

**European Agency Awards – Judges' Brief**

Thank you for being a judge for the [European Agency Awards 2024.](https://europeanagencyawards.com/) We have prepared these judging guidelines that we hope you find helpful.

**AWARDS OVERVIEW**

The European Agency recognise and reward the innovative strategies and exceptional campaigns agencies use to transform businesses and organisations across the world.

The Awards will take place on **Thursday 7 November 2024, Virtual.**

Don’t Panic Projects are providing project management services to deliver this competition and Maia King will be your contact in relation to any queries regarding the competition or judging. Maia can be contacted on +44 07889 180358 or by e-mail Maia.king@dontpanicprojects.com.

**KEY DATES**

* Entries sent to the Judges to pre-score: Monday 29 July 2024
* Judges return pre-scores: Monday 12 August 2024
* Judging session: Wednesday 14 August 2024
* Shortlist announcement: Friday 16 August 2024
* Award Ceremony (Virtual): Thursday 7 November 2024

**COMPETITION FORMAT**

The competition has been promoted thoroughly by Don’t Panic and the Global Search Awards site, as well as an extensive e-mail and telesales campaign. All promotional materials have directed traffic to the awards website: [**https://europeanagencyawards.com/**](https://europeanagencyawards.com/) which contains further information about the competition, the categories, the judges, and the awards.

All entrants are asked to complete the entry form and provide appropriate information using specific criteria which is detailed below.

The categories for the awards competition can be seen here:

[**https://europeanagencyawards.com/categories/**](https://europeanagencyawards.com/categories/)

The full list of judges' can be seen here:

[**https://europeanagencyawards.com/judges/**](https://europeanagencyawards.com/judges/)

**PRE- SCORING**

We have now emailed you with details of how to access the entries and supporting material online, together with details of how-to pre-score each entry. Judges are asked to pre-score a selection of entries (judges will be split into panels to reduce time pressures on judges); the supporting material may be consulted if you think this is appropriate.

Judges should read and score each entry using the criteria below and insert scores into the online score sheet provided. **Please provide your scores by midday on Monday 12 August at the latest**. Scorings will then be collated and the highest average scoring entries in each category will create the shortlist.

**It is imperative that all judges submit their pre-scores by the time and date stated, as the shortlists will be decided based upon the pre-scores returned by this time.**

**JUDGING SESSION**

The Judging Sessions will be taking place on **Wednesday 14 August** via a Microsoft teams call.

You have been emailed your allotted day and 1-hour time slot, please confirm if you will be attending the session which will last approximately 1 hour. Judges' will be provided with a list displaying the shortlists in descending order of their total pre-scores and the chair of the judging panel will lead discussions for each of the categories based on the initial pre-scoring, and the judges' will be asked to identify a winner for each category.

**ENTRY FEEDBACK**

As our awards are ethical and transparent, we will provide all entrants with constructive feedback from our judging panel so they can see how they ranked on the shortlist and how they can improve their entries for future awards. Our head judges will moderate your feedback once the judging is over.

Whilst pre-scoring you will see fields to submit your constructive feedback and should aim to provide one positive and one constructive comment for each entry so it can be passed on to the entrant’s post-event.

**Examples of constructive feedback are as follows:**

“Aside from the SEO specific results (backlinks, rankings) which were impressive, I would've appreciated to see how the new traffic impacted sales. A successful SEO campaign is often evaluated by the quality of the traffic it brings, not only the quantity.”

“The content campaigns were impressive and very creative. I would have loved to see how many backlinks/root domains each LP gained in the first 30 days after the launch.”

“Content and outreach can work together to \*create\* opportunities for mentions (and backlinks). I'd love to see a more defined, targeted outreach strategy that's not solely relying on opportunities. It's clear that the campaigns were "successful (they gained coverage) but a well-defined media profile and a target of mentions would have helped.”

“V impressive with just 700 Euros. Glad to see they have doubled the budget to 1500 Euros. Worth every penny. Very interesting case study to also see the impact on the 'Medic' Update. They could have expanded a little more on the "why do you think you should win" but they gave so many results and good screengrabs.”

“Even though the client asked for a revenue-based goal for the campaign, I would have liked to see how you broke down that goal into SEO-specific goals, why those are important to increase revenue and how you can influence them.”

“The strategy outline was definitely interesting, but the lack of details on implementation made it difficult to thoroughly evaluate its impact. For example, I would've loved to see what was the PR strategy and implementation? What results did it bring?”

**Please ensure you use appropriate language when leaving your feedback and refrain from making references to other entries. Please be as clear and concise as possible as feedback will not be amended prior to sending to each of the entrants.**

**HOW TO USE THE JUDGING SCORESHEET**

**SPLIT SCREEN/ NORMAL SCREEN SCORESHEET**

At the top of the categories listing, there are two options - Split Screen and Normal View.

Split screen lets you view the entry files adjacent to the scoring sheet without having to download them and view them separately. However, this mode is not optimised to work on small screens.

Normal view is the standard view you see when you load the scoresheet. Entry files can be downloaded manually in this mode and viewed separately.

**HOW TO SCORE**

1. Click on the dropdown arrow of the category you wish to score
2. Select the entry you wish to score
3. Enter your scores as per criteria
4. Enter any notes you would like to refer to in the judging session
5. Enter one positive and one constructive feedback comment
6. Click Save

Please note: Positive and constructive feedback will be made available to the entrant and will be moderated by the Event Manager at Don’t Panic. Please keep this concise and provide useful feedback to help the entrant improve future submissions.

