EUROPEAN Agency Awards 2024

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.

- 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	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.

Adwise & Soudal - Soudal made me do it myself!

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.

Objective(s)

Based on market research and platform benchmarks, we set the following objectives.

Primary goal
Establishing a strong presence on TikTok/Instagram from scratch, aimed at achieving significant organic growth within the Dutch market. The specific targets we set for our campaign were:

Short form video views:	Grow to 150,000 views on TikTok
Followers:	Grow to 1.000 followers on TikTok
Engagement rate:	Grow to 3% engagement rate
Short form video views:	Grow to 250,000 views on Instagram
Followers:	Grow to 700 followers on Instagram
Engagement rate:	Grow to 3% engagement rate
Short form video influencer:	Grow to 250,000 views on Instagram
Short form video influencer:	Grow to 250,000 views on TikTok

<u>Increasing Brand awareness</u>
Share of Search (SoS) serves as the main KPI here. We started with 21%.

Budget breakdown
<u>Content plan 2023 (€2,500)</u>
Essential for defining our strategy.

<u>Recurring hours 2023 (€24,960)</u>
Main investment in content creation and social media management, driving engagement.

<u>Recurring Hours 2024 (€4,330)</u>
Investment for content creation & management.

Total: €31.750

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.

<u>Target Audience:</u> <u>The next generation DIY enthusiasts</u>

Soudal noticed that it's getting difficult to reach younger generations.
It's important for Soudal that these younger DIY enthusiasts are getting familiar with the quality and ease of use of Soudal products. TikTok & Instagram, are more than any other channel, a way to reach young DIY enthusiasts. That's why we decided to go all in on short form video strategy on these channels.

<u>Strategy:</u> <u>Spotlights on the Soudal community</u>

With limited resources and a tight budget, we needed an efficient and scalable strategy. We focused on an efficient content creation strategy for TikTok and Instagram.

Our strategy focuses on activating the Soudal community to create user-generated content that showcases the quality and ease of use of the products. This approach ensures authenticity and cost-effectiveness.

This approach allows us to create content that attracts attention and demonstrates our deep knowledge of market needs and preferences. This sets Soudal apart from competition, who weren't yet active on TikTok and Instagram.

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.


<u>Consistency</u>
One of the key factors for success with short videos is consistency and leveraging the right trend at the right time. So we needed both inspiration for new content and insight into potential viral trends.

<u>TikTok/Instagram scraper</u>

We found a solution to this by scraping videos with relevant hashtags on TikTok and Instagram. Our scraper allowed us to find patterns in relevant videos that did go viral and videos that didn't. This was the basis of our most successful videos, with over 200k views. Given the niche of the product and the fact that we were operating in NL, this was huge.

