STAGWELL
TRANSFORMING MARKETING

Shark Tank 2024

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StagVision

What is the Problem?

Incomplete data: Stagwell and its agencies boast hundreds of awards. However, this data is currently incomplete and tracked manually and inefficiently, making it difficult to derive actionable insights

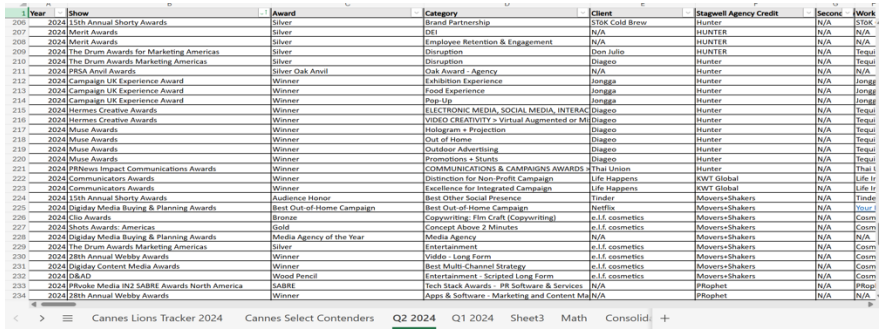
Ineffective award flywheel: Stagwell's agencies submit thousands of award submissions a year, estimated to total over **$2.5 Million** in fees per quarter…Yet, our conversion rate is still the industry average, ~ 15%

Without a complete archive, we are not empowered to make strategic decisions about where to invest in brand visibility

We can do better.

The current method:

Stagwell Network Awards Tracker:



	Year	Show	Award	Category	Client	Stagwell Agency Credit	Second	Work
206	2024	15th Annual Shorty Awards	Silver	Brand Partnership	ST6K Cold Brew	Hunter	N/A	ST6K
207	2024	Merit Awards	Silver	DEI	N/A	HUNTER	N/A	N/A
208	2024	Merit Awards	Silver	Employee Retention & Engagement	N/A	HUNTER	N/A	N/A
209	2024	The Drum Awards for Marketing Americas	Silver	Disruption	Don Julio	HUNTER	N/A	Tequi
210	2024	The Drum Awards Marketing Americas	Silver	Disruption	Diageo	Hunter	N/A	Tequi
211	2024	PRSA Anvil Awards	Silver Oak Anvil	Oak Award - Agency	N/A	Hunter	N/A	N/A
212	2024	Campaign UK Experience Award	Winner	Exhibition Experience	Jongga	Hunter	N/A	Jongg
213	2024	Campaign UK Experience Award	Winner	Food Experience	Jongga	Hunter	N/A	Jongg
214	2024	Campaign UK Experience Award	Winner	Pop-Up	Jongga	Hunter	N/A	Jongg
215	2024	Hermes Creative Awards	Winner	ELECTRONIC MEDIA, SOCIAL MEDIA, INTERAC	Diageo	Hunter	N/A	Tequi
216	2024	Hermes Creative Awards	Winner	VIDEO CREATIVITY > Virtual Augmented or Mi	Diageo	Hunter	N/A	Tequi
217	2024	Muse Awards	Winner	Hologram + Projection	Diageo	Hunter	N/A	Tequi
218	2024	Muse Awards	Winner	Out of Home	Diageo	Hunter	N/A	Tequi
219	2024	Muse Awards	Winner	Outdoor Advertising	Diageo	Hunter	N/A	Tequi
220	2024	Muse Awards	Winner	Promotions + Stunts	Diageo	Hunter	N/A	Tequi
221	2024	PRNews Impact Communications Awards	Winner	COMMUNICATIONS & CAMPAIGNS AWARDS	Thai Union	Hunter	N/A	Thai U
222	2024	Communicators Awards	Winner	Distinction for Non-Profit Campaign	Life Happens	KWT Global	N/A	Life In
223	2024	Communicators Awards	Winner	Excellence for Integrated Campaign	Life Happens	KWT Global	N/A	Life In
224	2024	15th Annual Shorty Awards	Audience Honor	Best Other Social Presence	Tinder	Movers+Shakers	N/A	Tinde
225	2024	Digiday Media Buying & Planning Awards	Best Out-of-Home Campaign	Best Out-of-Home Campaign	Netflix	Movers+Shakers	N/A	Your F
226	2024	Clio Awards	Bronze	Copywriting: Film Craft (Copywriting)	e.l.f. cosmetics	Movers+Shakers	N/A	Cosm
227	2024	Shots Awards: Americas	Gold	Concept Above 2 Minutes	e.l.f. cosmetics	Movers+Shakers	N/A	Cosm
228	2024	Digiday Media Buying & Planning Awards	Media Agency of the Year	Media Agency	N/A	Movers+Shakers	N/A	N/A
229	2024	The Drum Awards Marketing Americas	Silver	Entertainment	e.l.f. cosmetics	Movers+Shakers	N/A	Cosm
230	2024	28th Annual Webby Awards	Winner	Viddo - Long Form	e.l.f. cosmetics	Movers+Shakers	N/A	Cosm
231	2024	Digiday Content Media Awards	Winner	Best Multi-Channel Strategy	e.l.f. cosmetics	Movers+Shakers	N/A	Cosm
232	2024	D&AD	Wood Pencil	Entertainment - Scripted Long Form	e.l.f. cosmetics	Movers+Shakers	N/A	Cosm
233	2024	PRvoke Media IN2 SABRE Awards North America	SABRE	Tech Stack Awards - PR Software & Services	N/A	PRophet	N/A	PRopl
234	2024	28th Annual Webby Awards	Winner	Apps & Software - Marketing and Content Ma	N/A	PRophet	N/A	N/A

