

E-209-256

Ek Neki Rozana: Championing Dirt in the Month of Purity for 3 consecutive years.

PRODUCT CATEGORY ENTERED ENTRY ID %
Surf excel Sustained Success (Top Brand) E-209-256

ENTRY DETAILS

Type of Product/Service

Provide a brief (1-5 words) description of the type of product/service you are entering. Do not include brand name.

Examples: Airline; Body Wash, Real Estate Website; Military Branch; Toothpaste.

Detergent/Households Care category.

Effort Start and End Date

Provide the full time span for the entire effort, even if it began before or ended after Effie's eligibility period.

If your effort is ongoing, please leave the end date blank.

Date From 2016 Jan 01

Date To 2018 Jul 31

Idea Origination

Where was the campaign idea originated?

The genesis of the Surf Ramzan campaign dates back to 2016, when the brand, having cemented itself as the most loved detergent of Pakistan, now looked to elevate its philosophy of 'Dirt is Good' to not only defend this market and thought leadership against competition, but also to take its equity to another level. There was a natural association with Islamic values that consumers already saw in Surf Excel, thanks to its legacy of communications featuring kids pulling off small acts of heroism and goodness. Ramzan, hence became the perfect occasion to convert brand affinity to unflinching, unparalleled brand love.

Regional Classification

Select all that apply.

National

Category Situation

Growing

EXECUTIVE SUMMARY

Give the judges an understanding of the case they are about to read by providing a summary – one sentence for each of the four scoring sections.

The Challenge:

(Maximum per line: One sentence - 20 words)

Ensure that dirt continues to be seen as 'good' during Ramzan– a month of purity.

The Insight:

(Maximum per line: One sentence - 20 words)

True spirit of Ramzan is not only about fasting, but NEKI and the NIYAT behind it.

The Idea:

(Maximum per line: One sentence - 20 words)

A selfless deed might get your clothes dirty, but it purifies your soul.

Bringing the Idea to Life:

(Maximum per line: One sentence - 20 words)

Three beautiful tales of children embodying the spirit of Ramzan by selflessly performing small acts of kindness.

The Results:

(Maximum per line: One sentence - 20 words)

Brand scored fantastic results across equity, value share, and sales growth, but most importantly, won millions of hearts.

Specific to the Sustained Success category, why is this case worthy of an award for marketing effectiveness?

Because Effie has no predetermined definition of effectiveness, it is your job to propose why this case is effective in this entry category: why the metrics presented are important for your brand and business/organization.

If you are entering this effort in multiple categories, your response to this question is required to be different for each category submission.

(Maximum: 100 words)

At a time when viewers are bombarded by advertisements, Surf excel, being a detergent brand, has been able to consistently create the most talked about campaigns for Ramzan for the last 3 years, upping the ante every time. Staying steadfast to its brand POV of 'Dirt is Good' in the month that epitomizes purity is a steep challenge, but the brand has done so by seamlessly integrating its own values of 'empathy' 'optimism' 'modern parenting' and 'ingenuity' with those of Ramzan, creating a sweeping wave of emotions that has not only built on brand love, but enhanced consumer franchise considerably.

Before your effort began, what was the state of the brand's business and marketplace/category in which it competes?

What was the strategic communications challenge that stemmed from this business situation?

Provide context on the degree of difficulty of this challenge and detail the business need the effort was meant to address.

(Maximum: 425 Words, 3 charts/graphs)

Laundry category in Pakistan is a war zone where multinational giants are fighting for market share. The battlefield is bombarded with ammunition from all fronts, be it TV, digital, on-ground activation or in-store. Retaining and increasing market share in such competitive heat is not easy. However, Surf excel has been able to do it successfully! The brand has been the market and thought leader of the detergent's category, and where every player talks about functional parameters like 'better stain removal' and 'whitest washes', Surf Excel supported 'getting dirty' as fundamental for a child's development. It dared to give detergent conversation an emotional tone.

As the years went by and as competition heated up, there was a need for this conversation to evolve, deepening the brand's bond with the consumers at a spiritual level too. Ramzan in Pakistan is one of the most celebrated occasions where the Muslim audience is most receptive to the message of doing good while emotions are at a natural high. This is where the values of the occasion fit in perfectly with the values that Surf excel stood for. Capitalizing on this key occasion and the natural connect Surf excel launched its first communication in 2016 which achieved overwhelming success. The challenge from there on was to do even better story-telling every year with a distinctive message in each that guaranteed to touch the hearts of the viewers.

