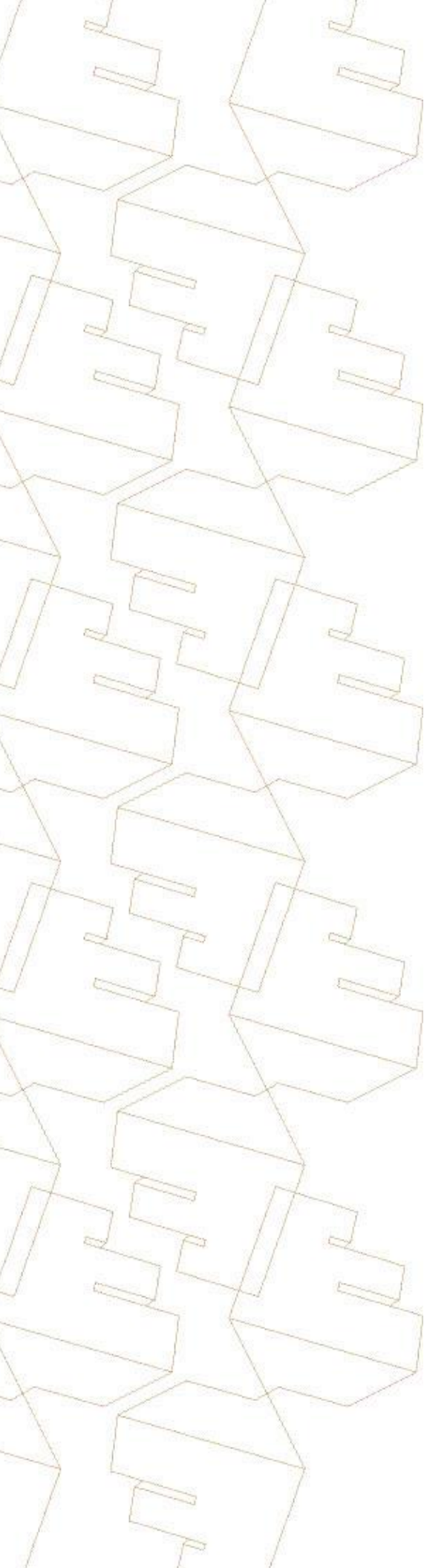


2022 ENTRY FORM

Awarding Ideas That Work®



As marketers, we drive change for our businesses and the world in which we live. Since 1968, Effie has championed the value of effective marketing as the fuel for meaningful business & organizational growth.

When preparing your entry, keep in mind that Effie is open to all forms of effectiveness - the determining criteria for measuring effectiveness considers the level of challenge of your objectives and the significance of the results achieved against those objectives. It is the entrant's role to make a compelling case to the jury about the effectiveness of their case. Tell the jury how you inspired change, built your brand and grew your business.

All responses are entered individually in the [Entry Portal](#). Teams may use this document to facilitate collaboration among team members & partner companies.

TOP TIPS FROM THE JURY

BE CLEAR, CONCISE, COMPELLING & HONEST.

Judges evaluate 6-10 cases in a session – shorter, well-written entries stand out.

CONTEXT IS KEY

Judges typically do not work in your category & may not know your brand. Provide judges with the context to understand the degree of difficulty for your challenge & the significance of your results. Limit industry jargon & define all terms.

SPEAK TO THE ENTRY CATEGORY

Judges evaluate work on effectiveness in the context of the entered category. Be sure your stated goal & results align.

TELL A STORY

Write your entry with your audience, Effie Judges, in mind. Judges are looking for an engaging, well-written story that links each section of the form together. Judges will be evaluating your work with a critical eye – address questions you suspect they will have.

REVIEW

Ask colleagues who do not work on the brand to review the entry. Ask what questions they have – what was unclear? Where did the case fall flat? Ask a strong proofreader to review the entry.

REQUIREMENTS

ELIGIBILITY

Data presented must be isolated to the Pakistan & work must have run at some point between 7/1/20-9/30/21. Do not include results after 9/30/21. **Exception:** If work launched in June 2020 or ended in October 2021, you may include work/results from that period for review by the judges. Review all Eligibility rules in the [Entry Kit](#).

AGENCY BLIND

Do not include agency names in the written case, creative examples, or sources.

CHARTS & GRAPHS

Entrants are encouraged to display data via charts & graphs within the limits allotted in each question. To insert charts & graphs in your responses in the [Entry Portal](#), save each chart/graph individually as a .jpg image (700-900 pixels wide or tall recommended).

PICTURES / SCREENGRABS

Do not include any images, including creative work, screen grabs, or social media engagement, in your written responses. **Exception:** Scoring Section 3 provides an upload field for one supplemental image to depict how you brought your idea to life.

EXTERNAL WEBSITES

Do not direct judges to visit external websites – the judges can only review the content provided in your written entry and creative examples.

SOURCES

All data included in the entry form must reference a specific, verifiable source.

CREATIVE REQUIREMENTS

Creative work is scored as part of Scoring Section 3: Bringing the Idea to Life, which includes Question 3 and the Investment Overview. Because judges are required to read the written case before reviewing the creative work, the reel should focus on creative examples or other materials created to bring the idea to life internally or externally. The reel is not meant to be a video version of the written case. Review detailed guidance & specs in the [Creative Requirements Guide](#).

CREATIVE REEL

At minimum, 70% of the reel must be examples of the integral creative work that your audience experienced, or other materials created to bring the idea to life internally or externally. At least one complete example of each integral touchpoint must be shown on the reel. No results or competitor logos/creative work may be included.

CREATIVE IMAGES

Creative images are an opportunity to highlight your creative work via still images.

RESOURCES & QUESTIONS

ENTRY KIT

Review all rules, regulations, and category definitions. [Download here](#).

EFFECTIVE ENTRY GUIDE

Each year, judges provide advice for the next year's entrants. Review tips from judges on each scoring section, creative examples, and overall tips on presenting your case.

[Download here](#).

CASE STUDY SAMPLES

A selection of past winning entries are made complimentary for entrants. While there is no one formula for presenting a winning case, entrants are encouraged to review these cases for inspiration. [Access here](#).

PAST EFFIE JUDGES

Teams are encouraged to ask past Effie judges within their company to review their entry.

INSIGHT GUIDES

The Effie Insight Guide provides written feedback from the judges who scored your case. Purchase the Insight Guide (PKR 4,500) for past entries in the [Entry Portal](#) to learn how to improve your submissions this year.

QUESTIONS?

- Entry Questions: info@effiepakistan.org
- Payment Questions: info@effiepakistan.org
- Judging Questions: info@effiepakistan.org
- Education & Training Opportunities: afsheen@pas.org.pk
- Partnership Opportunities: afsheen@pas.org.pk

ENTRY FORM

All questions are required, and responses will be seen by judges. Responses must be uploaded to the [Entry Portal](#).

In addition to the materials reviewed by judges, entrants are required to provide additional information in the [Entry Portal](#) before they can submit. These items include credits, publicity materials, permissions, and background data for research/database purposes. These materials help Effie fulfill our non-profit educational mission and promote our finalists/winners. Thank you for your support.

Please ensure you give yourself plenty of time to fulfill these requirements in advance of your intended Entry Deadline. These materials are outlined at the end of this document for easy reference.

ENTRY DETAILS

EFFIE ENTRY CATEGORY <i>Finance</i>
BRAND NAME <i>Home Remittance.</i>
ENTRY TITLE <i>Bank Alfalah Bane Zariya Aap ka</i>
DATES EFFORT RAN <i>07/13/2020 – 09/30/2021</i>
REGIONAL CLASSIFICATION National / Multinational
INDUSTRY SECTOR Financial Services & Banking
INDUSTRY/CATEGORY SITUATION Growing

EXECUTIVE SUMMARY

Give the judges an understanding of the case they are about to read by providing a brief summary for each of the items below. A one-sentence summary is recommended for each line.

(Maximum per line: 20 words.)

The Challenge:	Stealing share from giants, dominating the category, & channeling remittances to Pakistan was challenging for mid-sized banks like Bank Alfalah
The Insight:	Overseas Pakistanis, face struggles and hard work for becoming that beacon of hope and support for their families back home
The Idea:	Hum banein zariya aapka (we're your pathway home)
Bringing the Idea to Life:	A multi-channel campaign tugging emotional chords of Pakistani remitters through broadcast, digital and on-ground amplification of our idea.
The Results:	Ranked 2 nd , with highest growth rate of 141% in the category & gaining +6.66% market share during (FY 20-21)

Specific to the Effie 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 into multiple categories, your response to this question is required to be different for each category entered. See category definitions [here](#).

(Maximum: 100 words)

Provide answer.

