

E-1005-489

#Vatikafirst

Product	Category Entered
Vatika Hair Oils	Media Innovation

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.

Hair Oils

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

2019 Nov 30

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

Date To

2019 Dec 20

Regional Classification

Select all that apply.

National



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)

With shampoo giants entering the turf of hair oils, Vatika had to ensure to retain its consumers within limited budgets

The Insight:

(Maximum per line: One sentence - 20 words)

Convenience driven consumer seek quick fixes from shampoos, forgetting that oiling's the only long term solution to their hair problems

The Idea:

(Maximum per line: One sentence - 20 words)

Hijack the shampoo ad spends on every medium and use it to increase Vatika's digital footprint

Bringing the Idea to Life:

(Maximum per line: One sentence - 20 words)

Asked the consumer to photograph any shampoo ad they see **BUT** add Vatika's hashtags #oilfirst #vatikafirst **on the picture**

The Results:

(Maximum per line: One sentence - 20 words)

A flood of entries resulting in a reach increase of 64% on digital mediums and consumer conversions to 60%!

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 shampoo category witnessed an intense price war between the shampoo giants in 2019. The war was so intense, that the category advertising spend went up to PKR2.5bn annually!

Vatika, witnessed the war and thought of using the massive spends to its advantage. How? Vatika used its existing digital medium creatively to hijack the shampoo category spends on all mediums.

Vatika asked the consumers to click a picture of any shampoo ad they see and post it with the hashtags #oilfirst #Vatikafirst. So the more shampoos advertised, the more Vatika's message 'Oil before shampoo' got impressions on the digital medium!

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)

During 2019 the shampoo category saw a major price war where head and shoulders and Pantene slashed their prices. In order to maintain its share, Sunsilk followed suit and dropped its prices to stay competitive. This price war resulted in an increased spend in the shampoo advertising and reached up to PKR2.5bn annually.

Vatika saw this as an opportunity to use the situation to its advantage. Shampoo being a complementary product for hair oils could be used to market Vatika. The shampoo ad spends were on all mediums like TV, print, digital, outdoor etc.

The challenge was to highlight Vatika within a limited budget as that of the shampoos mammoth budget and clutter

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)

- Females: 18-30 years; SEC: A-,B, C+. The bullseye for Vatika hair oils is a young educated girl aged 22, belonging to SEC B. She is confident, progressive and a go getter.
- She is modern, ambitious and a passionate in achieving her dreams but is grounded to her moral and cultural values as well.
- She likes to socialize, go out with her friends and spend time with family too.
- Media consumption habits: during her leisure time she'd watch dramas, spend time over social media apps like Facebook, Instagram, YouTube, Snapchat and Whatsapp. She connects to content that is fun, relatable and **not preachy**.
- She is convenience seeking, always on the look out of options which will make her life easier and add value at the same time. She needs instant gratification. Every product that is quick and helps address the issue in no time is her choice.

- Her hair are her crowning glory. She feels extremely confident when her hair are on point even if she is wearing no makeup. Looking good is of paramount importance

Given the business challenge, our primary target were existing and new consumers to the brand who match the above mentioned audience description for 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.

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)

Business objective:

- To increase our social media reach by 50% whilst increase in budget of only 5% from the last year. (this meant that we had to take up against the shampoo giants with a significantly smaller budget)
- Increase brand conversion metric by 5%
- Reach the brand ad recall lift rate on digital to 3%

Behavioral objectives:

To remind consumers back to basics of hair care i.e oiling. Inculcate the habit of healthy hair care regime and linking oil with shampoo to increase frequency of use. To be measured by the most registered message through our efforts.

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.

Consumer behavior & habits defined in audience section: 3rd party conducted focus groups, In-home visits and media consumption habit studies.

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)

Research showed that:

- Shampoo is her goto product and she expects it to solve her deep-rooted hair problems like hair fall, dandruff etc
- They carry their phones with them literally everywhere and would like to take a picture of anything they find intriguing. She's active on social-media and loves to follow the lifestyle of celebrities/influencers.

The above led us to the below strategic insight:

- Consumers are time poor and need quick fixes, but expect long lasting results out of them. Therefore, they'd opt for shampoos to solve all their hair problems.
- She is on social media most of her day inspired by celebrities/influencers

This strategic insight led us to the big idea: Girls, specially millennial's are shifting towards easy to use products. For them oiling is a tedious task hence they skip this step. Launching the campaign based on this insight and capitalizing on the **most used product by girls - SHAMPOO**. We realized that Shampoo is her goto option for any hair-problem and associating our oils (a complementary product) with shampoos will serve the best reminder for 'Oil first then shampoo'

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)

Hijack the shampoo ad spends on every medium and use it to increase Vatika's digital footprint

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.

