

**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** | fusefabric |
| **Contact Name**  | Adrienne Kuster |

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** |  | 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** | X | 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. |
| fusefabric |
| **Date of Birth** (Rising Agency Star nominees only)***Please note that nominee must be under 30 on October 19, 2023*** |
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| **Contact email address of nominee** (Rising Agency Star nominees only) |
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| **Contact phone number of nominee** (Rising Agency Star nominees only) |
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| **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 |
| fusefabric is uniquely positioned to address the complex problems faced by enterprise organisations. Founded by Simon Hamblin (<https://www.linkedin.com/in/simonhamblin/>) and PJ Jassal (https://www.linkedin.com/in/pjassal/), two former CTOs who have firsthand experience with the challenges faced today, they bring a deep understanding and practical insight to every project.fusefabric offers enterprise-scale e-commerce solutions with real-world technical expertise to shape your technical strategy, build and integrate your Shopify Plus platform, and achieve your business transformation objectives.**Our Services**fusefabric provides a full spectrum of technical and business expertise, including:* Advisory & Design
* Business Transformation
* Shopify E-commerce
* Integration Services

**Unique Strengths*** **Strategic Partnerships**: We have grown fusefabric through strategic partnerships, working not only with software partners but also Shopify partners.
* **Impressive Financial Growth**: Achieved a $5M turnover with 100% year-on-year growth.

**Our Team*** **Staff Turnover**: Just 1 person over the 4 years
* **Team Size**: 50+
* **Roles**:
	+ Co-founders
	+ Delivery Director
	+ Solutions Architect
	+ Project Manager
	+ Product Owner
	+ Technical Lead
	+ Developer
	+ Quality Assurance Tester
	+ Marketing Lead
	+ Service Desk
* **Fully Remote**: Our team are based in the UK and distributed across Europe.
* **Quarterly Meet-Ups:** We go on quarterly meet-ups to amazing locations and we bring our employees from all over Europe so we can get together celebrate our achievements and share our objectives and goals for the next quarter. Places have included Alicante, Copenhagen, Dubai, Madrid, Seville and Istanbul.
* **EMI Share**: We introduced this scheme to allow team members to grow alongside the business's success.
* **Flat Structure:** We prioritise a flat structure to allow lots of collaboration and communication between all.
* **Respectable of Employees Time**: Avoid meetings for meetings sake
* **Average Length of Service**: 2 ½ years
* **Benefits**: Flexible and remote working, life insurance, critical illness cover, competitive pension contributions, WFH budget, quarterly team trips, private healthcare, 25 days annual leave and 20 days company sick pay.

**Culture**:At fusefabric, we prioritise treating our employees well and fostering a positive, equitable work environment. We recognise and value the unique contributions of each team member and are respectful of everyone's time and effort. To show our appreciation, we organise quarterly team trips to amazing locations such as Dubai, Madrid, and Seville. We maintain strong communication throughout the company, keeping employees informed and involved in all major decisions, ensuring they feel integral to our journey and success.Overall we are very excited about the massive opportunity ahead. Shopify is going strength to strength and we are in a great position to be at the forefront and be on this growth journey alongside them. This excitement trinkles throughout all of fusefabric.  |
| **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%’. |
| **Largest Shopify Enterprise Agency in Europe**fusefabric is proudly the largest Shopify Enterprise Agency in Europe, showing our extensive expertise and leadership in the e-commerce space.**New Clients and Expansion**Our objective for 2024 was to welcome 5 new enterprise (£125M +) clients, we have already exceeded this and brought on 10+.**Growth of Enterprise Connect**Enterprise Connect is our secure, scalable and resilient SaaS platform and it is on track to transact over £1.2 billion in customer GMV in 2024. Our suite includes five powerful modules - WMS Connect, ERP Connect, Finance Connect, Customer Connect and Stock Connect - all designed to make managing your enterprise operations easier and more efficient.Enterprise Connect has seen remarkable growth, both in user adoption and financial performance. Key highlights include:* **Significant Investment**: Fusefabric has invested over £2 million into Enterprise Connect, ensuring continuous improvement and innovation.
* **Financial Performance**: In 2023, Enterprise Connect achieved £700 million in client GMV transacted year-to-date. For 2024, we forecast this figure to reach £1.2 billion, showcasing the platform's success and impact on our clients' businesses.
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| **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? |
| **Client**: Newcastle United Football Club (NUFC)**Project Duration**: 4 months**Solutions Provided**:* Shopify Plus eCommerce Platform
* Global-e Integration
* Shopify Point of Sale (POS) for 2 Retail Stores
* 3PL Integration
* Warehouse Management System (WMS) Integration
* Full site redesign on Shopify

**Overview**Newcastle United sought to elevate their eCommerce operations, aiming to provide fans with a seamless and personalised shopping experience. To achieve this, we deployed our integration platform, Enterprise Connect, to create smooth data flows between Shopify and Torque, their chosen Warehouse Management System (WMS). You can view their Shopify store at: <https://shop.newcastleunited.com> **Objectives**1. **Streamline Data Flows**: Efficiently handle product creation, order management, fulfillment, dispatch, returns, and stock management.
2. **Personalise Products**: Facilitate the customisation of football shirts and shorts.
3. **Ensure Seamless Integration**: Overcome API constraints to integrate Shopify with Torque and Global-e.
4. **Enhance User Experience**: Design an engaging and robust eCommerce platform on Shopify.

**Challenges*** Personalisation of Football Shirts: Capturing customisation options and ensuring the WMS received all necessary details to personalise and dispatch orders accurately.
* API Constraints: Adapting the order flow to work within the limitations of available APIs.
* Global Order Management: Ensuring that Global-e orders were held until payment confirmation and managing the dispatch and tracking information for international orders.