Define the audience(s) you were trying to reach. Why is this audience important to your brand and the growth of your brand's business?

Did your audience(s) change over time? If so, describe how and why.

With a campaign of this scale, the idea was to spread the message of good amongst the

Describe them using demographics, psychographics, culture, etc. Explain if your target was a current audience, a new audience, or both.

(Maximum: 200 Words, 3 charts/graphs)

Pakistani community as a whole, however as a primary audience Surf Excel talks to URBAN MOTHERS WITH YOUNG CHILDREN.

A typical Pakistani mother is most concerned about the best education, nutrition and environment for her children. However, 'Tarbiyat' (Upbringing) is equally important to her. She strongly believes in raising her children with solid values that enable them to grow up into good, well rounded human beings and inculcates Islamic ideals in them at an early age. These are areas school lessons seldom tend to focus on and hence any entity that provides assistance and inspiration is welcomed. Therefore for Surf Excel, considering it is the very flagbearer of these values, these mothers become the bulls eye TG for its communications, and especially when bringing forward the message of 'good' during Ramadan. The fact that these mothers also wield overwhelming influence over the household's brand choices then makes it a complete win-win for Surf.

What were your measurable objectives? What were the Key Performance Indicators (KPIs) against your objectives? How did they change over time?

Provide specific numbers/percentages for each objective and prior year benchmarks wherever possible.

Provide context, including category background, for why the objectives were important for the brand and growth of the business.

Effie is open to all types of objectives: Business, Behavioral, Perceptual/Attitudinal. It is the entrant's responsibility to explain why their particular objectives are important to the business and challenging to achieve.

Address your objectives and KPIs through the full span of your Sustained Success case.

(Maximum: 175 Words, 3 charts/graphs)

During persistent and unprecedented competitive heat, the challenge was to utilize the Ramzan platform beyond just buzz and emotional connect, by positively impacting the brand metrics Year on year.

Brand Metrics:

1. Increase Market value share Year-on-year (Target: +20 Bps each year)
2. Improve Equity YoY (Target: +20 Bps each year)
3. Improve Key brand attributes (Target: +100 Bps on each attribute)

Section 1: Sourcing

Provide sourcing for all data provided in Section 1: Challenge, Context & Objectives.

Use superscript in your responses above to link data points and sources.

Include source of data, type of research, time period covered, etc. Do not include ANY agency names as the source of research.

Do not link to external websites or include additional information for judges to review.

Judges encourage third-party data where available.

See Entry Kit for details.

Consumer Panel, BGS, Media agency

State the insight that led to your big idea. Explain the thinking that led you to your insight.

Some insights come from research, data and analytics. Others come from inspiration. Describe yours here.

Keep in mind, an insight is not merely a fact or observation based on research; it is the strategic insight, unique to your brand and audience, that was leveraged to help meet your objectives. Your insight may be a consumer insight, a channel insight, marketplace insight, etc.

(Max: 200 Words, 3 charts/graphs)

Values of Ramazan go beyond just FASTING and in fact, the month presents a time for cleansing the soul. Prayers, abstinence, charity apart from fasting are some spiritual acts which are diligently observed by Muslims during the month. However, Ramazan also celebrates good deeds (Neki) and good intentions (Niyat). And in fact performing these 2 is key to embodying the true spirit of Ramzan. This was the overarching context that we adopted. Then there was the challenge of presenting this thought in a genuine, yet brand relevant manner. This is where children, the heroes of Surf Excel's communications fitted in perfectly. Children have the purest of intentions that drive their actions, and when these 'nannhay farishtay' do good, without worrying about the stains on their clothes, encouraged by their parents under the aegis of Surf excel, the simplicity of the message instantly strikes a chord with the viewer.

INSIGHT: True spirit of Ramazan is not only about fasting, but NEKI and the NIYAT behind it

In one sentence, state your strategic big idea.

What was the core idea that drove your effort and led to the breakthrough results? What was at the very heart of the success of this case? The big idea is not the execution or tagline.

Provide a one-sentence answer. (Max: 20 Words)

A selfless deed might get your clothes dirty but it purifies your soul.

Section 2: Sourcing

Provide sourcing for all data provided in Section 2: Insights & Strategic Idea.

Use superscript in your responses above to link data points and sources.

Include source of data, type of research, time period covered, etc. Do not include ANY agency names as the source of research.

Do not link to external websites or include additional information for judges to review.

