

# E-521-490

1  
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## Jumbo Junior

**Product**            **Category Entered**  
Jumbo Junior    Snacks & Desserts

## 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.

Snack/Biscuit (Snacks & Desserts)

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

### 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.

Date From

2018 Oct 01

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

Date To

### 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)

1

Ensuring we develop as a key player while changing the world for the better.

## The Insight:

(Maximum per line: One sentence  
- 20 words)

Children build impactful habits at an early age.

## The Idea:

(Maximum per line: One sentence  
- 20 words)

Imagine a better world with the power of Jumbo Junior.

## Bringing the Idea to Life:

(Maximum per line: One sentence  
- 20 words)

Two engaging stories told by our protagonist about the environmental/social issues and their solutions.

## The Results:

(Maximum per line: One sentence  
- 20 words)

1

The brand gained tremendous market share and sales growth while shaping kids' habits for the better.

## 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)

The communication achieved its objective of teaching young kids about environmental and social awareness while changing their habits to make them more environmentally and socially responsible.

No other brand in the category is communicating messages that are targeted towards being socially and environmentally responsible, making our campaign the first in its kind to raise such issues among a young audience.

The success is evident by the brand's growth in market share compared to the past performance of the brand.

## 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

With the ever-growing snacking industry, specifically biscuits, more and more are targeting children. Focusing on healthy energy biscuits, Jumbo Junior is in the race with challenging the established players such as Tige

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)

and Gluco who have dominated the industry along with new entrants such as Wiz and Milkabisk.

We knew in order to cut the chase, we had to stand out. Where our main competitors focused on functional benefits of the product such as nutrition and mental benefits or used celebrity endorsements, we wanted to go above and beyond.

As a brand for children, we wanted to instill awareness about social and environmental issues and build habits of solving such problems, as we are a country already going through environmental crisis. Leaders of the future need to be not only aware but take action to bring change, even small.

Since this is usually a dry subject to tackle for kids, we engaged them by creating animated characters that helped convey the message in an entertaining manner.

## 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)

Our biscuit is an energy-based snack featuring milk, glucose and calcium making it an ideal snack for children. We have targeted an audience that is school-going children, both boys and girls, between the ages of 5-10 years who live in urban and semi-urban areas. They consume animated content on TV and YouTube. They have evolved to be curious and their world is filled with wonder. This a growing age and their minds are constantly evolving and this is a crucial age where they develop habits. We have geared our message towards these children as they will be responsible for the future and touching upon such vital topics will make them question their societal and environmental issues. The audience was kept in mind with the intention to mold them towards positive and impactful habits, hence being extremely crucial to the core of the brand.

## 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.

With established competitors in the category, Jumbo Junior was a younger brand in the kids energy biscuits category. Trailing behind of the pack, we knew we had to jump into the top three and share the mantle with the older, well-versed key players such as Tiger and Gluco.

Our main objective was to first a sizeable share in the market, around 2-3%<sup>1</sup> jump.

Growing sales of Jumbo Junior by 40-50%<sup>2</sup>

Along with that, we wanted to educate our audience regarding our message, trying to be as direct with them as possible, aiming to reach 200-300<sup>3</sup> schools.

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)

## 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.

1. Advertiser data, June 2017 - July 2018
2. Advertiser data, June 2017 - July 2018
3. Advertiser data, June 2017 - July 2018

## 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)

Our intention stems from the desire to step towards a cleaner, socially aware and environmentally prosperous Pakistan. And for that, we had to turn to the future of Pakistan, the youngest generation. The inspirational insight was that kids build their habits from an early age. This was the right age to talk about the current climate of the country: awareness of the social and environmental crisis and combating the crisis. Currently, there is no brand talking about this crucial platform to our target audience.

That is why we want the kids to “Karo Ideas Free With The Power of Three”. The desire to open up the kids’ minds with ideas with the help of three (the combination of ingredients in our biscuits) i.e. glucose, milk and calcium

We wanted to use this platform to segregate ourselves from the competition, creating a clear positioning for our brand which we could leverage to increase market share and grow in sales.

