



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	All human
Contact Name	Ursula Dempsey

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	X	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 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.

All human

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.

With 20+ years of cross-sectoral experience, [All human](#), Ireland's largest independent digital agency, has worked with major household brands such as [Fáilte Ireland](#), [Lily O'Briens](#), [Irish Rail](#), [Bord Bia](#), [Irish Life](#), and [An Post](#), creating digital experiences people love. As an end-to-end digital agency, we work with clients on the entire journey from idea to design, development, and optimisation. With extensive industry experience, in-depth knowledge and understanding of the digital landscape, we guide brands as they establish and expand their online presence and performance.

Currently, there are two members of the HR team

Shona Healy- Head of People and Operations

Eimear Hughes- HR Manager

Together, they manage an international team of 17 nationalities based in 15 countries: 60 staff - 36 FTE 24 contractors.

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

- **89% of employees feel All human provides a good work-life balance.**

Our commitment to full-time remote work not only promotes a positive work-life balance but also empowers our employees with the flexibility to manage their workday. This flexibility allows for greater time off for personal appointments and family commitments, and we also offer a 4-day workweek option for parents and caregivers. Employees enjoy 21 days of annual leave, 1 day's birthday leave, and paid Christmas leave, further enhancing their control over their time.

Our central office space is available for collaborative workshops and face-to-face meetings.

It also hosts our social and wellness activities, which helps to maintain team connections. We cater to a wide range of interests and also host remote activities for those unable to attend in person.

- **Almost 80% avail of the L&D allowance**

Every employee receives a €1,000 annual learning allowance. We also allocate an additional L&D budget to every department each year, ensuring that individuals are kept up-to-date with the latest technologies and trends. Internal 'lunch & learns' provide further knowledge-sharing across teams.

Our commitment to career growth is not just a promise, but a reality. We further encourage and support our employees with paid study leave and training days. Our CRO team, who recently won the award for Global CRO Agency of the Year 2023, is a testament to this commitment. Many of them joined the company in junior positions and have forged successful careers by capitalising on our generous L&D programme. This commitment ensures that every employee feels secure and valued in their career journey.

"It's a great privilege to be able to choose any course we want to do or any conferences we want to attend, whether it's digital or in person (even abroad!). I love learning new things and I never run out of things to learn, so the L&D budget definitely keeps me going!"

- Andre Goncalves, Senior UI Designer

- **79% of employees feel recognised and valued**

At All human, we like to celebrate wins, big and small. Our weekly shoutouts recognise individual and team achievements and are also circulated in our monthly newsletter. Our Ah Star Moments incentive allows staff to share stars with colleagues to acknowledge star moments. Stars can be redeemed for real rewards and prizes.

- **80% feel the company is committed to sustainability and environmental responsibility**

We encourage the pursuit of CSR and Sustainability activities. Our CSR committee organises charity fundraisers, including abseiling, cycling, and cooking for families, and implements creative sustainability initiatives such as Plastic-free July, recycle & deposit schemes, clothes swaps, and a monthly newsletter.

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

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

Staff retention

All human has been in the industry for over 20 years. During that time, the company has grown from a small group of designers based in Dublin, to a global award-winning agency.

- 29% of staff have stayed more than 5 years
- 13% have stayed more than 10 years
- 16% have stayed more than 3 years.

We believe these numbers and our awards demonstrate that our employees are very happy at All human.

A recent survey showed that

- 94% would recommend All human as a great place to work to a friend or someone they know.
- 93% feel that All human provides a diverse and inclusive workplace.
- 91.2% are proud to work at All human.
- 73.5% of staff are satisfied with their package at work, inclusive of salary, flexibility, and benefits.

Staff development and promotion

- 82.3% of staff feel their manager is supportive or extremely supportive.
- 85.3% of staff agree that someone at work cares about them as a person.
- 75% are satisfied with the level of support provided for job-related challenges and obstacles. 76.4% feel their manager recognises their full potential and capitalises on their strengths.
- In the last 12 months, 17% of staff (55% female) have achieved promotion.

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?

All human is a great place to work.

We listen to our employees

While most other employers have requested that their employees return to the office, we have maintained our WFH policy. This is largely because we aim to establish a culture of trust, support, and mutual respect. Employees have a voice. We conduct regular employee surveys to capture employee feedback and, from this, implement changes that have a company-wide impact. When employees said they wanted to stay WFH, we listened and continued to commit to remote working.

However, we know there are times when people do want to get together, which is why our office is available for face-to-face collaboration when requested. This range of choice also extend to working hours, additional time off for personal appointments, a four-day work week, and options for working from abroad.

We support our employees

Aware that remote working can feel isolating, we've implemented a wellbeing programme that ensures all staff have access to a dedicated and confidential wellness coach who guides them on personal growth objectives and self-care. This opt-out incentive has resulted in an **90% uptake of personal 1:1 calls with a wellness coach.**

"The wellness coach continues to be one of the most valuable assets to my working and personal life. The focus on the mind-body connection is so important and helps me deal with stress calmly by focusing on the fundamentals like eating, sleeping and movement."

By working with a wellness coach, Ah is committed to understanding and supporting our employees' wellbeing and work-life balance. We regularly seek employee input on future topics and areas of focus, demonstrating our dedication to their wellbeing.

And then, in addition to a "personal" coach, our wellness programme offers wellbeing experiences with industry experts, including sleep support, stretch and yoga, breathwork, financial wellness, nutrition, mindfulness, and sound baths. Our most recent Disconnect to Reconnect Days included:

- Free physio & massage on-site
- Yoga in the park
- Clinical Psychologist David Coleman presented a talk on Balancing work and family life
- A cooking session with Wellness Coach Aoife Healy
- A guided Stretch & Dirga Pranayama breathwork session

All activities are offered remotely wherever possible to ensure everyone feels included.

URLs

allhuman.com

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

See attached

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