



### 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.

<b>SECTION A – YOUR DETAILS</b>	
<b>Organisation Name</b>	Vervaunt
<b>Contact Name</b>	Joshua Hobson

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.

<b>1. Best Social Media Campaign</b>		Please complete section C
<b>2. Best SEO Campaign</b>		Please complete section C
<b>3. Best PPC Campaign</b>		Please complete section C
<b>4. Best PR Campaign</b>		Please complete section C
<b>5. Best Not-for-Profit Campaign</b>		Please complete section C
<b>6. Best Marketing Campaign</b>		Please complete section C
<b>7. Best Integrated Campaign</b>		Please complete section C
<b>8. Best Event</b>		Please complete section C
<b>9. Best New Business Campaign</b>		Please complete section C
<b>10. Best Crisis Communications or Response Campaign</b>		Please complete section C
<b>11. Campaign Effectiveness Award</b>		Please complete section C
<b>12. Best Pan European Campaign</b>		Please complete section C
<b>13. Best Use of AI in Client Campaign</b>		Please complete section C
<b>14. Best AI Agency Software Solution</b>		Please complete section C
<b>15. Best Agency Culture</b>		Please complete section D
<b>16. Best Charitable/Corporate Social Response Initiative</b>		Please complete section D
<b>17. Best Culture Transformation Initiative</b>		Please complete section D
<b>18. Best Flexible Working Policy</b>		Please complete section D
<b>19. Best Inclusion and Diversity Initiative</b>		Please complete section D
<b>20. Rising Agency Star Award</b>		Please complete section E
<b>21. Best New Agency</b>		Please complete section E
<b>22. Digital Agency of the Year</b>		Please complete section E
<b>23. Media Buying Agency of the Year</b>		Please complete section E
<b>24. B2B Agency of the Year</b>		Please complete section E
<b>25. B2C Agency of the Year</b>		Please complete section E

<b>26. eCommerce Agency of the Year</b>	X	Please complete section E
<b>27. SEO Agency of the Year</b>		Please complete section E
<b>28. PPC Agency of the Year</b>		Please complete section E
<b>29. Integrated Search Agency of the Year</b>		Please complete section E
<b>30. Social Media Agency of the Year</b>		Please complete section E
<b>31. Marketing Agency of the Year</b>		Please complete section E
<b>32. Creative/Design Agency of the Year</b>		Please complete section E
<b>33. Advertising Agency of the Year</b>		Please complete section E
<b>34. CRO Agency of the Year</b>		Please complete section E
<b>35. UX Agency of the Year</b>		Please complete section E
<b>36. Independent Agency of the Year</b>		Please complete section E
<b>37. PR Agency of the Year</b>		Please complete section E
<b>38. Innovative Agency of the Year</b>		Please complete section E
<b>39. Integrated Agency of the Year</b>		Please complete section E
<b>40. Best Small Agency of the Year</b>		Please complete section E
<b>41. Best Large Agency of the Year</b>		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.

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**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.

Vervault

**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

Vervault is an eCommerce agency, working with ambitious fashion and lifestyle brands across the UK, Europe, and North America, including Dr.Martens, GANNI, A.P.C., Champion, Stussy and more. We specialise in eCommerce consultancy, audits, and guidance, alongside performance marketing.

Over the past year, Vervault has seen incredible growth, resulting in several key hires and promotions.

Promotions included:

- Tom Hancock to Head of Paid Media
- Joshua Hobson to Growth Director
- Bethan Callely to Head of Affiliates
- 5 x Performance Team Leads
- 1 x Senior Paid Media Consultants
- 3 x Paid Media Consultants
- 4 x Junior Paid Media Consultants

Since March 2023, we've expanded our team by 25% to 54 members, adding roles such as a People Manager and Digital Design Intern.



**Total # of team members: 54**  
**New team members from Mar '23 - Mar '24: 17**  
**Staff retention: 85%**

**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%'.

**1) Grow revenues and maintain 50% year-on-year growth in 2023/24**

We've continued to grow by 50% year-on-year, and hit the 50 employee mark. In 2021, Vervant hit the £1million mark and last year, we hit the £4million mark.

