

**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** | X | 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 - Maximizing Channel Visibility and Authority Growth through SEO |
| **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:*** Revamp the client's content strategy to invigorate engagement in the Casino and Sports Blog, optimizing conversions and catering to diverse audience interests.
* Execute the revamped strategy with precision, leveraging the relaunch of blogs and robust outreach for enhanced visibility and traction.
* Lead a comprehensive redesign of the blogs' UX/UI, refining pathways and elements to maximize engagement and site performance.
* Improve content quality through continuous innovation and ideation, fostering a dynamic and engaging user experience while remaining ahead of industry trends.
* Cultivate an immersive content ecosystem focused on providing informative and captivating insights into the iGaming sector and establishing the client as a thought leader within the industry.
* Generate renewed interest and engagement with the client's blog pages by tailoring content accessibility to appeal to a wide range of users, thereby increasing platform registrations and user interactions.
* Implement a strategic approach to traffic optimization by eliminating affiliate sites, enhancing offer visibility, and reinforcing the blog's role in boosting the core domain's prominence and authority.
* Amplify the BetMGM website's online presence, positioning the client as a dominant force in the fiercely competitive iGaming and betting landscape in the United States.

**2022/2023 Targets from 2021 Baseline:*** Reach 300,000 total ranking KWs from less than 150,000
* Reach 40,000 top-10 ranking KWs from less than 15,000
* Reach 1 million average monthly sessions from less than 400,000 for all organic traffic
* Within a year DA has Increased from 49 to 56 and DR has increased from 71 to 75.
* Increase content production from 60 articles per month
* Increase budget allocation from $175,000
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| **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:*** BetMGM is a leader within the US and Canadian iGaming sector. It is globally esteemed and notably associated with the iconic MGM Resort Strip in Las Vegas and leading entertainment company Metro Goldwyn Mayers (MGM).
* Its target demographic comprises individuals aged 21 and above, with a particular focus on males aged 25 to 45 who are interested in Poker, Sports, and Casino gaming experiences.
* Operating across a multitude of states, including Colorado, West Virginia, Indiana, Iowa, Michigan, Nevada, New Jersey, Pennsylvania, Virginia, and Tennessee, as well as spanning other countries such as Canada, BetMGM extends its diverse range of services to cater to a broad geographical audience.

**Strategy:*** Strategically refine target audience demographics and devise tailored approaches to effectively engage and capture these users while simultaneously optimizing keywords and organic traffic retention.
* Implement a comprehensive content overhaul, leveraging insights gleaned from year-over-year performance evaluations to enhance website content and streamline operational processes.
* By closely monitoring industry trends and releases, devise strategies to effectively target specific demographics, ensuring relevance and resonance throughout the year.
* Significantly bolster the casino segment through the introduction of new blogs, content, and overarching strategy, which have now been integrated site-wide. This consolidation serves to amplify the platform's authority and breadth of offerings.
* Establish sports and casino blogs as primary hubs for all blog content, consolidating information and enhancing user accessibility and engagement.
* Successfully convey the critical importance and impact of our content hub to internal client teams, resulting in increased budget allocations, expanded manpower, and sustained satisfaction with campaign performance.
* Produce captivating and immersive content around sports and casino-related themes, employing enticing H2 headings, anchor texts, and imagery to enhance user engagement and drive traffic growth.
* Ensure content alignment with organic search queries on Google, maximizing visibility and relevance across key search results pages.
* Conduct in-depth analysis of keyword-level performance and SEO-friendly metrics, and integrate automated dashboards for real-time monitoring, enabling agile adjustments and continuous improvement.
* Investigate search behavior patterns among the BetMGM target audience, informing strategic content decisions and optimizing keyword coverage for enhanced visibility and engagement.
* Leverage Local SEO strategies alongside national efforts to augment reach and relevance, enhancing customer service pages, local content, and state landing pages to cater to diverse audience segments and geographic preferences. This holistic approach achieves a harmonious balance between content and SEO practices, driving tangible results and improving overall user experience.
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| **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. |
| * The Internal Linking Strategy underwent refinement to enhance its natural flow and effectiveness, especially on the Casino side. This involved strategically incorporating a select set of keywords to establish seamless connections between reviews, game information, and relevant articles, thereby significantly enhancing visibility and keyword retention.
* The campaign implementation encompassed various stages, including research, rebranding of the blog, technical development, content creation and amplification.
* We placed a strong emphasis on creativity to resonate with our target audience of sports and casino enthusiasts aged 21 and above. This approach ensured that our increased content rollout was seamless and tailored specifically to this demographic, mitigating any potential issues and effectively showcasing its relevance to our intended audience.
* We conducted a thorough analysis of the BetMGM website structure, meticulously examining revenue contributions across different pages and topics.
* We categorized keywords according to funnel targets and user intent, focusing on specific content creation and link-building efforts for each category. We separated high-search volume terms and bottom-funnel drivers into separate content silos to optimize targeting and effectiveness.
* Improved tracking of results was implemented to enable better control and optimization of the campaign. Additionally, this facilitated directing users to the live gaming site, thereby encouraging conversions.
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| **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? |
| * Crafting compliant content for iGaming and sports betting proved to be a central challenge, particularly in the face of evolving regulations. Navigating the dynamic landscape of online gambling posed further hurdles, especially amidst the introduction of new guidelines throughout the year.
* To meet the demands of increased monthly content production, we implemented enhancements across our content ideation, production, editing, review, and client approval processes. However, setbacks such as Google Rollouts and Spam checks led to losses in Keywords, Traffic, and Backlinks. Consequently, our team diligently worked to mitigate these challenges and ensure optimal performance.
* Technical audits were conducted to significantly reduce the presence of "spam-like" content and eliminate harmful website links associated with our main blog.
* Understanding the unique nuances of the iGaming consumer base presented its own set of complexities. Through extensive research, we identified content preferences and performance indicators, allowing us to refine our approach and tailor content strategies accordingly.

