

**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** | Say Communications |
| **Contact Name**  | Lorraine Walters |

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** | x | 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** |  | 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. |
| Say Communications & the Royal College of Occupational Therapists (RCOT) - repositioning Occupational Therapy Week 2023 during geopolitical upheaval |
| **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. |
| The Royal College of Occupational Therapists (RCOT), the membership organisation for occupational therapists (OTs), runs an annual awareness week - OT Week; Say Communications provides communications support.  For OT Week 2023, we created a campaign to increase awareness and understanding of ‘occupation’ among the health and social care professionals OTs work with and the people they support.   The objectives were:  * To grow understanding of occupation
* To increase OTs’ confidence in talking about occupation
* To build the OT community through positive engagement in the campaign

 KPIs to measure how these objectives were met were:  1. Increase in visits to rcot.co.uk/occupation and views of the campaign animation: ‘Occupations: the building blocks of life’.
2. Increase in members’ confidence in talking about occupation with people they work with and support, and in the frequency in talking about occupation, measured by a survey of 200 members before and after the campaign; attendance at a ‘Breaking barriers’ event; and occupation-centred practice resource downloads.
3. Use of #OTWeek23 and visits to rcot.co.uk/OTWeek23.

 Campaign budget: £39,516 agency fee, £14,250 costs (animation and design of materials)  |
| **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. |
| The OT Week 2023 campaign was targeted at OTs.  Our strategy was to empower OTs to own their expertise by giving them a new, simple narrative about occupation and occupational therapy and to provide OTs with tools to break down barriers in bringing 'occupation' into everyday interactions with clients and colleagues more confidently, consistently and regularly.  |
| **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. |
| The campaign assets developed to meet our objectives were: * Updated rcot.co.uk/occupation webpage with a new narrative, including a 37-second animation presenting a short form of that narrative
* A ‘Breaking Barriers’ live and on-demand event during OT Week with OTs sharing experiences and advice for helping people to understand what occupations are and to owning occupation as an OT’s superpower; a ‘Breaking Barriers’ article in the membership publication OT News; and a briefing, evidence and reading list to help with occupation-centred practice
* A calendar of activities for OTs to do throughout November; Posters; Email banners; and Graphics to share on social media or elsewhere.

Animation storyboard |
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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? |
| OT Week, which takes place at the beginning of November, is RCOT’s biggest comms event of the year. On 6 September RCOT announced that 2023’s campaign would be called Occupation Matters. On 7 October Hamas attacked Israel from Gaza and concerns were raised about whether the campaign’s title was appropriate given the meaning of ‘occupation’ in its geo-political sense. By cancelling OT Week or diluting the campaign RCOT would miss this annual opportunity to raise awareness and understanding of OT.With considerable resources already invested in planning and developing materials for the campaign, we needed to decide how to quickly address perceived concerns about the theme and whether to continue as planned, cancel or amend it while maintaining the objectives set at the outset. To quickly defuse a potentially risky scenario we also needed to navigate a multi-layered, inclusive and consultative member organisation in an agile way to truly understand the range of views. We contacted the World Federation of Occupational Therapists, consulted RCOT’s Council of member representatives and surveyed a group of 200 members.We had a strong steer from members that the campaign should go ahead, but we wanted to be sensitive to the strength of feelings involved. Furthermore, we recognised that context is key and that we needed to provide some additional narrative around the campaign. We decided that the OT Week campaign should go ahead but without the name ‘occupation matters’ and with strategic adjustments to the narrative and assets – pluralising ‘occupation’ to ‘occupations’ for example – to neutralise and defuse the problem and ensure it was clear that the campaign was talking about occupation and occupations in the context of occupational therapy.Everyone was notified of the change on 24 October and on 27 October, members were notified that updated OT Week assets were available to download. We received no negative responses. |
| **Results & evaluation (1-10 points)**Please relate these to the objectives and targets stated above. Provide actual numbers rather than percentages wherever possible. |
| The OT Week campaign successfully launched on 5 November with only 20 people using the old hashtag #OccupationMatters. #OTWeek23 had an estimated reach of 15.3M and the campaign increased OTs’ confidence in talking about occupation with the people they work with from 47.5% to 86%, and with the people they support from 44% to 91%. 77% of OTs said that OT Week 2023 had helped them to own occupation as their superpower and talk more confidently about it. 41% thought they would talk more about occupation after OT Week than before. The OT Week campaign also delivered on these objectives: * Breaking Barriers event: 1,573 views, engagement rate 69.03%
* Occupation-centred practice briefing: 239 downloads
* Evidence summary: 171 downloads
* New narrative: 5,732 views, engagement rate 75.5% , demonstrating that despite the last-minute changes it didn’t lose impact
* Campaign animation: 66.6k views on organic social media, 221% more than the OT Week 2022 launch video; reached 24k non-followers on Instagram. 84k views on paid social media, 8% more than the 2022 video
* rcot.co.uk/OTWeek23: 19,563 views, 78% engagement rate
* rcot.co.uk/occupation: 14,338 users between 1 October and 30 November (92% more than between 1 August and 30 September); 120,367 views (106% more than between the previous period)
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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? |
| As a membership organisation, we listened to and appreciated members’ concerns. While members wanted OT Week to go ahead, we needed to be sensitive to the situation in Gaza and Israel while still celebrating occupational therapy. Having consulted with RCOT’s Council and members we decided to adjust the campaign and did so in just four days so that members could have the assets before OT Week started. Occupation is at the core of occupational therapy and in everything OTs do. Like many words, occupation has several meanings but in the context of occupational therapy, occupation has a very distinct meaning. That’s why we need to create a better understanding of occupation in the context of occupational therapy and why the campaign needed to go ahead, sensitively. |
| **URLs** |
| **Campaign webpage: https://www.rcot.co.uk/news-and-events/occupational-therapy-week/occupational-therapy-week-2023****Campaign animation: https://www.youtube.com/watch?v=DLeBWX3lG\_I&t=7s** **Campaign resources: https://www.rcot.co.uk/occupational-therapy-week/occupational-therapy-week-2023/ot-week-2023-resources** |
| **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 |
| Supporting document with member survey results and examples of assets |

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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. |
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| **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 |
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| **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%’. |
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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? |
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| **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? |
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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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| **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? |
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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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