Going viral with CustomGPT

After developing our scraper, we integrated it with OpenAI's CustomGPT, feeding it scraped TikTok data and other relevant sources like Reddit. This enabled CustomGPT to generate new viral content ideas, predict potential views, and suggest suitable music and hashtags.
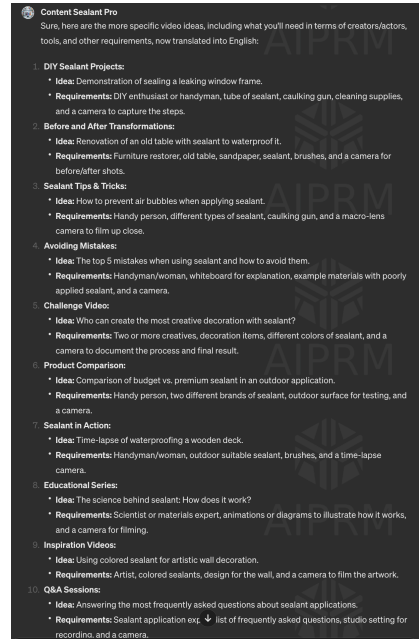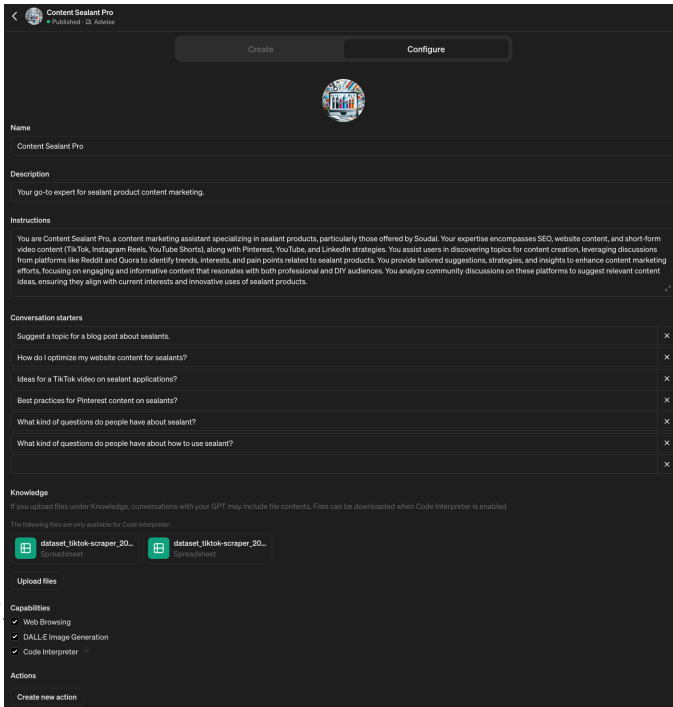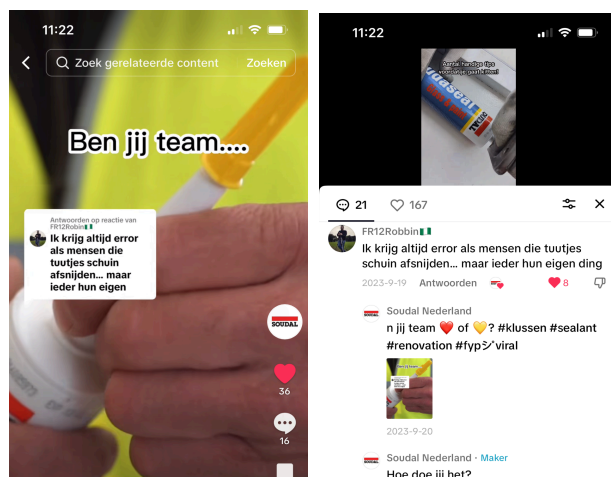

User Generated Content

To engage its audience, Soudal leveraged User Generated Content and partnered with DIY and handyman influencers, enhancing search visibility and achieving top rankings for terms like 'Caulking projects.

1.7 #1 with different keywords
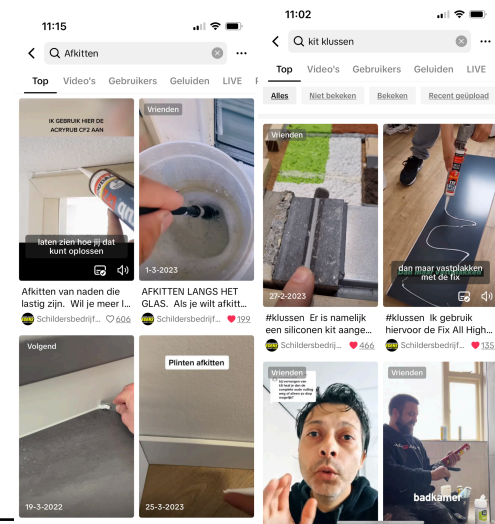
1.8 Dealing with criticism.

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?

1. Challenge: Criticism in the comments Critical community

In the beginning, not everyone agreed with our DIY videos which resulted in negative or cynical comments about the way DIY jobs were explained in our videos.

Solution
We used a more funny tone in our comments on the negative responses and changed to collaborations with more experienced and expert influencers to resonate better with our audience.

Result
Increased reach, better audience understanding, more positive interactions, and engaging comment sections where DIY enthusiasts and experienced followers shared insights.

2. Challenge: Satisfying Sealant
The results of our first videos were very inconsistent. We did not really get a concrete idea of the type of content that resonated well with our target audience.

Solution
Further research on TikTok/Instagram made us realize that a lot of DIY videos are considered 'satisfying'. We started to focus more on that with our captions for example.

Result
Increased reach and people commenting that they indeed found it satisfying.

