

E-2437-681

The case of the biggest, full-service online pharmacy

Marca	Category Entered
Tabiyat.pk	Retail

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	2022 May 29
Date To	2022 Jun 23

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

Regional Classification

Select all that apply.

National

Industry Sector

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

Health & Wellness

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)

Shift people from brick and mortar Pharmacies to online Tabiyat pharmacy.

The Insight:

(Maximum per line:
One sentence - 20
words)

Our dipstick research showed people are willing to change their old habits if they were given a better option.

The Strategic Idea/Build:

(Maximum per line:
One sentence - 20
words)

When you/loved one is sick, searching for a reliable pharmacy for authentic medical supplies shouldn't compound the issue.

Bringing the Strategy to Life:

(Maximum per line:
One sentence - 20
words)

The strategic benefits offered by Tabiyat.pk were driven home with a series of humor-based ads.

The Results:

(Maximum per line:
One sentence - 20
words)

Overdelivered with:
Downloads of App: **340,556** against **200,000** Targeted.
Orders Placed: **320,652** against **180,000** Targeted.

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)

The issues, faced by consumers, of accessing authentic medicines/medical supplies from traditional pharmacies were accepted as a frustrating part of falling sick. We highlighted these in a series of light-hearted commercials. Each issue was insightfully showcased as a huge problem and was turned on its head by offering a simple solution of going online and connecting with Tabiyat.pk. Deliveries were made at the doorstep within 4 hours. A quick trial was generated giving consumers an experience making their 'tabiyat khush'! The tremendous response helped us overachieve Downloads target by **70%** and Orders Placed target by **78%**.

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)

Pharmaceutical industry in Pakistan is one of the fastest growing in region. ¹ Total market size in 2020 was valued at \$3.2b, with growth rate of CAGR 11% over past 5 years.

Currently market is dominated by brick and mortar pharmacies and distributors.

¹ Total online pharmacy sales is estimated to be less than 0.5% of total market, compared to China where online pharmacy sales represent over 8% (growing 35% YOY) and USA at over 30%; online pharmacy sales in Pakistan has huge potential to simplify and improve customer experience by disrupting an archaic supply chain and sales channels.

Additionally, fragmented nature of Pakistan's pharmaceutical market makes availability and authenticity of medicine a real challenge. ¹ According to some estimates up to 30% of available medicines in Pakistan could be counterfeit, representing huge health risk to the population.

Every pharmacy does not stock all medicines at all times, so the consumer has to search all over town, including hospital pharmacies and run from pillar to post trying to fill the prescription. Price regulations are ignored when a product is in short supply and unscrupulous pharmacies tend to over-charge in such situations.

While online shopping is catching on, it is still in a nascent stage. People are generally not familiar with ordering medicines online. It was a totally new concept and they lacked faith, could not be sure of prices or authenticity of the medicine and to top it all, doctors' prescriptions are generally not legible.

Strategic challenge was to break the old-time habits of going to the traditional pharmacies by offering the consumer an online experience that they would not be able to live without.

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.

Effe 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)

The primary objective was to get users to download the Tabiyat app and start using it by placing orders.

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.

Awareness

- Unsure which objective type to select? View guidance here..

State Objective

State your objective here.

² Targeted **200,000** app downloads.

(Max: 25 words)

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.

² Being a startup, we started from ground zero with no previous year data. Being aware of the brand, downloads were the next step on the journey down the funnel.

(Maximum: 75 words; 3 charts/visuals)

2

Objective Type

- You may have more than one objective of the same type.

Purchase

- Unsure

which
objective
type to
select?
View
guidance
here..

State Objective

State your objective here. ²Targeted **180,000** Orders.

(Max: 25 words)

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 campaign motivated people who had downloaded the app to move further down the funnel and place orders online at Tabiyat.pk.

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.

- ¹ A Health Check for a Better Future: Unleashing the Potential of Pharmaceuticals in Pakistan, by Pakistan Business Council (PBC) and Consortium for Development Policy Research (CDPR)
- ² Internal Business Data

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. 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)

Demographics:

¹Based on order history of similar businesses, our TA was identified as 18-43 years of age; with an average household income of PKR 30,000-80,000, and a gender split of 60-70% male, 30-40% female.

Psychographics:

- ¹Primary customers are chronic patients who have long prescriptions and need them refilled regularly, hence can become our regulars.
- Early adopters who are tech savvy and younger demographics who order medicines for their own use, their parents or wider friends and family. They are already used to ordering other stuff online.
- We are also providing a solution for customers who may be living outside of main urban centres, hence don't have an easy access to reliable pharmacies.

