

**European Agency Awards 2024 Entry Form**

**Please complete this entry form and upload it via the online entry portal** [**here**](https://europeanagencyawards.com/entry-form) **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.
* Please read the [Terms & Conditions](https://europeanagencyawards.com/terms)before submitting your entry.

| **SECTION A – YOUR DETAILS** | |
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| **Organisation Name** | Marketup |
| **Contact Name** | Gabriela Martinčeková |

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. |
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| **1. Best Social Media Campaign** |  | Please complete section C |
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| **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. |
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| **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. |
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| **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. |
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| **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. |
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| **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. |
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| **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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| **Results & evaluation (1-10 points)**  Please relate these to the objectives and targets stated above. Provide actual numbers rather than percentages wherever possible. |
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| **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? |
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| **URLs** |
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| **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. |
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| **Name of Team / Agency**  Please keep this concise as it will appear on the website if you are shortlisted. |
| Marketup |
| **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. |
| Marketup |
| **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 |
| Our agency takes great satisfaction in creating a work environment that is not just encouraging and diverse, but also creative and lively. Our dedication to developing talent, enhancing wellbeing, and fostering teamwork distinguishes us as a model workplace.  1. **Comprehensive Development Programs**: Through our internal comprehensive Leadership Academy and Marketup Academy, we place a **high priority on the growth and development** of our colleagues. Our Leadership Academy offers frequent training sessions, hands-on implementation times, and management forums with an emphasis on using gap analysis to identify important skills. For all non-managers, our Marketup Academy provides an organized process that begins with yearly skills assessments and individual development sessions and ends with customized hard and soft skill training.  2. **Open Feedback Culture:** Through 360-degree assessments and other channels, we promote an open feedback culture that values direct communication. **Every voice is heard** and respected thanks to this ongoing cycle of growth and criticism, which promotes a sense of community and respect for one another. Every all hands meeting we dedicate a special time to talk about open feedback. Each of our employee also underwent training on how to give feedback with follow up training situations. We also facilitate team feedback sessions.  3. **Team Building and Connection:** We think that excellence and strong bonds within a team are powerful. Every year, our organization hosts **three team-building exercises** with the goal of uniting members of various teams and enhancing our wonderful environment. These gatherings emphasize teamwork, dialogue, and developing solid interpersonal ties.  4. **Flexible Work Arrangements:** We encourage hybrid work models and work-from-abroad choices whenever feasible since we recognize the value of work-life balance. Our employee-friendly atmosphere is further enhanced by our **dog-friendly office,** which makes it a warm place for everyone.  5. **Well-Being Programs:** The core of our culture is the well-being of our employees. We make sure that our staff members have the tools and assistance they require to succeed by providing unique programs that are centered on both physical and mental wellness.  We introduced two preventive programs in 2023 with an emphasis on mindfulness and mental health awareness for all staff. These comprised consultations with various specialists like physiotherapists and weekly sessions lasting two to three hours with experts (psychologists and psychotherapists). Employees completed resilience and mindfulness diagnostic surveys prior to the program, which were repeated after it ended and later demonstrated a long-lasting positive influence on their well-being.  After the February–June 2023 preventative program, we hired a 0.8 FTE prevention specialist who will be accessible to managers and staff starting on September 1, 2023. In addition to teaching, they can offer crisis intervention if necessary. We conducted five more workshops in the spring of 2024 on subjects like maintaining happiness, preventing addiction, and workplace ergonomics based on input from the workforce.  6. **Accolades and Recognition:** We've received recognition for our efforts to foster a happy workplace. As a result of our efforts to make our agency an excellent location to start a career, we are happy to have been awarded the "**Best Place to Work**" title as part of the marketing agency awards (organized by Marketing and Media).  We also held internal monthly recognition prizes, such as the 'Marketup Inspiration Award' and the 'Marketup Excellence Award,' to celebrate staff members who have shown outstanding progress in their work.  **7. Innovations support**  We offer regular time during working hours for our employees to generate innovative ideas and improve processes. We have a dedicated Innovation Hub where we use facilitation techniques to help them develop new concepts  **8. Events such as office drinks, sport days**  Every month we have at least one event for our employees either thematic drink nights or sports events.  **Budget:**  Company team buildings- 15 000 Euro/per year  Team events, External trainings- 10 000 euros/per year  Internal trainings- 32 000 euros/per year  Recognition awards- 2 000 euros/per year |
| **Evidence positive impact / results of any initiatives (1-10 points)**  e.g., increased productivity, staff retention, staff promotion and development |
| Our initiatives have had a significant positive impact on our organization.  The comprehensive development programs, including our Leadership Academy and Marketup Academy, have prioritized the growth and development of our colleagues, resulting in an average leadership skills rating of 4.3 from 365 evaluations and the preparation of three new managers for their roles.  Our commitment to an open feedback culture has fostered a sense of community and respect, contributing to our impressive 52 NPS score. Team-building activities and flexible work arrangements have strengthened interpersonal bonds and work-life balance, while our well-being programs, including mindfulness and mental health awareness, have had a long-lasting positive influence on employee well-being.  These efforts have been recognized externally, earning us the "Best Place to Work" title (organized by Marketing and Media), and internally through monthly recognition awards. Additionally, our activities have further enhanced our employee satisfaction, reflected in our very low turnover rate of 4.5% |
| **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? |
| Since our organization exemplifies an extraordinary commitment to developing talent, encouraging innovation, and promoting well-being, we ought to earn the "Best Company Culture" award. All of our colleagues have access to structured and customized training opportunities through our extensive development programs, which include the Leadership Academy and Marketup Academy, guaranteeing their personal and professional development. We promote an environment of mutual respect and ongoing development by establishing an open feedback culture that values all opinions. Our cutting-edge procedures, such as a special Innovation Hub, enable staff members to spearhead original ideas and breakthroughs. We put a high priority on work-life balance by offering flexible work schedules and all-inclusive wellness programs that include mindfulness and mental health activities. In addition to producing an extremely low 4.5% staff turnover rate and great employee satisfaction, these initiatives have earned us the title of "Best Place to Work" in competition amongst czech marketing agencies. Our vibrant, inclusive, and upbeat work environment is further reinforced by our team-building exercises and recognition initiatives. Our all-encompassing strategy for fostering employee growth and engagement distinguishes us and positions us as an industry leader in corporate culture. |
| **URLs** |
| [**https://www.marketup.cz/en**](https://www.marketup.cz/en) |
| **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 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. |
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| **Name of Nominee - Agency / Team / Rising Agency Star**  Please keep this concise as it will appear on the website if you are shortlisted. |
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| **Date of Birth** (Rising Agency Star nominees only)  ***Please note that nominee must be under 30 on October 19, 2023*** |
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| **Contact email address of nominee** (Rising Agency Star nominees only) |
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| **Contact phone number of nominee** (Rising Agency Star nominees only) |
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| **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 |
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| **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%’. |
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| **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? |
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| **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? |
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| **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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| **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? |
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| **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 |
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