

E-2612-866

Durex - Ecommerce Campaign

Product	Category Entered
Durex Condoms	Health

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	2023-01-24
Date To	2023-02-02

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

Regional Classification

Select all that apply.

Local
National

Non-English

Industry Sector

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

Health & Wellness

Industry/Category Situation

Select One

Growing

EXECUTIVE SUMMARY

The Challenge

(Maximum per line:
One sentence - 20
words)

Contraceptive purchasing is an awkward and inconvenient experience for our target audience

The Insight:

(Maximum per line:
One sentence - 20
words)

There is taboo and awkwardness surrounding the purchase of condoms in person, making it an uncomfortable experience

The Strategic Idea/Build:

(Maximum per line:
One sentence - 20
words)

Increase brand awareness and provide convenience for our target audience by leveraging major ecommerce platforms

Bringing the Strategy to Life:

(Maximum per line:
One sentence - 20
words)

We leveraged Daraz and Pandamart because of their individual USPs and created a humor-driven communication strategy

The Results:

(Maximum per line:
One sentence - 20
words)

Increased brand awareness which paved the way to significant increase in product sales through each platform

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)

Durex addressed Pakistani consumers' discomfort in purchasing contraceptives by utilizing Daraz and Pandamart. Our ecommerce-centric campaign maximized each platform's strengths to boost awareness and Durex product sales. From DVC to digital posts and PR videos, our witty campaign adhered to Durex's brand tone. Each asset featured a call-to-action directing consumers to Durex's landing pages on Daraz or Pandamart. Durex suffers long-format platform advertising restrictions, hence we focused our campaign on META, the campaign achieved unprecedented product sales and increased engagement on Durex's owned pages, showcasing the brand's adaptability and success in navigating challenges.

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?	Durex, holding a 7% market share in Pakistan's extensive contraceptive category, distinguishes itself as a niche brand. Unlike key competitors focused solely on contraceptives for family planning, Durex strategically positions itself as a premium offering, emphasizing pleasure. In a market where consumers tend to be reserved, especially during in-store purchases due to the associated taboo around intimate wellness, we recognized the 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.	Our innovative approach aims to normalize and encourage brand interactions by infusing humor into our messaging and promoting convenient purchases through ecommerce platforms. This strategy seeks to reshape societal perceptions, fostering a more open and comfortable dialogue surrounding intimate well-being with Durex.
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*(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.

Effe is open to all types of objectives; it is the entrant's responsibility to explain why their objectives are important to the business/organization and challenging to achieve. Provide context, including prior year, competitor, and/or category benchmarks to help the judges understand why these goals were set and how

challenging they were. If relevant to your case, explain how these goals relate back to the overall brand or organization’s strategy and objectives.

RESPONSE FORMAT

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

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

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

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)

To drive product sales and brand awareness by leveraging ecommerce platforms to help combat our target audience’s awkwardness of purchasing condoms in-store

Objectives Overview

Set up your objectives & share any overarching explanation of your objectives & KPIs.
(Max: 100 words, 3 charts/graphs)

Although Durex has been active in its effort to increase brand awareness by capitalizing on trending topics, we had to cater to our consumers who were looking for more discreet and convenient ways to purchase Durex products without having to physically go to a store.

Measurement - How did you plan to measure it?

(Maximum: 30

Brand engagement, click-through rate, conversion rate and total values

words)

of sale.

Objective Type

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

Profitability (growth/maintenance/easing decline)

Revenue (growth/maintenance/easing decline/value share)

Volume (growth/maintenance/easing decline/volume share)

- Unsure which objective type to select?

View

guidance

here..

Marketing Objectives

1

Objective - Overview & KPI

(Maximum: 30 words)

Awareness / Consideration (Bumpers) / Purchase

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

(Maximum: 75 words; 3 charts/visuals)

We wanted to create awareness around the fact that durex is enabling a convenient means to purchase durex products (through Daraz and Pandamart) and aimed to drive sales through every digital asset that was created.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Brand engagement, click-through rate, conversion rate and total values of sale.

