

**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.

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| **SECTION A – YOUR DETAILS** | |
| **Organisation Name** | Digitaloft |
| **Contact Name** | James Brockbank |

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.

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| **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 |
| **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** | X | 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 |

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| **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. |
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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. |
| **Name of Team / Agency**  Please keep this concise as it will appear on the website if you are shortlisted. |
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| **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. |
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| **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 |
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| **Evidence positive impact / results of any initiatives (1-10 points)**  e.g., increased productivity, staff retention, staff promotion and development |
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| **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? |
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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 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. |
| Liv Day - SEO Lead, Digitaloft |
| **Date of Birth** (Rising Agency Star nominees only)  ***Please note that nominee must be under 30 on October 19, 2023*** |
| 23/12/1997 |
| **Contact email address of nominee** (Rising Agency Star nominees only) |
| olivia.day@digitaloft.co.uk |
| **Contact phone number of nominee** (Rising Agency Star nominees only) |
| 07852781612 |
| **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 |
| Liv joined Digitaloft as ‘SEO & Content Manager’ in December 2022, a role that was created to manage the SEO team’s technical SEO and content strategy teams as the agency began to structure the SEO department for growth.Prior to joining Digitaloft, Liv was “Growth Marketing Manager’ at Honeycomb Search, the agency of parent company Twinkl, and Digital Copywriter at Twinkl.  Liv joined Digitaloft during an exciting phrase of growth for the agency’s SEO department and was hired after having been identified as a perfect-fit candidate during the interview process.  Within three months of joining Digitaloft, Liv was promoted to ‘SEO Lead’ due to it quickly becoming apparent that she had way more to offer than in the role she was hired into.  Liv remains Digitaloft’s SEO Lead today, but is soon to be promoted to the agency’s ‘Head of SEO.’  When you consider that Liv began working in the sector in February 2021 and the fact she is still only 26, her rapid rise to a senior role becomes even more of an incredible achievement. |
| **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%’. |
| In February 2024, upon taking on the ‘Acting Head of SEO’ role, Liv was set clear goals and objectives:   * Rebuild the agency’s SEO team in terms of structure and roles, improving the way the team works to streamline efficiency and team member satisfaction. * Improve efficiency, measured by achieving a ‘revenue per employee per month’ on the team of at least £7,500, up from £5,700, within 6 months. * Improve client performance, with all SEO clients meeting or exceeding the monthly forecasts and goals we set within 6 months. * Achieve an NPS score from clients each quarter of at least 75% of these scoring 9 or 10, with all scoring at least 7 or 8, within 6 months. * Successfully establish a pod structure with clear roles and responsibilities by the end of Q2 2024. |
| **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? |
| Perhaps the best example of Liv’s work is her SEO success for [ChristmasTreeWorld.co.uk](http://christmastreeworld.co.uk).  Across the course of 2023, despite a downturn in the purchase of Christmas Trees online due to post-covid AND an increased cost of living, Liv’s strategy delivered:   * A 32% increase in organic sessions Year on Year (510,988 vs 387,111 - an increase of 123,887 sessions) * An 11% increase in organic purchase conversions Year on Year (6,178 vs 5,550 - an increase of 628. * A 2.22% increase in organic revenue Year on Year (£875,695.15 vs £856,672.87), remembering their market size was shrinking. * 3,458 top 3 rankings in Jan ‘24 vs 1,554 top 3 rankings in Jan ‘23 - an increase of 1904. * A #1 ranking for ‘Christmas Trees’ on Google in December 2023, the brand’s peak period. |
| **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? |
| Where do we start?  There are SO many things Liv has achieved over the last year. As an agency, we’re exceptionally proud of Liv:   * Smashing her first in-person speaking gig at [Sheffield DM](https://www.slideshare.net/slideshow/case-studies-in-eeat-going-the-extra-mile-to-leverage-businesses-reallife-expertise-liv-day-sheffield-dm-feb-24pptx/266753683), and her packed-out session at the [Digital PR Summit](https://www.slideshare.net/slideshow/seo-and-digital-pr-how-to-connect-your-teams-to-maximise-success/267263252). * Taking part in a Q&A with [Sitebulb](https://sitebulb.com/resources/guides/celebrating-superb-seo-s-qa-with-liv-day/). * Running a masterclass session for [Digital Superchats](https://www.marketing-masterclass-series.com/online-events/digital-superchats-11-seo-strategy-performance/). * Conducting an incredible [deep-dive into Google’s Documentation Leak](https://digitaloft.co.uk/what-does-google-documentation-leak-mean-for-digital-pr/) that has already been cited by Aleyda Solis, Search Engine Land, Moz & more. For Aleyda Solis to proclaim this as one of the best write-ups on the leak is HUGE.   But more than anything, it’s the way she has inspired her team, gone above and beyond for her clients and developed into a true superstar at Digitaloft. The quotes below showcase this. |
