



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>

ALL INFORMATION PROVIDED IN THIS FORM WILL REMAIN CONFIDENTIAL TO JUDGES

- Payment for all entries must be made at the time of submission.
- Please read the [Terms & Conditions](#) before submitting your entry.

SECTION A – YOUR DETAILS	
Organisation Name	SEC Newgate EU
Contact Name	Vanessa Terrier

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	X	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		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.

SEC Newgate EU - Policy insights campaign

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.

With 2024 being a heavy election year, none was more important for our market than the EU elections in June. This critical milestone means a reshuffling of power at EU level, and an opportunity for SEC Newgate EU to showcase our expertise on the matter.

This is why we developed a series of policy 1-pagers on specific key topics that garnered:

- Insights
- In-depth analysis
- Trends
- A mapping of MEPs likely to be re-elected
- Key files likely to remain high on the agenda

The key topics identified were:

- Agrifood
- Chemicals
- Circular economy
- Climate targets
- Digital finance
- Healthcare
- Strategic technologies and competitiveness
- Telecoms
- Trade
- Transport

These policy insights were then shared with key clients and prospects in full via email. They were also promoted through SEC Newgate EU's website and LinkedIn channel in teaser format (i.e. only the insights and analysis) to attract potential new clients. LinkedIn promotion included organic and paid content. Finally, SEC Newgate EU is part of the SEC Newgate Group who also shared the teaser 1-pagers in brochure format after a webinar on EU elections moderated by the CEO of SEC Newgate EU and posted the brochure on their website and LinkedIn channel.

This effort involved:

- 15 consultants
- ~130 working hours
- ~EUR 25.000 (in working hours)
- EUR 750 (LinkedIn paid campaign)

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.

Prospective clients. This initiative was a clear way for SEC Newgate EU to showcase our expertise on policy topics at EU level. We ran a detailed mapping of companies and organisations who would likely be interested in our PA services in the 10 identified topics and methodically shared these insights through various channels. This was complemented more broadly by our LinkedIn outreach with the goal to reach the mapped organisations through a separate channel, but also to cast a wider net of visibility among prospects we may not have thought of.

Existing clients. For our existing clients, the PA insights we developed were incredibly valuable, and this was an opportunity to impress upon the once again the quality of our PA services. It was also an open door for broader discussions, with the potential to expand current scopes of activity.

The 'EU Bubble'. By sharing our policy insights on our website and on LinkedIn, this was also a branding exercise for SEC Newgate EU, reinforcing our expertise on PA topics within the broader EU Bubble, meaning think tanks, EU institutions and our peers.

Policy professionals across Europe. EU policy has a ripple effect beyond Brussels, meaning these insights are relevant to any policy professional across Europe. In order to reach them, we used LinkedIn's paid targeting but also benefitted from broader visibility thanks to the SEC Newgate group who further shared the information.

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 idea was simple: create an easy-to-use document for prospective and existing clients to use in their own internal PA efforts.

The 1-pagers themselves aimed for efficacy and usability. This is why we opted for a simple word format which makes it easy to copy and paste into various internal reports for example. These were then sent via email or via direct message on LinkedIn to the identified prospects

and existing clients. Each message was tailored to include only the insights relevant to each prospect in order not to spam them with irrelevant information and to make this process personalised, giving it a higher chance for a positive outcome.

The LinkedIn campaign, sought to be attention grabbing. We therefore developed a series of simple yet attractive visuals including 3 key elements:

- A striking and evocative visual per topic (to stop you scrolling)
- The mention of the EU elections context (to catch your interest)
- The mention of the key topic (to hook you into clicking)

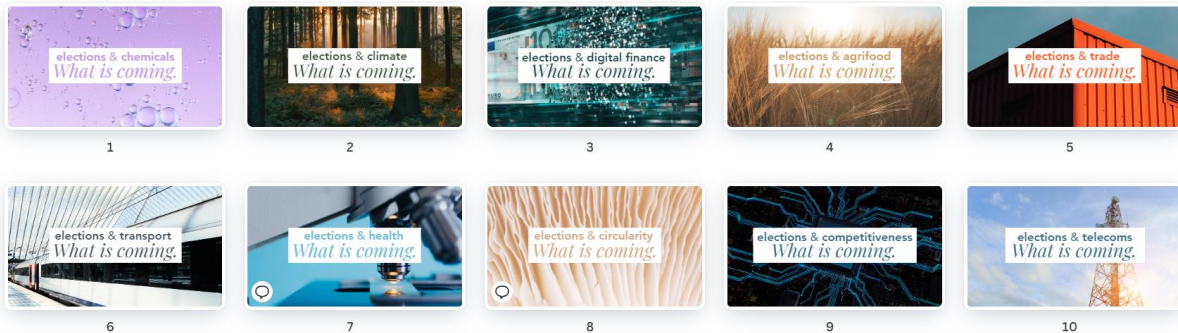
All of these were published organically and via a paid campaign on LinkedIn ahead of the EU elections.

Finally, a brochure was developed with the ‘teaser’ content of the 1-pagers and designed into a brochure that was shared on SEC Newgate EU and the SEC Newgate Group’s global websites and LinkedIn channels. The brochure included, among others, an introduction from SEC Newgate EU’s PA Director and was sent out as a leave-behind after a webinar by the SEC Newgate group on the EU elections.