Cannes Lions Tracker 2024 | Cannes Select Contenders | Q2 2024 | Q1 2024 | Sheet3 | Math | Consolid

Award submissions costs:

EX: Cannes Lions submissions range from $650 - $2680 per category

In Q2: 276 Award Wins / 1840 Award Submissions **= 15% Conversion Rate**

Award Submissions ***** $1500 (Average cost per submission) **= Over $2.5 million Spent on Award Submissions per quarter**

StagVision

Bottom line remains:

We need a tool to more efficiently enhance Stagwell's brand visibility, analyzing data to:

1. Identify which awards are worth investing time/resourcing in
2. Sharpen award submissions with predictive insights drawn from past award wins to ensure that this expenditure is driving ROI

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Introducing...

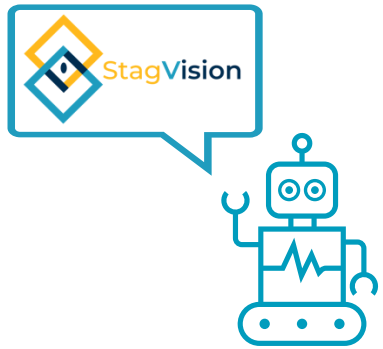
How It Works: Predictive Awards Planning Tool

Our AI Solution:

StagVision streamlines the process of generating award submissions and gauges effectiveness, helping companies save time and focus on what matters most—driving brand success.

1. Tracks Stagwell's award wins, identifying the key award shows that have the highest win rates and will best enhance brand visibility
2. Reviews award submissions, providing **conversational feedback** on how to refine language and offers predictive insights into the categories where this submission is most likely to succeed

StagVision Bot:



StagVision Bot scrapes:

1st Party Data:
- Coverage Tracker
- Award Submissions
- Information on the agencies' core capabilities

3rd Party Data:
- Award show guidelines
- Web content with commentary by award reps and jury

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How to Build StagVision – Insights from Aaron Kwittken, CEO and Founder PRophet

Step 1: Gather Data

Incentivize award shows to grant StagVision permission **access to their data**, by demonstrating:

- StagVision will **improve the quality of award submissions** (judges want this!)
- As the predictive AI recommends their award show to users, StagVision will **increase the number of submissions shows receive** → Increases revenue

Step 2: Normalize Data

Ask a data scientist to create a uniform database to **normalize the data**

- Identify the common success factors among winning campaign submissions
- Deduce the type of language that increases the chance of winning

How much will it cost to build StagVision?