Judges encourage third-party data where available.

See Entry Kit for details.

N.A.

How did you bring the idea to life and how did you sustain it over time? Explain your idea and your overall communications strategy.

Elaborate on your communications strategy, including the rationale behind your key channel choices. Why were your channel choices and media strategy right for your specific audience and idea? Your explanation below must include which specific channels were considered integral to your media strategy over time and why.

(Maximum: 600 Words, 3 charts/graphs)

Starting from 2016, Surf Excel struck the right chord with viewers during the month of Ramzan by showcasing its understanding of the true spirit of the holy month.

Three beautiful, allegorical tales were rendered across digital media, to truly deepen this bond. In all stories, children played the lead roles. The brand was completely in the background. It was the value being communicated, which shimmered upfront.

2016: #MadadEklbadat - Helpfulness is an act of faith

The first film in the series was about the simple yet heartwarming story of three children, who observe a poor old man selling eatables on a cart in trouble because his cart wheel has got stuck. The children helped him by peddling his wares to the folks around, carrying them to prospective customers in their new Kurtas (Indian jackets), which ended up rather soiled, even if the intentions of the children were pure and spotless. This drove home the point that helping others without any expectations, was the sign of a pure soul.

2017: #Nekieklbadat - Small deed of kindness is an act of faith

The second film opened on a neighborhood, where a young boy was awakened by his mother to have his Sehri. This was the early morning meal Muslims had before they began their fast, and it had to be eaten before sunrise. As the mother tried to get her son to eat, he darted out of the house and ran towards another one. No obstacle could slow him down. The boy's clothes end up extremely dirty, but his resolve could not be shaken. The house belonged to an old man, who was hard of hearing. The little boy had guessed he would not have heard the alarm, and then having woken up late, would have to go the entire day on an empty stomach. He wakes up the old man, and shares with him his meal of dates and parathas. This tale made the point that thinking about others before oneself was the reflection of a pure soul.

2018: #EkNekiRozana-Act of forgiveness is an act of faith

This year the conversation was brought within the home.

The film opened on an iftar, an evening meal setting. It featured a young boy going from stall to stall, collecting a host of delicious food items. What initially could be misconstrued as an act of greed; turns out to be an act of innocently divine love, when he brings the food to the home of his uncle and aunt. They were staying away from the family and are not on talking terms. But spurred by the love of the little boy, the couple returns home with him to ask for forgiveness. And in a truly warm moment, all the stains of bad blood, and the grime of previous fights, are truly washed aside. This story beautifully makes the point that forgetting differences and embracing loved ones, is truly the sign of a pure soul.

In all three films, children did acts which showed their stature might be small, but their thinking was on a very elevated pedestal. And Surf Excel, as always, was happy to see them shine through in those character building situations.

The brand had hit upon the right path of long-term connection, because if there's something that Ramazan celebrates, it's that good deeds should be endless.

Section 3: Sourcing

Provide sourcing for all data provided in Section 3: Bringing the Idea to Life.

Use superscript in your responses above to link data points and sources.

Include source of data, type of research, time period covered, etc. Do not include ANY agency names as the source of research.

Do not link to external websites or include additional information for judges to review.

Judges encourage third-party data where available.

See Entry Kit for details.

N.A.

FOR REFERENCE ONLY - The entrant's response to [OBJECTIVES QUESTION] (objectives/KPIs) will be displayed here as a reference for judges.

During persistent and unprecedented competitive heat, the challenge was to utilize the Ramzan platform beyond just buzz and emotional connect, by positively impacting the brand metrics Year on year.

Brand Metrics:

- 1. 1. Increase Market value share Year-on-year (Target: +20 Bps each year)
- 2. 2. Improve Equity YoY (Target: +20 Bps each year)
- 3. 3. Improve Key brand attributes (Target: +100 Bps on each attribute)

How do you know it worked? Explain, with category and prior year context, why these results are significant for the brand's business.

Results must relate to your specific audience, objectives, and KPIs. Provide a clear time frame for all data shown so judges can clearly see your success over time.

The metrics you provide here are directly relevant to your objectives and audience. Entrants are strongly encouraged to re-state their objectives from section 1 along with their corresponding results.

If presenting more than 3 years in this case, make sure to provide results here for the full spectrum of years that you are presenting in this case and in your creative reel.

