



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	Effectix
Contact Name	Daniel Kohout

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

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.

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.

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.

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.

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?

Results & evaluation (1-10 points)

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

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?

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 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.

Effectix

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.

Effectix is Czecho-Slovak digital marketing agency known for its unique culture that centres on freedom, responsibility and personal growth. With more than 15 years of experience in the European market and 80 specialists in the field, we bring our partners the full-service client experience across the entire spectrum of marketing services. From strategy, creative, branding, SEO, social media management, production, to offline marketing and e-commerce development on Shoptet.

We are proud to be part of the top 3% agencies of Google Premier Partner, same as a mentor to non-profit organisations such as Debra. Thanks to our company culture, we have been able to receive awards such as the Atmoskop Fair Employer 2023 and the Edenred Wellbeing Award 2023.

Effectix is also known for its unique HR website [tesimesenaspolupraci.cz](https://www.tesimesenaspolupraci.cz) and HR videos (<https://www.youtube.com/watch?v=F97i0YnSo3g>) that have entertained Czech audiences at several events.

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

Company culture at Effectix is widely known for our unique model known as the "**Freedom Firm**". This model allows for unlimited paid leave, remote work, and transparent career paths based on personal KPIs. This autonomy ensures that every team member is carefully selected to fit within the team, feeling responsible towards clients and colleagues.

We've introduced several initiatives to create a supportive and empowering work environment:

1) We offer **unlimited paid leave** and the **flexibility to work remotely from anywhere**, whether it's from home or abroad. For example, this entry form is written by a brand

manager during a month-long remote work in northern Norway. This approach ensures our colleagues maintain a healthy work-life balance, boosting satisfaction and productivity.

2) Our **career progression system** allows colleagues to advance professionally and financially **every six months** based on personal KPIs. This structure, consisting of 21 levels, motivates continuous growth and skill development. In practice, this means that **everybody is actively motivated** to obtain various certifications, attend workshops and conferences as a speaker, teach students at universities, write blog and PR articles, etc.

3) Effectix **allocates a significant portion of its resources** to these activities by **covering most of the costs**. Our CEO, Karol Veleba likes to call Effectix **a platform, which offers great opportunities for personal and professional growth** i.a. through partnerships with industry leaders like Google and META.

4) Our colleagues also have numerous opportunities for **international exchanges through the CEE Digital Alliance**. Through membership in this alliance, colleagues have the opportunity to learn about the culture in other agencies and share with each other the experiences and processes that agencies use. At the same time, they learn about differences in thinking and have the opportunity to meet locals and travel in these abroad locations.

5) Effectix **actively supports non-profit organisations** like Debra, which helps children and their families with a disease called epidermolysis bullosa. Our colleagues participate in mentoring, marketing activities and volunteer work, reinforcing our commitment to giving back to the community.

6) Part of our culture is having a **common morning breakfast** every Monday at 8:50am. This is where the whole company gets together and a chosen colleague from management shares information, news, industry highlights or a personal development session. Once a month, the CEO shares behind-the-scenes information, plans and other visions. **We are committed to transparency, openness, sharing numbers and behind-the-scenes information.**

7) One of the benefits is also our office, located in the vibrant area near the centre of Prague - Futurama Business Park in Karlín, which is **dog-friendly and child-friendly**, creating a welcoming and inclusive environment for all.

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

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

Our culture initiatives have yielded significant positive outcomes. The **flexibility and autonomy** we provide lead to a **highly engaged and motivated workforce**, producing **high-quality work and innovative solutions for our clients**. Our transparent career path and continuous development opportunities have contributed to a stable and growing team, with many colleagues **advancing professionally and financially every six months**.

Our unique culture and skilled team have helped us secure new business and expand existing accounts. We have successfully onboarded several high-profile clients such as JTI,

Kooperativa and maintained long-term partnerships, for example in the CEE Digital Alliance. Our commitment to a **positive work environment and exceptional client service** has earned us numerous awards, including the **Atmoskop Fair Employer 2023** and the **Edenred Wellbeing Award 2023**. These accolades are a testament to our successful culture initiatives.

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?

Effectix stands out from other agencies due to our **innovative approach to workplace culture** and our unwavering commitment to our employees' **wellbeing and professional growth**. What sets us apart is our ability to create an environment where **freedom and responsibility coexist**, empowering our team to achieve their best while maintaining a healthy work-life balance. Inspired by Netflix's book "No Rules Rules" by Reed Hastings & Erin Meyer, we have cultivated a culture that offers **unlimited paid leave and remote work** options, based on mutual trust and responsibility. This approach not only enhances colleagues satisfaction but also drives exceptional performance and client success.

Our **unique career path system** allows for regular evaluations and promotions every six months, based on clearly defined KPIs. This transparency and fairness ensure that all colleagues have **equal opportunities to advance and grow** within the company. Our **activities with non-profit** organisations highlight our commitment to making a positive impact beyond our business goals. This focus on giving back fosters a sense of purpose and fulfilment among our employees, further enhancing our workplace culture. Through our membership in the CEE Digital Alliance, we provide our employees with opportunities for **international exchanges and collaboration**, broadening their horizons and enriching their professional experiences.

In conclusion, Effectix's **culture of freedom, responsibility, and continuous growth** not only sets us apart but also drives our success in the competitive digital marketing landscape. We believe that our unique approach and proven results make us a deserving candidate for this prestigious award.

URLs

<https://effectix.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

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?

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