

E-1175-531

Happiness at your doorstep

Product **Category Entered**

IC NOW E-Commerce

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.

Ice cream/Frozen 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

2020 Apr 15

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

Date To

Regional Classification

Select all that apply.

Local



National



Category Situation

Select one option for your category situation: flat, in decline or growing

In Decline



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)

Consumers don't have a habit of ordering ice cream online

The Insight:

(Maximum per line: One sentence - 20 words)

New emerging consumer trends post lockdown; more snacking, Netflix moments, work from home & new ways of celebrating with family

The Idea:

(Maximum per line: One sentence - 20 words)

New emerging trends & occasions used as moments of online ice cream consumption with Wall's bringing happy treats at doorstep

Bringing the Idea to Life:

(Maximum per line: One sentence - 20 words)

Bring consumers to online ice cream ordering via relevant Wall's ice cream bundles, innovations and specialized packs.

The Results:

(Maximum per line: One sentence - 20 words)

Wall's Ice cream online business grew by 68X

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)

Eating ice cream always made us happy, anywhere and anytime. But during lockdown, consumers were not in the habit of purchasing ice cream online. Hence, instant happiness required an on demand solution. E-commerce before 2020 was close to non-existent for us however with the change in consumer habits & emerging trends we saw a perfect situation to fit ice cream in their lives via building moments of ice cream consumption

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)

E-commerce in Pakistan has skyrocketed over the past few years however the trend has only gone up recently during Covid times with the increased adoption of online purchasing behavior by consumers. While other categories such as retail & electronics were able to benefit from E-commerce immediately, ice cream due to its impulse nature & cold chain mechanics has not been successful in making E-commerce a priority channel. The biggest challenge remained ice cream not being part of our consumers' consideration set when it came to online ordering. Like all other snacks, ice cream is also part of impulse cravings for which consumers require instant satisfaction which they did get by buying it from a nearby store. Hence for us the main objective was to develop a new consumer habit of purchasing ice cream online.

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 core target audience are 18-35-year-old males & females residing in the urban cities of the country. They are always on the go and want to experience new things in life. While stuck inside their houses during peak Covid times these consumers picked up habits like Binge watching shows, ordering food online, experimenting with recipes etc. While they might seem to be glued to their screens, they also liked to spend quality time with their friends and families hence they looked forward to occasions like Eid, birthdays etc. However due to the unfortunate circumstances, these consumers were disheartened to not meet their loved ones and celebrate Eid with them.

During our connects with these consumers¹, snacking came out to be a big source of interest in this consumer segment. These consumers require constant stimulation as they get bored quite easily and these small snacks brings back the joy in their lives. Ice cream specifically for them was a sweet treat which brought a delightful break in their routine. However, during covid their consumption of ice cream went down as they stepped out less to their nearest grocery stores and when they did, ice cream was never top of mind.

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)

Bring happiness at your doorstep with the best digital Wall's Ice Cream - NOW experience. This will help in achieving the below objectives:

1. Create and change consumer habits by understanding the need states of the consumers and capitalizing on events/occasions to create purchase intent leading to conversion
2. Grow Wall's e-commerce by 10x
3. Build infrastructure and capability to cater to the demand (Target: 50% coverage of top 3 cities KLI)

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.

1 : Qualitative one-one consumer connects

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.

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)

Wall's worked closely with consumers to understand how their lives have changed due to Covid. Few of the emerging trends¹ which we were able to identify were: 1) Rise in binge eating as screen time increased 2) Work from home took over lives as boundaries blurred between office and home, 3) Family bonding was on the rise due to more time being spent in-doors. The above trends/moments were perfect opportunities to build on ice cream consumption . We had to capitalize upon them by providing consumers with ice cream delivery solutions at their doorstep to elevate these key moments and build habit for future purchases.

Another big change which consumers felt² was not celebrating the biggest occasion of the year; Eid. Walls wanted to become part of these celebrations and help consumers still create moments of togetherness and celebrations while being away from their loved ones.

Consumer lifestyles changing in such a drastic way provided us with the best timing to also inculcate another new habit of online ice cream purchase, as consumers seemed more receptive to change all around them.

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)

Wall's bringing Happiness at your doorstep.

Section 2: Sourcing

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

1:Qualitative one-one connects with consumers

2:Qualitative one-one connects with consumers

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)

Upon identifying the need to establish consumer habit of buying ice cream online our first challenge was to establish the required infrastructure internally – which included expanding our e-com coverage to 100% ¹percent in all key cities. We built a cold chain solution to support smooth delivery and scaled up our e-com operations to 741 delivery points². Once that was done, we had to address the bigger challenge of inculcating the habit in our consumers to start purchasing ice cream online.

