



**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>

ALL INFORMATION PROVIDED IN THIS FORM WILL REMAIN CONFIDENTIAL TO JUDGES

- Payment for all entries must be made at the time of submission.
- Please read the [Terms & Conditions](#) before submitting your entry.

<b>SECTION A – YOUR DETAILS</b>	
<b>Organisation Name</b>	Creative Clicks 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>		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>	x	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

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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.

Creative Clicks

**Date of Birth** (Rising Agency Star nominees only)

***Please note that nominee must be under 30 on October 19, 2023***

n/a

**Contact email address of nominee** (Rising Agency Star nominees only)

n/a

**Contact phone number of nominee** (Rising Agency Star nominees only)

n/a

**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

Creative Clicks is a performance-driven marketing agency, with more than 200 professionals from over 30 nationalities who collectively speak more than 35+ languages.

Our mission, “One team, one dream,” is at the core of everything we do. We believe in the power of each individual, united as a force to achieve our dreams. By following the Triple E philosophy—Energetic, Entrepreneurial, Experts—we turn our aspirations into reality. Our innovative approach is highlighted by our work, and the team developments, supported by comprehensive training programs and a dedicated budget for specialized sources. In fact, the Media Buying team has grown from 4 to 18 Media Buyers in the past 4 years, showcasing our dedication to excellence.

Dedication to our success, has also been noticed and in 2024, Creative Clicks has been shortlisted for the Global Agency Awards and earned Top Marketing Company by Business of Apps. We believe our team deserves more than a shortlist, although that is already an amazing achievement, knowing how much effort and dedication they have put in their work.

**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%’.

After significantly expanding our Media Buying (MB) team over the past few years, we are now focused on developing and promoting a **newly launched Fitness App** and providing our team with top-tier development programs to support their growth.

Our MB team goals for this Fitness App Campaign were:

1. **Improve the current fitness app** and **secure a competitive market share** alongside the industry's leading players.
2. **Reduce client campaign drop-off rates** and improve overall engagement, with a goal of cutting drop-offs from 80% to 50% within six months.
3. **Achieve industry-leading client satisfaction and retention rates**, striving for a client satisfaction score of 90% or higher.
4. Drive significant **revenue growth** through innovative media buying strategies, targeting a growth from 2,000 to 4,000 euros.
5. **Enhance team expertise and skills** with continuous professional development, aiming for each team member to complete at least two advanced training programs per year.

These goals are actionable plans that our team works towards daily, while remaining a full-service agency providing high-end media creations to support our affiliates' and partners' existing sales funnels.

#### **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?

The Creative Clicks Media Buying team significantly transformed the lead generation funnel for a Fitness App by addressing an 80% drop-off rate. Through comprehensive market research and consumer analysis, we identified key areas of improvement and tailored a personalized digital journey to meet consumer expectations. This approach included creating an engaging 26-page interactive questionnaire, which effectively reduced the drop-off rate to under 30%. This overhaul not only enhanced user experience but also resulted in a substantial increase in sales, from \$2,000 to \$20,000 overnight. This success showcases our entrepreneurial spirit, rapid strategy adaptation, and deep market knowledge, making us stand out in the industry.

#### **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?

1. Successfully grew the team from 4 to 18 media buyers in four years.
2. Achieved a 14% market share in the fitness app sector by improving the customer journey.
3. Achieved a significant reduction of drop-off rates from 80% to 30% on our landing page.
4. Boosted sales from 2k to 20k overnight and had a 1,2% CR increase.
5. Internally developed an inclusive work environment fostering collaboration and innovation - implementing a hybrid working policy and Learning & Development programs.

#### **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?

Our team consistently exceeds client expectations, particularly exemplified by our work with a Fitness App Provider struggling with lead retention. Despite employing a robust media buying

strategy and eye-catching creatives, they saw an 80% drop-off rate with users exiting the client's page swiftly—a clear gap between user expectations and the landing page experience.

In response, our skilled media buyers conducted an in-depth evaluation. The initial analysis showed that our simple three-step landing page process—comprising landing page, email submission, and payment structure—was inadequate for maintaining user engagement. Insights from market research led us to develop a more personalized approach by expanding a 3-page landing page into a 26-page interactive questionnaire.

Thanks to our team leveraging our entrepreneurial spirit, we were able to quickly change our strategy and apply our deep knowledge, resulting in a remarkable transformation. This overhaul significantly improved the user journey, making it more engaging and aligning closely with the audience's needs. The new interactive format reduced the drop-off rate from 80% to under 30%, leading to an impressive boost in sales from \$2,000 to \$20,000 overnight.

However, such rapid growth presents continuous challenges, requiring constant enhancements to our strategies. Our primary goal extends beyond achieving objectives; we strive to foster a culture of relentless improvement, always aiming to not just meet but surpass expectations and stay aware of industry developments.

**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 remarkable evolution of Creative Clicks' media buying team stands as a testament to our quality and dedication. In just four years, we've grown from four to eighteen media buyers, showcasing our strategic restructuring and enhanced capabilities.

This growth goes beyond numbers; it reflects our efficiency, adaptability, and innovation, enabling us to deliver exceptional results for our clients. Our success is evident not only in our metrics but also in the personal and professional development of our team members. Senior members mentor juniors, fostering growth through a wide range of adaptable Learning and Development initiatives.

The heart of our success lies in the dedication and passion of our team. They've invested more than just time; they've poured their energy and creativity into the project, demonstrating unwavering commitment to their colleagues and consistently surpassing their goals. They began with a basic app concept and are transforming it into the most cohesive project we've ever seen, integrating all channels seamlessly. This is clearly exemplified by how the team's entrepreneurial spirit has enabled us to achieve remarkable success, turning 2k into 20k overnight.

The project and quality of it not only reflects our company but every single individual behind it. As we continue to evolve and expand, we couldn't be prouder of the talented individuals who form the backbone of our success, driving Creative Clicks to new heights in the dynamic world of digital marketing.

**URLs**



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<https://fitflow.ai/>

**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