



### **Global Search 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 **January 2023 - May 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 penalised 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://globalsearchawards.net/terms>
- For more information on how to enter, entry fees and the deadline date, visit <https://globalsearchawards.net/how-to-enter>
- You will be asked to provide a summary of your entry upon online submission which may be used in marketing promotion should you win.
- 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	
<b>Organisation Name</b>	dentsu Norway
<b>Contact Name</b>	Ahmed Fouikri
<b>Number of Employees</b>	300

**IMPORTANT** - If the category you are entering has been split into small and large, please ensure that you have selected the correct option for this on the website during the entry process.

To confirm, the large and small split is based on the number of overall employees in the agency/company who is submitting the entry;

- Small – This is for companies with up to 25 employees.
- Large – This is for companies with 26 and over employees.

If you are unsure of anything or would like to discuss the company size in more detail, please contact [sarah.belcher@dontpanicprojects.com](mailto:sarah.belcher@dontpanicprojects.com)

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 or E as indicated.

1. Best Use of Search – Retail / eCommerce (SEO)		Complete section C
2. Best Use of Search – Retail / eCommerce (PPC)		Complete section C
3. Best Use of Search – Finance (SEO)		Complete section C
4. Best Use of Search – Finance (PPC)		Complete section C
5. Best Use of Search – Travel / Leisure (SEO)		Complete section C
6. Best Use of Search – Travel / Leisure (PPC)	x	Complete section C
7. Best Use of Search – Gaming		Complete section C
8. Best Use of Search – Third Sector / Not for Profit		Complete section C
9. Best Use of Search – B2B (SEO)		Complete section C
10. Best Use of Search – B2B (PPC)		Complete section C
11. Best Use of Search – B2C (SEO)		Complete section C
12. Best Use of Search – B2C (PPC)		Complete section C
13. Best Use of Search – Health		Complete section C
14. Best Use of Search – Automotive		Complete section C
15. 2Best Use of Search – Real Estate & Property		Complete section C
16. Best Use of Search – FMCG		Complete section C
17. Best Use of Search – Fashion		Complete section C
18. Best Local Campaign (SEO)		Complete section C
19. Best Local Campaign (PPC)		Complete section C
20. Best Low Budget Campaign (SEO)		Complete section C
21. Best Low Budget Campaign (PPC)		Complete section C

<b>22. Best Integrated Campaign</b>		Complete section C
<b>23. Most Innovative Campaign (SEO)</b>		Complete section C
<b>24. Most Innovative Campaign (PPC)</b>		Complete section C
<b>25. Best Global SEO Campaign</b>		Complete section C
<b>26. Best Global PPC Campaign</b>		Complete section C
<b>27. Best Use of Content Marketing</b>		Complete section C
<b>28. Best Use of PR in a Search Campaign</b>		Complete section C
<b>29. Best Use of Social Media in a Search Campaign</b>		Complete section C
<b>30. Best Use of Data (SEO)</b>		Complete section C
<b>31. Best Use of Data (PPC)</b>		Complete section C
<b>32. Best Canadian SEO Campaign</b>		Complete section C
<b>33. Best Canadian PPC Campaign</b>		Complete section C
<b>34. Best US SEO Campaign</b>		Complete section C
<b>35. Best US PPC Campaign</b>		Complete section C
<b>36. Best MENA SEO Campaign</b>		Complete section C
<b>37. Best MENA PPC Campaign</b>		Complete section C
<b>38. Best APAC SEO Campaign</b>		Complete section C
<b>39. Best APAC PPC Campaign</b>		Complete section C
<b>40. Best UK SEO Campaign</b>		Complete section C
<b>41. Best UK PPC Campaign</b>		Complete section C
<b>42. Best European SEO Campaign</b>		Complete section C
<b>43. Best European PPC Campaign</b>		Complete section C
<b>44. Best Use of AI In Search</b>		Complete section C

