**Best Content Agency** - Entry deadline – Friday 11 October

**Entry Guidance**

* This award is to recognise the best content agency specialising in influencer marketing.
* To be eligible, your agency must have been operating between November 2018 and November 2019.
* The entry form is split into sections and the judges will award points by section. Please ensure you complete each section of the entry form.
* Please accompany the award entry with a visual image such as example of creative or social media content that is at 300 dpi or above to be used in the award materials. It will be displayed on our website and in the awards booklet should you be shortlisted.
* Additional supporting content including video, podcast examples or PDF are encouraged. If part of your entry contains video or audio, please ensure this is shared either as an attachment or WeTransfer.
* The written element of the entry should be no more than 800 words.
* Please ensure any information that you wish to remain confidential is highlighted. Anything not highlighted may otherwise be used in marketing or promotion before, during or after the awards.
* When complete please convert your entry into PDF format and send both the completed form and any supporting materials to [rebecca.potts@vuelio.com](mailto:rebecca.potts@vuelio.com).

**Category Summary**

The award for best agency specialising in online influencer marketing that demonstrates excellence in creativity, business growth, talent retention, client acquisition and delivery of high impact influencer campaigns. Entrants will be rewarded for using client or campaign case studies to illustrate their strategic approach, creativity and way of working. Client, team or influencer testimonials are encouraged.

**Judging criteria**

1. Agency background including when the company was founded, number of employees, growth year on year since launch, annual revenue and profit growth

2. Agency vision, mission statement and growth objectives

3. Two brief examples of recent influencer campaigns, including objectives and achievements

4. Evidence of execution and creative delivery of campaigns

5. Closing statement detailing what sets your agency apart from your competitors and why you should ultimately win

**Agency name:**

**Background:**

**Mission Statement & Company Objectives:**

**Campaign examples:**

**Evidence:**

**Closing statement:**