



### 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>        | SUPERCO        |
| <b>Contact Name</b>             | Rachel Kirchem |

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>        | <b>X</b> | Please complete section E |
| <b>41. Best Large Agency of the Year</b>        |          | 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.

SUPERCO

**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

We are a Shopify Plus agency specialising in growth and retention, currently holding the title for Best Small Agency at the European Agency Awards. Since last year, we've doubled down on our efforts to exceed client expectations.

Founded by Tom Mucklow and Tom Carew in early 2021, the Superco team currently stands at 24 people. Launched during Covid, we began as a remote business and evolved to a remote-first agency. This model suited the needs of the business in our infancy, but in the last year, we have begun the shift to a full-time, office-based, digital agency.

We now have two locations in the UK — a client services team in London, and a creative team in Birmingham. We still hire the best talent in the industry, always looking for the highest level of expertise in design, development, and growth strategies. The passion and drive of our entire team, coupled with a collaborative work environment, results in limited staff turnover.

Since our last win, a few of our longest-standing team members have continued to demonstrate their commitment to Superco and their own professional growth. As a result, there have been exciting developments:

Emil, originally our Store Services Manager, has grown through multiple roles due to his dedication. He is now a Product Solution Specialist and Migration Specialist, as well as our most senior Shopify expert.

Sophie, who started as our Email Marketing Strategist, has been promoted to Head of CRM. Her

role has evolved to become more managerial. As a result of her extensive training, we have shifted the department's focus towards strategy, enhancing how we can drive growth for clients.

**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 aimed to increase the number of projects with a contribution margin of over 50%. So far in 2024, all 12 of our projects have a margin of more than 50%, this is up from just 3 in 2023.

In H1, we aimed for a Net Promoter Score of 30 — we achieved 53.

**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?

Our recent work highlights our team's commitment to excellence and eCommerce best practices. Superco stands out by adopting a customer-centric process that results in meaningful interactions online.

By taking our time to understand the needs and desires of the brand's target audience, we're able to leverage behavioural science and our own tried-and-tested growth strategies to design and develop Shopify stores that encourage engagement, conversions, and loyalty.

Examples:

Rapidly growing CBD-to-apparel brand, **Puresport**, partnered with us to optimise their Shopify Plus site. As they capitalise on their success and the growth of their organic community, we've supported on sell-out drops, new product launches, as well as driving subscription uptake and retention.

We launched two new sites (in three languages!) for **Allbirds**, in Canada and South Korea. Our team migrated the brand from their headless setup to Shopify. We tweaked the designs and rebuilt them in Shopify 2.0, delivering site speeds that matched and exceeded the original headless build.

For premium bespoke table manufacturer, **Ennis & Brown**, we migrated the brand from a simple Wix setup to a custom theme on Shopify. We built this using our Supercode components base with a playful design to reflect their family farm-run heritage. We also delivered a complex customiser to help shoppers with product discovery.

NY-based, kosher bakery, **Katz Gluten Free**, chose Superco to design and develop a new D2C site to support their sales of award-winning gluten-free products. We created a custom theme that delivers their new brand direction with a slick UX, and launched subscription for the first time.

**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?

We're proud to have won Best Small Agency at the European Agency Awards for the second year running in 2023, and we deserve to keep hold of the title.

Since then, we've won a Nasdaq listed beauty conglomerate, Waldencast, and will be working with six of their brands, making it our single biggest retainer client.

We are currently one of Shopify Plus's top partners based on delivery, with consistent positive feedback from the brands we work with.

We've ramped up our marketing efforts since last year, providing bi-weekly blog content for our community, with a strong focus on value. Working with other Shopify trusted partners, we publish relevant eCommerce insights from our experts, and inform brands on recommended strategies and tools that can maximise their growth efforts.

We've also hosted a number of events for Shopify brands, inviting eCommerce teams to learn from our specialists. A recent event in Barcelona was a huge success.

We make the most of all events that we join, maximising value for the brands in attendance. At the recent Bread & Jam Festival for F&B brands, our CRM team conducted live audits and hosted a roundtable. We had an audience four times larger than any other, and attendees were so engaged by the content, time ran over and we were cleared out of the room by the hosts!

**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?

At the latter end of 2023, we lost a key client. This felt existential but forced us to diversify client risk and focus on retention.

We built out a new account management process, including detailed roadmaps and QBRs. These set out clear targets and metrics through which we can constantly prove our value. As a result, we've ensured that our clients can always see that we're delivering.

**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?

From Superco's inception, the Toms aimed to become the fastest agency to achieve Shopify Partner status. This was accomplished within 18 months of formation.

Superco is currently regarded as the most exciting Shopify Plus agency to emerge since the pandemic, and Shopify is supporting and pushing us to continue on our path of explosive growth.

Our collective drive and combined motivation to succeed makes us unique for a young agency, and we believe our unrivalled dedication to the long-term growth of our clients makes us stand out.

**URLs**

<https://www.superco.io/>  
<https://www.superco.io/blog-newsletter>

**Clients:**

<https://puresport.co/>

<https://katzglutenfree.com/>

<https://allbirds.ca/>

<https://www.ennisandbrown.co.uk>

**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

- Testimonials
- Event images