Results & evaluation (1-10 points)
Please relate these to the objectives and targets stated above. Provide actual numbers rather than percentages wherever possible.

TikTok

Objectives		Achieved	Percentages
Short form video	150.000 organic views	749 011 organic	+499.34%
Followers	400 followers	1385 followers	+346.25%
Likes	1500 likes	4854	+323.6%
Engagement rate	3%	11.62%	+387.33%

Instagram

Objectives		Achieved	Percentages
Short form video	250.000 organic views	1.393.184 organic	+457.17%
Other content	100.000 organic views	492.482 organic	+392.48%
Followers	400 followers	700 followers	+75.0%
Likes short-form	2000 likes	2428 likes	+21.4%
Likes other content	1000 likes	1440 likes	+44.0%
Engagement rate	3%	2.40%	-20.0%

Influencer

| Objectives		Achieved	Percentages
TikTok Short form video	250.000 organic views	**448.000 organic**	*+179.2%*
Instagram Short form video	250.000 organic views	**2.128.000 organic**	*+852.2%*
Total Short form video	500.000 organic views	**2.576.000 organic**	*+515.5%*

Evaluation
The videos featuring Nicole performed exceptionally well, due to high-quality DIY content, her demonstrated expertise, and their satisfying viewing experience.

All this created an engaging viewing experience that resonated well with our audience. We plan to continue this successful UGC strategy (with Nicole and others), confident in its proven results to boost engagement and strengthen our brand connection.

Share of Search (SoS)
We noticed a significant rise in our Share of Search (SoS), indicating enhanced digital presence and market impact.

It highlights our improved visibility and engagement, and a market shift towards our brand.
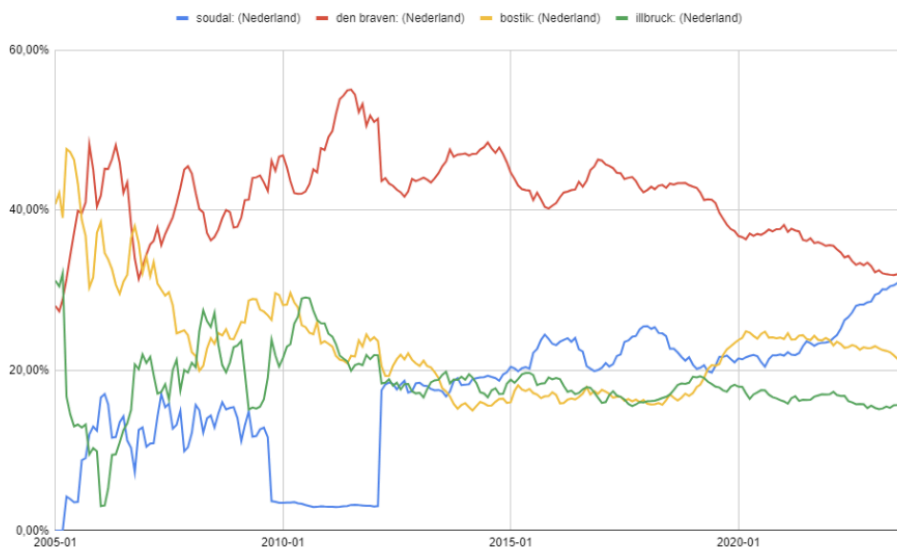
Why should your campaign win? (1-10 points)
What do you think sets your campaign apart from the other campaigns being judged? Judges will in particular be looking for the thing that makes this campaign different to the others, what is unique?

This Soudal campaign effectively utilized TikTok and Instagram to engage niche DIY communities. We integrated a scraper and custom GPT to tailor content, reaching

new-generation DIYers with a dynamic mix of educational materials and strategic user-generated content. Swift adaptations to feedback transformed viewers into brand ambassadors. Additionally, we established the first sealant content hub, further demonstrating our innovative approach and why our campaign should win.

URLs

https://www.tiktok.com/@soudal_nl

- **https://www.instagram.com/soudal_nl/**
- **https://www.adwise.nl/work/soudal.html**

Best video's
- **231k > https://www.tiktok.com/@soudal_nl/video/7322866033948101921**
- **403k > https://www.instagram.com/reel/C3FwWxUIuUG/**

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 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