E-2420-168

easypaisa savings

Marca
easypaisa savings plans

Category Entered
Marketing Innovation Solutions

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 <u>initial year</u> and <u>describe how/why the change occurred over time, including the current competition year.</u>

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.

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

Date From	2022 Jan 04
Date To	2022 Dec 07

Regional Classification

Select all that apply.

National

Industry Sector

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

Financial Services & Banking

Industry/Category Situation

Select One

Growing

EXECUTIVE SUMMARY

Give the judges an understanding of the case they are about to read by providing a summary – one sentence for each of the four scoring sections.

The Challenge

(Maximum per line: One sentence - 20 words)

To provide anyone seeking value driven financial services with a medium to save easily and earn profits.

The Insight:

(Maximum per line: One sentence - 20 words)

Current economic conditions have led users to seek out alternate sources of money generation.

The Strategic Idea/Build:

(Maximum per line: One sentence - 20 words)

Strategically targeted the existing base with the Savings product to increase the amount of money in the easypaisa ecosystem.

Bringing the Strategy to Life:

(Maximum per line: One sentence - 20 words)

Created awareness of benefits of savings, and then through retargeting increased subscriptions through lower funnel campaigns.

The Results:

(Maximum per line: One sentence - 20 words)

Savings product exceeded 400K subscribers (7% of total app-base), Rs2.2B+ balance since launch, with an average-monthly growth rate of 57%.

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.

The launch of easypaisa's Savings product disrupted the financial services industry by providing users with an option to earn daily profit on idle money kept in their easypaisa current accounts, especially considering the economic conditions of the country. Pain points were addressed with this product:

- Lack of financial discipline: free movement of funds
- Detailed KYC forms: 1 tap subscription
- Lack of trust on other apps: visibility of funds with daily payouts

Business objective were overdelivered with in first 4 months after product launch. Easypaisa strategically targeted users through full funnel campaign who were more likely to subscribe for savings

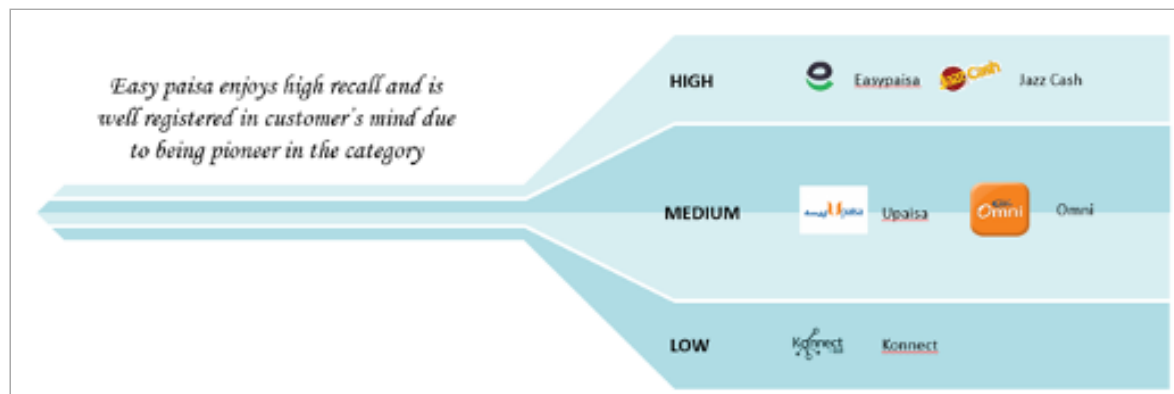# SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES - 23.3% OF TOTAL SCORE

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. 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)

Fintech industry is rapidly growing in Pakistan however, the challenging macro-financial environment impacted the repayment capacity and behavior of MFBs' low net-worth borrowers who are more sensitive to stressed conditions. Easypaisa being one of two marked leaders was facing the same issue which increased the cost of doing business while revenues declined. This situation led easypaisa to launch a product which will not only generate revenue for brand but will address user's pain points as well, easypaisa's core focus was on providing seamless experience for savings to its user base.

Moreover, 60% of branchless banking (i.e., easypaisa) income was derived from money transfers, which was impacted with SBP's RAAST initiative. To counter this, the focus turned towards revenue generation for easypaisa, for which the Savings product was pitched:

- The primary source of revenue is float income.
- Secondary revenue generation:
    - More money in the easypaisa ecosystem due to balance maintenance will increase multi-product usage and generate revenue.
    - Increased transactions in the payments ecosystem generates more user data for the credit-scoring model for lending products, another lucrative source of revenue for fintech brands like easypaisa.

