

E-2145-014

Careem Food - WorldCup Campaign 2021

Product	Category Entered
Careem Food	Topical Marketing

We are looking forward to seeing your work in this year's competition. As you work on your submission, you may wish to download the [ENTRY FORM TEMPLATE](#) which can be used as a guide when crafting your submission, allowing for easy collaboration with team members and partner companies. The template outlines the Written Entry Form, along with tips to consider when answering each question. Before submitting your entry, responses to each question must be copied into this entry portal.

ELIGIBILITY

This year's eligibility period runs from 1st July 2021- 30th September 2022. Your effort must have run at some point during the eligibility period in Pakistan. Results must be isolated to the Pakistan & no results may be included after the end of the eligibility period. Review full eligibility information at the Effie website.

***Sustained Success Entries:** Data presented must be isolated to Pakistan & work and results must include at least three years, including the current competition year. Cases submitted in the Sustained Success category must have a common objective in both strategy and creative executions; with a continuation of core executional elements that demonstrate effectiveness over time. Answer all questions for the initial year and describe how/why the change occurred over time, including the current competition year.

FORMATTING REQUIREMENTS & REASONS FOR DISQUALIFICATION

- Failing to adhere to the Effie Eligibility rules. Data presented must be isolated to Pakistan, and the Effie eligibility period is 01/7/21-30/9/22. No results after 30/09/22 may be included.
- Entry does not meet category definition requirements.
- Agency names/logos are published in the entry form or in the creative materials. Do not include any agency names in your sources – this includes agency names other than your own.
- Data not sourced.
- Including screen grabs or other images of your creative elements in your written entry form.
- Directing Judges to External Websites.
- Missing Translation.
- Violating Creative Example (Reel, Images) Rules.

TOP TIPS

- We are in the business of marketing. Your entry should be written with your audience, Effie judges, in mind. Judges are your industry peers. Address questions they may have within your responses. Entrants are encouraged to ask colleagues who don't work on the brand to review the entry. Limit industry jargon and define all industry terms.

RESOURCES

Review the key resources before starting your entry:

- [ENTRY KIT](#)
- [EFFECTIVE ENTRY GUIDE](#)
- [SAMPLE CASE STUDIES](#)

ENTRY DETAILS

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 2021 Oct 23

Date To 2021 Nov 18

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

REGIONAL CLASSIFICATION

Select all that apply.

Local

INDUSTRY SECTOR

Classify your brand/product by one of the available industry sectors, or choose Other.

Delivery Services

INDUSTRY/CATEGORY SITUATION

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)

Careem Food was launching amidst very tough competition, and needed to secure awareness & top of mind recall.

THE INSIGHT:

(Maximum per line: One sentence - 20 words)

Use public sentiments against the NZ, England & India teams to unite all viewers under the common banner of food.

THE STRATEGIC IDEA/BUILD:

(Maximum per line: One sentence - 20 words)

Order food with Careem on match days and get your money back if Pakistan beats its rival!

BRINGING THE STRATEGY TO LIFE:

(Maximum per line: One sentence - 20 words)

Actively utilizing social media platforms to engage directly with cricket fans & meme content creators.

THE RESULTS:

(Maximum per line: One

300% increase in orders, 500% increase in food tile clicks on the app, 600% growth

sentence - 20 words)

in new users

WHY IS THIS ENTRY AN OUTSTANDING EXAMPLE OF EFFECTIVE MARKETING IN THIS EFFIE ENTRY CATEGORY?

Summarize your case by focusing on how your results related directly back to your challenge and objectives. When entering multiple categories, it is important to customize your response for each category. If judges have questions about your eligibility in this category, they will refer to this response.

(Maximum: 100 words)

Using minimal budgets and piggybacking off of an immensely cluttered occasion, Careem managed to not only stay at the center of the online conversation, but was also integrated into all conversations around cricket while generating trials of the newly launched platform too.

SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES - 23.3% OF TOTAL SCORE

This section covers your strategic business context for your marketing activity, alongside your key business challenge and 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.

Please provide the necessary context on your industry category, competitors, and brand so the judges, including those unfamiliar with your brand/category, can evaluate your entry. Outline why your business challenge was the right opportunity to grow and the degree of ambition represented by your objectives.

