

**European Agency Awards 2024 Entry Form**

**Please complete this entry form and upload it via the online entry portal** [**here**](https://europeanagencyawards.com/entry-form) **along with any supporting files.**

**Please note all documents must be under 2MB.**

* You can upload multiple entries via the online entry portal. You will need to fill out a separate entry form for each entry e.g., five entries = five individual entry forms
* If you are uploading the same entry into another category, you will need to edit your entry form appropriately to match the category criteria.
* Please make sure the correct category is checked in section B. If the correct category is not checked, your entry may be classed as void and therefore not judged.
* Entry questions are dependent on your chosen category, so please take care when filling out each entry. Please delete any sections of the entry form not required for your category.
* If your entry form does not match your online submission and category selection, your entry may be classed as a duplication error and may not be judged.
* **All entries must not exceed 1000 words.** The word count does not include the company information/summary in section A or the questions already within the form.
* All entries should relate to work carried out between **March 2023 - July 2024**
* Please follow the format and order of the criteria within this form. If you do not use the entry form below or miss information from your submission you may be penalized by the judges.
* All judges are bound by our terms and conditions and are required to acknowledge these prior to logging into their judging portals. Our judging T&C’s can be found here: <https://europeanagencyawards.com/terms>
* For more information on how to enter, entry fees and the deadline date, visit <https://europeanagencyawards.com/how-to-enter>
* Payment for all entries must be made at the time of submission.
* Please read the [Terms & Conditions](https://europeanagencyawards.com/terms)before submitting your entry.

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| **SECTION A – YOUR DETAILS** | |
| **Organisation Name** | The Media Image |
| **Contact Name** | Phoebe Anibaba |

By submitting this form, you agree to the terms and conditions and declare that all facts and figures contained within are accurate and true, and that permission to enter has been given by all involved parties.

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| **SECTION B – SELECT YOUR CATEGORY**  Please select your category carefully and insert an X in the second column. Entry questions are dependent on chosen category – please complete section C, D, E or F as indicated. |

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| **1. Best Social Media Campaign** |  | Please complete section C |
| **2. Best SEO Campaign** |  | Please complete section C |
| **3. Best PPC Campaign** | X | 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** |  | Please complete section E |
| **41. Best Large Agency of the Year** |  | Please complete section E |

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| **SECTION C – CAMPAIGN AWARDS**  Please complete the following sections providing details of the campaign that you are entering. Please note entries must not exceed a total word count of 1000 words.  All information provided will remain confidential to the judges before and after the event and will not be shared with anyone outside of the judging panel allocated to review your entry. |
| **Entrant Name(s), Client Name & Campaign Title**  How you wish for the campaign to be credited including your organisation name, any partners / clients you want to credit & the title of your campaign.  Please structure your title in the following format:  ***"Entrant Name & Client Name - Campaign Name"***  Please keep this concise as it will appear on the website if you are shortlisted. |
| **The Media Image & Boomers Parks  - Growing Revenue Through Performance Max For Store Goals** |
| **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. |
| * Objective: We were tasked with boosting revenue year on year by $25m at a positive ROAS, including driving increased in-store visits. * We were allocated a budget of $290,000 to conduct tests using Performance Max and Performance Max for Store Goals. |
| **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. |
| * Our audience includes diverse families, individuals with children of all ages, and grandparents with grandchildren. * We proceed to refine our targeting, concentrating on individuals with particular hobbies and interests related to adventure and water parks, such as outdoor activity lovers, adventure and water park enthusiasts, and thrill-seekers. Our focus extends to 8 different locations across California, Florida, and New Jersey. * To use a combination of standard Performance Max campaigns and Performance Max for Store Goals campaigns, utilising location activity and historical location interest to target users who are close to the area or are interested in visiting in the near future to increase foot traffic and in-person ticket sales within the parks whilst maintaining an efficient ROAS. * Customer lists of recent visitors were regularly added to the Performance Max targeting, tailored to the different park locations, to allow the algorithm to target similar users. * We tailored audience signals, ad copy, and creatives to match each park's offerings. We also included the differing attractions available for each park within the Custom audience lists to attract the right user interested in a specific ride or attraction. |
| **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. |
| Performance Max campaigns were launched initially at the start of the year before implementing the Store goals campaigns, as that goal type rolled out at the beginning of Q2 2023.    Campaigns were set up and launched to align with the Google My Business Profile locations - one per location to drive individuals to the different parks.    Multiple asset groups were launched within the Performance Max campaigns to tailor messaging and targeting to different audiences based on what attractions are available at each park location.    Asset groups were updated regularly to match seasonality with new YouTube park footage and photography. |
| **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? |
| * The parks experienced declining foot traffic and in-person ticket sales in recent years, exacerbated by reduced tourist visits post-Covid. To address this, we launched store goal campaigns, employing both online and offline tactics to boost foot traffic and ticket purchases. * The switch from uncapped budgets in 2022 to set budgets in 2023, driven by declining in-person ticket sales, required efficient budget allocation. With performance max and store goal campaigns, we boosted Year over Year revenue by +$27,227,882, at a mere 4% increase in costs. * In 2023, storms disrupted the start of the season, leading to reduced sales and revenue. We adapted by adjusting creative assets to match weather conditions: highlighting indoor attractions during cold or stormy periods and promoting outdoor activities like go-karting and waterparks in the summer. |
| **Results & evaluation (1-10 points)**  Please relate these to the objectives and targets stated above. Provide actual numbers rather than percentages wherever possible. |
| * Higher account-wide revenue (+560% YoY)   + 2023: $32,089,241 vs. 2022: $4,861,359  = +$27,227,882 YoY          * Higher account-wide ROAS (+542%)   + 2022: $6.47 vs. 2023: $41.57 = +$35.10 YoY |
| **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? |
| Despite encountering challenges, our Boomers campaign demonstrated outstanding YoY growth, achieving a remarkable revenue uplift of +560% with just a 2.81% increase in budget. This showcases a compelling uplift in ROAS of +542% compared to 2022. The success of our strategy is evident in these results, as the campaign not only overcame challenges but also strategically optimised resources for impressive returns. The campaign's ability to triumph over challenges underscores its resilience and effectiveness, making it a deserving candidate for recognition.  We are confident that our entry underscores strong outcomes, accomplishing not only a substantial YoY increase but also notable improvements in foot traffic and brand awareness. |
| **URLs** |
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| **Please detail any supporting documents you are including as part of your submission**  Optional – please upload to online entry portal when submitting this entry form |
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