

E-2917-208

Awaz Uthao – Child Abuse Awareness

Product

Sindh Government

Category Entered

Positive Change: Social Good - Non Profit

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 2022- 30th September 2023. Your effort must have run at some point during the eligibility period in Pakistan.

Results must be isolated to 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 01/7/22-30/9/23. No results after 30/09/23 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

Dates Effort Ran (Total)

List the start/end dates of the effort, even if it goes beyond the Effie eligibility period.

Date From	2022-11-19
Date To	2022-11-21

Efforts that are ongoing should leave the end date blank in the Entry Portal.

Regional Classification

Select all that apply.

Regional

Industry Sector

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

Government & Public Services

Industry/Category Situation

Select One

Flat

EXECUTIVE SUMMARY

The Challenge

(Maximum per line:
One sentence - 20
words)

Cultural silence in Pakistan hinders parents from addressing child abuse, perpetuating abuse and shielding abusers from accountability.

The Insight:

(Maximum per line:
One sentence - 20
words)

Shame fuels children's silence, grappling with the cultural taboo of openly discussing abuse in Pakistan

The Strategic Idea/Build:

(Maximum per line:
One sentence - 20
words)

Awaz Uthao - Bachon Ka Mustaqbil Bachao

Bringing the Strategy to Life:

(Maximum per line:
One sentence - 20
words)

Create a powerful TV ad telling a girl's story of childhood abuse, promote helpline to spark conversation around the topic

The Results:

(Maximum per line:
One sentence - 20
words)

A threefold increase in calls/reports to the helpline, post the airing of the ad.

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)

This campaign did a great job because it achieved what it set out to do. Our aim was clear: spread awareness, push the helpline, and break the silence on child abuse. The whopping threefold hike in helpline calls indicates the campaign's success story. It directly links to our challenge of tackling child abuse, proving people got the message and took action. It's not just about knowing; it's about doing something. This campaign sparked a real shift in how society sees and responds to child abuse—an achievement that speaks volumes about its effectiveness

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.

Before our campaign, the state of child protection awareness and action in Sindh faced considerable challenges. The prevalence of child abuse incidents, highlighted by Zainab's tragedy in 2018, underscored the urgency for action. However, by 2022, despite legislative efforts, the surge in abuse cases indicated a lack of effective awareness and reporting mechanisms. The strategic challenge lay in shifting societal norms, particularly the taboo around discussing child abuse, hindering reporting and support mechanisms. This deeply entrenched cultural silence posed a significant difficulty level, impeding open conversations and preventing victims from seeking help. The degree of difficulty was high due to the sensitive nature of the topic, societal resistance to change, and the need to create an impactful, yet non-triggering, communication strategy. Overcoming these cultural barriers and fostering an environment where discussing child abuse became acceptable and encouraged was the primary challenge. The difficulty level was further amplified by the necessity to ensure the message was both impactful and sensitive, striking a delicate balance to engage without causing distress. Thus, the challenge was not merely to raise awareness but to break the ingrained silence and create an actionable change in societal attitudes toward child abuse—a task demanding a nuanced and culturally adept approach.

(Maximum: 275 words;
3 charts/visuals)

1B. WHAT WERE YOUR MEASURABLE OBJECTIVES? WHAT WERE THE KEY PERFORMANCE INDICATORS (KPIs) AGAINST YOUR OBJECTIVES? PROVIDE SPECIFIC NUMBERS/PERCENTAGES FOR EACH OBJECTIVE AND PRIOR YEAR BENCHMARKS WHEREVER POSSIBLE.

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

RESPONSE FORMAT

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

Then, you will list each objective individually and select the type of objective. For each objective, provide context, for why the objectives were important for the brand and growth of the business.

- Only one objective is required. Your first objective should be your primary campaign objective, then you may list up to three supporting objectives. Entrants are not expected to use all fields.
- You may have more than one objective of the same type.
- Unsure which objective type to select? [View guidance here](#)

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

State Objective

State your objective here.

(Max: 25 words)

The business objective was to confront the silence around child abuse, fostering awareness and dialogue.