(Maximum: 425 Words, 5 charts/graphs)

The success of the campaigns can be gauged with brand metric growing Year on year

- 1. Increase Market value share Year-on-year (Target: +20 Bps each year)

The brand ended up increasing share by 100 bps each year, widening the share gap vs competition all the while. The share touched 19% post the 2018 Ramzan campaign and continues to sustain at that level since then.

- 1. Improve Equity YoY (Target: +20 Bps each year)
(BGS Data not available before Q2 2017)

While BGS scores were unavailable for 2016, both the 2017 and 2018 reads showcased an improvement. Vs Pre Ramzan period in 2017, the equity store has jumped up by +200 bps.

- 1. Improve Key brand attributes (Target: +100 Bps on each attribute): Key brand attributes grew by more than +100 Bps upon deployment of Ek Neki Rozana in 2018.
(BGS Data not available before Q2 2017)

Marketing communications rarely work in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case - positive or negative?

Select factors from the chart. Judges discourage entrants from responding "No Other Factors".

Giveaways/Sampling

Leveraging Distribution

EXPLAIN THE INFLUENCE OF THE FACTORS YOU SELECTED ABOVE.

You are encouraged to use this space to address the significance or insignificance of other factors on the results achieved by your effort.

We recognize that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

(Maximum: 200 words; 3 charts/graphs)

The campaign was supported by a strong instore leg considering we had a limited edition pack and hence an opportunity to translate the buzz and emotional connection directly instore. The instore leg included some special placements and additional shelf share particularly in Modern Trade. That surely would have helped lend additional potency to the overall effort.

Section 4: Sourcing

Provide sourcing for all data provided in Section 4: Results.

Use superscript in your responses above to link data points and sources.

Include source of data, type of research, time period covered, etc. Do not include ANY agency names as the source of research.

Do not link to external websites or include additional information for judges to review.

Judges encourage third-party data where available.

See Entry Kit for details.

Not applicable

MEDIA ADDENDUM

The Media Addendum is reviewed as part of Section 3: Bringing the Idea to Life, along with your creative work, as presented in the Creative Reel and Images for Judging. These elements together account for 23.3% of your total score.

PAID MEDIA EXPENDITURES

Select total paid media expenditures (purchased and donated), not including agency fees or production costs, for the effort described in this entry and as outlined below.

Given the 'spirit' of this question use your judgment on what constitutes fees, production and the broad span that covers media – from donated space to activation costs. Select one per time frame. Elaborate to provide context around this budget range, if not already addressed in your answers to questions 1-4. For example, explain if your budget has changed significantly, how this range compares to your competitors, etc.

Paid Media Expenditures (Sustained Success)

You must provide the budget for A) the initial year the case started (initial year is either the year your case started or at least 3 years ago), B) one interim year, and C) the current year.

Indicate the percent change for your budget for each year represented compared to the prior year. (e.g. 2% increase, same, etc.) If not known or not applicable, indicate this.

Please be sure to expand the response window to fully provide the paid media expenditures for the Initial, Interim and Current Years of your marketing efforts.

| | INITIAL YEAR | INTERIM YEAR(S) | | CURRENT |
|--|---|---|---|---------------------------------------|
| | <input type="text" value="2016"/> | <input type="text" value="2017"/> | <input type="text" value="2018"/> | <input type="text" value="YYYY"/> |
| Paid Media Expenditure | <input type="text" value="PKR 75 – 100 million"/> | <input type="text" value="PKR 75 – 100 million"/> | <input type="text" value="PKR 75 – 100 million"/> | <input type="text" value="Select.."/> |
| Percentage change from Previous Sample Year Example: Approx 5% increase | <input type="text" value="NA"/> | <input type="text" value="2%"/> | <input type="text" value="3%"/> | <input type="text"/> |

Compared to competitors in this category, the budget is:

More

Compared to prior year spend on the brand overall, the brand's overall budget this year is:

About the same

Elaboration on the Budget

Provide judges with the context to understand your budget. In addition to providing context around your budget, if you selected Not Applicable to either of the previous two questions, explain why you selected Not Applicable.

What was the balance of paid, earned, owned, and shared media? What was your distribution strategy? Did you outperform your media buy? If your paid media expenditures are low, but production/activation/other costs were high, or there is a unique situation surrounding your budget, you should elaborate here.

This is an opportunity to provide further context surrounding your budget so judges have a clear understanding and do not question the information provided above.