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)

Tough KPIS because the target was to divert 8% base to savings product.

The primary measurable objective for the Savings product was driving subscriptions, maintaining high balance in wallets & generate floating income to make overall business profitable. Savings incentivized users to keep high balance in their easypaisa wallet for daily profits. To maximize the impact of this product, goal till sept was **set at 202,000 subscribers with Rs 1B+ balance.**

Secondary objective was to drive awareness of easypaisa savings product & educate the audience on why people should save money & how can it secure the future/ gives you a way in uncertainties of life.

Primary KPIs – Subscriptions & Wallet Balance

- 202,000 Subscribers
- Rs 1 billion balance
- Avg Balance Rs 5,000

Secondary KPIs – Awareness

- 10 million reach
- Ad recall lift +5.3 Pts
- Campaign awareness lift +1.7 Pts
- Top-of-mind awareness lift +1.1 Pts

Objectives

1

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)

- 202,000 Subscribers
- Rs 1 billion balance
- Avg Balance Rs 5,000

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)

The Savings product incentivises customers to keep money in easypaisa accounts – this brings more money with in easypaisa ecosystem, through which easypaisa generates float income

2

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)

Spread awareness of the Savings among potential customers

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)

As this was a first in the market, marketing this product to the new user along with a value prop was a crucial first step – the aim was to maximize reach and recall.

3

Objective Type

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

Loyalty

State Objective

State your objective here.

(Max: 25 words)

To drive better retention of existing users through savings

Context

Provide context, including prior year, competitor, and/or category benchmarks to help the judges understand why

The Savings product incentivizes customers to retain a certain minimum balance to avail payouts – user activity on other easypaisa products was expected to see growth

these goals were set
and how challenging
they were.

*(Maximum: 75
words; 3
charts/visuals)*

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.

- https://www.sbp.org.pk/publications/acd/2018/BranchlessBanking-Oct-Dec-2018.pdf
- Internal business case
- Internal BI reports
- https://www.sbp.org.pk/publications/HPR/H1CY22.pdf

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. 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)*

Based on market research, the ideal target audience for the Savings product launch were:

- 25-45 age range
- SEC A+, A, & B

The initial market tele-surveys conducted targeted users that maintained a balance of PKR 2,000 or more in their easypaisa accounts to collate their motivations for keeping money in their account.

Users identified several pain points, such as a lack of discipline, lack of trust in other apps, and lack of motivation with regards to saving money. Of the USSD customers (customers who use string codes to avail easypaisa services) surveyed, 65% availed only easypaisa's financial services, illustrating an opportunity for them to capitalize on their pre-existing balance. All the easypaisa app customers surveyed exhibited an interest at the prospect of a Savings product.

By launching a Savings product for the young audience, easypaisa has effectively eschewed barriers present in traditional banking channels for such products by enabling subscription through a simple click. By introducing this product, easypaisa enables its users to: securely develop a saving habit and earn profits on their account balance.
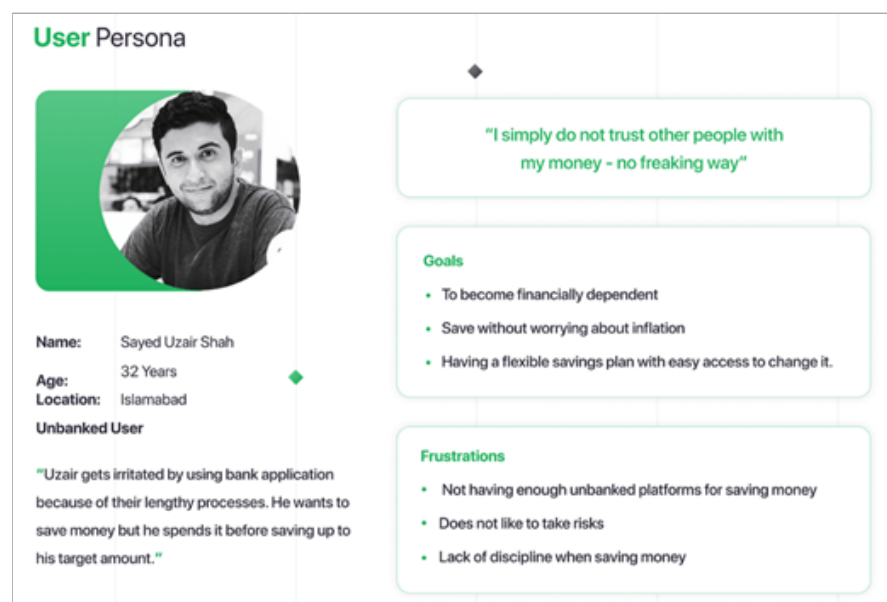
2B. Explain the thinking that led you to your insight(s). Some insights come from research, data, and analytics. Others come from inspiration. Clearly state your insight(s) here.