1A. BEFORE YOUR EFFORT BEGAN, WHAT WAS THE STATE OF THE BRAND'S BUSINESS AND THE OVERALL CATEGORY IN WHICH IT COMPETES?

What was the strategic challenge that stemmed from this business situation and the degree of difficulty of this challenge?

Context to consider including: characteristics or trends in the market (e.g.

Careem's food vertical was newly launched and only had about 5% market share. The rest was dominated by competition, who also had the edge of partnerships with leading franchises & restaurants, as well as big advertising budgets.

government regulations, size of market, societal trends, weather/environmental situations, etc.), competitor spend, position in market, category benchmarks, barriers.

(Maximum: 275 words; 3 charts/visuals)

1B. 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; it is the entrant's responsibility to explain why their objectives are important to the business/organization and challenging to achieve. Provide context, including prior year, competitor, and/or category benchmarks to help the judges understand why these goals were set and how challenging they were. If relevant to your case, explain how these goals relate back to the overall brand or organization's strategy and objectives.

RESPONSE FORMAT

Immediately below, use the provided space to set up your objectives and share any overarching explanation of your objectives & KPIs (maximum of 150 words; 3 charts/visuals).

Then, you will list each objective individually and select the type of objective. For each objective, provide context, 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.
- You may have more than one objective of the same type.
- Unsure which objective type to select? [View guidance here.](#)

1B. OBJECTIVES OVERVIEW

Set up your objectives & share any overarching explanation of your objectives & KPIs.

(Max: 100 words, 3 charts/graphs)

Since our food delivery vertical was newly launched, our only objective was to build awareness about this service.

OBJECTIVES

Objective #1 should be your

primary campaign objective, then you may list up to three supporting objectives.

For each objective, you may include up to three charts/graphs.

1

OBJECTIVE TYPE

- You may have more than one objective of the same type.
- Unsure which objective type to select? [View guidance here.](#)

Awareness

STATE OBJECTIVE

State your objective here.

(Max: 25 words)

Creating awareness about Careem's newly launched food delivery vertical.

CONTEXT

Provide context, including prior year, competitor, and/or category benchmarks to help the judges understand why these goals were set and how challenging they were.

(Maximum: 75 words; 3 charts/visuals)

Since our only & biggest competitor in the market had 95% market share, we knew we couldn't beat them in popularity or budgets. Instead what we aimed for was to build awareness about our own newly launched food delivery service, and to find the best channels to do so at minimal cost. The challenge was to make ourselves seen and heard in the very cluttered online space during the T20 tournament.

2

OBJECTIVE TYPE

- You may have more than one

objective of the same type.

- Unsure which objective type to select? [View guidance here.](#)

Purchase

STATE OBJECTIVE

State your objective here.

(Max: 25 words)

Increase app exploration and purchase

CONTEXT

Provide context, including prior year, competitor, and/or category benchmarks to help the judges understand why these goals were set and how challenging they were.

(Maximum: 75 words; 3 charts/visuals)

Careem saw big numbers on its ride-hailing verticals but struggled with its food vertical. Hence, it was important to increase exploration and purchase for Food on Careem.

SECTION 1: SOURCING

Provide sourcing for all data provided in Section 1: Challenge, Context & Objectives.

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

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

Do not link to external websites or include additional information for judges to review.

Judges encourage third-party data where available.

See [Entry Kit](#) for details.

EFFIE TIPS: PROVIDING SOURCES IN THE ONLINE ENTRY PORTAL

We encourage entrants to use footnotes to provide sourcing information. At the bottom of each scoring section, a SOURCING box is provided to note all sources for that scoring section. This allows entrants to provide their sourcing without it counting against the word or page limit restrictions.

1. When submitting your responses to questions 1-4, you must provide a source for all data and facts. At the end of a sentence that requires a source, use the SUPERSCRIPT feature to number your sources.

2. In the Sourcing box, numerically list your citations.

3. Sources must include source of information (do not include any agency names), type of research, date range covered, etc.

***If you have a lot of sources within a scoring section, it may be helpful to list the corresponding question before each source.*

See [Entry Kit](#) for details.