Tagging - What keywords best describe your objective type?

(1 Required. No
Maximum)

Consideration

Conversion

Cultural Relevance

Salience / Awareness

Weight / Value of Purchase

Campaign / Activity Objectives

1

Objective - Overview & KPI

(Maximum: 30
words)

Use mediums that resonate with our target audience to sell our product in a more relatable way. We aimed to increase our conversion rate which would increase our sales eventually.

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

(Maximum: 75
words; 3
charts/visuals)

We wanted to increase the market share of Durex in the sexual wellness category on ecommerce. As a brand, Durex is limited by long-format digital platforms, which hinders our ability to boost content. We focused on mediums that don't have those restrictions. Our goal was to increase total sales by 37% via e-commerce platforms versus last year. Our total growth amounted to 30%.

Measurement - How did you plan to measure it?

(Maximum: 30
words)

We planned to measure our objective by monitoring click-through rate, view-through rate, conversion rate, increase in average value order and total values of sale.

Tagging - What keywords best describe your objective type?

(1 Required, No
Maximum)

Popularity / Fame / Social Discourse

Reach (e.g. open rate, shares, views, attendance)

Recall (brand/ad/activity)

Advocacy / Recommendation

Section 1: Sourcing

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

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

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

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

Judges encourage third-party data where available.

See Entry Kit for details.

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?

Our target audience for this campaign were married individuals, both male and female, belonging to the urban population, SEC & in 25-35-year-old age bracket. This target audience was chosen because it covers the consumers that require our products to seek pleasure in intimate engagement. They are digitally-savvy individuals who believe in convenience and easy solutions. Our target audience is active on social media and prefer to use e-commerce platforms for convenience rather than shopping in-stores. This is an audience we've targeted before also. We tackled the awkwardness this target audience faces when buying sexual wellness products from a store.

Commerce & Shopper

Cases: Be sure to highlight the shopper's motivations, mindset, behaviors, and shopper occasion.

*(Maximum: 300 words;
3 charts/visuals)*

2B. Explain the thinking that led you to your insight(s). Some insights come from research, data, and analytics. Others come from inspiration. Clearly state your insight(s) here.

Clarify how the insight(s) were directly tied to your brand, your audience's

In Pakistan, conversations surrounding sexual wellness have a taboo attached to it. Talking about it doesn't come easy because of the shyness surrounding contraceptive purchasing. This fact has caused the sexual wellness category to suffer as a whole. Another problem our consumers were facing was the panic of

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)*

'not having everything you need at the right moment.' Durex, as a brand that promotes safe and secure sexual wellness, aimed to help its customers avoid the stigma of in-store purchasing and avoid the unfortunate moment when its customers realize they have run out of sexual wellness products.

2C. What was the core idea or strategic build you arrived at using your insight(s) that enabled you to pivot from challenge to solution for your brand and customer?

(Maximum: 20 words) **We arrived at 2 ideas, 1 for each platform.**

Daraz: "Khul Ke Khareedo"

Pandamart: "Fatafat Khareedo"

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.

We aimed to ease the experience of our customers buying our products by eliminating the in-store purchasing experience and guaranteeing them speedy delivery as well as discreet packaging when they ordered our products from our e-commerce partners. To further help us in pushing our customers to our e-commerce partners, we curated discounted offers on pandamart and exclusive bundles on Daraz to entice our consumers further.

*(Maximum: 200 words;
3 charts/visuals)*

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)*

Our key building blocks for the creative executions included:

- Identifying relevant occasions and consumer pain points
- Effective platform selection
- Strategic ecommerce partner selection
- Highlighting Value propositions for each ecom platform
- Segmented and creative storytelling
- Influencer-powered, humor-driven PR plots
- A well structured funnel campaign
- Measurable success metrics

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)*

Durex identified two key occasions, wedding season and anniversaries, as prime moments for consumer engagement. Aligning these with our consumers' pain points, we launched two distinct DVCs for our chosen e-commerce platforms, Daraz and Pandamart.

