



# 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)

Impact fully enter the tea-biscuit category dominated by Sooper (33% share) and become a Billion Rupee brand with a 2%share

## The Insight:

(Maximum per line: One sentence - 20 words)

The younger generation is willing to experiment, boldly adopting new ideas that express who they are.

## The Idea:

(Maximum per line: One sentence - 20 words)

Disrupt the tea-biscuit category with *Chai Wala Biskut* and take cultural leadership.

## Bringing the Idea to Life:

(Maximum per line: One sentence - 20 words)

From truck-art based packaging design to ingenious poetry, we immersed our brand tone in the local culture.

## The Results:

(Maximum per line: One sentence - 20 words)

An unprecedented feat, became PKR1.3 billion-brand with 6% share in the launch year. (Target: PKR1billion, share 2%)

## 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)

Chai Wala Biskut, was the new kid on the tea-biscuit block dominated by the leader Sooper (33% market share) In spite of big-spending, many brands tried but none could jolt the giant. Ultimately success depended on taking share from the industry leader. We could not win with muscle, so we strategized and differentiated our brand to capture consumer's share of mind. We took the cultural leadership with the younger generation of tea drinkers leading to switching. The launch was a huge success, we became PKR1.3 billion Brand, gained 6% share, in the launch year. (Target: PKR1 billion, share 2%)

## 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)

Chai Wala Biskut was a new entrant in the huge tea-biscuit segment of the biscuit category in Pakistan. The plain *anday doodh wala* and *zeera* biscuits fall in this segment. These biscuits most often accompany tea, culturally they are enjoyed by dunking in tea.

Within this sub-segment, Industry giant Sooper (Peak Freans) dominated the market with 33% share while Gala, Zeera Plus, Bakeri, Tea-time and Mayfair Café make up the rest, fighting for remaining share. There is intense competition among them with big budgets to safeguard and improve shares. All try to create positive associations of their brands with tea consumption-moments featuring family and loved ones. None had so far jolted the undisputed leader in the category, despite their huge spending.

Sooper, the category leader has a strong dominance, having built positive equity over long years. Going in we knew, to succeed it was imperative to come out with a totally differentiated strategy right from the ground up to get a share of the consumer's mind as we could not compete on scale. In terms of our communication, we decided to create a blue ocean instead of having to battle in the crowded red one with tea moments or proving to be the biscuit for the whole country!

## 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)

We saw an opportunity in taking cultural leadership with the new generation instead of going after the mature segment. For our new Biskut, the bull's eye was the younger generation of chai drinkers and those young at heart, 18-40-year-olds were the broader target.

Unlike the older generation who have grown up with Sooper and have stuck with it, the younger generation is more independent with their choices and ready to

experiment. They like to try new things and take chances. They are willing to

switch brands if something attracts them. Their consumption is an expression of

their identity.

Being heavily connected to digital media, they have transformed the consumer landscape in a way that cuts across all socioeconomic classes. For them to be connected (WIFI) is more important than material possessions. The audience we were trying to reach

highly value time spent with friends at the local dhaba, a culture that has

spread across Pakistan. Whenever possible, they bond over the cup of chai with

buddies at these colourful culturally immersed outdoor get-together places. It

was important to connect with this generation as they influence both older and

younger generations and act as influencers and opinion leaders.

## 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

Starting from the scratch, our KPI was to gain a share of 2% in the massive 'tea biscuit' category while our business objective was utilizing the idle available production capacity at the plant and achieve sales worth of PKR 1 billion within a year of launch

**Business Objectives:**

1. For CWB to become a PKR 1 billion brand for the Bisconni portfolio within a year of launch
2. Utilise idle production capacity and reduce factory overheads by 12%

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)

3. To achieve sustainable sales post-campaign (20% increase in MOM sales from Jan '20 to April '20)
4. Establish a presence in the tea biscuit segment and gain market share (target: 2% share of the plain segment )

#### Marketing Objectives:

1. Generate trials of the new product (target: 1 million tea Biskut moments)
2. Create an association of the brand with tea (target: 25% reach of sentiment on the digital platform)

## 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 Internal sales data audited.

2A.C Nielsen Retail Audit

## 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.

The younger generation is willing to try new things, boldly adopting new ideas that express who they are.

They are attracted by the unusual and more inclined to switching brands, they are willing to even take risks and try new things. While the older generation sticks to the brands they have grown up with and not prone to experimenting and adopting new things.