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.

People are willing to change their old habits if they have a better option.

We know that problems of an industry are accepted as a norm until a better solution is provided. To change people's behaviour, we had to change the way they think. Some online pharmacies have been in the market but with very little penetration, around 0.5% of the total market. In spite of all the issues, none had really resonated enough with the consumer to change the behaviour of relying on traditional pharmacies. We had to break that norm and open their minds to the problems like genuineness of medicine in a market where up to 30% of fake drugs are sold in retail stores. Outside of the main urban centres, there are very few reliable pharmacies, making **accessibility** limited. **Availability** of vital medicines is another issue. Reading the doctors handwriting on the prescription is another issue that is solved by scanning and up loading the prescription. We had to make our TA realise that they do not have to suffer all these issues when there is an easy and better solution in the form of Tabiyat.pk.

(Maximum: 300 words;
3 charts/visuals) Our success came with connecting the human truth with the brand truth as Tabiyat.pk was able to make a bridge and address their pain points.

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) *Ab ho gi sub ki tabiyat khush!*

Since the user and purchaser were all unhappy with the traditional pharmacies.

Section 2: Sourcing

Provide sourcing for all 1. ¹ Internal Data 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)

Rather than the tense May 2022 political climate drowning out our campaign, we **boldly** leveraged it with teaser billboards, print, online publications, directly asking major politicians, "Imran/Maryum/Rana Ab Hogi Tabiyat Khush?" **Step paid-off, creating mega buzz**; campaign kicked-off with launch TVC addressing the benefit of availability, setting up Tabiyat.pk as Pakistan's biggest pharmacy making "Sab ki Tabiyat Khush". Three follow-up TVCs communicated the core benefits of authenticity and convenience. Radio, Press and Digital legs augmented the TVC campaign. Easy-to-navigate app., discounted prices, delivery within 2-4 hours, follow-up and reminders for refills etc. all added up to a top-class customer experience.

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)

Campaign launch coincided with media frenzy of regime change. We hijacked situation advantageously. AND IT PAID OFF!

OOH Teasers using the tagline, "Ab hogi sab ki tabiyat khush". First time ever a brand used politicians' names for a campaign in Pakistan.

Hype through PR, meme advertising, and trending hashtag for 24 hours.

The hype linked to launch of TVCs on varied platforms to maximise reach of message and drive user-action. News and entertainment TV channels and Tabiyat.pk's digital platforms.

Radio Channels/Programs.

Print Ads in leading newspapers.

Digital: YouTube, Facebook, Google and online publications.

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)

At less than 0.5% of total market share, online pharmacy sales in Pakistan have huge growth potential. Creating awareness about an e-pharmacy platform in a market dominated by brick and mortar pharmacies and distributors was crucial and key to that was to simplify and improve customer experience by disrupting the archaic supply chain and sales channels. Fragmented nature of Pakistan's pharmaceutical market meant that availability and authenticity of medicines have always been a real challenge, posing a serious health risk to the population.

The communication tagline – "Ab Hogi Sab Ki Tabiyat Khush" – was simple and effective with a smart play on words. It delivered on the overarching brand promise of simplifying the consumer's life, thus making them happy using the word "tabiyat" in context of both happiness and health. Icing on the cake was the choice of the word "tabiyat" in the tagline which is also the brand name, thus tying in everything together seamlessly.

The communication tagline – "Ab Hogi Sab Ki Tabiyat Khush" – was blitzed through the 4 TVCs on premium spots and channels to maximise reach and drive user-action. TV platforms and radio programs on specific channels and time bands with high number of listeners; out of home executions at strategic sites nationwide were included to ensure the reach. The jingles developed for these helped drive recall.

Meme marketing on Twitter; Google Ads and Tabiyat.pk's own digital channels on Facebook, Instagram and YouTube, as well as online publishers were included in the media mix to drive downloads of Tabiyat.pk's App.

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.



Main Launch KV
OK

Section 3: Sourcing

Provide sourcing for all data provided in Section 3: Bringing the

N/A

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

Overachieved all KPIs of App Downloads and Order Placement.

objectives from section 1 along with their corresponding results.

(Max: 300 Words, 5 charts/graphs)

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)

² Targeted **200,000** app downloads.

Context

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

² Being a startup, we started from ground zero with no previous year data. Being aware of the brand, downloads were the next step on the journey down the funnel.

these goals were set and how challenging they were.

(Maximum: 75 words; 3 charts/visuals)

State Result

State your corresponding result here.

¹ **340,556** app downloads against target of 200,000.

Context

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

User registration was key for long term clientele.

