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	DEPT®
Contact Name	Veronica Soliman

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	X	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		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.

DEPT® & Omoda - Using AI to send returns on their way back

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.

Omoda is a trendy store for every fashion lover, based in the Netherlands. One of their biggest challenges is the high number of returns, as almost 50% of all orders are sent back - causing unnecessary costs and bottom line a lowered net margin.

Google's algorithms prioritise transactions with a high revenue value since this is an indication of a valuable customer. However, these are often orders that are eventually returned, because e.g. the same model is ordered in multiple sizes and colours. Thus, a high revenue value does not equal a high margin, since the actual profit can turn out lower.

As a solution we've developed an AI model (return minimizer model) that predicts at the moment of the purchase whether a product is going to be returned, and if so, how much there is going to be returned. This data is shared as the conversion value to Google Ads, and the platform can optimise for search intentions and audiences that realise higher net margins.

The business objective of Omoda in 2023 was to increase the net margin (15%) and reduce returns by 10% compared to last year. This is translated in the following Google Ads targets; 1) reduce the monthly amount of returns by 1,400 (-10%) and 2) increase the monthly net margin by €125.000 (+15%).

We used different toolings in combination with data scientists and SEA consultants to create the model. Tooling: Google Cloud Storage (€10,- p/m), BigQuery (€50,- p/m), Cloud Composer (€140,- p/m) and Vertex AI (€570,- p/m). The agency fee consists of Data Scientist

(€10.400,-) and Paid Search consultancy (€3.520,-). The monthly Google Ads budget is €526.000,-

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.

The primary target audience of Omoda are women between 25-55 years old with a median to high income. These are trendy shoppers who seek accessible, high-quality items and follow fashion trends. Since Google is the biggest channel for this audience, we aimed to reduce returns via this medium.

Based on Omoda's internal data we were aware that some audiences (persona's) were inclined to return more than others. To illustrate this there is an example in appendix 1A & 1B. Persona A orders 4 products (2 different colours/measurements), while persona B orders 1 product. The revenue of persona A is 4 times higher compared to persona B which is an indication for Google's algorithm that this persona is valuable to us. However, persona B realises a higher net margin and is thus more valuable to Omoda.

Beforehand, we would steer the bidding strategies of Google Ads towards conversion value which was focused on revenue data (tROAS bidding strategy). This is now adjusted to net margin, to ensure that Google Ads optimised towards Omoda's targets. Net margin for Omoda = *gross margin - returned margin - return costs*. Return costs are a combination of shipping, processing and transaction costs.

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.

To build a predictive model we had to combine multiple data sources clustered into four categories; transaction data (e.g., payment method), order data (e.g., colour, size), return data (e.g., returned products and quantity), and customer data (e.g., how often does the customer return).

We built an AI model that predicts whether an item is going to be returned and how much will be returned. Data was collected from different sources and combined into BigQuery. The results are shared via a Cloud Function in real-time with Google Tag Manager. Data flows through GTM towards Google Ads. Cloud Composer is used to guarantee that all processes are fully automated. Then the predicted values are pushed to Google Ads (see appendix 2)

After the migration, the algorithm took 1 week to understand which search intentions and target audiences realise the highest net margin. These are now given more priority and visibility. By steering the algorithm we advertise more selectively towards a target audience focusing on clients that realise a higher net margin.

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?

A major challenge is the delay between completing the transaction and processing the returns. At Omoda the time between the click and processing the return is on average 22 days (see appendix 3). This lag is too long for Google's algorithm to cope with, which results in inefficient bidding. A conversion upload was considered as a solution, but Apple is

removing GCLIDs from their browsers which isn't future proof. Therefore, our solution is the Return Minimizer model that predicts returns the moment someone completes the transaction to avoid any delays.

Results & evaluation (1-10 points)
Please relate these to the objectives and targets stated above. Provide actual numbers rather than percentages wherever possible.

To test the impact of the Return Minimizer model we made use of a causal impact analysis. Our results were measured along three different time frames to validate our case.

Through the Return Minimizer model, we have achieved the following results. First the amount of returns from Google Ads decreased by 26%, resulting in 3,486 fewer monthly returns. Due to this we save €16,000 in monthly return costs. Additionally, it contributes to Omoda's goal of operating in an environmentally conscious manner. Secondly, the net margin increased by 24%, representing an absolute increase of €209,000 per month from Google Ads.

These results overachieved our expectations! The goal was to reduce the number of returns by 10%, but we surpassed this by lowering the returns with 26%. Besides that, our goal was to increase 15% in net margin and we outperformed this target with an increase of 24%!

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 created a solution to one of the biggest challenges within fashion: minimising the number of returns. Our model is fully automated and predictions can be made within a few milliseconds, and data is sent directly to Google Ads. Another advantage is the scalability of the model. We can also use this model for other channels (e.g., display, social).

The fashion industry is one of the biggest polluting industries, but we also know that we can't make fashion disappear. Omoda has been contributing to reducing its negative impact on the climate for the past years. Lowering returns contributes to this mission.

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

Appendix slides can be found here.

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.

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

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%'.

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?

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?

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?
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