



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	Wilderness Agency
Contact Name	George David

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	X	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 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.

Wilderness Agency & PlutoTV UK - Reinvigorating Classic Content for TikTok

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.

PlutoTV is a free ad-supported streaming service owned by Paramount Global. PlutoTV houses a wide variety of shows from *Geordie Shore* to *Kitchen Nightmares*, with a huge range of movies and documentaries on the platform.

PlutoTV is a relatively new free streaming platform providing both content across VOD and live channels with most of its 1000+ content catalogue over 20 years old.

When we started, PlutoTV was lacking strategic direction, and wanted to:

- grow social accounts,
- drive engagements through building a loyal community,
- showcase broad range of shows available,

The main objective was to increase followers of PlutoTV's TikTok by 20% by promoting PlutoTV and its catalogue, simultaneously increasing brand awareness and brand affinity.

Budget: £17k a month. No media spend. Used for video editing, management and concepting.

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.

Our social content aims to generate high reach and video views whilst showcasing PlutoTV as *the* place for entertainment. We do this by creating fun, engaging static and video content using various titles from the catalogue paired with a cheeky tone of voice.

To strengthen PlutoTV's relationship with existing and new platform users, we spent time honing and developing PlutoTV's unique brand personality and TOV to be fit for purpose on TikTok via caption copy, executions, reactive and proactive user engagement.

We regularly engage with users on PlutoTV's posts, creating more personal relationships between users and the brand, keeping the conversations going.

TikTok is priority platform; we have our fastest growing and highly engaged community on it, made up of mainly younger audiences.

To increase reach and engagements we post 1-2 times a day.

Video length varies depending on clip(s) used, but based off recommended lengths for the platform, ensuring our content is algorithm-friendly.

We continuously review and monitor the average length of top performing content, planning new content around this.

We make our content decisions based on TikTok data from previous performance; we now focus on content that highlights key talent that the user recognises, from humorous snippets to dramatic reality show moments.

Through recognition, we can ensure our TikTok audience will stick around to watch the clip and more of PlutoTV's content.

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.

We've taken a 'key titles and hidden gems' approach to use different topics, talent, themes and moments to engage different audiences.

For example:

For *Baywatch*, we played into **ridiculousness and drama highlighting David Hasselhoff's infamous "Grenade" scene.**

When **Pedro Pascal was all over our TV** in *Mandalorian* and *Last of Us*, **we used his "Daddy" trending trope to promote Prospect.**

We **showcased the breadth of Johnny Depp content** available in a hilarious action hero spoof.

We highlighted **Gordon Ramsey's best animal insults** in a humorous way to promote *Hell's Kitchen*.

We **engaged with specific users and gave them the exact scene they wanted** to see from Brendan Fraser in *Bedazzled*.

We **brought the drama with the Dog Whisperer taming his most ferocious dog yet** - the chihuahua.

Please find these specific examples in the URL section.

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 main challenge was taking a streaming platform that houses a vast amount of older content and creating a strategy that introduced the new platform, showcasing the very best of PlutoTV; encouraging community growth and interaction. Our strategy positions PlutoTV as a haven for nostalgia where all generations could reminisce and revel in the feel-good entertainment from the past.

Another challenge faced was identifying different audiences on each platform. We tested a wide breadth of content to understand who made up the audience, and content they were responding to and engaging with on each of the platforms. We increased the audience base on each channel, we also grew engagement rate by publishing content that was tailormade to start conversations amongst fans.

The recipe for success:

- **Connect:** We used fan-first language to build the right community tapping into the retro-future fandom.
- **Discover:** Highlight the accessibility of the free service; showcase talent and key show moments to connect and drive awareness of the catalogue.
- **Entertain:** Entertain users with relatable, memeable and trending moments they simply have to watch and then engage with.

Results & evaluation (1-10 points)

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

1. Grow TikTok Followers:
 - **The account has amassed 483.9K followers, a growth of +43% in under a year, beating our objective by 23%.** Demonstrating successful strategies in attracting and retaining new followers.
2. Drive Engagements Through Building a Loyal Community:
 - With **123.9M views** and **7.4M engagements** across 555 videos, the **average engagement rate is 1.68%**. This reflects a strong interaction rate, indicating a loyal and engaged community.

3. Showcase the Broad Range of Shows on Their Platform:
 - The production of **555 videos** provides ample opportunities to highlight the diverse shows available. High view count (**123.9M views**) indicates these videos reach a wide audience, showcasing variety and attracting viewers to different content offerings.

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?

1. **Unprecedented Follower Growth:** This level of growth is unprecedented in the social media landscape of 2023-2024, reflecting superior understanding of audience engagement on TikTok.
2. **High Engagement Metrics:** We have an impressive average engagement rate of 1.68%. Highlighting success in creating content that attracts viewers and encourages participation and interaction.
3. **Innovative Content Strategies:** By tapping into trending memes, leveraging show knowledge, and experimenting with various formats, we have managed to stay ahead of the curve and keep our audience engaged.
4. **Community Building:** Our strategic use of engagement tactics has fostered a sense of belonging among our followers, driving sustained interaction and loyalty.
5. **Broad Show Representation:** Our approach of showcasing a broad range of shows has helped us attract a wide range of followers and keep them engaged with varied and exciting content.
6. **Performance Driven Social Strategy:** We have set clear objectives, measured performance meticulously, adapting our tactics to ensure continuous improvement and success on TikTok.
7. **Team Collaboration:** By combining our collective expertise and creativity, we have been able to produce outstanding results that set us apart from the competition.

URLs

[Baywatch - Grenade](https://www.tiktok.com/@plutotvuk/video/7189305537190759686)

(<https://www.tiktok.com/@plutotvuk/video/7189305537190759686>)

[Dog Whisperer - Taming The Chihuahua](https://www.tiktok.com/@plutotvuk/video/7299027164207385889?_r=1&t=8ngYMp7Q1ce)

(https://www.tiktok.com/@plutotvuk/video/7299027164207385889?_r=1&t=8ngYMp7Q1ce)

[Prospect - Pedro Pascal's Checklist for Accepting Roles](https://www.tiktok.com/@plutotvuk/video/7195122647284370694)

(<https://www.tiktok.com/@plutotvuk/video/7195122647284370694>)

[Bedazzled - Dolphin Sounds](https://www.tiktok.com/@plutotvuk/video/7156216236559338757)

(<https://www.tiktok.com/@plutotvuk/video/7156216236559338757>)

[Johnny Depp Action Hero](https://www.tiktok.com/@plutotvuk/video/7346179497101741345?_r=1&_t=8ngY34Ujqlly)

(https://www.tiktok.com/@plutotvuk/video/7346179497101741345?_r=1&_t=8ngY34Ujqlly)

[Hell's Kitchen - Gordon Loves Animals](https://www.tiktok.com/@plutotvuk/video/7205509678845922565)

(<https://www.tiktok.com/@plutotvuk/video/7205509678845922565>)

CASE STUDY

https://docs.google.com/presentation/d/17SqlL9tCm6V_QXNOONyM3XSKqh2oiRcx96VUnzowxWY/edit#slide=id.g2e24df4149c_0_0

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

Case Study PDF included.

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