	Prev Period	Annual Turnover	% Growth
2018/19	-	£520k	-
2019/20	£520k	£820k	+ 58%
2020/21	£820k	£1.4m	+ 71%
2021/22	£1.4m	£1.8m	+ 29%
2022/23	£1.8m	£2.7m	+ 50%
2023/24	£2.7m	£4.2m	+ 56%

**2) To host a 800+ attendee industry conference under our Pulse eCommerce Summit series**

Our third Pulse eCommerce Summit, held at The Brewery in London, was a great success. This independent conference run entirely by our team is an event dedicated to eCommerce, and our third year hosted over 850+ guests from across the world with over 65% of these senior decision makers at eCommerce brands.

Featuring panels from leading brands such as Brewdog, Liquid Death, Tommy Hilfiger, PANGAIA, Stussy, Hera and more, the full-day event saw significant growth compared to the previous year:

- 1,360 total registrations, up 61%
- 835 attendees, up 86%
- Retailer registration rate of 66%

The event also featured entertainment from Tia Kofi and Ali Woods.





More information can be found at [pulse-summit.com](https://pulse-summit.com).

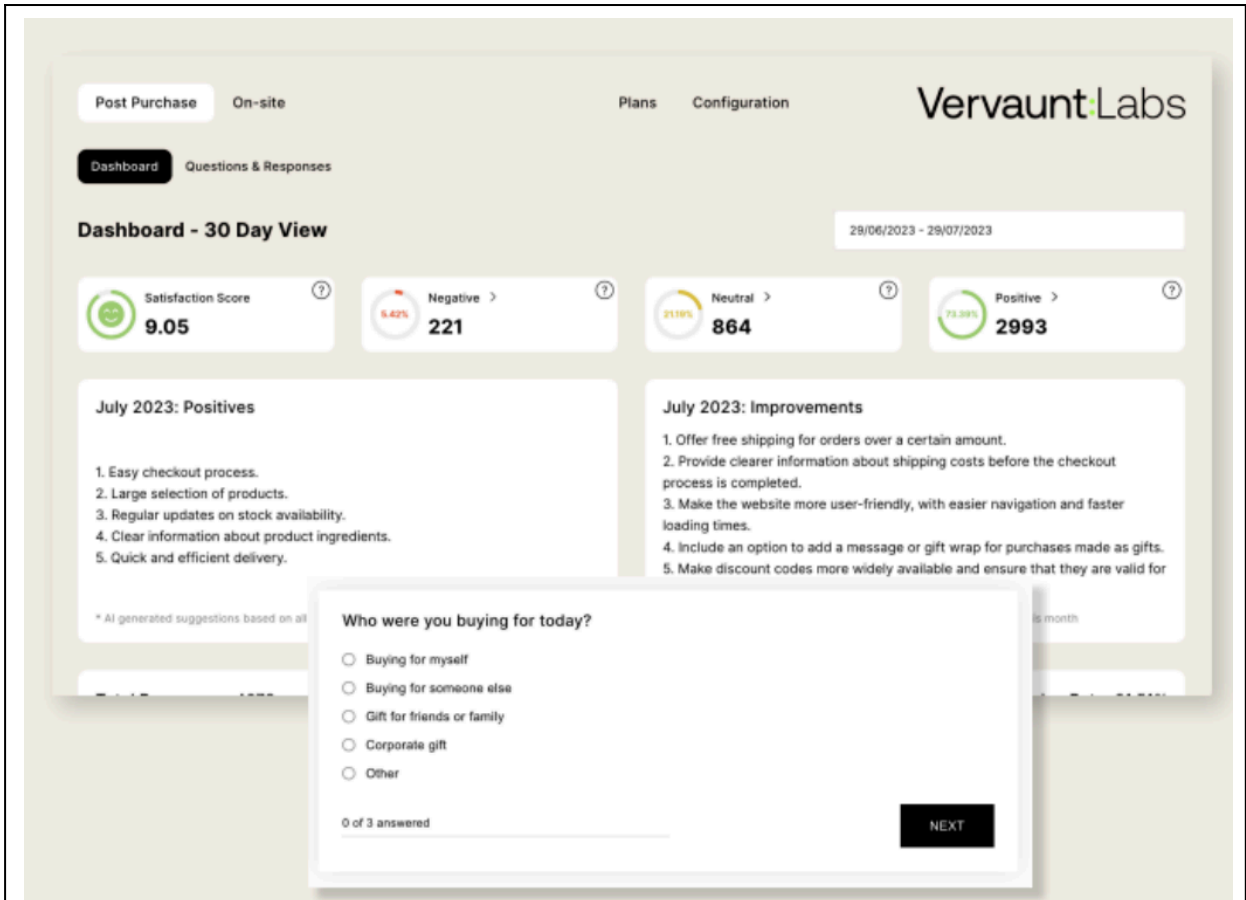
### 3) Position Vervant as an innovation leader by launching Vervant Labs products