(Maximum: 100 words)

For a brand as highly penetrated as Surf excel we used the highest penetrated medium i.e. TV as the main platform to build awareness and maximize the reach of the campaign. Followed up with social media with Facebook and Youtube as the main platforms

Select if Owned Media was a part of your effort. If so, elaborate on owned media (digital or physical company-owned real-estate), that acted as communication channels for case content.

Owned media examples may include a corporate website, social media platforms, packaging, a branded store, fleet of buses, etc.

Note: If owned media platforms were selected in Communications Touchpoints, judges will expect to see an explanation of those platforms here.

Was owned media a part of your effort?

If owned media platforms were selected on the Communications Touchpoints chart, judges will expect to see an explanation of those platforms in your response.

Similarly, any owned media described here must also be selected in the communications touchpoints chart. Make sure answers here relate directly back to the selected choices in the "Communications Touchpoints" chart.

Yes : Surf Excel Pakistan 1. Facebook page 2. Twitter 3. YouTube channel 4. Website

SPONSORSHIP

Note whether or not your effort included any sponsorships. If so, detail those sponsorships you had in the space provided.

Were sponsorships a part of your effort?

Include timing for any sponsorships.

Yes : We sponsored Ramazan Tranmissions on TV

COMMUNICATIONS TOUCHPOINTS

Select all touchpoints used in the effort, based on the options provided. You should explain in Question 3 which touchpoints from the list were integral to reaching your audience and why.

Communications Touchpoints

Indicate below all communication touch points used in this case and the % of the total budget that was used for each communications touch point, which should equal 100% for each year.

You must provide information for A) the initial year your case started (initial year is either the year case started or at least 3 years ago, B) 1 interim year, and C), the current year (9/17-8/18). You must provide detail in your written case (Question 3) on the integral communications touchpoints used in this effort.

Please be sure to expand the response window to fully provide the communication touchpoints of this entry.

| | 2016 | 2017 | YYYY | 2018 |
|-------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| BRANDED CONTENT | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| CINEMA | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| CONSUMER INVOLVEMENT/USER GENERATED | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| DIRECT | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| ECOMMERCE | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| EVENTS | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| GUERRILLA | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | 100.0 | 100.0 | 0.0 | 100.0 |

| | 2016 | 2017 | YYY | 2018 |
|------------------------------------|----------------------|----------------------|----------------------|----------------------|
| INTERACTIVE/ONLINE | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| INTERNAL MARKETING | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| MOBILE/TABLET | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| OOH | 17 | 16 | <input type="text"/> | 7 |
| PACKAGING | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| POINT OF CARE (POC) | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| PR | <input type="text"/> | <input type="text"/> | <input type="text"/> | 6 |
| PRINT | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| PRODUCT DESIGN | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| PROFESSIONAL ENGAGEMENT | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| RADIO | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| RETAIL EXPERIENCE | <input type="text"/> | <input type="text"/> | <input type="text"/> | 10 |
| SALES PROMOTION | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| SEARCH ENGINE MARKETING (SEM/SEO) | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| SOCIAL MEDIA | 17 | 21 | <input type="text"/> | 14 |
| SPONSORSHIP | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| TRADE SHOWS | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| TV | 66 | 63 | <input type="text"/> | 63 |
| <input type="text" value="Other"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| | 100.0 | 100.0 | 0.0 | 100.0 |

TRANSLATION OF CREATIVE EXAMPLES (if applicable)

Translation

If your creative examples include work that is not in the standard language of this Effie competition, you are required to include a translation to the local language either via subtitles within the creative OR you may provide a translation in the text box below.

Limited edition pack, back of pack translation

One Good Deed a Day

1. Say kind words
2. Help someone in need
3. Share your iftar with a neighbour
4. Help mom make iftar
5. Be kind to animals
6. Compliment someone
7. Pray in a masjid
8. Help lay the table for iftar
9. Play with your friends
10. Donate iftar for those in need
11. Don't complain to anyone about anyone
12. Share your chocolate with your siblings
13. Donate a toy you like but you don't play with
14. Obey your parents
15. Spread joy by smiling
16. Take care of a sick neighbour or relative
17. Bake a cake for iftar with your mom's help
18. Pick up trash wherever you see it
19. Water all the plants at home
20. Pray with your parents
21. Help family with chores
22. Seek forgiveness for your family and friends
23. Help mom with the laundry
24. Say salaam to anyone who passes by
25. Have good and pure intentions
26. Clean your room for Eid
27. Donate clothes to spread of joy of Eid
28. Make Eid cards for your friends and family
29. Decorate your house for Eid
30. Help mom make Sheer Khurma