# E-2339-681

## eidipaisa

| Marca | Category Entered |
|---|---|
| eidipaisa | 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 Apr 04 |
|-----------|-------------|
| Date To   | 2022 May 05 |

## 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)

Since COVID was still prevalent people were going to still rely on cash for eidi.

## The Insight:

(Maximum per line: One
sentence - 20 words)

Getting fresh currency notes seems difficult on eid since banks are either closed
or ATMs run short of cash

## The Strategic Idea/Build:

(Maximum per line: One
sentence - 20 words)

Everyone you'll meet, will get eidi indeed!

## Bringing the Strategy to Life:

(Maximum per line: One
sentence - 20 words)

There's no use of "cash eidi" when you have eidipaisa

## The Results:

(Maximum per line: One
sentence - 20 words)

Reach of over 14 million resulting in highest app store visits in two years and
highest throughput in 2022 (7.6M)

## 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

Pandemic was still around in 2022, but this time around people were going to
meet in-person to celebrate the joy of eid. However, during eid days sourcing
fresh currency notes for eidi becomes one major roadblock since either the
banks are closed or ATMs don't work, so to celebrate the true spirit of eid we
changed the name of our brand from easypaisa to eidipaisa, while giving
customers an easy way to share eidi with their loved ones – digitally!

The campaign held strong to its promise as our message reached to over 14
million of our audience.

# 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)*

Before the start of the campaign the numbers were following steady trend and the fear was that during eid holidays and post eid due to lack of much financial activity, easypaisa business might just face more problems. Specially because people usually take long leave or visit their respective hometowns.
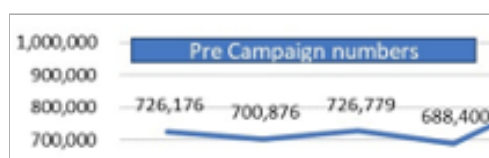


When it comes to sharing eidi, we were up against people's decade old habits of relying on cash. Moreover, we knew that overall banking and sourcing fresh currency notes becomes difficult, as they either get closed on eid OR ATM machines run short of cash. So essentially, we had to address two challenges.

- Reaching to a wider audience and getting them engaged with the easypaisa app
- Creating awareness about eidipaisa as a better and easier alternate of "cash eidi"

## 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)

In a financial industry, normally there is lesser business activity (specially transactions on an app) during Eid holidays. So, we really wanted to engage our customers in a meaningful way with our app. And it held all more importance since the pandemic wasn't over yet, and the easypaisa's business was already facing a serious hit because of that already. Clearly, campaigns performance was dependent on how well we connect to a wider audience and how we keep replace their pain of sourcing fresh currency notes for eidi with easypaisa.

## 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

Awareness

guidance
here..

## State Objective

State your objective
here.

(Max: 25 words)

Reaching to a wider audience on eid by replacing cash with eidipaisa

## 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)*

There is a pattern on every eid where people head off to the overcrowded banks, that are often closed, or they try their luck on short-on-cash ATM's. So, to truly celebrate the spirit of eid, we made eidi – eidipaisa!

That's the message we were wanting to take forward to a wider audience, so that our business doesn't suffer any further because of pandemic and financially inactive days on the app during eid.

## 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.

## 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)*

We were talking to the tech-savvy millennials and gen-z's, who are early adopters of technology as they value convenience. They would be the key to the success of our campaign as they were most likely to change a decades old habit of dealing with Eidi as cash to accept digital currency instead and to convince others to do the same. Secondly, they were key to our strategy because of our limited budget as we would primarily be taking a digital channels approach with our campaign, the place where millennials live!

## 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)*

Eid in 2022 was quite different as compared to the one in 2020.

In 2022 people were going to meet in-person to celebrate the joyous occasion of eid. However, people were asked to avoid crowded places to keep themselves safe from contraction COVID-19[1]

There was fear that people may visit banks prior to eid or may visit crowded ATM machines to get themselves new currency notes. The pain grows further as at times the ATMs[2] either run short of cash or give network errors[3]

Since "Eidi makes eid complete", it gave us an opportunity to ensure that "no one is left without an eidi" since with easypaisa, everyone would get eidipaisa for sure.

