

Hollard. SPORT INDUSTRY AWARDS 2023

AGENCY OF THE YEAR

WHO SHOULD ENTER?

This award is open to any agency with a significant focus and body of work in sport that has displayed consistent excellence across multiple clients.

ABOUT THIS CATEGORY

- The Agency of the Year does not necessarily have to be a multi-service agency, with entries assessed on the agency's performance relative to its related offering.
 - Agencies must be either based in or significantly active within South Africa
 - Agency of the Year will be judged on performance between 31st August 2022 and 30th September 2023.
 - The entire Judging Process is fully overseen by our independent auditors, and all information submitted is kept strictly confidential.
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JUDGING CRITERIA

Judges will assess entries in this category with particular attention to the points below:

50% Quality of Work

- Creativity (relative to the agency's offering)
- Strategy/planning/implementation
- Demonstration of how the agency's work stands out from its competitors.
- Demonstration of how the agency is helping to move the industry forward.

35% Quality of Business

- Financial performance
- Client retention/new clients
- Staff development/wellness

15% Transformation and Empowerment Rating

It is not essential to have other entries on the Official Shortlist to win this award.

Hollard.

SPORT INDUSTRY AWARDS 2023

- Entries should clearly demonstrate how the agency has progressed, adapted or developed during the assessed period of time.
 - Entries should be submitted with financial information as mentioned previously, all information will remain strictly confidential.
 - Entries should provide evidence of a consistently high standard of work, client retention, development of its staff and – if applicable – new business wins.
 - The evidence of results should be clear, concise and stand up to scrutiny, in particular with regard to the use of research figures where the exact method used to produce such figures should be clearly detailed.
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ENTRY FORM

The information below will remain **strictly confidential**.

GROUP COMPANY (IF APPLICABLE)

ELEVATOR PITCH

WHAT DO YOU DO? *(maximum 50 words)*

WHAT MAKES YOU DIFFERENT FROM YOUR COMPETITORS? *(maximum 150 words)*

WHY DO YOU DESERVE TO WIN THIS AWARD? *(maximum 150 words)*

AGENCY DETAILS

DESCRIBE YOUR AGENCY STRUCTURE *(maximum 150 words)*

CLIENT/LOGO RETENTION, GROWTH FROM NEW OR EXISTING CLIENTS AND

EXPANSION INTO NEW INDUSTRY COHORTS *(maximum 150 words)*

SCALE *(max 50 words)*

(please indicate turnover <R25m, R25-R50m, R50-R100m, R100m+)

FINANCIAL HEALTH *(maximum 100 words)*

(Revenue growth, investment into expansion, financial sustainability)

PROFITABILITY *(maximum 50 words)*

Hollard. SPORT INDUSTRY AWARDS 2023

HEADCOUNT, STAFF STRUCTURE, STAFF RECRUITMENT, DEVELOPMENT (*maximum 100 words*)

EMPOWERMENT and TRANSFORMATION

- a. Please submit you detailed BBBEE scorecard.
- b. What other transformation initiatives did you undertake during the awards period.
- c. What is your long-term transformation plan (5-years)

TELL US ABOUT YOUR WORK (*up to 3 submissions below or you can refer to entry submissions as an alternative to completing the below – a minimum of 3 in total are required*)

EXAMPLE 1

- a) OBJECTIVES (*maximum 100 words*)
- b) EXECUTION (*maximum 150 words*)
- c) RESULTS (*maximum 150 words*)

EXAMPLE 2

- d) OBJECTIVES (*maximum 100 words*)
- e) EXECUTION (*maximum 150 words*)
- f) RESULTS (*maximum 150 words*)

EXAMPLE 3

- g) OBJECTIVES (*maximum 100 words*)
- h) EXECUTION (*maximum 150 words*)
- i) RESULTS (*maximum 150 words*)

OTHER

11. **SOURCES** (*optional and not limited to*)

- a. Company Profile
- b. BBBEE Certificate
- c. High Level Financial Metrics
- d. Other support for the above

NOTE: the judging panel may request further information as part of the finalisation process

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AGENCY PITCH TO JUDGES

As part of the Awards' Judging Process, each shortlisted agency for Agency of the Year will have a pitching session with the Agency of the Year Judges Sub-Committee and Auditors. These will take place for a total of 40 minutes at an agreed location or online.

During these sessions, the agencies will be judged on the same Judging criteria as before.

The time must include:

- Introductions (*5mins*)
- Assisting the Judges to understand the agency (*20mins*) including:
 - 2 additional examples of your work that were not in the written submission
 - Details of your business performance
 - The story of your agency and how you have developed during the assessed period
- A dedicated window for the judges attending the meeting to ask questions (*5mins*)
- An introduction to the culture of your office, the people within it and what makes your agency different (*5mins*)
- Wrap-up (*5mins*)