



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	Arke Agency
Contact Name	Lydia Eccleston

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	X	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

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.

Arke Agency & British Film Institute (BFI) - Bringing Hand-Picked Cinema to Untapped Markets

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.

In the post-pandemic era, where 19.8 million UK households had at least one paid video streaming subscription, Arke was tasked with expanding BFI (British Film Institute) Player's audience beyond its current demographic, which skews older male in London, competing with the streaming market giants. Our objective was to bring hand-picked cinema to untapped markets, leveraging the growing demand for quality streaming content.

Q1 Targets:

- 150,000 new website users
- 2,000 average free trialists per month
- Trial to paid conversion rate of 50%
- Paid subscribers churn below 7%

Despite the complexities of modernising an esteemed brand like BFI Player, Arke successfully revamped assets across six channels, using unified messaging to attract a diverse audience.

Budget breakdown:

- Media Budget: £113,318.89
- Agency Fees: £45,557.53
- Creative Refresh Project: £9,750

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:

- 25- 55 year olds
- All Genders
- Those interested in non-mainstream films and TV, including international and indie films

We aimed to broaden BFI Player's audience beyond its core demographic, targeting younger viewers, film enthusiasts, and diverse audiences across the UK.

Strategy:

Our critical focus was enhancing BFI Player's brand awareness as a streaming service. This strategy combined targeted video and static ad campaigns that featured BFI Player branding, optimised search advertising, and robust retargeting to reach our target audience effectively.

The extensive media plan encompassed an "Always-on" approach for search and socials, splitting into priority releases, back-catalogue, and brand-supported campaigns with flighted campaigns at key periods across the year. Due to the streaming service now available via Amazon, Amazon DSP Ads was our chosen programmatic provider.

The first tactic was prospecting, where Lookalike audiences were activated based on current long-term subscribers of their safe audiences. The younger age range with further layered targeting, creating three new segments: the "cult film lovers", streamers and streams and finally, parents.

Utilising the power of YouTube, SkyAdSmart, and Meta, we began increasing awareness of BFI within targeted audiences. Once a targeting pool was collected, we expanded our efforts by building qualified video-viewer retargeting pools.

To drive new customer engagement and direct traffic to BFI Player via Amazon Prime we extended our use of Amazon DSP, TikTok, Meta, and Google Apps. Leveraging Google Search, Google PMax, Google Display, Google Demand Gen, and Meta, we cost-effectively drove trial starts and subscriptions, optimising towards maximum volume with a target CPA and employed retargeting strategies.

Once we had eyes on the product, we deployed a granular Google Search campaign targeted high-intent audiences actively seeking similar streaming services, using specific genres, nations, and popular film titles, solidifying those most interested audience members.

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.

Working with BFI's creative department, the 14-day free trial messaging was split-tested amongst audiences within the creative to understand if this vs the £4.99 per month price point led to more trialists becoming long-term subscribers and which message should dominate on the landing pages. Arke then created and templated optimised assets for the BFI team to utilise for the subsequent releases based on the top-performing formats, messages and pricing strategies.