(Max: 200 Words, 3 charts/graphs)

## 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.

Disrupting the teabiscuit category with the newbrand '*Chai Wala Biskut*,' the name itself became the voice of the people.

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

## Section 2: Sourcing

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

Sourcing:

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

1 Internal sales data audited.

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

2A.C Nielsen Retail Audit

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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

By naming our product *Chai Wala Biskut* we owned the tea-biscuit category putting the competition at a disadvantage and becoming the talk of the town. The packaging was designed on the most well-recognized form of Pakistan's folk art, our vernacular truck art. One of the salient features of this art form is the special type of shaiyri (poetry) that we see painted on the trucks across Pakistan. While Sooper chose upper-class homes as the setting for their recent advertisements, we chose truck art and colourful truck shaiyri to resonate with our young audience. For them, a pack of biscuits with tea sometimes replaces

include which specific channels were considered integral to your media strategy and why.

(Max: 475 Words, 3 charts/graphs)

lunch too. We also saw an opportunity in the age-old *dhaba* culture with the emergence of the recent fancy-dhabas. The common thread in these two types of *dhabas* (settings for different socioeconomic classes) is chai, and what chai drinkers like to have with their chai, is usually some type of biscuit.

Our "biskut" has appeal for the bold younger generation – the name, tagline, communication on all platforms and the packaging celebrate what was not considered cool by the older generation. We wanted to reach these people across all platforms amidst a competitive environment where bigger brands such as Sooper were heavily investing in media with their classic tone of voice. To break the clutter, it was imperative for our communication to not only stand out but also have high recall value, so we embedded our communication with *shaiyri* that had the vibrancy reminiscent of truck art and hammered our brand name, Chai Wala Biskut. Our 360-degree campaign targeted young audiences across all platforms. The jingle was catchy, and we wanted people to sing along to the tune of "Biskut"- the song was aired on the radio before it aired on TV.

The protagonists of our TVC were trending in a popular Pakistani drama 'Alif' at that moment. We leveraged this to release a trailer-like video building anticipation of Ahsan and Kubra doing another project together that led to a lot of organic conversations. Posting the trailer through Geo networks FB page gave the impression they were coming in another production of Geo TV so awareness and anticipation before campaign launch were already high. All conversation was in shaiyri, the core language of our brand. The most recognizable phrase, "Dekh, magar pyaar se." (Look, but with love) became the chorus "Duba, magar pyaar se." (Dunk, but with love.) For the mass audience, TV still remains the most popular medium. So, the communication was aired on all mainstream entertainment, news, sports, music, and regional channels.

As a new brand, it was imperative for people to try and taste the product and get familiar with its packaging, we conducted a large-scale sampling and float activation for sampling with tea was done in Faisalabad and Multan, the strongholds of Sooper.

## 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

### Sourcing:

1 Internal sales data audited.

2A.C Nielsen Retail Audit

ANY agency names as the source of research.

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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)

**Business Objectives:**

1. **CWB became a PKR 1.3 bn brand within a year of launch (Target 1 billion)**
1. **Achieved 20% reduction in factory overheads: (Target: 12%)**
1. **Achieved 31% sales growth MOM from Jan '20 to April '20 (target 20%)**
1. **Within 2 months of launch, we gained a share of 2.7% while post-campaign the market share increased to 5.1%. By 8 months of launch Achieved: 6%2**

**Marketing Objectives:**

1. **Achieved tea biskut moments nationally through 1.8 million trials (Target 1 million)**
1. **Achieved 90% positive associations around the brand. 38% of the chatter was around a love for shaiyri, 22% around the appreciation of truck Art (Target: 25%)**

There is no prior year context here as this was the starting point being a new product. Starting from scratch we had a target to become a PKR 1 billion brand by achieving 2% share - a formidable challenge in the huge tea-biscuit category. Achieving 6% share was a huge feat at a time when the buying power of consumers had shrunk and lockdowns had made shopping difficult.



It's a huge category and the numbers achieved with the launch are remarkable especially significant as the share came from the untouchable market leader Sooper.

The campaign was national and had a great response overall, however, the response as a result of float activity was exceptionally good in Faisalabad and Multan, the traditional stronghold of Sooper.

## 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.

Giveaways/Sampling

Leveraging Distribution

Pricing changes

### 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)

Large scale sampling was done so people could try the product. We sampled over a million packs, ran a float activation in 31 towns that engaged consumers with the brand by giving them an opportunity to showcase their 'shaiyri talent' and through competitions such as dunking challenge to further establish the connection that our biskut was specially made for dunking in tea and it withstands more dunks than our competitor.

