

E-532-141

Humrahi Digital Campaign

Product Category Entered
Life Insurance Plans Branded Content

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.

Life Insurance

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 Nov 16

Date To 2018 Dec 31

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)

Resonate with millennials on digital & position life insurance as a smart choice for youngsters who are planning their future.

The Insight:

(Maximum per line: One sentence
- 20 words)

-
- TA behavior is shifting from traditional media to digital
They don't consider long-term savings, hence insurance is not a priority

The Idea:

(Maximum per line: One sentence
- 20 words)

- Humanizing the brand by creating relatable content
- Creating awareness by driving TA to consider it as a medium of saving

Bringing the Idea to Life:

(Maximum per line: One sentence
- 20 words)

"Humrahi" showcased a millennial couple and how life insurance impacted their life. Content was customized for social & digital platforms.

The Results:

(Maximum per line: One sentence
- 20 words)

- Leads exceeded by 500%
- 8.4M+ video views
- 5.6M+ Post Engagements
- 98M +Impressions
- 15M+ Reach
- 411K website sessions
- YouTube BLS +34.5%

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

1. For the first time in Pakistan, EFU Life communicated directly to millennials by creating content in the form of webisodes to change the perception about the category.

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)

2. Traditionally, insurance companies use fear appeal to trigger purchase-intent in boomers. For our TA, the communication strategy was kept on a lighter and positive note.
3. We challenged the traditional norms by breaking stereotypes associated with female's education, their careers after marriage and women embracing motherhood.
4. Feedback received from TA & leads generated through the digital platforms further reinforced the brand's commitment to take this story forward.

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)

The insurance category is perceived to be a dry category and the communication generally opted by other insurance players tend to use an element of fear to make people aware of the harsh realities of life. They also make use of phrases & jargons which usually end up complicating the messaging and losing the audience in the process.

EFU Life with its unconventional message of life planning, launched digital webisodes 'Humrahi' and managed to humanize the brand, in order to make the audience realize its need.

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)

TA DEMOGRAPHICS, CULTURE, MEDIA BEHAVIOR

Millennials's online behavior reflects an increasing trend towards e- shopping, shorter video content, online research and reviews.

TA was divided into 3 segments for better targeting based on their interests:

- Primary (aged 25-40) - People starting a new chapter in life; getting a job, getting married, saving for their family & their future.
- Secondary (aged 41- 50+) – People with mature mindsets who are settled in life and want to ensure a good future for their family & their own retirement.
- Tertiary (aged 18-23) – Young students who are pursuing their professional degrees.

The main purpose of segmenting the audience was to drive relevance and to analyze the performance of each segment, which aided us in real time optimization of the campaign.

TYPE OF AUDIENCE

- Demographics, Relationship, Interests, Life events and behavioral targeting was followed to get potential clients to sign-up in all

Conversion-based campaigns.

- Customer lists and audiences for converted users were put together to create Lookalike audiences on Facebook to get potential clients to sign-up.
- Remarketed audiences from the previous campaigns to encourage conversions on all social and digital platforms.

PERCEPTION

Encourage TA to consider insurance as a medium of saving for their future.

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)

CATEGORY BACKGROUND

Life insurance penetration as a percentage of GDP is less than 1% in Pakistan, much lower than in the region. With the rising middle class and the youth over 60% of the country's population, it gives us a huge opportunity to penetrate into this untapped market segment.

CAMPAIGN OBJECTIVES

In Pakistan, there are 37 million active social media users, with 80% below the age bracket of 45 years.

EFU Life saw an opportunity to capture the attention of this "important" segment by creating content that specifically caters to their needs.

There is a behavioral shift among millennials from TV to online viewership and their purchase decisions influenced by the research and reviews they read online.

With digital we aimed to grow our business by;

- Altering the perception of life insurance as not being a priority to being a necessity in life.
- Showcasing life insurance as a medium of saving to help them achieve their life goals.
- Generating interest among millennials, the primary audience for "Humrahi".

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.

- Company Annual Report 2018
- WeAreSocial - Digital 2019 Pakistan report
- Agency conducted four informal focus groups of the primary target audience (married & non-married, buyers & non-buyers) age group 25-40 years from SEC A & B, to understand their main perceptions about the category, their triggers and barriers to

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Judges encourage third-party data where available.

See Entry Kit for details.

buying life insurance and how they approach digital for their financial planning decisions.

- Post-campaign analysis of the 2018 campaign "Plan Karna Zaroori hai" conducted through an informal agency research along with sales team's feedback indicated that the tagline "Plan karna hi nahi, Plan laina bhi zaroori hai" triggered the need to buy life insurance. So not only was planning important in life but having a life insurance plan imperative to achieving your life goals.

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 consumer insight indicates that one feels content knowing that they have things planned out and that feeling gives them a sense of security for their future.

The post campaign analysis of "Plan karna Zaroori Hai" indicated that "Plan karna nahi, Plan laina bhi Zaroori hai" resonated well with the TA and triggered a need to buy an insurance plan. The strong recall of the line led to this line becoming the call-to-action in each webisode of Humrahi.

