



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	x	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 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.

Advise & Shampoo Bars - Impact starts with loyalty: customer lifetime campaign saves 500.000 plastic bottles

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.

Objectives

Our business objective was to achieve a growth of 30% in revenue to €713.000. Moreover, an additional goal of 5% CLV growth compared to the €1.5M in January 2022 was set, forecasted to result in a reduction of 300.000 in plastic.

Budget (monthly)

Media budget: €6.750 for Google, Meta & Microsoft Ads

Agency fees: €690,-

Instead of the initial 80%-20% of this budget, respectively performance and branding, we allocated 45% to branding in order to stimulate demand.

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.

Target audience

Shampoo Bars has several target audiences:

New audiences

1. Eco-friendly buyers

The group that wants to contribute to a cleaner world

2. Dutch households

The group that needs to be convinced of choosing a plastic-free solution

Existing audiences / lifecycles

We defined our existing website visitors and customers according to a lifecycle approach:

1 Unknown visitors,

Those who did not leave an email address or made a purchase

2 Known visitors

Those who left their email address for the newsletter, or filled in our hair quiz

3 First-timers

New customers that bought a certain product type or bought a subscription plan.

4 Returning customers

Those who made a purchase within the first 90 days of the previous purchase. This group is further subdivided by expected CLV).

5. 'Eco warriors'

Loyal customers that also participate in new product development

6. People that are about to churn

Customers on the edge of leaving.

Strategy

The essential part of the strategy was shifting from channel ROAS focus, to a long-term CLV approach. With an average lifespan of 80 washes, Shampooobars offers a perfect product to offer in subscription form.

Many customers make repeat purchases, it is not fair to steer on short term revenue, since one customer might have an initial purchase of €40,- but makes multiple repeat purchases.

With that in mind, the goal of our performance campaigns was to extend the expected customer lifetime value and accept a lower ROAS in the short-term.

In order to reach our objectives, we applied CLV data in both prospecting as remarketing campaigns.

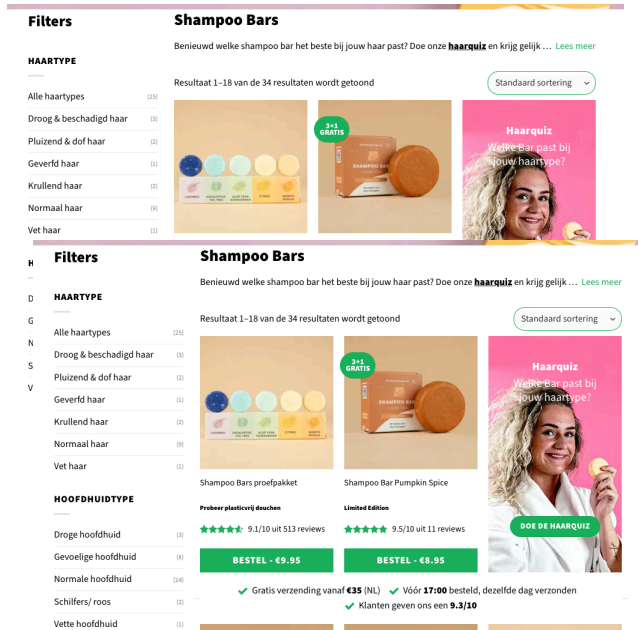
Implementation & creativity (1-10 points)

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.

Implementation

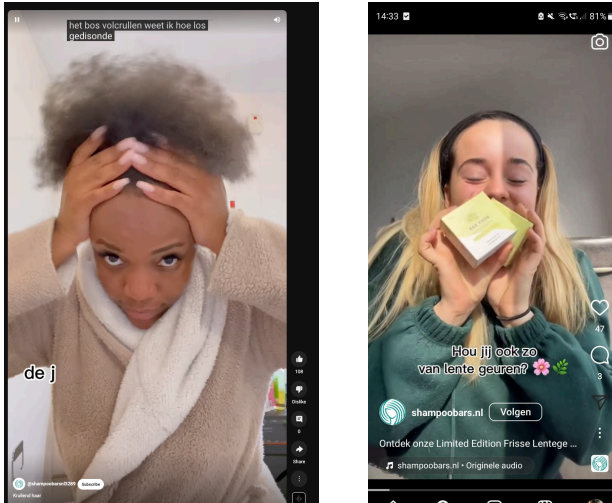
We identified channels fitting the 6 life cycles and optimized CLV data use. Before implementing our strategy, we needed to collect enough First Party Data. Klaviyo supported us in segmenting customer lists. To collect more data, we launched a hair quiz that helps

visitors find the right product for their hair type, in exchange for a 10% discount upon providing an email address. This approach helped us offer the right products to the right audience.