SECTION 2: INSIGHTS & STRATEGY - 23.3% OF TOTAL SCORE

This section covers the key building blocks of your strategy.

Explain to the judges why you chose the audience you did. Outline your key insight(s) and how they led to the strategic idea or build that addressed the business challenge the brand was facing.

2A. DEFINE THE TARGET AUDIENCE(S) YOU WERE TRYING TO REACH AND EXPLAIN WHY IT WAS/THEY WERE RELEVANT TO THE BRAND AND THE CHALLENGE.

Describe your audience(s) using demographics, culture, media behaviors, etc.

Our target audience was SEC A, B & C - aged late teens till 55. Frequent online shoppers, who order food frequently, cricket enthusiasts and online/tech savvy population. Considering this was a campaign revolving around T20, our target

Explain if your target was a current audience, a new audience, or both. What perceptions or behaviors are you trying to affect or change?

Commerce & Shopper

Cases: Be sure to highlight the shopper's motivations, mindset, behaviors, and shopper occasion.

(Maximum: 300 words; 3 charts/visuals)

market was pretty wide as cricket is a topic of national popularity in Pakistan. Our targeting was primarily for those consumers that already had the Careem app installed as a ride hailing service, and secondarily for those consumers that were using the competitions app or ordering food directly from restaurants.

2B. EXPLAIN THE THINKING THAT LED YOU TO YOUR INSIGHT(S). SOME INSIGHTS COME FROM RESEARCH, DATA, AND ANALYTICS. OTHERS COME FROM INSPIRATION. CLEARLY STATE YOUR INSIGHT(S) HERE.

Clarify how the insight(s) were directly tied to your brand, your audience's behaviors and attitudes, your research and/or business situation. How would this unique insight(s) lead to the brand's success and how did it inform your strategic idea.

(Maximum: 300 words; 3 charts/visuals)

Our key insight was - Pakistanis take their cricket & food seriously. How could we combine the two? We decided to take the ill sentiments Pakistanis felt when New Zealand & England cancelled their cricket tours in Pakistan, and channel it instead to create a sports-related banter that was both light-hearted, cheeky and had potential for virality.

2C. WHAT WAS THE CORE IDEA OR STRATEGIC BUILD YOU ARRIVED AT USING YOUR INSIGHT(S) THAT ENABLED YOU TO PIVOT FROM CHALLENGE TO SOLUTION FOR YOUR BRAND AND CUSTOMER?

(Maximum: 20 words)

Core idea: Letting customers eat for free (with a refund) if Pakistan won the match against New Zealand/England/India.

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.

SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE - 23.3% OF TOTAL SCORE

This section relates to how you built a compelling creative and channel plan i.e. how and where you brought your strategy to life. And how you tested for ongoing optimization.

Help the judges evaluate your entry by demonstrating how you created work that targeted and motivated customers effectively. Outline how your creative and channels plans worked together to drive results.

The score for this section will be based on your responses to the below questions, your creative work (as presented in the creative reel & images), and the context provided in the Investment Overview. Your responses to all elements of this section should complement one another and tell a cohesive story.

3A. DESCRIBE THE KEY ELEMENTS OF YOUR PLAN THAT ACTIVATED YOUR STRATEGY.

Outline any components that were active in the effort e.g. CRM program, customer experience, pricing changes as well as promotions and communications.

(Maximum: 100 words; 3 charts/visuals)

The key elements utilized for our campaign were all social touchpoints including Twitter, Facebook & Instagram - as well as our CRM system. We also made sure to keep continuously updating our twitter with cricket related commentary, engage with meme and content creators and also with audiences interacting with our own content. This enabled our content to keep spiraling up in its impact and reach.

3B. OUTLINE THE KEY BUILDING BLOCKS OF THE CREATIVE EXECUTIONS FOR YOUR MAIN MARKETING VEHICLES E.G. ENDLINE, CALL-TO-ACTIONS AND FORMAT CHOICES. INCLUDE ANY IMPORTANT CHANGES THAT OPTIMISED THE CREATIVE WHILST THE ACTIVITY WAS RUNNING.

Include any important changes that optimized the creative whilst the activity was running.