| **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? |
| In January 2024, Digitaloft’s Head of SEO left the agency through mutual agreement.   At this point, Liv was placed in the ‘Acting Head of SEO’ role, with a six-month progression plan to be promoted to the full role.   Upon her incumbent’s exit from the agency, Liv inherited a team that:   * Was underperforming financially against goals and forecasts * Was seeing key clients leave * Had team members unsure of what their job roles were   To turn this around and overcome these challenges, Liv (off her own back) has:   * Taken time to speak to everyone in the department and communicate the situation we were in * Sent specific surveys within her team to work out exactly what people like most about their job roles and what gives them the most fulfilment * Got stuck in with literally every kind of job in the department * Started monthly mastermind strategy sessions to make sure no one feels the burden of client retention just on their own * Implemented a pod structure to improve efficiency and make sure everyone has ownership over the work we do   The quotes from her team below show how Liv has transformed this team. |
| **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? |
| **The best way to show why Liv should win this award is to turn to her team and clients. Here’s what members of the Digitaloft team and clients have to say:**  **James Brockbank, Managing Director - Digitaloft**  “There are certain people who you interview and know within seconds that they’re the perfect fit for your team. Liv was one of these people. She is one of the most passionate, dedicated and driven individuals I’ve ever had the pleasure of managing and is an incredible asset to the team. Liv deserves this win SO much as a testament to her own professional development over the last year, her team’s outstanding growth in performance and her value not only to the agency but the SEO industry. She’s one in a million and I’m so excited to watch her progress even more over the coming months.”  **Georgie Deaville, Content Manager - Digitaloft**  “Liv is a force for nature in the SEO world! Her dedication to sharing her knowledge and expertise is second to none, whether that’s in our internal team Slack channel, in a blog post on the agency website, or on a conference stage!  She’s one of the most supportive managers I’ve ever had. The time and effort she puts into feedback and training has in turn seen my own confidence grow tenfold over the last year and a half of working with Liv. Her passion and enthusiasm for SEO is so inspiring, making her an excellent leader of the team!”  **Caitlin Lloyd, Senior Content Exec - Digitaloft**  “Since joining the SEO team, Liv has been an incredibly supportive and nurturing leader. Whether she’s delivering training or talking at a conference, Liv’s wealth of knowledge is awe-inspiring, and her passion for SEO is unrivalled. Liv’s dedication to training and development across the SEO team has helped me to become a more confident and assured team member, and I can honestly say that I wouldn’t be where I am today without Liv’s mentorship.”  **Joss Woodend, SEO Manager - Digitaloft**  “Liv has a natural ability for SEO. She is constantly in-tune with whatever is happening in the world of organic search - which as any SEO knows is a task unto itself! No task is ever too big or small, and she’s willing to get stuck in on any issues a client could be facing.  She’s not afraid to determine what is and isn’t relevant for a client to do which is really refreshing to see. There’s no “a crawl has spotted X so we’ll do it” - she always goes beyond that, thinking about the real impact of any changes. Will it drive more revenue or sessions, is it impacting site performance, does it meet the aims that the client has etc. Any strategy focuses solely on what needs to be done for a client in terms of content, on-page and technical.  One of the most impressive skills of Liv’s is her ability to communicate with clients and form an SEO strategy that perfectly aligns with their goals and needs. She takes the time to listen to them and gets to know the company, making sure any recommendations made have a true impact and deliver success.  Above all she is always willing to keep driving herself forward and continuing to develop her skills. She is always learning and sharing those learnings with the rest of the team, helping us to grow as well.”  **Ross Bickerton, Digital Marketing Manager - Marshalls PLC**  “Working with Liv is brilliant, her enthusiasm and passion for SEO shines through. Liv is always proactive in keeping up with the latest trends and changes in the digital space and always on hand to answer any queries we need clarifying with any content related topic changes or whether it’s technical SEO such as ensuring our canonical tags are pointing at the correct page to be indexed. Liv is very attentive detail and always goes above and beyond to provide the best experience, an example of this is that Liv has presented workshops to our wider team to aid in upskilling them about SEO and put across the message that it isn’t just a buzz word. From this the team have started to consciously have in mind how the content they write can be better which is a huge win in the business.”  **Ben Wightman, Head of Marketing - Christmas Tree World**  “Liv is knowledgeable, enthusiastic & communicates well with people at all levels. She’s an expert in her field, proactive, gets results and a pleasure to work with. Everything you could ask for in an agency partner really!” |
| **URLs** |
| <https://uk.linkedin.com/in/olivia-day-seo>   <https://digitaloft.co.uk/what-does-google-documentation-leak-mean-for-digital-pr/>   <https://sitebulb.com/resources/guides/celebrating-superb-seo-s-qa-with-liv-day/>   <https://www.slideshare.net/slideshow/case-studies-in-eeat-going-the-extra-mile-to-leverage-businesses-reallife-expertise-liv-day-sheffield-dm-feb-24pptx/266753683>   <https://www.slideshare.net/slideshow/seo-and-digital-pr-how-to-connect-your-teams-to-maximise-success/267263252> |
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