Growing 3 times faster than last year with the highest growth rate of 141% in the category against big banks, that too in a very competitive sector which is the second largest contributor of foreign exchange income for Pakistan. Bank Alfalah established itself as the clear 2nd position holder climbing up from the 8th rank through an emotionally driven multi-channel campaign, Bank Alfalah challenged remittance giants & gained an additional 6.66% of market share (FY2020-2021)

SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES

23.3% OF TOTAL SCORE

This section provides the judges with the background to your challenge & objectives. In this section, judges evaluate whether they have the necessary context about your industry category, competitors, and brand to understand your entry and the degree of challenge represented by your objectives. Judges will assess the case for both suitability and ambition within the framework of the challenge. Weight will be given to the degree of difficulty and whether the entrant has provided the context to evaluate the case's effectiveness in this section. Be thorough and provide context for judges unfamiliar with your industry to understand the scope of your effort.

JUDGE ADVICE: Review tips from past judges on this section [here](#).

1A. Before your effort began, what was the state of the brand's business and the marketplace/category in which it competes? What was the strategic challenge that stemmed from this business situation?

Provide context on the degree of difficulty of this challenge and detail the business need the effort was meant to address.

Explain characteristics or trends in the market (e.g. government regulations, size of market, societal trends, weather/environmental situations, etc.) Provide context about your brand and business situation, including main competitor spend, position in market, category benchmarks, etc. What were the barriers you were tasked to overcome?

Reminder: Judges may not be familiar with your brand's industry. This context is critical for judges to understand your degree of difficulty.

(Maximum: 275 words; 3 charts/graphs)

Provide answer.

The positive fallout of foreign remittance

The rising inflow of foreign exchange in the form of home remittance is the reason for the year-round current account surplus for the first time in 10 years for Pakistan, which, constitutes 15% of the nation's foreign exchange income

Given its sheer importance & positive impact on the Pakistani economy, the State bank of Pakistan mandated banks to channel home remittance via legal channels by converting remitters & making them switch from informal & illegal channels like hawala & hundi, to formal & legal channels.

Gaining Category High ground

Foreign remittance is a blessing in disguise for our cash-strapped economy, helping balance import payments, especially oil. Undisputedly, it is one of the primary sources of foreign exchange reserves in the wake of a slump in exports. The government has actively encouraged overseas Pakistanis on several international public and political forums to send cash remittances home.

However, larger banks with twice the branch network size like HBL, UBL and Faysal Bank dominate the remittance market. For a mid-sized bank like Bank Alfalah which has smaller branch network in comparison, it was critical to increase our share in remittance, enhance brand recall and drive consideration via an emotional connection with the overseas remitters and their families in Pakistan. It was imperative, especially in the dire economic conditions that we significantly boost foreign remittance for national benefit as well as business health.

1B. Define the target 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?

(Maximum: 200 words; 3 charts/graphs)

Provide answer.

Primary audience: Pakistani foreign remitters in GCC – mainly UAE, Europe and North America

Secondary audience: Families/end-receivers in Pakistan.

Is this a sizeable audience?

At the end of 2018, World Bank estimated that Pakistanis constitute 12.69% of total UAE population in 2018, making them one of UAE's largest national minorities. According to the Bureau of Emigration and Overseas Employment Pakistan, 96% of overseas Pakistani manpower works in the GCC region, 0.3% in EU countries and a remaining 0.5% in North America and other global regions

We were primarily talking to Pakistanis living and working oversea. Many of them live an emotionally and physically strenuous life just to provide a secure future for their families in Pakistan. We regard them as the 'unsung heroes. We decided we must speak to them in the context of their lives as a brand that really understands their hustle.

1C. What were your measurable objectives? What were the Key Performance Indicators (KPIs) against your objectives? Provide specific numbers/percentages for each objective and prior year benchmarks wherever possible.

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/organization and challenging to achieve. Judges will expect to see context, including prior year benchmarks where possible, around the goal set – why are these goals challenging? If relevant to your case, explain how these goals relate back to the overall brand or organization's strategy and objectives.

RESPONSE FORMAT

The Entry Portal matches the response format outlined below. You will be provided space to set-up your objectives and share any overarching explanation to your objectives & KPIs (maximum of 100 words; 3 charts/graphs). Then, you will list out each objective individually and select the type of objective. For each objective, you may provide context, including category background and/or prior year benchmarks, for why the objectives were important for the brand and growth of the business.

- Only one objective is required. Your first objective should be your primary campaign objective, then you may list up to three supporting objectives. Entrants are not expected to use all fields.
 - On average, winning campaigns had 3.6 objectives in the 2019 Effie Report. [See the detailed report here.](#)
- You may have more than one objective of the same type.
- Unsure which Objective Type to select? [View guidance here.](#)

Provide your objectives overview here. Maximum of 100 words, 3 charts/graphs.

Considering the importance of foreign remittance for Pakistan's economy and opportunities for our business growth, Bank Alfalah wanted to double its remittance inflow in FY 2021 as compared to 2020. We aimed to enter the top 3 position with an exemplary performance.

OBJECTIVE #1 – PRIMARY OBJECTIVE <i>(Required)</i>	
Objective Type	Awareness / Consideration / Purchase / Loyalty / Advocacy
List Objective	Grow the market share to rank amongst the top 5 banks in the remittance sector by doubling the cash remittance inflows to Pakistan via Bank Alfalah vs FY 2020.
Context <i>(Optional. Maximum: 50 words; 3 charts/graphs)</i>	A category dominated by Banking giants
OBJECTIVE #2 – SUPPORTING OBJECTIVE <i>(Optional)</i>	
Objective Type <i>(Select One)</i>	Awareness / Consideration / Purchase / Loyalty / Advocacy
List Objective <i>(Maximum: 25 words)</i>	Increase the market share from 6.2% in June 2020 to double digits.
Context <i>(Optional. Maximum: 50 words; 3 charts/graphs)</i>	
OBJECTIVE #3 – SUPPORTING OBJECTIVE <i>(Optional)</i>	
Objective Type <i>(Select One)</i>	Awareness / Consideration / Purchase / Loyalty / Advocacy
List Objective <i>(Maximum: 25 words)</i>	
Context <i>(Optional. Maximum: 50 words; 3 charts/graphs)</i>	
OBJECTIVE #4 – SUPPORTING OBJECTIVE <i>(Optional)</i>	
Objective Type <i>(Select One)</i>	Awareness / Consideration / Purchase / Loyalty / Advocacy

List Objective

(Maximum: 25 words)

Context

(Optional. Maximum: 50 words; 3 charts/graphs)

DATA SOURCES: SECTION 1

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.

Recommended Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. **View detailed guidelines here.**

Do not include agency names in the source of research – list the company as Agency, Media Agency, PR Agency, etc. Judges encourage third-party data where available. Judges are not permitted to visit external websites. If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information.

Provide sources of data included in your responses to Section 1.

CEIC <https://www.ceicdata.com>

Pakistan Remittance Initiative <https://www.pri.gov.pk>

Pakistan Bureau of Statistics <https://www.pbs.gov.pk>

S1 World Bank Data (<https://data.worldbank.org/indicator/NY.GDP.MKTP.KD.ZG?locations=PK>)

S2 Pakistan Bureau of Statistics

S3 Global Media Insight

S4 DAWN

S5 Bureau of Emigration and Overseas Employment Pakistan (<https://beoe.gov.pk/files/statistics/yearly-reports/2018/2018-full.pdf>)

SECTION 2: INSIGHTS & STRATEGIC IDEA

23.3% OF TOTAL SCORE

This section prompts you to explain your strategic process and thinking to the judges. Your idea should be borne from these unique insights. Judges will evaluate how inventive and effective the idea and strategy are in meeting the challenge.

JUDGE ADVICE: Review tips from past judges on this section here.

2A. State the insight that led to your big idea. Explain the thinking that led you to your insight.

Some insights come from research, data, and analytics. Others come from inspiration. Describe yours here.

Include how your audience's behaviors and attitudes, your research and/or business situation led to the unique insights that would lead to the brand's success and how those insights informed your strategic idea.

Describe how your thinking built towards your strategy, including details of the strategy that made it a winning one. Describe your strategic unlock or breakthrough and how this influenced the idea you were briefing for.

Note: 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.

(Maximum: 200 words; 3 charts/graphs)

Provide answer.

Experts have warned that Pakistan may require assistance from resources besides the IMF and the World Bank. Therefore, the reliance on remittances increased further. Any citizen living abroad is deeply aware and concerned about these challenges to the homeland where their families reside.

Even among such raging economic conditions, Pakistanis have stood tall at home and in several parts of the world. They have widely entrusted the country's financial institutions and other legal avenues for transfer of funds. Despite a steep increase over the last fiscal year in the US Dollar rates in open and banking markets, overseas Pakistanis preferred to send money mostly through formal banking channels, which has helped alleviate some economic pressure.

