



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	Fluid
Contact Name	Lu Digweed

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

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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	X	Please complete section E
37. PR Agency of the Year		Please complete section E
38. Innovative Agency of the Year		Please complete section E
39. Integrated Agency of the Year		Please complete section E
40. Best Small Agency of the Year		Please complete section E
41. Best Large Agency of the Year		Please complete section E

SECTION 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.

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.

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.

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.

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?

Results & evaluation (1-10 points)

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

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?

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 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.

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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 judged? 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.

Fluid

Date of Birth (Rising Agency Star nominees only)

Please note that nominee must be under 30 on October 19, 2023

n/a

Contact email address of nominee (Rising Agency Star nominees only)

n/a

Contact phone number of nominee (Rising Agency Star nominees only)

n/a

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

29 years since its inception - without a single client, just a Yellow Pages to cold call from - Fluid's team now provide the world's most famous entertainment brands with stunning visuals and richly innovative creative campaigns.

With specialist divisions across Brand & Motion, Digital, Licensing, and Packaging, Fluid provide full service offerings to clients in TV, Theatrical, Streaming, Games, Anime, Sports, Music and more, from Netflix and PlayStation, to Xbox, Universal and Warner Brothers to Tetris, PAC-MAN and John Wick, and many in between.

And the growth continues, with a recently formed Motion department and anime specialist teams attracting clients in new sectors - but beyond those headlines, there's another important story to tell - of an incredible retention rate of staff and clients.

In an astonishing testament to our Fluid family values and (Brummy friendliness!), only 3 people have ever left the company in the course of nearly 30 years, and 12 of our full time staff have been with Fluid for over 15 years!

And that's mirrored in our client retention rate too - with longstanding creative partnerships of 20+ years apiece with clients such as PlayStation, Capcom, Sega and Square Enix.

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%'.

- **Target** - Create a new dedicated Motion division
 - **Achievement** - since its formation in 2022, Motion's turnover has increased from £150k Year 1 to £420k YTD in 2024, an increase of 180%
- **Target** - Expand our US business
 - **Achievement** - US based clients accounted for 10% of our turnover in 2022, and now account for 30%
- **Target** - Maintain our incredible client retention record
 - **Achievement** - we continue to service PlayStation (clients for 27 years), Capcom (clients for 24 years), Square Enix (clients for 20 years), and for "newer" clients, such as Krafton, we've worked on the PUBG brand since launch 7 years ago.
- **Target** - Secure TV Streaming projects
 - **Achievement** - Major motion and Licensing projects delivered for Netflix including Squid Game: The Challenge (Netflix No. 1 Worldwide), The Witcher (Netflix No.1), Infamia, Kleks Academy (Netflix Top 10 European) and Rebel Moon (Netflix No.1)
- **Target** - Grow our client base at the nexus of licensing and Anime
 - **Achievement** - New specialist anime team established in 2023
 - New project wins include major global anime projects for Lore Olympus, Beyblade X, True Beauty. Clients include Webtoon, ADK Emotions, Bandai-Namco
 - Growing reputation as one of the only Western agencies trusted to bring anime IP to global markets
 - 5 major anime clients in 2024, zero in 2023.
 - Vegas Licensing Expo growth gave us 14 new clients in 2023 and grew the business within Licensing by 50% for 2023.
 - Licensing clients have become 80% US based with a global consumer outreach.
 - We are now working directly with China and Korea on Anime titles using translators and educating how western consumer markets work.

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?

Client: Netflix

Project: [The Witcher Season 3 teaser trailer](#)

Demonstrable creativity: Showcasing the series' intricate world-building, using the visceral nature of fire tearing across maps to represent war spreading across continents... but burning in reverse, to unveil key new scenes and locations.

Client: Secret Mode

Project: [Deathsprint 66 full service launch campaign](#)

Demonstrable creativity: From name ideation, logo and key art to exclusive announcement cover art for Edge magazine, website and trailer (with bespoke assets, created in Unreal Engine 5), our bold, clean aesthetic focuses on iconic simplicity of a character-lead campaign, for a creative solution at the nexus of sport, sci-fi and lifestyle.