Objectives Overview

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

(Max: 100 words, 3 charts/graphs)

The objective aimed to disrupt the silence on child abuse, promoting open dialogue. Success was gauged by a marked increase in helpline engagement, signifying enhanced societal awareness.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

We planned to measure it by tracking the volume of helpline calls during the campaign, assessing the extent of engagement as a tangible indicator of increased awareness and societal responsiveness

Objective Type

- You may have more than one

Environmental/social impact (e.g. sustainability/purpose/diversity/CSR)

objective
of the
same type.

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

Marketing Objectives

1

Objective - Overview & KPI

(Maximum: 30
words)

Core objective was to drive awareness. Guide parents to identify abuse, break cultural barriers and shame around the topic, and encourage helpline use.

Rationale – Why the objective was selected & what is the benchmark?

(Maximum: 75
words; 3
charts/visuals)

The objective was selected to address the prevalent cultural silence surrounding child abuse in Pakistan. It aimed to empower parents with tools and knowledge to recognize and address abuse effectively

Measurement - How did you plan to measure it?

(Maximum: 30
words)

Ensuring we received a surge in calls on the helpline was the key metric for this marketing initiative

Tagging - What keywords best describe your objective type?

(1 Required. No
Maximum)

Cultural Relevance

Salience / Awareness

Campaign / Activity Objectives

1

Objective - Overview & KPI

(Maximum: 30 words)

Make people aware, urge action against child abuse, and encourage using the helpline for child safety through a powerful TVC.

Rationale – Why the objective was selected & what is the benchmark?

(Maximum: 75 words; 3 charts/visuals)

The language of the TVC was very simplified, illustrated through a child's drawing to drive relevance for the topic & increased calls to helpline were set as the primary benchmark.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

To see a significant rise in calls to the helpline and increase in dialogue

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Positive Sentiment / Emotional Resonance

Section 1: Sourcing

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

Agency research
Govt. of Sindh

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 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)

The target audience for this campaign was fairly broad; owing to the sensitivity of the topic. However, we defined some cohorts based on different behaviors and mapped out their perceptions differently.

1. Parents/Caregivers:

Demographics: Adults aged 25-45, diverse socio-economic backgrounds.

Behaviors: Actively engaged with their family, expressing concern/care for their children.

Perceptions/Behaviors: Fearful of societal judgment, hesitant to discuss child abuse due to cultural norms.

1. General Public in Sindh:

Demographics: Diverse age groups, various socio-economic backgrounds.

Behaviors: Passive observers or influencers within the community.

Perceptions/Behaviors: Influenced by societal norms of silence and avoidance of sensitive topics like child abuse.

1. Young Adults:

Demographics: Age 18-30, varied socio-economic status.

Behaviors: Engage with social media, have an evolving perspective on societal issues.

Perceptions/Behaviors: May have been victims/survivors themselves, more open to discussing sensitive issues online.

1. Community Leaders/Influencers:

Demographics: Varied ages, respected individuals in local communities.

Behaviors: Act as opinion leaders, have influence within their communities and jurisdiction.

Perceptions/Behaviors: Can shape societal views, may play a role in breaking or reinforcing cultural silence around child abuse.

These cohorts represent different segments of the target audience, each with varying demographics, behaviors, and influences within the community. The campaign aimed to tailor its messaging and approach to effectively engage and resonate with each of these groups.

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,

Visual Storytelling Impact:

Insight: Leveraging child drawings as powerful visual narrative, enhancing emotional resonance.

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)

Application: *Harnessing the emotive strength of children's drawings in the TVC for compelling storytelling and relatable content.*

Psychological Barriers in Disclosure:

Insight: *Child victims tend to internalize guilt and fear parental disappointment or anger if they disclose abuse.*

Application: *Tailoring the campaign message to assure children of a supportive environment, facilitating open disclosure despite internalized fears.*

Cultural Norms Impacting Action:

Insight: *Societal norms, like "bura na lug jaye," deter proactive parental intervention in limiting children's exposure to potential abusers.*

Application: *Crafting messaging that reassures parents while challenging cultural norms, motivating proactive measures against abuse while aligning with societal expectations.*

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)

"Awaz Uthao-Bachon Ka Mustaqbil Bachao," a powerful rallying cry, humanizing child innocence and breaking cultural silence on abuse.

Section 2: Sourcing

Provide sourcing for all data provided in Section 2: Insights & Strategic Idea.

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

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

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

Judges encourage third-party data where available.

See Entry Kit for details.

SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE

- 23.3% OF TOTAL SCORE

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

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

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

3A. Describe the key elements of your plan that activated your strategy.

Outline any components that were active in the effort e.g. CRM program, SEM, display advertising, native advertising, affiliate marketing, new technologies (e.g. AI), customer experience, pricing changes as well as promotions and communications.

(Maximum: 200 words;
3 charts/visuals)

The plan was centered on a robust TV and print ad campaign. The TV ad aired for 1800 minutes across 41 channels in Sindh, ensuring broad demographic coverage.

Complementing this was the print ad's targeted outreach. These components aimed to amplify "Awaz Uthao" messaging in English, Urdu & Sindhi, catalyzing widespread awareness and sparking conversations about child abuse across diverse audiences in Sindh.

The strategy focused on leveraging these channels to sensitively engage all demographics, fostering a societal shift in addressing the issue of child abuse.

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)*

The TV ad highlighted "**Awaz Uthao-Bachon Ka Mustaqbil Bachao**" to show children's innocence and evoke feelings. It urged viewers to use the helpline number, 1121, to get help or report abuse. The ad used kids' drawings to tell emotional stories, matching what the campaign learned.

During the campaign, we made the visuals more emotional and made sure the helpline number, 1121, was clear. We also improved how the story was told to make it strong and sensitive. Using the main image in three languages, English, Urdu & Sindhi, helped more people understand the message.

3C. Outline the rationale behind your communications strategy and channel plan.

Explain how the integral elements worked together to drive results.

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

*(Maximum: 400 words;
3 charts/visuals)*

The communications strategy aimed to create a multifaceted approach, leveraging TV and print ads strategically to drive impactful results.

Communications Strategy Rationale:

Utilized TV and print ads for a comprehensive approach.

Emotive storytelling centered around "Awaz Uthao" to break silence on child abuse.

Channel Plan and Integration:

Extensive TV ad aired for 1800 mins across 41 Sindh channels.

Print ads targeted specific audiences, reinforcing the campaign's messaging.

Optimization and Spend Changes:

Adjusted spend to channels with higher engagement for maximum impact.

Emphasis on enhancing helpline number visibility and narrative impact for optimization.

Integral Elements and Results:

TV and print synergy drove increased awareness and societal discourse.

Consistent call-to-action unified messaging, encouraging audience engagement and action.

Outcome and Impact:

Amplified societal conversations and heightened awareness regarding child abuse.

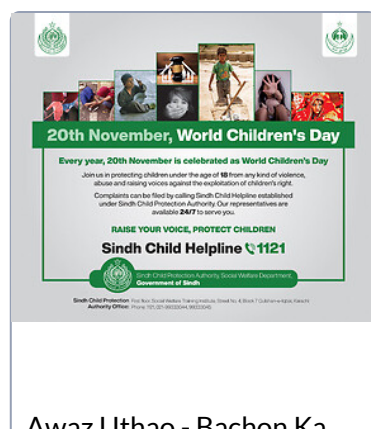
Strengthened proactive societal response, measured through increased helpline calls and engagement.

The synergy between TV and print channels strengthened the campaign's impact, driving increased awareness and discussions surrounding child abuse.

The emotive storytelling in the TV ad resonated with viewers, while the print ads complemented this narrative, reinforcing the core message. The clear and consistent call-to-action across both channels, highlighting the helpline number, encouraged audience engagement and action.

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.

Awaz Uthao Bachao Ka
Mustaqbil Bachao
OK

Section 3: Sourcing

Provide sourcing for all
data provided in
Section 3: Bringing the
Idea to Life.

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

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

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

Judges encourage
third-party data where
available.

See Entry Kit for
details.

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 30/09/2023.
- 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 success of the campaign was evident through several key indicators. In the category context, the campaign's impact was notable as it coincided with a surge in reported child abuse cases in Pakistan, underlining the urgency for heightened awareness and action. Comparatively, prior years lacked such extensive awareness initiatives, making this campaign a significant shift in approach.

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

The campaign's impact on the governments' initiative was reflected in various metrics. There was a substantial threefold increase in helpline calls during and post-campaign compared to the previous months. This surge in engagement

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

(Max: 300 Words, 5 charts/graphs)

indicates heightened awareness and a proactive response from the audience, translating the campaign's messaging into action.

