



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	SEC Newgate EU
Contact Name	Vanessa Terrier

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	X	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.

SEC Newgate EU & World Shipping Council – Green Balance Mechanism campaign

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.

The UN International Maritime Organisation (IMO) which is the global shipping regulator has set a target of net-zero carbon emissions by 2050 for the industry, and needs to develop climate regulations by 2025 to enable the sector to reach that target. A core challenge is how to craft global greenhouse gas pricing regulations that can bridge the price gap between the cleanest fuels and fossil fuels, driving investments in green fuels, without imposing an outsized cost on the global economy.

Ahead of the negotiations at the IMO Marine Environment Protection Committee (MEPC 81) in March 2024, the WSC, the voice of international liner shipping, brought to the table a proposal for climate regulations that can help solve this conundrum. Indeed, the Green Balance Mechanism (GBM) makes it economically rational and attractive for both ship owners and energy providers to invest in fuels and technologies that deliver deep greenhouse gas reductions from the day the regulation takes effect.

The objective of the WSC was therefore to give visibility to this proposal among IMO decision-makers, and show the endorsement of WSC member companies to convey this message with further credibility, with the ultimate objective of having the GBM become an IMO-endorsed and binding programme.

SEC Newgate EU is the agency that supported WSC in this process through media and social media outreach, as a strong complement to the WSC's activities at the IMO MEPC 81.

The budget allocated to this campaign was as follows:

- EUR 3 500 for earned media outreach (SEC Newgate EU)

- EUR 9 000 in materials creation (SEC Newgate EU)
- USD 2 000 (paid campaign LinkedIn)
- 160 WSC staff hours for campaign (including events)

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.

The target audiences were:

- Main audience: Decision-makers among IMO Member States
- Potential ambassadors: National policy-makers
- Amplifiers: Liner shipping companies, including WSC members and beyond

The aim was to create various touchpoints and show the scope of endorsement by CEOs of WSC member companies, who are major global players in the liner shipping industry. The strategy therefore sought to provide maximum visibility of the WSC proposal to the IMO by using several channels and means:

- Media outreach (visibility + credibility)
- LinkedIn (organic + paid)
- CEO endorsements (credibility)
- Introductory event for the IMO

The CEOs were not only involved to demonstrate their endorsement of the GBM proposal but also to show they are ready and committed to decarbonisation and to call on the IMO to put in place effective and efficient regulation.

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.

The campaign worked across 3 platforms:

- LinkedIn (organic + paid)
- Media outreach, including online press conference with WSC co-chairs, CEOs of two member companies
- Events: A webinar for the IMO and physical events, e.g. a lunchtime presentation at the IMO and a breakfast meeting in Brussels

The objective was to create credibility and endorsement, which is why the WSC called on the CEOs of its members companies to provide written quotes and video recordings of their endorsement. This was a powerful message to send to the IMO: the industry is aligned at the highest level.

Materials developed for the campaign

- Explanatory video + graphs on how the GBM works
- Website landing page + press release
- CEO videos (1 compilation + 7 individual videos)
- CEO quotes (x13)

Screenshot of webinar briefing to the IMO with the WSC and 2 endorsing CEOs attending



Graph explaining the GBM scheme in simple terms



All the companies whose CEOs directly supported the initiative



Example of quote card. One was developed for each CEO quote.



Screenshot of video compiling 7 CEOs recording their support for the GBM



Example of a carousel compiling various CEO shortened quotes



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?

Explaining a complex issue in simple terms is always a challenge. In this case, the GBM proposal was reduced to its simplest principle in graph format, complemented by a longer video animation, and a dedicated section on the WSC website to provide different levels of information for those who would want to dig deeper. Breaking down the message in a variety of sizes was helpful to both stay true to the nuances of the scheme while allowing for people to also understand it at glance.

Getting CEO's involvement was the second clear challenge. While they were all on board with the GBM, getting them (and their teams) to provide their written or video endorsement was a logistical challenge considering everyone's incredibly busy agenda. Securing 13 written quotes and 7 video testimonials was a testament to the efficiency of the process: by outlining the topics for the quotes and videos, establishing tight but realistic deadlines, and providing clear instructions on what was expected in the final deliverable, we were able to obtain a high turnout of CEO content. Not to forget that this was all tied to the series of events, notably the webinar for the IMO as the key launch moment for the campaign.

Results & evaluation (1-10 points)

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

Media outreach

- We helped draft and edit the press release, ensuring it explained this complex mechanism in language accessible to non-specialist journalists.
- We invited around 170 journalists from international, pan-European and national outlets to the GBM press conference. The press conference had 59 attendees 32 of which were journalists.
- We built relationships with 12 influential journalists from international, pan-European and national outlets, organising several in-person and online meetings to forge stronger ties with the WSC and position the organisation as a go-to source of authoritative commentary.

LinkedIn organic campaign

The campaign saw 22 organic posts published on the topic which achieved just under 90K impressions and average engagement rate of 12%. These impressive figures are closely linked to the traction given by the CEOs' endorsements and sharing the content on their own personal or company accounts.

Top post per engagement rate (38.80%)

 World Shipping Council
15,592 followers
4mo · Edited · 🌐

🌱 In a bold move towards decarbonisation, we have introduced the **#GreenBalance Mechanism (GBM)**, a GHG pricing mechanism that levels the playing field between green fuels and fossil fuels by reallocating fees from the latter to cover the higher cost of green fuels. Accelerating demand will drive investment in green fuel production, so we can reach the **International Maritime Organization** goals for a **#NetZero2050**, at the lowest possible cost to transport.

