



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>

ALL INFORMATION PROVIDED IN THIS FORM WILL REMAIN CONFIDENTIAL TO JUDGES

- 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 | Velo B2B |
| Contact Name | Lottie O'Donoghue |

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.

| | | |
|-----------------------------------|---|---------------------------|
| 24. B2B Agency of the Year | X | Please complete section E |
|-----------------------------------|---|---------------------------|

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

Please keep this concise as it will appear on the website if you are shortlisted.

Velo B2B

Overview of the Agency

Please include numbers, staff turnover, roles etc for agency and team nominations or current and previous job roles etc for Rising Star nominations

Velo is a specialist, award-winning B2B marketing agency with a team of 25, headquartered in London. The agency works with international clients that target niche audiences within the industrial, technology and professional services sectors.

One of our differentiators is our growth strategy. We are built on our clients' recommendations as a result of developing strong client relationships and delivering high-quality work, every time.

Despite continued macroeconomic challenges – which has a significant impact on both the agency and its clients – Velo has strived to achieve its corporate objectives, protecting employee satisfaction and agency ranking based on client feedback. This year has seen a significant gear-change regarding the type of projects that we undertake, having pivoted from production to deep-thinking strategic work.

Agency 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%'.

Our mission is to be the recommended B2B marketing agency for those targeting niche audiences within our three target sectors, validated by client feedback. Our strategy includes metrics for success to help keep us accountable and on track. We measure this by:

- | **Capabilities & Expertise:** To be ranked as a top 10 B2B marketing agency, measured by both The Drum's customer feedback scores and recognition in awards.
- | **Culture & Team:** We strive to be a place that retains and grows top talent, measured by an eNPS of over 50, industry awards, and to have the highest Glassdoor rating of any B2B agency (> 4.5).

Clients & Revenue: Our goal is to be a Top 5 agency with unparalleled levels of client satisfaction, measured by feedback on The Drum. As such, we have a realistic agency growth target to ensure that we don't compromise the quality of work we create, nor conflict with our core values and ESG ambitions. Our relationships are seen as partnerships, not projects, and we pride ourselves on delivering great work with a scalable and measured

approach to maintain high in quality and balancing team wellbeing.

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?

Clients

- | Since 2016, we have partnered with TB+A to support with its brand storytelling and positioning – including launching its ESG report. This year, we published its third iteration which reached finalist status for both the UK and European Content awards. As an agency, we were invited to speak during its annual sustainability week to talk about the positive sustainable changes we have made as an agency as part of impacting TB+A's scope 3.

“Velo has been instrumental in supporting our business and brand strategy. They are a clear thinking, flexible, B2B agency who care about delivering results.”

Leigh Williams, TB+A

- | The first project with a new business client, TMA Data Management, saw us launch a holistic creative campaign at Utility Week Live, encouraging customers to **'take a break from bad service'**. The theme was brought to life with branded sunglasses, beach balls and holiday-themed costumes to capture attention and make a splash at the event. The campaign was supported with organic social content and selected sponsored posts, as well as DOOH near the venue during commute hours. The live feedback from prospects, the TMA team and the event organisers was overwhelmingly positive – so much so that the client re-booked for next year's event before this year's had finished!

Claire Henderson, TMA Data Management

“It was really great, thanks so much to all of the team for their help and organisation – we couldn't have done it without you all.”

Don't just take our word for it. Hear from our clients [here](#).

Team

Our annual team-building initiative, Miles for Smiles, encourages work/life balance were the team track KMs every time they walk/run/ride to clock up collective kilometers. For every kilometer tracked, Velo donates £1 to the team's chosen charities. The team almost doubled the previous year's total, raising just under £2k.

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?

Capabilities & Expertise:

- | Maintained a 9.4/10 client feedback score, ranking as a top 5 agency for our sectors and within our 'marketing strategy' service area.
- | Finalists for the UK and European B2B Content Awards.
- | Developed AI policy for the agency and guide clients with navigating the evolving landscape.

Culture & Team:

- | Ranked highest of any B2B marketing agency for staff feedback on Glassdoor with a

record 4.8/5, exceeding our target.

- | Exceeding team satisfaction target at 83% and significantly outperforming the UK industry average for gender pay gap and ethnic minority representation.
- | Only independent B2B marketing agency that publishes an annual ESG report and invited to speak about our journey at our client's 'sustainability week'.

Clients & Revenue:

- | Churned our client base to better align with the shift in strategic projects and businesses with compatible values to ours – particularly from an ESG perspective. A bold decision and not without risk.

Attracted new business clients, growing our built environment and building services portfolio, successfully with three new clients. Inbound enquiries are up to an average of a lead per week, with new business contributing to over 2/5^{ths} of the agency's overall turnover.

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?

- | **Growing the team:** to help our team develop and grow top talent from within, we have introduced internal initiatives to identify future leaders. This includes a 'Task Force' to drive the agency's own marketing strategy, providing a safe space/R&D zone for the team to pilot new tactics for clients and drive innovation.
- | **Scalability:** following a significant internal IT project to move across to a centralised system for file sharing and communications to support closer collaboration with clients, we have overhauled our intranet, VeloNet, to act as a hub for all-things Velo – including onboarding and L&D material. In line with the increased F2F contact with clients, we have also secured flexible office spaces in New York and Amsterdam to further support.
- | **New services:** we taken on more strategic, value-led projects, meaning services are less easily substituted by our clients' own in-house teams. As a result, we have formed a dedicated strategy team. We have also evolved our existing service offerings – particularly around AI and how this can be used by both us and our clients. See our AI policy here.

Onboarding new clients: new business makes up a significant part of our revenue, however you cannot neglect existing clients. We have evolved our new client onboarding process to achieve a smoother transition into the Client Partner function and channel resources appropriately to maintain high client satisfaction.

Why should your Agency 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?

Small but mighty: Velo is B2B agency built on recommendation, targeting a niche and committed to brave decisions as part of our business objectives – despite external challenges. The agency should receive recognition not only for being brave enough to undertake this strategy, but for achieving it, too.

Having established a growing reputation as a specialist in our target sectors, we are continuing to receive *relevant* new business enquiries at an increased year-on-year rate without compromising client satisfaction, maintaining an independent feedback score of 9.4/10 on The Drum. Importantly, our staff are happy when doing so, illustrated with our team satisfaction rate of 83%. We're proud to support them with developing their career within the

agency, and we hope to continue to do.

URLs

Website: www.velo-b2b.com

ESG report: <https://velo-b2b.com/about/sustainability/>

AI policy: <https://velo-b2b.com/about/ai-policy/>

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

- | Velo's ESG report
- | Case studies
- | The Drum feedback dashboard