



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.
- Please read the [Terms & Conditions](#) before submitting your entry.

SECTION A – YOUR DETAILS

Organisation Name	Quickfire Digital
Contact Name	Katie Szollosi

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		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	X	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.

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.

Quickfire Digital

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

We have demonstrated significant growth and strategic development since its inception in 2017. Below are details on our staff numbers, turnover, and roles within the agency:

Staff Numbers and Growth:

- Quickfire Digital began in 2017 and has grown steadily each year.
- As of the latest reporting period in 2022, Quickfire Digital employs 25 dedicated team members.

Financial Turnover:

- Our financial growth has been robust, reflecting our agency's success and client satisfaction:
- **2017:** £101,000 with a gross profit of £42,000
- **2018:** £375,000 with a gross profit of £271,000
- **2019:** £451,000 with a gross profit of £362,000
- **2020:** £637,000 with a gross profit of £567,000
- **2021:** £939,000 with a gross profit of £876,000
- **2022:** £1.42 million with a gross profit of £1.19 million

Team Composition and Roles:

- Our team is diverse and specialized, ensuring all aspects of e-commerce and client service are expertly managed:
- **Developers:** 8 front and back-end website developers
- **Account Management:** 4 account directors and managers
- **Client Support:** 1 technical and IT support specialist
- **Project Management:** 3 project managers and operations specialists
- **Creative Design:** 1 designer
- **Sales and Marketing:** 3 team members focusing on sales, events, and marketing
- **Finance:** 1 finance specialist
- **Leadership:** 3 founding members who drive the strategic direction of the agency

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%'.

- **Revenue Growth:**
 - **Objective:** Increase annual revenue from £1.42 million in 2022 to £1.8 million in 2023.
 - **Metric:** Achieve a year-over-year revenue increase of approximately 27%.
- **Client Conversion Improvement:**
 - **Objective:** Double the conversion rate for our e-commerce clients.
 - **Metric:** Increase client website conversions from an average

Expansion of Client Base:

 - **Objective:** Grow our client portfolio by 20% with an emphasis on acquiring larger enterprise-level accounts.
 - **Metric:** Add 15 new major accounts by the end of 2023.
- **Employee Growth and Retention:**
 - **Objective:** Expand our team to support new projects and enhance service offerings.
 - **Metric:** Increase staff numbers from 24 to 30 by recruiting 6 additional team members across development, project management, and client service areas by mid-2023.
- **Client Retention Rates:**
 - **Objective:** Improve client retention through enhanced support and service innovation.
 - **Metric:** Achieve a client retention rate of 95% over the next year.
- **Innovation in Service Offerings:**
 - **Objective:** Launch a new set of proprietary tools and platforms that enhance client engagement and operational efficiency.
 - **Metric:** Develop and roll out 3 new tools by the end of 2023 that increase client engagement by 30%.
- **Enhancement of Training Programs:**
 - **Objective:** Strengthen our internal training programs to enhance skill levels and employee satisfaction.
 - **Metric:** Deliver quarterly training sessions with a target of improving team skills scoring by 25% based on internal assessments.
- **Sustainability Practices:**
 - **Objective:** Implement sustainable practices within all agency operations.
 - **Metric:** Reduce carbon footprint by 20% and achieve a 30% reduction in paper usage by end of 2023 through digital transformation initiatives.

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?

Our recent achievements demonstrate our ongoing commitment to excellence and innovation in the e-commerce sector. Here are some key accomplishments:

- **Significant Business Growth for Clients:**
 - **Marvin's Magic:** Achieved an 84% increase in sales during the peak Black Friday/Cyber Monday period and a 27% increase in year-to-date sales.
 - **Forthglade:** Enhanced their Shopify platform which resulted in a 75% increase in conversion rate, a 24% increase in average order value, and a 42% rise in total sales.
- **High-Profile Client Acquisitions:**
 - Successfully onboarded renowned brands such as SABON, VIEVE, POTT Candles, and Lacoste, demonstrating our ability to attract and manage large-scale projects.
- **Technical and Strategic Innovations:**
 - Developed a custom tool for Forthglade to assist customers with precise feeding amounts for their dogs, significantly enhancing customer experience and interaction with the brand.
- **Industry Recognition:**
 - Our excellence was recognized at the European Agency Awards, where we were named the **E-Commerce Agency of the Year**.
- **Successful Launches:**
 - The launch of the South London Gallery site showcases our ability to deliver innovative solutions that not only meet but exceed client expectations in terms of functionality and design.

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?

We've faced several unique challenges typical of rapidly growing agencies, particularly in the complex and fluctuating economic climate of recent years. Our challenges have centered around scaling operations, restructuring for maturity, and realigning our departments to better serve an expanding client base that includes larger, more demanding clients. Here's how we addressed these challenges:

1. Scaling and Restructuring Challenges:

- **Hiring for Growth:** As we expanded, the need for a more structured and sophisticated workforce became apparent. We initiated a strategic hiring process to bring in senior-level talent that could drive and manage larger projects. This included the introduction of specialists in project management and client relations, ensuring that we could handle increased demands without compromising on service quality.
- **Restructuring for Maturity:** To suit the needs of larger clients, we restructured our internal teams to create more focused groups, such as dedicated client service teams and specialized development units. This restructuring not only improved our project delivery capabilities but also enhanced our ability to engage with clients on a strategic level.

