brand is one of the most expensive on the market but of highest quality. At the same time it's not ecommerce, conversion happens here via form submission.

We overcame that through precise targeting and adjusted to that communication through which we were educating and convincing the audience about the Clearlight solution.

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

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

**Google:** Within 5 months, campaigns significantly reduced the average cost per conversion, and the number of conversions exceeded the estimated goal.

Data for each month from the beginning of 2023 (**Picture no.58**).

Campaign	Optimization score	Cost	↓ Impr.	Clicks	CTR	Cost / conv.	Conversions	Submit lead form
removed campaigns in your current view ⓘ	—	€111,654.82	5,870,267	136,964	2.33%	€60.50	1,845.57	1,339.00
Total: All but removed campaigns in your ... ⓘ	—	€111,654.82	5,870,267	136,964	2.33%	€60.50	1,845.57	1,339.00
Total: Account ⓘ	—	€111,654.82	5,870,267	136,964	2.33%	€60.50	1,845.57	1,339.00
January 2023		€13,958.65	471,557	17,584	3.73%	€111.84	124.81	59.00
February 2023		€5,855.35	246,964	7,885	3.19%	€57.18	102.40	43.00
March 2023		€7,760.09	564,811	10,496	1.86%	€55.19	140.60	63.00
April 2023		€7,639.20	350,153	8,074	2.31%	€67.58	113.04	65.00
May 2023		€7,998.65	144,996	5,394	3.72%	€74.09	107.96	78.00
June 2023		€7,200.48	105,987	4,854	4.58%	€114.19	63.06	61.06
July 2023		€8,516.47	488,361	9,904	2.03%	€88.72	95.99	94.99
August 2023		€8,942.04	596,247	13,029	2.19%	€62.11	143.98	143.98
September 2023		€15,206.25	847,539	20,673	2.44%	€52.15	291.59	239.07
October 2023		€19,117.99	1,400,291	26,518	1.89%	€39.93	478.78	331.13
November 2023		€9,459.63	653,361	12,553	1.92%	€51.59	183.36	160.77

The average number of forms generated per month increased to the expected results, while the average CPL was reduced from €117,92 to €58,83. (**Picture no.59**).

Campaign	Optimization score	Cost	↓ Impr.	Clicks	CTR	Cost / conv.	Conversions	Submit lead form
Total: Account ⓘ	—	€68,442.87	4,091,786	87,531	2.14%	€54.46	1,256.76	1,031.00
June 2023		€7,200.48	105,987	4,854	4.58%	€114.19	63.06	61.06
July 2023		€8,516.47	488,361	9,904	2.03%	€88.72	95.99	94.99
August 2023		€8,942.04	596,247	13,029	2.19%	€62.11	143.98	143.98
September 2023		€15,206.25	847,539	20,673	2.44%	€52.15	291.59	239.07
October 2023		€19,117.99	1,400,291	26,518	1.89%	€39.93	478.78	331.13
November 2023		€9,459.63	653,361	12,553	1.92%	€51.59	183.36	160.77
Total Search campaigns ⓘ	—	€21,652.86	89,203	9,797	10.98%	€47.66	454.30	406.65
Total Display campaigns ⓘ	—	€1,483.54	461,873	2,521	0.55%	€19.16	77.44	6.92
Total Video campaigns ⓘ	—	€2,097.10	410,829	4,107	1.00%	€592.44	3.54	3.54
Total Demand Gen campaigns ⓘ	—	€2,224.15	276,332	6,673	2.41%	€18.69	119.00	8.20
Total Performance Max campaigns ⓘ	—	€40,985.23	2,853,549	64,433	2.26%	€68.03	602.47	605.68

The actual number of generated leads is determined by the "Submit lead form" column. Only



in November, the "All conversions" column is included in the campaigns' success.

**Meta:** Within 5 months, we built up an efficient campaign setup that significantly increased the total number of conversions from 39 leads in the first half of the year to 896 leads in the second half of the year.

While we scaled the account from a monthly ad spend of < 1.000 € to almost 10.000 € monthly ad spend, we also decreased the CPL of 58,29€ to 50,31€.

