

Effie Awards Pakistan is on a mission to set a new standard of excellence in marketing. We champion effectiveness through smart leadership, inspiring insights and the largest marketing effectiveness awards in Pakistan.

As a part of a global network, non-profit organization, effectiveness is our only focus. Effie Awards is the world’s largest community of thinkers and practitioners of marketing, powered by a data set of effectiveness cases from over 125 markets. A unifying force for brands, agencies, and media platforms the world over, we push progressive thinking forward and foster an industry-wide culture of effectiveness, while equipping marketers with the tools and training they need to succeed.

The Effie Awards are a globally recognized symbol of outstanding achievement. We are proud to honor all types of effective marketing and the people who make it. By participating, you are helping to build a legacy of brilliant thinking that will inspire marketers for years to come.

We wish you all the best in this year’s competition.

**ENTRY FORM**

Awarding Ideas That Work®

**2024 ENTRY FORM TEMPLATE  
SUSTAINED SUCCESS**

Awarding Ideas That Work®

**ENTRY FORM**

Awarding Ideas That Work®

**HOW TO WIN**

This document will help you collaborate with your team as you prepare your entry. It mirrors our online entry form, providing you with all the questions as they appear in the [**Entry Portal**](https://effie-pakistan.acclaimworks.com/uba/auth). In the portal some questions have drop down lists for you to choose from - this template lists all options so that you can prepare in advance.

**Responses will need to be copied into the** [**Entry Portal**](https://effie-pakistan.acclaimworks.com/uba/auth) **in order to submit your entry.** Please give yourself enough time to transfer over responses to the portal in advance of your intended entry deadline. The below checklist will guide you through your information gathering process:

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| **SEEN BY JUDGES** | **ADDITIONAL REQUIREMENTS** |
| **Written Entry Form (**[**Entry Details/Executive Summary**](#EntryDetails)**,** [**Questions 1-4**](#Section1)**,** [**Investment Overview**](#InvestmentOverview)**)** | [**Case Background**](#CaseBackground) |
| [**Creative Examples (Creative Reel, Images)**](#Creative) | [**Company & Individual Credits**](#Credits) |
|  | [**Publicity Materials**](#Publicity) |
|  | [**Permissions, Authorization & Verification of Entry**](#Permissions) |

Questions?

As you prepare your entry, you are encouraged to take advantage of all [**entry materials & resources**](https://effiepakistan.org/how-to-enter/), including the **Entry Kit**, which includes all detailed rules and regulations, the **Effective Entry Guide**, which provides tips from past judges, and **Case Study Examples**, featuring past Effie winners. If you submitted work into last year’s competition, you may also consider ordering an **Insight Guide**, which provides feedback from the judges who scored your case.

If you need more information, please contact us via [**email**](mailto:info@effiepakistan.org?subject=Effie%20US%20Entry%20Question), we’ll be happy to help.

**ELIGIBILITY**

Data presented must be isolated to Pakistan & work and results must be provided for at least three years, including the current competition year: 7/1/22-9/30/23. Do not include results after 9/30/23. **Exception:** If work ended in September 2023, you may include work/results from that period for review by the judges. Further, results collected between 10/1/2022-11/30/2023 that are directly tied to marketing activity within the eligibility period (through 9/30/23) may be included. Review all Eligibility rules in the [**Entry Kit**](https://effiepakistan.org/how-to-enter/entry-kit/).   
  
**AGENCY BLIND**  
Do not include agency names in the written case, creative examples (including file names), or sources.  
  
**CHARTS & GRAPHS**  
Entrants are encouraged to display data via charts & graphs within the limits allotted in each question. To insert charts & graphs in your responses in the [**Entry Portal**](https://effie-pakistan.acclaimworks.com/uba/auth), save each chart/graph individually as a .jpg image (700-900 pixels wide or tall recommended).  
  
**EXTERNAL WEBSITES**  
Do not direct judges to visit external websites – the judges can only review the content provided in your written entry and creative examples.

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

**TOP TIPS FROM THE JURY**

**BE CLEAR, CONCISE, COMPELLING & HONEST.**  
Judges evaluate 6-10 cases in a session – shorter, well-written entries stand out.  
  
**CONTEXT IS KEY**  
Judges typically do not work in your category & may not know your brand. Provide judges with the context to understand the degree of difficulty for your challenge & the significance of your results. Limit industry jargon & define all terms.  
  
**SPEAK TO THE SUSTAINED SUCCESS CATEGORY**  
Judges evaluate work on effectiveness in the context of the entered category. Be sure your stated goal & results align. Answer all questions for the initial year and describe how/why the change occurred over time.

**TELL A STORY**  
Write your entry with your audience, Effie Judges, in mind. Judges are looking for an engaging, clear story that links each section of the form together. Judges will be evaluating your work with a critical eye – address questions you think they will have.

**REVIEW**

Ask colleagues who do not work on the brand to review the entry. Ask what questions they have – what was unclear? Where did the case fall flat? Ask a strong proofreader to review the entry.  
  
View additional tips from the Jury in the [**Effective Entry Guide**](https://effiepakistan.org/wp-content/uploads/2023/09/2024_EffiePak_EffectiveEntryGuide.pdf).

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| **ENTRY DETAILS** | |
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| **EFFIE ENTRY CATEGORY**  [*Review category definitions* ***here***](https://www.effie.org/26/entry_details/2)*. If entering multiple categories, keep category restrictions in mind.* | **Sustained Success.   Choose one of the following sub-categories:**   * **Products** * **Services** * **Non-Profit** * **Commerce & Shopper** |
| **BRAND NAME**  *List the specific brand name here (not the parent company name)* |  |
| **ENTRY TITLE**  *Your Entry Title should be a short case name. The Entry Title will be used in publicity materials if the case is a winner or finalist.* |  |
| **DATES EFFORT RAN**  *List the start/end dates of the effort, even if it goes beyond the Effie eligibility period. Efforts that are ongoing should leave the end date blank in the Entry Portal.* | MM/DD/YY – MM/DD/YY |
| **REGIONAL CLASSIFICATION**  *Select all that apply. Please note, that if your effort is Multinational, your entry must be isolated to the United States.* | Drop down on the portal as follows:  Local / Regional / National / Multinational / Non-English |
| **INDUSTRY SECTOR**  *Classify your brand by one of the available industry sectors.* | Drop down list on the portal as follows:  Beverages / Automotive / Beauty & Fragrance / Business & Office Supplies & Delivery Services / Education & Training Electronics / Entertainment, News, Sports & The Arts / Fashion, Accessories & Jewelry / Financial Services & Banking / Government & Public Services / Health/ Home Furnishings & Appliances / Household Supplies /Insurance / Internet & Telecom /Non-Profit / Personal Care / Professional Services / Restaurant / Travel & Tourism / Other |
| **INDUSTRY/CATEGORY SITUATION**  *Select one.* | Drop down list to choose from:  Growing / Flat / In Decline |