$700,000 - $800,000

Step 3: Build a Business Model

Monetize the tool with a **monthly subscription model**

Step 4: Create User Stories

Design the steps a user takes to navigate around the tool

- How do users prompt the tool?
- What does the interface look like?

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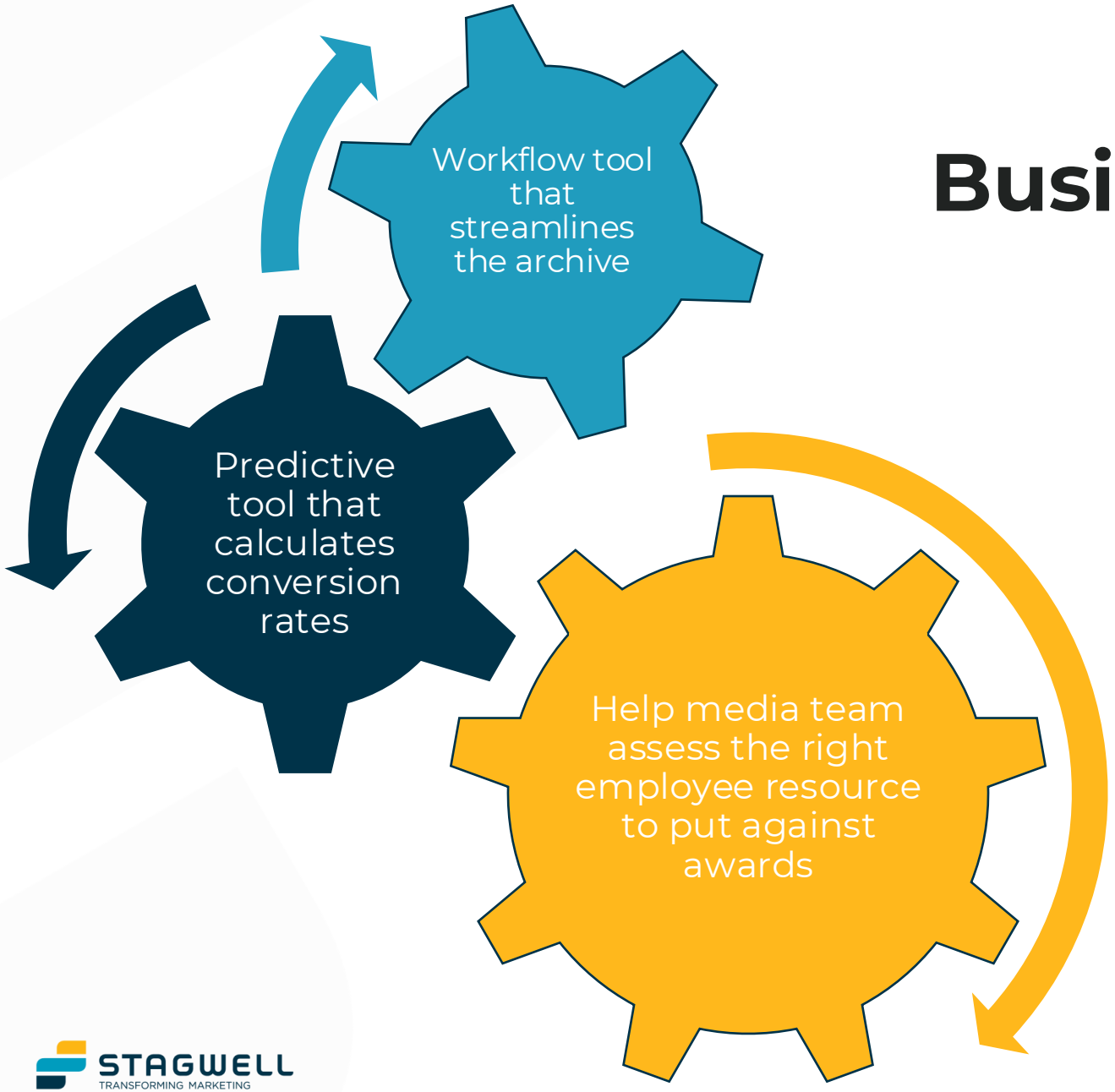