(Maximum: 100 words; 3 charts/visuals)

To improve the reach, engagement and to celebrate Pakistan's phenomenal win, we updated our original offer of only providing refunds to the first 500 customers to give refunds to every single person that had placed an order via Careem Food on the match day.

3C. OUTLINE THE RATIONALE BEHIND YOUR COMMUNICATIONS STRATEGY AND CHANNEL PLAN. EXPLAIN HOW THE INTEGRAL ELEMENTS WORKED TOGETHER TO DRIVE RESULTS.

If relevant, explain how you changed your spend across channels as part of your campaign optimization.

(Maximum: 400 words; 3 charts/visuals)

We decided to use our social media & CRM because of the availability of our target audience members on these touchpoints. We wanted to actively engage with our audience, and live tweeting during the matches proved to be the perfect way to directly communicate with our followers. We also noticed that all big brands tend to spend on TV during match days, leaving social media channels fairly uncluttered with branded content, and that was our perfect opportunity to leverage our limited budgets and be the center of attention on social media.

KEY VISUAL

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

The image must be jpg/jpeg/png.

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.

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. Tie results back to the objectives outlined in Section 1 - your response to **OBJECTIVE QUESTION** - objectives will appear above your response to **RESULTS QUESTION** as a reference to judges.

Because 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.

Entrants are encouraged to use charts/graphs to display data whenever possible. Your response to RESULTS QUESTION may contain **up to five charts/graphs**.

As with the rest of the entry form, provide dates and sourcing for all data provided. Do not include results beyond **the eligibility period**; this is grounds for disqualification.

4A. HOW DO YOU KNOW IT WORKED? TIE TOGETHER YOUR STORY AND PROVE YOUR WORK DROVE THE RESULTS. EXPLAIN, WITH CATEGORY, COMPETITOR AND/OR PRIOR YEAR CONTEXT, WHY THESE RESULTS ARE SIGNIFICANT FOR THE BRAND'S BUSINESS.

Results must relate back to your specific audience, objectives, and KPIs.

RESPONSE FORMAT

You have up to 350 words and 5 charts/visuals to set up your results. Then, for each objective provided in Question 1B, 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 1B, 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 data sources box.
- Do not include data past the end of the eligibility period 30/09/2022.
- All results must be isolated to **Pakistan**.
- It is critical to provide sources for all results provided.

4A. RESULTS OVERVIEW

Results must relate to your specific audience, objectives, and KPIs. Provide a clear time frame for all data shown.

The metrics you provide here are directly relevant to your objectives and audience.

Entrants are strongly encouraged to re-state their objectives from section 1 along with their corresponding results.

(Max: 300 Words, 5 charts/graphs)

1. 600% growth in new users on app.
2. 6 million + impressions on social media.
3. Organic mentions from 30+ publications (including Indian pages)
4. 500% growth in the clicks on the food category in the Careem app.
5. 300% growth in booked orders.

RESULTS

Provide results that correspond to each of your objectives from Question 1C here. You are required to provide a result for each objective.

To re-order the way your objectives/results appear, return to Question 1C and re-order your objectives using the 'nudge' button.

For each result, you may include up to 3 charts/graphs.

1

OBJECTIVE TYPE

Awareness

STATE OBJECTIVE

Creating awareness about Careem's newly launched food delivery vertical.

CONTEXT

Since our only & biggest competitor in the market had 95% market share,

we knew we couldn't beat them in popularity or budgets. Instead what we aimed for was to build awareness about our own newly launched food delivery service, and to find the best channels to do so at minimal cost. The challenge was to make ourselves seen and heard in the very cluttered online space during the T20 tournament.

STATE RESULT

State your corresponding result here.

1. 600% growth in new users on app.
2. 6 million + impressions on social media.
3. Organic mentions from 30+ publications (including Indian pages)

CONTEXT

Prove the results are significant using category, competitive, prior year, and brand context.

(Maximum: 75 words, 3 charts/graphs)

These results were achieved with minimal spend in a category which was completely monopolistic due to competition's market share. Seeing a 600% growth in new users is huge along with a 30% increase in Twitter impressions in a very cluttered environment.

2

OBJECTIVE TYPE

Purchase

STATE OBJECTIVE

Increase app exploration and purchase

CONTEXT

Careem saw big numbers on its ride-hailing verticals but struggled with its food vertical. Hence, it was important to increase exploration and purchase for Food on Careem.

