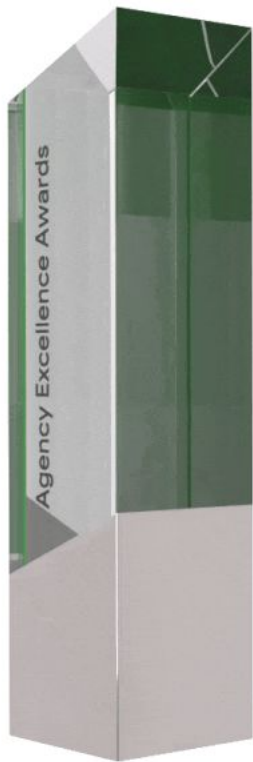




Entry



AGENCY
EXCELLENCE
AWARDS
2024

Handbook

India

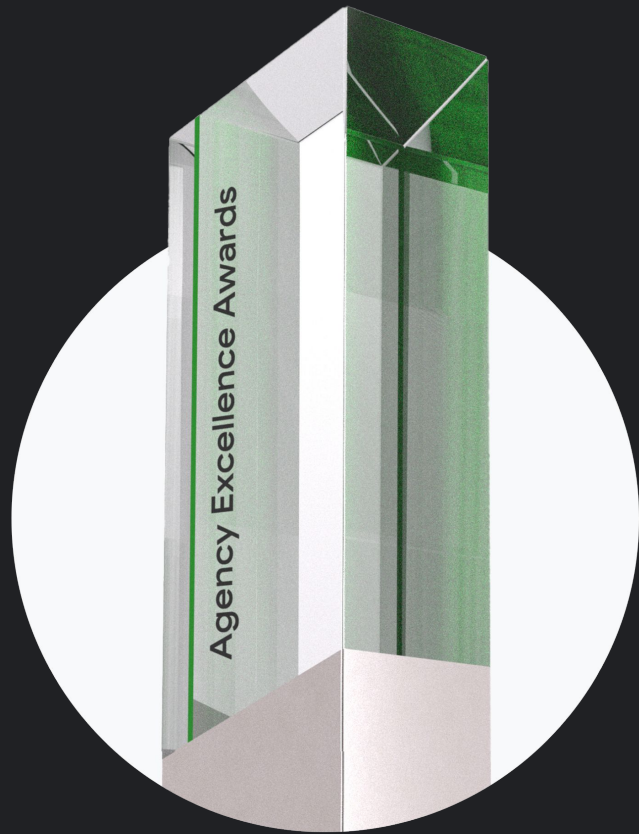


Contents

- 01.** Overview
- 02.** How it works
- 03.** How to write a great entry
- 04.** FAQs

01

Overview



Important dates

June

4



Open for entries

Submissions will open on 4 June 2024.

July

12



Entries close

Submit your entry by 12 July 2024.

Sep

2024



Finalists announced

Finalists will be notified and announced on the website.

Q4

2024



Winners announced

Winners will be announced.

We're recognising excellence in Google's advertising solutions



This handbook is your guide to the **2024 Agency Excellence Awards**. You'll find everything that you need to know about the awards, application process and more.

Categories

The 2024 Agency Excellence Awards recognise agencies around the world for excellence with Google's advertising solutions. This is your opportunity to be recognised for your success and driving results for your clients – and gain valuable industry recognition.

Award categories include App Growth, Creative Coverage (formerly Brand Awareness), International Growth, Lead Generation, Measurement Solutions, Media Unification, Online Sales, Search Transformation and Workplace Excellence.



**App
Growth**



**Creative
Coverage**



**International
Growth**



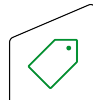
**Lead
Generation**



**Measurement
Solutions**



**Media
Unification**



**Online
Sales**



**Search
Transformation**



**Workplace
Excellence**

Why enter

As an awards winner, you'll enjoy a wide range of benefits, including:



Recognition awards

Winners and finalists will be recognised, receiving trophies that celebrate the strong partnerships between them and their clients.



Case study feature

With input from each of the winners, Google will create written case studies that highlight the exceptional work that they've delivered for their clients.



Ongoing spotlight

Winners may also be considered for additional marketing opportunities throughout the year.

01. Overview

Our awards evaluation criteria for 2024

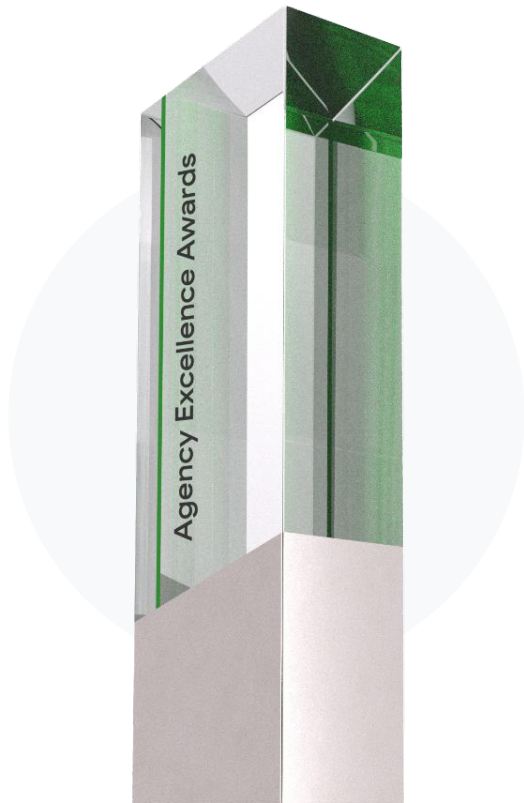
Evaluation will be based on entering agencies' performance metrics as defined by Google's analytics experts, with the following in mind:

Comprehensive overview – How well your agency has driven business outcomes for your clients in a way that's strategic and scalable.

