



### 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.

ALL INFORMATION PROVIDED IN THIS FORM WILL REMAIN CONFIDENTIAL TO JUDGES

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

<b>SECTION A – YOUR DETAILS</b>	
<b>Organisation Name</b>	Manna B.V.
<b>Contact Name</b>	Masa Urbanija

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>		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>	X	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.

Manna & Audika Poland – AI-Enhanced Campaign for Authentic Engagement

### **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.

After years of successful campaigns with Audika, a hearing aid company, it was time to change the game. Our primary goal was to leverage AI to generate high-quality leads for their hearing aid products by targeting new potential customers. The objective was ambitious but clear: increase lead volume from 3,000 to 4,000 and boost the appointment booking rate from 10% to 30%.

### **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.

Audika's target audience was as clear as their objective – to reach Polish customers aged 45 and older across the country, who are having hearing difficulties.

Traditional advertising in this sector often resorts to stock images and generic product visuals. Seeking to surpass these norms and move away from mainstream marketing, which typically features simplistic product images, we opted for a more engaging approach. We chose to display our products in use, demonstrating their suitability and thoughtful design for individuals with hearing issues, engaging our audience through innovative AI-driven strategies.

In addition, rather than hiring professional models and creating stock-like images, we conducted an in-house photoshoot with our team members (or as we call them HuMannas). AI technology was utilized to tailor our visuals and messaging, ensuring they resonated deeply with our intended demographic. By managing the campaign internally, we were able

to quickly adapt to any changes, maximize efficiency, reduce costs, and decrease production times.

### Implementation & creativity (1-10 points)

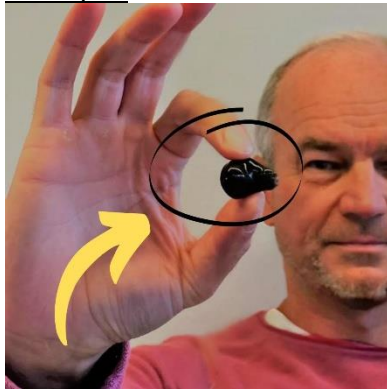
Please give us a detailed explanation of your implementation for the campaign. Include screenshots to help us visualize campaigns. Provide information on the creativity of the campaign.

Managing the entire production in-house not only maximized efficiency, minimized costs, and shortened production times, but also gave us complete control over the content. With all the necessary actors and tools readily available, we could adapt our visuals in real-time, ensuring they consistently met our standards.

While this method was efficient and creative, it limited our access to a diverse range of age groups. To bridge the generational gap between our team members and the desired older audience, we employed AI technology to enhance and adapt the impact of our images, ensuring they truly resonated with the intended demographic.

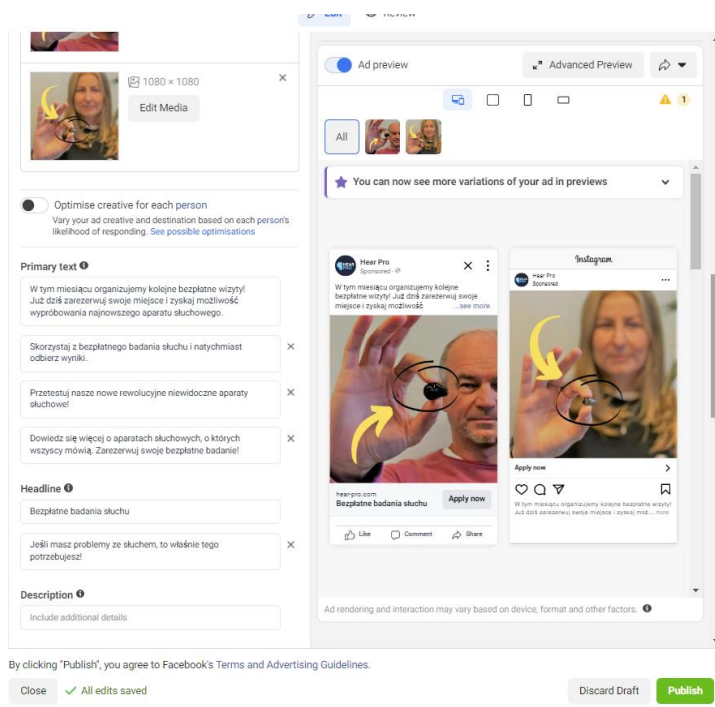
By embracing the beauty of aging we crafted a campaign that connected with the 45+ demographic in a novel way. This innovative strategy not only engaged but also impressed, delivering remarkable results for our client. Below is an example of how we implemented this and the results.

Example:



Facebook Campaign (statistics):

Off/On	Ad	Delivery	Attr sett	Results	Reach	Frequency	Cost per result	Budget	Ad set	Amount spent	Ends	Quality ranking
<input checked="" type="checkbox"/>	images_dynamic	Ad set off	7...	3,622 Website leads	1,699,127	6.20	\$6.73 Per lead	Using campaign ...		\$31,084.43	Ongoing	
	Results from 1 ad		7...	4,622 Website leads	1,699,127	6.20	\$6.73 Per lead			\$31,084.43		



### 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?

One of the unique challenges we faced by keeping production in-house was the absence of a pool of actors who accurately matched our target demographic and resonated with the Polish audience. To address this, we utilized AI technology to adapt our content to the audience and harnessed the cultural expertise of our multicultural team, with members well-versed in the Polish market. This internal collaboration was crucial in tailoring content that felt native and engaging to our audience.

We employed dynamic creatives on Facebook to enhance the effectiveness of our advertising. This approach allowed us to create a single advertisement with multiple text options—four text variations, two separate visuals and two different headlines. These elements were then automatically adjusted based on real-time conversion data, ensuring that the version with the lowest Cost Per Acquisition (CPA) received the highest exposure.

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

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

Our campaign successfully utilized AI to maximize lead generation and conversion rates among Polish customers aged 45 and up and achieve a substantial increase in leads and appointments through cost-effective means. With an ad spend of \$31,000, this investment paid off, bringing in a significant number of qualified leads and greatly increasing the rate of appointment bookings

We successfully maintained a low Cost Per Acquisition (CPA) of \$6.73, demonstrating efficient budget utilization and generating a total of 4,622 leads, exceeding the lead goal.

Impressively, we achieved a higher appointment rate than expected, reaching 30,9%. This high conversion rate was not confined to a single platform but was consistent across various channels, including but not limited to Facebook.

**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?

We have proven that blending AI with a human touch can effectively bridge generational and cultural divides, making a meaningful connection with an older demographic often underrepresented in digital advertising. Our method not only brought our client's products to life but also demonstrated a profound understanding and respect for the audience's needs.

This unconventional strategy, which challenges traditional advertising norms by prioritizing authenticity over polished ads, has proven to resonate deeply with our target audience. By using our (HuManna) faces, we've managed to cut through the noise and capture the attention of viewers in a crowded digital landscape.

With a remarkable appointment rate, our campaign not only surpassed industry averages but also demonstrated exceptional efficacy in converting leads into tangible outcomes.

Since the launch of this campaign, we have maintained an ongoing collaboration with our client, consistently overdelivering and pushing the boundaries of what is possible with AI-advertising.

**URLs**

<https://hear-pro.com/pl/b2c/hearing/>