

# E-320-011

## What Matters is Inside

**PRODUCT**      **CATEGORY**      **ENTRY ID%**  
Shell Rimula      Automotive      E-320-011

## 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.

Engine Oil/Lubricant

### 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    2018 May 01

Date To      2018 Jul 31

### Idea Origination

Where was the campaign idea originated?

China

### Regional Classification

Select all that apply.

Regional

### 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)

Maintain Shell Rimula as the preferred lubricant choice of the hardworking trucker

### The Insight:

(Maximum per line: One sentence - 20 words)

For a trucker, a quality product like Rimula can only be his first choice if he also puts himself first.

### The Idea:

(Maximum per line: One sentence - 20 words)

The engine oil that works as hard as you

### Bringing the Idea to Life:

(Maximum per line: One sentence - 20 words)

Real life stories that prove what matters is inside

### The Results:

(Maximum per line: One sentence - 20 words)

Brand Preference grew from 14% (H2 2017) to 21% (H2 2018)

### 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)

A trucker's livelihood is closely tied to efficient up and down movement on long routes, while complying to safety regulations. Delays very clearly equate to financial loss. Money taking priority on safety is the biggest threat and the behavior that Shell Rimula aims to discourage. The gray imports promoted by illegal reclaimers, selling at low prices make up the biggest challenge in category faced by legal players, making it difficult to sustain preference for quality brands, yet, in the year 2017/18, Shell Rimula was able to grow its brand preference from 14% (H2 2017) to 21% (H2 2018)

### 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.

Pakistan's lubricants market consists of consumer, transport and industry. Transport sector is the largest lubricant consumer in Pakistan, generating business for all lubricating oil manufacturing companies. Market volume stands at around 400 million liters per annum.

Due to a wide network of petrol pumps spread across the country, oil marketing companies (OMCs) have an edge over their competitors and other manufacturers to sell and distribute lubricants in addition to various petroleum products. Shell is the number one global lubricant supplier, delivering market-leading lubricants to consumers in over

(Max: 275 Words)

100 countries, which has captured 21 percent in larger lubricants' market in the country. The biggest OMC player in Pakistan in terms of diesel engine oil, is Chevron. Chevron has a market share of 40% in the transport market, followed by Shell at 22%, Total at 8%, Zic at 5% and PSO at 3%.

The gray imports, spurious and substandard oils made by illegal reclaimers operate in the country particularly in Karachi. They make up the biggest business challenge in category. These products not only damage the legal reclaimers and blenders but also cause heavy losses to the transporters in term of reducing engine life. Shell Rimula deals with a huge impact of this portent.

### 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)

Shell Rimula specifically targets the transport sector, made up of local companies who employ truckers on contractual basis. Vehicle maintenance is the responsibility of the trucker making him the end user of Rimula. Truckers are 20-50 years old men with little or no formal education.

Pakistan's map is a vertical one, most of the transportation loads moves from southern sea ports, upwards to the central and northern parts of the country. Pakistan's topography and climate changes many times between north and south. Terrain is tough and weather conditions can halt traffic for days on certain routes. Road network infrastructure is not comparable to the developed world, specially the roadside facilities. A trucker's livelihood is closely tied to efficient up and down movement on these routes, while complying to safety regulations. Delays very clearly equate to financial loss. Money taking priority on safety is the biggest threat and the behavior that Shell Rimula aims to discourage.

Truckers are mostly on the go but connected to cellular networks. They live away from their families for weeks, their stopover spots are their community hubs, where they engage with each other, listen to music, watch TV and unwind before starting their journey again.

### 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) re-display for judges directly above the answers for the results question (Section 4).

(Max: 175 Words, 3 charts/graphs)

Pakistan's economic landscape has been very turbulent and uncertain lately. Shell Pakistan's business gets directly implicated with minor changes in policy and regulation. It is not just the oil prices and taxation; the quantum of general trade or imports and exports heavily impacts the transport industry. Company's safety-first policy also limits access to areas that become out of reach frequently due to law and order situation. 2018, as an election year was certainly a tough one from all aspects.

Shell Rimula aimed to maintain its business volume along with enhancing brand health on the following indicators:

Spontaneous brand awareness

Brand Preference in the category

Brand Attribute associated with the campaign

## 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.

Business Recorder

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## 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)

Truckers are perceived with a measure of negativity the world over. This sentiment may be truer in Pakistan than most places. Here they are judged on their outward appearance with no thought to what may rest below the surface. They are seen as outsiders who don't share our values and therefore don't belong among us.

For a trucker, making a compromise on engine oil is equal to putting his vehicle's and thus his own efficiency and safety at risk. This tendency is not a one-time behavior change. Because of their long and continuous presence in the same environment and dealing with everyday hardships, their mind drifts towards taking risks for saving time and money. Discouraging this behavior first requires earning a trucker's trust and continuous investment in a long-term relationship with him. After all, social recognition is a key component of self-worth for them.

Our key insight that stemmed from our growing knowledge and understanding could be stated as follows: For a trucker, a quality product like Rimula can only be his first choice if he also puts himself first.

## 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)

The engine oil that works as hard as you

## 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

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not include ANY agency names as the source of research.