All told, our 'unsung heroes' a.k.a. Pakistanis living abroad, live strenuous lives, only to provide a beacon of hope for their families back home, they often compromise on their own lifestyles and well-being to ensure better present & brighter futures for their families back home. This unconditional, undying love & concern for their families, was something worth celebrating and acknowledging.

2B. 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.

(Maximum: 20 words)

Provide answer.

'Hum banein zariya aapka'

[We become your pathway to show your love for the ones you toil away from home for]

DATA SOURCES: SECTION 2

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.

Recommended Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. [View detailed guidelines here.](#)

Do not include agency names in the source of research – list the company as Agency, Media Agency, PR Agency, etc. Judges encourage third-party data where available. Judges are not permitted to visit external websites. If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information.

Provide sources of data included in your responses to Section 2.

Bank Alfalah Marketing Department

SECTION 3: BRINGING THE IDEA TO LIFE

23.3% OF TOTAL SCORE

This section relates to how and where you brought your idea to life – this might include one or more of the following: brand experience, communications, packaging, a piece of technology, a product extension, a retail space (in-store or stand alone), a promotion or media sponsorship or partnership, an operation change, a loyalty program, a partnership, etc. Whatever it was you created to solve the business/organizational challenge/opportunity you were facing.

Judges are looking to understand why you chose to do what you did and how it related to your strategy and audience. Judges will provide their score for this section based on this rationale, the additional information you provide in the Investment Overview, and the creative output and/or other materials you created to bring the idea to life internally or externally as presented in the reel and accompanying images. Please provide visuals of every key touchpoint in your activity. Between the creative examples and your response to this question, the judges should have a clear understanding of how you brought the idea to life and how the creative elements and/or other materials you created worked together to achieve your objectives.

JUDGE ADVICE: Review tips from past judges on this section here.

3. How did you bring the idea to life? Explain your idea and your overall marketing strategy as borne from the insights and strategic challenge described earlier. Describe the customer experience, media ecosystem and/or communications plan. How did you optimize and adapt the strategy?

If applicable, 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? Why did you choose certain channels and not others? Your explanation below must include which specific channels were considered integral to your strategy and why.

As part of your response, provide context on any integral marketing components that were active in the effort, e.g. couponing, CRM/loyalty programs, giveaways/sampling, leveraging distribution, pricing changes, etc.

Note: Your response to Question 3 should complement the creative examples, as shown in the reel and images, and the information provided in the Investment Overview.

(Maximum: 475 words; 3 charts/graphs)

Provide answer.

We wanted to reach two distinct audiences – UAE/Europe/US-based remitters and end-receivers i.e. their families residing in Pakistan. We activated our big idea via an above-the-line (ATL) and Digital media mix:

In the first stage we launched an Anthem to pay tribute to overseas Pakistanis who are living a strenuous life to provide better future to their loved ones. Followed by this anthem, we released a thematic TVC with Shahid Afridi, to establish the brand, and emphasize on the USP of Bank Alfalah. Shahid Afridi encouraged the beneficiaries and remitters to shift to Bank Alfalah.

In the second phase, we launched three functional TVCs with used cases to tell the story of occasions like wedding, education and home renovation, where remitted money is mainly utilized. Our communication strikes an emotional chord with the audience – those who are far away from home seek to feel closer to it in various ways. The warmth of one's local language, nationalistic sentiments and familial bonds brought our campaign to life. The campaign also featured convenient channels of remitting money:

The campaign was aired on local TV channels, and those international / UAE broadcast channels that Overseas Pakistanis view and Facebook. International and local channels with our radio spots during the same period for incremental reach and awareness.

In the third stage, we partnered with exchange houses such as ACE and Al-Ansari Exchange and released joint campaigns to promote their platform, and 'pull' remitter towards Bank Alfalah. We signed Shahid Afridi as an influencer of Bank Alfalah Home Remittance and Mehwish Hayat for ACE Money Exchange. The celebrity power, provided a limelight to our partners, and increased our visibility amongst the overseas Pakistanis. As a result of which, Al-Ansari, Remitly and ACE Money Exchange started to prefer Bank Alfalah. As a part of 'push' strategy, we released another film with Mehwish Hayat, announcing the bumper prize of brand new car, and other prizes, as an incentive of receiving remittance through Bank Alfalah. Hence, the beneficiaries in Pakistan encouraged their overseas family members to choose Bank Alfalah for remitting cash money.

Creative Ad Formats Used During the Campaigns

- Conversion based search campaigns to target Branded, Generic and Competitor keywords.

- Facebook Lead Generation taking quick information on Facebook forms
- Conversion based Display campaigns on websites, apps and networks
- Banners on local and international publications targeting the NRPs of Pakistan
- YouTube ad formats including In-stream, True-view for Action, and Bumpers.
- Facebook engagement campaigns (Video Views, Website Clicks, Reach)

Targeting on Platforms

- Using interest based behavior and targeting on Facebook
- Remarketing to customers who had interacted with Remittance videos earlier
- Targeting via generic and competitor keywords
- Google Display Ads targeting using Demographics, Affinities, Topics, Custom Intent, Custom Affinity 2.0 Remarketing was always on during the campaign period on both the platforms.
- Using international networks as eskimi and shareit programmatic advertising to reach the right audience

KEY VISUAL

You have the option to upload a single image to accompany your explanation in this section. It may be a key visual, media plan, a flowchart, storyboard, etc. The image must be jpg/jpeg/png.

For internal review purposes, we recommend copying the image here. When uploading the image into the Entry Portal, please ensure you upload a high-res version of the image, to ensure all text is legible.



DATA SOURCES: SECTION 3

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.

Recommended Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. [View detailed guidelines here.](#)

Do not include agency names in the source of research – list the company as Agency, Media Agency, PR Agency, etc. Judges encourage third-party data where available. Judges are not permitted to visit external websites. If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information.

Provide sources of data included in your responses to Section 3.

Media Agency

SECTION 4: RESULTS

30% OF TOTAL SCORE

This section relates to your results. Be sure to provide context (category/prior year) and explain the significance of your results as it relates to your brand's business/organization/cause. You will need to provide a result corresponding to each objective listed in your response to question 1C – objectives will appear above your response to question 4A in the Entry Portal.

Effie has no predetermined definition of effectiveness; it is your job to prove why this case is effective: why the metrics presented are important for your brand and business/organization within the context of the submitted category.

JUDGE ADVICE: Review tips from past judges on this section [here](#).

4A. How do you know it worked?

Explain, with category and prior year context, why these results are significant for the brand's business. Tie together the story of how your work drove the results. Prove the results are significant using category, competitive, prior year, and brand context. Why were these metrics important to the brand?

Results must relate to your specific audience, objectives, and KPIs. When providing engagement/social metrics, detail what these meant for the brand and business/organization.

RESPONSE FORMAT

You have up to 250 words and 3 charts/graphs to set up your results. Then, for each objective provided in Question 1C, you are required to provide a corresponding result. Provide context to prove the importance of these results for the brand.

If you have additional results to report beyond the objectives set-up in Question 1C, you may also list those results in the designated space below.

ELIGIBILITY REMINDERS

Failing to follow eligibility rules will result in disqualification.

- Provide a clear time frame for all data shown – either within your response or via the sources box.
- Do not include data past the end of the eligibility period (9/30/21*).
- All results must be isolated to the Pakistan.

- **Special Circumstance:** If your effort launched in June 2020 or ended in October 2021, you may include results from that period for review by the judges.
- It is critical to provide sources for all results provided.

You may use this space to set-up your results section – max 250 words, 3 charts/graphs.

Business Growth

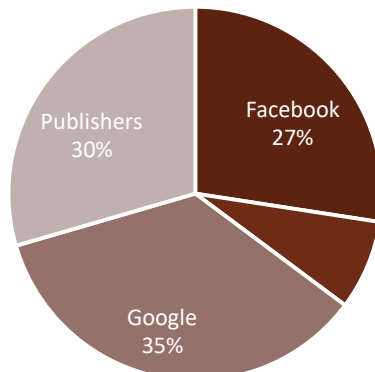
In FY 2021 with the quantum of home remittance to Pakistan growing by 27% to reach \$29.4 billion, Bank Alfalah’s share, exponentially surged at the fastest triple-digit growth rate of 141%, in the category attaining the average annual market share of 11.9%.