(Maximum: 75 words, 3 charts/graphs)

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. ²Targeted **180,000** Orders.

(Max: 25 words)

Context

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

The campaign motivated people who had downloaded the app to move further down the funnel and place orders online at Tabiyat.pk.

these goals were set and how challenging they were.

(Maximum: 75 words; 3 charts/visuals)

State Result

State your corresponding result here. ¹Achieved **320,652 Orders** against Target of 180,000 Orders.

Context

Prove the results are significant using category, competitive, prior year, and brand context. ¹Overachieved going-in targets by 78% of Orders Placed.

(Maximum: 75 words, 3 charts/graphs)

Additional Results

You may use this space **N/A** 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)

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.

No Other Factors

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

The chart provided is a **No other factors influenced the case.** 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)

Section 4: Sourcing

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

1. ¹Internal Business Data.
2. ²Social Platforms Data.

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:

Competition Year

PKR 25 – 50 million

Paid Media Expenditures (Prior Year)

Campaign Period:

Prior Year

Not Applicable

Compared to competitors in this category, the budget is:

About the same

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

Not applicable (Requires Elaboration)

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?

TV, OOH, Digital and Radio were prioritized as these mediums are highly utilized byour TA. Budget breakdown is as follows:

TV 50%

OOH 28%

Digital 14%

Radio 8%

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

PKR 10 - 20 Million

Elaboration on the Production & Other Non-Media Expenditures

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

The budget was utilized to produce the TVCs, out of home campaign, still photography, and radio production.

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 Yes : Digital: Disruptive creative assets, dynamic web banners, Facebook

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

(Maximum: 100 words)

Environment Assets etc.

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.

Sponsorship – Talent or Influencer

Elaboration on Sponsorships and Media Partnerships

Provide additional context regarding your sponsorships and media partnerships.

(Maximum: 100 words)

Tabiyat.pk hired talent for characters in the Campaign - TVCs and OOH

SOURCES

Investment Overview: Data Sources

Provide sourcing for all data provided in the Investment Overview.

N/A

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. – Social: Organic

Digital Mktg. – Social: Paid

OOH – Billboards

OOH – Other Outdoor

Print - Newspaper

Radio

TV

OOH - Transportation

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

OOH - Billboards

Main Touchpoint 3

#3 Most Integral Touchpoint

Digital Mktg. - Social: Paid

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.

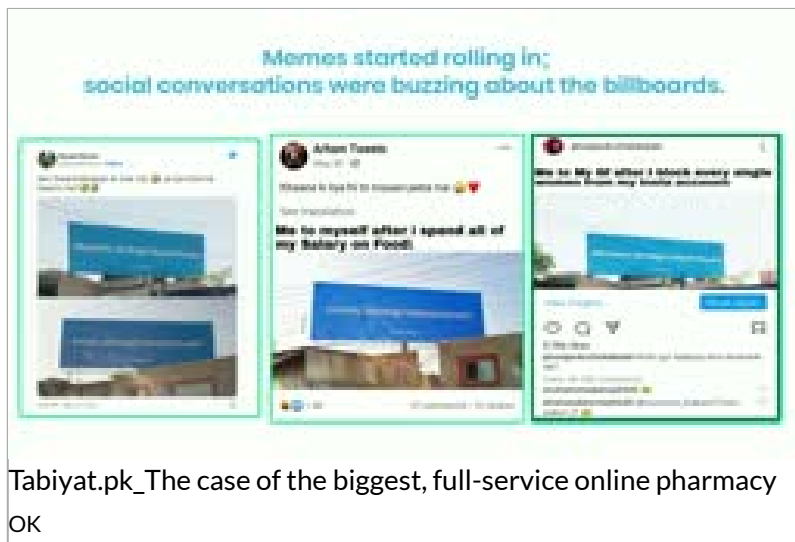
The Creative Reel is viewed once the case has been read.

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".)

**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: Paid

OOH – Billboards

Radio

TV

Digital Mktg. – Social: Organic

Print - Newspaper

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:

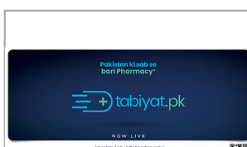
+ Showcase work that is better seen as a still image vs. video format

+ 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



Tabiyat.pk
Launch - KV
OK



Tabiyat.pk Teaser
- OOH
OK



Tabiyat.pk
Launch - OOH
OK



Tabiyat.pk Teaser
- Digital
OK



Tabiyat.pk
Launch - Digital
OK



Tabiyat.pk Van
Branding -
Launch
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.

N/A

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

PDF Fingerprint e25ff9beb9850bc78bdc63c31a01a739