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| **Results & evaluation (1-10 points)**Please relate these to the objectives and targets stated above. Provide actual numbers rather than percentages wherever possible. |
| The number of organic sessions showed substantial growth over the years, with an increase from **6,369,534** in 2021 to **11,190,730** in 2022, and further to **20,101,145** in 2023.* The average number of organic monthly sessions exhibited a steady rise over the three-year period, increasing from **530,794** in 2021 to **932,561** in 2022 and further to **1,675,095** in 2023. These upward trends in traffic indicate a significant expansion in organic traffic to the website over the specified period, reflecting the effectiveness of the site's SEO strategies, content quality, and overall online presence in attracting and engaging users.
* The number of organic keywords demonstrated remarkable growth over the years, surging from **51,537** in 2021 to **402,554** in 2022 and further to **450,287** in 2023. Such growth reflects the effectiveness of the site's SEO efforts in optimizing content for a broader range of relevant keywords, enhancing its visibility and potential to attract organic traffic from diverse search queries.

The number of top 10 ranking keywords soared from **5,157** in 2021 to **48,295** in 2022 and further to **82,132** in 2023. The expansion of top-ranking keywords underscores the website's growing authority, relevance, and competitiveness within its niche.* In 2022, our team produced a total of **720** articles, showcasing our commitment to consistently delivering high-quality content to our audience. Building on this momentum, we significantly ramped up our content production efforts in 2023, with a remarkable increase to **1,680** articles.
* BetMGM Domain Authority, a ranking score that predicts how likely a website is to rank in search engine result pages, increased from **53** to **57**, indicating an increase in the overall credibility and authority of the BetMGM domain.

BetMGM Domain Rating, a rating that indicates the strength of a domain’s backlink profile, increased from **71** to **76**, which signifies a significant enhancement in the quality and quantity of backlinks pointing to the site. This improvement further solidifies BetMGM's backlink profile as trustworthy and natural, indicating that reputable and relevant websites are linking to it.The client's investment in our SEO services increased significantly, with our budget rising from **$175,000** to **$223,000**. This boost in funding underscores the client's confidence in our capabilities and highlights the growing importance they place on leveraging SEO to achieve their business objectives. |
| **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? |
| * **Strategic Content Restructuring**: Over the course of 2022 and 2023, our meticulous data analysis and planning led to a comprehensive overhaul of the BetMGM content strategy and output, ensuring alignment with our objectives.
* **Compelling Performance**: Our entry stands out due to its remarkable track record of achieving all set goals. This success is a testament to our streamlined content production process and its ability to deliver tangible results.
* **Internal Recognition and Integration**: The blogs have been seamlessly integrated into the client organization, gaining recognition as vital components of the site and products. This has resulted in increased budget allocation and the establishment of dedicated client-side teams to support our content creators and strategists, solidifying the blog's position as a leader in the iGaming and Sports Betting information sector.
* **Thought Leadership**: By positioning the blog as a thought leader in the industry, our campaign has contributed to its recognition as a pillar of industry knowledge and expertise, setting it apart from competitors.
* **Demonstrable Impact**: Our campaign has consistently delivered tangible results, surpassing set goals and showcasing its effectiveness in driving desired outcomes.
* **Innovative Content Strategies**: Through innovative approaches rooted in data analysis and meticulous planning, our campaign has redefined content strategy within the sector, demonstrating adaptability and creativity despite numerous challenges.

**Acknowledgment and Endorsement**: The recognition gained internally within the client organization underscores the impact and value of our campaign, leading to increased support and resource allocation, thus enhancing its significance and influence. |
| **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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