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### **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)

Shell has long championed the people within the profession of trucking. Noticing their hard work, getting them where they really want to and recognizing there's more to them than what we might see.

We intend to shine a light on all the wonderful bits of a trucker's life that are missed when viewed through a myopic lens. They work hard to build a better future for their children. They drive long hours into the cold night to bring warmth and comfort to their families. Truckers have the same basic values as any of us, to provide for their own. They should not be judged by what they drive, but by what drives them.

This shift in perspective humanizes the truckers. It shows them as people who work to earn for their loved ones, and their trucks are an important part of that equation. Just as it takes a man with strength at his core to be a trucker, it takes an engine with enhanced performance to power a truck. What matters is inside.

The idea of the campaign was brought to life with real examples and real individuals with their own characters at the center stage. Shell Rimula took it upon itself to showcase the power of empathy and build the self-worth of a trucker in his own eyes and the world in which he seeks recognition.

Shell Rimula premium engine oil takes care of the engine, so you can concentrate on what matters to you. It works as tirelessly as you do, even in the toughest conditions, to deliver protection and performance. And it's our pledge to keep you moving. So next time there's a long journey ahead of you, know that we're behind you. Every mile, every time. To bring the idea to life:

Shell Rimula launched four TVCs one around a farmers life and the other three around truckers=

Agri Baithak – Local meetup with farmers (irrigation, and tractor maintenance workshop)

On ground events mainly in transport markets, under the umbrella of What Matters Is Inside known as "Highway k Heros" recognizing the efforts of truckers and making them feel proud of their profession.

Rimula Trade Value Proposition Float: This was more of a functional proposition designed around reaching out to the DEO retailers and mechanics and making them understand what Rimula is and how it is better than any other DEO.

Rimula Iftar: An emotional touchpoint whereby the idea had been to bring together the truckers at one place and do Iftar with them to make them realize and understand that they aren't alone win their journey, in fact Shell Rimula is with them through and through.

Trucker Event: These are again very tactical events which are usually designed around the seasons of peak sales of Rimula. Not sure if these should be added or not.

Rimula Trade Event

### 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.

#### Shell Pakistan Internal Sales Data

Brand Health Tracker reports, conducted by external research agency

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

Pakistan's economic landscape has been very turbulent and uncertain lately. Shell Pakistan's business gets directly implicated with minor changes in policy and regulation. It is not just the oil prices and taxation; the quantum of general trade or imports and exports heavily impacts the transport industry. Company's safety-first policy also limits access to areas that become out of reach frequently due to law and order situation. 2018, as an election year was certainly a tough one from all aspects.

Shell Rimula aimed to maintain its business volume along with enhancing brand health on the following indicators:

Spontaneous brand awareness

Brand Preference in the category

Brand Attribute associated with the campaign

### 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)

Spontaneous brand awareness for Shell grew from 50% (H2 2017) to 78% (H2 2018)

Brand Preference grew from 14% (H2 2017) to 21% (H2 2018)

Brand Attribute (Hardworking) grew from 18% (H2 2017) to 34% (H2 2018)

Brand Attribute (Engine runs like new) grew from 25% (H2 2017) to 36% (H2 2018)

### 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.

Leveraging Distribution



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)

Shell Pakistan focuses very heavily in health, safety and environment related community programs that encourage similar behaviours as desired by the shell Rimula campaign.

Such initiatives continue to take place throughout the year and engage multiple stakeholders including the end users, influencers and sponsors of the vehicle maintenance in transportation and logistics industry.

## 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.

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# 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

July 1, 2017 - September 30, 2018

PKR 100 – 125 million

### Paid Media Expenditures (Prior Period)

July 1, 2016 - September 30, 2017

PKR 75 – 100 million

### 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)

The objective of the campaign was to achieve brand equity goals by creating awareness and building TOM. The media mix was TV, Cable and OOH. Regional distribution allowed every ad to be aired in the local language on local channels along with cable. Tier 1 channels helped tap the secondary audience. Strategic long term deals on highways, toll plazas, trucker rest areas, farmer territories were locked for entire year in order to assure consistent presence hence building TOM. The campaign performed really well as we reached 43.8% of our TA against the bench mark 42.5%

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

No



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.

## 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.

## 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

DIRECT	<input checked="" type="checkbox"/>
Retailer Specific (Direct)	<input checked="" type="checkbox"/>
EVENTS	<input checked="" type="checkbox"/>
OOH	<input checked="" type="checkbox"/>
Billboard	<input checked="" type="checkbox"/>
RETAIL EXPERIENCE	<input checked="" type="checkbox"/>
In-Store Merchandising	<input checked="" type="checkbox"/>
TV	<input checked="" type="checkbox"/>
Spots (TV)	<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

It is not what shows, it is what we

language either via subtitles within the creative OR you may provide a translation in the text box below.

Your pride, your determination and hard work is a foundation of everything.

This is the reason why we have formulated Shell Rimula r4x with dynamic protection and technology

There is a quality of saving your engine oil from dirt and dust, to make your life easier and to be providers of their family.

Engine oil that works as hard as you do