Client: Riot

Project: [Valorant Champions Tour EMEA 24 3D broadcast maps, brand launch campaign, brand development guidelines](#)

Demonstrable creativity:

- Injected order and hierarchy to diverse creative branding
- Extended the guide, visualising reference assets, providing creative parameters and execution examples for all potential user touchpoints, ensuring total consistency across the fan experience.
- Applied these to a range of assets to tease, engage and excite, elevating the new EMEA VCT brand, whetting fans' appetites for a season not to be missed.
- Complete marketing toolkit encompassed everything from animated logos to typography, key art and more
- 3D maps for VCT's On Air team, and a suite of videos to promote key features using themes of digital disruption and rebellion

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?

Project: PAC-MAN

Client: Bandai Namco

Achievements: Awards & project growth

- [Fluid created the "Shine On" style guide which underpinned the global marketing for 2023.](#)
- Shine On was adapted to global activations include a drone show over New York and a pop up walk through (currently in LA)
- Our work won Key Art of the Year at the GEA awards
- In PAC-MAN's 45th Anniversary year, our designs form the basis of the reworked online game.

Project: Final Fantasy - multiple

Client: Square Enix

Achievement: Client retention & media kits It's not just staff we retain at a phenomenal rate, but clients too: We've worked on Final Fantasy since 1997 and our latest work, for Final Fantasy: Dawn Trail has been heralded as "phenomenal"

- [8 major game campaigns over 27 years](#)
- Our latest project, 250 global media kits, for Final Fantasy: Dawn Trail
- Reception: "Everyone is actually ecstatic. We think the quality and pieces are phenomenal. Very pleased with the results of our project." - Senior Manager,

Influencer Relations, Square Enix USA

- Our media kits are a masterclass of attention to detail, for example [Final Fantasy XVI](#)

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?

Challenge: Huge layoffs across games industry impacting client resource

How we overcame this: We offered clients an integrated, full spectrum service one-stop-shop for creative services easing multi-project procurement pains

The result:

- Full service projects including Deathstprint 66, PUBG and VCT mean clients save hours of work briefing multiple teams and ensuring project integration across multiple internal clients
- Fluid handle projects end-to-end in house, not outsourcing elements
- Our packaging team's network of material suppliers means we're able to source innovative, cost effective and environmentally conscious solutions

Challenge: South Korean and Japanese companies looking to export their IP globally are wary of Western agencies who lack experience and artistic nuance

How we overcame this:

- Creation of an in house Anime specialist creative team within our Licensing department to handhold clients.
- Messaged our retention rate (with clients such as Capcom, Sega, Bandai-Namco) to show the trust placed in us.

Result:

- Our Licensing team have build go-to-market creative / branding strategies for South Korean and Japanese clients launching IP to Global Markets
- Client projects include anime mega-brands Beyblade X, Lore Olympus and True Beauty.
- Our packaging team work on media kit projects for Neowiz, and we run huge global campaigns for PUBG's South Korean office.

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?

- We are the entertainment industry's true go-to creative agency, with years of experience pushing the sharpest edges of design and technology
- Our incredible retention rate for staff and clients is testament to our unique blend of creative innovation, expertise, and authentic passion.
 - Only 3 staff leavers in 29 years
 - 12 staff have 15+ year tenures each
 - Sega, Capcom, Square Enix, Sony PlayStation have all been clients for 20+ years each

- We evolve and grow our in-house services to adapt to ever changing market needs, with specialist teams for Anime and Twitch providing huge depth of knowledge, earning the trust of major anime IP and esports brands.
- Each specialist team can combine to create a one-stop-shop for full service creative
- We continue to push new growth markets through creation of a Motion team (180% growth since 2022) and a recent focus on US based clients (300% growth since 2022).

URLs

[Valorant Champions Tour \(VCT 2024 esports finals\)](#)

[Deathsprint 66 launch](#)

[The Witcher teaser trailer](#)

[Lies of P, Final Fantasy media kits](#)

[PUBG showcase](#)

[Netflix showcase](#)

Showreel -

https://player.vimeo.com/video/944526859?h=127506c079&badge=0&autoplay=0&player_id=0&app_id=58479

Creds deck -

https://drive.google.com/file/d/17vmcCESx_M8KAZ9iNDPR_Y9ehLw86cc/view?usp=sharing

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