



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.

SECTION A – YOUR DETAILS	
Organisation Name	dentsu Norway
Contact Name	Ahmed Fouikri

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	x	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		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.

Dentsu Norway & Norwegian Air Shuttle – Taking back our air domination after Covid-19, digitally

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.

Primary objectives:

Increase revenue with 15% compared to previous year:

- Grow revenue from 2 435 513 800NOK (2022) to 2 800 842 021NOK (2023)

Increase ROAS with 15% compared to previous year:

- Increase ROAS from 42NOK (2022) to 50NOK (2023) and maintaining it throughout 2023.

Secondary objective:

Increase revenue generated from generic keywords

- Increase generic revenue from 225 000 000 NOK to 258 750 000, 15% increase.

Cost for 2023:

- PPC handling (1800 hours ≈ 1000) = 1 800 000NOK
- PPC media cost (Google ads + Microsoft ads) = 61 426 478NOK + 8 430 622,71NOK = 69 857 101NOK in total (2023)
- Third party tools: 233 106NOK
- Total cost: NOK 71 890 208NOK

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.

Target audience:

Our main target audience is leisure and business travellers interested in travelling by plane in markets where Norwegian is flying from. Our main markets being Norway, Sweden, Denmark and Finland - followed by eight other markets, including Spain, France, Italy, Germany, Latvia, Poland, the UK and the Netherlands.

Strategy:

After the Covid-19 pandemic, our once industry-leading search accounts were neglected, leading to a sharp drop in performance. The strategy became too complicated, with over 10,000 campaigns not using automation well. Neglect during the pandemic caused us to depend too much on brand-related searches, which increased costs without much profit for Norwegian.

Our strategy therefore needed to focus on:

1. Complete restructuring of the account's framework
2. Reevaluating the needed use of management solutions to find a more automated solution that would help increase revenue in a more efficient way.
3. Through streamlining and implementation of intelligent bidding practices, we aimed to not only restore but enhance the account's performance, aligning it more closely with Norwegian's primary objectives.
4. We needed to unlock new avenues of growth from incorporating features such as broad match keywords.

To get there our approach was twofold:

1. First, to thoroughly analyze the search program to uncover its full potential in achieving key business goals.
2. Second, to carry out detailed research and optimize every part of the setup for the greatest effect.

Our main goal was to achieve clear, measurable outcomes that show our strategies work. By regularly checking performance metrics and improving our methods, we aim to not only meet but surpass Norwegian's expectations.

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.

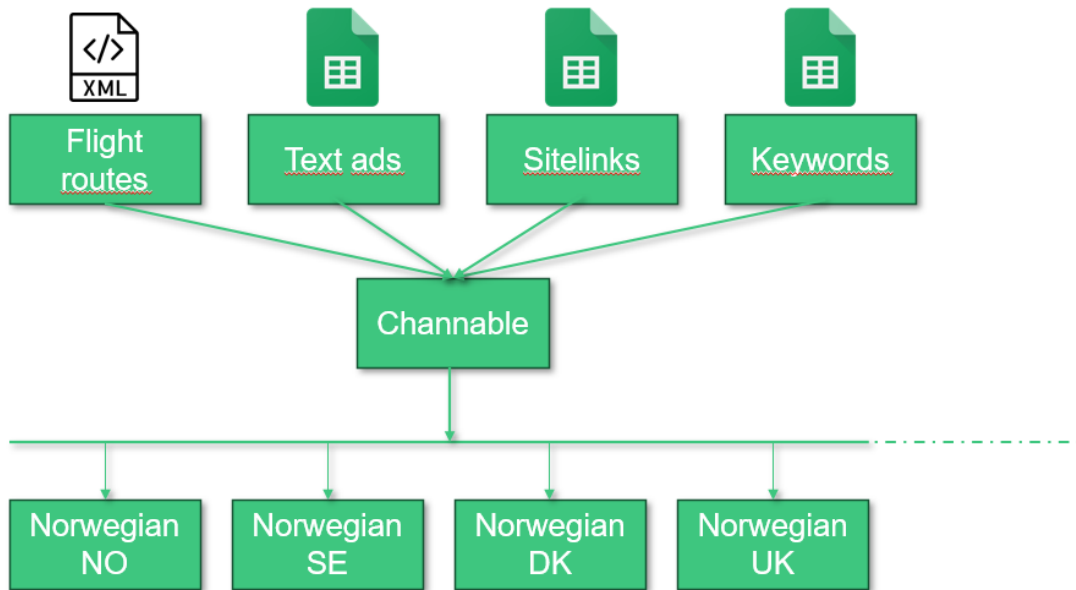
When planning to restructure, we looked for a tool to simplify setup and improve data use automatically, aiming to raise revenue and ROAS by 15%.