Furthermore, the amplified societal discourse and increased conversations surrounding child abuse marked a significant change. The campaigns proactive stance in breaking cultural silence on this sensitive issue not only established its leadership but also fostered a more informed and responsive community. This shift in societal behavior and increased helpline engagement signifies a tangible and meaningful impact, highlighting the campaign's success in prompting real change in addressing child abuse within the community.

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

State Objective

State your objective here.

The business objective was to confront the silence around child abuse, fostering awareness and dialogue.

(Max: 25 words)

Objectives Overview

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

The objective aimed to disrupt the silence on child abuse, promoting open dialogue. Success was gauged by a marked increase in helpline engagement, signifying enhanced societal awareness.

(Max: 100 words, 3 charts/graphs)

Measurement - How did you plan to measure it?

(Maximum: 30 words)

We planned to measure it by tracking the volume of helpline calls during the campaign, assessing the extent of engagement as a tangible indicator of increased awareness and societal responsiveness

Objective Type

- You may have more than one

Environmental/social impact (e.g. sustainability/purpose/diversity/CSR)

objective
of the
same type.

- Unsure
which
objective
type to
select?

View
guidance
here..

List Result

(Maximum: 30
Words)

A whopping 250% increase in helpline calls marked the success of the campaign, in sparking conversations and prompting action.

Context

(Maximum: 75
words; 3
charts/visuals)

Prior to this campaign, the Sindh Government helpline, 1121, received only a few hundred calls per month. People, at large, did not know about the efficacy of this helpline and thus resulted in no audience engagement. However, despite the fact that the campaign was only run on TV for 3 days, the massive surge in calls to helpline delivered on the governments' key metrics of driving awareness and action.

Marketing Objectives Results

-

1

Objective - Overview & KPI

(Maximum: 30
words)

Core objective was to drive awareness. Guide parents to identify abuse, break cultural barriers and shame around the topic, and encourage helpline use.

Rationale – Why the objective was selected & what is the benchmark?

(Maximum: 75
words; 3
charts/visuals)

The objective was selected to address the prevalent cultural silence surrounding child abuse in Pakistan. It aimed to empower parents with tools and knowledge to recognize and address abuse effectively

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Ensuring we received a surge in calls on the helpline was the key metric for this marketing initiative

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Cultural Relevance

Salience / Awareness

List Result

(Maximum: 30 words)

A whopping 250% increase in helpline calls marked the success of the campaign, in sparking conversations and prompting action.

Context

(Maximum: 75 words; 3 charts/visuals)

Prior to this campaign, the Sindh Government helpline, 1121, received only a few hundred calls per month. People, at large, did not know about the efficacy of this helpline and thus resulted in no audience engagement. However, despite the fact that the campaign was only run on TV for 3 days, the massive surge in calls to helpline delivered on the governments' key metrics of driving awareness and action.

Campaign / Activity Objectives Results

1

Objective - Overview & KPI

(Maximum: 30 words)

Make people aware, urge action against child abuse, and encourage using the helpline for child safety through a powerful TVC.

Rationale – Why the objective was selected & what is the benchmark?

(Maximum: 75 words; 3 charts/visuals)

The language of the TVC was very simplified, illustrated through a child's drawing to drive relevance for the topic & increased calls to helpline were set as the primary benchmark.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

To see a significant rise in calls to the helpline and increase in dialogue

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Positive Sentiment / Emotional Resonance

List Result

(Maximum: 30 words)

A whopping 250% increase in helpline calls marked the success of the campaign, in sparking conversations and prompting action.

Context

(Maximum: 75 words; 3 charts/visuals)

Prior to this campaign, the Sindh Government helpline, 1121, received only a few hundred calls per month. People, at large, did not know about the efficacy of this helpline and thus resulted in no audience engagement. However, despite the fact that the campaign was only run on TV for 3 days, the massive surge in calls to helpline delivered on the governments' key metrics of driving awareness and action.

Additional Results

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

(Maximum: 150 words,
3 charts/graphs)

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.

Topical Days - World Children's Day

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

The chart provided is a sampling of marketplace activities, but your response is not limited to these factors. We recognize that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

On World Children's Day, where the advertising landscape typically celebrates children, the Government of Sindh took a bold step. They utilized this day to draw attention to a highly sensitive issue: child abuse. This move challenged advertising norms, diverging from the usual celebratory tone to address a crucial but often overlooked societal issue.