	Total Remittance sent to Pakistan (Bn \$)	Growth Rate- Total Remittance	Growth Rate- Bank Alfalah
July 19- June 20	23.1445		
July 20- June 21	29.428	27.1%	141.6%

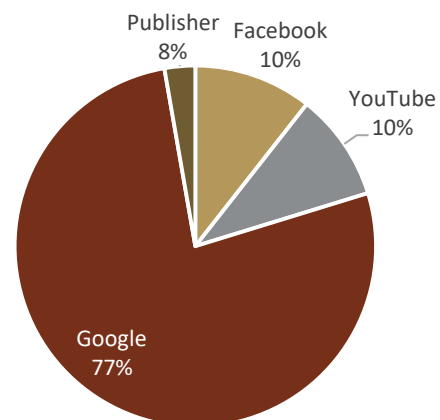
	Reach	Impressions	Views	Clicks	Engagement
Facebook	37,691,266	52,971,004	10,826,212	72,961	2,799,142
YouTube		15,372,653	6,394,432	66,590	
Google		68,219,366		705,836	
Publisher		57,732,412			
Total	37,691,266	194,295,435	17,220,644	845,387	2,799,142

- **Facebook:** Our Facebook campaign reached 15.4 million unique users (total reach: 37.7 Million), and created 53 million impressions. The ad films and testimonials hit 10.8 million views and engagement.
- **YouTube:** The campaign created 15 million impressions and 6.4 million views.
- **Google:** Google AdWords created impression of 68.2 million and 705,836 clicks
- **Publishers:** Publishers is a combination of publishers and networks as we also promoted on shareit which had a vast network, and generated 57.7 million impressions.

Platform-wise Impressions



Platform-wise Clicks



RESULT #1 – PRIMARY RESULT

(Required – Corresponds to Objective #1 listed in 1C)

List Objective #1 from Question 1C	Grow the market share to rank amongst the top 3 banks in the remittance sector by doubling the cash remittance inflows to Pakistan via Bank Alfalah in FY 2021
List Result <i>(Maximum: 25 words)</i>	Business Growth In FY21, remittance to Pakistan grew by 27% with \$29.4 billion, Bank Alfalah grew at triple-digit growth of 141%.
Context <i>(Optional. Maximum: 75 words; 3 charts/graphs)</i>	
RESULT #2 – SUPPORTING RESULT <i>(Corresponds to Objective #2 listed in Question 1C, if applicable)</i>	
List Objective #2 from Question 1C	Increase the market share from 6.2% in June 2020 to double digits .
List Result <i>(Maximum: 25 words)</i>	Media Reach On Digital, we reached 37.7 million users, and created 194.3 million impressions with 17 million views.
Context <i>(Optional. Maximum: 75 words; 3 charts/graphs)</i>	<ul style="list-style-type: none"> • Facebook: Our Facebook campaign reached 15.4 million unique users (total reach: 37.7 Million), and created 53 million impressions. The ad films and testimonials hit 10.8 million views and engagement. • YouTube: The campaign created 15 million impressions and 6.4 million views. • Google: Google AdWords created impression of 68.2 million and 705,836 clicks • Publishers: Publishers is a combination of publishers and networks as we also promoted on shareit which had a vast network, and generated 57.7 million impressions.
RESULT #3 – SUPPORTING RESULT <i>(Corresponds to Objective #3 listed in Question 1C, if applicable)</i>	
List Objective #3 from Question 1C	
List Result <i>(Maximum: 25 words)</i>	

Context
(Optional. Maximum: 75 words; 3 charts/graphs)

RESULT #4 – SUPPORTING RESULT
(Corresponds to Objective #4 listed in Question 1C, if applicable)

List Supporting Objective #3 from Question 1C

List Result
(Maximum: 25 words)

Context
(Optional. Maximum: 75 words; 3 charts/graphs)

ADDITIONAL RESULTS

You may use the below space to provide additional results achieved that you did not have had an initial objective for. Max 150 words, 3 charts/graphs. This space may only be used for additional results beyond those that align with your listed objectives. It is not required to provide additional results & you may leave this field blank.

List additional results here.

4B. Marketing rarely works in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case – positive or negative?

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.

Select factors from the chart and explain the influence of these factors in the space provided. The chart provided is a sampling of marketplace activities, but your response is not limited to these factors. 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.

Reminder: Judges are industry executives and expect entrants to address any other factors here. Use this space to prove to the judges that your marketing effort led to the results outlined above and eliminate other factors. Judges discourage entrants from responding "No Other Factors".

(Maximum: 150 words; 3 charts/graphs)

<p>Business Events <i>(e.g. changes in supply chain, government regulations)</i></p>	<p>Societal or Economic Events <i>(e.g. changes in economic, political, social factors)</i></p>
<p>Internal Company Events <i>(e.g. change in ownership, internal dynamics, etc.)</i></p>	<p>Public Relations</p>
<p>Natural Events <i>(e.g. weather, natural phenomenon, etc.)</i></p>	<p>No Other Factors</p>
<p>Other marketing for the brand, running at the same time as this effort</p>	<p>Other _____</p>

Provide answer.

- Government and State bank of Pakistan are introducing incentives to attract people to send remittances to Pakistan.
- Government is also making policies to regulate illegal channels of remitting money to Pakistan.
- After the successful marketing initiatives of Bank Alfalah, other banks are now also adopting aggressive marketing strategies to promote their remittance business.

DATA SOURCES: SECTION 4

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.

Recommended Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. [View detailed guidelines here.](#)

Do not include agency names in the source of research – list the company as Agency, Media Agency, PR Agency, etc. Judges encourage third-party data where available. Judges are not permitted to visit external websites. If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information.

Provide sources of data included in your responses to Section 4.

Media Agency

SBP

Bank Alfalah Marketing Department

INVESTMENT OVERVIEW

The Investment Overview is reviewed as part of Section 3: Bringing the Idea to Life, along with your response to Question 3 and your creative work, as presented in the Reel and Images. These elements together account for 23.3% of your score.

The Investment Overview, like the rest of the entry form, is completed in the **Entry Portal**. The questions below are visuals to share with your team to gather data. If you'd like to share your responses with your team prior to answering in the online entry area, we suggest highlighting your selected responses on the following pages.

PAID MEDIA EXPENDITURES

Select paid media expenditures (purchased and donated), not including agency fees or production costs, for the effort described in this entry.

You are required to elaborate to provide context around this budget range. For example, if your budget has changed significantly, how this range compares to your competitors, etc.

If there were no paid media expenditures, please select Under PKR 1 million and elaborate below.

Current Year/Time Period: July 2020 – September 2021	Campaign Period: Previous Year/Time Period: July 2019 – September 2020
Under PKR 1 million	Under PKR 1 million

PKR 1 – 5 million	PKR 1 – 5 million
PKR 5 - 10 million	PKR 5 - 10 million
PKR 10 – 25 million	PKR 10 – 25 million
PKR 25 – 50 million	PKR 25 – 50 million
PKR 50 – 75 million	PKR 50 – 75 million
PKR 75 – 100 million	PKR 75 – 100 million
PKR 100 – 150 million	PKR 100 – 150 million
PKR 150 – 200 million	PKR 150 – 200 million
PKR 200 million plus	PKR 200 million plus
	Not Applicable

Compared to other competitors in this category, this budget is:	Less
	About the Same
	More
	Not Applicable (Elaboration Required)

Compared to previous year/time period spend on the brand overall, the brand's overall budget this year/time period is:	Less
	About the Same
	More
	Not Applicable (Elaboration Required)

MEDIA BUDGET ELABORATION

Provide judges with the context to understand your budget.

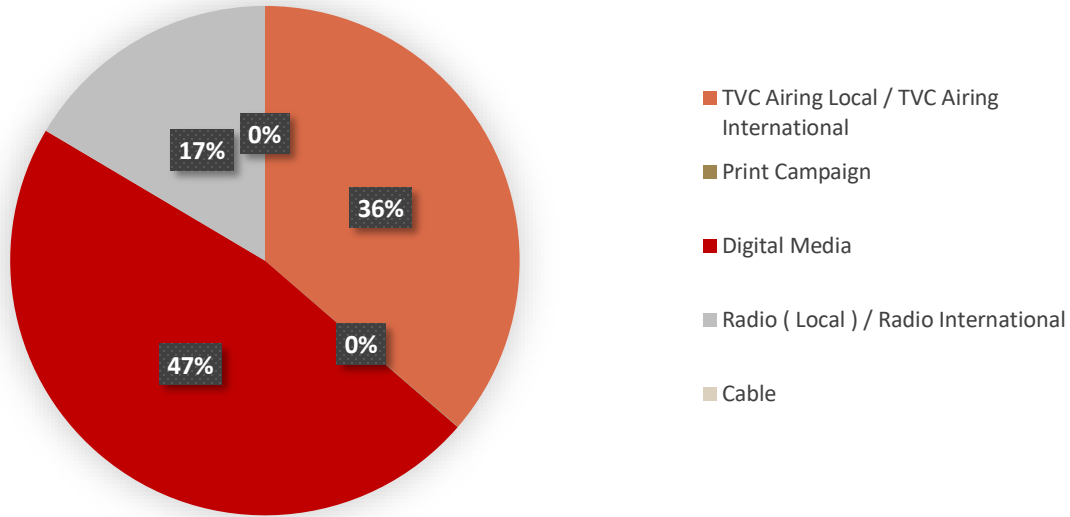
What was the balance of paid, earned, owned and shared media? What was your distribution strategy? Did you outperform your media buy? This is an opportunity to provide further context surrounding your budget so judges have a clear understanding and do not question the information provided above.