The insight revealed that people preferred to watch shorter video content on digital. There was a large chunk of untapped audience on digital which was not being talked to through tailored communication focusing on the progressive mindset and showing current trends.

Amongst the TA for Humrahi, the need of child financial planning and savings are the most predominant. This TA is one that is motivated by simple 'slice of life' communication that resonates with them rather than being influenced by fear appeal.

In view of the perceptions associated with life insurance and the consumer insight, the idea was to come up with a creative concept that appeals to the TA in a way that they consider it as a priority in life.

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

In life, planning alone is not enough but having an insurance plan enables you to achieve your life goals.

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)

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.

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See Entry Kit for details.

- Campaign 2018 'Plan Karna Zaroori Hai' sentiment analysis Agency conducted
- informal post-campaign focus groups of the desired target audience to gauge campaign recall, likability, relevance and purchase-intent.

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)

'Humrahi' is a story of Maha and Ahad, who believe in love, respect, equality and togetherness. Through their unique personalities, we brought forward a relationship, based on their understanding and their life planning. While they enjoy each other's company, it is planning ahead in life that gives them safety and security for the future.

COMMUNICATION STRATEGY: IDEA COMING TO LIFE

To build the characters, Ahad and Maha were introduced through a teaser video in which they talk about meeting for the first time. Their story was divided into 3 main webisodes along with snippets connecting their story.

1. Webisode 1 'Jab Ahad Met Maha' (The first time they met)
2. Snippet 'Decision Time' (Haan ya Naa? - asking the audience for their opinion)
3. Snippet 'Shaadi Mubarak' (Life as Humrahi)
4. Webisode 2 'Aik Naya Start' (Expecting their first baby)
5. Snippet 'Kiya Apnay Plan Liya?' (Life after the baby)
6. Webisode 3 'Humrahi Future Star' (Planning for their daughter's education)
7. Snippet of call-to-action 'EFULife Plan Laina Zaroori Hai'

CREATIVE AD FORMATS LEVERAGED THROUGHOUT THE CAMPAIGN TO MAXIMIZE ENGAGEMENT

- Conversion based Search campaigns to target Branded, Generic and Competitor keywords.
- Facebook Lead Generation and Website Conversion campaigns.
- Conversion based Display campaign with responsive ads along with Static & Animated banners.
- YouTube ad formats including In-stream, True-view for Action, and Bumpers.
- Facebook engagement campaigns (Video Views, customized In-stream ads).

GRANULAR TARGETING AUDIENCES WHO ARE INTERESTED IN OUR SERVICE TO MAXIMIZE LEAD GENERATION

- Demographics, Relationships, Interests, Life events and behavioral targeting in all conversion-based campaigns on Facebook.
- Customer lists and audiences for converted users to create Lookalike audiences on Facebook.
- Audiences who had shown interest in insurance Branded, Generic and Competitors keywords in search campaign for Google.
- Google Display Ads targeting using Demographics, Affinities, Topics, Custom Intent, Custom Affinity 2.0
- Remarketing was always on during the campaign period on both the platforms.

TRACKING AND OPTIMIZING OUR CAMPAIGN RESULTS WERE CRUCIAL TO PERFORMANCE

The following creative processes were carried out in order to better gauge our creative performance & aided in daily optimization:

1. Implemented Facebook pixels and Google Ads conversion/remarketing tags before campaign execution in order to track the leads.
2. Contextualizing the message to the TA based on their stage in life. For the male audience (student, businessman & father) & female audience (working woman, mother & homemaker) were used in lead generation campaigns.
3. UTM tracking codes in all campaigns to track goals and website sessions more efficiently in Google Analytics.

ORGANIC CONTENT

For social media platforms such as Instagram and Twitter, customized content was developed keeping in view the attitude and behavior of this TA. Content was pushed organically, keeping in view that the platform is dominated more by the brand's tertiary audience.

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.

- Google Keyword planner - To gauge the search volumes for
 - EFU Life and it's specific categories
 - Competitor Brands
 - Life Insurance in General plus related categories such as education and wedding financing
- Google and Facebook audience Insights - To gauge audiences sizes and behaviors across both platforms
- CMI - Ipsos Driven Research to validate consumer psycho- graphics across various genders, ages and SECs

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

CATEGORY BACKGROUND

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- Showcasing life insurance as a medium of saving to help them achieve their life goals.
- Generating interest among millennials, the primary audience for "Humrahi".