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| **EXECUTIVE SUMMARY** | |
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| Give the judges an understanding of the case they are about to read by providing a brief summary for each of the items below. A one-sentence summary is recommended for each line.  *(Maximum per line: 20 words.)* | |
| The Challenge: |  |
| The Insight: |  |
| The Strategic Idea/Build: |  |
| Bringing the Strategy & Idea to Life: | -sentence summary. |
| The Results: |  |
| 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)* | |
| Provide answer. | |

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| **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.  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.  Throughout the Sustained Success entry form, answer all questions for the initial year and describe how/why change occurred over time. |

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| 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? How did it change over time?  Provide context for the beginning of your effort and over time.*(Maximum: 425 words; 3 charts/visuals)* | |
| Provide answer. | |
| 1B. What were your measurable objectives? What were the Key Performance Indicators (KPIs) against your objectives? How did they change over time? Provide specific numbers/percentages for each objective and prior year benchmarks wherever possible.  ***RESPONSE FORMAT***  *List each objective individually.  We have allowed for one key business objective (required) and up to 3 Marketing (Customer) and Activity (Comms.) objectives (1 required, 3 maximum for both types).  If you had fewer customer and marketing objectives, that is fine, please leave the fields blank.  For each objective, provide brief context for why you chose it, state the KPIs and benchmarks.* | |
| Provide your objectives overview here. (*Maximum of 150 words, 3 charts/visuals)* | |
| **BUSINESS OBJECTIVE**  *(Required)* | |
| **Objective – Overview & KPI**  *(Maximum: 30 words)* |  |
| **Rationale – Why the objective was selected & what is the benchmark?**  *(Maximum: 75 words; 3 charts/visuals)* |  |
| **Measurement – How did you plan to measure it?**  *(Maximum: 30 words)* |  |
| **Tagging – What keywords best describe your objective type?**  *(1 Required, No Maximum)* | Select from the following list in the portal:    Brand or business transformation  Category growth  Environmental/social impact (e.g. sustainability/purpose/diversity/CSR)  Geographic expansion  New brand or product/service launch  Profitability (growth/maintenance/easing decline)  Revenue (growth/maintenance/easing decline/value share)  Volume (growth/maintenance/easing decline/volume share)  Other (add your own) |
| **MARKETING OBJECTIVE 1**  *(Required)* | |
| **Objective – Overview & KPI**  *(Maximum: 30 words)* |  |
| **Rationale – Why the objective was selected & what is the benchmark?**  *(Maximum: 75 words; 3 charts/visuals)* |  |
| **Measurement – How did you plan to measure it?**  *(Maximum: 30 words)* |  |
| **Tagging – What keywords best describe your objective type?**  *(1 Required, No Maximum)* | Select from the following list in the portal:  Advocacy/recommendation  Changes in/addition to brand attributes  Consideration  Conversion Cultural Relevance  Frequency  Lead generation  Penetration/acquisition  Renewal/retention/life time value  Salience/awareness  Weight/value of purchase  Other (add your own) |
| **MARKETING OBJECTIVE 2**  *(Optional)* | |
| **Objective – Overview & KPI**  *(Maximum: 30 words)* |  |
| **Rationale – Why the objective was selected & what is the benchmark?**  *(Maximum: 75 words; 3 charts/visuals)* |  |
| **Measurement – How did you plan to measure it?**  *(Maximum: 30 words)* |  |
| **Tagging – What keywords best describe your objective type?**  *(1 Required, No Maximum)* | Select from the following list in the portal:  Advocacy/recommendation  Changes in/addition to brand attributes  Consideration  Conversion  Cultural Relevance  Frequency  Lead generation  Penetration/acquisition  Renewal/retention/life time value  Silence/awareness  Weight/value of purchase  Other (add your own) |
| **MARKETING OBJECTIVE 3**  *(Optional)* | |
| **Objective – Overview & KPI**  *(Maximum: 30 words)* |  |
| **Rationale – Why the objective was selected & what is the benchmark?**  *(Maximum: 75 words; 3 charts/visuals)* |  |
| **Measurement – How did you plan to measure it?**  *(Maximum: 30 words)* |  |
| **Tagging -– What keywords best describe your objective type?**  **(1 Required, No Maximum)** | Select from the following list in the portal:  Advocacy/recommendation  Changes in/addition to brand attributes  Consideration  Conversion  Cultural Relevance  Frequency  Lead generation  Penetration/acquisition  Renewal/retention/life time value  Salience/awareness  Weight/value of purchase  Other (add your own) |
| **ACTIVITY OBJECTIVE 1**  *(Required)* | |
| **Objective – Overview & KPI**  *(Maximum: 30 words)* |  |
| **Rationale – Why the objective was selected & what is the benchmark?**  *(Maximum: 75 words; 3 charts/visuals)* |  |
| **Measurement – How did you plan to measure it?**  *(Maximum: 30 words)* |  |
| **Tagging – What keywords best describe your objective type?**  *(1 Required, No Maximum)* | Select from the following list in the portal:  Advocacy/recommendation  Efficiency (e.g. cost per acquisition)  Popularity/fame/social discourse  Positive sentiment/emotional resonance  Reach (e.g. open rate, shares, views, attendance)  Recall (brand/ad/activity)  Other (add your own) |
| **ACTIVITY OBJECTIVE 2**  *(Optional)* | |
| **Objective – Overview & KPI**  *(Maximum: 30 words)* |  |
| **Rationale – Why the objective was selected & what is the benchmark?**  *(Maximum: 75 words; 3 charts/visuals)* |  |
| **Measurement – How did you plan to measure it?**  *(Maximum: 30 words)* |  |
| **Tagging – What keywords best describe your objective type?**  *(1 Required, No Maximum)* | Select from the following list in the portal:  Advocacy/recommendation  Efficiency (e.g. cost per acquisition)  Popularity/fame/social discourse  Positive sentiment/emotional resonance  Reach (e.g. open rate, shares, views, attendance)  Recall (brand/ad/activity)  Other (add your own) |
| **ACTIVITY OBJECTIVE 3**  *(Optional)* | |
| **Objective – Overview & KPI**  *(Maximum: 30 words)* |  |
| **Rationale – Why the objective was selected & what is the benchmark?**  *(Maximum: 75 words; 3 charts/visuals)* |  |
| **Measurement – How did you plan to measure it?**  *(Maximum: 30 words)* |  |
| **Tagging – What keywords best describe your objective type?**  *(1 Required, No Maximum)* | Select from the following list in the portal:  Advocacy/recommendation  Efficiency (e.g. cost per acquisition)  Popularity/fame/social discourse  Positive sentiment/emotional resonance  Reach (e.g. open rate, shares, views, attendance)  Recall (brand/ad/activity)  Other (add your own) |
| **DATA SOURCES: SECTION 1**  You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.  ***Recommended Format:*** Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. [**View detailed guidelines here**](https://effiepakistan.org/wp-content/uploads/2022/08/2023_pak_effie_sourcing_data.pdf)**.** | |
| Provide sources of data included in your responses to Section 1. | |

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| **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.  Throughout the Sustained Success entry form, answer all questions for the initial year and describe how/why change occurred over time. |