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)

Market research indicated that audience faced lack of discipline, lack of trust in other apps, and lack of motivation with regards to saving money. In addition to this, the lack of alternative options to the young population made the easypaisa brand realize the gap in the market, which it sought to address through the Savings product launch. Upon further exploring the appeal of the Savings product, the key insight derived was that people were concerned about rising costs due to inflation and the subsequent decrease in disposable income, leading them to seek out alternate sources of money generation.

As this was a first in Pakistan's fintech industry, the initial step was an awareness campaign, with the main component being a Digital Video Campaign (DVC). The communication for this was centered around scenarios of increasing costs, with 3 alternate snippets produced for each instance: café, petrol pump, and shopping mart.

To target existing app users, we planned to utilize various CRM channels, such as: in-app push notifications (to multi-product users with a balance of minimum PKR 2,000), SMS messaging (to the entire easypaisa USSD base), and email communication.

After the awareness leg of the campaign was concluded, the plan was to shift to a conversion-based strategy on digital as well through engagement campaigns. Digital communication is solely for app-based customers, and to effectively retargeted customers and optimized spend.

Furthermore, lookalike audience based on existing Savings subscribers was created for digital campaigns (e.g., if a significant number of Savings subscribers purchase mobile bundles and easyload, similar customers were targeted with personalized communication). In-app notifications were also sent to users who clicked on the Savings promotion tile on the app homepage, and to users who visited the Savings landing page – these users were identified through front-end event triggers.

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)

with easypaisa savings product, make "easy paisa' (make easy money)

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

https://www.behance.net/gallery/158002213/easypaisa-Savings

https://www.brecorder.com/news/40211209

https://latestpackages.com/how-to-save-and-earn-daily-profit-with-easypaisas-new-feature-app-savings-account/

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)

A CRM campaign (SMS, in-app push notifications, and email communication) went live initially with a targeted approach. Multi-product users with a high balance were targeted to bring the most likely to convert users onto the Savings product. In the second phase, digital platforms were utilized to target all users with a minimum balance of PKR 2,000 to maximize subscriptions; later, new users were also targeted to increase awareness of easypaisa Savings account. During the campaign, because of increased inflation and hiked interest rates, payout rates were revised from 9% to 11% to yield higher profits to customers.

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 reflect the ease of subscribing to a Savings account, the following tagline was used: "easypaisa se savings easy hai". Users don't have to go to a branch or fill detailed forms to open a Savings account; with easypaisa, anyone can start saving and earn profits on account balances as low as PKR2,000. Initial creatives featured the 3 plan variants offered, in addition to the daily payouts.

In parallel, there was a new Visual Identity System (VIS) introduced to increase brand recall, for which A/B testing was conducted. This featured the brand logo's color palette, striped background, and center-aligned text.

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)

The awareness campaign was launched on digital mediums including Meta and YouTube where the audience was targeted with the easypaisa brand's key message, which highlighted the Savings product's credentials & unique selling points (USP) as a game changer in building association with our core audiences. In the second phase, cross-platform strategy came into action where users were targeted through conversion campaigns across all mediums including: SMS messaging, in-app promotion tiles, in-app push notifications, and targeted digital campaigns.

To minimize spillover, active subscribers to the Savings product were excluded from these campaigns. Relevant influencers known for their financial literacy content were engaged to drive product awareness. Creatives featuring human elements (i.e., TikTok content creators) were tested on digital platforms – on various platforms but especially TikTok, these creatives outperformed animated creatives. Affiliates were also part of this campaign such as: MobiSharks, Maas Media, Transsion, etc., to diversify the reach of the campaign.

In addition to this, a Television campaign also went live featuring the 3 inflation scenarios aforementioned in the DVC.