Float activity with a special focus was carried out in Faisalabad and Multan (since these were Sooper's strongest regions) where the biskut was sampled along with tea and showed an even better response in the area.

The usual distribution, trade incentives, trade displays were running at the time of launch in Wholesale & Retail.

## 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.

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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 (1/7/2019 - 30/9/2020) and prior period (1/7/18 - 30/6/19).

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, 2019 - September 30, 2020

PKR 100 - 125 million



### Paid Media Expenditures (Prior Period)

July 1, 2018 - June 30, 2019

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:

Not applicable (Requires Elaboration)



## 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)

With awareness generation as the objective - The biggest chunk of our budget went behind TV airing (60%)

The TVC airing was further supported by:

Radio (4%; Spots & segment placements)

Digital (10%; Facebook, YouTube, Instagram & Twitter )

Sampling (9%; Generated million plus trials)

On-Ground (4%; Float Activation)

OOH - (9%; Bus Branding, OOH sites nationwide)

Trade (4%; Investment on Trade tools such as POSM and Countertops)

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, Instagram and YouTube

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

On the creative reel, you must show at least one complete example of each communication touchpoint

INTERNAL MARKETING



that was integral to the effort's success. For example, if you mark 30 boxes below and 10 were key to the driving results and explained as integral in Question 3, those 10 must be featured on the creative reel.

OOH	<input checked="" type="checkbox"/>
Billboard	<input checked="" type="checkbox"/>
Transit	<input checked="" type="checkbox"/>
PACKAGING	<input checked="" type="checkbox"/>
PR	<input checked="" type="checkbox"/>
PRINT	<input checked="" type="checkbox"/>
Magazine - Digital	<input checked="" type="checkbox"/>
Magazine - Print	<input checked="" type="checkbox"/>
Newspaper - Digital	<input checked="" type="checkbox"/>
Trade/Professional	<input checked="" type="checkbox"/>
RADIO	<input checked="" type="checkbox"/>
Program/Content	<input checked="" type="checkbox"/>
Spots (Radio)	<input checked="" type="checkbox"/>
RETAIL EXPERIENCE	<input checked="" type="checkbox"/>
In-Store Merchandising	<input checked="" type="checkbox"/>
SAMPLING	<input checked="" type="checkbox"/>
OOH (Event)	<input checked="" type="checkbox"/>
SOCIAL MEDIA	<input checked="" type="checkbox"/>
TV	<input checked="" type="checkbox"/>
Product Placement	<input checked="" type="checkbox"/>
Spots (TV)	<input checked="" type="checkbox"/>
USER GENERATED	<input checked="" type="checkbox"/>

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Consumer Generated



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Word of Mouth



## 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.

#### CWB - Showreel Translation

It's not Biskut, it's biscuit.

But what tugs my heartstrings is Biskut, not biscuit.

(Chai Wala Biskut jingle)

Dunk, but with love.

Someone's coming... but with love.

He's coming to make chai even better... but with love.

Someone's coming to turn plus into minus... but with love.

Attention! Bisconni Chai Wala Biskut has arrived - chai's real companion.

Dunk, but with love.

When the weather turns delightful,

dunk Chai Wala Biskut in chai.

The breeze will become your flute,

so you can sing your favourite song.

Evenings with Ludo,

and the pleasures of friendship.

When cups of chai arrive,

why not have Chai Wala Biskut with it.

I'm not so simple that I have tea on its own,

my heart longs for Chai Wala Biskut,

will you bring it, or shall I?

The Latest News of 2020

Coming Soon...

#ButWithLove.

TVC:

Look here

at my style

it's a little

a little new

My heart tells me

It's deep in love

Dunk Chai Wala Biskut

but with love.

It's not Biskut, it's biscuit.

But what tugs my heartstrings is Biskut, not biscuit.

With flavours of milk and eggs,

everyone who has it finds it crispy.

And it makes chai amazing!

He said 'Hi'

I said 'Bye'

He offered chai

I said, only if there's Chai Wala Biskut

Going home on time

Did not 'click' with my boss

(It's cruel)

Trying to meet deadlines

I was feeling sick

But I'm something, my friend

after dunking Chai Wala Biskut in tea

I searched for a new job

and send off my resignation.

You don't kid around, boss!

Go serve tea on that table.

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