Google's AI-driven ad solutions – How well your agency uses Google's AI solutions to optimise campaigns and drive growth.

Product focus – The effectiveness of your agency's use of Google's advertising solutions to drive client growth at scale.

Campaign measurement – How well your agency consistently delivers performance and strategic growth, along with criteria to measure effective privacy implementation.



What does this mean for the categories?

We'll be basing our evaluation of this year's entrants on their performance metrics within Google's expert analytics systems.

For the App Growth, Creative Coverage, Lead Generation, Measurement Solutions and Online Sales categories, we'll establish a benchmark by reviewing each entrant's account to establish their performance numbers and success metrics. The highest-performing entrants will be announced as finalists.

For the Search Transformation and Media Unification categories, we'll review all entries in partnership with an internal panel of Google's leads and experts. The highest-ranked entrants will be announced as finalists.

For the International Growth category, we'll establish a benchmark by reviewing each entrant's account to establish their performance numbers. We'll determine finalists based on the success metrics of the highest-performing agencies along with their client case studies.

For the Workplace Excellence category, we'll review all entries in partnership with Accenture, an independent third party. Its wide range of expertise and industry knowledge will help us deliver a balanced assessment.

The 2024 Agency Excellence Award types

Winners

Winners are announced in **Q4 2024** and will be notified via email. From there, we'll keep winners informed of any potential next steps.

Finalists

Finalists will be announced in **September 2024**.

Case studies for App Growth, Creative Coverage, Lead Generation, Measurement Solutions and Online Sales will only be required from finalists, and only after finalists have been announced.

If your agency is chosen to be a finalist in one or more categories, we'll ask you to fill in a short form and submit it within two to three weeks. This information will give us talking points for awards activations and won't be used in our evaluation process. All featured clients will be required to submit a client release form.

Learn more about [how to write a case study](#) and [how to submit a client release form](#).

Breakthrough Excellence Award

Recipients will be selected using the same [evaluation criteria](#) as the other categories, along with having shown the biggest proportional improvement within those categories. This award will be granted to one agency in each region.

More info on [how judging works](#)

Breakthrough Excellence awards

The Breakthrough Excellence award will be awarded to the agency that has shown the biggest proportional improvement within the categories. This award will be granted to one agency in each region.

01. Overview

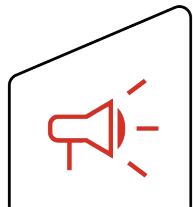


As consumers spend more time on apps, successful marketers will unlock new opportunities to build direct relationships between their brand and their customers. Apps can provide customers with unique value to make their purchasing experience better.

Tools like Web to App Connect help ensure that customers who already have your app installed will land on the most relevant in-app content after clicking your ads.

How have you been using Google's advertising solutions to help your clients increase their mobile app downloads, grow their return on ad spend and scale their businesses?

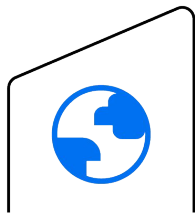
01. Overview



Creative coverage

For today's consumer, the path to purchase is no longer linear – brands need to meet consumers at a variety of touchpoints. Multiple placements and versions of creative assets help increase brand visibility and drive revenue. Today's leading partners are creating relevant, targeted content – especially video content – across a broader mix of channels and formats to build greater awareness.

How have you strategically used demand gen and video reach campaigns to reach target audiences in the moments that matter?



International Growth

The world has become a connected economy, with more businesses coming online to widen their global reach. Brands are making the most of new strategies and tools to help achieve their international goals, from leveraging AI to increasing campaign metrics. There's much to consider when working with international clients on a strategic and tactical level.

How did you use Google's advertising solutions to help your clients expand into new markets and drive sustainable, international growth?

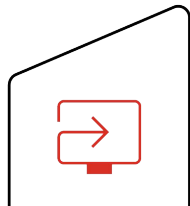


Lead Generation

The way we connect with one another has changed rapidly over the past few years, including how customers interact with businesses daily. This ever-evolving reality is why lead generation marketers connect with customers online now more than ever.

For businesses that want to optimise performance in real time to help them get more conversions and value from their budget, Performance Max and broad match help unlock incremental results by uncovering new opportunities from search queries or audiences that you may not have considered before.

How has your agency used Google's advertising solutions to help customers find high-quality leads and generate new business opportunities at scale?



Media unification

The advent of connected TV (CTV) has revolutionised the viewing experience, leading to a gradual decline in linear TV viewership and a significant shift towards digital streaming platforms. To move their businesses and brands forward, agencies must adapt their audience targeting, evolve their storytelling and find new ways to integrate technology with creativity. Embracing this shift as a part of your marketing strategy will position your agency for success in an increasingly digital and connected world.

How have you used Google's advertising solutions to deliver world-class video campaigns that drive awareness and inspire consumer action?

How have you used video assets and campaigns to reach target audiences in the moments that matter?



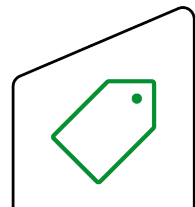
Measurement solutions

In a world where consumers switch devices, are less brand-loyal and are harder to reach, maintaining a strong connection with your customers gives you a key competitive advantage.

By employing durable measurement and audience solutions, you can strengthen these relationships and build trust with high-quality, consented, first-party data. And by investing now, you can create a strong foundation of data and measurement solutions to deliver long-term performance for your business.

AI is the biggest change and opportunity for businesses that we've seen since the shift to mobile, but it needs guidance from you and your expertise.

To unlock the opportunity, you need to get your measurement and audience strategy right. How are you implementing durable, privacy-first solutions to build a solid foundation of first-party data and measurement?

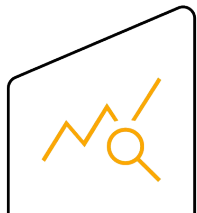


Online Sales

With consumers moving seamlessly between search, video, websites and other platforms, the path to purchase is no longer linear. This shift has increased opportunities for brands that leverage Google's advertising solutions to reach shoppers in the moments that matter.