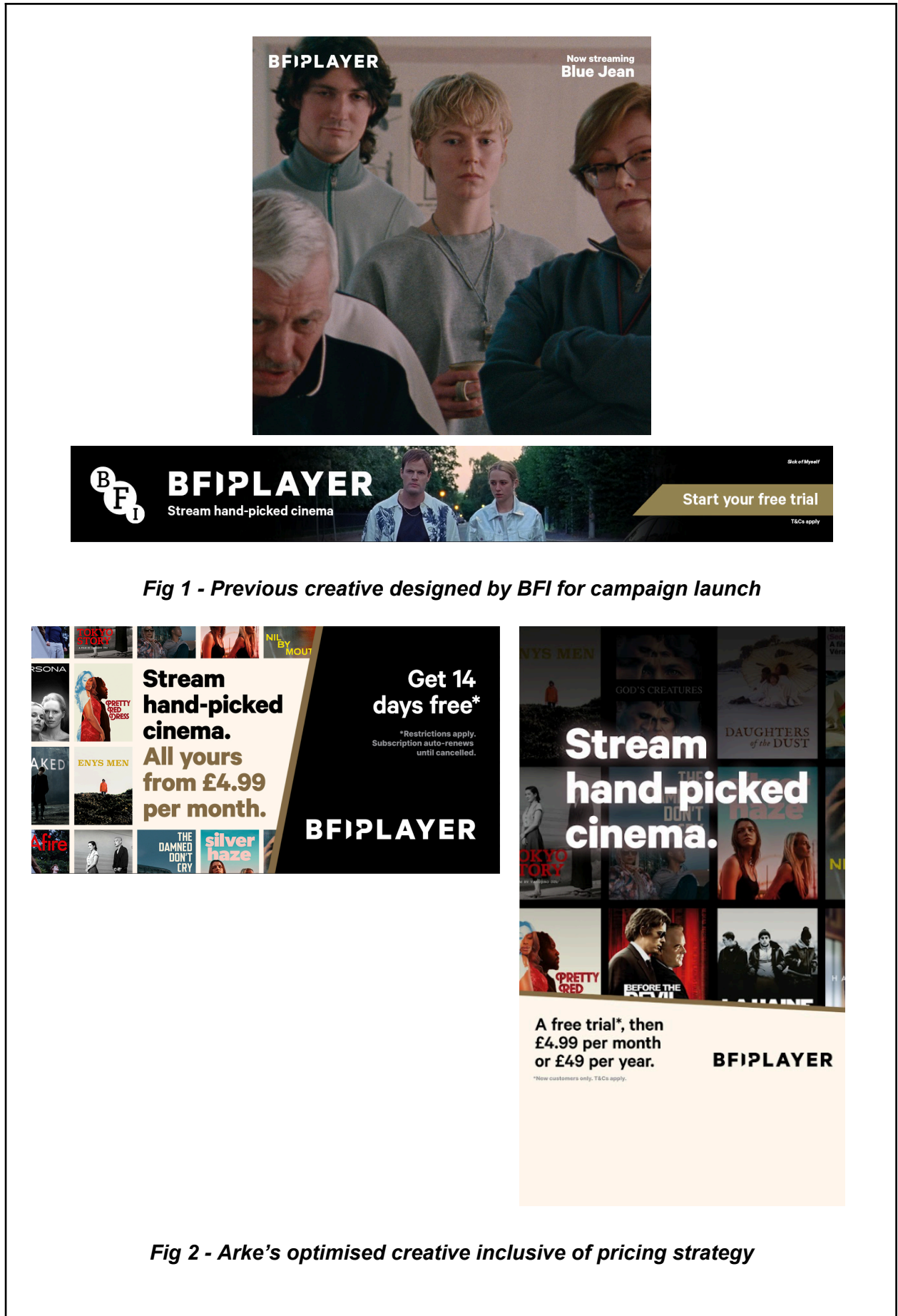


Fig 1 - Previous creative designed by BFI for campaign launch

Fig 2 - Arke's optimised creative inclusive of pricing strategy

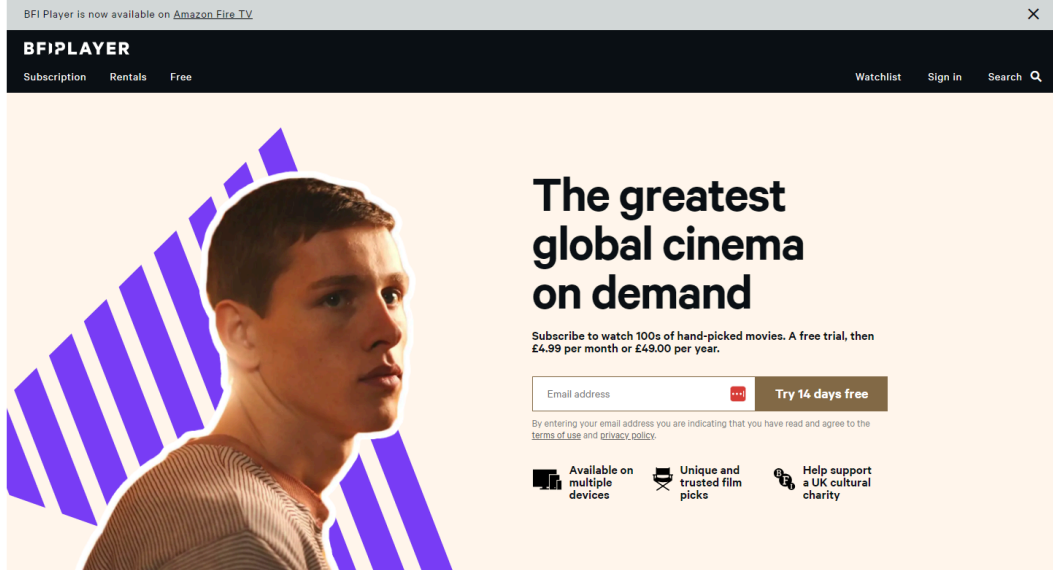


Fig 3 - BFI's updated the landing page with pricing strategy

The ads needed to work across 12 different formats for three different channels, requiring significant flexibility in design while ensuring consistent branding and messaging. The final product was a unified visual identity that enhanced campaign cohesion. Engaging video and static ads effectively communicated subscription benefits, capturing audience attention across segments.

