POPPINS

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.

- 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.

- **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.

SECTION A – YOUR DETAILS	
Organisation Name	Poppins
Contact Name	Sam Priest

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	X	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 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.

Poppins

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 Snapshot 2023/24:

- **Revenue:** £3,831,876
- **Turnover:** £3,831,876
- **Growth:** 47%
- **Clients Gained / Retained:** 38 / 23

From a founding team of five people, four years ago, we have grown to more than 50, headquartered in London and with offices in Belfast and New York. Our founder and CEO Maani Safa is a serial entrepreneur with over $70m in exits and has created world-leading digital products for over 65 global brands. COO Gabby Hegerty is a marketing and business strategy expert who has worked for Microsoft and Samsung.

Our growth included launching a development hub in Belfast, delivering a wide range of digital products, from apps and immersive websites to back-end systems, product design, and animation.

Earlier this year, we appointed Kevin Thompson as US Chief Marketing and Business Development Officer to lead our presence in New York. Kevin has revitalised brands in the luxury and fashion sector, most recently as CMO for the Princess Grace Foundation at Grace

de Monaco. He previously held leadership positions at Sotheby's International Real Estate, Barneys New York, Moncler, and Gucci.

We also appointed Daniel Andrews as SVP of Growth at Poppins, following our acquisition of The Tree. With over 12 years of experience leading a European-focused, social-first agency, Daniel has worked with global brands like JustEat, Anglo American, American Airlines, easyJet, and Ticketmaster, developing strategies and creative campaigns for social commerce, community engagement, and CSR.

We have the pleasure of working with global powerhouses, luxury retailers, automotive brands, startups, and early-stage companies, extending our impact across the continent and beyond. Our team has produced award-winning work for Audi, The Wall Street Journal, Microsoft, Samsung, RedBull, Disney, DeBeers, Arup, and Rag & Bone.

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%'.

Business Strategy
We believe that creativity, social-first marketing, and digital technology must be united. Our teams work side-by-side to combine these services for every client we serve. By uniting these services we help brands prepare for tomorrow, crafting meaningful, connected experiences that audiences love.

Strategic acquisitions have further enhanced our offering. We acquired The Tree to leverage its expertise in social-first strategies, creative solutions, and activation services, strengthening our social media and creative marketing capabilities. Additionally, our acquisition of Y2Change brought invaluable experience in the automotive and change management sectors, driving transformation and success for our clients.

Our partnership with the Global Experience Agency Principle has broadened our services, enabling us to create end-to-end brand experiences and tap into their extensive network across Europe, the Middle East, and beyond.

People & Culture
At Poppins, we believe in the power of positivity and the impact of passionate, talented individuals. Our culture is built around fostering well-being and making a difference. We are committed to supporting our team and the community by donating our rent to seven charities and offering a generous wellness budget for our employees. Additionally, we match charity donations and organise various events, talks, and charity days. Our aim is to create an environment where everyone thrives and contributes to making a positive impact.

"Poppins," draws inspiration from Mary Poppins—embodying caregiving and enchantment. We embrace our identity as an unapologetically London-based agency, drawing greatness from the diversity that defines us. Our office, "The House of Poppins," reflects this ethos, a

place where our team can truly be themselves and where magic unfolds.

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?

Arup: We are Arup's global social and creative partner, centralising their approach through a single global channel. This led to consolidating 44 regional accounts, a 143% increase in follower growth, and engagement in 33 strategic regions globally.

DeBeers: Created an immersive experience for DBJ's global websites, showcasing high jewellery craftsmanship. This destination highlighted diamonds and designs, guiding clients through the inspiration and storytelling behind the collections.

Nespresso: Developed and activated the retail strategy for Nespresso Boutiques worldwide, including launching the UK 'On The Go' offer. This effort culminated in the opening of the Nespresso Bar in London in March 2024.

VistaJet: Launched the Bombardier Global 7500 with a digital experience featuring 3D artwork, animation, and a campaign microsite. The "new dawn" concept showcased the jet's features through immersive 3D experiences and detailed interior recreations.

Beam Suntory: Reshaped their social and content strategy to deliver high-value campaigns across Europe, including unique activations for Bowmore whiskey. Results included 300 global content variations, a 10 million reach, and a 200% increase in engagement.

Rag & Bone: Revamped their global social and content strategy to reconnect with younger shoppers while maintaining core customers. This led to a 94% increase in social engagement and a 24% growth in global millennial followership.

Diageo (Johnnie Walker): Promoting Johnnie Walker Black Label across Europe with digital-first activations aimed at millennials, blending digital and physical realms to create a unique experience and build a new, youthful community around the whisky.

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?

Our greatest achievements include the successful acquisition and integration of The Tree and Y2Change, adding over 25 talented team members in less than two months. Partnering with the Principle Group, we have maintained a fantastic culture while securing outstanding projects during turbulent times. We have retained clients through open communication, agility, innovation, and strong relationships.

We take great pride in collaborating with clients and sectors we believe in, aligning our work with our values. This commitment to excellence and meaningful partnerships drives us to deliver our best work and make a positive impact.

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?

One of our notable challenges this year was merging the two agencies we acquired - The Tree and Y2Change - each with its own distinct culture, systems, processes, and methods. We prioritised company-wide workshops and open communication to align our vision and values, ensuring everyone had a voice in the process. Through open discussions, team-building activities, events, and social interactions, we successfully blended the best of both agencies into Poppins, creating a stronger, fully united, customer experience-focused agency.

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?

In a constantly changing world, we aim to unite social first marketing, brand and digital to drive impactful transformation for clients. By blending culture, creativity, and technology, we set new standards for creating immersive and connected brand experiences.

We believe every business has something uniquely special and it's our job to unlock that. Shine a light on the unique essence and story within every business we work with. That enables us to create truly memorable campaigns, brands, and products that transform audiences into avid fans.

URLs

Poppins: https://poppins.agency/

Notable Press:
TechRound: We Asked The Experts: What Travel Tech Trends Will Shape 2024?

Tech EU: Creative agency Poppins expands client portfolio with acquisition of Y2Change

Silicon: Consumer Tech in Business

Luxurious magazine: Poppins Appoints Kevin Thompson to open it's first US office in New York

Retail Times: Poppins and Principle join forces to enhance the digital and physical brand experience

Creative Boom: Special report: how design agencies are actually using AI in 2024

The Drum:
https://www.thedrum.com/opinion/2024/06/26/the-barrier-between-irl-and-url-has-crumbled-so-why-do-we-still-have-digital

American Marketer:
https://americanmarketer.com/2024/05/21/will-ai-prompt-a-marketing-revolution/

Mad Tech: [Tech Interview: Poppins CEO Maani Safa Talks AR Revolution and Ethical AI Development](#)
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
-