For businesses that want to optimise performance in real time to help them deliver more success with e-commerce campaigns, solutions like Performance Max and broad match help unlock incremental results by uncovering new opportunities based on your campaign goals.

How has your agency used Google's advertising solutions to drive online sales and help your clients reach the customers that matter most – when it matters most?



Search Transformation

With today's consumers moving from device to device and having less brand loyalty, it's critical to implement digital marketing solutions that reach customers along their journey – and that compel them to take action. Whether you're looking to capture demand, drive conversions or maximise reach, solutions like Search Ads 360, Campaign Manager 360 and value-based bidding can help boost customer engagement and deliver more relevant experiences in the moment.

We're looking for agencies that know how to connect with customers along their search journey. How have you used Google's advertising solutions to show up where customers are searching?



From more tactical marketers like digital media buyers to marketing directors and CMOs, people at every level, at companies of any size, have the ability to create impact through culture. This category is evaluated on how your agency drives significant business and client outcomes via best-in-class culture, innovation and leadership.

We're looking for key agency principles and how they benefit three key areas of your business:

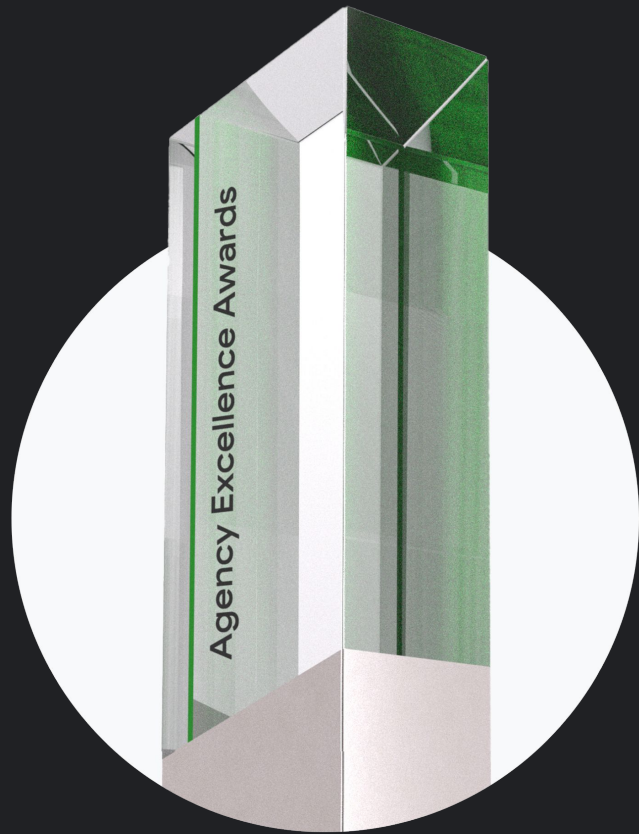
Talent: How does your agency nurture talent to create and foster a culture of diversity, equity and inclusion?

Innovation: What is the impact of your leadership on the innovation and growth strategies for your agency?

Client success: How does your culture foster growth and create new opportunities for your agency and your clients?

02

How it works



02. How it works

Submission process

International Growth, Media Unification and Search Transformation categories

To enter, you must currently be a sales-supported agency with a valid Ad Manager account ID (MCC ID).

MCC ID

This is your unique identifier that you'll need to begin your application.

To find your MCC ID, sign in to your Google Ads account, select the help icon in the top right-hand corner and select **Customer ID** at the bottom of the menu.

01. Register with your **MCC ID**.
02. Visit the [Agency Excellence Awards website](#) and **sign in to your account** using your MCC ID.
03. **Agree** to the [Terms and Conditions](#).
04. **Enter your company and contact details.**
Include region, market, company name, company logo and work email address.
05. **Select your category and answer the questions.**
06. **Submit your client case study questions and client release form.***
Select the client success story that you are most proud of. A successful case study should be concise and focus on strategy, method, tools and metrics.

** Client case studies and client release forms are required for all International Growth, Media Unification and Search Transformation entries.*
07. **Review your details and answers.**
Make sure that you carefully review all contact information and answers, and have all fields completed before you submit your entry. You can edit your entry until 12 July 2024.
08. **Submit your application.**

02. How it works

Submission process

App Growth, Creative Coverage, Lead Generation, Measurement Solutions and Online Sales categories

To enter, you must currently be a sales-supported agency with a valid Ad Manager account ID (MCC ID).

MCC ID

This is your unique identifier that you'll need to begin your application.

To find your MCC ID, sign in to your Google Ads account, select the help icon in the top right-hand corner and select **Customer ID** at the bottom of the menu.

01. Register with your **MCC ID**.
02. Visit the [Agency Excellence Awards website](#) and **sign in to your account** using your MCC ID.
03. **Agree** to the [Terms and Conditions](#).
04. **Enter your company and contact details**
Include region, market, company name, company logo and work email address.
05. **Select your category and answer the questions.**
06. **Review your details and answers.**
Make sure that you carefully review all contact information and answers, and have all fields completed before you submit your entry. You can edit your entry until 12 July 2024.
07. **Submit your application.**
08. **If selected as a finalist...**
Submit your client case study questions and client release form.*
Select a story of client success that you are most proud of. A successful case study should be concise and focus on strategy, method, tools and metrics.

* Client case studies and client release forms are required for all finalists in the App Growth, Creative Coverage, Lead Generation, Measurement Solutions and Online Sales categories.

02. How it works

Submission process

Workplace Excellence category

To enter, you must currently be a sales-supported agency with a valid Ad Manager account ID (MCC ID).

MCC ID

This is your unique identifier that you'll need to begin your application.

To find your MCC ID, sign in to your Google Ads account, select the help icon in the top right-hand corner and select **Customer ID** at the bottom of the menu.