Amidst the sea of child-centric campaigns, this initiative stood out remarkably. It didn't conform to the trend of cheerful advertisements but chose to shed light on a pressing concern, creating an impactful narrative that demanded attention. By leveraging World Children's Day for a serious cause, the campaign disrupted the advertising clutter, carving a distinct and purposeful space for itself. This unconventional approach not only elevated the campaign's significance but also amplified its impact by channeling the day's attention towards a critical yet often disregarded issue.

(Maximum: 200 words;
3 charts/visuals)

Section 4: Sourcing

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

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

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

agency names as the source of research.

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

Judges encourage third-party data where available.

See Entry Kit for details.

INVESTMENT OVERVIEW

The Investment Overview is reviewed as part of Section 3: Bringing the Strategy & Idea to Life, along with your creative work, as presented in the Creative Reel and Images for Judging. These elements together account for 23.3% of your total score.

PAID MEDIA EXPENDITURES

Select total paid media expenditures (purchased and donated), not including agency fees or production costs, for the effort described in this entry and as outlined below.

Given the 'spirit' of this question use your judgment on what constitutes fees, production, and the broad span that covers media – from donated space to activation costs. Select one per time frame. Elaborate to provide context around this budget range, if not already addressed in your answers to questions 1-4. For example, explain if your budget has changed significantly, how this range compares to your competitors, etc.

Paid Media Expenditure (Current Year)

Campaign Period:

Competition Year

Not Applicable

Paid Media Expenditures (Prior Year)

Campaign Period:

Prior Year

PKR 150 – 200 million

Compared to competitors in this category, the budget is:

N/A Elaboration Required

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

N/A Elaboration Required

Budget Elaboration:

Provide judges with the context to understand your budget.

What was the balance of paid, earned, owned, and shared media?

What was your distribution strategy?

Did you outperform your media buy?

In addition to providing context around your budget, if you selected Not

Applicable to either of the previous two questions, explain why you selected Not Applicable.

(Maximum: 100 words)

The Government of Sindh prioritizes improving lives through innovative initiatives, like this awareness campaign. As a display of their forward-thinking approach, this campaign showcases their thought leadership. Unlike typical marketing endeavors, this unique initiative stands alone without direct competitors or previous budgetary benchmarks. It's a standalone effort, potentially not continuing in the future.

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 2-5 Million

Elaboration on the Production & Other Non-Media Expenditures

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

This was a low-cost production that was televised to a very broad audience, in order to drive mass awareness

OWNED MEDIA

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

(Maximum: 100 words)

Was owned media a part of your effort?

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

No

(Maximum: 100 words)

SPONSORSHIPS AND MEDIA PARTNERSHIPS

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

Sponsorships

Select all that apply.

Not Applicable

Elaboration on Sponsorships and Media Partnerships

Provide additional context regarding your sponsorships and media partnerships.

(Maximum: 100 words)

N/A

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

Print - Newspaper

TV

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

Print - Newspaper

Main Touchpoint 3

#3 Most Integral

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

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.

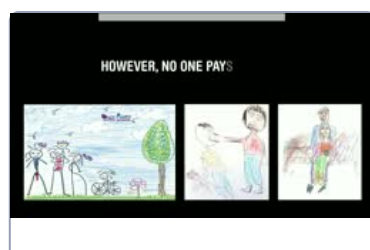
Specific, quantifiable results, agency names/logos, and competitor logos/work may not be included anywhere in the video.

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 the 4:3 aspect ratio, the minimum size should be 640 x 480; for the 16.9 ratio, the 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 "BRAND NAME-CATEGORY-ENTRYTITLE"

SINDH
GOVERNMENT_AWAZ
UTHAO
OK

Creative Examples Presented in the Creative Reel - Select All

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

Print - Newspaper

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

TV

For the 4:3 aspect ratio, the minimum size should be 640 x 480; for the 16.9 ratio, the 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 "BRAND
NAME-CATEGORY-
ENTRYTITLE"

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



Translation

If your creative
examples include work

that is not in the
standard language of
this Effie competition,
you are required to
include a translation to
the local language
either via subtitles
within the creative OR
you may provide a
translation in the text
box below.

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

PDF Fingerprint ff6b75047a53aa92bb37efc7b5339fc6