



### 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	
<b>Organisation Name</b>	1000heads
<b>Contact Name</b>	Allen Hull <a href="mailto:allen.hull@1000heads.com">allen.hull@1000heads.com</a>

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.

<b>1. Best Social Media Campaign</b>	X	Please complete section C
<b>2. Best SEO Campaign</b>		Please complete section C
<b>3. Best PPC Campaign</b>		Please complete section C
<b>4. Best PR Campaign</b>		Please complete section C
<b>5. Best Not-for-Profit Campaign</b>		Please complete section C
<b>6. Best Marketing Campaign</b>		Please complete section C
<b>7. Best Integrated Campaign</b>		Please complete section C
<b>8. Best Event</b>		Please complete section C
<b>9. Best New Business Campaign</b>		Please complete section C
<b>10. Best Crisis Communications or Response Campaign</b>		Please complete section C
<b>11. Campaign Effectiveness Award</b>		Please complete section C
<b>12. Best Pan European Campaign</b>		Please complete section C
<b>13. Best Use of AI in Client Campaign</b>		Please complete section C
<b>14. Best AI Agency Software Solution</b>		Please complete section C
<b>15. Best Agency Culture</b>		Please complete section D
<b>16. Best Charitable/Corporate Social Response Initiative</b>		Please complete section D
<b>17. Best Culture Transformation Initiative</b>		Please complete section D
<b>18. Best Flexible Working Policy</b>		Please complete section D
<b>19. Best Inclusion and Diversity Initiative</b>		Please complete section D
<b>20. Rising Agency Star Award</b>		Please complete section E
<b>21. Best New Agency</b>		Please complete section E
<b>22. Digital Agency of the Year</b>		Please complete section E

<b>23. Media Buying Agency of the Year</b>		Please complete section E
<b>24. B2B Agency of the Year</b>		Please complete section E
<b>25. B2C Agency of the Year</b>		Please complete section E
<b>26. eCommerce Agency of the Year</b>		Please complete section E
<b>27. SEO Agency of the Year</b>		Please complete section E
<b>28. PPC Agency of the Year</b>		Please complete section E
<b>29. Integrated Search Agency of the Year</b>		Please complete section E
<b>30. Social Media Agency of the Year</b>		Please complete section E
<b>31. Marketing Agency of the Year</b>		Please complete section E
<b>32. Creative/Design Agency of the Year</b>		Please complete section E
<b>33. Advertising Agency of the Year</b>		Please complete section E
<b>34. CRO Agency of the Year</b>		Please complete section E
<b>35. UX Agency of the Year</b>		Please complete section E
<b>36. Independent Agency of the Year</b>		Please complete section E
<b>37. PR Agency of the Year</b>		Please complete section E
<b>38. Innovative Agency of the Year</b>		Please complete section E
<b>39. Integrated Agency of the Year</b>		Please complete section E
<b>40. Best Small Agency of the Year</b>		Please complete section E
<b>41. Best Large Agency of the Year</b>		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 & Snapdragon – **Feel the Power** - Samsung Galaxy S23 Launch

### 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.

Snapdragon powers the world's best smartphones.

We identified an opportunity in the launch of the latest Samsung Galaxy smartphone to make sure that Snapdragon's critical role didn't go unnoticed.

Our **goals** were to:

- Make people aware that the hottest new smartphone on the market is powered by Snapdragon technology
  - KPI: Reach Smartphone buyers with Snapdragon content during the Samsung launch – target +5m social impressions.
- Show up as an engaged, culturally connected brand that speaks directly to smartphone buyers in a socially-native tone that resonates
  - KPI: Audience response – social media engagements – generate minimum 40k social engagements
- Unlock the influence of the existing Tech Enthusiast audience who advocate Snapdragon processors
  - KPI: Preference among communities – likelihood of looking for Snapdragon's presence on next smartphone purchase.
- Reinforce the Snapdragon positioning of premium performance within premium and high-tier devices.
  - KPI: Awareness of Snapdragon's power among Samsung users exposed to

the campaign

### Implementation

- Agency fees for strategy, creative development, implementation and measurement: €20,000
- Production costs: €33,000
- Media investment: €24,000
- Influencer/creator investment: €41,500

### 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.

Samsung's flagship phone is one of the year's most anticipated technology releases among smartphone user across Europe.

But many people don't know it's powered by the fastest Snapdragon processor ever.

While we could talk endlessly about hardware acceleration, neural networks, and gigapixels, our research revealed that we'd need to do much more to ensure that Snapdragon stands out in people's social feeds.

What truly matters is experiencing Snapdragon power firsthand. But unfortunately, most people are not holding a brand new Samsung S23 when they're on social media.

That's where 1000heads came in.

We devised and executed a social-first video campaign designed to let everyone **Feel the Power** of Snapdragon.

### 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.

Introducing... **Feel the Power**

Feel the Power was a social campaign designed to immerse audiences in the capabilities of Snapdragon through their feeds.

The campaign took the hero features of the S23 enabled by Snapdragon and transformed them into immersive, interactive content.