01. Register with your **MCC ID**.
02. Visit the [Agency Excellence Awards website](#) and **sign in to your account** using your MCC ID.
03. **Agree** to the [Terms and Conditions](#).
04. **Enter your company and contact details.**
Include region, market, company name, company logo and work email address.
05. **Select your category and answer the questions.**
06. **Review your details and answers.**
Make sure that you carefully review all contact information and answers, and have all fields completed before you submit your entry. You can edit your entry until 12 July 2024.
07. **Submit your application.**

02. How it works



Please note the different processes for the different categories

Process for App Growth, Creative Coverage, Lead Generation, Measurement Solutions and Online Sales categories:



Phase 1

4 June

Submission window open

12 July

Submission window closes

4 June 2024

Submission period opens

Provide your Ad Manager account ID, agency details, agency representatives, a short blurb and your chosen award categories.

12 July 2024

Submission period closes

No further entries or information will be accepted after this date. Judging will begin based on outlined evaluation principles.

Here's information on [how judging works](#).

September 2024

Finalists selected

We'll contact agencies who have been chosen to move forwards in the awards process. Case studies for App Growth, Creative Coverage, Lead Generation, Measurement Solutions and Online Sales will only be required once finalists are notified that they have been selected.



Phase 2

September 2024

Finalists announcement

September 2024

Finalists announced

If your agency is chosen to be a finalist in one or more categories, we'll ask you to answer a few case study questions and submit it within two to three weeks.

This information will give us talking points for any awards activations and will be used in our evaluation process.

All featured clients will be asked to submit a client release form.

Here's information on [how judging works](#).

You can learn more about [how to write a case study](#) and [how to submit a client release form](#).

02. How it works



Please note the different processes for the different categories

Process for Workplace Excellence category:

4 June 2024

Submission period opens

Provide your manager account ID, agency details, agency representatives and answer category questions.

Note: Case studies and client release forms are not required for the Workplace Excellence category and evaluation will be based on category questions.

12 July 2024

Submission period closes

No further entries or information will be accepted after this date. Accenture will review Workplace Excellence entries and determine the entrants that will move on to the next phase of the awards process.

September 2024

Finalists selected

If your agency is chosen to be a finalist in one or more categories, we'll ask you to fill in a short form and submit it within two to three weeks. This information will give us talking points for the awards event and won't be used in our evaluation process.

Here's information on [how judging works](#).

02. How it works



Please note the different processes for the different categories

Process for International Growth category:

4 June 2024

Submission period opens

Provide your Ad Manager account ID (to be used in entry evaluation), agency details, agency representatives and complete category questions, your case study and corresponding release form.

12 July 2024

Submission period closes

No further entries or information will be accepted after this date.

Here's information on [how judging works](#).

September 2024

Finalists announced

If your agency is chosen to be a finalist in one or more categories, we'll ask you to fill in a short form and submit it within two to three weeks. This information will give us talking points for the awards event and won't be used in our evaluation process.

Here's information on [how judging works](#).

You can learn more about [how to write a case study](#) and [how to submit a client release form](#).

02. How it works



Please note the different processes for the different categories

Process for Media Unification and Search Transformation categories:

4 June 2024

Submission period opens

Provide your Ad Manager account ID, agency details, agency representatives, answer category questions and complete your case study and corresponding release form.

Note: Entry evaluation for Media Unification and Search Transformation will be based on category questions and case study only.

12 July 2024

Submission period closes

No further entries or information will be accepted after this date. Google's leads and experts will review entries and determine the entrants that will move on to the next phase of the awards process.

Here's information on [how judging works](#).

September 2024

Finalists announced

If your agency is chosen to be a finalist in one or more categories, we'll ask you to fill in a short form and submit it within two to three weeks. This information will give us talking points for the awards event and won't be used in our evaluation process.

Here's information on [how judging works](#).

You can learn more about [how to write a case study](#) and [how to submit a client release form](#).

02. How it works

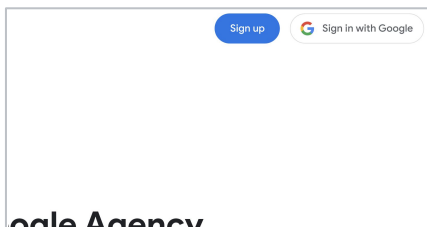
Enter category(s)

Navigating the submission process

Sign in

Visit the [Agency Excellence Awards website](#) and select **Sign up** at the top of the page to register or **Sign in with Google**.

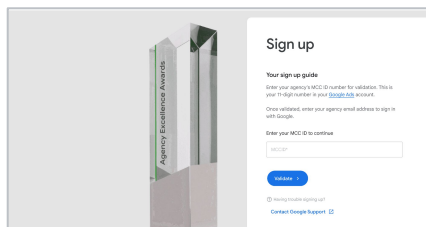
- Your MCC ID is your unique identifier that you'll need to access your application.



Set up your account

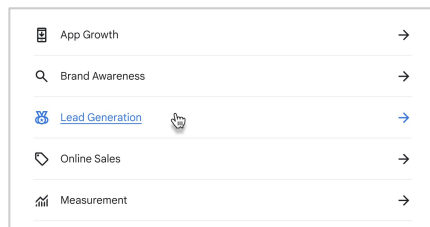
Enter your **MCC ID**.

- Enter your MCC ID to claim your company.
- Log in using your Google profile.



Select the category or categories that you wish to enter. You'll then be prompted to answer category questions for each category that you enter.

You'll be able to edit your application until the **submission deadline on 12 July 2024**.



