



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.

ALL INFORMATION PROVIDED IN THIS FORM WILL REMAIN CONFIDENTIAL TO JUDGES

- Please read the [Terms & Conditions](#) before submitting your entry.

SECTION A – YOUR DETAILS	
Organisation Name	Summit
Contact Name	Komal Ahmad

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		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

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.

Summit

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

Summit Media 2.0 is a performance marketing agency with a difference. We are retail specialists, with over 20 years of experience, counting major UK brands such as Ann Summers, Wickes, and Three as clients. We know our strengths – SEO, Paid Media, Affiliate Marketing – and have the Google Premier Partner badge to prove we do them to an excellent standard. As a result, our client tenure of nearly 5 years is well above industry average.

We support our Paid Media services through proprietary, ecommerce technology. As Europe’s largest Comparison Shopping Service (CSS) and a Google CSS partner via our Productcaster technology, we host over 2 billion products across 21 EU countries and various verticals. The Retail X 2023 report highlights our unrivalled 6% footprint in the UK, with 35 of the top 500 retailers and brands partnering with Summit and Productcaster.

Based in Hull, we take pride in our regional staff, and we’re growing year-on-year. We scored an impressive 4/5 in our recent employee engagement survey, which resulted in remarkably low staff turnover compared to industry norms.

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%'.

It's our mission to be the leading partner in driving measurable value for retailers. We want to be known as the agency that delivers on our core promise of "We make sure that more people buy from our clients than anyone else". Our client successes are our successes, and there have been many.

We measure this in several ways:

- Volume of retail sales and bottom line impact that we have driven through performance marketing campaigns – we've driven £3bn in sales in the past five years, exceeding profit and ROI targets.
- Our retail industry footprint. We've partner with 35 of the Top 500 retail brands including Ann Summers, Look Fantastic, Wayfair, Aldi, and Three Mobile and many agencies and enterprise partners such as The Hut Group, OmniCom and Publicis.
- Our Net Promoter Score, which stands at an impressive 82, putting us in the league of highly recommended companies alongside Samsung, Netflix, and Sony.
- Our retail accreditation across all major performance advertising platforms and are the only agency to have both Google Premier Partner and Google CSS Premium status.
- We enter awards to further cement our ambition and recently won the Google Spotlight Award for Productcaster Growth, whilst also being finalist for the Northern Digital Awards and Prolific North Awards

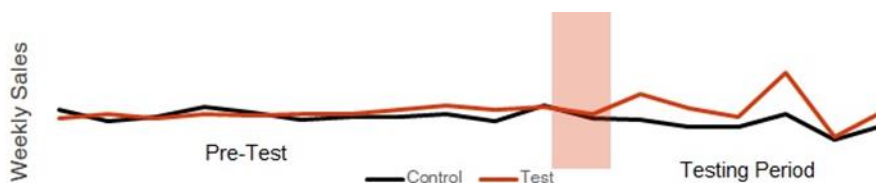
And our reputation proceeds us, as recently we have won 5/5 pitches because of our talented team and outstanding track record.

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?

Omnichannel blueprint:

Despite COVID increasing ecommerce sales penetration, there's been an increasingly important relationship between the online store and instore experience. Industry leaders have been talking about the ROPO (research online, purchase offline) effect for years, with COVID seemingly exacerbating this. We have developed a blueprint for Omnichannel, and have tested this for one of our clients, looking at the direct impact of increased Paid Media coverage for a category, on both online and instore sales. The impact on instore sales was considerable, with an omnichannel incremental ROI of over £11 with the increased spend (thanks to a geo-location test). We are exploring this approach for all clients, alongside Profit Optimisation which is essential in the current economic climate. This data informs client board level discussions, helping them get to the heart of the challenges and succeed.



Sky Adsmart:

We supported a multi-channel campaign for Ann Summers' Valentine's Day campaign: Make Your Power Move. As well as aligning creative across all platforms, Summit was able to amplify the campaign using Sky's AdSmart platform. This recommendation was driven by safe search restrictions in other platforms, which were diluting the brand. Running across VoD, TV plus Sky's YouTube and Web channels, the content raised brand awareness in a measurable way. The campaign boosted brand by 17% and reversed a YOY decline in traffic to the website. Linking up with Sky's data team provided valuable learnings around which audiences the campaign resonated with most and go on to buy either online or instore, with some demographics being 189% more likely to purchase after seeing the ad.