## 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

Open Jumbo Junior for ideas to imagine a better world.

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.

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.

## 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 knew we needed a creative hook to engage the kids and get their attention while we explained our message. That's why we executed the message through a style that would interest our audience: animation. We created a main character called Jumbo (rhino) and his team (Jugnu & Jugmug) to communicate the message. The protagonist is a teacher figure who teaches the kids about environmental issues and raising a concern about the issues, before tackling them together. To make the message catchy, we created a jingle to embed the message in the mind of our audience. The story, the characters, animation and the jingle came together seamlessly to deliver the message in an effective and memorable way.

So far, two communications have been crafted and executed, each with a unique message on environmental issues. Our debut message was about deforestation and the second message was about water conservation with the intention of continuing this theme with the same fervor. The role of the product was to act as a catalyst to provide energy and nurture the minds of the kids to make them think and act to overcome these problems ultimately building socially and environmentally habits.

The films were shown on mainstream national channels as kids consume TV content, and also so that their respective parents watch it as well. The campaign was spread nationwide.

The next important medium was BTL activation. We went to schools with the intention of spreading the message directly to our audience, talking to them in more concentrated groups and demonstrating how to act in a socially responsible manner.

Another medium we focused on was digital as children of this age consume YouTube content and we also established a Facebook page so that the parents and the kids know our message.

We did not engage in some typical mediums such as radio or print as we wanted to deliver a more concentrated message and get it across to the kids, who do not usually consume such mediums.

## 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.

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

**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.

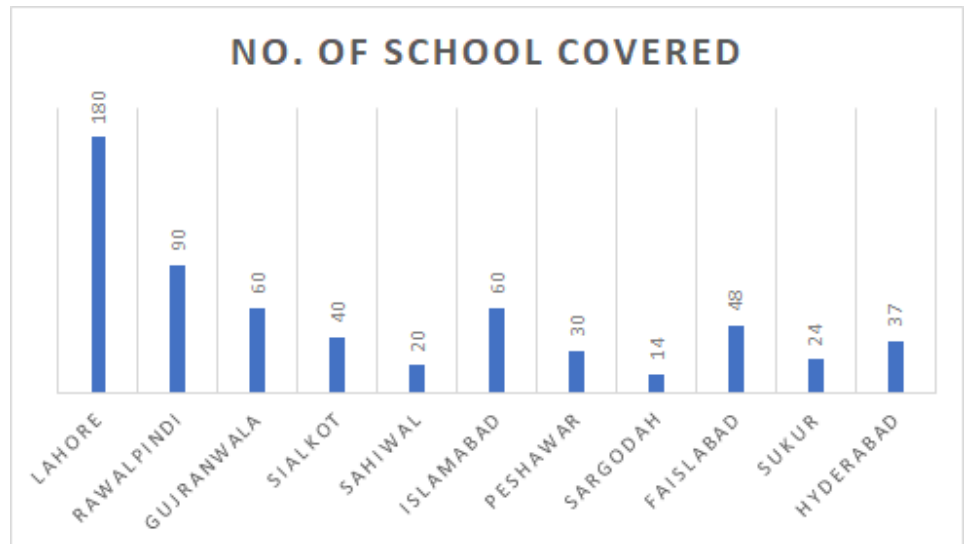
(Max: 300 Words, 5 charts/graphs)

We grew immensely in the current year, our market share grew from 4.6% to 8%<sup>1</sup> and we ultimately went on to become the third biggest /brand in the energy biscuits category. Whereas the category growth was 6% in 2018/19<sup>2</sup>, Jumbo Junior's growth was 59%<sup>3</sup> in the same period.

We also wanted to achieve a target of 200-300 schools and 100,000 students and we exceeded the numbers: we visited 603 schools<sup>4</sup>, reaching out to 249,447<sup>5</sup> kids.

