



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>

ALL INFORMATION PROVIDED IN THIS FORM WILL REMAIN CONFIDENTIAL TO JUDGES

- Payment for all entries must be made at the time of submission.
- Please read the [Terms & Conditions](#) before submitting your entry.

SECTION A – YOUR DETAILS	
Organisation Name	1000heads
Contact Name	Allen Hull allen.hull@1000heads.com

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	X	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.

1000heads & The European Patent Office – **Tomorrow Shapers** – European Inventor Awards 2023

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.

The European Inventor Award (EIA) is one of the most prestigious innovation awards in Europe, honouring individual inventors and teams of inventors whose groundbreaking inventions provide answers to some of the biggest challenges of our time.

The European Patent Office uses the the EIA event and the accompanying campaign is to reach an audience beyond the immediate collection of researchers and inventors deeply involved with innovation to raise awareness of the importance of innovation and to position the European Patent Office as an important institution for innovation, creativity and progress in Europe.

As the lead creative agency of the European Patent Office (EPO), 1000heads was tasked with designing and executing the communication campaign for the EIA 2023 in a way that does justice to the "creativity and innovation that represents the prize itself".

Our challenge was to develop innovative digital communication experiences and social-first storytelling, generate hype around the event and inspire the next generation of inventors.

Our **goals** were to:

- Drive engagement with the awards.
 - KPI – total volume of votes and viewers.

- Reach and engage new communities of innovators across Europe.
 - KPIs: Social media reach and engagement.
- Position the European Patent Office as an enabler of innovation among the next generation of inventors.
 - KPI – unique users of the interactive 'Tomorrow Shapers' game.

Targets: All KPIs benchmarked against the performance of the 2022 European Inventor Awards.

Implementation

- Agency fees for strategy, creative development and implementation: €113,000
- Production costs: €159,000
- Media investment: €100,000
- Influencer/Creator Investment: €227,000

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.

The audience for this campaign spread across multiple communities – all with different needs and perceptions. From individual, young inventors, to the corporations who rely on the EPO to protect their commitment to innovation.

We strategically decided that our campaign must land at emotional level for all audiences – tapping into the sheer creativity and relentlessness in how innovators see themselves.

Enter... **Tomorrow Shapers**.

For EIA 2023, 1000heads developed the brand communication platform "Tomorrow Shapers".

The starting point of the idea was that it is more possible to change the world than is often assumed.

"Tomorrow Shapers" celebrates the determination, perseverance and resilience of researchers and inventors from around the world, showcasing the power within everyone to change things and drive progress.


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 Tomorrow Shapers campaign was brought to life through an integrated social-first approach and had the following components:

- **Visual ID / Design System:** A new look and identity has been developed especially for the European Inventor Awards. We have developed a flexible design system to accommodate the multitude of ideas and emotions. The new identity was applied to all aspect of the campaign including the award ceremony itself.

- **Hero Film:** The campaign kicked off with a Hero Film, which brings to life the letter of an inventor to her younger self. She talks about her past challenges and the difficult path she had to take to get to where she is today. Watch the film here: https://www.youtube.com/watch?v=9b7qn_Qk1E4&t=2s
- **Personality Quiz:** An interactive quiz allowed our community to determine their unique inventor type, in the form of uniquely generated 3D characters that they could share on their social channels.
- **Influencer campaign:** 19 international influencers have been activated to accompany each part of the campaign in the run-up to the live show on July 4 in Valencia. Each influencer was matched with one of the EIA Award finalists for an interview to create exclusive content for your channels.

 Watch the story of how the campaign unfolded here: <https://vimeo.com/956707953/bc4e5ab75e?share=copy>

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?

Our campaign for the European Patent Office navigated three core challenges:

1) Complex audience segmentation

The audience for this campaign spread across multiple communities – all with different needs and perceptions. From individual, young inventors, to the corporations who rely on the EPO to protect their commitment to innovation. We strategically decided that our campaign need to land at emotional level for all audiences – tapping into the sheer creativity and relentlessness in how innovators see themselves. This simplification was essential to maximising campaign impact.

2) Internal Process with Large Legal Institutions

Working with large European institutions of the stature and gravitas of the EPO – essentially a legal body – required 1000heads to implement creative development process in sympathy with the needs of our stakeholders.

3) Sustaining engagement outside of the awards themselves

Insight into how the awards campaign had played out in previous years showed revealed a challenge in how the EPO sustain engagement over the entirety of the awards period. We developed the Interactive Tomorrow Shapers personality quiz as a means to overcome this challenge.

Results & evaluation (1-10 points)

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

Results

Social Media Campaign

- 28.2M Reach
- 483.1K Engagements
- 12.1M Video views

Interactive site & quiz:

- 11,000 website visitors
- Generated approx. 9,000 unique 3D models
- Average engagement duration on the website: 2m 15s

Influencer campaign:

- 5.3M Awareness
- 459.5K Engagements
- 5.2M Video views

What did our client think of the work?

“The European Inventor Award holds a pivotal place in the annual activities of the European Patent Office. It serves as a momentous occasion to acknowledge, celebrate, and champion the exceptionally talented inventors and team of inventors, who are tackling some of the most significant global challenges.

This year's ceremony surpassed all expectations, being larger and more impressive than ever before. The innovation demonstrated by this year's finalists in the face of numerous shared challenges of the modern world—such as sustainability, energy transition, and social inequality—serves as a wellspring of inspiration.

Collaborating with 1000heads to develop and implement the Tomorrow Shapers campaign was an essential element for the success of the 2023 European Inventor Award. The campaign was able to reflect our enthusiasm and passion for innovation and helped us reach new audiences among the next generation of innovators and cementing the EPO's role in protecting innovation around the world.”

Luis Berenguer Giménez

Principal Director For Communication And Spokesperson, European Patent Office

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?


The European Inventor Award (EIA) is one of the most prestigious innovation awards in Europe, honouring individual inventors and teams of inventors whose groundbreaking inventions provide answers to some of the biggest challenges of our time.

The EIA event and the accompanying campaign aim to reach a wider target group beyond the circle of researchers and to raise awareness of the importance of innovation and to position the European Patent Office as an important institution for innovation and development in Europe.


As the lead creative agency of the European Patent Office (EPO), 1000heads was tasked with designing and executing the communication campaign for the EIA 2023 in a way that does justice to the "creativity and innovation that represents the prize itself". Our challenge was to develop innovative digital communication experiences and social-first storytelling, generate hype around the event and inspire the next generation of inventors.

For EIA 2023, 1000heads developed the brand communication platform "Tomorrow Shapers". The starting point of the idea was that it is easier to change the world than is often assumed. "Tomorrow Shapers" celebrates the determination, perseverance and resilience of researchers and inventors from around the world, showcasing the power within everyone to change things and drive progress.

URLs

 Watch the story of how the campaign unfolded here:
<https://vimeo.com/956707953/bc4e5ab75e?share=copy>

 Watch the campaign's Hero Film here:
https://www.youtube.com/watch?v=9b7qn_Qk1E4&t=2s

 View a supporting document showing the campaign creative here:
<https://bit.ly/1000headsEIA>

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

Please find below a ppt document containing the story of the campaign told through the strategy and creative work referenced in this award entry:

<https://bit.ly/1000headsEIA>

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