● The mechanism ensures that investments in green technologies become not only environmentally responsible but also financially rational for ship owners, operators, and energy providers alike.

👉 That is why WSC member CEOs stand united in their support for effective and efficient GHG pricing. Read all about it below!

Rodolphe SAADE from CMA CGM, K.H. Wu from EVERGREEN LINE, Kim Kyung Bae from HMM, Rolf Habben Jansen from Hapag-Lloyd AG, Soren Toft from MSC Mediterranean Shipping Company, Jeremy Nixon from Ocean Network Express, Jeremy Sutton from Swire Shipping, Takaya Soga from NYK Line, Lasse Kristoffersen from Wallenius Wilhelmsen, Vincent Clerc from A.P. Moller - Maersk, Kenny Ye from OOCL, Lars Kastrop from Pacific International Lines (PTE) Ltd and Shmulick Yoskovitz from X-Press Feeders

Want to find out more about the GBM? Visit our website
👉 <https://lnkd.in/eKF7Y7Qu>



👍👍👍 You and 343 others 11 comments · 40 reposts

Top post per impressions (16.850)

 World Shipping Council
15,592 followers
3mo · Edited · 🌐

WSC member CEOs are united and committed to decarbonise shipping to reach **#NetZero2050**. 🌱👉🌍

To achieve this goal, the IMO urgently must put forward strong regulations at **#MEPC81** to kickstart the green transition of global shipping. 🌱👉🌍

Specifically, IMO regulations must:

- Close the price gap between green and fossil fuels. ✅
- Ensure a well-to-wake approach that is science-based and results in genuine emission reductions. ✅

The WSC Green Balance Mechanism will achieve the most important task of a greenhouse gas pricing mechanism, completely closing the price gap between fossil fuels and green fuels, making it possible for carriers to operate on fuels that deliver the deepest greenhouse gas reductions from the very start. ✅

Listen what shipping CEOs have to say below: 👉

Vincent Clerc from A.P. Moller - Maersk, Lasse Kristoffersen from Wallenius Wilhelmsen, Shmulick Yoskovitz from X-Press Feeders, Jeremy Nixon from Ocean Network Express, K.H. Wu from EVERGREEN LINE, Rolf Habben Jansen from Hapag-Lloyd AG and Rodolphe SAADE from CMA CGM.

#GHG #Decarbonisation #Climate

Learn more about the WSC **#GreenBalance Mechanism**: 👉
https://lnkd.in/e2F_zxMK



👍👍👍 You and 263 others 3 comments · 25 reposts

LinkedIn paid campaign (19 Feb-17 Mar)

The LinkedIn paid campaign yielded just under 100K paid impressions with 1.82% engagement rate and 1 700+ website clicks. The campaign was particularly successful in reaching key countries such as the US, the UK, Canada and Japan, the top 4 of countries reached. The key sectors targeted were freight and package transportation and maritime transportation, meaning that we were able to reach beyond the IMO to amplifiers and influencers who would also be able to carry out this message to the IMO.

Webinar for the IMO

The webinar for the IMO attracted 102 registered attendees, and stood out from the usual regulatory fare with the live participation from Norway of the CEO of the world's leading vehicle carrier operator, and from South Korea the CEO of one of the largest container carriers in the world. The Green Balance Mechanism remains on the table as one of the approaches under consideration by the IMO for their climate regulations.

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 campaign was uniquely successful thanks to the high level of engagement and participation from member CEOs. From the webinar to the content developed and promoted on social media, their power of attraction played highly in favor of presenting the GBM scheme to the IMO in a very positive light. While the discussions are still ongoing, the campaign allowed this idea to start with a bang and create good will, show the unity of the sector globally, and explain in simple terms a complex proposal which will ultimately help the planet by ensuring the liner shipping industry is more sustainable. The fact that this is also an industry-led initiative has its clear merits, showing the eagerness of the industry to go green.

URLs

Press release

<https://www.worldshipping.org/news/ux4y5j4dfjnpjn36ls5r52gfs133uy>

Press conference

<https://app.livestorm.co/p/620ab71d-10dd-4b9d-969a-f3fb50efe857/live?s=5ab1325f-cd30-4f65-b40b-95fc6830b0f4>

Landing page

<https://www.worldshipping.org/green-balance-mechanism>

Graph

<https://www.linkedin.com/feed/update/urn:li:activity:7163902850828337153>

CEO quotes full

<https://www.linkedin.com/feed/update/urn:li:activity:7164275282181361664>

CEO quotes short

<https://www.linkedin.com/feed/update/urn:li:activity:7179067320537874432>

<https://www.linkedin.com/feed/update/urn:li:activity:7175495636299993088>

<https://www.linkedin.com/feed/update/urn:li:activity:7171892907841413120>

<https://www.linkedin.com/feed/update/urn:li:activity:7169350138702848000>

<https://www.linkedin.com/feed/update/urn:li:activity:7168264044909420544>

CEO video

<https://www.linkedin.com/feed/update/urn:li:activity:7174433464451035136>

GBM animation

<https://www.linkedin.com/feed/update/urn:li:activity:7168989520695148544> (produced by Jauer media)

GBM briefing to IMO

<https://www.linkedin.com/feed/update/urn:li:activity:7168634920435703810>

<https://app.livestorm.co/world-shipping-council/the-green-balance-mechanism-imo-webinar/live>

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

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