<b>45. Best Use of AI In PPC</b>		Complete section C
<b>46. Best Use of AI In Content</b>		Complete section C
<b>47. Best Software Innovation</b>		Complete section D
<b>48. Best Global SEO Software Suite</b>		Complete section D
<b>49. Best Global PPC Management Software Suite</b>		Complete section D
<b>50. Best Global Search Software Tool</b>		Complete section D
<b>51. Best Use of AI For Data</b>		Complete section D
<b>52. Best AI Search Software Solution</b>		Complete section D
<b>53. Best Global In-House Team</b>		Complete section E
<b>54. Best Global Start-up Agency of the Year (Less than 2 years old)</b>		Complete section E
<b>55. Best Global Small SEO Agency</b>		Complete section E
<b>56. Best Global Large SEO Agency</b>		Complete section E
<b>57. Best Global Small PPC Agency</b>		Complete section E
<b>58. Best Global Large PPC Agency</b>		Complete section E
<b>59. Best Global Small Integrated Search Agency</b>		Complete section E
<b>60. Best Global Large Integrated Search Agency</b>		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:

**“Agency Name & Client Name – Campaign Name”**

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

Dentsu Norway & Norwegian Air Shuttle – Taking back our air domination after Covid-19, digitally

### 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.

#### Primary objectives:

Increase revenue with 15% compared to previous year:

- Grow revenue from 2 435 513 800NOK (2022) to 2 800 842 021NOK (2023)

Increase ROAS with 15% compared to previous year:

- Increase ROAS from 42NOK (2022) to 50NOK (2023) and maintaining it throughout 2023.

#### Secondary objective:

Increase revenue generated from generic keywords

- Increase generic revenue from 225 000 000 NOK to 258 750 000, 15% increase.

#### Cost for 2023:

- PPC handling (1800 hours ≈ 1000) = 1 800 000NOK
- PPC media cost (Google ads + Microsoft ads) = 61 426 478NOK + 8 430 622,71NOK = 69 857 101NOK in total (2023)
- Third party tools: 233 106NOK
- Total cost: NOK 71 890 208NOK

### 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.

**Target audience:**

Our main target audience is leisure and business travellers interested in travelling by plane in markets where Norwegian is flying from. Our main markets being Norway, Sweden, Denmark and Finland - followed by eight other markets, including Spain, France, Italy, Germany, Latvia, Poland, the UK and the Netherlands.

**Strategy:**

After the Covid-19 pandemic, our once industry-leading search accounts were neglected, leading to a sharp drop in performance. The strategy became too complicated, with over 10,000 campaigns not using automation well. Neglect during the pandemic caused us to depend too much on brand-related searches, which increased costs without much profit for Norwegian.

Our strategy therefore needed to focus on:

1. Complete restructuring of the account's framework
2. Reevaluating the needed use of management solutions to find a more automated solution that would help increase revenue in a more efficient way.
3. Through streamlining and implementation of intelligent bidding practices, we aimed to not only restore but enhance the account's performance, aligning it more closely with Norwegian's primary objectives.
4. We needed to unlock new avenues of growth from incorporating features such as broad match keywords.

To get there our approach was twofold:

1. First, to thoroughly analyze the search program to uncover its full potential in achieving key business goals.
2. Second, to carry out detailed research and optimize every part of the setup for the greatest effect.

Our main goal was to achieve clear, measurable outcomes that show our strategies work. By regularly checking performance metrics and improving our methods, we aim to not only meet but surpass Norwegian's expectations.