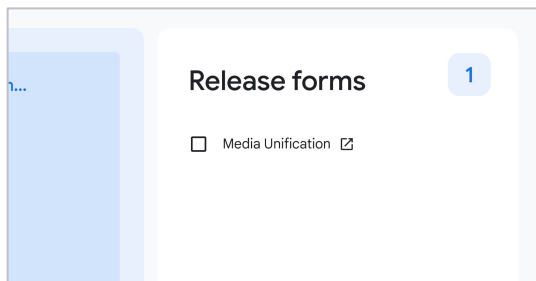
02. How it works

Navigating the submission process

Submit case study release form*

To validate your entry and finalist status, please make sure that the client that you're featuring in the case study has signed the release form for each entry.

Client case studies and release forms are not required for the Workplace Excellence category.

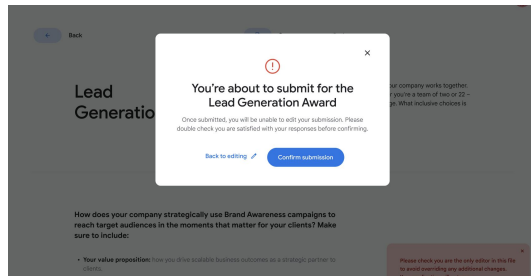


* This step is required for all International Growth, Media Unification and Search Transformation entries and nominated finalists for App Growth, Creative Coverage, Lead Generation, Measurement Solutions and Online Sales.

Review your entry

Before submitting your entry, review your application details and company profile to ensure that all of the information provided is correct.

You'll be able to edit your application until the submission deadline on 12 July 2024.



02. How it works

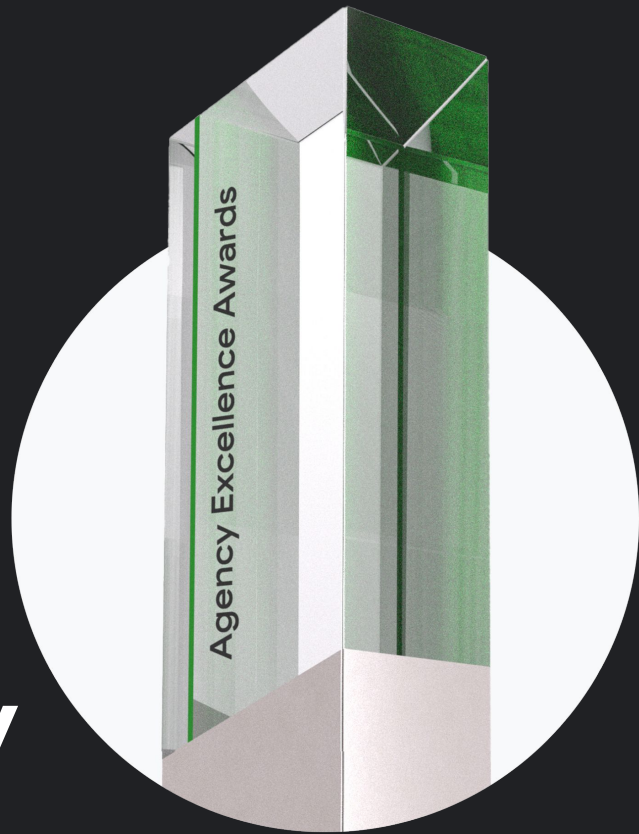
Checklist

- ☐ Review each of the award categories.
- ☐ Talk to your Google contact to help select the right categories for you.
- ☐ Assemble a team within your agency to help write and complete your award submission(s).
 - Assign a team lead to manage the application process online.
 - Determine who will need to sign off on your submission(s) internally.
- ☐ Set up your agency profile and add contributors.
- ☐ Answer your selected category questions.
 - [Read here on how to write a good entry.](#)
- ☐ Answer the client case study questions.*
 - When selecting a client, make sure that they're happy to be featured and will sign the release form.

** This step is required for all International Growth, Media Unification and Search Transformation entries only. If nominated as a finalist for App Growth, Creative Coverage, Lead Generation, Measurement Solutions and Online Sales, you'll then be prompted to submit a case study. No case study is required for the Workplace Excellence category.*
- ☐ Share the case study release form with your client.
 - The release form will be available through the application process and must be attached to ensure a valid application.
- ☐ Review your submission(s).
 - Make sure that you carefully review all contact information and answers, and have all fields completed before you submit your entry.
 - You'll be able to edit your application until the submission deadline on 12 July 2024.

03

How to write a great entry



03. How to write a great entry

How to write a great entry



Our judges will review a lot of submissions, so take the time to make yours stand out.



Tell a captivating story that highlights your agency's unique approach – what sets you apart from other businesses?



Give depth to your entry by adding the perspectives of multiple stakeholders, such as CEOs and agency founders, or even reach out to clients for their testimonials.



Once you've set the scene and discussed your process, use data and metrics to demonstrate the results that you've achieved for your clients.

Helpful tips

- Tell a story with a beginning (objectives), middle (approach) and end (impact).
- Consider cowriting your submission – multiple perspectives tell a richer story.
- Share all metrics relevant to your objectives, including KPIs and benchmarks.
- Start early to give yourself more time to craft a successful submission.

Note

Case studies for **App Growth**, **Creative Coverage**, **Lead Generation**, **Measurement Solutions** and **Online Sales** will only be required once finalists are announced.

Submitting a client case study for the **International Growth**, **Media Unification** and **Search Transformation** categories is required upon entry.

Client case studies and release forms are not required for the **Workplace Excellence** category.



International Growth

Category questions

01.

Please describe how you drive international business outcomes for your clients in a strategic, scalable way.

- Explain your **value proposition** as a global strategic partner to clients.
- What **strategic initiatives, capabilities** or **both** allow you to drive International Growth and sustainability for clients?

02.

After aligning with a client on an International Growth strategy for a specific market or markets, how do you decide which Google advertising solutions would work best?

- What **criteria** do you use to evaluate Google's advertising solution effectiveness when it comes to driving international growth?
- Provide three **Google advertising solutions** that work well to achieve International Growth objectives.

03.