STATE RESULT

State your corresponding result here.

1. 500% growth in the clicks on the food category in the Careem app.
2. 300% growth in booked orders.

CONTEXT

Prove the results are significant using category, competitive, prior year, and brand context.

(Maximum: 75 words, 3 charts/graphs)

It was a category dominated by competition by 90% market share, and getting this exorbitant growth was hence significant.

ADDITIONAL RESULTS

You may use this space to provide additional results achieved that you may not have had an initial objective for. This space may only be used for additional results beyond those that align with your listed objectives.

(Maximum: 150 words, 3 charts/graphs)

1. Having the top performing tweets for Careem Pakistan's lifetime
2. Getting organically featured in Indian publications
3. Zomato (Indian brand) engaging in a Twitter banter with Careem Pakistan
4. Becoming the center of attention in the celebratory meme conversation happening online.

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?

Select factors from the chart and explain the influence of these factors in the space provided.

Pakistan's performance in the tournament rallied up our audience even further about our free food offer.

EXPLAIN THE INFLUENCE (OR LACK OF INFLUENCE) OF THE FACTORS YOU SELECTED ABOVE.

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.

(Maximum: 200 words; 3 charts/visuals)

Pakistan's phenomenal performance, especially against India (152-0) was completely unprecedented and that rallied up our audience even further. We had offered a refund if Pakistan won the match, but Pakistan didn't just win, it broke all records and enabled our campaign to surpass all of our best expectations.

SECTION 4: SOURCING

Provide sourcing for all data provided in Section 4: Results.

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

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

Do not link to external websites or include additional information for judges to review.

Judges encourage third-party data where available.

See [Entry Kit](#) for details.

INVESTMENT OVERVIEW

The Investment Overview is reviewed as part of Section 3: Bringing the Strategy & 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 and as outlined below.

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 YEAR)

Campaign Period:

Under PKR 1.0 million

Competition Year

PAID MEDIA EXPENDITURES (PRIOR YEAR)

Campaign Period: Prior Year

Under PKR 1.0 million

COMPARED TO COMPETITORS IN THIS CATEGORY, THE BUDGET IS:

Select one.

Less

COMPARED TO PRIOR YEAR SPEND ON THE BRAND OVERALL, THE BRAND'S OVERALL BUDGET THIS YEAR IS:

Select one.

Not applicable (Requires Elaboration)

BUDGET ELABORATION:

Provide judges with the context to understand your budget.

Spend on refunds: PKR 400,000
Marketing & PR: PKR 100,000

What was the balance of paid, earned, owned, and shared media? What was your distribution strategy? Did you outperform your media buy?

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)

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.

PRODUCTION & OTHER NON-MEDIA EXPENDITURES

Select One

Not Applicable

ELABORATION ON THE PRODUCTION & OTHER NON-MEDIA EXPENDITURES

Provide judges with the context to understand the expenditures outlined above.

N/A

OWNED MEDIA

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

(Maximum: 100 words)

WAS OWNED MEDIA A PART OF YOUR EFFORT?

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

Yes : CRM channels

(Maximum: 100 words)

SPONSORSHIPS AND MEDIA PARTNERSHIPS

Select the types of sponsorships/media partnerships used in your case. Choose all that apply. Then, provide additional context regarding those sponsorships and media partnerships, including timing.

SPONSORSHIPS

Select all that apply.

Not Applicable

ELABORATION ON SPONSORSHIPS AND MEDIA PARTNERSHIPS

Provide additional context regarding your sponsorships and media partnerships.

N/A

(Maximum: 100 words)

SOURCES

INVESTMENT OVERVIEW: DATA SOURCES

Provide sourcing for all data

N/A

provided in the Investment Overview.

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.

[SOURCING GUIDE](#)

[OUTLINE](#)

ALL TOUCHPOINTS AS PART OF YOUR EFFORT

Select ALL touchpoints used in the effort, based on the options provided in the below chart.

COMMUNICATIONS TOUCHPOINTS

Select all that apply.