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.

(Maximum: 100 words)

Provide answer.

MEDIA BUDGET - July 2020- Sep 2021



PRODUCTION & OTHER NON-MEDIA EXPENDITURES

Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees) and any activation costs.

Under PKR 1 million	PKR 75 – 100 million
PKR 1 – 5 million	PKR 100 – 150 million
PKR 5 - 10 million	PKR 150 – 200 million
PKR 10 – 25 million	Not Applicable
PKR 25 – 50 million	Not Available / Unknown
PKR 50 – 75 million	

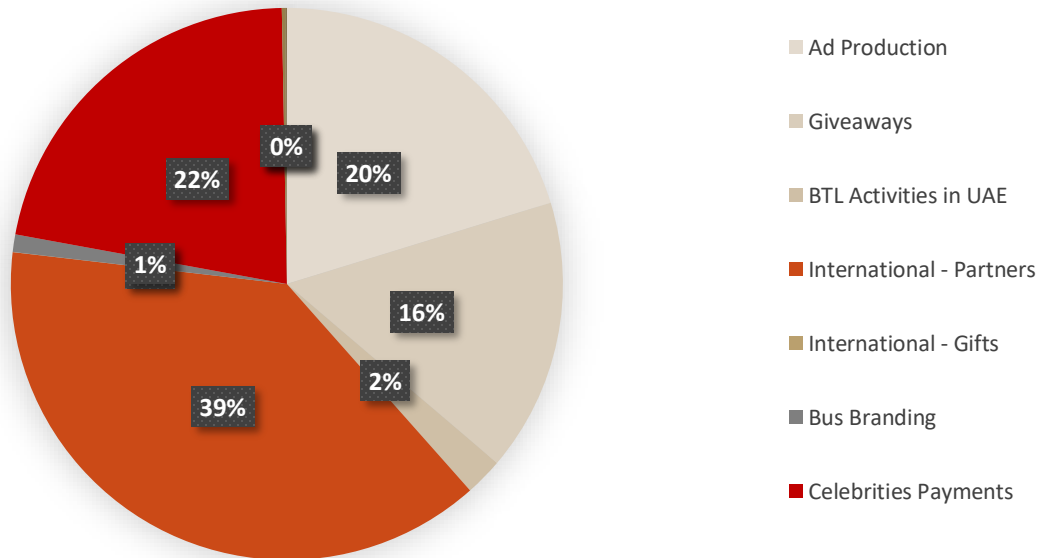
PRODUCTION & OTHER NON-MEDIA EXPENDITURES ELABORATION

Provide judges with the context to understand the selection outlined above. 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)

Provide answer.

NON-MEDIA BUDGET - July 2020- Sep 2021



OWNED MEDIA

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.

If owned media platforms were selected on the 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 touchpoints chart.

(Maximum: 100 words)

Provide answer.

- Corporate Website
- Social Media Platforms
- Branch Branding
- Bus Branding

SPONSORSHIP AND MEDIA PARTNERSHIPS

Select the types of sponsorships /media partnerships used in your case. Choose all that apply.

Then, provide additional context regarding these sponsorships and media partnerships, including timing.

(Maximum: 100 words)

Product Placement – Occasional	Product Placement – Ongoing	Sponsorship – On Site	Sponsorship – Live Activation
Sponsorship – Talent or Influencer	Unique Opportunity	Not Applicable	

Provide elaboration.

Home Remittance signed star celebrities like Mehwish Hayat, Shahid Afridi and Shoaib Akhter as the influencers, who were a part of our digital campaign and ad films.

DATA SOURCES: INVESTMENT OVERVIEW

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.

Recommended Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. [View detailed guidelines here.](#)

Do not include agency names in the source of research – list the company as Agency, Media Agency, PR Agency, etc. Judges encourage third-party data where available. Judges are not permitted to visit external websites. If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information.

Provide sources of data included in your responses in the Investment Overview.

Bank Alfalah Marketing Team

Media Agency

ALL TOUCHPOINTS AS PART OF YOUR EFFORT

Select all touchpoints used in the effort, based on the options provided in the below chart. Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why.

On the creative reel, you must show at least one complete example of each touchpoint that was integral to the effort's success. For example, if you mark 10 boxes below and 8 were key to the driving results and explained as integral in Question 3, those 10 must be featured on the reel.

Branded Content – Editorial	Digital Mktg. - SEM	Print - Magazine
Branded Content – Product Placement	Digital Mktg. - SEO	Print - Newspaper
Cinema	Digital Mktg. – Short Video (:15-3 min.)	Public Relations
Contests	Digital Mktg. – Social: Organic	Radio
Digital Mktg. – Affiliate	Digital Mktg. – Social: Paid	Retail Experience: Digital
Digital Mktg. – Audio Ads	Digital Mktg. – Video Ads	Retail Experience: In Store
Digital Mktg. – Content Promotion	Direct Mail	Sales Promotion, Couponing & Distribution
Digital Mktg. – Display Ads	Events	Sampling/Trial
Digital Mktg. – Email/Chatbots/Text/Messaging	Health Offices / Point of Care	Sponsorships – Entertainment

Digital Mktg. – Gaming	Influencer / Key Opinion Leader	Sponsorships – Sports
Digital Mktg. – Influencers	Interactive / Website / Apps	Sponsorships – Unique Opportunity
Digital Mktg. – Location based	Internal/In-Office Marketing	Street Mktg.
Digital Mktg. – Long Video (3+ min.)	Loyalty Programs	Trade Shows, Trade Communications, Professional Engagement
Digital Mktg. – Marketplace Ads	OOH – Billboards	TV
Digital Mktg. – Mobile	OOH – Other Outdoor	User Generated Content & Reviews
Digital Mktg. – Product Placement	OOH - Transportation	Other:
Digital Mktg. – Programmatic Display Ads	Packaging & Product Design	
Digital Mktg. - Programmatic Video Ads	Print – Custom Publication	

MAIN TOUCHPOINTS

From the list outlined above, select the three most integral communications touchpoints for your effort. List in order of most integral to least integral.

MAIN TOUCHPOINT #1

(Select one of the touchpoints from the chart above.)

TVC Airing Local / TVC Airing International

MAIN TOUCHPOINT #2

(Select one of the touchpoints from the chart above or Not Applicable.)

Digital Media

MAIN TOUCHPOINT #3

(Select one of the touchpoints from the chart above or Not Applicable.)

Giveaways

SOCIAL MEDIA PLATFORMS

Select all social media platforms utilized in your effort from the list below.

Blog (Tumblr, Medium, etc.)	Instagram	Reddit	Twitter
Discord	LinkedIn	Snapchat	WeChat
Facebook	Pandora	Spotify	WhatsApp
Flickr	Pinterest	TikTok	YouTube

Not Applicable	Other:
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Additional Requirements

In addition to the written entry form & creative examples, additional data is required in the **Entry Portal**. These materials support Effie's mission of leading, inspiring & championing the practice and practitioners of marketing effectiveness.

These following pages outline the additional information you will be required to provide in the **Entry Portal** in order to submit your entry. Teams can use this document to collect information from team members while preparing your entry. Please ensure you provide yourself time to input these datapoints in the **Entry Portal** in advance of your intended entry deadline.

JUDGING MATERIALS

The following materials will be reviewed by the judges. You can use the below as a checklist to ensure these are completed in the Entry Portal.

- ENTRY FORM**
Written responses to individual questions are answered through the Entry Portal – the final version will be downloadable as a PDF.
- INVESTMENT OVERVIEW (part of the Entry Form)**
A visual provided at end of entry form template linked above – to also be completed in the Entry Portal.
- CREATIVE REEL**
*Upload one creative reel (.mp4) which will also be used for publicity purposes if the entry becomes a finalist or winner. For complete instructions, please review the **Creative Requirements Guide**.*
- CREATIVE MATERIALS PRESENTED IN YOUR CREATIVE REEL**
Along with your Creative Reel, you will be asked to select all touchpoints (from the Touchpoints chart in the Investment Overview) that are shown in your creative reel.
- IMAGES OF CREATIVE WORK**
*Upload 2-6 images (.jpg) of creative work that ran in the marketplace. These image files will also be used for publicity purposes if the entry becomes a finalist or winner. For complete instructions, please review the **Creative Requirements Guide**.*

PUBLICITY MATERIALS

All materials provided in this section should be submitted with publication purposes in mind. Do not include any confidential information in the public case summary or statement of effectiveness.