Both platforms provided discreet packaging, with Daraz offering exclusive Durex bundles for added value, and Pandamart ensuring swift delivery within 60 minutes. Our campaign unfolded in two segments, starting with Daraz and followed by Pandamart, maintaining the humorous tone characteristic of the Durex brand.

The Daraz DVC depicted an ideal scenario – openly buying condoms at a store counter without discomfort. The tagline "Aisa tou nahi hota, par ab aisa hoga" cleverly conveyed that while such openness isn't currently the norm, Durex has made online purchases more convenient through Daraz.

The exclusive bundles on Daraz drove a 39% increase in the average order value, indicating a preference for bundled offerings over individual products. A funnel campaign, spanning awareness, consideration, and conversion phases, was complemented by a PR plot featuring influencers Swinery, Janat Mirza, and Zulqarnain. Durex also ventured into live streaming during Pakistan Super League (PSL) games on Daraz, amplifying visibility and spiking product sales by 17%.

The second DVC for Pandamart targeted consumers seeking speedy delivery. The campaign achieved a reach of 6.9 million+, resulting in a substantial 20% uplift in sellout, 17% item sold uplift, 56% unique buyers uplift, and a 59% add-to-cart uplift via dedicated swimlanes and home page banners.

Combining both DVCs and leveraging visibility tools from our e-commerce partners, the overall e-commerce team achieved an impressive 28% Year-to-Date growth compared to the previous year. The campaign's success was evident in unprecedented sellout rates across both platforms, attributed to a strategic blend of digital assets, enticing e-commerce offers, and targeted media investments.

The innovative and captivating approach allowed us to connect effectively with our audience, making the campaign a resounding commercial success.

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.



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 metrics you provide here are directly relevant to your objectives and audience. Entrants are strongly encouraged to re-state their objectives from section 1 along with their corresponding results.

(Max: 300 Words, 5 charts/graphs)

In the first phase of our campaign on Daraz, Durex achieved remarkable results, demonstrating the campaign's strong resonance with the target audience.

Through digital boosting, we achieved an **impressive reach of 8.2 million, boasting a video through rate (VTR) of 34% and a completion rate of 36%**. The Daraz PSL campaign specifically reached over **12 million people**, leading to a substantial **55.37% Gross Merchandise Value (GMV) uplift, a notable 122% increase in items sold, and a significant 40% rise in online buyers**. This outstanding performance culminated in Durex achieving its highest-ever total brand sales, **reaching Rs 63 million**.

The impact on Durex's online presence was substantial, with unique visitors surging by almost 80% compared to the pre-campaign period. Notably, **61% of customers during the campaign were new buyers**, expanding our market share within the sexual wellness category. Retargeting these new buyers through CRM metrics promises an overall uplift in monthly run rates. Sales specifically attributed to the PSL campaign increased by **17%** compared to the pre-campaign period, while the average order value saw a notable **39% increase**.

The campaign strategically targeted the 26-35 age bracket, **capturing a significant 64% of the largest sale of orders**, aligning with the demographic focus of our dynamic visual content.

In the second leg of our campaign on Pandamart, despite social media constraints, Durex achieved an unprecedented impact through an ingenious approach. The brand engaged over **6 million unique users**, accumulating an impressive **4.7 million views**. With a click-through rate (CTR) of **5%, surpassing the industry benchmark of 2%**, Durex demonstrated its ability to connect with audiences in innovative and captivating ways.

The Pandamart campaign, **reaching 6.9 million people**, resulted in a substantial **20% uplift in sellout, a remarkable 17% increase in items sold, a significant 56% rise in unique buyers, and an impressive 59% add-to-cart uplift** through the dedicated swimlane and home page banner for Durex. Leveraging DVCs and visibility tools from e-commerce partners, the e-commerce team achieved a commendable **28% Year-to-Date growth** compared to the previous year on the e-commerce channel.