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)

The campaign execution coupled with various A/B testing, delivery of lead generation campaign exceeded far over and above the target number based on the campaign budget and industry benchmark. Awareness related metrics were also overachieved compared to the industry benchmarks on view rates, engagements, impressions and website visits. The full summary of results is as given below:

- Achieved over 500% of planned leads.
- The number of leads generated within the TA (25-40) was 90% higher than the leads received in the previous year from the same age group.
- YouTube BLS was conducted on 1st webisode in which relative lift was 34.5% which is above Pakistan's benchmark of 19.5%. BLS stands for "Brand Lift Study" which is a Google Implemented Survey that measures lifts in awareness of a brand communication after a campaign has run.
- 8.4M+ video views on web-series from Facebook & YouTube combined.
- Got 5.6M Post Engagements on Facebook.
- Over 98M Impressions were served and got 10M+ Reach (Facebook) and 5M+ Reach (Google).
- Generated 411K website sessions during the campaign period. Digital PR
- generated 40K views & 60K Engagement on reviews posted on different Facebook pages.

The campaign successfully delivered the best value for money to date for all financial sector brands which were bench-marked. The communication strategy was customized for different ads platforms including Facebook, Instagram, Twitter, YouTube, Display and Search.

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.

Economic Factors



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)

ECONOMIC FACTORS

Factors such as inflation, the rupee depreciation against the USD has resulted in lesser disposal income for the household and making life insurance more challenging for an individual to afford. Not only is life insurance not considered a priority in life by most people but such economic situations make people opt for short-term returns rather than putting money in saving mediums which gives them returns over a medium to long-term time frame.

OTHER MARKETING FOR THE BRAND

Activation and sales incentive programs could have also contributed to the overall growth in the company's business for the year.

Section 4: Sourcing

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

N.A

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.

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 (1/7/2018 – 30/6/2019) and prior period (1/7/17 - 30/6/18).

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, 2018 - June 30, 2019

Paid Media Expenditures (Prior Period)

July 1, 2017 - June 30, 2018

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.

We used a range of platforms ranging from video to search to achieve our goal.

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 budget was further brought to life through continuous optimization & collaboration across all stakeholders; we executed customized-for- platform creatives across multiple platforms and surpassed our leads target by 500%.

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.

Yes : 1) We collected leads by diverting the audience to our lead form on AdviseMe Landing Page. 2) Official Facebook page 3) Official YouTube account 4) Official Instagram account 5) Official Twitter account

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.

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"/>
INTERACTIVE/ONLINE	<input checked="" type="checkbox"/>
Brand Website/Microsite	<input checked="" type="checkbox"/>
Contests	<input checked="" type="checkbox"/>
SOCIAL MEDIA	<input checked="" type="checkbox"/>

CREATIVE EXAMPLES

Creative Work is reviewed as part of Scoring Section 3: Bringing the Idea to Life, along with the entrant's response to Question 3 and the Media Addendum. These elements together account for 23.3% of the total score.

CREATIVE REEL

The Creative Reel is the entrant's opportunity to showcase the creative work that ran in front of their audience to the judges. The reel is NOT a video version of the written case. Judges recommend spending at least 70% of the creative reel's time on examples of creative work.

The creative reel is not judged for the production quality of the reel; judges are evaluating only the creative work that ran in the marketplace as it relates to the challenge, insights, audience, and strategy.

Specific, quantifiable results, agency names/logos, and competitor logos/work may not be included anywhere in the video.

The Creative Reel is viewed once the case has been read.

Creative Reel

3 min maximum*. 280 MB max.,
mp4 format.

*Entries in the Sustained Success
category only: 5 min maximum.
280 MB max., mp4 format.

For 4:3 aspect ratio, minimum size
should be 640 x 480; for 16:9 ratio,
minimum size is 1280 x 720. Letterbox
submissions may be sent



EFULife_BrandedContent_Humrahi2018

as 640 x 480 (For optimum judging your video should show clearly on a laptop and on a central screen of approx. 50" x 30".)

Do not include any agency names in the file name or anywhere in the reel. Effie encourages your file to be named "BRANDNAME- CATEGORY- ENTRYTITLE"

IMAGES OF CREATIVE WORK (2 Required, 6 Maximum)

Upload images of your creative work that ran in the marketplace. Communications channels highlighted must have been also featured in your creative reel.

Judges review these images after they read your case and watch your creative reel. Images should complement your reel and help the judges better evaluate the creative elements that ran in front of your audience.

Images for Judging are an opportunity to:

- + Showcase work that is better seen as a still image vs. video format
- + Draw further attention to key creative elements

Images of Creative Work

Upload 2-6 images of your creative work that ran in the marketplace. Do not include agency names in the file name or within the images.

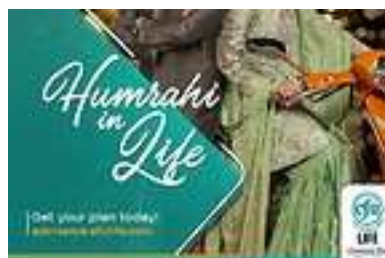
Technical Requirements: .jpg/jpeg format



Introductory Post



Display Ad - Humrahi





Call To Action Post



Plan for a new chapter in life



Apki Khushiyon Ka Humrahi



Engagement Post

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.

N.A

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With Print Set ENTRANT RECORDS - Judge Content - Includes Thumbnails

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