- Data for each month from the beginning of 2023 (**Picture no. 60**)

Month ↑	Amount spent	Impressions	Clicks (all)	CTR (all)
2023-01-01 - 2023-01-31	€653.92	61,802	2,608	4.22%
2023-02-01 - 2023-02-28	€396.45	58,764	4,277	7.28%
2023-03-01 - 2023-03-31	€440.51	62,302	4,081	6.55%
2023-04-01 - 2023-04-30	€436.37	67,059	3,670	5.47%
2023-05-01 - 2023-05-31	€904.72	83,725	3,756	4.49%
2023-06-01 - 2023-06-30	€4,860.90	277,187	4,699	1.70%
2023-07-01 - 2023-07-31	€8,612.68	638,351	9,700	1.52%
2023-08-01 - 2023-08-31	€10,756.05	1,123,788	11,417	1.02%
2023-09-01 - 2023-09-30	€8,728.37	708,669	11,742	1.66%
2023-10-01 - 2023-10-31	€6,899.08	523,671	11,638	2.22%
2023-11-01 - 2023-11-30	€9,365.68	507,334	10,620	2.09%
<b>Total results</b> 11 / 11 rows displayed	<b>€52,054.73</b> Total spent	<b>4,112,652</b> Total	<b>78,208</b> Total	<b>1.90%</b> Per Impressions

- Data showing the campaigns from the first half of 2023 before Monsoon ran the account (**Picture no. 61**)

Campaigns Clearlight DE (4060784154027839) Updated just now Review and publish

Search Campaign name doesn't contain OO | Search and filter Save Clear Jan 1, 2023 - May 24, 2023

Campaigns Ad sets 1 selected Ads for 1 Ad set

+ Create A/B test More Columns Breakdown Reports Export Charts

Off / On	Campaign	Amount spent	Leads	Cost per lead	CTR (all)	CPC (all)	CTR (link click-through rate)	CPC (cost per link click)	Cost per landing page view	Frequency
<input type="checkbox"/>	TOF - Blog Articles	€1,091.93	9	€121.33	7.41%	€0.07	3.07%	€0.17	€0.28	2.97
<input type="checkbox"/>	MOF - 2 Person Premiere Sauna	€709.13	30	€23.64	1.58%	€0.88	0.77%	€1.80	€3.75	6.49
<input type="checkbox"/>	BOF	€205.78	—	—	1.04%	€1.67	0.61%	€2.86	€6.43	17.94
<input type="checkbox"/>	DETOX CAMPAIGN - cold traffic	€165.76	—	—	1.49%	€0.65	1.03%	€0.94	€41.44	1.16
<input type="checkbox"/>	DETOX CAMPAIGN - remarketing	€100.64	—	—	2.46%	€0.52	1.76%	€0.72	€4.19	1.40
<input type="checkbox"/>	BLACK FRIDAY - cold traffic	€0.00	—	—	—	—	—	—	—	—
<input type="checkbox"/>	BLACK FRIDAY - remarketing	€0.00	—	—	—	—	—	—	—	—
<input type="checkbox"/>	Conversions Campaign	€0.00	—	—	—	—	—	—	—	—
<input type="checkbox"/>	Winterblues	€0.00	—	—	—	—	—	—	—	—
<input type="checkbox"/>	Publicación: "Dürfen wir vorstellen: Die ARL_ML_	€0.00	—	—	—	—	—	—	—	—
<input type="checkbox"/>	AURORA_Brand_Engagement	€0.00	—	—	—	—	—	—	—	—
<input type="checkbox"/>	AURORA_Brand_Traffic	€0.00	—	—	—	—	—	—	—	—
Results from 12 campaigns		€2,273.24	—	—	5.71%	€0.13	2.43%	€0.31	€0.54	3.16
Total spent			Total	Per Action	Per Impressions	Per Click	Per Impressions	Per Action	Per Action	Per Accounts Cent...

- Overview of the total numbers of the second half of the year, after Monsoon took over the ad account. (Picture no. 62)