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. (Max: 25 words)	To drive product sales and brand awareness by leveraging ecommerce platforms to help combat our target audience's awkwardness of purchasing condoms in-store
-----------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------

Objectives Overview

Set up your objectives & share any overarching explanation of your objectives & KPIs. (Max: 100 words, 3 charts/graphs)	Although Durex has been active in its effort to increase brand awareness by capitalizing on trending topics, we had to cater to our consumers who were looking for more discreet and convenient ways to purchase Durex products without having to physically go to a store.
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Measurement - How did you plan to measure it?

(Maximum: 30 words)	Brand engagement, click-through rate, conversion rate and total values of sale.
---------------------	---------------------------------------------------------------------------------

Objective Type

- | | |
|----------------------------------------------------------|---------------------------------------------------------|
| • You may have more than one objective of the same type. | Profitability (growth/maintenance/easing decline) |
| | Revenue (growth/maintenance/easing decline/value share) |
| | Volume (growth/maintenance/easing decline/volume share) |
| • Unsure which objective type to select? | |
| View | |

guidance
here..

List Result

(Maximum: 30
Words)

Unique buyers: 80%

Sales: 75.37%

Items sold: 139%

Average value order: increased by 39%

Ecommerce growth: 37% (Daraz and Pandamart combined)

Context

(Maximum: 75
words; 3
charts/visuals)

Our goal was to drive product sales and brand awareness by leveraging ecommerce platforms to help combat our target audience's awkwardness of purchasing condoms in-store which resulted in a significant boost in product sales.

Marketing Objectives Results

-

1

Objective - Overview & KPI

(Maximum: 30
words)

Awareness / Consideration (Bumpers) / Purchase

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

(Maximum: 75
words; 3
charts/visuals)

We wanted to create awareness around the fact that durex is enabling a convenient means to purchase durex products (through Daraz and Pandamart) and aimed to drive sales through every digital asset that was created.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Brand engagement, click-through rate, conversion rate and total values of sale.

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Consideration

Conversion

Cultural Relevance

Salience / Awareness

Weight / Value of Purchase

List Result

(Maximum: 30 words)

Views (in millions): 31.8 million

Unique buyers: 80%

Sales: 75.37%

Items sold: 139%

Average value order: increased by 39%

Ecommerce growth: 32%

VTR: 34%

Completion Rate: 36%

Context

(Maximum: 75 words; 3 charts/visuals)

We wanted to create awareness around the fact that durex is enabling a convenient means to purchase durex products (through Daraz and Pandamart) and aimed to drive sales through every digital asset that was created. The results achieved are a testament to the effort invested in providing our customers with convenient means of purchasing Durex products.

1

Objective - Overview & KPI

(Maximum: 30 words)

Use mediums that resonate with our target audience to sell our product in a more relatable way. We aimed to increase our conversion rate which would increase our sales eventually.

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

(Maximum: 75 words; 3 charts/visuals)

We wanted to increase the market share of Durex in the sexual wellness category on ecommerce. As a brand, Durex is limited by long-format digital platforms, which hinders our ability to boost content. We focused on mediums that don't have those restrictions. Our goal was to increase total sales by 37% via e-commerce platforms versus last year. Our total growth amounted to 30%.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

We planned to measure our objective by monitoring click-through rate, view-through rate, conversion rate, increase in average value order and total values of sale.

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Popularity / Fame / Social Discourse

Reach (e.g. open rate, shares, views, attendance)

Recall (brand/ad/activity)

Advocacy / Recommendation

List Result

(Maximum: 30 words)

Views (in millions): 31.8 million

Unique buyers: 80%

Sales: 75.37%

Items sold: 139%

Average value order: increased by 39%

Ecommerce growth: 32%

VTR: 34%

Completion Rate: 36%

Context

(Maximum: 75 words; 3 charts/visuals)

Apart from our ecom partners Daraz and Foodpanda, we used mediums that resonate with our target audience (facebook and instagram) to sell our product in a more relatable way. We also aimed to increase our conversion rate which would increase our total sales eventually.