**SAVING SCORES**

If an entry is unmarked, the colour of the bar will be black. If you only score a selection of the scoring criteria in an entry, a yellow warning mark will appear, and the title bar will turn yellow. This indicates there is a score missing for this entry.

Once you have completed all scores for this entry, the colour of the title bar will turn green.

**FLAGGING ENTRIES**

If there is a problem with an entry, you can click the ‘flag entry’ button above the entry scores. This will let the Event Manager know that there is a problem, and they will be in touch to assist.

Please utilise this function so that errors can be spotted before the judging session. Identifying an error earlier in the process will allow a smooth, more productive judging session.

**COMPLETE JUDGING**

When scoring has been completed for all entries in your assigned categories, you can press the scoring complete button at the bottom of the page.

Clicking the scoring complete button will lock your scores in. You will not be able to change them once this has been clicked, so make sure all your scores are correct.

Once this has been clicked, an email will also be sent to the Event Manager to let them know your scoring is complete.

**CRITERIA & GUIDANCE**

The following criteria should be used to pre-score and judge your entries to ensure maximum consistency and fairness to all entrants.

**GUIDANCE ON SCORING**

|  |  |
| --- | --- |
| **Score out of 10** | **Description** |
| **9-10** | Truly outstanding - Fully meets, and even exceeds, the criteria |
| **7-8** | Impressive - Meets the criteria and is worthy of recognition |
| **5-6** | Good - Meets the criteria but perhaps not so exceptional |
| **3-4** | OK - Nothing special or impressive |
| **1-2** | Weak - Unimpressive |

**JUDGING CRITERIA – CAMPAIGN AWARDS**

**SECTION C**

The judges will be looking for clear objectives, creative and effective implementation and tangible and demonstrable results in these categories. They will also consider the structure, presentation, and clarity of each entry. Entries should not exceed 1000 words in total and should relate to work undertaken between **March 2023 - July 2024.**

|  |  |
| --- | --- |
| **Objective(s) & Budget** Entrants should display clear objective(s) and any targets that were set. They should also outline a brief reason behind the campaign/project | **1-10 Points** |
| **Target Audience & Strategy** Entrants should provide details around the audience they were targeting and their overall strategy to reach them as well as the strategy to meet the overall objectives. | **1-10 Points** |
| **Implementation & creativity** Entrants should provide an explanation of their implementation for the campaign. Providing visuals were relevant. | **1-10 Points** |
| **Challenges faced and how these were overcome** Entrants should explain the challenges that were unique to them, how they overcame then and what were the results of overcoming the challenges | **1-10 Points** |
| **Results & evaluation**Entrants should provide results in relation to the objectives and targets stated above.  | **1-10 Points** |
| **Why should your campaign win?**What set this campaign apart from the other campaigns | **1-10 Points** |

This will give a total score for each entry out of a possible 60.

*Any entries that do not include information under all these headings should be marked down.*

**JUDGING CRITERIA – CULTURE & CONTINUITY AWARDS**

**SECTION D**

The judges should be looking for a clear description of the agency culture and how this contributes to its growth. They will be expecting to hear how training and development is used to help support the agency team in securing new business and growing existing accounts. They will also consider the structure, presentation and clarity of each entry. Entries should not exceed 1000 words in total and should relate to work undertaken between **March 2023 - July 2024**

|  |  |
| --- | --- |
| **Details of company culture initiatives & budget allocated**e.g., flexible working, holiday schemes, training and development, incentive schemes, rewards packages, CSR and volunteering initiatives | **1-10 Points** |
| **Positive impact / results of any initiatives**e.g., increased productivity, staff retention, staff promotion and development | **1-10 Points** |
| **Why you think you should win**Entrants should provide an elevator pitch on why they feel they should win. | **1-10 Points** |

This will give a total score for each entry out of a possible 30.

*Any entries that do not include information under all these headings should be marked down.*

**JUDGING CRITERIA – AGENCY/TEAM/RISING STAR AWARDS**

**SECTION E**

The judges should look for individuals and consultancies that can demonstrate an on-going and sustained commitment to delivering best practice and results while showing a creative and innovative approach to new business. Judges should consider the structure, presentation, and clarity of each entry. Entries should not exceed 1000 words in total and should relate to work undertaken between **March 2023 - July 2024.**

|  |  |
| --- | --- |
| **Agency / Team/ Rising Agency Star Nominee objectives**Entrants should outline clear objectives for their agency or Rising Agency Star nominee | **1-10 Points** |
| **Recent Work example(s)**Entrants should include objectives, implementation, results and evaluation. | **1-10 Points** |
| **Details of any recent achievements** Entrants should list any recent achievements including awards accolades or excellent results form a particular campaign or project they have led on. | **1-10 Points** |
| **Details of any challenges faced and how these were overcome**Entrants should detail challenges but also detail the solution they found to tackle such challenges. | **1-10 Points** |
| **Why should your Agency / Team / Rising Agency Star win?**Entrants should provide an elevator pitch on why they feel they should win. | **1-10 Points** |

This will give a total score for each entry out of a possible 50.

*Any entries that do not include information under all these headings should be marked down.*

**THANK YOU**

Many thanks for your involvement; we look forward to seeing you on the judging session. If you have any questions in relation to the judging, then please contact **Maia King,** on +44 07889 180358 or by e-mail **Maia.King@dontpanicprojects.com.**