



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	Adwise - Your Digital Brain
Contact Name	Joost van de Maat

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 Use of ABM	x	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.

Adwise & SPAR Recruitment - Strong increase in Franchise leads and appointments due to automated recruitment approach

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.

Goal of campaign

SPAR Netherlands was searching for effective ways to attract new entrepreneurs on a daily basis who want to be part of their franchise formula. The APRM flow we created aimed at automatically identifying and approaching potential candidates, as well as gauging their interest. The automated flow ensured efficient filtering of uninterested individuals while simultaneously encouraging interested candidates to reply to a message or engage with the recruiter. By doing this, we created a rapid sorting between leads and uninterested individuals which made recruiting much more efficient.

Budget for campaign:

Campaign setup within automation tool (including creating first targetlist): €2.000

Tooling costs per month: €109 per month

Optimisation costs by Adwise: €800 per month

Capacity by SPAR: 0,5 FTE

KPI's for this campaign:

Within half a year:

- More online applies for franchise [vacancies](#)

- Acceptance rate connection invite of 50%
- 15 Qualitative appointments
- 6 organic leads through network growth

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 primary audience targeted for SPAR's recruitment initiative consists of individuals with over three years of experience within the retail sector, specifically those who have worked with supermarket chains or within the hospitality industry, including hotels and franchise restaurants. This focus was sharpened to target potential candidates located in specific regions of the Netherlands where there is a high demand for new entrepreneurs and where these individuals are typically harder to reach.

In addition to the main target group, we also reached out to individuals with less experience, introducing them to SPAR's traineeship program which prepares them for potential future entrepreneurship roles within the company. This two-sided, all automated, approach allowed us to not only fill current entrepreneurial roles but also to build a pipeline of future leaders within SPAR.

By automating the initial contact phase and tailoring our messages to reflect the specific attributes and experiences of our target audience, we significantly improved the speed and quality of our recruitment process.

This targeted and automated approach ensured a higher rate of engagement, more meaningful interactions with potential candidates, and a robust pipeline of qualified individuals ready to step into entrepreneurial roles at SPAR. By meeting the immediate needs for franchise owners while also considering long-term growth via the traineeship program, our strategy was comprehensive in scope and effective in execution.

To stay top of mind on the leads we also had campaigns running that promoted applying through the form on the website of SPAR.

Branding: single image

Spar Holding Netherlands
12,025 followers
Promoted

Ondernemen bij SPAR betekent een fijne omgeving creëren voor medewerkers én klanten!

SPAR maakt jouw werkdag heerlijk.

Zoals dat eerste kopje koffie thuis in de vroege ochtend.

ontdek ondernemen bij SPAR

Ontdek ondernemen bij SPAR

Ontdek ondernemen bij SPAR

Ontdek ondernemen bij SPAR

Branding: video form

[Video link](#)

Retargeting: single image



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.

Through the SPAR Recruiter's LinkedIn account, potential candidates were approached personally and effectively using an automation tool. This approach minimized the use of human resources and maximized the number of leads.

The automated messages were particularly effective due to the integration of videos and other informative handouts. The videos provided potential candidates with a realistic view of entrepreneurship at SPAR. Each message was personalized, addressing the recipient by their first name and making a specific reference to their experience at previous companies in the retail and hospitality sectors. In addition to these messages, organic posts were shared weekly on the recruiter's LinkedIn account, focusing on entrepreneurship at SPAR.

Flow content:

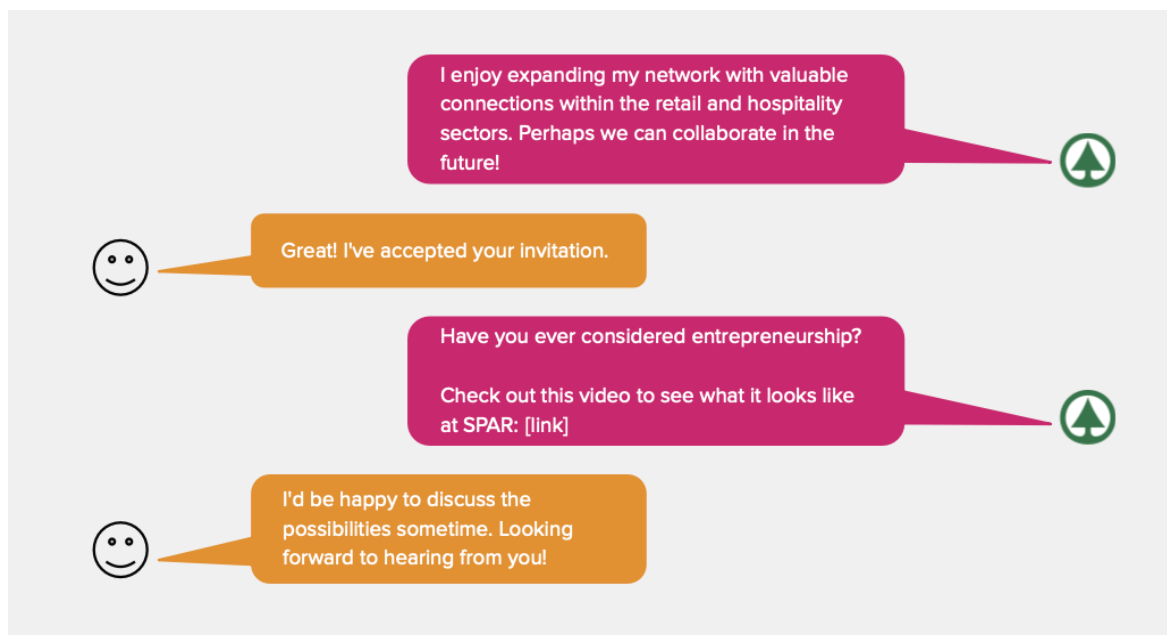
We used this video to introduce SPAR in messages after connection was accepted:

