

E-62-196

The Bridal Uniform

PRODUCT CATEGORY ENTERED ENTRY ID%
UNWomen Positive Change: Social Good - Non Profit E-62-196

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.

Anti- child marriages movement

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 2017 Dec 17

Date To 2018 Jul 31

Idea Origination

Where was the campaign idea originated?

The idea originated at BBDO Pakistan.

Regional Classification

Select all that apply.

Local

Regional

National

Non-English

Category Situation

Flat

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)

To raise awareness of child marriages in Pakistan and to reach government lawmakers in order to mobilize bill.

The Insight:

(Maximum per line: One sentence - 20 words)

A bride's dress is the most important thing for an adult bride. But what does a child bride wear?

The Idea:

(Maximum per line: One sentence - 20 words)

To merge traditional bridalwear with a schoolgirl's uniform, and to launch it by hijacking the country's largest bridalwear fashion show.

Bringing the Idea to Life:

(Maximum per line: One sentence - 20 words)

Collaborating with the country's best bridalwear designer to create "The Bridal Uniform" and launching it at the Bridal Couture Week.

The Results:

(Maximum per line: One sentence - 20 words)

500,000,000 impressions leading to awareness, acknowledgement by senator, online petition signatures in thousands, review of law by Islamic Council.

Specific to the category you are entering, 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)

With only under \$100, but with a highly skillful guerrilla plan accompanied with stellar design work, our campaign was not only able to create mass awareness of the issue at hand, but also change people's mindsets and actually affect the law positively. The campaign was so successful that it has now been picked up globally and is being implemented in 6 different countries.

Brand and Category Scenario?

What was the state of the brand's business and the marketplace/category in which it competes before your effort began? Competitive and marketplace environment (main competitor, ad spend, market share and position, category benchmarks, etc.). What was going on? Define success in your category. Do not assume that all judges have extensive knowledge of the category.

(Max: 275 Words)

Every day, almost 25,000 girls under the age of 18 become child brides in Pakistan*(i). Some being married off as young as 6 years old. Almost always, this comes at the cost of her education. Efforts to raise the legal age of marriages to 18 have been rejected by the Council of Islamic Ideology*(ii), whose influence greatly determines the outcome of a bill being passed or not.

Not only does the Council of Islamic Ideology have a major influence on the laws that get passed but also on the perception of the masses, who hold their word above the law. So it was very challenging to not only change the law, but to also change people's mindsets regarding this issue.

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?

Describe your audience(s) using demographics, culture, media behaviors, etc. Explain if your target was a current audience, a new audience, or both. What perceptions or behaviors are you trying to affect or change?

(Max: 200 Words, 3 charts/graphs)

The campaign targeted people on two levels. Our first target audience was the influencers and media personnel who could spread the conversation that would build pressure to involve policymakers and in turn the Council of Islamic Ideology. And second, through on-ground sessions, directly addressing the masses where these practices were widely prevalent.

In addressing the problem, we had to also circumnavigate religious sensitivities, and devise a plan that would be approachable to all by focusing on a developmental angle.

The strategy, thus, was to emphasize what a girl loses when she is married off too early: education. UN Women data showed us that most early marriages resulted in girls stopping their schooling, and therefore being condemned to an illiterate and unempowered life (iii). Once that strategic pillar was set, we focused on a creative solution that would be disruptive enough to kickstart a conversation that would reach all the way into Government circles.

What were your measurable objectives? What were your Key Performance Indicators (KPIs) against your objectives?

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.

Answers to this question (1C – Objectives) redisplay for judges directly above the answers for the results question (Section 4).

(Max: 175 Words, 3 charts/graphs)

We had two major objectives from the campaign.

1. Create a stir and change mindsets: Child marriages in Pakistan have been traditionally either accepted as a cultural practice, or have been mostly ignored as a problem. We wanted to raise the volume of the conversation around the topic by informing the public about the real cost of early marriages: education, and the subsequent loss of women's empowerment.

2. Influence a measurable action through Government that protects girls: We intended to create enough noise around the problem to reach the ears and desks of parliamentary figures and the Islamic Council of Pakistan, which holds much sway over lawmakers. The campaign was designed to put pressure on Government bodies to influence a change in existing laws.

Section 1: Sourcing

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

(i) UNFPA Study Report: Child Marriage in Pakistan 2007

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.

(i) UNFPA, Study Report: Child marriage in Pakistan 2007

(ii) Dawn News "CII endorses underage marriage"

(iii) South Asia Studies: "Causes and consequences of child marriages in South Asia."

State the insight that led to your big idea. After you state your insight, explain what observations 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)

The insight to the big idea was around the bride herself: the typical Pakistani bride wears an elaborate wedding outfit — bright, colorful, heavily embroidered dresses with flashy jewelry. Every year, the Pakistani bridal-wear fashion industry hosts large events in which new styles are revealed by big name designers (i).

Dresses sometimes sell for millions of rupees. These shows are typically attended by local celebrities and have extensive media coverage. There is an incredible amount of attention given to the outfit a bride will wear to her wedding, and it takes up most of the conversation in marriage planning, in every demographic in Pakistan.

One could say that the bridal gown in itself is treated as a uniform for a bride. Which led us to our big idea...

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)

To design bridalwear that merged traditional bridal embroidery with a schoolgirl's uniform and launch it at a bridalwear fashion show.

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.

