

**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.

| **SECTION A – YOUR DETAILS** | |
| --- | --- |
| **Organisation Name** | LAZZAWEB |
| **Contact Name** | Nikolaj Bæk |

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** |  | 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** | X | 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. |
|  |
| **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. |
|  |
| **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. |
|  |
| **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. |
|  |
| **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? |
|  |
| **Results & evaluation (1-10 points)**  Please relate these to the objectives and targets stated above. Provide actual numbers rather than percentages wherever possible. |
|  |
| **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? |
|  |
| **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 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. |
| LAZZAWEB |
| **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 |
| Revenue in EUR (2021,2022, 2023) 2,39M, 2,91M, 3,42M  Net profit in EUR (2021,2022, 2023) 422.869 EUR, 832.214 EUR, 1.122.500 EUR  Staff turnover from 2021 to 2023 - 24 to 37 full time |
| **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%’. |
| LAZZAWEB, a Marketing Powerhouse, is revolutionizing how businesses excel in integrated marketing campaigns across Google Ads, SEO, Meta Ads, Pinterest Ads as well as Conversion Rate Optimization. Leveraging the foundation of our previously award-winning Marketing PowerPack, we offer an integrated approach that empowers businesses to more effectively reach their target audiences by harnessing the unique strengths of each platform and strengthening them through synergy. This method ensures that our clients not only meet but surpass their marketing goals with increased efficiency and pronounced impact.  At LAZZAWEB, performance marketing is our singular focus—we think, talk, and execute performance marketing with relentless precision and passion.  Goals for 2024:  Increase revenue from 3,42 M EUR to 5,13 M EUR (50%) (25.700 EUR above target budget year to date)  Increase net profit from 1.122.500 EUR to 1.683.800 EUR (40%) (13.200 EUR above target budget year to date.) Fostering work-life balance and social bonds in order to overall improve the wellbeing of employees across the company. |
| **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? |
| In recent campaigns for Zinkbakken and MIOMIO, both finalists for 7 awards at the European Paid Media Awards 2024, LAZZAWEB has demonstrated an unparalleled creativity and effectiveness in marketing advertising, setting new standards for industry excellence.  For Zinkbakken, a Danish gardening products company, we crafted a highly targeted marketing strategy across Google Ads, SEO, Pinterest and META during their peak gardening season. By employing a sophisticated cross-platform funnel strategy, where we used the synergy between the disciplines to engage gardening enthusiasts 3 months prior to peak season with native platform content and maintained this engagement through strategic retargeting closer to peak gardening season. This approach allowed us to surpass our initial targets, achieving a 50% increase in purchases and a 63% increase in revenue. The use of UGC enriched the campaign's authenticity, transforming customers into brand advocates and significantly enhancing conversion rates.    Similarly, for MIOMIO, a home design retailer, we implemented a strategy for integrating Google Ads, SEO and META to synergistically boost brand presence and sales. Our campaign utilized high-quality video content to showcase MIOMIO's products as essential elements of a chic, affordable lifestyle, resonating with the core demographic. This approach highlighted the unique design and value of MIOMIO’s offerings, but also resulted in a 175% revenue increase, a META ROAS going from 4,5 to 10 and POAS increasing from 1,6 to 1,8.    Besides generating amazing business results, we also did a brand lift culminating in an increase from January 2023 of 12.100 monthly brand searches to 22.200 in January 2024. |
| **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? |
| We’ve achieved a remarkable 98% increase in client revenue within the first 12 months of engagement on average across all clients. To date, LAZZAWEB has generated over 400 million EUR in sales for our clients.  Recognition of our work includes accolades from prestigious industry bodies. We are honored to be a Google Premier Partner, a recognized META Business Partner and Pinterest has officially posted a case with our work with Zinkbakken.    Furthermore, our winning awards at the Global Search Awards 2023 for "Best Global Integrated Search Agency", "BEST USE OF SEARCH – RETAIL / ECOMMERCE (PPC)" and 18 additional finalist positions across the Global Search Awards and European Search Awards, as well as our finalist nominations this year at the European Search Awards, Global Agency Awards and Global Search Awards are testaments to our leadership in the field.  In March we also installed a DryFloat amongst the first offices in the world. This is a specific meditative equipment, which allows employees to take small meditation breaks throughout the week. After a two month research period, employees experienced a 18 % reduction in stress levels after only 10 minutes, 30 % higher energy levels in the morning, 13 % improved mental wellbeing, improved sleep quality and 50-150 % higher Heart Rate Variability, which strengthens the parasympathetic nerve system. |
| **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? |
| At LAZZAWEB, integrating our diverse marketing teams across our Google Ads, SEO, META, Pinterest and CRO departments presented initial challenges due to differing goals and priorities. We established robust communication channels and have been having a large focus on team-building and social events in order to align our teams under a unified vision and create trust between departments, which streamlined our collaborative efforts and has been improving employee well-being.  In order to improve efficiency and consistency in our workflows, we are also implementing standardized operational processes across the board. Additionally, resistance to adopting new technologies and processes was met with comprehensive training and clear communication of benefits, easing the transition.  These strategic solutions not only addressed the immediate challenges but also strengthened our integrated marketing approach, enhancing overall campaign performance. |
| **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? |
| LAZZAWEB stands out as a leading candidate for the Integrated Agency of the Year, not only because of our innovative Marketing PowerPack, but also through our robust customer retention and global reach. With 94% of our clients remaining with us for years, our ability to maintain long-term partnerships is a testament to our effectiveness and reliability. Additionally, our marketing campaigns impact a diverse client base with a marketing effort across more than 50 countries, showcasing our expertise and adaptability on a global scale.  Our approach goes beyond traditional metrics; we prioritize employee well-being and foster a supportive work environment. This includes regular social events, access to our unique DryFloat and an annual trip abroad, all of which contribute to high employee satisfaction and retention. These initiatives not only enhance our team's well-being but also drive our innovative capacity, making LAZZAWEB a pioneer. |
| **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 |
|  |