90 WORD PUBLIC CASE SUMMARY

Provide a snapshot of the effectiveness of your case. The summary should be written as though it will be judged. Using at least three complete sentences, summarize the case and its goal. Indicate objectives and how the evidence of results directly relates to those objectives (concrete numbers or percentages vs. general terms like "record sales" or "big success"). Think of the case summary as a long tweet, mini-case, or an elevator speech.

The case summary will be published in the **Case Database**. It may also be used for promotional purposes and should not contain any confidential information.

(Maximum: 90 words)

Considering the importance of foreign remittance for Pakistan's economy and opportunities for business growth, Bank Alfalah launched a campaign, 'Hum Banein Zariya Aap Ka' to target two distinct audiences; overseas remitters and their families back home. The initial campaign paid tribute to remitters, followed by 3 emotional TVCs to hammer the proposition. Then Bank Alfalah partnered with remittance agents, and signed star celebrities to promote their platforms, resulting in business growth of 141%, its market share jumped to 11.9%, and Bank Alfalah climbed to 2nd position of the leader board.

STATEMENT OF EFFECTIVENESS

Please provide a short statement on the effectiveness of your case.

The intention of this statement is to provide a better understanding of why your work was worthy of either finalist status or an award. It is an opportunity to showcase the success of your effort. You may choose to touch on your most important result, why the effort was effective or significant to the brand, the most important learning taken away from this case, or an interesting/fun fact about the work.

If your case is a winner, it may be shown on screen at the awards gala or in the promotion of your case if it is a finalist or winner.

Examples:

- Moved familiarity from 24% to 62% with the core gaming audience
- Earned over 600 million media impressions in just 8 weeks
- Brought new users into a declining category and increased social interactions.

(Maximum: 15 words)

Provide answer.

Stole share from banking giants, and climbed to 2nd position of the leader board.

OTHER PUBLICITY MATERIALS CHECKLIST

The following materials will need to be uploaded to the entry portal.

PRIMARY PUBLICITY IMAGE

*Upload one high-res image (.jpg/.jpeg) of your creative work that best represents the essence of your case. This is the image Effie will use for publicity purposes & printed in the **Effie Winners Journal**.*

COMPANY LOGOS

Upload one logo for EACH of the credited lead agencies (1 required, 2 maximum) and the client companies (1 required, 2 maximum). You may either upload high-resolution .ai/.eps versions OR low resolution .jpg/.jpeg versions.

□ TEAM PHOTOS (OPTIONAL)

Upload one or two team photos of the lead agency and client team as 300 dpi .jpps/.jpegs, at least 1000 pixels wide or tall. 5MB maximum for each file. Team photos are featured online and at the Effie Awards Gala. Alternatively, you can provide your team photo(s) after you have been notified that your case is a winner.

Reminder: Creative Examples Provided for Judging will also be made public for all finalists & winners. These details are outlined in Judging Materials section of this template.

CASE BACKGROUND

This information is for research and database purposes. These responses are not seen by judges.

<p>PRODUCT/SERVICE TYPE</p> <p><i>Select one.</i></p>	<p>Tangible Good / Service / Other</p>
<p>PARENT BRAND STATUS</p> <p><i>Select one.</i></p>	<p>Existing Parent Brand / New Parent Brand / Not Applicable</p>
<p>SUB-BRAND STATUS</p> <p><i>Select one.</i></p>	<p>Existing Sub-Brand / New Sub-Brand / Not Applicable</p>
<p>NEW / EXISTING PRODUCT/SERVICE</p> <p><i>Select one.</i></p>	<p>New / Existing</p>
<p>CATEGORY STATUS</p> <p><i>Does the product/service create a new category or is it joining an existing category? Select one.</i></p>	<p>New Category / Existing Category</p>
<p>PRIMARY END USER</p> <p><i>Select one.</i></p>	<p>Business Purposes / Consumer Purposes / Not Applicable</p>
<p>CLASSIFICATION</p> <p><i>Select one.</i></p>	<p>Mainstream / Luxury / Not Applicable</p>
<p>POINT OF PURCHASE</p> <p><i>Select the option that best describes how the audience purchased your product or donated to the cause promoted by your marketing effort.</i></p>	<p>In-Store Retail Only</p> <p>Online Ecommerce Only</p> <p>Primarily In-Store Retail with some Online Ecommerce</p> <p>Primarily E-Commerce with some In-Store Retail</p> <p>A substantial amount of both In-Store Retail and Ecommerce</p> <p>Other</p>

	Not Applicable
COMPETITOR SITUATION <i>Select the option that best describes the competitor situation.</i>	<p>Dominant Player. One large Competitor that has about 50% market share or more</p> <p>Dominant Player with strong competitors. One or multiple competitors with at least one competitor with about 30% to 50% market share</p> <p>Fragmented. One or multiple competitors each with about 30% market share or less</p> <p>Not Applicable</p>

COMPETITOR BRANDS

Provide the top competitor brands of your case. This helps ensure judges who work on competitor brands are not assigned your case. You may provide up to six competitor brands or list No Competitors.

(1 Required, 6 Maximum)

COMPETITOR 1 <i>Required.</i>	UBL
COMPETITOR 2 <i>Optional.</i>	HBL
COMPETITOR 3 <i>Optional.</i>	NBP
COMPETITOR 4 <i>Optional.</i>	ABL
COMPETITOR 5 <i>Optional.</i>	MCB Bank
COMPETITOR 6 <i>Optional.</i>	

AUDIENCE

Please share insights into your primary audience below.

AUDIENCE GENDER <i>Select one.</i>	Female / Male / Transgender or Non-Binary / Not Applicable (We did not target by gender.)
AUDIENCE AGE <i>Select all that apply.</i>	Children 12 & Under / Ages 13-17 / Ages 18-24 / Ages 25-34 / Ages 35 – 44 / Ages 45-54 / Ages 55-64 / Ages 65+ / Not Applicable (We did not target by age.)
AUDIENCE TYPE <i>Select all that apply.</i>	Cultural or Ethnic Group / Employees / Parents / Not Applicable / Other Overseas Pakistanis

MEDIA COMPANIES

Please list the top five most integral media companies/owners that were a part of your effort, whether or as a partner or a platform where your work ran. If no media companies were used in this effort, you may leave this question blank.

MEDIA COMPANY 1 <i>Optional.</i>		Media Pulse	
MEDIA COMPANY 2 <i>Optional.</i>		ITS	
MEDIA COMPANY 3 <i>Optional.</i>			
MEDIA COMPANY 4 <i>Optional.</i>			
MEDIA COMPANY 5 <i>Optional.</i>			
RESEARCH PARTNERS Indicate research partners used for this effort. List up to three companies.			
RESEARCH PARTNER 1 <i>Required.</i>		Intellexal Solutions	
RESEARCH PARTNER 2 <i>Optional.</i>			
RESEARCH PARTNER 3 <i>Optional.</i>			
RESEARCH Select the most important research done for your case. Then, select all research done for your case.			
PRIMARY RESEARCH <i>Select one.</i>		Copy Testing / Focus Groups / Neuroscience / Positioning or Concept Testing / Strategic (segmentation, market structure, U&A) / Tracking / Not Applicable / Other	
ALL RESEARCH <i>Select all.</i>		Copy Testing / Focus Groups / Neuroscience / Positioning or Concept Testing / Strategic (segmentation, market structure, U&A) / Tracking / Not Applicable / Other	
SUSTAINABLE DEVELOPMENT GOALS Effie has partnered with the PVBLIC Foundation to support the UN's 2030 Agenda for Sustainable Development and its 17 Sustainable Development Goals (SDGs) . Please help us to recognize the achievements of our industry in creating positive change by selecting all Sustainable Development Goals aligned with your effort.			
Affordable & Clean Energy	Clean Water & Sanitation	Climate Action	Decent Work & Economic Growth
Gender Equality	Good Health & Well-Being	Industry, Innovation & Infrastructure	Life Below Water

Life on Land	No Poverty	Partnerships for the Goals	Peace, Justice & Strong Institutions
Quality Education	Reduced Inequalities	Responsible Consumption & Production	Sustainable Cities & Communities
Zero Hunger	Not Applicable		

COMPANY CREDITS

This information is not seen by judges. Effie will publicly celebrate all credited companies & individuals if your case becomes a finalist or winner.

Credits cannot be removed or replaced after the entry is submitted – it is critical that senior leadership reviews credits for accuracy. As confirmation, senior leadership is required to sign off on the Authorization & Verification Form, confirming credits are accurate & compete. Additions will only be accepted if space is available and require a PKR 35,000 fee after time of entry. No additions/edits will be accepted after January 15, 2022. See the **entry kit for full credit information**.

All entries submitted from the same agency office location should list the "Agency Name" precisely the same way to ensure your office is recognized as one. Communicate with your corporate/executive team, PR department, and other teams entering into this year's competition from your agency office to ensure you are entering each agency name accurately and consistently.