We turned multitasking capabilities into an engaging game, playable through Instagram Stories.

Try it out...

-  <https://www.instagram.com/stories/highlights/17885007428812338/>
-  <https://www.instagram.com/p/CtwfShWN8n8/>
-  [https://www.instagram.com/p/CvXVCGVtOxy/?img\\_index=1](https://www.instagram.com/p/CvXVCGVtOxy/?img_index=1)

We collaborated with photographers to push the boundaries of what's possible through Snapdragon's power.

Before and afters:

-  <https://www.instagram.com/p/CtZYEVcMLGZ/>
-  <https://www.instagram.com/p/CuhfD-AsjKs/>

And we created interactive posts that showed how Snapdragon could transform the images at your fingertips.

-  <https://www.instagram.com/p/Ct1egaFIAuE/>

We explored the phone's colour capabilities by partnering with creators to produce illusion image tutorials while explaining the science behind colour processing.

And finally, we brought the immersive gaming experience to all viewers, using a visual trick illusion to create a 3D scene with just a video. That pulled users into a new world.

3D game:

-  [https://www.instagram.com/p/Ctt8U6\\_L89C/](https://www.instagram.com/p/Ctt8U6_L89C/)

Feel the Power pushed the boundaries of what's possible on social media, allowing us to showcase the power of Snapdragon through any device you view it on.

But don't take our word for it, watch the video to see the campaign in action...

-  Snapdragon for Galaxy: campaign creative. Watch the video here:  
<https://vimeo.com/956511374/7bae4f6108?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 Snapdragon navigated three core communication challenges:

#### **1) Snapdragon's pivot to B2C**

Our social comms for Snapdragon are designed to accelerate success in the company's pivot from B2B to B2C brand positioning and communications strategy.

Generating a campaign that acknowledges this shift, and therefore adapts tonally, focuses on the right channels and ultimately takes the company away from the space it knows best was essential to success, and required a degree of boldness from our team and bravery from our clients.

#### **2) The sheer breadth of addressable audience for smartphones**

Smartphones are ubiquitous, few more so than Samsung's product range. The addressable

audience for this campaign was therefore large and diverse.

Our solution was to shift the focus away from feature led tech-stories that would resonate only with a small (yet often influential segment of our audience). We instead developed an emotion led campaign ethos – Feel the Power – that enabled us to communicate with as broad an audience as possible.

### **3) Snapdragon is an ingredient brand**

As a processor brand, Snapdragon is an essential ingredient in high powered tech. However, the brand is not always the star of the show in manufacturers' product launches.

Our solution was to develop a campaign that would forefront the presence of Snapdragon as an essential indicator of product performance in the minds of the audience.

### **Results & evaluation (1-10 points)**

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

#### **Results**

Increased awareness and reach of the Snapdragon brand's tech story:

- 28 assets promoted as part of the Snapdragon for Galaxy campaign have generated a total of 6,105,264 impressions and 54,017 engagements; with influencer content driving 7% and 28% of these total volumes, respectively.

Snapdragon became a more engaging brand that people wanted to get involved with:

- Record levels of social engagements, +449% YoY
- +30% uplift in avg IG UK engagements and +164% uplift in X engagements

Perception of Snapdragon as a brand to look for and/or powering critical features of technology devices shifted:

- Awareness of Snapdragon among Samsung users has increased by 2-3pp
- A survey of the social community revealed positive improvements in preference:
- 75% of those who plan to upgrade this year said they will look for a Snapdragon-powered device.

#### **What did our client think of the work?**

We asked Snapdragon Director of Partner Marketing Tripta Dogra for three words to summarise our partnership with Snapdragon. She gave us six:

*"Best. Ideas. Ever. Creative, agile, professional."*



**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?

1000heads executed a **social-first creative campaign** designed to get people interested in new smartphones to understand the power Snapdragon brings to the new Samsung Galaxy S23.

The campaign was **innovative** – it used video that unlocked the social features of Instagram to go beyond passive viewing experiences to take the audience on an interactive journey to experience the S23's Snapdragon-powered benefits.

28 distinct social videos were deployed for the campaign each capturing the audience's attention in a different way – the videos were viewed 6m times and generated 54,000 social engagements.

The campaign was **impactful** - brand tracking revealed that awareness of Snapdragon among Samsung users lifted by 3pp after the campaign. 75% of people survey said they would look for Snapdragon on their next smartphone purchase.

**URLs**

 Snapdragon for Galaxy: campaign creative. Watch the video here:  
<https://vimeo.com/956511374/7bae4f6108?share=copy>

**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

None required.

**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?

<b>Details of any challenges faced and how these were overcome (1-10 points)</b> What challenges were unique to you and how have you overcome them. What was the end result of overcoming these challenges?
<b>Why should your Agency / Team / Rising Agency Star win? (1-10 points)</b> 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?
<b>URLs</b>
<b>Please detail any supporting documents you are including as part of your submission</b> Optional – please upload to online entry portal when submitting this entry form