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| 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. Did your audience change over time? If so, describe how and why.  Describe your audience(s) using demographics, culture, media behaviors, etc. Explain if your target was a current audience, a new audience, or both. What perceptions or behaviors are you trying to affect or change?  *(Maximum: 300 words; 3 charts/visuals)* |
| Provide answer. |
| 2B. Explain the thinking that led you to your insight(s). **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)* |
| Provide answer. |
| 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)* |
| Provide answer. |
| **DATA SOURCES: SECTION 2**  You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information. |
| Provide sources of data included in your responses to Section 2. |

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| **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.  Throughout the Sustained Success entry form, answer all questions for the initial year and describe how/why change occurred over time. |

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| 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, that were a part of your effort.  *(Maximum: 150 words; 3 charts/visuals)* |
| Provide answer. |
| 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 optimized the creativity while the activity was running.  *(Maximum: 150 words; 3 charts/visuals)* |
| Provide answer. |
| 3C. Outline the rationale behind your communications strategy and channel plan. Explain how the integral elements worked together to drive results. Throughout your response, address any changes made over time. If relevant, explain how you changed your spend across channels as part of your campaign optimization.  *(Maximum: 500 words; 3 charts/visuals)* |
| Provide answer. |
| **KEY VISUAL**  You have the option to upload a single image to accompany your explanation in this section to show how you brought your strategy and idea to life. It may be a media plan, a marketing mix visual, a flowchart, a calendar, a storyboard, etc. The image must be jpg/jpeg/png. You do not need to upload a copy of any of your creative images for judging here, as judges will view those on the creative examples tab. |
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| **DATA SOURCES: SECTION 3**  You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field. |
| Provide sources of data included in your responses to Section 3. |

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| **SECTION 4: RESULTS 30% OF TOTAL SCORE**  This section relates to your results. Here you need to be able to demonstrate the impact your effort has had on your business/brand/cause objectives - attributable to the activity and its elements and taking into account other factors. You will need to provide a result corresponding to each objective listed in your response to question 1B.  Throughout the Sustained Success entry form, answer all questions for the initial year and describe how/why change occurred over time. |

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| 4A. Over the time period of your case, 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 400 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.  Failing to follow eligibility rules will result in disqualification.   * Provide a clear time frame for all data shown – either within your response or via the sources box. * **Sustained Success Requirement:** Entrants must include results from the **initial year,** at least one **interim year**, and the **current competition year** (7/1/22-9/30/23). If presenting more than three years of success, provide results here for the full spectrum of years presented in the case and the creative examples. All results must be isolated to Pakistan * Do not include data past the end of the eligibility period (09/30/23\*). * All results must be isolated to Pakistan. * ***Special Circumstances:*** If work ended in September 2023, you may include work/results from that period for review by the judges. Further, results collected between 10/1/2022-11/30/2023 that are directly tied to marketing activity within the eligibility period (through 9/30/23) may be included. * All results must correspond to a data source. | |
| You may use this space to set up your results section (Maximum 400 words, 5 charts/visuals).   |  |  | | --- | --- | | **Business Objective Results**  *(Required – Corresponds to your Business Objective listed in 1B)* | | | **Business Objective from**  **Question 1B** | The entry portal will list your Business Objective from Question 1B here automatically | | **List Result**  *(Maximum: 30 words)* |  | | **Context**  *(Maximum: 150 words; 3 charts/visuals)* |  | | **Marketing Objective #1 Results**  *(Required - Corresponds to Marketing Objective #1 listed in 1B)* | | | **Marketing Objective #1 from**   **Question 1B** | The entry portal will list Marketing Objective #1 from Question 1B here automatically | | **List Result**  *(Maximum: 30 words)* |  | | **Context**  *(Maximum: 150 words; 3 charts/visuals)* |  | | **Marketing Objective #2 Results**  *(Required if Marketing Objective #2 was provided in1B)* | | | **Marketing Objective #2 from**   **Question 1B** | The entry portal will list Marketing Objective #2 from Question 1B here automatically | | **List Result**  *(Maximum: 30 words)* |  | | **Context**  *(Maximum: 150 words; 3 charts/visuals)* |  | | **Marketing Objective #3 Results**  *(Required if Marketing Objective #3 was provided in 1B)* | | | **Marketing Objective #3 from**   **Question 1B** | The entry portal will list Marketing Objective #3 from Question 1B here automatically | | **List Result**  *(Maximum: 30 words)* |  | | **Context**  *(Maximum: 150 words; 3 charts/visuals)* |  | | **Activity Objective #1 Results**  *(Required - Corresponds to Campaign/Activity Objective #1 listed in 1B)* | | | **Campaign/Activity Objective #1 from Question 1B** | The entry portal will list Campaign/Activity Objective #1 from Question 1B here automatically | | **List Result**  *(Maximum: 30 words)* |  | | **Context**  *(Maximum: 150 words; 3 charts/visuals)* |  | | **Activity Objective #2 Results**  *(Required if Campaign/Activity Objective #2 was provided in 1B)* | | | **Campaign/Activity Objective #2 from Question 1B** | The entry portal will list Campaign/Activity Objective #2 from Question 1B here automatically | | **List Result**  *(Maximum: 30 words)* |  | | **Context**  *(Maximum: 150 words; 3 charts/visuals)* |  | | **Activity Objective #3 Results**  *(Required if Campaign/Activity Objective #3 was provided in 1B)* | | | **Campaign/Activity Objective #3 from Question 1B** | The entry portal will list Campaign/Activity Objective #3 from Question 1B here automatically | | **List Result**  *(Maximum: 30 words)* |  | | **Context**  *(Maximum: 150 words; 3 charts/visuals)* |  | | |
| **ADDITIONAL RESULTS**  You may use the below space to provide additional results achieved that you did not have had an initial objective for. This space may only be used for additional results beyond those that align with your listed objectives. It is not required to provide additional results & you may leave this field blank.  *(Maximum 250 words, 3 charts/visuals)* | |
| List additional results here (optional). | |
| 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 – over the time period?  Select factors from the chart and explain the influence (or lack of influence) of these factors in the space provided. The chart provided is a sampling of marketplace activities, but your response is not limited to these factors. We recognize that attribution can be difficult; however, we’re inviting you to provide the broader picture here in making the case for your effectiveness.  *(Maximum: 200 words; 3 charts/visuals)* | |
| **Business Events**  *(e.g. changes in supply chain, government regulations)* | **Societal or Economic Events**  *(e.g. changes in economic, political, social factors)* |
| **Internal Company Events**  *(e.g. change in ownership, internal dynamics, etc.)* | **Public Relations** |
| **Natural Events**  *(e.g. weather, natural phenomenon, etc.)* | **Other** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Other marketing for the brand, running at the same time as this effort** |  |
| Provide answer. | |
| **DATA SOURCES: SECTION 4**  You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field. | |
| Provide sources of data included in your responses to Section 4. | |