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.

savings plan

OK
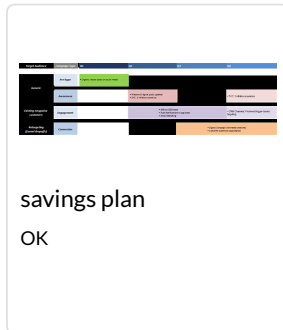
Section 3: Sourcing

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.

Internal BI

Google Analytics

Google Firebase

Surveys

PR Release: https://www.nation.com.pk/31-May-2022/financial-independence-easypaisa-launches-attractive-in-app-savings

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, <u>provide dates and sourcing for all data provided.</u> 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 <u>PROVE YOUR WORK DROVE THE RESULTS</u>. EXPLAIN, WITH <u>CATEGORY</u>, <u>COMPETITOR AND/OR PRIOR YEAR CONTEXT</u>, 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.

Starting off with targeted digital & CRM campaign to target existing easypaisa users, following numbers reflect that campaign was successful & it delivered massive growth in subscriptions, average wallet balance, and total balance:

- 400,000 Subscribers vs 202,000 planned (197% overdelivery)
- Rs 2.2 billion balance vs Rs 1 Billion planned (202% overdelivery)

- Avg Balance Rs 5,313 vs planned Rs 5,000 (6% overdelivery)
- 8% increase in average wallet balance on savings vs non savings subscribers
- 159% lift in daily subscribers during the campaign period

In the second phase of the digital marketing strategy, the awareness leg for non easypaisa users went live, which delivered promising results

- Reach of campaign: 21 million (70% of potential audience)
- Frequency: 2/week
- Campaign Duration: 4 weeks
- Brand Lift Study:
    - +5.5 Pts lift in ad recall vs ind benchmark +5.3 Pts
    - +1.8 Pts lift in campaign awareness vs ind benchmark +1.7 Pts
    - +1.4 Pts lift in Top-of-mind awareness vs ind benchmark +1.1 Pts

Savings Subscribers 2022

April	May	June	July	August	September	October
39,118	73,436	123,926	255,805	295,668	399,054	523,382

Lastly, the re-engagement campaigns for Savings subscribers on app resulted in better retention & revenue in comparison with other users:

- On an average M1 retention for savings users is 84% while for the rest of the mWallet active base is 79% (5% incremental)

Segment	Base Month	M1	M2	M3	M4	M5	M6
Savings Subscribers	April	90%	87%	83%	81%	80%	79%
	May	89%	84%	82%	80%	79%	
	June	84%	80%	78%	76%		
	July	86%	77%	75%			
	August	78%	75%				
	September	78%					
Base MAU	April	79%	76%	73%	72%	71%	70%
	May	81%	75%	74%	72%	71%	
	June	78%	75%	72%	71%		
	July	79%	74%	72%			
	August	79%	74%				
	September	81%					

Results

1

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.

- 202,000 Subscribers
- Rs 1 billion balance

- Avg Balance Rs 5,000

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)

The Savings product incentivises customers to keep money in easypaisa accounts – this brings more money with in easypaisa ecosystem, through which easypaisa generates float income

State Result

State your corresponding result here.

- 400,000 Subscribers vs 202,000 planned (197% overdelivery)
- Rs 2.2 billion balance vs Rs 1 Billion planned (202% overdelivery)

8% increase in average-wallet-balance on savings

Context

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

(Maximum: 75 words, 3 charts/graphs)

Users with high wallet balance were targeted to drive subscribers for the Savings product, and boost wallet balance of active users

2

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)

Spread awareness of the Savings among potential customers

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)

As this was a first in the market, marketing this product to the new user along with a value prop was a crucial first step – the aim was to maximize reach and recall.

State Result

State your corresponding result here.

- +5.5Pts lift in Ad-Recall vs ind benchmark +5.3Pts.
- +1.8Pts lift in Campaign awareness vs ind benchmark +1.7Pts.

+1.4Pts Top-of-mind awareness lift vs ind benchmark +1.1Pts

Context

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

(Maximum: 75 words, 3 charts/graphs)

Potential users were targeted on top platforms including Meta, YouTube & Tiktok. BLS was conducted post campaign flight to measure lift in key metrics to boost awareness of easypaisa's Savings product.

3

Objective Type

- You may have more than one objective of the same type.
- Unsure which objective type to select?

Loyalty

State Objective

State your objective here.