While exploring management tools, we discovered Channable, which allowed us to automate and efficiently restructure our framework for twelve accounts. We used templates from client and Google Sheet data to automate campaigns and ads. Channable was flexible enough to manage many campaigns and easily expand into new markets.

We started by merging all accounts into one project and created 24,000 ads using Channable's text ad generators, focusing on dynamic fields for easier messaging control. This reduced the time for ad changes from an hour to less than a minute.

Channable updates daily to keep track of the latest flight routes and prices. When new routes are added, it automatically sets up new campaigns by using information from seven sources,

including an API and Google Sheets, to feed into Google Ads.



We updated 10,000 campaigns from ETA to RSA ads, adding dynamic elements like routes and prices.

Ad - Main template

Final URL	link	+	x
Path 1	to_airport	+	x
Path 2		+	x

ppc_headline9 | ppc_headline12
| ppc_headline6
domain.com/ to_airport
ppc_desc2 | ppc_desc4_brand

Refresh

Headlines

7.0% of values could be longer than 30 characters

Headline 1	ppc_headline1	to_airport	+	x
Headline 2	ppc_headline2		+	x
Headline 3	ppc_headline3		+	x
Headline 4	ppc_headline4		+	x
Headline 5	ppc_headline5		+	x
Headline 6	ppc_headline6		+	x
Headline 7	ppc_headline7		+	x
Headline 8	ppc_headline8		+	x
Headline 9	ppc_headline9		+	x
Headline 10	ppc_headline10		+	x
Headline 11	ppc_headline11		+	x
Headline 12	ppc_headline12		+	x
Headline 13	ppc_headline13		+	x
Headline 14	ppc_headline14		+	x
Headline 15	ppc_headline15	price	+	x

Descriptions

Description 1	ppc_desc1_start	to_airport	ppc_desc1_mid	+	x
	from_airport	ppc_desc1_end			
Description 2	ppc_desc2			+	x
Description 3	ppc_desc3_brand			+	x
Description 4	ppc_desc4_brand			+	x

Labels

Add label ?

To manage twelve accounts in various languages, we used Channable's text ad generators for account structure and linked a Google Sheet to Channable for both client and search team access. This setup allowed for direct ad updates from the sheet, giving the client more control and saving time by enabling them to make changes, translations, and updates easily. We also updated our bidding strategy to better meet our goals.

After restructuring our account framework, we implemented demand and capacity data using Google Travel Analytics (TAC) to get search volume data for various flight destinations. Our goal was to boost visibility in generic searches unrelated to brand keywords. We used Channable to automatically create campaigns based on this data, focusing on specific routes identified by IATA codes, city codes, and names. This strategy led to the launch of 8,000 campaigns across different markets.

The restructuring has improved performance dramatically, by increasing revenue, sales, traffic and ROAS. Thanks to this setup we are now able to expand to new markets in a few hours, a process which would take several days or even weeks previously.

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?

Automating our PPC campaigns presented two challenges: the risk of spreading errors across accounts and choosing the most profitable flight routes, as automation might replicate mistakes. To address this, we gradually implemented automation, allowing for testing and early error correction. For selecting profitable routes, we analyzed past performance data to identify the most promising ones. This approach helped us minimize errors, improve ROI, and strengthen our market position with an efficient PPC strategy.

Results & evaluation (1-10 points)

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

After strategic changes and using our own data with Norwegian's feed, our performance improved significantly in all markets in 2023. By optimizing and using smart bidding, we not only recovered but greatly exceeded previous results. We achieved a 25% revenue increase and maintained a 50NOK ROAS, highlighting our success in using generic keyword searches to drive revenue growth. This demonstrates our commitment to achieving real results through strategic thinking and data-driven decisions.

Even with just a 2% budget increase, we boosted revenue by 40%, ROAS by 36%, and generic ROAS by 95%, resulting in a 25% increase in revenue from generic searches.



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?

Despite the global pandemic and rising inflation in the travel industry, especially in air transportation, we adapted and found solutions. We faced these challenges with resilience and creativity. Against the odds, we not only met but exceeded our goals and the expectations of Norwegian, showcasing our determination, innovation, and commitment to excellence even in tough times. Furthermore, we now boast the most advanced and automated account setup in Norway, with highly adapted ads and flight routes across all 12 markets.

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 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 judged? 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