[SPAR is one of the biggest food retailers in the world](#)

Followed by videos about entrepreneurship at SPAR:



[Example 1](#)

Example 2



Once a conversation was started or a specific question got asked the ambassador took over the flow with handwritten messages to push for a meeting.

Example of organic post:

<p> Fleur Jansen van Vliet · U Adviseur Franchise Werving & Selectie SPAR SPAR T... 3 w · 🌐</p> <p>SPAR Amsterdam zoekt nieuwe ondernemers!</p> <p>Ben jij een gedreven ondernemer met een passie voor retail en food en maak jij lokaal het verschil? Wil je de kans grijpen om je eigen SPAR-winkel te openen in het bruisende Amsterdam? Dan is dit jouw kans om deel uit te maken van een toonaangevend merk en een bloeiende gemeenschap!</p> <p>In Amsterdam streven we naar het openen van diverse nieuwe winkels en zijn we op zoek naar enthousiaste ondernemers, die klaar zijn om hun eigen zaak te openen, terwijl je profiteert van de ondersteuning en het erkende merk van Spar Holding.</p> <p>Ben jij klaar om de sprong te wagen en je eigen Spar Holding-winkel te openen in Amsterdam? Neem vandaag nog contact met ons op om de mogelijkheden te bespreken en je ondernemersdroom waar te maken!</p> <p>Kijk op https://lnkd.in/dDdSfbim en ik hoop je snel te mogen ontmoeten voor een kop koffie.</p> <p>#SPAR #Franchise #Ondernemerschap #Franchise #Foodretail #Ar</p> 
<p>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?</p>
<p>Challenge 1:</p> <p>The key challenge in recruiting for SPAR was accurately identifying and attracting a target audience from the retail and hospitality industry that fit SPAR's entrepreneurial profile. Traditional methods were time-consuming and inefficient in generating quality leads quickly.</p> <p>We improved on this by using LinkedIn's advanced targeting options, filtering potential candidates by job title, experience within specific retail and hospitality chains, location and length of work experience. This approach provided a relevant candidate list that was automatically generated for more effective outreach.</p> <p>Challenge 2:</p>

The second challenge is that the targetlist is based on input you give and how well you can create a target group based from LinkedIn profiles. We therefore filtered also on people that are active on LinkedIn and most likely to see the invitation and ultimately more likely to accept.

Results & evaluation (1-10 points)

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

Within half a year, over **700 connection requests** were sent out, with an **acceptance rate of 68%**. This led to a **40% growth** in the Recruiters LinkedIn network. These automated messages resulted in over **20 high-quality appointments**. Additionally, they generated **12+ organic leads**, partly due to the increased visibility of the recruiter on LinkedIn.

Furthermore, by strategically utilizing targeted advertising campaigns, we significantly increased SPAR's **visibility** in the desired regions. Potential franchisees were reached both through personal messages and through advertisements specifically tailored to their region. Combined with the strategic use of organic posts, this created a powerful synergy. This example of innovation in recruitment demonstrates how an integrated approach leads to significant improvements in lead generation and engagement.

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?

This campaign is a strong contender for the win because it uniquely blends Account-Based Marketing (ABM) with automation and personalization, specifically tailored to SPAR's recruitment needs. This approach not only increases efficiency but also enhances candidate experiences in the competitive job market.

What sets our campaign apart is our innovative automation of initial contact and the ease of engaging candidates through platforms like LinkedIn. Our focused regional outreach, using precise ABM tactics, targets key areas critical to SPAR's expansion. The omnichannel strategy, combining automated messages, targeted ads, and organic outreach, ensures SPAR's consistent visibility and engagement across multiple platforms.

This campaign excels by implementing effective ABM strategies that improve recruitment processes and stand out in the competitive retail market.

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

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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.

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.

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Name of Nominee - Agency / Team / Rising Agency Star

Please keep this concise as it will appear on the website if you are shortlisted.

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 / 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%'.

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?

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?

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?

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?

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