How does your company use Google's AI solutions or your own AI solutions to improve campaign performance and help your clients grow in international markets at scale?

- Has your company adopted AI solutions or other tactics to optimise International Growth? List one or more and explain how they helped.
- What **metrics** do you use to measure success for an international campaign? List your top three.
- Highlight any key differences between success metrics for short-term solutions and long-term solutions.

03. How to write a great entry



International Growth

Case study questions

01.

How did you use Google's advertising solutions to deliver growth and sustainability for your clients?

- **Your value proposition:** How you drive scalable business outcomes as a strategic partner to clients.
- **Google's advertising solutions that you use** and what criteria you use to evaluate their effectiveness when it comes to driving international growth.
- **Google's AI solutions:** How are you using AI tools to help your clients expand internationally?
- **Measurement strategy:** What metrics do you use to measure success? How do you make sure that you're effectively delivering for your clients in the short term and long term?

02.

Tell us a client success story that you are proud of. A successful case study should be concise and focus on strategy, method, tools and metrics:

- **The business challenge:** What were the objectives? How did this inform the ask and your approach to it?
- **Google's advertising solutions that you use:** What combination of tools did you leverage? What was your campaign goal?
- **Optimisation:** What was the creative strategy? Did any best practices or tools inform this?
- **Results:** What were your campaign KPIs and results against these metrics? How did these results impact the client's business? Share any key learnings.
- **Release forms:** Always adhere to the client's process when creating case studies featuring their brand.

03.

Share your team's story of success with us.

- **Tell us how** recognition for your agency would reflect on your teams, your clients and your agency's work.
- **Quote:** Please source one quote from a senior figure within your agency.
- **Details:** Make sure that you include the team's names and job titles.

03. How to write a great entry



Media Unification

Category questions



How have you empowered brands to engage with their viewers via connected TV campaigns?



How have you leveraged Google's AI solutions or ML applications to drive success for your customers?



How have you pushed the boundaries of innovation with your creative campaigns?

03. How to write a great entry



Media Unification

Case study questions

01.

How did you use Google's advertising solutions to deliver world-class video campaigns that drive awareness and inspire consumer action?

- **Your value proposition:** How you drive scalable business outcomes as a strategic partner to clients.
- **Google's advertising solutions** that you use and what criteria you use to evaluate their effectiveness when it comes to driving brand awareness, and scale of video campaigns.
- **Google's AI solutions:** How are you using AI tools to push the boundaries of creative production and storytelling?
- **Measurement strategy:** What metrics do you use to measure success? How do you make sure that you're effectively delivering for your clients in the short term and long term?

02.

Tell us the client success story that you're most proud of. A successful case study should be concise and focus on strategy, method, tools and metrics:

- **The business challenge:** What were the objectives? How did this inform the ask and your approach to it?
- **Google's advertising solutions that you use:** What combination of tools did you leverage? What was your campaign goal?
- **Optimisation:** What was the creative strategy? Did any best practices or tools inform this?
- **Results:** What were your campaign KPIs and results against these metrics? How did these results affect the client's business? Share any key learnings.
- **Release forms:** Always adhere to client process when creating case studies featuring their brand.

03.

Share your team's story of success with us. What does being a finalist mean to your agency?

- **Tell us how** recognition for your agency would reflect on your teams, your clients and your agency's work.
- **Quote:** Please source one quote from a senior figure within your agency.
- **Details:** Make sure that you include the team's names and job titles.

03. How to write a great entry



Search Transformation

Category questions



How have you supported multiple customer implementations and driven advanced use cases with solutions such as SA360, value-based bidding and Performance Max?



How have you leveraged Google's AI solutions or ML applications to drive success for your customers?



How have you advanced your clients' digital maturity with GMP and Google's advertising search solutions?

03. How to write a great entry



Search Transformation

Case study questions

01.

How have you used Google's advertising solutions to show up where customers are searching? Make sure that you include:

- **Your value proposition:** How you drive scalable business outcomes as a strategic partner to clients.
- **Google's advertising solutions that you use:** What criteria do you use to evaluate their effectiveness when it comes to driving search transformation?
- **Google's AI solutions:** Has your company adopted technology (Google's or your own) to optimise brand awareness campaigns?
- **Measurement strategy:** What metrics do you use to measure success and make sure that you're effectively delivering for your clients in the short and long term?

02.

Tell us the client success story that you're most proud of. A successful case study should be concise and focus on strategy, method, tools and metrics:

- **The business challenge:** What were the objectives? How did this inform the ask and your approach to it?
- **Google's advertising solutions that you use:** What combination of tools did you leverage? What was your campaign goal?
- **Optimisation:** What was the creative strategy? Did any best practices or tools inform this?
- **Results:** What were your campaign KPIs and results against these metrics? How did these results impact the client's business? Share any key learnings.
- **Release forms:** Always adhere to client process when creating case studies featuring their brand.

03.

Share your team's story of success with us. What does being a finalist mean to your agency?

- **Tell us how** this accomplishment reflects on your people, your clients and your company's work.
- **Quote:** Please source one quote from a senior figure within your company.
- **Details:** Make sure that you include their name and job title.

03. How to write a great entry



Workplace Excellence

Category questions

01.

Talent: How does your agency nurture talent to create and foster a culture of diversity, equity and inclusion?

- What is your agency's driving strategy or programme that helps individuals develop skills or growth opportunities?
- What impact did this strategy or programme have on talent?

02.

Innovation: What is the impact of your leadership on the innovation and growth strategies employed at your agency?

- Describe your agency's key principles for fostering a culture of innovation.
- What steps have you taken to ensure that this innovative culture continues in the context of an evolving advertising ecosystem?

03.

Client success: How does your culture foster innovation and manifest in the development of new opportunities for your agency and your clients?

