



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		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	X	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 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.

All human

Date of Birth (Rising Agency Star nominees only)

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

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

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

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

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.

Our 60+ employees across Europe and the UK have extensive industry experience, in-depth knowledge and understanding of the digital landscape to guide brands as they expand their online presence and performance.

As an end-to-end digital agency, we work with clients throughout the entire journey from idea to design, development and optimisation.

Strategy

Our unique customer-centric approach, built on market and human behaviour extensive research, gives organisations the understanding and tactics required to implement a successful digital strategy.

Design

Our approach to delivering best-in-class digital products and experiences is to integrate collaboration, ideation, testing and design iteration into every stage of our process.

Development

Our team of developers possesses the technical expertise and skillsets to innovate and build content management systems, sites, and applications that leverage the latest market

technologies. We invest heavily to ensure our designs meet accessibility compliance and are built on a mobile-first platform.

Optimisation

We drive digital performance by continuously optimising and identifying revenue opportunities, securing business alignment, and achieving targets and ROI.

We offer the following services:

- Market & user research, digital strategy & roadmapping, UX/UI design
- Development
- Content strategy, copywriting, and migration
- Analytics & insights
- Agile methodology, workflow processes & coaching.
- Technology & platform selection
- Release management, staging, and deployment strategies.
- Testing & QA
- Product, project & programme management

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%'.

Continue to innovate

In 2022, with **An Post** we launched the world's first digital stamp with notification. In 2023, we upgraded the capabilities to include international mail, one month ahead of schedule.

We also worked on an AI initiative with An Post and Microsoft Azure OpenAI technology launching the An Post AI Greeting card in time for St Patrick's Day.

Continue to improve digital performance

Here are some of the targets we set for 2023

Targets for DiscoverIreland.ie

- Increase referrals 18% (from 301,077 to 356,024)
- Increase referral CR 7.5% (from 13% to 13.97%)

Targets for VisitDublin.com

- Increase referrals 49% (from 235,491 to 350,679)
- Increase referral CR 5% (from 16.8% to 17.66%)

Irish Life Health (ILH)

Irish Life Health is a leading provider of health insurance in Ireland.

The targets set in 2023:

- Increase quote-to-sale rate 22%

- Increase online sales 18.5%
- Increase CR 16%

Continue to grow

We are want to see Y-on-Y growth.

And we did.

- July 23 to June 24 total company sales of core products increased by 4% over the period July 22 to June 23
- March 2023 we had 20 clients, in June 2024 this increased to 22 – an increase of 10%

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?

All human creativity

Bank of Ireland

- **EcoSaver Mortgage** — As a strategic partner in Bol's sustainability drive, All human is reimaging the mortgage proposition through strategic consulting and design services of Green Mortgages in the form of the new **EcoSaver Mortgage**
- **New to the bank**—To increase the conversions of Ulster and KBC banks' customers, we designed new messaging and journeys for the web app and emails to encourage greater takeup of both business and personal BOI accounts.

Irish Life Health

- We designed a new accessible app, which is a self-service portal for customers, allowing greater convenience and accessibility and reducing stress on the call centre. We also introduced card and Stripe payments, offering extra security for customers.

Commitment to digital excellence

An Post

- The **An Post migration to Kentico** was awarded Site of the Month in March 2024 on the basis of very significant engineering and integration work throughout 2023.

Fáilte Ireland

- We are designing and developing the Fáilte Ireland trade portal, which includes 'short-term lets' functionality as a key part of the government regulation of Airbnb lettings in Ireland.
- Added multiple new features to the visitdublin website, such as audio trails and interactive maps to enhance the UX.

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?

The new site for Waterways Ireland(WI) went LIVE.

WI, the body responsible for managing and promoting Ireland's inland navigable waterways wanted to establish a strong, cohesive brand presence while catering to the diverse needs of its audience.

Challenges:

1. The old website lacked visual appeal and failed to establish Waterways Ireland as a distinct brand.
2. There were no consistent design elements, and the website didn't adhere to any design principles, making it difficult for users to navigate and engage with the content.

Solution:

A new visual language was created.

Colour palette: The brand-new colour scheme reflects the essence of Waterways Ireland, enhancing visual appeal and brand recognition.

Iconography: Custom icons were designed to provide visual cues and aid navigation.

The user experience was prioritised

Segmented content: Clearly categorised content for each user group.

User journey mapping: Created intuitive pathways to relevant information for each user journey.

Streamlined the navigation structure

Responsive design: Ensured the website is accessible across various devices, from desktops to smartphones.

Clear menus and call-to-actions: Simplified the menus and CTAs placements

Aligned content with audience needs

Visual and multimedia elements: We use high-quality images, videos, and interactive maps to enrich the user experience.

Regular updates and news section: Keeping the audience informed

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?

One of our most common issues is meeting customer expectations. Typically, budgets and lists of tasks or goals are in direct opposition, and we have to figure out how to bring alignment and cohesion without upsetting any stakeholder/s.

To accomplish this, we implemented the **Ah Discovery Process**. This involves a comprehensive review and analysis of the current situation, identifying and confirming the problem areas and then prioritising these pain points or blockers.

We then process with conceptual solutioning by creating high-level wireframes and undertaking a technical feasibility investigation. Deliverables may vary according to the project size, complexity, phase and degree of urgency. Our Discovery phase helps to clarify the project vision and minimise risks. It empowers the team to create a well-considered and prioritised backlog and implement the project as intended. Post Discovery, we will align with stakeholders on the scope, the priority, the estimations and the high-level implementation plan

This approach means the client receives a data-backed, prioritised backlog of initiatives, enabling them to complete long-term budget planning based on confirmed priorities. Then, in collaboration with the client, we produce an implementation roadmap and associated budget for an agreed period, typically between 6, 12 or 36 months.

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 drive business growth by creating experiences people love.

All human is winning business and differentiating in the market through our relentless attention to customer research and data to gain insights that we apply through our design and development solutions. The customer experience is critical and why we invest in research to help our clients identify growth opportunities, at every point along the digital customer journey. This not only creates material business impact for our clients but also helps them create relevant USPs.

We also go beyond the digital product to look at the entire lifecycle of the customer journey, from brand awareness through engagement to loyalty, and because we are an end-to-end solution provider, we can impact change at every touchpoint.

From strategy to design, development, and optimisation, we break down 'siloed thinking' and align all activities to offer a fresh and commercially robust approach to digital performance. Having this holistic perspective on the entire digital customer journey means we can better serve our clients, form long-term relationships, and often become the agency inside, building a deep knowledge of people, technology, systems, and ways of working and always striving for improvement.

URLs

allhuman.com
visitdublin.com
discoverireland.ie
anpost.com
bordbia.ie
Bankofireland
Irishlife
waterwaysireland

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 supplementary material