City	No. of School covered
Lahore	180
Rawalpindi	90
Gujranwala	60

Sialkot	40
Sahiwal	20
Islamabad	60
Peshawar	30
Sargodah	14
Faislabad	48
Sukur	24
Hyderabad	37



City	No. of Students Covered
Lahore	72,454
Rawalpindi	39,606
Gujranwala	25,920
Sialkot	14,256
Sahiwal	7,344
Islamabad	21,738
Peshawar	12,960
Sargodah	4,644
Faislabad	17,809
Sukur	12,002
Hyderabad	20,714

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.



**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

We had a positive impact due to the current climate in the country. There are already campaigns in motion by the government - to plant trees and to build dams. This catapulted our theme and made it even current and

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)

more momentum was gathered because of that because of media hype.

## 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.

1. Advertisers data, July 1, 2018 - June 30, 2019

2. Advertisers data, July 1, 2018 - June 30, 2019

3. Advertisers data, July 1, 2018 - June 30, 2019

4. Advertisers data, July 1, 2018 - June 30, 2019

5. Advertisers data, July 1, 2018 - June 30, 2019

The number of schools covered and the number of students reached: data given by advertisers.

# 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

PKR 25 – 50 million



## Paid Media Expenditures (Prior Period)

July 1, 2017 - June 30, 2018

PKR 5.0 – 10 million



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:

More



## 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 biggest portion of the budget was spent on TVCs (70%) as the ad was run on all major national television channels to engage kids as they consume animated content while also reaching out to the parents. 6% of the total budget was spent on digital, as kids are habitual consumers of digital content on YouTube and other social media platforms. 24% of the budget was invested in BTL, largely in activities in schools across the country to directly reach out to kids with Jumbo Junior's message.

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 : Facebook page

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.

Yes : The brand sponsored Jumbo Junior play areas at the 7UP Food Fest across multiple cities. The brand also sponsored Jumbo Junior themed games, activities and giveaways at schools across multiple cities. The activities were sponsored by Jumbo Junior and conducted by Cartoon Network.

## 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

CINEMA	<input checked="" type="checkbox"/>
DIRECT	<input checked="" type="checkbox"/>
Retailer Specific (Direct)	<input checked="" type="checkbox"/>
EVENTS	<input checked="" type="checkbox"/>
INTERACTIVE/ONLINE	<input checked="" type="checkbox"/>
Contests	<input checked="" type="checkbox"/>

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Developed Retailer Site Content (Interactive/Online)	<input checked="" type="checkbox"/>
Digital Video	<input checked="" type="checkbox"/>
Display Ads (Interactive/Online)	<input checked="" type="checkbox"/>
OOH	<input checked="" type="checkbox"/>
Place-Based	<input checked="" type="checkbox"/>
POINT OF CARE (POC)	<input checked="" type="checkbox"/>
Brochures	<input checked="" type="checkbox"/>
PR	<input checked="" type="checkbox"/>
RETAIL EXPERIENCE	<input checked="" type="checkbox"/>
In-Store Merchandising	<input checked="" type="checkbox"/>
POP	<input checked="" type="checkbox"/>
SAMPLING	<input checked="" type="checkbox"/>
OOH (Event)	<input checked="" type="checkbox"/>
SOCIAL MEDIA	<input checked="" type="checkbox"/>
SPONSORSHIP	<input checked="" type="checkbox"/>
TV	<input checked="" type="checkbox"/>
Co-op	<input checked="" type="checkbox"/>
Spots (TV)	<input checked="" type="checkbox"/>
USER GENERATED	<input checked="" type="checkbox"/>
Consumer Generated	<input checked="" type="checkbox"/>
Word of Mouth	<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 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"**



JUMBO JUNIOR (SNACKS & DESSERTS)

## 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



Jumbo Junior BTL Infographic



Jumbo Junior Key Visual 1



Jumbo Junior Key Visual 2

## 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.

2019-11-28 14:27:22 +0000 ENTRANT RECORDS - Judge Content - Includes Thumbnails