Our strategy to achieve this objective was to divide the consumer base into cohorts and capitalize on changing consumer routine to drive relevance for Ice cream (via online purchase) in those moments. Amid the lockdown our consumers were spending more time at home either with their families, individually binge watching shows or working from home which resulted in an overall need for entertainment inside of home and a shift towards in-home snacking consumption. These moments were ideal for ice cream consumption hence to push consumers towards online purchases we designed specialized discount bundles which were relevant & need of the hour such as:

- “Something for everyone” – A discounted bundle having different delicious treats for everyone in the family such as mini cups for kids, Cornetto for the GenZ’s in the house and Mango family pack for the parents.
- “TV Snack Pack”- A mix of our blockbuster skus for consumers to enjoy during their late night binge watching
- “Work from home survivor kit” – A new ice cream assigned for every day and a free treat for the weekend to end your week on a sweet note
- “Cheat Weekend” – Pure indulgence over weekend with Magnums & Cornetto's.

To keep the momentum going, we built on the trend of consumers experimenting with different DIYs (Do it yourself) at home and introduced Magnum DIY kits on EID under 'Make your own Magnum kit' giving a chance to consumers to experiment with different toppings & sauces to create their own Magnum experience.

Our second foray into deepening the online ice cream purchase habit was with Eid – one of the most celebrated occasions in Pakistan. As Eid approached, we knew most of our consumers would be deprived of their ability to hand out eidi and celebrate Eid in its true essence due to Covid. So, we introduced the concept of digital Eidi with Walls Celebrations Tubs on E-com, where people could send eidi in the form of a newly introduced Celebrations Eid pack via ecommerce to their loved ones and carry the tradition forward.

Section 3: Sourcing

Provide sourcing for all data provided in Section 3: Bringing the Idea to Life.

1: Internal UL Data

2 : Internal UL Data

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.

The first COVID-19 wave advanced the consumer perception, and every day purchase habits almost overnight. In Pakistan, we saw an upsurge in online purchase with leading local ecommerce giants reporting the highest traffic and conversions. The on-going upsurge made

Ecommerce in Pakistan one of the fastest growing and relevant medium for a brand. However, during these unprecedented times, ice cream was not TOM of the consumers and consumers didn't have the habit of ordering ice cream online. Hence our objectives included:

- Build the required infrastructure for ecommerce
- Inculcate the habit of online purchase of Wall's Ice cream in the consumers
- Grow the e-commerce business by 10x times to support the business' topline

We were able to achieve all three objectives based on phenomenal results:

- Expanded Wall's e-commerce universe from 3 to 741 active accounts leading to 100% coverage in top cities KLI ; target 50% (2020 vs 19)¹.
- 3X increase in orders with discount bundles (Avg order 50/day to 150/day)²
- 72 million impressions (Established markets "Wall's Indonesia": 67 Million impressions)³
- Reached to 10Mn absolute audience on Digital through Facebook with a 7.35% Engagement rate 2.5X greater than the industry benchmark, with some of our assets performing to an ER as high as a 12%⁴
- Delivered more 90k orders YTD, vs 1k orders in 2019, increasing the business contribution of e-commerce from <1% to 4%.⁵
- Walls Ice cream e-com business grew by 68x against target of 10x (PKR 0.6 Mn value in 2019 vs PKR 4.3 Mn in 2020)⁶

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



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.

With the help of our existing distribution network we were able to use our distributors as pick up points which helped in increasing the scale and coverage even more.

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)

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: Internal UL Data

2: Data from partners

3: Facebook Dashboard

4: Kantar, Facebook Dashboard

5: Internal UL data, Partners Data

6: Internal UL data

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 5.0 – 10 million



Paid Media Expenditures (Prior Period)

July 1, 2018 - June 30, 2019

Under PKR 1.0 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.

The distribution of media budget was 70% paid media and 30% spent on passing out promotions and developing specialized gift boxes for the consumers. Our key focus was to push our assets from our own digital platforms like Facebook & Instagram however third party vendors were also encouraged to do in app marketing and promote Wall's via their own platforms.

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)

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 : Digital Assets on Facebook & Instagram

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 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.

BRANDED CONTENT



ECOMMERCE



SALES PROMOTION



SAMPLING



SOCIAL MEDIA



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.

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