



### 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.

<b>SECTION A – YOUR DETAILS</b>	
<b>Organisation Name</b>	Ruffle
<b>Contact Name</b>	Neil van Ginsburg

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.

<b>1. Best Social Media Campaign</b>		Please complete section C
<b>2. Best SEO Campaign</b>		Please complete section C
<b>3. Best PPC Campaign</b>		Please complete section C
<b>4. Best PR Campaign</b>		Please complete section C
<b>5. Best Not-for-Profit Campaign</b>		Please complete section C
<b>6. Best Marketing Campaign</b>		Please complete section C
<b>7. Best Integrated Campaign</b>		Please complete section C
<b>8. Best Event</b>		Please complete section C
<b>9. Best New Business Campaign</b>		Please complete section C
<b>10. Best Crisis Communications or Response Campaign</b>		Please complete section C
<b>11. Campaign Effectiveness Award</b>		Please complete section C
<b>12. Best Pan European Campaign</b>		Please complete section C
<b>13. Best Use of AI in Client Campaign</b>		Please complete section C
<b>14. Best AI Agency Software Solution</b>		Please complete section C
<b>15. Best Agency Culture</b>		Please complete section D
<b>16. Best Charitable/Corporate Social Response Initiative</b>		Please complete section D
<b>17. Best Culture Transformation Initiative</b>		Please complete section D
<b>18. Best Flexible Working Policy</b>		Please complete section D
<b>19. Best Inclusion and Diversity Initiative</b>		Please complete section D
<b>20. Rising Agency Star Award</b>		Please complete section E
<b>21. Best New Agency</b>		Please complete section E
<b>22. Digital Agency of the Year</b>		Please complete section E
<b>23. Media Buying Agency of the Year</b>		Please complete section E
<b>24. B2B Agency of the Year</b>		Please complete section E
<b>25. B2C Agency of the Year</b>		Please complete section E

<b>26. eCommerce Agency of the Year</b>		Please complete section E
<b>27. SEO Agency of the Year</b>		Please complete section E
<b>28. PPC Agency of the Year</b>		Please complete section E
<b>29. Integrated Search Agency of the Year</b>		Please complete section E
<b>30. Social Media Agency of the Year</b>		Please complete section E
<b>31. Marketing Agency of the Year</b>		Please complete section E
<b>32. Creative/Design Agency of the Year</b>		Please complete section E
<b>33. Advertising Agency of the Year</b>		Please complete section E
<b>34. CRO Agency of the Year</b>		Please complete section E
<b>35. UX Agency of the Year</b>		Please complete section E
<b>36. Independent Agency of the Year</b>		Please complete section E
<b>37. PR Agency of the Year</b>		Please complete section E
<b>38. Innovative Agency of the Year</b>		Please complete section E
<b>39. Integrated Agency of the Year</b>		Please complete section E
<b>40. Best Small Agency of the Year</b>	X	Please complete section E
<b>41. Best Large Agency of the Year</b>		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.

Ruffle

**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

In December 2023, co-founders - Jez, Neil and Tom - reimagined their previous production agency model, streamlining it to offer their clients a more agile, social-first approach to content, and launched Ruffle:

- Ruffle is a full service creative agency, making world class content that sparks everyday conversations.
- The team's backgrounds span advertising, production, media and publishing, working together to create content guaranteed to make thumbs stop, hairs stand on end, neurons fire up and eyes widen. We do this for the biggest brands out there - ensuring their content drives audiences to take action and isn't just part of the conversation, it is the conversation.
- The founding team includes CEO **Neil van Ginsburg**, formerly of Havas Media, Coolr, and Preen where he led the latter to Social Media Agency of the Year at the UK Agency Awards 2023 and the European Agency Awards 2023. Neil was a Finalist at The Drum Awards 2023 for Social Media Leader of the Year and featured as an expert panelist on Season 18 of The Apprentice, which aired earlier this year.

**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%'.

We had realistic objectives and growth plans for Ruffle, following its launch in December 2023, wanting to hit revenue targets while keeping overheads low, achieve healthy profit



margins, and deliver campaigns outside of just the UK, to help lay the foundation for a truly global creative agency:

- Achieve revenue of £300,000 within the first 6 months of trading;
- Achieve an overall gross profit margin of 65%;
- Deliver campaigns in at least 3 markets.

**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?

**Strong Roots**

Ruffle were initially brought in to help activate plant based food brand Strong Roots' TV sponsorship of This Morning in Ireland by heroing their Cauliflower Hash Browns product as a way to level up any occasion.

Since then we have become their Creative Agency of Record and have gone on to work across multiple touchpoints beyond just TV, including a DOOH campaign in partnership with Whole Foods that ran in the US; a print campaign in Delicious magazine; an In-Flight advertising campaign screening on Virgin Atlantic flights; and a Paid Social and Organic Social campaign promoting Strong Roots fries in a snacking occasion and playing in culture with the EUROS 2024.

*"Getting Strong Roots on TV was not on the cards back in January, and blimey, it would not have been possible without you guys seriously delivering. A HUGE thank you - you've been a joy to work with."* Katie King, Marketing Manager at Strong Roots.

**Freshpet**

Ruffle brought to life Freshpet's Crufts 2024 TV Sponsorship on Channel 4 through a creative approach that neatly tied back to the international dog show and used best-in-breed talent.

Freshpet's Crufts 2024 TV sponsorship saw daily website visitors rocket by 1400% as a result of the campaign, and moreover, saw a 150% increase in DTC Unit Sales.

*"The team at Ruffle struck the perfect balance between communicating our key messaging around our food being fresh, kept in the fridge, and loved by pets - while making a playful nod to the programming."* Hannah Edwards, Head of European Marketing at Freshpet.