- How has your agency translated these principles into action? Share results about the impact that these principles have had on you and your clients' businesses where possible.
- What steps has your agency taken to drive portfolio-wide growth and widescale customer success?

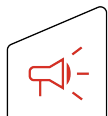
** Client case studies and release forms are not required for the Workplace Excellence category.*

How to write a finalist case study

If you are nominated as a finalist in any of the following categories, we need a little more information from you to write a case study:



**App
Growth**



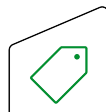
**Creative
Coverage**



**Lead
Generation**



**Measurement
Solutions**



**Online
Sales**

As a finalist, we ask that you complete the following case study or case studies in each relevant category.

These will be used to promote finalists and winners at the awards presentation, and in future promotions.

The case study will be used to determine the winner. Failure to complete the case study and release form will mean that your agency will not be considered as the category winner.

03. How to write a great entry

 For App Growth finalists only

App Growth

Case study questions

01.

How have you been using Google's advertising solutions to help your clients increase their mobile app downloads, grow their return on ad spend and scale their businesses?

- **Your value proposition:** How you drive scalable business outcomes as a strategic partner to clients.
- **Google advertising solutions that you use** and what criteria you use to evaluate their effectiveness when it comes to driving app growth.
- **Google's AI solutions:** How are you using AI tools to drive success for your clients' app campaigns?
- **Measurement strategy:** What metrics do you use to measure success? How do you make sure that you're effectively delivering for your clients in the short term and long term?

02.

Tell us the client success story that you're most proud of. A successful case study should be concise and focus on strategy, method, tools and metrics:

- **The business challenge:** What were the objectives? How did this inform the ask and your approach to it?
- **Google's advertising solutions that you use:** What combination of tools did you leverage? What was your campaign goal?
- **Optimisation:** What was the creative strategy? Did any best practices or tools inform this?
- **Results:** What were your campaign KPIs and results against these metrics? How did these results affect the client's business? Share any key learnings.
- **Release forms:** Always adhere to the client's process when creating case studies featuring their brand.

03.

Share your team's story of success with us.
What does being a finalist mean to your agency?

- **Tell us how** this accomplishment reflects on your teams, your clients and your agency's work.
- **Quote:** Please source one quote from a senior figure within your agency.
- **Details:** Make sure that you include the team's names and job titles.

03. How to write a great entry

 For Creative Coverage finalists only

Creative Coverage

Case study questions

01.

How have you used video assets and campaigns to reach target audiences in the moments that matter?

- **Your value proposition:** How you drive scalable business outcomes as a strategic partner to clients.
- **Google's advertising solutions that you use** and what criteria you use to evaluate their effectiveness when it comes to delivering scalable video campaigns.
- **Google's AI solutions:** How are you using AI tools to scale creative across devices, platforms and key formats (such as vertical video)?
- **Measurement strategy:** What metrics do you use to measure success? How do you make sure that you're effectively delivering for your clients in the short term and long term?

02.

Tell us the client success story that you're most proud of. A successful case study should be concise and focus on strategy, method, tools and metrics:

- **The business challenge:** What were the objectives? How did this inform the ask and your approach to it?
- **Google advertising solutions that you use:** What combination of tools did you leverage? What was your campaign goal?
- **Optimisation:** What was the creative strategy? Did any best practices or tools inform this?
- **Results:** What were your campaign KPIs and results against these metrics? How did these results affect the client's business? Share any key learnings.
- **Release forms:** Always adhere to the client's process when creating case studies featuring their brand.

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Share your team's story of success with us.
What does being a finalist mean to your agency?

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03. How to write a great entry

 For Lead Generation finalists only

Lead Generation

Case study questions

01.

How has your agency used Google's advertising solutions to help customers find high-quality leads and generate new business opportunities at scale?

- **Your value proposition:** How you drive scalable business outcomes as a strategic partner to clients.
- **Google's advertising solutions that you use** and what criteria you use to evaluate their effectiveness when it comes to generating leads.
- **Google's AI solutions:** How are you using AI tools to help your clients capture new demand and generate leads?
- **Measurement strategy:** What metrics do you use to measure success? How do you make sure that you're effectively delivering for your clients in the short term and long term?

02.

Tell us the client success story that you're most proud of. A successful case study should be concise and focus on strategy, method, tools and metrics:

- **The business challenge:** What were the objectives? How did this inform the ask and your approach to it?
- **Google's advertising solutions that you use:** What combination of tools did you leverage? What was your campaign goal?
- **Optimisation:** What was the creative strategy? Did any best practices or tools inform this?
- **Results:** What were your campaign KPIs and results against these metrics? How did these results affect the client's business? Share any key learnings.
- **Release forms:** Always adhere to client process when creating case studies featuring their brand.

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03. How to write a great entry

 For Measurement Solutions finalists only

Measurement Solutions

Case study questions

01.

How are you implementing durable, privacy-first solutions to build a solid foundation of first-party data and measurement?

- **Your value proposition:** How you drive scalable business outcomes as a strategic partner to clients.
- **The Google Ads products that you use** and what criteria you use to evaluate their effectiveness when it comes to durable measurement.
- **Google's AI solutions:** How are you using AI tools to help your clients build durable measurement frameworks?
- **Measurement strategy:** What metrics do you use to measure success? How do you make sure that you're effectively delivering for your clients in the short term and long term?

02.

Tell us a client success story that you are proud of. A successful case study should be concise and focus on strategy, method, tools and metrics:

- **The business challenge:** What were the objectives, and how did they inform your ask and your approach to it?
- **The Google advertising solutions that you use:** What combination of tools did you leverage? What was your campaign goal?
- **Results:** What were your campaign KPIs and results against these metrics? How did these results impact the client's business? Share any key learnings.
- **Release forms:** Always adhere to the client's process when creating case studies featuring their brand.

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- **Details:** Make sure that you include the team's names and job titles.

03. How to write a great entry

 For Online Sales finalists only

Online Sales

Case study questions

01.