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| **INVESTMENT OVERVIEW**  The Investment Overview is reviewed as part of Section 3: Bringing the Strategy & Idea to Life, along with your response to Question 3 and your creative work, as presented in the Reel and Images. These elements together account for 23.3% of your score.  The Investment Overview, like the rest of the entry form, is completed in the [**Entry Portal**](https://effie-pakistan.acclaimworks.com/uba/auth). The questions below are visuals to share with your team to gather data. |

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| **PAID MEDIA EXPENDITURES**  Select paid media expenditures (purchased and donated), not including agency fees or production costs, for the effort described in this entry. You are required to elaborate to provide context around this budget range. For example, if your budget has changed significantly, how this range compares to your competitors, etc. If there were no paid media expenditures, please select Under PKR 1 million and elaborate below.  You must provide the budget for A) the **initial year,** B) **one interim year**, and C) the **current competition year** (7/1/22- 9/30/23).  Indicate the percent change for your budget for each year represented compared to the prior year. (e.g. 2% increase, same, etc.) If not known or not applicable, indicate this.  Indicate the size of your media budget using the following budget ranges: | | | |
| Under PKR 1 million | | PKR 300 – 350 million | |
| PKR 1 – 5 million | | PKR 350 – 400 million | |
| PKR 5 – 10 million | | PKR 400 – 450 million | |
| PKR 10 – 25 million | | PKR 450 – 500 million | |
| PKR 25 – 50 million | | PKR 500 – 600 million | |
| PKR 50 – 75 million | | PKR 600 – 700 million | |
| PKR 75 – 100 million | | PKR 700 – 800 million | |
| PKR 100 – 150 million | | PKR 800 – 900 million | |
| PKR 150 – 200 million | | PKR 900 – 1,000 million | |
| PKR 250 – 300 million | | PKR 1,000 million-plus | |
|  | | Not Applicable | |
| ***Example Year: Year #2***  ***2011*** | **INITIAL YEAR**  **July 2020-June 2021** | **INTERIM YEAR  July 2021 – June 2022** | **CURRENT COMPETITION YEAR**  **July 2022 – September 2023** |
| **PAID MEDIA EXPENDITURES**  ***Example: PKR 2-5 Million*** |  |  |  |
| **PERCENT CHANGE FROM PREVIOUS YEAR**  ***Example: Approx. 5% increase*** |  |  |  |
|  | | | |
| Compared to other competitors in this category, this budget is: | | Less | |
| About the Same | |
| More | |
| Not Applicable (Elaboration Required) | |
|  | | | |
| Compared to prior year spend on the brand overall, the brand’s overall budget this year is: | | Less | |
| About the Same | |
| More | |
| Not Applicable (Elaboration Required) | |
|  | | | |
| **MEDIA BUDGET ELABORATION**  Provide judges with the context to understand your budget.  What was the balance of paid, earned, owned and shared media? What was your distribution strategy? Did you outperform your media buy? This is an opportunity to provide further context surrounding your budget so judges have a clear understanding and do not question the information provided above.  In addition to providing context around your budget, if you selected Not Applicable to either of the previous two questions, explain why you selected Not Applicable.  *(Maximum: 100 words)* | | | |
| Provide answer. | | | |
| **PRODUCTION & OTHER NON-MEDIA EXPENDITURES**  Select an average annual budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees) and any activation costs. | | | |
| Under PKR 500 thousand | | PKR 20 – 40 million | |
| PKR 500 - 999 thousand | | PKR 40 – 60 million | |
| PKR 1 – 2 million | | PKR 60 million and over | |
| PKR 2 – 5 million | | Not Applicable | |
| PKR 5 – 10 million | | Not Available / Unknown | |
| PKR 10 – 20 million | |
|  | | | |
| **PRODUCTION & OTHER NON-MEDIA EXPENDITURES ELABORATION**  Provide judges with the context to understand the selection outlined above. This is an opportunity to provide further context surrounding your budget, so judges have a clear understanding and do not question the information provided above.  *(Maximum: 100 words)* | | | |
| Provide answer. | | | |

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| **OWNED MEDIA**  Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.  *(Maximum: 100 words)* |
| Provide answer. |

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| **SPONSORSHIP AND MEDIA PARTNERSHIPS**  Select the types of sponsorships /media partnerships used in your case. Choose all that apply.  Then, provide additional context regarding these sponsorships and media partnerships, including timing.  *(Maximum: 100 words)* | | | |
| Product Placement – Occasional | Product Placement – Ongoing | Sponsorship –  On Site | Sponsorship –  Live Activation |
| Sponsorship –  Talent or Influencer | Unique Opportunity | Not Applicable |  |
| Provide elaboration. | | | |

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| **DATA SOURCES: INVESTMENT OVERVIEW**  You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field. |
| Provide sources of data included in your responses in the Investment Overview. |

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| **ALL TOUCHPOINTS AS PART OF YOUR EFFORT**  Indicate below all communication touchpoints used in this case and the % of the total budget that was used for each touchpoint, which should equal 100% for each year.  You must provide information for A) the initial year, B) 1 interim year, and C), the current competition year (7/22-9/23).  Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why. | | | | |
|  | **INITIAL YEAR   July 2020-June 2021** | | **INTERIM YEAR**  **July 2021 – June 2022** | **CURRENT COMPETITION YEAR**  **July 2022 – September 2023** |
| Branded Content – Editorial |  | |  |  |
| Branded Content – Product Placement |  | |  |  |
| Cinema |  | |  |  |
| Contests |  | |  |  |
| Digital Mktg. – Affiliate |  | |  |  |
| Digital Mktg. – Audio Ads |  | |  |  |
| Digital Mktg. – Content Promotion |  | |  |  |
| Digital Mktg. – Display Ads |  | |  |  |
| Digital Mktg. – Email/Chatbots/Text/Messaging |  | |  |  |
| Digital Mktg. – Gaming |  | |  |  |
| Digital Mktg. – Influencers |  | |  |  |
| Digital Mktg. – Location based |  | |  |  |
| Digital Mktg. – Long Video  (3+ min.) |  | |  |  |
| Digital Mktg. – Marketplace Ads |  | |  |  |
| Digital Mktg. – Mobile |  | |  |  |
| Digital Mktg. – Product Placement |  | |  |  |
| Digital Mktg. – Programmatic Display Ads |  | |  |  |
| Digital Mktg. - Programmatic Video Ads |  | |  |  |
| Digital Mktg. - SEM |  | |  |  |
| Digital Mktg. - SEO |  | |  |  |
| Digital Mktg. – Short Video  (:15-3 min.) |  | |  |  |
| Digital Mktg. – Social Organic |  | |  |  |
| Digital Mktg. – Social Paid |  | |  |  |
| Digital Mktg. – Video Ads |  | |  |  |
| Direct Mail |  | |  |  |
| Events |  | |  |  |
| Health Offices / Point of Care |  | |  |  |
| Interactive / Website / Apps |  | |  |  |
| Internal/In-Office Marketing |  | |  |  |
| Loyalty Programs |  | |  |  |
| OOH – Billboards |  | |  |  |
| OOH – Other Outdoor |  | |  |  |
| OOH - Transportation |  | |  |  |
| Packaging & Product Design |  | |  |  |
| Print – Custom Publication |  | |  |  |
| Print - Magazine |  | |  |  |
| Print - Newspaper |  | |  |  |
| Public Relations |  | |  |  |
| Radio |  | |  |  |
| Retail Experience: Digital |  | |  |  |
| Retail Experience: In Store |  | |  |  |
| Sales Promotion, Couponing & Distribution |  | |  |  |
| Sampling/Trial |  | |  |  |
| Spokesperson |  | |  |  |
| Sponsorships – Entertainment |  | |  |  |
| Sponsorships – Sports |  | |  |  |
| Sponsorships – Unique Opportunity |  | |  |  |
| Street Mktg. |  | |  |  |
| Trade Shows, Trade Communications, Professional Engagement |  | |  |  |
| TV |  | |  |  |
| User Generated Content & Reviews |  | |  |  |
| Other: |  | |  |  |
| **MAIN TOUCHPOINTS**  From the list outlined above, select the three most integral touchpoints for your effort. List in order of most integral to least integral. | | | | |
| **MAIN TOUCHPOINT #1**  *(Select one of the touchpoints from the chart above.)* | |  | | |
| **MAIN TOUCHPOINT #2**  *(Select one of the touchpoints from the chart above or Not Applicable.)* | |  | | |
| **MAIN TOUCHPOINT #3**  *(Select one of the touchpoints from the chart above or Not Applicable.)* | |  | | |