We brought back our asset that we created in 2020 "eidipaisa" back again, but this time with a newer mission, by keeping people safe from the fear of contracting COVID (by discouraging visiting crowded ATM's) and giving them even better experience of giving eidi – with eidipaisa!

## 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)*

We coined a trend and worked our strategy around it

"Cash ki eidi na manzoor, eidipaisa zaroor"

## 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.

2*1 https://www.dawn.com/news/1623675

2*2 https://www.thenews.com.pk/print/832485-atms-online-banking-face-pressure-ahead-of-eid-holidays

2*3 https://www.geo.tv/latest/349422-as-eid-approaches-atms-and-online-banking

# 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)*

During 2021, apart from pandemic, even Pakistan was going through some political troubles. But we being a fintech brand believes in giving ease and ease of money and therefore decided to celebrate eid in a unique way.

We lightened the top running trends on twitter with our hashtag #CashKiEidiNaManzoor

(i) #CashKiEidiNaManzoor

We also give away free eidi to our customers on scanning a qr code that we shared on different TV channels

(ii) Rs. 50 as an eidi

These were the two key elements that really got the campaign going and eidipaisa was talked for good one week.

## 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)*

There were key elements that ensured the success of eidipaisa campaign.

Firstly, eidipaisa the name itself. We're the only brand in Pakistan that changed their name to celebrate the true spirit of eid with millions of Pakistanis.



Secondly, the cast that we used for eidipaisa 01, we were planning to bring them back to create TOM and relatability with our audience for our eidipaisa 02 campaign.



From an innovation and ease point-of-view, we had all of our marketing material ready for the app. The splash screens, notifications, icons, eidipaisa UI/UX in place to give customer a joyful experience.
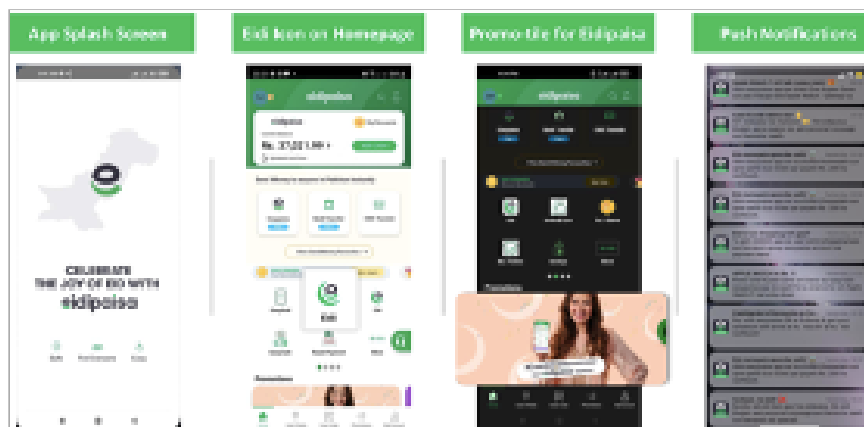


## 3C. Outline the rationale behind your communications strategy and channel plan. Explain how the integral elements worked together to drive results.

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

We selected three channels for our campaign with an objective of achieving higher reach to create awareness about eidipaisa: TV, Digital and PR.

**TV – Value additions**

We treated TV a little differently by placing on-screen animations with QR codes on the first day of eid, customers availed eidi on scanning these codes via easypaisa app.

**Digital – Virality:**

We strategically and timely executed something that was never done before i.e., taking over twitter with our hashtag, and that shook up twitter right away.

**PR – eidipaisa everywhere!**

The campaign ended up creating organic social currency about eidipaisa, where people were sharing snapshots of eidi received, and their sentiments about easypaisa on eid.

Our budget had a smart split between TV and Digital.

## 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.



eidipaisa

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.