Affiliate challenges:

After several months of running and analysing the affiliate marketing account for Where the Trade Buys (WTTB), Summit devised a more cost-efficient management system to increase the efficiency of the external channel and WTTB's internal reward programme. Old processes were enabling resellers to access both reward schemes, doubling the amount of compensation received. The changes resulted in impressive 54% cost savings. And even though commission declines increased, there were no major complaints raised from affiliate partners, thanks to excellent communications from Summit. In addition, the percentage and number of sales from new trading customers increased, a key objective for WTTB. New customer sign ups increased by 25% YoY after the introduction of the new validation process, and that resulted in a 22% rise in NTC revenue. In essence, this new framework lowered costs and grew new customers.

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?



Summit have been working with Ann Summers for 2.5 years to navigate Safe Search and grow their SEO visibility.

We have achieved this with sound technical set-up and creating authoritative and informative content that amplifies Ann Summers' sexual wellness and empowerment ethos. However, this isn't the same as navigating the typical SEO landscape, Google has additional restrictions to ensure content is suitable for the audience, which restricted what pages could show for Ann Summers.

Following a breakthrough in December 2022, the Summit team were able to prove that the site had been too harshly filtered and Google reviewed their stance, helping to further push performance. This challenge is facing many industries where there are restrictions on age related content, but Summit do not have a one-size-fits-all approach and have been able work around this to drive the highest ever Organic Visibility for Ann Summers' – far outperforming their competition.



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?

Summit had built a bespoke affiliate platform for Three. This platform had much lower override costs compared to competitors and allowed the client to re-invest the savings to help grow the channel.

Recently, Three instigated a full ecommerce change across all channels, and our affiliate platform formed an integral part of this complex plan. Our tech team worked closely with Three to ensure that the platform facilitated all the changes, while ensuring minimal losses during the transition. Our proprietary FeedManager tech connected to the platform was enhanced to provide a bespoke feed solution to some of the biggest comparison sites. This feed management service deals with issues the clients sometimes cannot do quickly, like removing out of stock items to ensure a seamless customer journey. It also ensures that our customers are first to market during competitive product launches, such as the iPhone 14 launch where Three beat all the competition to the punch.

The screenshot displays a mobile application interface for iPhone 14 deals. At the top, there's a navigation bar with a back arrow and the text 'All Apple deals'. Below this, a header section features an iPhone 14 image, the text 'Apple iPhone 14 deals', and filter options for 'Storage 128GB' and 'Colour Midnight'. A 'Filter by:' section on the left allows filtering by 'Monthly cost' (with options up to £20, £30, £40) and 'Upfront cost' (with options None, £50, £100). A 'Data' section offers filters for 1GB+, 4GB+, 10GB+, and 20GB+. A central card highlights a deal for an 'Apple iPhone 14 128GB' with a 3 network logo. The deal details are: Upfront cost £29.00, Total cost £1,253.00, Contract length 24 months, 100GB data, and £51.00 per month. A 'See deal' button is present. Below the card, there's a search bar with the text 'Can't find what you're looking for?' and a 'Filter deals' button. At the bottom, there's a small disclaimer: '5G. Upwatch services are provided at no cost to you, but we may receive a commission from the companies we refer you to. To find out more about how our'.

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?

We collaborate on the big initiatives that drive retail forward including Omni-channel measurement, testing new technologies (eg Pmax), promotion planning and use of first party customer data. We are in the top 5 growing Google premier agencies according to Alice Mansergh (Google MD) and have participated in more alphas and betas across Google shopping than any other UK agency.

We don't try to be like London or Manchester agencies. We have a different model built on talent from the local university and Hull technical college as well as partnerships like C4DI, Google and Sky. The result is clients and staff get a very different agency where you come and stay for twice as long as industry averages.

URLs

<https://www.summit.co.uk/>

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