Brand awareness

After a decline in search interest for eco-friendly shampoo, we shifted more budget to upper-funnel and prospecting campaigns. To boost awareness, we ran personalized YouTube and Meta campaigns with User Generated Content, using our first-party data to tailor to the target audience.



Prospecting Performance Max & Search

The 'brand awareness' layer was aimed at increasing demand for eco-friendly shampoo by attracting new customers with search & performance max prospecting campaigns.

These campaigns optimize solely on 'new customers'. Separated from the regular Google & Microsoft campaigns, These campaigns focused on products with high expected lifetime value and used customer match lists of customers with high CLV as targeting signals.

Existing customers & CLV

We segmented our existing customers based on their expected CLV, from low to high, to determine our marketing campaigns. All existing customers were included in marketing automation flows. Key audiences were targeted through regular shopping campaigns to remain visible when they searched for shampoo-related products.


Creativity: maximum data-driven personalization

We personalized all touch points using First-Party data, designing emails based on the recipient's hair type and purchased products.

Ontdek de voordelen van een fullsize Bar! [Bekijk online](#)

SHAMPOOBARS.NL

HOME PRODUCTEN OVER ONS



Heb jij de smaak te pakken? 🍷


Hi Eline, we begrijpen dat de Bars in het proefpakketje zo lekker ruiken dat je ze bijna op zou willen eten maar dat is natuurlijk niet de bedoeling 🍷

Maar we zijn wel benieuwd of jij al een favoriet hebt gevonden?

Tijd voor een fullsize Bar!

Wist je dat onze reguliere Shampoo Bars maar liefst 6 keer groter zijn dan de mini's uit het proefpakket? Daarnaast liggen ze fijner in je hand, waardoor ze nog langer meegaan.

[Ga ook voor fullsize »](#)



Additionally, we tailored ads in Youtube Shorts and Meta prospecting campaigns to our target audience using User Generated Content. With lookalike audiences and custom intent lists, we adjusted our visuals to our target audiences profiles.

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?

Challenge 1 - Recognizing visitor type

First of all was recognizing the type of customer that non-buying visitors have.

Solution

We used Klaviyo to collect customer data, which was deployed in marketing automation flows and could be sent to various channels. Despite the value of this data, we were unable to identify visitors without purchases. As a solution, we introduced a hair quiz to advise potential buyers on the products best suited to their hair type.

Result

Customer data were used as signals for performance channels and their CLV data were used for targeted shopping campaigns. Data from non-buyers who completed the hair quiz were used for remarketing purposes.

Challenge 2 - Data collection

Since our budget was limited, we had to find ways to collect sufficient data for our campaigns. Especially in prospecting, just the transaction conversion did not allow us to switch to smart bidding.

Solution

We applied soft conversions like add-to-favorite and also recognize clients that start memberships & allocate them more value.

Result

Thanks to providing these soft-conversions we were able to steer our campaign on smart bidding strategies, which gave us all the machine learning advantages.

Results & evaluation (1-10 points)

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

Results

Revenue target: €713.000

Result: €896.000 (+59%)

CLV target: €1.500.000

Result: €1.725.000 (+15%)

Reduction of plastic bottles target: 300.000

Reduction of plastic bottles result: 500.000

Evaluation

Since we had a limited budget we were not able to fully automate the CLV analyses yet. As a next step, this will allow us to automatically send conversion data to Google Ads based on expected CLV.

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?

Many cases still focus a lot on short term revenue and ROAS. This might look good in the short term but has a negative impact on long term growth.

Our case stands out as it displays excellent use of first party data in all our marketing channels, with a common goal of improving long term Customer Lifetime Value.

Despite our limited budget, we were able to attract high valuable customers and give our CLV a tremendous boost. This case proves that making impact on business and planet doesn't require lots of money; it can be done through brand and product loyalty.

URLs

<https://www.shampoobars.nl>

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

Monitoring CLV trends in Lookerstudio



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.

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