Business Impact

- **Predictive Insights:** StagVisions' predictive analytics and conversational modification function enhance submission quality and relevance
- **Strategic Investment:** Optimize annual expenditure on awards submissions by maximizing ROI
- **Cost Reduction:** By targeting the most effective awards, reduce unnecessary submission fees and ensures higher conversion rates, lower overall cost per win
- **Operational Efficiency:** Automated data analysis reduces manual tracking and data entry, saving time and labor resources
- **Enhanced Reporting:** StagVision can generate detailed and customizable reports to provide executive leadership with the specific insights they need

Why StagVision?

Problem

Inefficient tracking and analysis of Stagwell's award wins

Need to sharpen award submissions to ensure that the expenditure is driving ROI

Solution

Identifies key awards that best enhance brand visibility

Reviews award submissions and provides conversational feedback and predictive insights

Impact

Effectively saves time and money on award submissions

Beat industry conversion rate of 15%

Allows for reinvestment in central services

Fosters continuous growth — driving brand success

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Investigation Process

StagVision

Initial Research

Meeting with Brandon Dixon, who provided valuable direction and guidance from a Comms perspective

Interview with Shah Garibov, Prophet AI

Gather insights on existing AI tools and comments on feasibility

01 02 03 04 05

Problem Identification

Sophie (Brand & Communications intern) was tasked with making a spreadsheet of the Stagwell network's award wins

Background Research

Identify and finalize the most relevant interviewee for our project

Meeting with Aaron Kwittken, Founder and CEO PRophet

Provided guidance on how to develop our product, what data is needed, and how much it would cost to bring StagVision to life

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Similar Market Solutions

PRophet Earn

PRophet Earn is an AI tool for marketers that generates a personalized PR pitch to attract journalists. It uses predictive AI to identify emerging journalist interests and enhance results by focusing on topics journalists want to cover.

How does Stagvision expand on this?

StagVision complements **PRophet Earn** by streamlining the award submission process and focusing on jury interests. **StagVision** helps track Stagwell's award wins, identifying key categories and award shows that enhance brand visibility, **allowing companies to assess the effectiveness of their strategies and make informed decisions moving forward.**

https://www.prprophet.ai/

"I see this as an add-on to the PRophet earn product."

- Shah Garibov
  shahriyar.garibov@prprophet.ai

Similar Market Solutions

Taskade AI Award Submission Generator

Taskade is an AI productivity platform with a variety of features including an **AI Award Submission** tool that helps transform award show submissions into captivating stories. It streamlines the process of applying for awards and recognitions, helping users create compelling submissions that **adhere to the specific award show requirements and guidelines**.

What makes StagVision different?

Stagvision has access to 1st party data and scrapes the internet for 3rd party data. Since **StagVision** focuses solely on awards and channels this data, the tool can **provide users much more detailed and accurate predictions and feedback.**

We're not just improving the award submission itself, but also providing a communications plan, giving agencies insights into what awards shows to invest in.

https://www.taskade.com/generate/public-relations/award-submission

Moving Forward

01 Meet with award representatives from Stagwell agencies, gauge how they would benefit from StagVision

02 Learn more from Communications and PR team how awards help enhance Stagwell's brand visibility and agency credibility

03 Reach out to Stagwell Marketing Cloud for potential collaboration

04 Pitch clients about StagVision's capabilities to win awards more efficiently in their fields

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THANK YOU!

We hope you invest in StagVision!