LEAD AGENCY(S)

Entrants have the option to credit a **maximum of two lead agencies** (one required). If you credit a second lead agency, both agencies will be given equal recognition by Effie Worldwide in both publicity materials and the **Effie Index**. In order to be considered a second lead agency, you must certify that the work done by each agency was of equal weighting and each agency deserves equal recognition.

Lead agencies are considered final at time of entry and cannot be changed after time of entry. You may not add or remove a second lead agency after time of entry.

LEAD AGENCY #1 (Required)

COMPANY NAME	Ogilvy	
ADDRESS		
COMPANY TYPE	<ul style="list-style-type: none"> Agency: Brand Identity Agency: Business-to-Business Agency: Data / Programmatic Agency: Design Agency: Digital / Interactive Agency: Direct Marketing Agency: Experiential / Event Agency: Full-Service / Creative Agency: Guerilla Agency: Health Agency: In-House Agency: Media Agency: Multicultural Agency: Performance Marketing Agency: Production Agency: Promotional Agency: Public Relations 	<ul style="list-style-type: none"> Ad or Mar Tech Brand / Client Consultancy Educational Institution Media Owner Research Company Retailer Startup Other

	Agency: Shopper Marketing / Commerce Agency: Other
COMPANY SIZE <i>Select one.</i>	1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees
WEBSITE	www.ogilvy.com
AGENCY NETWORK	Worldwide
HOLDING COMPANY	Publicis Groupe

MAIN CONTACT

This contact will be considered a secondary point of contact on this entry should there be any questions/issues, and the entrant contact cannot be reached. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.

FULL NAME

JOB TITLE

EMAIL ADDRESS

PHONE NUMBER

AGENCY PR CONTACT

This contact should be the person who handles PR for your agency. This contact may receive a congratulatory note if your entry is a finalist/winner. This name will not be listed publicly.

FULL NAME

JOB TITLE

EMAIL ADDRESS

PHONE NUMBER

CEO / TOP RANKING EXECUTIVE CONTACT

This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly.

FULL NAME

JOB TITLE

EMAIL ADDRESS

PHONE NUMBER

LEAD AGENCY #2 (Optional)

COMPANY NAME

Intellexal

ADDRESS	
COMPANY TYPE <i>Select one.</i>	Agency: Brand Identity Agency: Business-to-Business Agency: Data / Programmatic Agency: Design Agency: Digital / Interactive Agency: Direct Marketing Agency: Experiential / Event Agency: Full-Service / Creative Agency: Guerilla Agency: Health Agency: In-House Agency: Media Agency: Multicultural Agency: Performance Marketing Agency: Production Agency: Promotional Agency: Public Relations Agency: Shopper Marketing / Commerce Agency: Other Ad or Mar Tech Brand / Client Consultancy Educational Institution Media Owner Research Company Retailer Startup Other
COMPANY SIZE <i>Select one.</i>	1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees
WEBSITE	www.its.com.pk
AGENCY NETWORK	Information Technology
HOLDING COMPANY	Numbers Pvt. Ltd
MAIN CONTACT <i>This contact will be considered the main point of contact for the second lead agency. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.</i>	
FULL NAME	Aoon Abbas
JOB TITLE	Director
EMAIL ADDRESS	aoonabbas@its.com.pk
PHONE NUMBER	0342-2224422
AGENCY PR CONTACT <i>This contact should be the person who handles PR for your agency. This contact may receive a congratulatory note if your entry is a finalist/winner. This name will not be listed publicly.</i>	
FULL NAME	Neelam Karim Patel
JOB TITLE	Digital Lead
EMAIL ADDRESS	neelam@its.com.pk
PHONE NUMBER	0334-2615686
CEO / TOP RANKING EXECUTIVE CONTACT <i>This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly.</i>	

FULL NAME	Amir Abbas
JOB TITLE	CEO
EMAIL ADDRESS	Aamir.abbas@its.com.pk
PHONE NUMBER	0314-8250202

CLIENT(S)

Entrants are required to credit **at least one client company**. If there were two clients involved in your effort, credit the second client in the designated space below. Both clients will receive equal recognition in all publicity and in the **Effie Index** if your case is a finalist or winner

Please note that for publicity purposes, both the Brand Name (as entered when creating your entry) and the Client Company (listed below) are recognized. If your brand has an overarching parent company, please input the client company here (vs. the brand).

CLIENT #1 (Required)

COMPANY NAME	Bank Alfalah Limited	
ADDRESS		
COMPANY TYPE <i>Bank Alfalah.</i>	<i>Agency: Brand Identity</i> <i>Agency: Business-to-Business</i> <i>Agency: Data / Programmatic</i> <i>Agency: Design</i> <i>Agency: Digital / Interactive</i> <i>Agency: Direct Marketing</i> <i>Agency: Experiential / Event</i> <i>Agency: Full-Service / Creative</i> <i>Agency: Guerilla</i> <i>Agency: Health</i> <i>Agency: In-House</i> <i>Agency: Media</i> <i>Agency: Multicultural</i> <i>Agency: Performance Marketing</i> <i>Agency: Production</i> <i>Agency: Promotional</i> <i>Agency: Public Relations</i> <i>Agency: Shopper Marketing / Commerce</i> <i>Agency: Other</i>	<i>Ad or Mar Tech</i> Brand / Client <i>Consultancy</i> <i>Educational Institution</i> <i>Media Owner</i> <i>Research Company</i> <i>Retailer</i> <i>Startup</i> <i>Other</i>
COMPANY SIZE <i>Select one.</i>	1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees	
WEBSITE	www.bankalfalah.com	
CLIENT NETWORK		
MAIN CONTACT		
<i>This contact will be considered the main point of contact for the client. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.</i>		

FULL NAME	Raheel Yousuf
JOB TITLE	Head of Marketing
EMAIL ADDRESS	Mohammad Raheel Yousuf - 24700 <raheel.yousuf@bankalfalah.com>
PHONE NUMBER	0321-9281626

CEO / TOP RANKING EXECUTIVE CONTACT

This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly.

FULL NAME	Atif Bajwa
JOB TITLE	President and CEO
EMAIL ADDRESS	deborah.christopher@bankalfalah.com
PHONE NUMBER	

CLIENT #2 (Optional)

COMPANY NAME	
ADDRESS	
COMPANY TYPE <i>Select one.</i>	<ul style="list-style-type: none"> Agency: Brand Identity Agency: Business-to-Business Agency: Data / Programmatic Agency: Design Agency: Digital / Interactive Agency: Direct Marketing Agency: Experiential / Event Agency: Full-Service / Creative Agency: Guerilla Agency: Health Agency: In-House Agency: Media Agency: Multicultural Agency: Performance Marketing Agency: Production Agency: Promotional Agency: Public Relations Agency: Shopper Marketing / Commerce Agency: Other <ul style="list-style-type: none"> Ad or Mar Tech Brand / Client Consultancy Educational Institution Media Owner Research Company Retailer Startup Other
COMPANY SIZE <i>Select one.</i>	1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees
WEBSITE	
CLIENT NETWORK	

MAIN CONTACT

This contact will be considered the main point of contact for the second client. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success.

FULL NAME
JOB TITLE
EMAIL ADDRESS
PHONE NUMBER

CEO / TOP RANKING EXECUTIVE CONTACT
This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists.

FULL NAME
JOB TITLE
EMAIL ADDRESS
PHONE NUMBER

CONTRIBUTING COMPANIES

Entrants are required to credit all key strategic partners on an effort. You may **list up to four contributing companies**.
 Contributing Company Main Contacts will be contacted if your entry becomes a winner & will not be listed publicly.