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| **SOCIAL MEDIA PLATFORMS**  Select all social media platforms utilized in your effort from the list below. | | | |
| Blog  (Tumblr, Medium, etc.) | Instagram | Reddit | Twitter |
| Discord | LinkedIn | Snapchat | WeChat |
| Facebook | Pandora | Spotify | WhatsApp |
| Flickr | Pinterest | TikTok | YouTube |
| Not Applicable | | Other: | |

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|  | **Additional Requirements** |
| Judges will review your written case and creative materials. Review the Entry kit for full guidance on completing your written case and creative materials.  In addition to the written entry form & creative examples, additional data is required in the [**Entry Portal**](https://effie-pakistan.acclaimworks.com/uba/auth). These materials support Effie’s mission of leading, inspiring & championing the practice and practitioners of marketing effectiveness.  These following pages outline the additional information you will be required to provide in the [**Entry Portal**](https://effie-pakistan.acclaimworks.com/uba/auth) in order to submit your entry. Teams can use this document to collect information from team members while preparing your entry. Please ensure you provide yourself time to input these datapoints in the [**Entry Portal**](https://effie-pakistan.acclaimworks.com/uba/auth) in advance of your intended entry deadline. | |

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| **CASE BACKGROUND** This information is for research and database purposes. These responses are not seen by judges. | | | |
|  | | | |
| **PRODUCT/SERVICE TYPE**  *Select one.* | | Tangible Good / Service / Other | |
| **PARENT BRAND STATUS**  *Select one.* | | Existing Parent Brand / New Parent Brand / Not Applicable | |
| **SUB-BRAND STATUS**  *Select one.* | | Existing Sub-Brand / New Sub-Brand / Not Applicable | |
| **NEW / EXISTING PRODUCT/SERVICE**  *Select one.* | | New / Existing | |
| **CATEGORY STATUS**  *Does the product/service create a new category or is it joining an existing category?**Select one.* | | New Category / Existing Category | |
| **PRIMARY END USER**  *Select one.* | | Business Purposes / Consumer Purposes / Not Applicable | |
| **CLASSIFICATION**  *Select one.* | | Mainstream / Luxury / Not Applicable | |
| **POINT OF PURCHASE**  *Select the option that best describes how the audience purchased your product or donated to the cause promoted by your marketing effort.* | | In-Store Retail Only | |
| Online Ecommerce Only | |
| Primarily In-Store Retail with some Online Ecommerce | |
| Primarily E-Commerce with some In-Store Retail | |
| A substantial amount of both In-Store Retail and Ecommerce | |
| Other | |
| Not Applicable | |
| **COMPETITOR SITUATION**  *Select the option that best describes the competitor situation.* | | Dominant Player. One large Competitor that has about 50% market share or more | |
| Dominant Player with strong competitors. One or multiple competitors with at least one competitor with about 30% to 50% market share | |
| Fragmented. One or multiple competitors each with about 30% market share or less | |
| Not Applicable | |
| **COMPETITOR BRANDS**  Provide the top competitor brands of your case. This helps ensure judges who work on competitor brands are not assigned your case. You may provide up to six competitor brands or list No Competitors.  *(1 Required, 6 Maximum)* | | | |
| **COMPETITOR 1**  *Required.* | |  | |
| **COMPETITOR 2**  *Optional.* | |  | |
| **COMPETITOR 3**  *Optional.* | |  | |
| **COMPETITOR 4**  *Optional.* | |  | |
| **COMPETITOR 5**  *Optional.* | |  | |
| **COMPETITOR 6**  *Optional.* | |  | |
| **AUDIENCE**  Please share insights into your primary audience below. | | | |
| **AUDIENCE GENDER**  *Select one.* | | Female / Male / Transgender or Non-Binary /  Not Applicable (We did not target by gender.) | |
| **AUDIENCE AGE**  *Select all that apply.* | | Children 12 & Under / Ages 13-17 / Ages 18-24 / Ages 25-34 / Ages 35 – 44 / Ages 45-54 / Ages 55-64 / Ages 65+ / Not Applicable (We did not target by age.) | |
| **AUDIENCE TYPE**  *Select all that apply.* | | Cultural or Ethnic Group / Employees / Parents / Not Applicable / Other \_\_\_\_\_\_\_\_\_\_\_ | |
| **MEDIA COMPANIES**  Please list the top five most integral media companies/owners that were a part of your effort, whether or as a partner or a platform where your work ran. ﻿If no media companies were used in this effort, you may leave this question blank. | | | |
| **MEDIA COMPANY 1**  *Optional.* | |  | |
| **MEDIA COMPANY 2**  *Optional.* | |  | |
| **MEDIA COMPANY 3**  *Optional.* | |  | |
| **MEDIA COMPANY 4**  *Optional.* | |  | |
| **MEDIA COMPANY 5**  *Optional.* | |  | |
| **RESEARCH PARTNERS**  Indicate research partners used for this effort. List up to three companies. | | | |
| **RESEARCH PARTNER 1**  *Required.* | |  | |
| **RESEARCH PARTNER 2**  *Optional.* | |  | |
| **RESEARCH PARTNER 3**  *Optional.* | |  | |
| **RESEARCH**  Select the most important research done for your case. Then, select all research done for your case. | | | |
| **PRIMARY RESEARCH**  *Select one.* | | Copy Testing / Focus Groups / Neuroscience /  Positioning or Concept Testing /  Strategic (segmentation, market structure, U&A) / Tracking /  Not Applicable / Other | |
| **ALL RESEARCH**  *Select all.* | | Copy Testing / Focus Groups / Neuroscience /  Positioning or Concept Testing /  Strategic (segmentation, market structure, U&A) / Tracking /  Not Applicable / Other | |
| **SUSTAINABLE DEVELOPMENT GOALS**  Effie has partnered with the PVBLIC Foundation to support the [**UN's 2030 Agenda for Sustainable Development**](https://sustainabledevelopment.un.org/post2015/transformingourworld) and its [**17 Sustainable Development Goals (SDGs).**](https://sustainabledevelopment.un.org/sdgs) Please help us to recognize the achievements of our industry in creating positive change by selecting all Sustainable Development Goals aligned with your effort. | | | |
| Affordable & Clean Energy | Clean Water & Sanitation | Climate Action | Decent Work &  Economic Growth |
| Gender Equality | Good Health & Well-Being | Industry, Innovation & Infrastructure | Life Below Water |
| Life on Land | No Poverty | Partnerships for the Goals | Peace, Justice & Strong Institutions |
| Quality Education | Reduced Inequalities | Responsible Consumption & Production | Sustainable Cities & Communities |
| Zero Hunger | | Not Applicable | |