(Max: 25 words)

To drive better retention of existing users through savings

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)

The Savings product incentivizes customers to retain a certain minimum balance to avail payouts – user activity on other easypaisa products was expected to see growth

State Result

State your corresponding result here.

- On an average M1 retention for savings users is 84% while for the rest of the mWallet active base is 79% (5% incremental)

Context

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

(Maximum: 75 words, 3 charts/graphs)

Because minimum balance maintenance is required to avail daily payouts, Savings subscribers are more likely to use other products as well, which can be seen in the results

Additional Results

You may use this space to provide additional results achieved that you may not have had an initial

Not applicable

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)

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.

Business Events
Internal Company Events
Natural Events
Societal or Economic Events
Public Relations

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)

- Business events: interest rate changes
- Societal/economic events: inflation, change in government
- Internal company events: focus shifted towards profitability & savings was the best product to earn float income
- Public relations: PR was released at product launch and milestone achievement
- Natural events: Flooding impacted the overall business

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.

Article denoting milestone achievement:

https://propakistani-pk.cdn.ampproject.org/c/s/propakistani.pk/2022/11/12/easypaisa-gets-0-5-million-customers-on-in-app-savings-product/amp/

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:
Competition Year

PKR 5.0 – 10 million

Paid Media Expenditures (Prior Year)

Campaign Period: Prior
Year

Not Applicable

Compared to competitors in this category, the budget is:

More

Compared to prior year spend on the brand overall, the brand's overall budget this year is:

More

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?

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)

Keeping the product nature in mind (digital product, savings through easypaisa account without additional KYC), major chunk of budget was allocated to digital channels while the small portion was allocated to influencer marketing campaigns. Following are the details of channels & budgeting

- **Paid Media** - Digital Channels: Meta, YouTube, Tiktok – Budget: 90%
- **Earned Media** - Influencer Marketing: 10%

Owned - Website & app placements

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

PRK 5-10 Million

Elaboration on the Production & Other Non-Media Expenditures

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

3 scenarios were created to show the inflation so the audience could resonate well with the messaging as this is the common problem that every Pakistani has been facing due to economic & political instability

- Increase in fuel price: A guy at fuel station to counter this inflation subscribes for savings with easypaisa app
- Increase in grocery bill: A female protagonist at mart observes increase in grocery bill with the same products, she subscribes for easypaisa savings
- Increase in bill at Café: A female protagonist observes increase in bill she subscribes for easypaisa savings through app & enjoys daily payouts

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.

(Maximum: 100 words)

Yes : Savings account section on website was revamped with more details & most searched terms were included in the content to improve Search Engine Optimization (SEO) rating & drive traffic towards website. A button was also placed on savings section with a clear Call to Action (CTA) to subscribe for savings, users were redirected to app for 1 tap subscription Further to it, we placed promo & in app tiles on easypaisa app to maximize visibility of product, push notifications were also sent to easypaisa users, highlighting the key features of product

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.

(Maximum: 100 words)

Not applicable

SOURCES

Investment Overview: Data Sources

Provide sourcing for all data provided in the Investment Overview.

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

Dashboards: Meta, Google, TikTok

Internal Finance Department

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. – Content Promotion

Digital Mktg. – Display Ads

Digital Mktg. – Email/Chatbots/Text/Messaging

Digital Mktg. - SEO

Digital Mktg. – Social: Organic

Digital Mktg. – Social: Paid

Digital Mktg. – Video Ads

Interactive / Website / Apps

Influencer / Key Opinion Leader

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: Paid

Main Touchpoint 2

#2 Most Integral
Touchpoint

Digital Mktg. – Email/Chatbots/Text/Messaging

Main Touchpoint 3

#3 Most Integral
Touchpoint

Digital Mktg. – Social: Organic

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

YouTube

TikTok

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"".)

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"

easypaisa_savings

OK

Creative Examples Presented in the Creative Reel - Select All

Branded Content – Product Placement

Digital Mktg. – Content Promotion

Digital Mktg. – Display Ads

Digital Mktg. – Influencers

Digital Mktg. – Mobile

Digital Mktg. – Product Placement

Digital Mktg. – Social: Organic

Digital Mktg. – Social: Paid

Interactive / Website / Apps

Influencer / Key Opinion Leader

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

easypaisa savings plans
OK

easypaisa savings plans 02
OK

easypaisa savings plans 02
OK

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.

"har din paisay bannao"
make money every day