Campaigns Clearlight DE (4060784154027839) Updated just now Review and publish

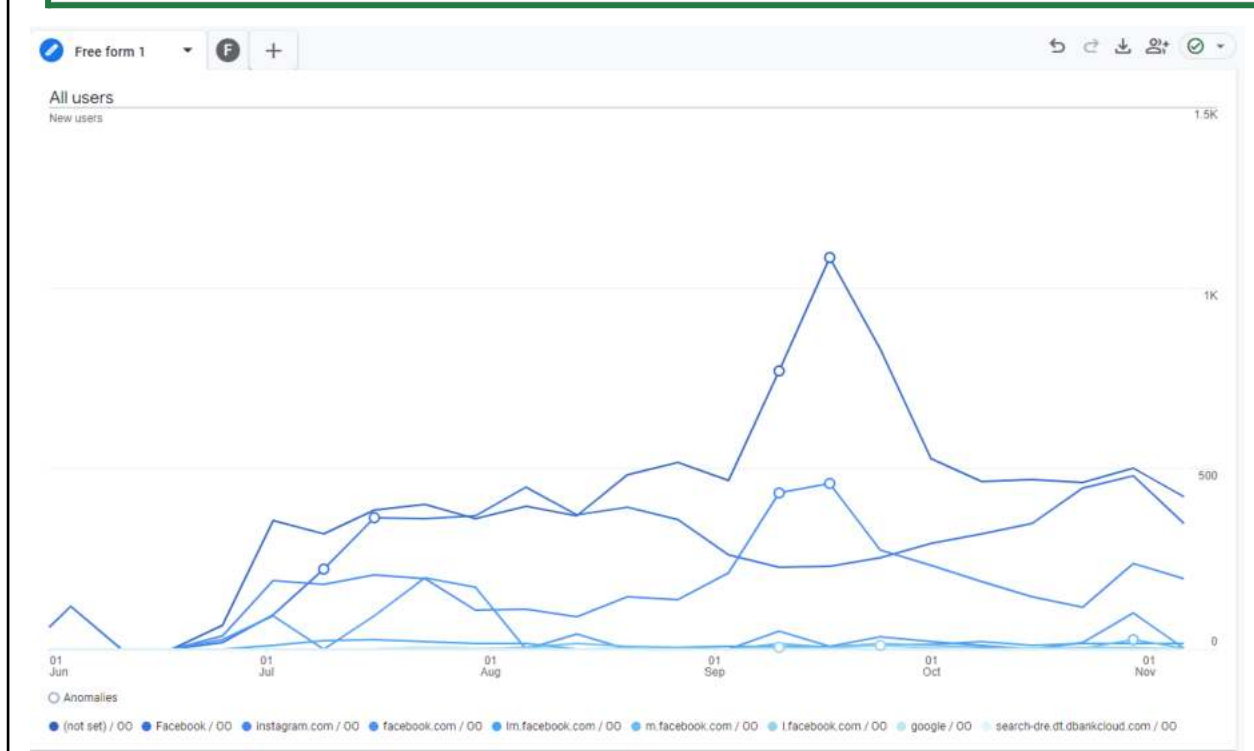
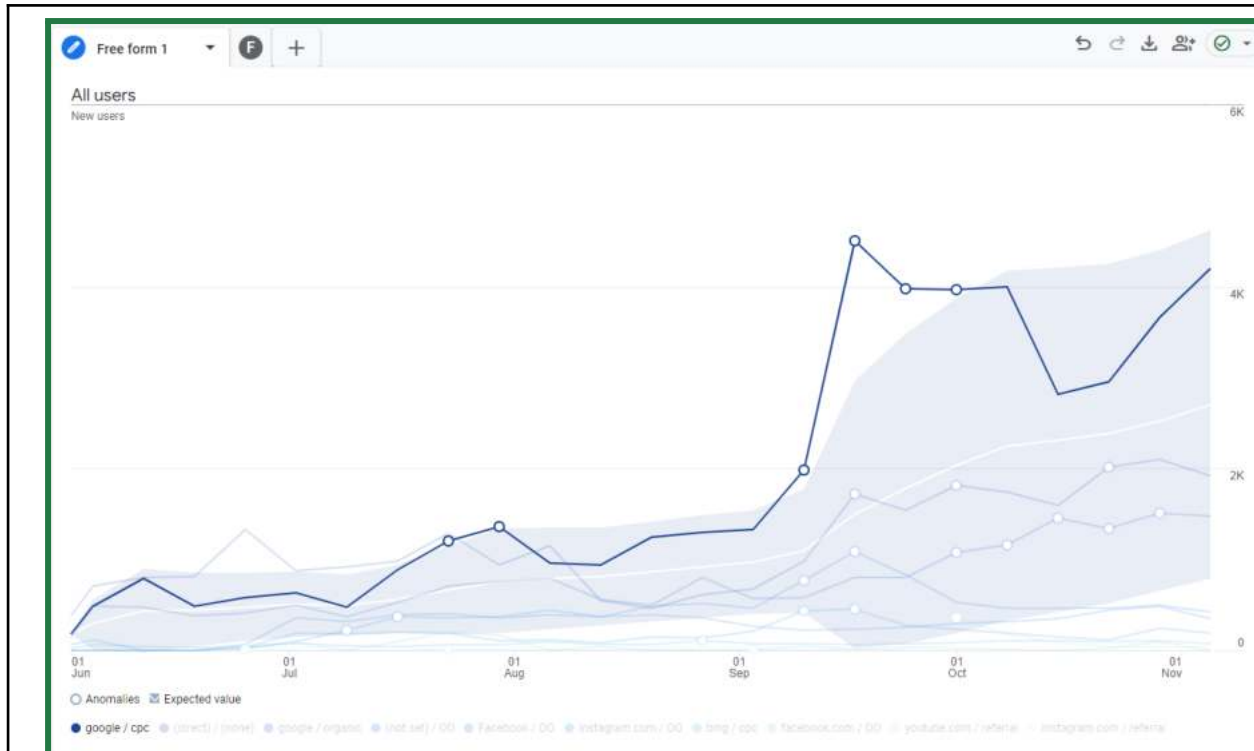
Search Campaign delivery is Active and 6 more | Impressions (Campaign) > 0 | Campaigns is 13 selected | Search and filter Save Clear Jun 1, 2023 - Nov 30, 2023