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| **COMPANY CREDITS**  This information is not seen by judges. Effie will publicly celebrate all credited companies & individuals if your case becomes a finalist or winner.  **Credits cannot be removed or replaced after the entry is submitted** – it is critical that senior leadership reviews credits for accuracy. As confirmation, senior leadership is required to sign off on the Authorization & Verification Form, confirming credits are accurate & compete. Additions will only be accepted if space is available and require a PKR 50,000 fee after time of entry. No additions/edits will be accepted after January 10, 2024. See the [**entry kit for full credit information**](https://effiepakistan.org/how-to-enter/entry-kit/).  All entries submitted from the same agency office location should list the "Agency Name" precisely the same way to ensure your office is recognized as one. Communicate with your corporate/executive team, PR department, and other teams entering into this year's competition from your agency office to ensure you are entering each agency name accurately and consistently. |
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| **LEAD AGENCY(S)**  Entrants have the option to credit a **maximum of two lead agencies** (one required). If you credit a second lead agency, both agencies will be given equal recognition by Effie Worldwide in both publicity materials and the [**Effie Index**](http://www.effieindex.com). In order to be considered a second lead agency, you must certify that the work done by each agency was of equal weighting and each agency deserves equal recognition.  Lead agencies are considered final at time of entry and cannot be changed after time of entry. You may not add or remove a second lead agency after time of entry. | | |
|  | | |
| **LEAD AGENCY #1 (Required)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  *Select one.* | *Agency: Brand Identity*  *Agency: Business-to-Business*  *Agency: Data / Programmatic*  *Agency: Design*  *Agency: Digital / Interactive*  *Agency: Direct Marketing*  *Agency: Experiential / Event*  *Agency: Full-Service / Creative*  *Agency: Guerilla*  *Agency: Health   Agency: In-House*  *Agency: Media*  *Agency: Multicultural*  *Agency: Performance Marketing Agency: Production*  *Agency: Promotional*  *Agency: Public Relations*  *Agency: Shopper Marketing / Commerce*  *Agency: Other* | *Ad or Mar Tech*  *Brand / Client*  *Consultancy*  *Educational Institution*  *Media Owner*  *Research Company*  *Retailer*  *Startup Other* |
| **COMPANY SIZE**  *Select one.* | *1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees* | |
| **WEBSITE** |  | |
| **AGENCY NETWORK** |  | |
| **HOLDING COMPANY** |  | |
| **MAIN CONTACT**  *This contact will be considered a secondary point of contact on this entry should there be any questions/issues, and the entrant contact cannot be reached. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
| **AGENCY PR CONTACT**  *This contact should be the person who handles PR for your agency. This contact may receive a congratulatory note if your entry is a finalist/winner. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
| **CEO / TOP RANKING EXECUTIVE CONTACT**  *This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
| **LEAD AGENCY #2 (Optional)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  *Select one.* | *Agency: Brand Identity*  *Agency: Business-to-Business*  *Agency: Data / Programmatic*  *Agency: Design*  *Agency: Digital / Interactive*  *Agency: Direct Marketing*  *Agency: Experiential / Event*  *Agency: Full-Service / Creative*  *Agency: Guerilla*  *Agency: Health   Agency: In-House*  *Agency: Media*  *Agency: Multicultural*  *Agency: Performance Marketing Agency: Production*  *Agency: Promotional*  *Agency: Public Relations*  *Agency: Shopper Marketing / Commerce*  *Agency: Other* | *Ad or Mar Tech*  *Brand / Client*  *Consultancy*  *Educational Institution*  *Media Owner*  *Research Company*  *Retailer*  *Startup Other* |
| **COMPANY SIZE**  *Select one.* | *1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees* | |
| **WEBSITE** |  | |
| **AGENCY NETWORK** |  | |
| **HOLDING COMPANY** |  | |
| **MAIN CONTACT**  *This contact will be considered the main point of contact for the second lead agency. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
| **AGENCY PR CONTACT**  *This contact should be the person who handles PR for your agency. This contact may receive a congratulatory note if your entry is a finalist/winner. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
| **CEO / TOP RANKING EXECUTIVE CONTACT**  *This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |

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| **CLIENT(S)**  Entrants are required to credit **at least one client company**. If there were two clients involved in your effort, credit the second client in the designated space below. Both clients will receive equal recognition in all publicity and in the [**Effie Index**](http://www.effieindex.com)if your case is a finalist or winner  Please note that for publicity purposes, both the Brand Name (as entered when creating your entry) and the Client Company (listed below) are recognized. If your brand has an overarching parent company, please input the client company here (vs. the brand). | | |
|  | | |
| **CLIENT #1 (Required)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  *Select one.* | *Agency: Brand Identity*  *Agency: Business-to-Business*  *Agency: Data / Programmatic*  *Agency: Design*  *Agency: Digital / Interactive*  *Agency: Direct Marketing*  *Agency: Experiential / Event*  *Agency: Full-Service / Creative*  *Agency: Guerilla*  *Agency: Health   Agency: In-House*  *Agency: Media*  *Agency: Multicultural*  *Agency: Performance Marketing Agency: Production*  *Agency: Promotional*  *Agency: Public Relations*  *Agency: Shopper Marketing / Commerce*  *Agency: Other* | *Ad or Mar Tech*  *Brand / Client*  *Consultancy*  *Educational Institution*  *Media Owner*  *Research Company*  *Retailer*  *Startup Other* |
| **COMPANY SIZE**  *Select one.* | *1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees* | |
| **WEBSITE** |  | |
| **CLIENT NETWORK** |  | |
| **MAIN CONTACT**  *This contact will be considered the main point of contact for the client. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
| **CEO / TOP RANKING EXECUTIVE CONTACT**  *This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
|  | | |
| **CLIENT #2 (Optional)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  *Select one.* | *Agency: Brand Identity*  *Agency: Business-to-Business*  *Agency: Data / Programmatic*  *Agency: Design*  *Agency: Digital / Interactive*  *Agency: Direct Marketing*  *Agency: Experiential / Event*  *Agency: Full-Service / Creative*  *Agency: Guerilla*  *Agency: Health   Agency: In-House*  *Agency: Media*  *Agency: Multicultural*  *Agency: Performance Marketing Agency: Production*  *Agency: Promotional*  *Agency: Public Relations*  *Agency: Shopper Marketing / Commerce*  *Agency: Other* | *Ad or Mar Tech*  *Brand / Client*  *Consultancy*  *Educational Institution*  *Media Owner*  *Research Company*  *Retailer*  *Startup Other* |
| **COMPANY SIZE**  *Select one.* | *1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees* | |
| **WEBSITE** |  | |
| **CLIENT NETWORK** |  | |
| **MAIN CONTACT**  *This contact will be considered the main point of contact for the second client. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
| **CEO / TOP RANKING EXECUTIVE CONTACT**  *This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |

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| **CONTRIBUTING COMPANIES**  Entrants are required to credit all key strategic partners on an effort. You may **list up to four contributing companies**.  Contributing Company Main Contacts will be contacted if your entry becomes a winner & will not be listed publicly. | | |
|  | | |
| **CONTRIBUTING COMPANY #1 (Optional)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  *Select one.* | *Agency: Brand Identity*  *Agency: Business-to-Business*  *Agency: Data / Programmatic*  *Agency: Design*  *Agency: Digital / Interactive*  *Agency: Direct Marketing*  *Agency: Experiential / Event*  *Agency: Full-Service / Creative*  *Agency: Guerilla*  *Agency: Health   Agency: In-House*  *Agency: Media*  *Agency: Multicultural*  *Agency: Performance Marketing Agency: Production*  *Agency: Promotional*  *Agency: Public Relations*  *Agency: Shopper Marketing / Commerce*  *Agency: Other* | *Ad or Mar Tech*  *Brand / Client*  *Consultancy*  *Educational Institution*  *Media Owner*  *Research Company*  *Retailer*  *Startup Other* |
| **COMPANY SIZE**  *Select one.* | *1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees* | |
| **WEBSITE** |  | |
| **AGENCY NETWORK** |  | |
| **HOLDING COMPANY** |  | |
| **MAIN CONTACT**  *This contact will be considered the main point of contact for the contributing company. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
|  | | |
| **CONTRIBUTING COMPANY #2 (Optional)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  *Select one.* | *Agency: Brand Identity*  *Agency: Business-to-Business*  *Agency: Data / Programmatic*  *Agency: Design*  *Agency: Digital / Interactive*  *Agency: Direct Marketing*  *Agency: Experiential / Event*  *Agency: Full-Service / Creative*  *Agency: Guerilla*  *Agency: Health   Agency: In-House*  *Agency: Media*  *Agency: Multicultural*  *Agency: Performance Marketing Agency: Production*  *Agency: Promotional*  *Agency: Public Relations*  *Agency: Shopper Marketing / Commerce*  *Agency: Other* | *Ad or Mar Tech*  *Brand / Client*  *Consultancy*  *Educational Institution*  *Media Owner*  *Research Company*  *Retailer*  *Startup Other* |
| **COMPANY SIZE**  *Select one.* | *1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees* | |
| **WEBSITE** |  | |
| **AGENCY NETWORK** |  | |
| **HOLDING COMPANY** |  | |
| **MAIN CONTACT**  *This contact will be considered the main point of contact for the contributing company. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
|  | | |
| **CONTRIBUTING COMPANY #3 (Optional)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  *Select one.* | *Agency: Brand Identity*  *Agency: Business-to-Business*  *Agency: Data / Programmatic*  *Agency: Design*  *Agency: Digital / Interactive*  *Agency: Direct Marketing*  *Agency: Experiential / Event*  *Agency: Full-Service / Creative*  *Agency: Guerilla*  *Agency: Health   Agency: In-House*  *Agency: Media*  *Agency: Multicultural*  *Agency: Performance Marketing Agency: Production*  *Agency: Promotional*  *Agency: Public Relations*  *Agency: Shopper Marketing / Commerce*  *Agency: Other* | *Ad or Mar Tech*  *Brand / Client*  *Consultancy*  *Educational Institution*  *Media Owner*  *Research Company*  *Retailer*  *Startup Other* |
| **COMPANY SIZE**  *Select one.* | *1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees* | |
| **WEBSITE** |  | |
| **AGENCY NETWORK** |  | |
| **HOLDING COMPANY** |  | |
| **MAIN CONTACT**  *This contact will be considered the main point of contact for the contributing company. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
|  | | |
| **CONTRIBUTING COMPANY #4 (Optional)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  *Select one.* | *Agency: Brand Identity*  *Agency: Business-to-Business*  *Agency: Data / Programmatic*  *Agency: Design*  *Agency: Digital / Interactive*  *Agency: Direct Marketing*  *Agency: Experiential / Event*  *Agency: Full-Service / Creative*  *Agency: Guerilla*  *Agency: Health   Agency: In-House*  *Agency: Media*  *Agency: Multicultural*  *Agency: Performance Marketing Agency: Production*  *Agency: Promotional*  *Agency: Public Relations*  *Agency: Shopper Marketing / Commerce*  *Agency: Other* | *Ad or Mar Tech*  *Brand / Client*  *Consultancy*  *Educational Institution*  *Media Owner*  *Research Company*  *Retailer*  *Startup Other* |
| **COMPANY SIZE**  *Select one.* | *1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees* | |
| **WEBSITE** |  | |
| **AGENCY NETWORK** |  | |
| **HOLDING COMPANY** |  | |
| **MAIN CONTACT**  *This contact will be considered the main point of contact for the contributing company. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |

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| **INDIVIDUAL CREDITS**  Each entry may credit up to ten primary individuals and thirty secondary individuals who contributed to the case. These individuals must be current or former team members of the credited companies.   Effie’s policy is to honor those credited at the time of entry if the case is a finalist or winner. Therefore, you may not remove or replace individual credits after the entry has been submitted. Additions will only be accepted on a case-by-case basis and require a PKR 50,000 fee. No edits/additions will be accepted after January 10, 2024. | | | |
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| **PRIMARY INDIVIDUAL CREDITS**  Individuals appear in all places credits are published where space is limited, including the [**Case Database**](https://effiepakistan.org/case-studies/). Credits must be current or former team members of the credited companies. Maximum of 10 Primary Credits. | | | |
| **PRIMARY INDIVIDUAL CREDIT #1** | | **PRIMARY INDIVIDUAL CREDIT #2** | |
| **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  |
| **Email** |  | **Email** |  |
| **PRIMARY INDIVIDUAL CREDIT #3** | | **PRIMARY INDIVIDUAL CREDIT #4** | |
| **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  |
| **Email** |  | **Email** |  |
| **PRIMARY INDIVIDUAL CREDIT #5** | | **PRIMARY INDIVIDUAL CREDIT #6** | |
| **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  |
| **Email** |  | **Email** |  |
| **PRIMARY INDIVIDUAL CREDIT #7** | | **PRIMARY INDIVIDUAL CREDIT #8** | |
| **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  |
| **Email** |  | **Email** |  |
| **PRIMARY INDIVIDUAL CREDIT #9** | | **PRIMARY INDIVIDUAL CREDIT #10** | |
| **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  |
| **Email** |  | **Email** |  |