(i) The Nation: "Hum Bridal Couture Week Dates Announced"

See Entry Kit for details.

How did you bring the idea to life? Explain your idea and your overall communications strategy. If applicable, how did you optimize and adapt the 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 and why.

(Max: 475 Words, 3 charts/graphs)

We took this highly relevant cultural insight and connected it to the other uniform that a young girl wears, one that is positive for her life: the school uniform. In collaboration with the nation's best known bridal-wear artist Ali Xeeshan, we meticulously designed a new kind of a bridal outfit — one that symbolizes the trade-off that takes place when a girl is married young and is deprived of her right to an education.

“The Bridal Uniform” was thus crafted by merging traditional Pakistani wedding outfit embroidery patterns with a common Government schoolgirl's uniform.

To launch the dress, we hijacked the platform of the country's biggest bridal fashion show evening: the Bridal Couture Week. As the showstopper of the night, amidst bejeweled adult brides in elaborate gowns, and with the nation's top fashion bloggers recording, out walked on the ramp a little girl wearing a Pakistani schoolgirl's uniform embellished with beautiful traditional bridal motifs. The irony in the piece was unmistakable.

The stunt was then followed up by a print piece in a local fashion magazine, where we embedded the Bridal Uniform amongst other traditional wedding outfits. Instructional posters printed for on-ground NGOs to showcase in villages were disseminated to activate a direct touchpoint. An online petition was launched to advocate a change in law in order to protect young girls, all in an effort to reach lawmakers in the Government.

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.

NA

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

We had two major objectives from the campaign.

1. Create a stir and change mindsets: Child marriages in Pakistan have been traditionally either accepted as a cultural practice, or have been mostly ignored as a problem. We wanted to raise the volume of the conversation around the topic by informing the public about the real cost of early marriages: education, and the subsequent loss of women's empowerment.

2. Influence a measurable action through Government that protects girls: We intended to create enough noise around the problem to reach the ears and desks of parliamentary figures and the Islamic Council of Pakistan, which holds much sway over lawmakers. The campaign was designed to put pressure on Government bodies to influence a change in existing laws.

How do you know it worked? Explain why, with category and prior year context, 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.

(Max: 300 Words, 5 charts/graphs)

1. Effectiveness in influencing legislative action: Pakistani Senator Sehar Kamran took note of our campaign by name while proposing a bill to raise the legal marriage age to 18: "The campaign was extremely helpful. We were able to discuss it in our groups (the senate)." The Islamic council in turn agreed to review the bill and eventually proposed a groundbreaking amendment: a girl will not be legally allowed to leave her parents' house until she turned 18 (i). The impact of this is monumental as it mitigates the reason why girls are married off at a young age to begin with, being seen as a financial burden. This also means that the girl would complete her education before she leaves her parents' house, more empowered. More recently, the Pakistani Senate has approved a bill for raising the marriageable age to 18 (ii). The campaign further led to the police no longer turning a blind eye to underage marriages: arrests were made of people who were involved in such practices (iii)

2. Effectiveness in mass awareness and creating conversation: The disruptive stunt went viral and generated almost 500,000,000 social and news-media impressions, more than any campaign for this cause has ever done in the country. The topic of child marriages started trending, and both the international and local press reported on it. #BridalUniform, besides being adopted by on-ground local NGOs to educate villagers on the importance of keeping girls in schools, has also made an appearance on Berlin and Los Angeles catwalks, and talks are underway to feature the stunt at New York Fashion Week to highlight the issue in seven countries. On-ground interviews have indicated a widespread acceptance of the suggestion of allowing a girl to complete her schooling before marriage.

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 and explain the influence of these factors in the space provided.

Other marketing for the brand, running at the same time as this effort

EXPLAIN THE INFLUENCE OF THE FACTORS YOU SELECTED ABOVE.

This is your opportunity to address what else was going on to convince judges of the impact of your case by addressing these factors. 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: 150 words; 3 charts/graphs)

A few senators had been working for a few years to bring about legislative change in this issue, but no change had taken place. This was mostly due to most efforts being rejected on the basis of being unIslamic.

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.

(i) RS News: "CII to permit nikah but rukhsati only after 18."

(ii) Dawn: "Senate Human Rights Body approves bill for raising marriageable age to 18."

(iii) Mail Online: "Police rescue child bride in Pakistan."

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 for the current period (7/1/2017 – 9/30/2018) and prior period (7/1/16 - 9/30/17).

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 Expenditure (Current Period)

July 1, 2017 - September 30, 2018

Under PKR 1.0 million

Paid Media Expenditures (Prior Period)

July 1, 2016 - September 30, 2017

Not Applicable

Compared to competitors in this category, the budget is:

Less

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

Less

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)

The central item in this campaign: the Bridal Uniform dress itself, cost under \$100 to make. Our collaboration with Ali Xeesan ensured that we would have access to hijacking an established fashion show, and thus our media expense was zero: we simply used the press at hand covering the event. With an estimated impression figure of 500,000,000 and coverage on the local and international press, this was the most incredible ROI on what was a non-existing budget.

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.

No

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.

No

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

BRANDED CONTENT	<input checked="" type="checkbox"/>
EVENTS	<input checked="" type="checkbox"/>
GUERILLA	<input checked="" type="checkbox"/>
Ambient Media	<input checked="" type="checkbox"/>
PRINT	<input checked="" type="checkbox"/>
Custom Publication	<input checked="" type="checkbox"/>

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.