

**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** | x | 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** |  | 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 & BetMGM - Launch in a New State: Massachusetts (MA) |
| **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. |
| **Objectives:**   * Earn a 20% Share of Voice % (SOV) against BetMGM competitors (i.e. DraftKings, FanDuel, Caesars Sportsbook, etc.) * Enter highly competitive new markets in MA, a newly US legal state for RealMoneyGaming (RMG) * During the Pre-Registration period, obtain 10,000 new Registrations (regs) before the launch by advertising a new customer offer, as a quick conversion over to First-Time Deposit (FTD) with another offer. * Utilizing the pre-reg offer (Sign up and get $200 in Bonus Bets)  and then also differing FTD offers (First Bet Offer $1000, and Bet $10 Get $200) to maximize conversions.   ·   **Budget:**   * Pre-Registration Budget (Sign up now and get $200 in Bonus Bets offer): $1,900,000.   + During this time, we used this budget for Direct Response and Branding campaigns on TikTok, Snapchat (acquisition campaigns and branding takeovers),  X (Twitter) (followers campaigns, takeover, Amplify), and Meta (Facebook).   + Creatives ran across Meta, X, Snapchat, Google:      * Launch Budget (Bet $10 Get $200 in Bonus Bets, and First Bet Offer $1000): $2,900,000 * During this time, we utilized our Kevin Garnett UGCs, and league/team partnerships with the NBA and Boston Red Sox.       MA Twitter Followers Campaign, resulting in 790 new followers: |
| **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. |
| Target Audience   * Users with an affinity for Sports Betting. We did include broad targeting to allow the platform algorithms to serve ads to the appropriate users. * Age 21+ * Located in only the launch state: Massachusetts, USA. * Excluded audiences who Self-Excluded (users opted out of seeing all Real Money Gaming advertisements), are flagged as “Fraudulent”, or current BetMGM Customers.         Strategy   * Create Direct Response (DR) and Branding campaigns on Facebook, Twitter, and Snapchat segmented by Android, iOS, and Non-App (Desktop) users. * MA will be the first state where we had 11% of the budget allocated to Branding rather than Prospecting, which is a differentiator in terms of strategy.      * Utilize well-known celebrity ambassadors, Jamie Foxx, Jalen Rose, and Kevin Garnett in creatives and User Generated Content (UGCs). |
| **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. |
| * Track engagement (impressions, clicks, comments, shares, video views) and conversion data (Regs and FTDs), all paid social campaigns using Social Media Platform in-engine data, Pixels, and Google Looker Studio * Schedule Pre-Reg campaigns to turn on at midnight the day of Pre-Reg: February 27, 2023 * Schedule Launch campaigns to turn on at Midnight the day of launch, March 13, 2023 * We have employees monitoring these campaigns on UK and US hours, allowing us over 18 hours of work coverage without overworking our team. |
| **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? |
| * Combatting creative fatigue: Occurs when the audience sees ads so often that they become bored with them. This, in turn, causes our campaigns to become less effective and prevents users from registering or depositing. * We gradually overcame this challenge by changing copy and adding new Jamie Foxx, Jalen Rose, Kevin Garnett, and Generic assets, rather than all at once. |
| **Results & evaluation (1-10 points)**  Please relate these to the objectives and targets stated above. Provide actual numbers rather than percentages wherever possible. |
| The Pre-Reg campaigns (February 27th 2023 - March 12th 2023) reported 19,483 Regs (9,483 over target) at $96 CpReg.    o   The Launch campaigns (March 13th, 2023 - April 2nd, 2023) reported 14,891 Regs and 9,999 FTDs at $287 CpFTD, reporting a 67% Reg to FTD Conversion Rate.   * We also achieved 20% SOV on all platforms during Pre-Reg and launch. |
| **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? |
| The Media Image and BetMGM's collaboration in launching into Massachusetts is a standout contender for the Paid Social Media Campaign of the Year. With dedicated budgets, our strategic objectives included achieving targeted Registrations and First Time Deposits (FTDs), elevating Share of Voice (SOV%), and entering the newly legal market. Targeting individuals aged 21 and above with a penchant for sports betting, we precisely navigated exclusion criteria. Our multi-platform strategy on Meta, X, Snapchat, and TikTok, coupled with innovative creatives, and User-Generated Content (UGC), demonstrated our commitment to diverse audience engagement. Overcoming challenges like creative fatigue, our campaigns were meticulously scheduled, and global team monitoring ensured optimal coverage. Comprehensive data, including Impressions, CTR, Spend, Regs, FTDs, and Reg to FTD rate, along with SOV against competitors, substantiates our campaign's success, making it the top choice for the Paid Social Media Campaign of the Year.  Greg Berger, Director of Digital Marketing at BetMGM, aptly summarized our achievement: "I'm thrilled with the launch of BetMGM Sportsbook in Massachusetts. The Media Image's strategic approach and expertise were instrumental in achieving our campaign objectives and ensuring our message reached the right audience at the right time. I have all the confidence this will see continued success in years to come." This accolade solidifies our campaign as the top contender for the Paid Social Media Campaign of the Year. |
| **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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