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| **SECONDARY INDIVIDUAL CREDITS**  Individuals only appear on the [**Case Database**](https://effiepakistan.org/case-studies/)and do not appear elsewhere. Credits must be current or former team members of the credited companies. Maximum of 30 Secondary Credits. | | | | | |
| **SECONDARY INDIVIDUAL CREDIT #1** | | **SECONDARY INDIVIDUAL CREDIT #2** | | **SECONDARY INDIVIDUAL CREDIT #3** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |
| **SECONDARY INDIVIDUAL CREDIT #4** | | **SECONDARY INDIVIDUAL CREDIT #5** | | **SECONDARY INDIVIDUAL CREDIT #6** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |
| **SECONDARY INDIVIDUAL CREDIT #7** | | **SECONDARY INDIVIDUAL CREDIT #8** | | **SECONDARY INDIVIDUAL CREDIT #9** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |
| **SECONDARY INDIVIDUAL CREDIT #10** | | **SECONDARY INDIVIDUAL CREDIT #11** | | **SECONDARY INDIVIDUAL CREDIT #12** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |
| **SECONDARY INDIVIDUAL CREDIT #13** | | **SECONDARY INDIVIDUAL CREDIT #14** | | **SECONDARY INDIVIDUAL CREDIT #15** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |
| **SECONDARY INDIVIDUAL CREDIT #16** | | **SECONDARY INDIVIDUAL CREDIT #17** | | **SECONDARY INDIVIDUAL CREDIT #18** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |
| **SECONDARY INDIVIDUAL CREDIT #19** | | **SECONDARY INDIVIDUAL CREDIT #20** | | **SECONDARY INDIVIDUAL CREDIT #21** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |
| **SECONDARY INDIVIDUAL CREDIT #22** | | **SECONDARY INDIVIDUAL CREDIT #23** | | **SECONDARY INDIVIDUAL CREDIT #24** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |
| **SECONDARY INDIVIDUAL CREDIT #25** | | **SECONDARY INDIVIDUAL CREDIT #26** | | **SECONDARY INDIVIDUAL CREDIT #27** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |
| **SECONDARY INDIVIDUAL CREDIT #28** | | **SECONDARY INDIVIDUAL CREDIT #29** | | **SECONDARY INDIVIDUAL CREDIT #30** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |

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| **PUBLICITY MATERIALS** All materials provided in this section should be submitted with publication purposes in mind. Do not include any confidential information in the public case summary or statement of effectiveness. |
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| **90-WORD PUBLIC CASE SUMMARY**  Provide a snapshot of the effectiveness of your case. The summary should be written as though it will be judged. Using at least three complete sentences, summarize the case and its goal. Indicate objectives and how the evidence of results directly relates to those objectives (concrete numbers or percentages vs. general terms like "record sales" or "big success"). Think of the case summary as a long tweet, mini-case, or elevator speech.  The case summary will be published in the [**Effie Winners Journal**](http://www.effiejournal.com) and [**Case Database**](https://effiepakistan.org/case-studies/). It may also be used for promotional purposes and should not contain any confidential information.  *(Maximum: 90 words)* | |
| Provide answer. | |
| **STATEMENT OF EFFECTIVENESS**  Please provide a short statement on the effectiveness of your case.  The intention of this statement is to provide a better understanding of why your work was worthy of either finalist status or an award. It is an opportunity to showcase the success of your effort. You may choose to touch on your most important result, why the effort was effective or significant to the brand, the most important learning taken away from this case, or an interesting/fun fact about the work.  If your case is a winner, it may be shown on screen at the awards gala or in the promotion of your case if it is a finalist or winner.  Examples:   * Moved familiarity from 24% to 62% with the core gaming audience * Earned over 600 million media impressions in just 8 weeks * Brought new users into a declining category and increased social interactions.   *(Maximum: 15 words)* | |
| Provide answer. | |
| **OTHER PUBLICITY MATERIALS CHECKLIST**  *The following materials will need to be uploaded to the entry portal.* | |
|  | **PRIMARY PUBLICITY IMAGE**  *Upload one high-res image (.jpg/.jpeg) of your creative work that best represents the essence of your case. This is the image Effie will use for publicity purposes & printed in the* [***Effie Winners Journal***](http://www.effiejournal.com/)*.* |
|  | **COMPANY LOGOS**  *Upload one logo for EACH of the credited lead agencies (1 required, 2 maximum) and the client companies (1 required, 2 maximum). You may either upload high-resolution .ai/.eps versions OR low resolution .jpg/.jpeg versions.* |
| ***Reminder: Creative Examples Provided for Judging will also be made public for all finalists & winners.  These details are outlined in*** [***Judging Materials section***](#JudgingMaterials) ***of this template.*** | |

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| **PERMISSIONS & AUTHORIZATION**  Effie Pakistan is a non-profit educational organization that stands for effectiveness in marketing, spotlighting ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness. In order to help fulfill this mission and provide learning to the industry, Effie relies on entrants’ willingness to share their finalist and winning case studies with the industry.  Please note: Publication permission settings only apply to the written case. Creative materials will be published if your effort is a finalist or winner. See the [**entry kit**](https://effiepakistan.org/how-to-enter/entry-kit/) for full details. |
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| **PUBLICATION PERMISSION SETTINGS**  To support Effie Pakistan’s mission as a non-profit organization, finalists & winners are featured as part of Effie’s educational programs, including the Case Database. Select publication permission settings for your written entry (choose one).Review full details on Publication options & confidentiality in the [**Entry Kit**](https://effiepakistan.org/how-to-enter/entry-kit/). | | |
| Publish My Written Case As It Was Submitted | | Publish My Written Case As An Edited Version  *Note: You may not redact the entire results section.* |
|  | **AUTHORIZATION & VERIFICATION FORM**  **Download this form in the Entry Portal after you have completed your Company & Individual Credits and Publication Permission setting.** Download & Sign the Authorization & Verification Form, confirming the accuracy of entry information and authorization of submission. This form guarantees that the company and individual credits have been thoroughly reviewed by senior leadership to guarantee all integral strategic partners are credited properly for the Effie Index and awards recognition.  The Authorization & Verification form must be signed off by an agency or client executive in a departmental or account leadership position (e.g., Head of Account Planning, Head of Client Services, Group Account Director, etc.). This document must be carefully reviewed in its entirety and signed in the designated space at the end of the document.   A separate form must be uploaded for each entry. Once signed, you will need to upload to the entry portal. | |
|  | **COMPETITION TERMS & RULES**  Agree to competition terms & rules. | |