- Insights from 3rd party conducted **In-Home Visits & consumer Focus Groups Discussions** across Pakistan for our TG (2019).

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)

Since Shampoos are a complementary product for hair oils, Vatika decided to leverage their marketing efforts and price war to its advantage. Therefore, the call to action of the whole campaign was to capitalize on the big spends of shampoo brands.

For its digital centric audience, Vatika decided to use its digital channel innovatively, and increase its digital footprint through shampoo spends. Vatika's audience spends most of their day around their phones, it's the most frequently used device and the perfect tool for clicking a picture anywhere. Keeping this in mind the best fit for the campaign was the digital medium.

Vatika asked its consumer to just click a picture whenever and wherever they see a shampoo ad (TV, outdoor, digital, print and any other medium) and tag Vatika with the hashtags #Oilfirst #Vatikafirst.

Every entry was a sure shot winner and some lucky draw winners won even bigger gifts. This helped to fuel the campaign even further.

The idea was simple yet catchy, Vatika knew the instances for a consumer to see a shampoo ad are far more given the gigantic spends and hence linking it up with Vatika's hashtags will just result in the consumer marketing for Vatika itself. And there is no better marketing medium than the consumer itself. The consumers will post shampoo ad's picture but with Vatika's hashtags **on the picture** #Oilfirst # Vatikafirst . This was done to make sure that whenever they think/see shampoos they remember to oil first. This idea bonded well with Vatika's existing communication 'Oil first then shampoo' and was a perfect fit to the ongoing market scenario.

To kick start the campaign Vatika engaged couple of celebrities and influencers to announced the idea and added the sweetener such that every entry is a winner.

All efforts resulted in a snowball effect where our consumers and many other non paid micro influencers jumped over the bandwagon and started to participate. Within a few days, the digital medium was flooded entries with hashtags #oilfirst #vatikafirst

Trade:

To make sure that every women who enter the shampoo aisle at a store gets reminded to buy oil first, Vatika installed hair oil aisle breakers in the shampoo category to hammer the message of 'Oil first then shampoo' further.

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.

Shopping behavior & Media habits of our consumer: Insights from 3rd party conducted **In-Home Visits & consumer Focus Groups Discussions** across Pakistan for our TG (2019).

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.

- Increase in digital reach by **64% (reach of 40mn+)** from last year with an increase in budget of only 5% from last year. ⁽¹⁾

With more than 5000+ entries to the competition, the digital impressions climbed up to **48mn+ within 3 weeks.** ⁽²⁾

(Max: 300 Words, 5 charts/graphs)

- The below funnel shows the conversion from "trials" to "currently used brand" increase from 48% last year to 60% this year⁽³⁾



- Facebook Brand recall lift rate of 3.71% achieved. ⁽⁴⁾
- The most recalled message over social media was "Oil first then shampoo" ⁽⁵⁾

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

Weather

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 digital campaign had giveaways for all participants and few lucky draw winners won even bigger. In addition to this, all hair oil campaigns are planned in winters since that's where the hair oil consumption peaks.

Section 4: Sourcing

Provide sourcing for all data

provided in Section 4:
Results.

(5) (3) All consumer related data is through 3rd party done BHT.

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

(1)(2) (4) Through owned Facebook/Instagram medium

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



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.

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 spent on this campaign was 1/100th as compared to that of the competitor i.e the shampoo brands. The only cost incurred was that of the few influencers taken on board to kick start the competition and our social media buying done to promote the competition on Vatika's Facebook and Instagram pages.

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 : Our owned mediums involved our own FB and Instagram channels of Vatika. They were used to share the content the celebrities and influencers uploaded. In addition to this the channel served as a medium for us to showcase our consumers posts. Posts where consumers would tag Vatika were shared on our Instagram and Facebook stories. All entries were gathered through our Facebook and Instagram channel.

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

PR



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.

RETAIL EXPERIENCE	<input checked="" type="checkbox"/>
SOCIAL MEDIA	<input checked="" type="checkbox"/>
TRADE COMMUNICATIONS/PROMO	<input checked="" type="checkbox"/>
USER GENERATED	<input checked="" type="checkbox"/>
Consumer Generated	<input checked="" type="checkbox"/>

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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