Campaigns Ad sets Ads

+ Create A/B test More Columns Breakdown Reports Export Charts

Off / On	Campaign	Amount spent	Leads	Cost per lead	CTR (all)	CPC (all)	CTR (link click-through rate)	CPC (cost per link click)	Cost per landing page view	Frequency
<input type="checkbox"/>	OO   DE   BOFU   Leads   Prospecting	€12,355.90	237	€52.13	1.94%	€0.90	1.22%	€1.43	€2.05	2.14
<input type="checkbox"/>	OO   AT   BOFU   Leads   Prospecting & Retarg...	€6,254.88	119	€52.56	1.39%	€0.98	0.82%	€1.67	€2.38	3.37
<input type="checkbox"/>	OO   DE   BOFU   Leads   Retargeting	€6,089.38	81	€75.18	1.19%	€1.36	0.75%	€2.16	€3.60	5.69
<input type="checkbox"/>	OO   CH   BOFU   Leads   Prospecting & Retarg...	€5,867.39	122	€48.09	1.61%	€0.73	0.94%	€1.24	€1.75	4.46
<input type="checkbox"/>	OO   DE   BOFU   Leads   Prospecting & Retarg...	€5,470.50	235	€23.28	3.31%	€0.36	2.38%	€0.50	€0.65	1.81
<input type="checkbox"/>	OO   DE   MIFU   Quality Traffic   Video Ads	€2,412.48	66	€36.55	4.31%	€0.47	2.30%	€0.88	€1.24	2.12
<input type="checkbox"/>	OO   DE   BOFU   Leads   Black Friday   Black Fr...	€2,047.36	10	€204.74	1.95%	€1.40	1.38%	€1.98	€2.52	2.62
<input type="checkbox"/>	OO   DE   MIFU   Newsletter signups   Black Fri...	€1,001.00	10	€100.10	2.26%	€1.18	1.55%	€1.73	€2.54	1.69
<input type="checkbox"/>	OO   DE   BOFU   Leads   Black Friday   A/B Tes...	€995.83	4	€248.96	1.04%	€1.86	0.84%	€2.31	€3.22	2.23
<input type="checkbox"/>	OO   DE   BOFU   Leads	€943.72	10	€94.37	1.75%	€1.07	1.26%	€1.49	€8.50	1.21
<input type="checkbox"/>	OO   BOFU   Leads   Landingpage Test	€714.50	8	€89.31	2.68%	€0.71	2.26%	€0.84	€3.68	1.32
<input type="checkbox"/>	OO   DE   BOFU   Leads   Landingpage Test 3	€463.67	9	€51.52	1.60%	€0.93	1.00%	€1.49	€2.10	1.21
<input type="checkbox"/>	OO   DE   BOFU   Leads   Landingpage Test 2	€459.38	9	€51.04	1.11%	€1.45	0.86%	€1.86	€2.50	1.23
Results from 13 campaigns		€45,075.99	—	—	2.00%	€0.77	1.29%	€1.19	€1.71	3.25
Total spent			Total	Per Action	Per Impressions	Per Click	Per Impressions	Per Action	Per Action	Per Accounts Cent...

In addition, the ads from Google Ads & Meta reached new users, as can be seen in the report generated using Google Analytics. (Picture no.63-64).



**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?

Our communication strategy was created as a result of our original Market Entry Strategy which included an in-depth analysis of the German audience, their pain points, and cultural factors, which is unique and something that not every marketing agency considers. Eye-catching content is crucial in an era of increasingly automated campaigns. We tried to

really understand what this user might be thinking about while doing research regarding saunas & what can make Clearlight stand out in the auction full of competitors. Thanks to this approach, within five months, the campaign significantly reduced the average cost per conversion, and the number of conversions exceeded the initially estimated goal.

**URLs**

<https://www.clearlightinfrarotkabinen.de/>  
<https://monsoon.agency/>

**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

Clearlight Saunas Supporting Documents 1 - **Pictures no.1-23**  
Clearlight Saunas Supporting Documents 2 - **Pictures no.24-46**  
Clearlight Saunas Supporting Documents 3 - **Pictures no.47-64**

**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.

**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.

**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

**Evidence positive impact / results of any initiatives (1-10 points)**

e.g., increased productivity, staff retention, staff promotion and development

**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?

**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

**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.

**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

**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%'.

**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?

**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?

**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?

**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?

**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