3*1 eidipaisa 2020 https://www.youtube.com/watch?v=MtmWVCzO2To

# 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, underline 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,

**"Millions of Pakistanis celebrated eid with eidipaisa!"**

With eidipaisa campaign we literally reached to our audience beyond our expectations, only through TV media we had reach of around 14M, moreover we were planning to have a decent 1+ or 2+ viewership, but to our surprise audience

had seen the results 3+ times i.e., more than 5.2 million people were exposed to our communication @3+ frequency.
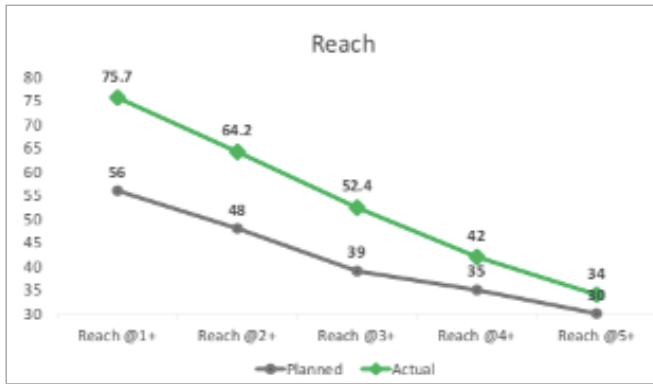


Almost 33% more than planned! Moreover, the campaign on awareness generated a higher CTR of 0.74% against the benchmark of 0.65%

**"eidipaisa gone viral!"**

On the twitter front, we not only became a part of the already trending hashtags, but instead took over the twitter trending space with our unique hashtag #CashKiEidiNaManzoor – the trend was gone viral!

Our two hashtags #eidipaisa and #CashkiEidiNaManzoor garnered more than 36.8M impression combined and had an astounding reach of up to 9.32M

**"Eidipaisa over cash!"**

Normally during eid holidays business takes a serious hit in terms of transactions and financial activity via an app, but here, after our eidipaisa 2022 campaign our number of transactions increased by 47% with throughput of 7.6M -"highest ever in the whole year"
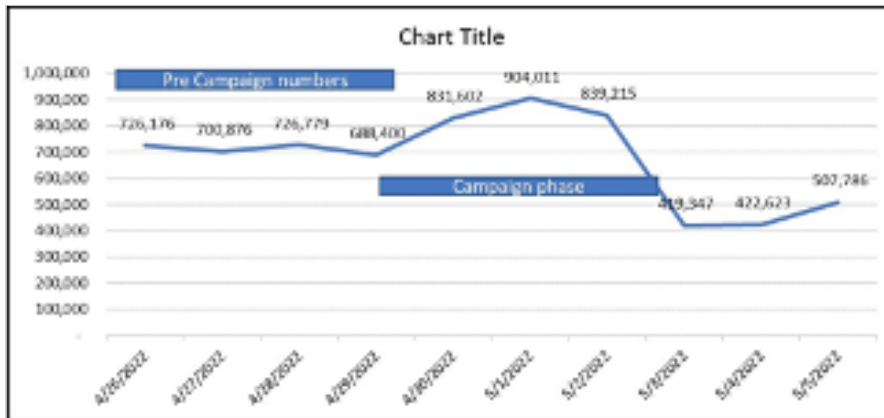


60% of the newly acquired customers were active on multiple products. **(~3.8K)**

**"On the app front – the campaign literally broke historic easypaisa records!"**

The store visits as well as acquisitions were highest in the last 2 years.



Easypaisa app ranking improved from 4th placed to 2nd.

Our "eidipaisa 02" planning and strategy yet again gave us many wins on all fronts, not only easypaisa's business received much boost, but at the same time – we celebrated eid with millions of Pakistan in one-special-way!

## 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

- 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)

Reaching to a wider audience on eid by replacing cash with eidipaisa

## 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)*

There is a pattern on every eid where people head off to the overcrowded banks, that are often closed, or they try their luck on short-on-cash ATM's. So, to truly celebrate the spirit of eid, we made eidi – eidipaisa!

That's the message we were wanting to take forward to a wider audience, so that our business doesn't suffer any further because of pandemic and financially inactive days on the app during eid.

## State Result

State your corresponding result here.

