

E-1131-630

HBLPSL Jeet Ki Jang

Product

HBLPSL Jeet Ki Jang - Influencer Campaign

Category Entered

Influencers

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.

Finance

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 Feb 01

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

Date To

2020 Mar 31

Regional Classification

Select all that apply.

Local



Category Situation

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

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)

Having launched HBLPSL Jeet Ki Jang, we set out to attract views, engagement and positive sentiment for the platform.

The Insight:

(Maximum per line: One sentence - 20 words)

Branded content is better received and appreciated through unbranded sources like content creators, influencers and publishers

The Idea:

(Maximum per line: One sentence - 20 words)

To amplify branded content via platform-specific influencer marketing that integrated the content with genres that appeal most to audiences.

Bringing the Idea to Life:

(Maximum per line: One sentence - 20 words)

Cocurated engaging content with social media publishers, tailoring it to audience preferences to create traction for our main content.

The Results:

(Maximum per line: One sentence - 20 words)

Organic mileage, triggered mainly by influencer marketing, led to 4 Million+ engagement, translating to Rs. 1 Million earned media

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)

By embedding *HBLPSL Jeet Ki Jang* within influencer content, we garnered positive engagement and millions of views for the branded content platform. We realized that audiences relate to branded content that is presented through an unbranded lens. In this campaign, we picked influencers from three social media platforms and designed a multiple-pronged approach, co-creating content based on their genres and in their unique skins. The result was high traction and organic sharing of social media content, which eventually translated to views and engagement and a massive increase in the YouTube subscriber base

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)

Heading into 2020, other brands in the market had cracked iconic campaigns that have integrated their relationship to Pakistan's cricket culture. JS Bank has its Apni Cricket League, Pepsi's Catch A Crore campaign is in its third year, to name just two. Being the title sponsor of PSL, HBL had managed to build synonymity with the event, it being referred to as "HBLPSL" in popular nomenclature. We also created *On Crease with Ramiz*, who reviewed the match and played games with on-field audiences. The episodes were quite short, however, and lacked the interactivity and entertainment value needed to win its digital audience. Thus, there was little engagement and positive interaction between the brand and its target market. The campaign roll outs were not synchronized with all relevant digital touch points. As a result, the campaign was not amplified to the fullest of its potential, with most episodes garnering less than 20,000 views and the most views for an episode topping off at 195,000. HBL thus failed to achieve its goal of cementing an association with cricket in the public's eye and did not manage to build the brand equity that it hoped to by providing positive entertainment to its audiences.

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)

Demographically, our audience is between the age of 18 and 45 years from SEC A, B, and C.

HBLPSL Jeet Ki Jang's campaign tapped into an already existing audience that has been created with HBLPSL. They are passionately invested in cricket and inclined towards witty content related to the sport. They take their cricket rivalries seriously and idolize cricketer, with pride and ownership to the sport. Our audience also perceives banking to be a serious and dull industry that has no entertainment or enriching value to add to their lives.

HBLPSL Jeet Ki Jang's target audience has begun to spend more time on the internet, especially during the breakout of COVID-19. According to Digital 2020, there were 76.38 million internet users and 37.00 million social media users in Pakistan. With internet use on the rise, there is a growing popularity of digital media that can be tapped into. We decided to create posts that appeal to a market inclined towards humorous digital content and pages that influence the media they consume. This, we realized, was the optimum way to position our campaign and brand as being relatable and progressive.

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)

Our objectives were defined primarily by the traction that *HBLPSL Jeet Ki Jang* would receive on YouTube, measured by the number of views the show would receive. Two major KPIs were how much engagement it would garner as opposed the previous year's *On Crease With Ramiz* and the increase in HBL's subscriber and follower base on various social media platforms. The campaign's secondary objectives included the outreach, and resultant organic mileage, that related media garner on other social media platforms, such as engagement, reach, and views. Less measurable and behavioral objectives included the organic traction our show received through social media campaigning and the hype that we managed to create around the show.

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.

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 core insight that led to this big idea was that a lot of brands advertise during HBLPSL in trying to gain visibility by talking about all things cricket. However, no one was talking about the cricketers, their personalities, and the informal dynamics between them. Cricket is Pakistan's beloved sport and inspires fervor in its people. After nine years of no cricket, HBL played a primary role of bringing this sport back to its people. Having spent so long watching their favorite sport from the distance of television screens, audiences were eager to get to know their players more informally.