How has your agency used Google's advertising solutions to drive online sales and help your clients reach the customers that matter most, when it matters most?

- **Your value proposition:** How you drive scalable business outcomes as a strategic partner to clients.
- **Google's advertising solutions that you use** and what criteria you use to evaluate their effectiveness when it comes to driving online sales.
- **Google's AI solutions:** How are you using AI tools to help your clients increase success across online and ecommerce campaigns?
- **Measurement strategy:** What metrics do you use to measure success? How do you make sure that you're effectively delivering for your clients in the short term and long term?

02.

Tell us a client success story that you are proud of. A successful case study should be concise and focus on strategy, method, tools and metrics:

- **The business challenge:** What were the objectives? How did this inform the ask and your approach to it?
- **Google's advertising solutions that you use:** What combination of tools did you use? What was your campaign goal?
- **Optimisation:** What was the creative strategy? Did any best practices or tools inform this?
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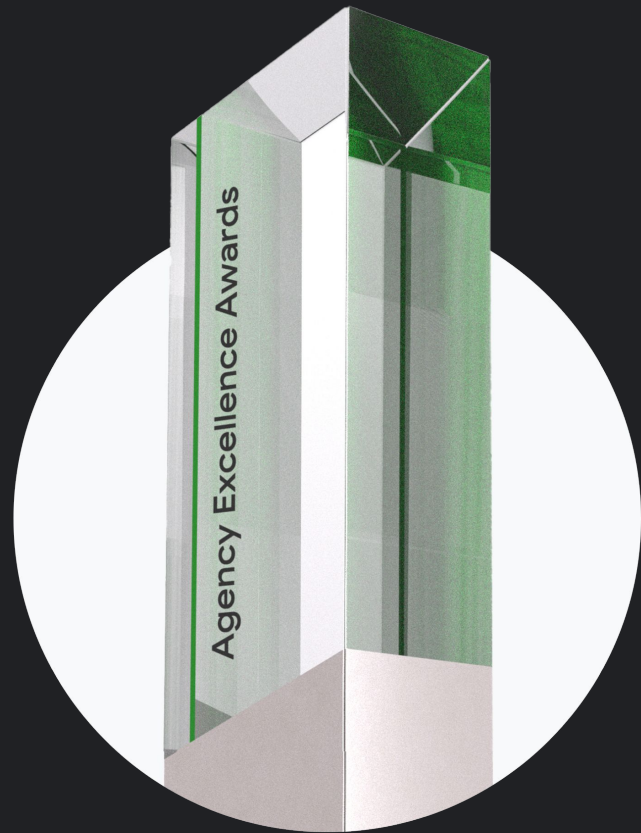
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- **Details:** Make sure that you include the team's names and job titles.

04

FAQs



Frequently asked questions

What is the application period for the 2024 Agency Excellence Awards?

Entries can be submitted from 4 June 2024 to 12 July 2024.

What are the Agency Excellence Awards categories?

The Agency Excellence Awards categories are App Growth, Creative Coverage (formerly Brand Awareness), International Growth, Lead Generation, Media Unification, Measurement Solutions, Online Sales, Search Transformation and Workplace Excellence.

How many awards can my agency apply for?

Each agency can apply for all nine awards. You can only enter the awards contest in the region in which your MCC ID is valid, even if your agency is active in more markets/locations.

Read the [Terms and Conditions](#) for more details.

What are the prerequisites for applying for an award?

To apply for an award, you must be a sales supported agency with a valid MCC ID. See the [Terms and Conditions](#) for more details.

Who should I contact if my company has further questions?

Please contact agencyexcellenceawards@withgoogle.com and list ['Agency Excellence Awards'] in the subject line of your message. A member of our team will be in touch soon to answer any questions.

Frequently asked questions

How do I apply for the Agency Excellence Awards?

For the App Growth, Creative Coverage, Lead Generation, Measurement Solutions and Online Sales categories:

- Provide your Google Ads manager account ID, agency details, agency representatives, a short response prompt and your chosen award categories.

For the International Growth category:

- Provide your Google Ads manager account ID (to be used in entry evaluation), company details, company representatives, answer category questions and complete your case study and corresponding release form.

For the Media Unification and Search Transformation categories:

- Provide your Google Ads manager account ID, agency details, agency representatives, answer category questions and complete your case study and corresponding release form.

Note: Entry evaluation for Media Unification and Search Transformation will be based on category questions and case study.

For the Workplace Excellence category:

Provide your Ad Manager account ID, company details, agency representatives and answer category questions.

Note: Entry evaluation for Workplace Excellence will be based on category questions.

What is the eligibility period for the client case study?

The eligibility period for case studies is from 1 July 2023 to 3 July 2024.

04. FAQs

Frequently asked questions

What is the eligibility period for the client case study?

The eligibility period for case studies is from 1 July 2023 to 3 July 2024.

What is a client case study?

A client case study showcases your agency's expertise and work in a specific area. At the time of initial application, a case study is required for International Growth, Media Unification and Search Transformation.

Once finalists are announced, finalists within the following categories are required to submit a case study: App Growth, Creative Coverage, Lead Generation, Measurement Solutions and Online Sales.

During the application process, you'll be prompted to answer questions specific to your chosen client case study example. You should focus on one client only per case study.

For your entry to be valid, make sure that the client that you're featuring in the case study has signed the case study release form for each entry. You'll be required to share the case study release form with them.

How do I submit a case study release form?

You will need to complete the electronic case study release form via DocuSign, which will be available during the application process.

Can I send additional materials to support my agency's awards entries?

We ask that you **not send any additional materials** as we will only consider responses to the application questions and your case study.

When will finalists be announced?

The finalists for each award category will be notified by email in September 2024.

When will winners be announced?

Winners will be announced beginning Q4 2024.



Agency Excellence Awards

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2024