2. Economic Climate Adaptations:

- **Navigating Economic Fluctuations:** The recent economic downturn presented significant challenges, including budget cuts and increased cost-sensitivity among clients. We adapted by implementing more flexible pricing models and enhancing our service offerings to provide greater value through bundled services and efficiency improvements.

3. Deep Dive and Realignment:

- **Comprehensive Business Review:** Recognizing misalignments within the agency, we conducted a deep dive into our operations, evaluating everything from workflow processes to client engagement strategies. This review led to a comprehensive realignment of our departments to ensure that each unit was not only optimized for current tasks but also scaled for future growth.
- **Departmental Realignment:** Each department was realigned to better communicate and collaborate with one another. For instance, our marketing and sales teams were brought closer to ensure a seamless transition from prospecting to client onboarding and retention. Similarly, our development teams were aligned more closely with client services to speed up response times and improve solution delivery.

Outcomes of Overcoming These Challenges

The outcomes of addressing these challenges have been profoundly positive:

- **Enhanced Operational Efficiency:** The restructuring and realignment led to improved operational efficiency, with faster turnaround times on projects and higher client satisfaction rates.
- **Increased Scalability:** By restructuring our teams and enhancing our talent pool, we have positioned ourselves to manage larger projects and engage with bigger clients, thereby increasing our market reach and scalability.
- **Robust Economic Resilience:** Our adaptive strategies have equipped us to better handle economic fluctuations, ensuring financial stability and sustained growth even in challenging times.
- **Strengthened Client Relationships:** The improvements in our service delivery and the introduction of flexible pricing models have strengthened our relationships

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?

Quickfire Digital distinguishes itself as a premier e-commerce digital agency through our commitment to innovation, client satisfaction, and transformative results. Our unique approach and dedication to client success make our entry award-worthy for several compelling reasons:

1. Proven Track Record of Transformative Results:

- Our work consistently delivers exceptional outcomes. For instance, the work we did for Hunter Boots not only resulted in significant performance improvements but was also recognized nationally when Shopify selected Hunter Boots for a UK-wide campaign to showcase outstanding brands using their platform. This kind of recognition underlines the impact and effectiveness of our solutions.

2. Innovative Solutions and Custom Developments:

- We leverage cutting-edge technologies and develop bespoke solutions tailored to the unique needs of our clients. From creating custom tools that enhance user experiences, like the feeding amount calculator for Forthglade, to strategic enhancements such as subscription models and advanced data analytics, our innovative solutions provide a competitive edge that directly benefits our clients.

3. Exceptional Client Relationships and Satisfaction:

- Our approach goes beyond transactional interactions; we build deep, lasting relationships with our clients. This is reflected in our ongoing partnerships and high praise from clients who appreciate not just the outcomes of our projects but also the collaborative process. Our client-centric approach is a hallmark of our service and sets us apart in the industry.

4. Adaptability to Market Changes and Challenges:

- In a rapidly changing digital landscape, our ability to adapt and respond to new challenges is unmatched. Whether it's economic shifts or technological advancements, Quickfire Digital remains at the forefront, ensuring our clients' digital strategies are resilient and forward-thinking.

5. Commitment to Growth and Learning:

- We foster a culture of continuous learning and improvement, ensuring that our team is always equipped to offer the most advanced and effective solutions in the market. This commitment extends to our clients, enhancing their competitive position and industry standing.

6. Industry Recognition and Awards:

- Our excellence is recognized through various awards and accolades, including being named E-Commerce Agency of the Year. The selection of our client, Hunter Boots, for a national campaign by Shopify further validates our outstanding work and the significant visibility we can bring to our clients.

Conclusion

Quickfire Digital merits this award because we are more than a digital agency; we are a pivotal growth partner. We transform challenges into substantial opportunities, enhancing not only our clients' digital platforms but also their market positions. Our blend of innovation, dedication, and results-driven strategies gives us an unmatched competitive edge, making our entry not only competitive but a benchmark for excellence in the digital e-commerce space.

URLs

Quickfire Digital - Main Website:

- <https://www.quickfiredigital.com/>
- **Client Project - Hunter Boots UK:**
 - <https://www.hunterboots.com/>
- **Client Project - Forthglade:**
 - <https://forthglade.com/>
- **Client Project - Marvin's Magic:**
 - <https://marvinsmagic.com/>
- **Client Project - Beavertown Brewery:**
 - <https://www.beavertownbrewery.co.uk/>
- **Client Project - South London Gallery (SLG):**
 - <https://www.southlondongallery.org/>
- **Tala Clothing:**
 - <https://www.wearetala.com/>
- **Juicy Couture UK:**
 - <https://juicycouture.co.uk/>
- **Blakely Clothing:**
 - <https://blakelyclothing.com/>
- **TP Toys:**
 - <https://www.tptoys.com/>
- **Mylee UK:**
 - <https://mylee.co.uk/>
- **ANTA Scotland:**
 - <https://www.anta.co.uk/>

Please detail any supporting documents you are including as part of your submission

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