Digital Mktg. – Email/Chatbots/Text/Messaging

Digital Mktg. – Mobile

Digital Mktg. – Social: Organic

Digital Mktg. – Social: Paid

Public Relations

MAIN TOUCHPOINTS

Select the TOP 3 main touchpoints used, ranking them in order of priority 1-3.

Note: Your response to Section 3 should also provide an explanation of these main touchpoints from the below list which were integral to reaching your audience and why.

Note: On the creative reel, you must show at least one complete example of each communication touchpoint that was integral to the effort's success.

If you only used one touchpoint, simply select "Not Applicable" for Main Touchpoints 2 & 3.

MAIN TOUCHPOINT 1

Most integral touchpoint.

Digital Mktg. – Social: Organic

MAIN TOUCHPOINT 2

#2 Most Integral Touchpoint

Digital Mktg. – Mobile

MAIN TOUCHPOINT 3

#3 Most Integral Touchpoint

Digital Mktg. – Email/Chatbots/Text/Messaging

SOCIAL MEDIA PLATFORMS

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

SOCIAL MEDIA PLATFORMS - SELECT ALL PLATFORMS UTILIZED IN THIS EFFORT.

Select all that apply, or select Not Applicable.

Facebook

Instagram

Twitter

CREATIVE EXAMPLES

Creative Work is reviewed as part of Scoring Section 3: Bringing the Idea to Life, along with the entrant's response to Question 3 and the Investment Overview. These elements together account for 23.3% of the total score.

CREATIVE REEL

The Creative Reel is the entrant's opportunity to showcase the creative work that ran in front of their audience to the judges. The reel is NOT a video version of the written case. Judges recommend spending at least 70% of the creative reel's time on examples of creative work.

The creative reel is not judged for the production quality of the reel; judges are evaluating only the creative work that ran in the marketplace as it relates to the challenge, insights, audience, and strategy.

Specific, quantifiable results, agency names/logos, and competitor logos/work may not be included anywhere in the video.

The Creative Reel is viewed once the case has been read.

CREATIVE REEL

3 min maximum*. 280 MB max., mp4 format.

*Entries in the Sustained Success category only: 4 min maximum. 280 MB max., mp4 format.

For 4:3 aspect ratio, minimum size should be 640 x 480; for 16:9 ratio, minimum size is 1280 x 720. Letterbox submissions may be sent as 640 x 480 (For optimum judging your video should show clearly on a laptop and on a central screen of approx. 50" x 30".)



CAREEM_WORLD CUP

Do not include any agency names in the file name or anywhere in the reel. Effie encourages your file to be named "BRANDNAME-CATEGORY-ENTRYTITLE"

CREATIVE EXAMPLES PRESENTED IN THE CREATIVE REEL - SELECT ALL

Digital Mktg. – Social: Organic

IMAGES OF CREATIVE WORK (2 Required, 6 Maximum)

Upload images of your creative work that ran in the marketplace. Communications channels highlighted must have been also featured in your creative reel.

Judges review these images after they read your case and watch your creative reel. Images should complement your reel and help the judges better evaluate the creative elements that ran in front of your audience.

Images for Judging are an opportunity to:

- + Showcase work that is better seen as a still image vs. video format
- + Draw further attention to key creative elements

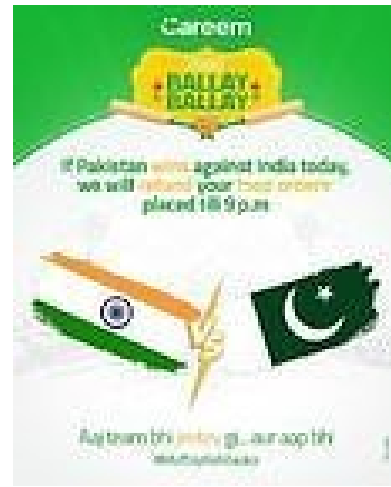
IMAGES OF CREATIVE WORK

Upload 2-6 images of your creative work that ran in the marketplace. Do not include agency names in the file name or within the images.

Technical Requirements:
jpg/jpeg format



Main KV



Secondary visual

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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With Print Set JUDGING VIEW - PDF Version of the Written Entry for Judges

PDF Fingerprint f23bef703b548863636c7157c83a413b