Vervant Labs launched eighteen months ago, and innovates with three objectives:

- Releasing tools from R&D projects
- Sharing technical insights
- Staying ahead in emerging technologies.

These products have included:

- **Census:** Pre- and post-purchase survey app for Shopify, used by ~250 stores.
- **Visualise:** Quickly generates creative ad assets for full product catalogues.
- **Abacus:** Internal dashboard integrating with Facebook and Google, enhancing paid media performance, efficiency, and quality assurance.
- **Inspector:** a new Chrome extension for viewing all hreflang tags on web pages.



Census milestones:

- ~250 installs
- Monthly revenue exceeds £1400, with over £15k last year from paid installs
- Over 1.2 million surveys completed and over 4.1 million answers provided
- Over £174m in merchant revenue tied to those surveys

**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?

**Astrid & Miyu**

Astrid & Miyu, renowned for its modern jewellery designs, faced declining conversion rates. We manage their UK, EU, and US accounts, regularly optimising to adapt to evolving best practices and new campaign types.

Our campaign core objectives:

- Validate channel value through incremental testing
- Establish a campaign structure facilitating faster spend scaling
- Boost revenue during peak trading periods

A summary of our strategy:

- **Targeted Advertising:** Focused on UK cities with store presence, targeting women aged 22-45 and expanding during key gifting periods to include men. Broader targeting and increased budgets supported higher revenue goals, using Advantage+ Shopping campaigns for efficiency.
- **Enhanced Remarketing and Upper Funnel Investment:** Prioritised upper funnel activities like video views leading up to Black Friday, growing remarketing pools by 32%. Awareness activities increased impressions by 1,400%, and lookalike audience spend drove 147% more new customers.
- **Effective Campaign Management and Testing:** Consolidated campaigns to maximise Meta's machine learning, reducing inefficiencies. Increased traffic campaign investments by 114%, leading to more cost-effective traffic, higher sessions, and better CPM management during peak periods.

Key challenges:

- **Budget Control:** Expanded targeting and used machine learning-based campaigns to efficiently utilise larger budgets without increasing frequency or losing efficiency.
- **Increasing CPMs:** Leveraged traffic objective campaigns to drive site sessions at a lower CPC, avoiding the high costs associated with Black Friday advertising.
- **Native Tracking:** Developed an internal tool to track audience size growth during peak periods, ensuring effective remarketing and enabling better year-on-year comparisons.

Metric	December '21 - November '22	December '22 - November '23	% change
Revenue from Social	£920,702.41	£1,322,780.48	+ 44%
Orders from Social	12,184	15,599	+ 28%
Total Spend	£734,000	£1,063,000	
Impressions	133,990,359	238,018,456	+ 78%
Clicks	816,948	1,488,316	+ 82%

Average Daily Spend	£2,000.00	£2,914.00	+ 46%
New Customer Revenue	£430,940.01	£923,508.47	+ 114%
New Customer Orders	5,049	10,779	+ 113%
New Customer Daily Spend	£1,135.00	£2,061.00	+ 82%

### The Frankie Shop

Since 2021, Vervault has been working with The Frankie Shop, offering support for maximising their Shopify store and managing paid social campaigns, targeting international audiences for their fashion and lifestyle products.

