



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		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	X	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.

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.

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.

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.

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?

Results & evaluation (1-10 points)

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

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?

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 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.

Sydney Keighrey

Date of Birth (Rising Agency Star nominees only)

Please note that nominee must be under 30 on October 19, 2023

14/11/1994

Contact email address of nominee (Rising Agency Star nominees only)

sydney.keighrey@wilderness.agency

Contact phone number of nominee (Rising Agency Star nominees only)

07940 139 619

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

Sydney is currently Head of Client Services at Wilderness.

She began working with Wilderness as Senior Social Media Manager and Team Lead at the end of March 2023 and was promoted to Head of Client Services within 11 months, due to her success and working above and beyond her remit.

Whilst SSMM, where her focus was on delivering campaign work for high profile accounts and leading the London team, she took on additional work from all angles, including: supporting the expansion into Germany and managing the German based team of SMM & Creatives; contracting and scoping of all new projects from existing clients, ranging from £10,000 projects to £20,000 per month retainers, and reshaping the resourcing structure across the agency, ensuring all creative time was booked, logged and following processes.

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%'.

As Senior Social Media Manager and Team Lead:

- *Deliver all campaign briefs successfully (high-profile clients such as Disney+)*
- *Ensure smooth running of the London team (consisting of 10 members)*
- *Ensure clients are happy and retained*

- *Retain 80% of your team members*

In her new role of Head of Client Services:

- *Create a client retention plan, and ensure delivery against 90% of actions each month*
- *Develop a process for measuring client satisfaction. Ensure satisfaction improves month on month, with a goal of 4/5 for 2024*
- *Create a resourcing system, allowing us to plan ahead*
- *Retain 80% of your team members.*

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?

External - Campaigns

- Personally delivered against many high profile campaigns, covering everything from RTB, Scoping, Resource Allocation, Concepting, Briefing, and all Client Comms for key campaigns of 2023: The Bear S1 & S2, Only Murders In The Building S2, The Kardashians S3 and more.
- Trained her team to deliver against these campaigns, providing oversight: Disney - Extraordinary S2, Culprits and Camden; NBC Universal - The Bikeriders; EFD - Seize Them; Blackbear - Immaculate.

Internal - Processes

- Created and followed a set ways of working for the London team, including the creation of resourcing tools. She ensured smooth delivery across all clients, and increased delivery lead time by 400% (Sydney's planning took a clients lead time from 1 week to 5 weeks, allowing for more creativity and reactive work to be actioned)
- Developed a process to score client satisfaction internally and externally - planning bespoke routes to gain feedback from clients who are notoriously busy. Sydney has scored client satisfaction for 3 months now, and has seen the score steadily increase from 3.3/5 to 3.8/5. The goal is to be at 4/5 before the end of 2024, currently tracking to be above this by September, ahead of target.

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?

Being promoted to Head of Client Services within 11 months, shows Sydney's accountability, dependability and commitment.

Clients:

- Onboarded Wilderness's first Sports client (Premiership Rugby), Financial client (Checkmyfile) and Tech client (Panasonic), amongst many entertainment clients (NBC Universal, EFD, Blackbear).
- Created a client retention plan, and organised the wider team to hit these key touch points. The score has been consistently over 85%, and has recently achieved highs of 95% (goal being 90%)
- Became the key Senior contact for all clients, dealing with all new projects, scopes, issues and more.

Team:

- Took on leadership of the German and South African teams, offering guidance and oversight across all work, creating one cohesive international delivery team, ensuring the Wilderness standards are upheld in every region.
- Since becoming HoCS Sydney has hired 5 more full-time staff members.

Retention:

- Retained over 90% of her Delivery team - only 1 person exiting, with 3 people being promoted.

Resourcing:

- Enrolled the entire agency onto a resourcing tool, Forecast - creating individual views for each person & project. She has also outlined a process for this to be managed across the team. This now allows the business to plan ahead more effectively, and has already led to the hiring of 2 staff members and the internal move of 1 team member. This is increasing agency efficiency and ensuring steady growth for the future.

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?

Upon joining the agency, the London team consisted of 6 people. Due to the small team, there had never been a set way of resourcing in advance. Within her first month, Sydney created a resourcing solution requiring all time to be booked and logged. Her system allowed for planning up to 3 months in advance and allowed Wilderness to plan effectively for the future. She has now transitioned to a tool called Forecast that the full agency utilise.

With a growing client base, Sydney's remit expanded, with a need to manage London, German and South African teams. This has been a challenge due to different time zones, communication styles and processes, but Sydney has worked closely with each team member individually to gather feedback and ideas and has now created one cohesive international delivery team, following one agreed Way of Working.

With Sydney's growth, another challenge was upskilling her team, enabling her to step away from some areas and focus on bigger business tasks. Sydney identified rising stars within her team and worked closely to develop their skills - 3 have now been promoted.

Measuring client satisfaction was a challenge, due to different communication styles, time frames and willingness to share. Sydney has developed a bespoke solution for each client, now receiving feedback monthly, and identifying improvement actions to be applied.

Staff retention was a challenge within delivery roles. Under Sydney's management, only 1 person has left within 15 months (out of a possible 13).

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?

Sydney's growth at Wilderness has been effective, seamless and notably fast. Becoming Head of Client Services within 11 months meant growing her skillset rapidly to scale with the business, developing in areas where the business needed the most support. She adjusted her outlook from day-to-day to big thinking, from UK to International, focussing on retention, satisfaction and growth - scores which are continuously improving.

Her growth could've led to downfall in other areas, but she's managed to retain over 90% of her team

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