**Implementation & creativity (1-10 points)**

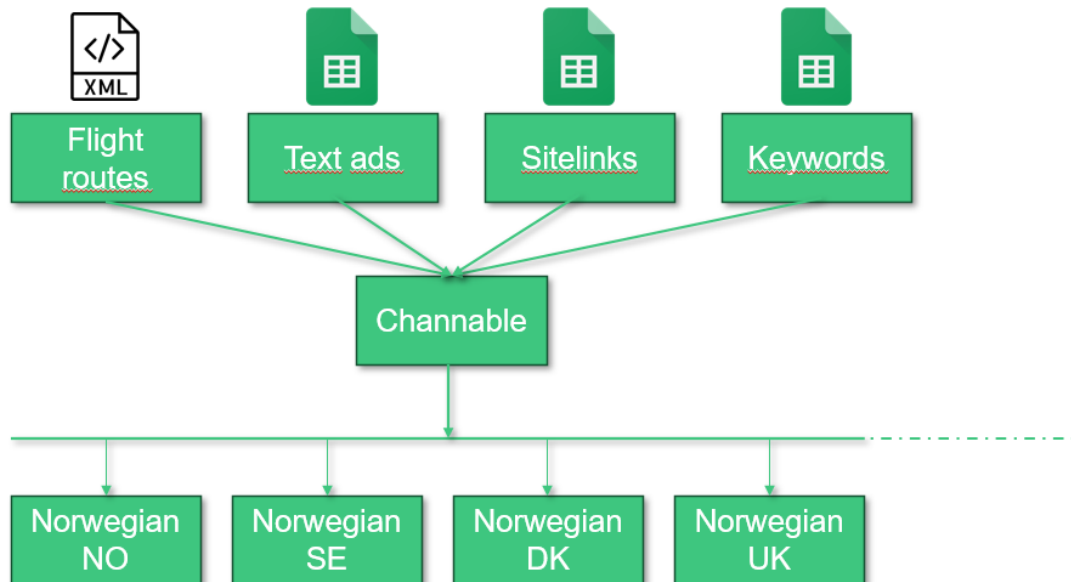
Please give us a detailed explanation of your implementation for the campaign. Include screenshots to help us visualize campaigns. Provide information on the creativity of the campaign.

When planning to restructure, we looked for a tool to simplify setup and improve data use automatically, aiming to raise revenue and ROAS by 15%.

While exploring management tools, we discovered Channable, which allowed us to automate and efficiently restructure our framework for twelve accounts. We used templates from client and Google Sheet data to automate campaigns and ads. Channable was flexible enough to manage many campaigns and easily expand into new markets.

We started by merging all accounts into one project and created 24,000 ads using Channable's text ad generators, focusing on dynamic fields for easier messaging control. This reduced the time for ad changes from an hour to less than a minute.

Channable updates daily to keep track of the latest flight routes and prices. When new routes are added, it automatically sets up new campaigns by using information from seven sources, including an API and Google Sheets, to feed into Google Ads.



We updated 10,000 campaigns from ETA to RSA ads, adding dynamic elements like routes and prices.



Ad - Main template

Final URL

Path 1

Path 2

Headlines

Headline 1

7.0% of values could be longer than 30 characters

Headline 2

Headline 3

Headline 4

Headline 5

Headline 6

Headline 7

Headline 8

Headline 9

Headline 10

Headline 11

Headline 12

Headline 13

Headline 14

Headline 15

Descriptions

Description 1

Description 2

Description 3

Description 4

Labels

ppc\_headline9 | ppc\_headline12  
| ppc\_headline6  
domain.com/ to\_airport  
ppc\_desc2 | ppc\_desc4\_brand Refresh

To manage twelve accounts in various languages, we used Channable's text ad generators for account structure and linked a Google Sheet to Channable for both client and search team access. This setup allowed for direct ad updates from the sheet, giving the client more control and saving time by enabling them to make changes, translations, and updates easily. We also updated our bidding strategy to better meet our goals.

After restructuring our account framework, we implemented demand and capacity data using Google Travel Analytics (TAC) to get search volume data for various flight destinations. Our goal was to boost visibility in generic searches unrelated to brand keywords. We used Channable to automatically create campaigns based on this data, focusing on specific routes identified by IATA codes, city codes, and names. This strategy led to the launch of 8,000 campaigns across different markets.

The restructuring has improved performance dramatically, by increasing revenue, sales, traffic and ROAS. Thanks to this setup we are now able to expand to new markets in a few hours, a process which would take several days or even weeks previously.