**Solution Implementation****Data Integration**Using our SaaS platform Enterprise Connect, we developed integrations to support the following data flows between Shopify and Torque WMS:* **Product Creation & Updates**: Automated synchronisation of new products and updates.
* **Order Creation**: Seamless transmission of order details from Shopify to WMS.
* **Fulfillment & Dispatch**: Efficient handling of order fulfillment and dispatch processes.
* **Returns Management**: Streamlined return processes.
* **Stock Management**: Real-time updates of inventory levels, including receipts, adjustments, and daily counts.

**Personalisation of Football Shirts**To address the unique challenge of product personalisation:* We created a customer interface to capture personalisation options (e.g., names, numbers).
* Utilised Line item custom attributes to send detailed personalisation data to the WMS.
* Ensured the WMS processed these details accurately to customise and dispatch the shirts.

**Order Flow and API Constraints**To tailor the order flow despite API constraints:* Developed a solution combining the Flow app and custom code to manage order processing.
* Held Global-e orders until payment confirmation before sending them to the WMS.
* Implemented the "Ignore dispatch by order tags" feature to control the flow of dispatch updates to customers, ensuring accurate and relevant information.

**Outcome**After four months of development, we launched an eCommerce site for NUFC. The new platform not only supports seamless integrations with Torque WMS and Global-e but also includes Shopify POS for their retail stores. Key achievements include:* Enhanced User Experience: The site offers an exceptional user experience, handling high traffic and complex operations without issues.
* Successful Personalisation Feature: Fans can now easily customise their shirts, enhancing their connection with the club.
* Reliable Performance: The platform's stability post-launch highlights its reliability and our capability in delivering a seamless user experience.

**Conclusion**We delivered a comprehensive enterprise solution for Newcastle United, enabling them to better connect with their fans via a robust eCommerce platform. Our integration efforts have streamlined their operations, ensuring a smooth and personalised shopping experience for customers worldwide.**Technologies Used*** Shopify Plus
* Global-e Integration
* Shopify POS
* Enterprise Connect Integration Platform

Torque WMS |
| **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? |
| **Largest Shopify Agency in Europe for Enterprise**We are proud to be recognised as the largest Shopify agency in Europe, a testament to our expertise and exceptional service.**Selected by Shopify for Shoptalk**Our strong partnership with Shopify was highlighted when we were selected to exhibit on their stand at Shoptalk. We were one of the 3 agencies across Europe invited to exhibit on their stand. This exclusive invitation signifies the high regard Shopify has for fusefabric. A picture can be found in the additional documents. **Impressive Product Team Growth**We have experienced significant growth, particularly in our product team. At the start of the year, we had just 9 members in one product team. Now, our team has expanded to 16 across two separate product teams. **New Clients and Expansion**In 2024, we significantly surpassed our new client goals. We welcomed 10 plus Enterprise Clients (Turnover greater than £125M), including Shopify’s largest client in EMEA (Boden) and their largest client in Europe (Westwing). |
| **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? |
| **Attracting Top New Talent**With our rapid growth, attracting top-tier talent has been a significant challenge. To address this, we offer employee benefits well above the industry average, including an EMI share scheme. We use our extensive network and collaborate with top recruiters to find the best candidates who align with our values and goals.**Managing Rapid Growth**Our fast-paced expansion has presented challenges in maintaining our high standards and effective communication. To manage this, we:* **Clear Strategy**: Maintain a well-defined strategy that guides our growth and operations.
* **Quarterly Team Meetings**: Ensure all employees are informed and engaged through regular, transparent communication during our quarterly in-person meetings. All the trips are fully covered by the company and we stay at amazing hotels in beautiful places for 3-5 days!
* **Selective Project Intake**: We carefully select new projects that align with our methodologies and capabilities, ensuring we can deliver successful outcomes. This approach helps us sustain quality and efficiency amidst our growth.
* **Healthy and Sustainable Growth**: We don’t want to grow and then contract so this needs to be done in a sustainable way. One of the ways we do this is by increasing the levels on management, however we are cautious of this and take our time as we don’t want to hire the wrong type of manager and put our employees in a difficult position.
 |
| **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? |
| **Influence on Shopify**Out of thousands of agencies worldwide we are a selected agency that works side-by-side Shopify’s product teams to help influence their roadmaps and outcomes which get rolled out to over 4.2 million merchants worldwide that operate on Shopify. Shopify set out in their strategy that they want to grow in the enterprise space, we are one of their few partners that they consider a go-to partner in this space for enterprise clients (£125M+ GMV) **Employee Growth and Engagement**: We prioritise our employees’ growth through:* **Quarterly Team Trips**: Locations have included Alicante, Copenhagen, Dubai, Madrid, and Seville, fostering team cohesion and morale.
* **EMI Share Scheme**: Providing the team with stakes aligns their success with our growth.

**Growth**: Recently celebrating our 4th anniversary, we have accomplished significant milestones, expanding our team to over 50 talented professionals distributed across Europe.**Strategic Alliance with Swanky**Our strategic alliance with Swanky has positioned us as the largest Shopify full-service agency partnership in Europe. This enhances our service offerings, combining resources and expertise to deliver unparalleled solutions for our clients.**Why We Stand Out**fusefabric stands out due to our unique approach to both our internal operations and client interactions. Our ability to influence Shopify updates directly, combined with our commitment to employee development and strategic growth, gives us a competitive edge. Our achievements in a short span, coupled with our innovative and proactive strategies, demonstrate our capability and dedication to excellence. |
| **URLs**  |
| www.fusefabric.com |
| **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 |
| Pictures of the team at Shoptalk |