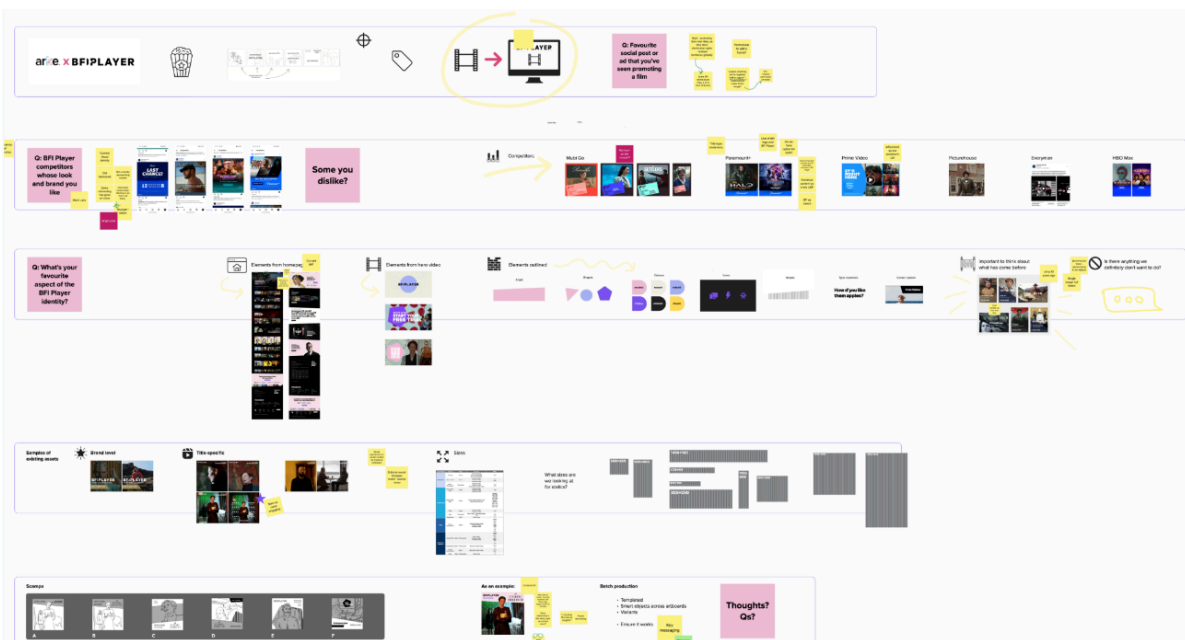


Fig 4 - Ideation process for asset design in workshop with BFI creative team

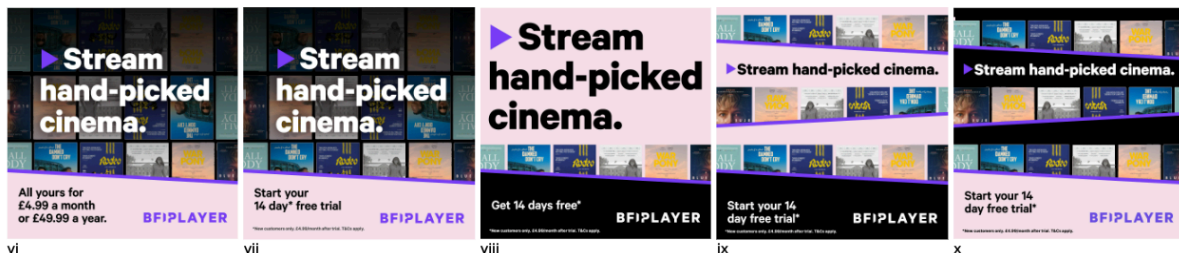
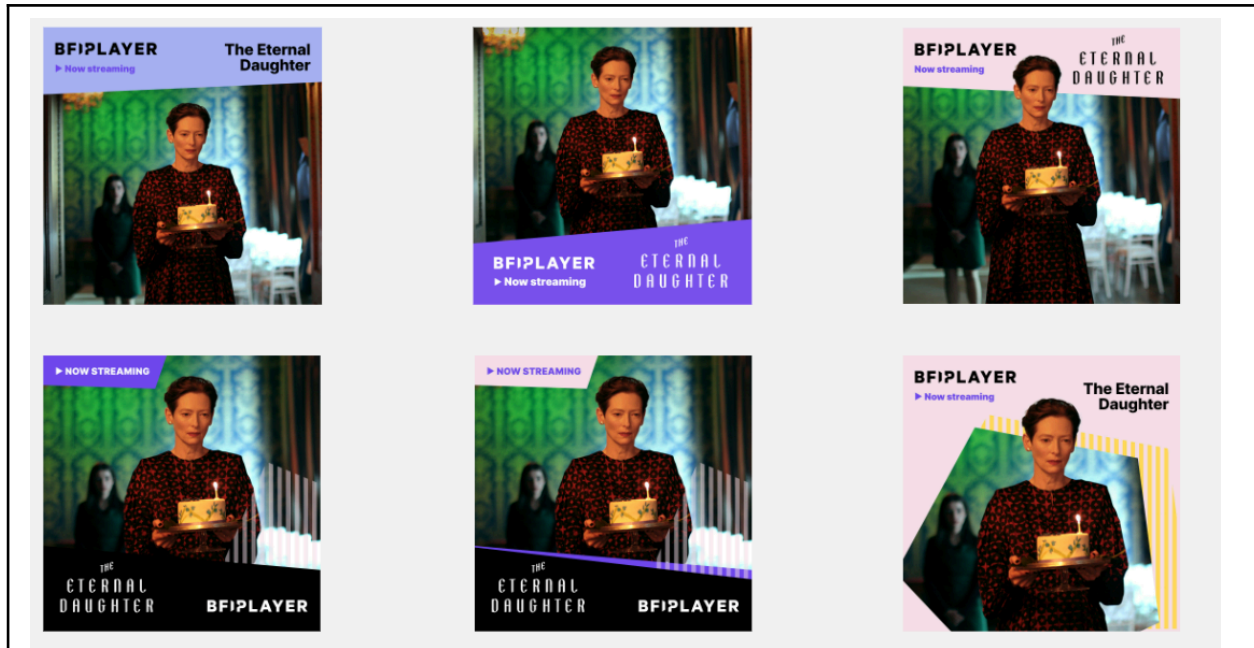


Fig 5: Examples of title-specific ad creatives that aligned with BFI Player's website updates, incorporating the film's title, and variations of ads.

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 main challenge was maintaining a brand presence across various ad formats and platforms, especially with frequent new releases and updates to BFI's homepage and Player design.

We overcame this by maintaining close communication with the BFI team, ensuring alignment when new creatives were needed. Collaboration with BFI's creative studio and marketing team allowed us to align our redesigns with their evolving brand identity. Additionally, we used Smart Objects and fine-tuned templates to automate the scaling and positioning of film stills, enabling quick and consistent rollouts across platforms.

Results & evaluation (1-10 points)

Please relate these to the objectives and targets stated above. Provide actual numbers rather than percentages wherever possible.

All results surpassed campaign targets. Free trials **exceeded the 2K per month goal by 25%**, and paid subscribers churn dropped to 4.6% against a target of <7%. We also unlocked

more web traffic from new segments, including a **32% increase in users aged 25-34**. Existing segments also grew, with **users aged 55-64 up by 21%** by Q1's end.

Achieved:

- 163,994 total new website users (8% over target)
- 2,495 average free trialists per month (25% over target)
- Trial to Paid conversion rate of 60% (10% over target)
- Paid churn reduced to 4.6% (2.4% below target)

New markets:

- UK 25-34 increase in users by 31.61%
- UK 45-54 increase in users by 12.46%
- UK 18-24 increase in users by 11.47%

Existing markets:

- UK 55-64 increase in users by 21.03%

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?

In a crowded streaming market dominated by giants (Netflix / Amazon etc), we faced the challenge of reaching a UK audience with diminished disposable income due to the cost of living crisis. However, our strategic integrated campaigns and collaboration saw the BFI Player campaign excel through strong relationship-building, adaptability, and a deep understanding of our client's needs. This collaboration modernised creatives, evolved brand positioning, attracted new audiences, and increased trial subscriptions, showcasing our ability to thrive in a competitive landscape. We also helped to future-proof the BFI with innovative tools and templates for sustainable, in-house asset production.

"Working with Arke on our latest campaign for BFI Player has been an incredible experience. Their dedication to understanding our needs and their innovative approach has truly set them apart. We're thrilled with the results, as the campaign not only transformed our creatives and evolved our brand positioning but also successfully attracted new audiences and boosted trial subscriptions. It's been a proud collaboration, and we look forward to continuing our partnership."

- Stephen Leach, Senior Marketing Manager, BFI Streaming

Word count: 988

URLs

[BFI Player Website](#)

[Presentation of assets created by Arke](#)

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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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.

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.

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

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

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

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?

URLs

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

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.

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

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%'.

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?

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?

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?

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?

URLs

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