**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?

Automating our PPC campaigns presented two challenges: the risk of spreading errors across accounts and choosing the most profitable flight routes, as automation might replicate mistakes. To address this, we gradually implemented automation, allowing for testing and early error correction. For selecting profitable routes, we analyzed past performance data to identify the most promising ones. This approach helped us minimize errors, improve ROI, and strengthen our market position with an efficient PPC strategy.

**Results & evaluation (1-10 points)**

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

After strategic changes and using our own data with Norwegian's feed, our performance improved significantly in all markets in 2023. By optimizing and using smart bidding, we not only recovered but greatly exceeded previous results. We achieved a 25% revenue increase and maintained a 50NOK ROAS, highlighting our success in using generic keyword searches to drive revenue growth. This demonstrates our commitment to achieving real results through strategic thinking and data-driven decisions.

Even with just a 2% budget increase, we boosted revenue by 40%, ROAS by 36%, and generic ROAS by 95%, resulting in a 25% increase in revenue from generic searches.



**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?

Despite the global pandemic and rising inflation in the travel industry, especially in air transportation, we adapted and found solutions. We faced these challenges with resilience and creativity. Against the odds, we not only met but exceeded our goals and the expectations of Norwegian, showcasing our determination, innovation, and commitment to excellence even in tough times. Furthermore, we now boast the most advanced and automated account setup in Norway, with highly adapted ads and flight routes across all 12 markets.

**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 – INNOVATION / SOFTWARE / PRODUCT AWARDS**

Please complete the following sections providing details of the innovation, software, or product that you are entering. Please note entries must not exceed a total word count of 1000 words in this section.

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) & Innovation / Software / Product Name**

How you wish for the product to be credited including your organisation name, any partners / clients you want to credit & the name of your product.

Please structure your title in the following format:

***"Entrant Name (& Client Name if relevant) – Innovation / Software / Product Name"***

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

**Overview of Innovation / Software / Product**

Please provide the judges with a synopsis of what the tool does and how it adds value to the end user.

**Total budget**

Please include costs associated with running the innovation/software/product and how much you intend to or do sell the innovation/software/product for.

**Existing problems and target audience (1-10 points)**

Please include details outlining the problems that this innovation/software/product solves and how if at all these problems were previously dealt with. Entrants should detail who the target customers or users of this product are.

**USP and Features (1-10 points)**

Please outline what is the innovation/software/product's unique proposition. Entrants should highlight the major features that are unique to the product/software or innovation which help solve a customer problem or benefit the customer positively.

**Key Metrics (1-10 points)**

Please detail what key metrics have you used to measure whether this innovation, software or product is successful? I.e., does it save money, makes things faster, generate more revenue?

**Why should your Innovation, Software or Product win? (1-10 points)**

What single thing about your innovation, software or product is not done by anyone else?  
What makes it stand out to be award worthy?

**Please include a log in and password for numerous users to access your software.**  
We ask you to send a 'Global Search Awards' log in to allow judges to be able to test and evaluate your product if they feel necessary. In addition, if you'd like to provide a demo or video, please provide the link below.

*Please note if you're unable to provide a login please contact [awards@dontpanicprojects.com](mailto:awards@dontpanicprojects.com). Judging is based on the application form and the judges' industry knowledge of the tools. They are a highly experienced judging panel with in-depth industry knowledge. The tool log ins requested are for any judges who feel that want to delve deeper into any claims / functionality detailed in the entry.*

**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 AWARDS**

Please complete the following sections providing details of the agency / team 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 in this section.

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**

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

**Overview of the Agency / Team nominee**

Please include numbers, staff turnover, roles etc.

**Agency / Team 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%'.

**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?

**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 or team award worthy. What are you proud of?

**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?

**Why should your Agency / Team 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?

<b>URLs</b>
<b>Please detail any supporting documents you are including as part of your submission</b> Optional – please upload to online entry portal when submitting this entry form