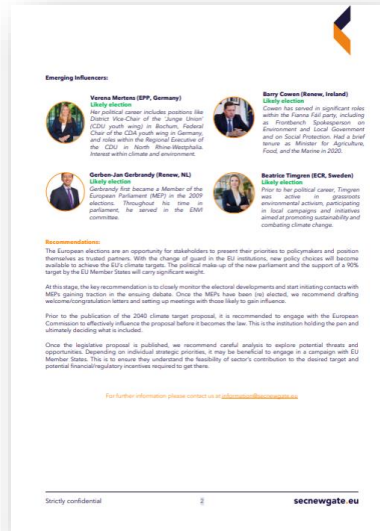
Extract of the brochure



Visuals developed for the LinkedIn campaign



Example of insights on climate targets



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?

The allocation of resources internally is always a challenge as this came on top of our consultant's intensive client work. However, we really believed this was an opportunity to showcase our expertise and to leverage the unique milestone the EU elections offered. We therefore worked under the guidance of our PA Director, with topics separated among each consultant per area of expertise. The content was then unified and reviewed centrally by our PA Director and CEO to ensure consistency and alignment.

The timing was also challenging seeing as this all had to be prepared ahead of the EU elections, but with an ever-changing landscape, ensuring that the 1-pagers had the latest information and intelligence was a round-the-clock effort. This was manageable thanks to our robust policy monitoring which allowed us to always be aware of the latest updates.

Results & evaluation (1-10 points)

Please relate these to the objectives and targets stated above. Provide actual numbers rather than percentages wherever possible.

Direct outreach campaign

- 70 new prospects contacted individually
- 5 concrete leads came from this outreach (so far)

LinkedIn organic campaign

- 10 posts
- 5.000 impressions
- 5,53% average engagement rate
- 3,05% click-through rate

LinkedIn paid campaign (17 April – 18 May)

- 183.499 impressions
- 990 engagements
- +197 followers during that period
- Top industries reached: manufacturing, telecoms, transport, chemicals, business consulting
- Top job profile reached: policy advisors, project / bureau managers

Brochure circulation

- Shared with 128 registrants of the webinar

Positive reception from clients and prospects

“Thank you very much, really appreciated as it is such a relevant topic for us at the moment.”
Digital Communications Officer, **ETNO**

“Thank you very much for thinking of us. Very interesting as usual, in particular those you believe will be the next influencers on trade!” Director Communications, **spiritsEUROPE**

“Thank you for the very interesting and comprehensive overview. Very helpful and very well presented.” Vice President International External and Regulatory Affairs, **AT&T**

“Thanks a million for sharing, this is amazing, timely and extremely helpful! Much appreciated!” Head of International Public Policy, **Verizon**

“The reports look very good, content and set up.” Senior Director External Affairs and Strategic Alliances EMEA, **Johnson & Johnson**

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?

We believe this was a simple but very effective campaign: at its core, it is about showcasing SEC Newgate EU's expertise which we were able to do effectively, as shown by the positive feedback received. By focusing on the quality of the content, this created the starting point for conversations with prospects from our network, but also expanded to the SEC Newgate group. These 1-pagers were updated after the elections and remain a go-to materials for all our clients and prospects even now, making these a great basis for a longer-term marketing and new business material in the coming years.

URLs

Brochure

<https://secnewgate.com/elections-reports/mapping-the-future-eu-policy-landscape-beyond-the-elections/>

Website articles

1. <https://www.secnewgate.eu/chemical-policy-in-a-limbo-state-looking-ahead-into-the-next->

[legislative-term/](#)

2. <https://www.secnewgate.eu/next-eu-term-circular-economy-topics-are-here-to-stay/>
3. <https://www.secnewgate.eu/climate-targets-for-2040-looking-ahead-into-the-next-eu-term/>
4. <https://www.secnewgate.eu/advocacy-in-a-permacrisis-europe-preparing-for-the-future-of-eu-health-policy-in-the-new-mandate/>
5. <https://www.secnewgate.eu/in-pursue-of-a-competitive-not-just-green-europe-a-new-term-to-advocate-for-the-eu-policy-your-industry-needs-in-pursue-of-a-competitive-not-just-green-europe/>
6. <https://www.secnewgate.eu/people-come-and-go-in-the-eu-institutions-not-trade-and-security-challenges/>
7. <https://www.secnewgate.eu/transport-policy-in-the-eu-where-will-it-take-us-looking-ahead-into-the-next-eu-term/>
8. <https://www.secnewgate.eu/eu-agri-food-policy-towards-reduced-green-ambition-and-greater-stakeholder-involvement/>
9. <https://www.secnewgate.eu/digital-finance-and-payment-services-unfinished-business/>
10. <https://www.secnewgate.eu/eu-elections-telecoms/>

LinkedIn posts

1. <https://www.linkedin.com/feed/update/urn:li:activity:7204495863904133122>
2. <https://www.linkedin.com/feed/update/urn:li:activity:7204044099832680450>
3. <https://www.linkedin.com/feed/update/urn:li:activity:7200850881859227649>
4. <https://www.linkedin.com/feed/update/urn:li:activity:7199674075554746368>
5. <https://www.linkedin.com/feed/update/urn:li:activity:7193206571634438144>
6. <https://www.linkedin.com/feed/update/urn:li:activity:7191812527935107072>
7. <https://www.linkedin.com/feed/update/urn:li:activity:7188825353753092096>
8. <https://www.linkedin.com/feed/update/urn:li:activity:7188471677322682370>
9. <https://www.linkedin.com/feed/update/urn:li:activity:7186987503470460928>
10. <https://www.linkedin.com/feed/update/urn:li:activity:7186357424046411777>

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