**Photobox**

Ruffle were Photobox's creative agency of record since December 2023 (the first month of trading) working on an integrated comms programme including TVCs for the UK, France and Spain markets, Digital, Social and Ecommerce. The highlights included hero campaigns for Mother's Day and Yearbook.

*"From the very beginning, the team at Ruffle displayed a deep strategic understanding of our brand, our products and our family audiences, and presented a diversity of creative work that could work across territories and touchpoints."* Susan Judge, Brand Director at Photobox.

**Invisalign**

Ruffle partnered with Align Technologies to create individual patient and doctor testimonial videos about their experience with Invisalign.

Activated across paid social channels with longer form content living on YouTube,

invisalign.co.uk, and the My Invisalign app, doctor imagery was also used in professional marketing. A social-first, organic campaign in line with the UK doctor/patient testimonials helped strengthen Invisalign's feed with shareable video content that focused on the human aspect of getting Invisalign that users could relate to.

### **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?

### **Client wins**

In our first 8 months of trading, we've added a combination of some of the most recognisable brands to our portfolio as well as progressive start-ups, including:

- Becoming **Strong Roots'** Creative Agency of Record, delivering campaigns in the UK, US and Ireland, across multiple touchpoints including TV, DOOH, In-Flight, Print, Paid Social, Organic Social and Website;
- Partnering with **Photobox** on their Yearbook and Mother's Day campaigns in the UK, Spain and France, concepting, executing and delivering assets for TV, Digital, Social and Ecommerce;
- Collaborating with **Invisalign** on a social-first campaign with patients and doctors, creating UGC-style testimonial content for Meta, TikTok, Snapchat and YouTube;
- Bringing to life pet food company **Freshpet's** Crufts 2024 TV Sponsorship;
- Concepting, art directing and directing **Pukka Herbs'** Q3 and Q4 social-first productions;
- Launching online pharmacy **NowPatient** to UK and US audiences via an animated showreel;
- Showcasing hydrogen industry start-up **Hydrologiq's** work with the National Highways and various aspects of the hydrogen value chain;
- Building the business case internally via video to **PolicyExpert** for their new pet insurance proposition, Polly Pet.

### **Winning with Content**

- Launched as a creative agency with a social-first topspin, we are delighted that many opportunities to partner with brands on their TV activity came our way. In only 6 months Ruffle have delivered 5 TVC campaigns across 4 markets.
- Registered with TikTok Procurement for Production and Post-Production, awaiting our first brief.
- Partnering with brands across multiple sectors including pet food, insurance, healthcare, ecommerce, food & drink, tech, hydrogen & net zero and haircare.

### **Giving Back**

- Working together with **Mediorite**, a social enterprise film agency, providing paid work experience for their cohort of students;
- Mentoring staff and providing advisory board support to StartUp Croydon's **Creative Digital Lab**, a powerful workspace for South London's Creative Community that includes a virtual production studio.

### **Awards**

Ruffle are a [Finalist for Best New Agency](#) at the UK Agency Awards 2024.

Ruffle CEO and Co-Founder Neil van Ginsburg:

- Was named as a member of 2024's [BD100](#) list and was inducted into the BD100 Hall of Fame.
- Appeared as an advertising expert panelist on [Series 18 of The Apprentice](#).

<b>Details of any challenges faced and how these were overcome (1-10 points)</b> What challenges were unique to you and how have you overcome them. What was the end result of overcoming these challenges?
<p>The biggest challenges Ruffle have faced since our inception on the 1st December 2023 is how to keep a fully distributed team happy &amp; healthy, developing a thriving agency culture, and carving out new business opportunities to ensure we hit our financial goals.</p> <p>We introduced some initiatives to the agency including:</p> <ul style="list-style-type: none"><li>• Monthly Mixers with staff, freelancers, clients, prospects and friends of the agency.</li><li>• Formal guidelines around distributed employment, meaning our team can collaborate and perform their duties from different physical locations across the globe.</li><li>• New business incentive scheme for staff and freelancers, and a client referral scheme for client partners and friends of the agency.</li><li>• Agreeing commercial partnerships with several agencies acting as their production arm.</li></ul>
<b>Why should your Agency / Team / Rising Agency Star win? (1-10 points)</b> 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?
<ul style="list-style-type: none"><li>• We achieved revenue of £372k (vs objective of £300k) in our first 6 months of trading;</li><li>• We have achieved a gross profit margin of 65.75% (vs objective of 65%);</li><li>• We added some of the most recognisable names to our client portfolio;</li><li>• We have become truly international in the work we do, shooting outside of the UK (Germany) and delivering campaigns for international markets (Spain, France, USA, Ireland).</li></ul>
<b>URLs</b>
Ruffle Showreel <a href="https://www.youtube.com/watch?v=s4dzcl1fQWw">https://www.youtube.com/watch?v=s4dzcl1fQWw</a> Freshpet x Crufts <a href="https://www.youtube.com/watch?v=omi5MTi0jSA">https://www.youtube.com/watch?v=omi5MTi0jSA</a> Strong Roots <a href="https://www.youtube.com/watch?v=WkD_-pbUz8g">https://www.youtube.com/watch?v=WkD_-pbUz8g</a> Photobox Mother's Day <a href="https://www.youtube.com/watch?v=ur-r0k9Jo_M">https://www.youtube.com/watch?v=ur-r0k9Jo_M</a> Photobox Yearbook <a href="https://www.youtube.com/watch?v=QaejOIRciww">https://www.youtube.com/watch?v=QaejOIRciww</a>
<b>Please detail any supporting documents you are including as part of your submission</b> Optional – please upload to online entry portal when submitting this entry form