CONTRIBUTING COMPANY #1 (Optional)

COMPANY NAME	Media Pulse
ADDRESS	
COMPANY TYPE <i>Select one.</i>	<i>Agency: Brand Identity</i> <i>Agency: Business-to-Business</i> <i>Agency: Data / Programmatic</i> <i>Agency: Design</i> <i>Agency: Digital / Interactive</i> <i>Agency: Direct Marketing</i> <i>Agency: Experiential / Event</i> <i>Agency: Full-Service / Creative</i> <i>Agency: Guerilla</i> <i>Agency: Health</i> <i>Agency: In-House</i> <i>Agency: Media</i> <i>Agency: Multicultural</i> <i>Agency: Performance Marketing</i> <i>Agency: Production</i> <i>Agency: Promotional</i> <i>Agency: Public Relations</i> <i>Agency: Shopper Marketing / Commerce</i> <i>Agency: Other</i>
COMPANY SIZE <i>Select one.</i>	<i>1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees</i>
WEBSITE	www.mediapulse.com.pk

AGENCY NETWORK	
HOLDING COMPANY	
MAIN CONTACT	
<i>This contact will be considered the main point of contact for the contributing company. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.</i>	
FULL NAME	Adeel Raza
JOB TITLE	Group Head/Director
EMAIL ADDRESS	adeel@mediapulse.com.pk
PHONE NUMBER	0300-8261279

CONTRIBUTING COMPANY #2 (Optional)

COMPANY NAME	
ADDRESS	
COMPANY TYPE <i>Select one.</i>	<ul style="list-style-type: none"> Agency: Brand Identity Agency: Business-to-Business Agency: Data / Programmatic Agency: Design Agency: Digital / Interactive Agency: Direct Marketing Agency: Experiential / Event Agency: Full-Service / Creative Agency: Guerilla Agency: Health Agency: In-House Agency: Media Agency: Multicultural Agency: Performance Marketing Agency: Production Agency: Promotional Agency: Public Relations Agency: Shopper Marketing / Commerce Agency: Other <ul style="list-style-type: none"> Ad or Mar Tech Brand / Client Consultancy Educational Institution Media Owner Research Company Retailer Startup Other
COMPANY SIZE <i>Select one.</i>	1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees
WEBSITE	
AGENCY NETWORK	
HOLDING COMPANY	
MAIN CONTACT	
<i>This contact will be considered the main point of contact for the contributing company. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.</i>	
FULL NAME	

JOB TITLE
EMAIL ADDRESS
PHONE NUMBER

CONTRIBUTING COMPANY #3 (Optional)

COMPANY NAME	
ADDRESS	
COMPANY TYPE <i>Select one.</i>	<i>Agency: Brand Identity</i> <i>Agency: Business-to-Business</i> <i>Agency: Data / Programmatic</i> <i>Agency: Design</i> <i>Agency: Digital / Interactive</i> <i>Agency: Direct Marketing</i> <i>Agency: Experiential / Event</i> <i>Agency: Full-Service / Creative</i> <i>Agency: Guerilla</i> <i>Agency: Health</i> <i>Agency: In-House</i> <i>Agency: Media</i> <i>Agency: Multicultural</i> <i>Agency: Performance Marketing</i> <i>Agency: Production</i> <i>Agency: Promotional</i> <i>Agency: Public Relations</i> <i>Agency: Shopper Marketing / Commerce</i> <i>Agency: Other</i>
COMPANY SIZE <i>Select one.</i>	<i>1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees</i>
WEBSITE	
AGENCY NETWORK	
HOLDING COMPANY	
MAIN CONTACT	
<i>This contact will be considered the main point of contact for the contributing company. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.</i>	
FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

CONTRIBUTING COMPANY #4 (Optional)

COMPANY NAME	
ADDRESS	
COMPANY TYPE <i>Select one.</i>	<i>Agency: Brand Identity</i> <i>Agency: Business-to-Business</i> <i>Agency: Data / Programmatic</i> <i>Agency: Design</i> <i>Agency: Digital / Interactive</i> <i>Agency: Direct Marketing</i> <i>Agency: Experiential / Event</i> <i>Agency: Full-Service / Creative</i> <i>Agency: Guerilla</i> <i>Agency: Health</i> <i>Agency: In-House</i> <i>Agency: Media</i> <i>Agency: Multicultural</i> <i>Agency: Performance Marketing</i> <i>Agency: Production</i> <i>Agency: Promotional</i> <i>Agency: Public Relations</i> <i>Agency: Shopper Marketing / Commerce</i> <i>Agency: Other</i>
COMPANY SIZE <i>Select one.</i>	<i>1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees</i>
WEBSITE	
AGENCY NETWORK	
HOLDING COMPANY	
MAIN CONTACT	
<i>This contact will be considered the main point of contact for the contributing company. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.</i>	
FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

INDIVIDUAL CREDITS

Each entry may credit up to ten primary individuals and thirty secondary individuals who contributed to the case. These individuals must be current or former team members of the credited companies.

Effie's policy is to honor those credited at the time of entry if the case is a finalist or winner. Therefore, you may not remove or replace individual credits after the entry has been submitted. Additions will only be accepted on a case by case basis and require a PKR 35,000 fee. No edits/additions will be accepted after JANUARY 15, 2022.

PRIMARY INDIVIDUAL CREDITS

Individuals appear in the **Effie Winners Journal** and **Case Database**. Credits must be current or former team members of the credited companies. Maximum of 10 Primary Credits.

PRIMARY INDIVIDUAL CREDIT #1		PRIMARY INDIVIDUAL CREDIT #2	
Full Name	Ali Saif Samo	Full Name	Muhammad Noman Zubair
Job Title	Senior Brand Manager	Job Title	Brand Manager
Company	Bank Alfalah	Company	Bank Alfalah
Email	ali.saif@bankalfalah.com	Email	noman.zubair@bankalfalah.com
PRIMARY INDIVIDUAL CREDIT #3		PRIMARY INDIVIDUAL CREDIT #4	
Full Name	Adeel Raza	Full Name	Neelam Karim Patel
Job Title	Group Head/ Director	Job Title	Digital Lead
Company	Media Pulse	Company	ITS
Email	adeel@mediapulse.com.pk	Email	neelam@intellexal.com
PRIMARY INDIVIDUAL CREDIT #5		PRIMARY INDIVIDUAL CREDIT #6	
Full Name	Mehwish Fatima	Full Name	
Job Title	Assistant Brand Manager	Job Title	
Company	Bank Alfalah	Company	
Email	me.fatima@bankalfalah.com	Email	
PRIMARY INDIVIDUAL CREDIT #7		PRIMARY INDIVIDUAL CREDIT #8	
Full Name		Full Name	
Job Title		Job Title	
Company		Company	
Email		Email	
PRIMARY INDIVIDUAL CREDIT #9		PRIMARY INDIVIDUAL CREDIT #10	
Full Name		Full Name	
Job Title		Job Title	
Company		Company	
Email		Email	

SECONDARY INDIVIDUAL CREDITS

Individuals only appear on the Effie Pakistan website and do not appear elsewhere. Credits must be current or former team members of the credited companies. Maximum of 30 Secondary Credits.

SECONDARY INDIVIDUAL CREDIT #1		SECONDARY INDIVIDUAL CREDIT #2		SECONDARY INDIVIDUAL CREDIT #3	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #4		SECONDARY INDIVIDUAL CREDIT #5		SECONDARY INDIVIDUAL CREDIT #6	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #7		SECONDARY INDIVIDUAL CREDIT #8		SECONDARY INDIVIDUAL CREDIT #9	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #10		SECONDARY INDIVIDUAL CREDIT #11		SECONDARY INDIVIDUAL CREDIT #12	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #13		SECONDARY INDIVIDUAL CREDIT #14		SECONDARY INDIVIDUAL CREDIT #15	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	

SECONDARY INDIVIDUAL CREDIT #16		SECONDARY INDIVIDUAL CREDIT #17		SECONDARY INDIVIDUAL CREDIT #18	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #19		SECONDARY INDIVIDUAL CREDIT #20		SECONDARY INDIVIDUAL CREDIT #21	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #22		SECONDARY INDIVIDUAL CREDIT #23		SECONDARY INDIVIDUAL CREDIT #24	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #25		SECONDARY INDIVIDUAL CREDIT #26		SECONDARY INDIVIDUAL CREDIT #27	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #28		SECONDARY INDIVIDUAL CREDIT #29		SECONDARY INDIVIDUAL CREDIT #30	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	

PERMISSIONS & AUTHORIZATION

Effie Pakistan non-profit educational organization that stands for effectiveness in marketing, spotlighting ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness. In order to help fulfill this mission and provide learning to the industry, Effie relies on entrants' willingness to share their finalist and winning case studies with the industry.

Please note: Publication permission settings only apply to the written case. Publicity materials, including the public case summary and statement of effectiveness, and the creative reel must be submitted without confidential information. Creative materials will be published if your effort is a finalist or winner. See the **entry kit** for full details.

PUBLICATION PERMISSION SETTINGS

Select publication permission settings for your written entry (choose one).

Publish My Written Case
As It Was Submitted

Publish My Written Case
As An Edited Version

OTHER MATERIALS CHECKLIST

The following materials will also need to be completed in the entry portal.

AUTHORIZATION & VERIFICATION FORM

Download this form in the Entry Portal after you have completed your Company & Individual Credits and Publication Permission setting.

Download & Sign the Authorization & Verification Form, confirming the accuracy of entry information and authorization of submission. This form guarantees that the company and individual credits have been thoroughly reviewed by senior leadership to guarantee all integral strategic partners are credited properly for the Effie Index and awards recognition.

The Authorization & Verification form must be signed off by an agency or client executive in a departmental or account leadership position (e.g. Head of Account Planning, Head of Client Services, Group Account Director, etc.). This document must be carefully reviewed in its entirety and signed in the designated space at the end of the document.

A separate form must be uploaded for each entry.

Once signed, you will need to upload to the entry portal.

COMPETITION TERMS & RULES

Agree to competition terms & rules.