We also realized that we needed to break through the clutter of banking-related marketing, which runs the danger of positioning our industry as being dull and boring with very little brand equity.

These insights drove our idea. We brought cricketers into the limelight through an off-field show, catching them candidly on-camera to create fun and engaging content with the public's favorite players. Our social media campaign tapped into the public's desire for quirky, short form content that featured cricketers and, in doing so, showcased *HBLPSL Jeet Ki Jang* as the branded content from which this social media content was sourced.

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)

HBLPSL Jeet Ki Jang - offering audiences an engaging and entertaining social media content featuring their favorite cricketers

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 followed a three-pronged approach, creating platform and placement-specific content, leveraging it through owned, earned, and paid media.

HBLPSL Jeet Ki Jang manifested as a digital-only show hosted by Ramiz Raja and Zainab Abbas, who invited 12 cricketers over the course of 6 episodes, released weekly. The cricketers participated in fun activities, emulating a cricket match, with conversation woven into the different segments, offering a friendly and informal side of the players' personalities.

We kept YouTube as the core platform to showcase the content and moulded short form content to disseminate on Facebook, Instagram, and Twitter. Content format included memes, short and humorous video clips, and blogger reviews, all designed to redirect traffic to the YouTube page via embedded CTA buttons and links. The content was designed to appeal to our audience's inclination towards funny and witty content that promised them entertainment.

We extensively amplified our campaign through influencer marketing to get virality and talkability.

- Twitter:
 - 30+ bloggers on Twitters were brought on board to post about the show after every episode
 - The hashtag #HBLPSLJeetKiJang was deployed to ensure audience traction
 - 3,000+ tweets were made during the course of the campaign
- Facebook:

- ○ 14 Facebook meme pages were partnered with for the campaign
- ○ We partnered with content content creators like Junaid Akram and Danish Ali, who co-created content integrating the show within their style and approach
- Instagram:
 - ○ Instagram publishers shared snippets of the show on their profiles, redirecting users to watch the full content to our YouTube channel

Eye catching content was created and published on GEO and ARY's websites

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)

The primary objective of our campaign was to attract views and positive engagement for *HBLPSL Jeet Ki Jang*, and ensure maximum virality for the platform.

We measured the success of our campaign using the following metrics:

Overall:

1. HBLPSL Jeet Ki Jang's show content received 17+ Million video views – which crossed the maximum number of views received on any content last year. Previous year's maximum views for any content was 9.3 Million on the main TVC followed by HBLPSL On Crease with Ramiz teaser with 5.1 M and 2.5 M respectively
2. Engagement received during HBLPSLJeetKiJang was 61% higher than HBLPSL On Crease With Ramiz Raja
3. Organic mileage was mainly triggered by influencer marketing that got us 4 Million + engagement that translated to Rs. 1 Million earned media
4. 95% positive sentiment on the show where people expressed their anticipation for the next show, shared their recommendations and reviews on the show and the comments and engagement reflected that the audience was following the content during the campaign
5. Power of content helped increase the total subscribers on HBL's YouTube platform by more than 200%

YouTube:

1. Power of content helped increase the total subscribers on HBL's YouTube platform by more than 200%
2. CPV decreased from \$0.002 to \$0.001 (as compared to HBLPSL On Crease With Ramiz) aired last year

Twitter:

1. #HBLPSLJeetKiJang was trending on Twitter after each episode
2. 3000+ tweets were made with the hashtag #HBLPSLJeetKiJang

Facebook:

1. 55 content-related posts garnered 1.6M reach
2. Posts received 700K+ views
3. Posts garnered 35K+ engagement
4. Videos cocurated with Danish Ali and Junaid Akram received 500K+ views

Instagram:

1. Content-related posts reached 29k+
2. Posts received 37k+ impressions

News Websites:

1. Videos on GEO and ARY's website garnered 2.7M+ views

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.

HBLPSL Season



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)

The clutter of brands advertising during the HBLPSL season makes it difficult for brands to stand out amidst the clutter.

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.

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 1.0 – 5.0 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

25% of the media budget was allocated for influencer marketing, and we invested the budget strategically behind the right mix of channels

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)

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.

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.

Yes : Owned platforms: HBL's YouTube platform, Facebook, Instagram and Twitter
Influencer platforms: Facebook, Instagram and Twitter

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



PR



SOCIAL MEDIA



USER GENERATED



Viral



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.

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