Our campaign core objectives:

- Boosting new customer acquisition
- Maintaining a strong ROI whilst scaling ad spend
- Expanding into international markets using paid social
- Growing menswear sales and awareness
- Investing in new platforms such as TikTok, Snapchat and Pinterest

A summary of our strategy:

- **Targeted Advertising:** Focused on female audiences with expanding menswear campaigns, targeting key cities based on Shopify revenue, and engaging the 18-45 age group with interests in premium lifestyle brands and fashion events.
- **Broad and Automated Campaigns:** Increased ad spend significantly, using tools like Polar Analytics for market attribution and automated products such as Google's Performance Max and Meta's Advantage+ Shopping to reach large prospecting audiences efficiently.
- **Diversified Platforms and Creative Content:** Launched campaigns on Snapchat, TikTok, and Pinterest to reach new audiences, emphasising creative diversity with content from influencers, UGC, and editorial shoots to maintain efficient CPMs and generate wide reach.

Challenges we solved:

- **Using Creative:** Addressed the need for high-volume, brand-aligned creative by leveraging organic posts from TikTok and Instagram and using dynamic ads that pull images from the catalogue.
- **Rising CAC Costs:** Mitigated rising customer acquisition costs by reallocating funds based on an MMM analysis, increasing investment in under-attributed

channels like TikTok, and focusing on building brand awareness with upper funnel campaigns.

- **Reluctance to Automation:** Overcame resistance to automated products by demonstrating their effectiveness through internal case studies, leading to successful implementation of Advantage Plus Shopping for efficient purchase volumes and CPA.

Metric	Jan '22 - Dec '22	Jan '23 - Dec '23	% change
Total Revenue	\$35,320,000	\$56,590,000	+ 60.22%
Total Sales	\$131,880	\$208,190	+57.86%
AOV	\$262.01	\$261.85	-0.06%
Revenue from Paid	\$11,650,000	\$31,770,000	+172.70%
Sales from Paid	\$37,660	\$141,680	+276.21%

**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?

Agency achievements in the past year:

- Achieved £4m annual turnover and 50 employees
- 56% turnover increase in 23/24 vs. 22/23
- 708% turnover increase since 18/19
- Expanded staff by 25% with 85% retention
- Averaged a 4.7 ROI for paid media clients
- Won several market-leading brands such as Kick Game, Dash Water, Dr. Martens, Free Soul
- Appointed a People Manager and Digital Design Intern
- Achieved 16% growth in affiliates income and 2.2% increase in creative income

**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?

Challenge #1 - QA Control

As our team expands, maintaining QA standards is challenging. Engagement in Slack QA channel declined, leading to instances of campaigns going live with errors. To

tackle this, we decentralised QA to pod-level teams and documented processes in Notion, reducing issues and enhancing team satisfaction.

Challenge #2 - 'Best Practice'

Differing opinions on campaign best practices within our paid team have impacted performance and work quality. Account issues can go unnoticed for long periods, affecting client satisfaction. To mitigate this, we've introduced bi-weekly group audits at pod-level, leading to increased team confidence and decreased client issues

**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?

Despite significant growth in team size, client portfolio, revenue, and project volume, we maintain high-quality work with clients like Astrid & Miyu, Champion, and Stussy.

Alongside agency growth, we've focused on industry development:

- Creating tools under Vervaunt Labs, launching Census
- Hosting our Pulse event series with a 800+ attendees edition in 2024

Our high retention rates, commitment to team culture, and diverse offerings like Pulse and Labs distinguish us in the industry, and are key attributes in our deserving of this award.

**URLs**

[www.vervaunt.com](http://www.vervaunt.com)  
[www.pulse-summit.com](http://www.pulse-summit.com)  
[www.vervaunt.com/impact-statement](http://www.vervaunt.com/impact-statement)

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