Our communication reached to over 14 million customers

## Context

To bring stability to easypaisa's business during eid reaching out to a wider audience was of the essence. Only with TV we had reached of over 14M customers, along with 9M reach via twitter with our hashtags #eidipaisa and #CashkiEidiNaManzoor

## Additional Results

**RESULT #2 – SUPPORTING RESULT**

*(Corresponds to Objective #2 listed in Question 1B, if applicable)*

| | |
|---|---|
| **List Objective #2 from Question 1B** | "With eidipaisa, sending or receiving eidi to anyone and anywhere becomes all more exciting and easier" |
| **State Result** *(Maximum: 25 words)* | Highest throughput of 7.6M in the year and highest ever app store visit of 186K in two years. |
| | In any fintech's financial cycle, eid comes out as a lighter period with much lesser financial activity. With eidipaisa, our results went beyond expectations. |
| **Context** *(Maximum: 75 words; 3 charts/visuals)* | We had aced historic numbers, apart from gaining high throughput in the year, our app health improved as well – as our app rank improved from 4th to 2nd spot and moreover there was 47% more transaction counts via easypaisa app during eid days. |

## 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?

Natural Events

Other marketing for the brand, running at the same time as this effort

Societal or Economic Events

Public Relations

## Explain the influence (or lack of influence) of the factors you selected above.

Apart from the pandemic, the political turmoil in 2021*1 was creating stress and a feeling of uncertainty among people. We reversed this situation by taking a "light-hearted" jab at the trending hashtags, and came up with our own version

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)*

#CashKiEidiNaManzoor

This played positively in our advantage as the hashtag went viral and created total of 36.M impressions.

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## 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.

4*1 https://news360.tv/en/pakistan/imported-hukoomat-na-manzoor-remains-top-trend-on-social-media/

# 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 10 – 25 million |
| --- | --- |

## Paid Media Expenditures (Prior Year)

| Campaign Period: Prior Year | Not Applicable |
| --- | --- |

## Compared to competitors in this category, the budget is:

Less

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

Less

## 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

82% of the budget was focused on paid media with a mix of TV, digital awareness and while 5% was shared media, after conducting a simultaneous dipstick research before and after campaign regarding ways of paying eidi, 6% of the media was earned. The remaining 9% was owned media that was leveraged via our app through in app banners, tiles, app store optimizations and digital assets and handles.

For TV, we outperformed our media buy by getting 1.7m that is 18% worth of value additions that aided in the earned media ambit.

## 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.

We planned a realistic approach to optimize budget while we shot eidipaisa TVC,
we got better economies of scale as we approached the same talent and the
same director for this TVC, moreover, we pulled a lot of digital content to share
sticky content on our social platforms.

## 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 : Owned media was the key and the most critical part of our communication
since the end-use had to interact with the app and send eidipaisa via it. We had
splash screens, eidi themes, and delightful user journey.

## 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.

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

easypaisa internal data sourcing

# 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. – Influencers

Influencer / Key Opinion Leader

TV

User Generated Content & Reviews

---

# 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.

TV

---

## Main Touchpoint 2

#2 Most Integral Touchpoint

Digital Mktg. – Influencers

---

## Main Touchpoint 3

#3 Most Integral Touchpoint

User Generated Content & Reviews

---

# 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

YouTube

# 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



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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"**

## Creative Examples Presented in the Creative Reel - Select All

| Branded Content – Product Placement |
| --- |
| Digital Mktg. – Influencers |
| Influencer / Key Opinion Leader |
| TV |
| User Generated Content & Reviews |

# 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
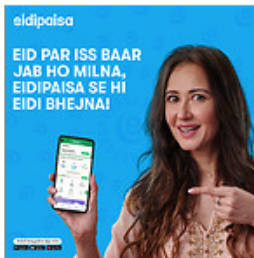
## Images of Creative Work

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



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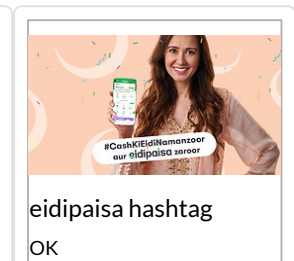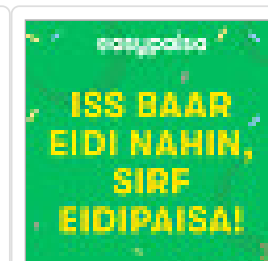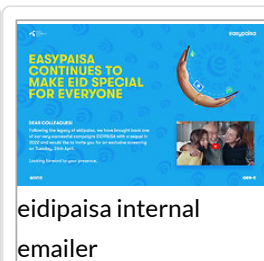
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## Translation

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 f16addc39c76227f2ad88822f1eaada7