



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 & Sky Mobile - The Sky Mobile Expert

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.

Our overarching objectives were twofold: to educate and entertain Sky's audience. We were committed to achieving this while upholding a structured and engaging social-first format that would serve as a blueprint for future content, spearheaded by a strong storyline to stop those thumbs!

Awareness: Conceptualise and create 30s assets that hook the user, establish the concept and land the core proposition.

Consideration: Organic-first content that builds out and brings users into the creative idea.

Engagement: Gamified content designed to sell the core messaging while entertaining users.

Conversion: Cut down edits of the hero videos specifically for retargeting in multiple formats.

Budget: £120,000+VAT production not inclusive of talent costs.

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:

Our primary target audience included tech-savvy millennials and Gen Z consumers; highly active on social media and value staying connected with friends and family. These users are keen on intuitive and user-friendly mobile features that enhance their connectivity and digital lifestyle. The campaign aimed to reach young professionals and parents looking for reliable and cost-effective mobile network solutions.

Strategy:

To achieve these goals, we crafted a two-phase campaign featuring well-known social influencers to resonate with the audience. We leveraged the authentic appeal and dynamic personalities of our influencers to create content that was both entertaining and informative, avoiding traditional hard-sell tactics. The strategy focused on:

Leveraging Influencer Authenticity: Utilising Jamie Laing's relatable and charismatic personality to communicate the value of Sky Mobile in an engaging and credible manner.

Content Diversification: Creating a mix of content types, including video assets, organic-first content, gamified elements, and retargeting edits to maintain viewer interest and drive engagement across different stages of the customer journey.

Narrative-Driven Approach: Developing a storyline that evolves from Jamie Laing as the Sky Mobile Expert in Phase 1 to him mentoring newcomers Jordan Banjo and Louise Boyce in Phase 2, adding depth and continuity to the campaign.

Social-First Format: Ensuring all content was optimised for social media platforms, with a focus on capturing attention quickly and encouraging interaction.

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 introduced Jamie Laing as the Sky Mobile Expert. Jamie's enthusiastic and evangelical persona was perfect for communicating the value of Sky Mobile's features. The content created during this phase included:

- 30-second video assets: Designed to hook viewers and establish the Sky

Mobile proposition quickly and effectively.

- Organic-first content: Built out to deepen user engagement and interest in the creative idea.
- Gamified content: Interactive elements to entertain users while conveying the core messaging.
- Retargeting edits: Shortened versions of the hero videos optimised for different formats to drive conversion.
- Other talent included: Nas Majeed from Love Island, and Oti Mabuse from Strictly Come Dancing.

Building on the success of Phase 1, we expanded the narrative by having Jamie teach newcomers Jordan Banjo, a renowned street dancer, and Louise Boyce, a fashion model and content creator, about the benefits of Sky Mobile. This phase focused on:

Mentorship narrative: Jamie mentoring Jordan and Louise, adding depth to the storyline.

Education and entertainment: Ensuring the content remains informative yet engaging.

Social-first format: Structured to capture attention and encourage thumb-stopping interaction.

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?

- Maintaining Audience Engagement Over Two Phases
 - To keep the audience engaged, we introduced new influencers in Phase 2, Jordan Banjo and Louise Boyce, adding fresh faces and new dynamics to the storyline. This approach not only sustained interest but also expanded our reach to the followers of the new influencers.
- Balancing Entertainment with Brand Messaging
 - Solution: We crafted content that was both entertaining and educational by leveraging the authentic personalities of our influencers. The gamified and interactive elements ensured that the messaging was delivered in an engaging manner, without feeling like a hard sell.
- Creating Content That Resonates Across Different Platforms
 - We tailored content specifically for each platform, optimising for formats and user behaviours unique to each social media channel. This included creating short, attention-grabbing video edits for platforms like Instagram and TikTok, and more detailed content for YouTube and Facebook.

- Measuring and Driving Conversions
 - We implemented a robust tracking and retargeting strategy. By analysing the engagement metrics from Phase 1, we created targeted retargeting campaigns in Phase 2 with cut-down edits of the hero videos, specifically designed to drive conversions.

Results & evaluation (1-10 points)

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

1. A combined organic reach of **355k** with Jamie and Louise's hero edit as our top performing on Meta and the audience enjoying the talent interaction throughout the campaign.
2. Jamie and Jordan's 30" story drove a **56.3%** highest thruplay rate on Meta, the highest of our paid activity. This content also landed **167k** impressions.
3. On our Meta BLS, compared to burst 1 we had a **+1.8pts** increase in message association and landed above benchmark. We also saw above benchmark uplifts for action intent **+3.7pts** showcasing engagement translated into brand outcomes. This ad led our audience to consider Sky Mobile as a provider.
4. Ad Recall also had an uplift of **+5pts** but was limited to due to frequency restrictions.
5. Our campaign received **51k** clicks with Jamie and Jordan's 15" in-feed placement contributing **7.5k** of this.
6. We continued similar storytelling to burst one which allowed our audience to really get to know the talent as their Sky Mobile experts. The brand sentiment was positive with customers commenting on how much they loved seeing the talent interactions.

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. Our ambition was to position Sky Mobile as a credible network of choice and this campaign has proven successful with both bursts landing over 68.2m impressions driving a +3.7pts uplift in consideration with 196k incremental accounts now considering Sky Mobile.
2. The Sky Mobile Expert campaign stands out for its innovative use of influencer marketing, combining authentic personality-driven content with strategic messaging.

3. By seamlessly integrating social trends and engaging narratives, we successfully transformed brand features into compelling stories that resonated with a diverse audience.
4. The campaign's creative approach and impactful results make it a worthy contender for the Best Social Media Campaign award. Our campaign wrapper is now a repeatable framing mechanism that can be used for Sky campaigns for many years to come.

URLs

PHASE 1 CREATIVE

<https://drive.google.com/file/d/10Kro4Y2NbuEpOZribiNyShAUzuGzn9Sj/view?resourcekey>

<https://drive.google.com/file/d/1dbFJpU2HYcWD-OV-48C3rol0ykRzoR6r/view?resourcekey>

<https://drive.google.com/file/d/1icynLcX0wAMlepylxz2p-ZQNUoNYtFC2/view?resourcekey>

<https://drive.google.com/file/d/1TqbIsnuwm8K6ge2PoQNsbox3aK-DivLw7/view?resourcekey>

PHASE 2 CREATIVE

<https://drive.google.com/file/d/1pchf4zcHantIS4xfWgF05auZW0QqrrL/view?resourcekey>

<https://drive.google.com/file/d/17BJLqM1peSqm4HaAb-QqVLTgZNwYKmq3/view?resourcekey>

https://drive.google.com/file/d/1URh5rBrDeIVtjFM76Qyx_UKPK3wNZq9Z/view?resourcekey

<https://drive.google.com/file/d/1XxaigtCsLwzkNeD23xPZUtPnebInjCut/view?resourcekey>

Campaign Case Study

https://docs.google.com/presentation/d/1CaSv03YpaTIVsZJ0nSJ75bJGiZoJK4YeTNeYVBNUSOI/edit#slide=id.g2e2544676e8_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