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)

Views (million views)	Completion Rate	VTR	CTR	Sales	Unique Buyers	Items sold	Ecom Growth	Average Value Order	Purchase Age bracket (targeted to 25-35 yrs)
31.8	36%	34%	5%	75.37%	80%	139%	32%	increased by 39%	64%

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.

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

Societal or Economic Events

Public Relations

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

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)*

Durex Pakistan is a brand that communicates with its target audiences purely through social media. With our only marketing efforts being solely digital, we saw our always on social media posts (outside of our ecommerce campaign) gaining traction amongst our target audience organically, as people could relate to the humor and wittiness of Durex's brand voice. Since our always on strategy was running parallel to our campaign, audiences were delivered something new every week, which ensured that our brand stayed relevant no matter what. This has an overall positive result on our brand engagement and visibility.

Additionally, our Daraz campaign went live during the Pakistani wedding season. Majority of our target audience is active on social media during the wedding season, which contributed greatly to our campaign digital assets gaining engagement and views. Plus the relevance of our campaign aligned perfectly with the season.

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

PKR 1.0 – 5.0 million

Paid Media Expenditures (Prior Year)

Campaign Period:

Prior Year

PKR 1.0 – 5.0 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:

More

Budget Elaboration:

Provide judges with the context to understand your budget.

Because Daraz and Pandamart had its name + branding everywhere, we managed to curate a partnership based on FOC visibility. While we ran upper funnel and conversions for both Daraz and Pandamart, conversion boosts were given FOC.

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)

PRODUCTION & OTHER NON-MEDIA EXPENDITURES

Select a budget range for the key assets you developed to bring your idea to life.

This should include hard pre and post productions costs, talent (influencer or celebrity fees), and any activation costs.

Production & Other Non-Media Expenditures

Select One

PRK 5-10 Million

Elaboration on the Production & Other Non-Media Expenditures

Provide judges with the context to understand the

5 million - Production for both DVCs (end-to-end)
800,000 PKR (PR amplification + agency fee)
1.6 million - Digital amplification (upper funnel boosting, agency fees)

expenditures outlined
above.

OWNED MEDIA

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

(Maximum: 100 words)

Was owned media a part of your effort?

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

(Maximum: 100 words)

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)

SOURCES

Investment Overview: Data Sources

Provide sourcing for all data provided in the Investment Overview.

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

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

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

Judges encourage third-party data where available.

SOURCING GUIDE OUTLINE

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. – Affiliate
Digital Mktg. – Content Promotion
Digital Mktg. – Influencers

Digital Mktg. – Marketplace Ads

Digital Mktg. – Mobile

Digital Mktg. – Product Placement

Digital Mktg. – Short Video (:15-3 min.)

Public Relations

Digital Mktg. – Location based

Digital Mktg. – Social: Paid

Digital Mktg. – Video Ads

MAIN TOUCHPOINTS

Select the TOP 3 main touchpoints used, ranking them in order of priority 1-3.

Note: Your response to Section 3 should also provide an explanation of these main touchpoints from the below list which were integral to reaching your audience and why.

Note: On the creative reel, you must show at least one complete example of each communication touchpoint that was integral to the effort's success.

If you only used one touchpoint, simply select "Not Applicable" for Main Touchpoints 2 & 3.

Main Touchpoint 1

Most integral
touchpoint.

Digital Mktg. – Content Promotion

Main Touchpoint 2

#2 Most Integral
Touchpoint

Digital Mktg. – Short Video (:15-3 min.)

Main Touchpoint 3

#3 Most Integral
Touchpoint

Digital Mktg. – Social: Paid

SOCIAL MEDIA PLATFORMS

Select all social media platforms utilized in your effort from the list below.

Social Media Platforms - Select all platforms utilized in this effort.

Select all that apply, or
select Not Applicable.

Facebook

Instagram

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"

DUREX-ECOMMERCE
CAMPAIGN
OK

Creative Examples Presented in the Creative Reel - Select All

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

Digital Mktg. – Content Promotion

Digital Mktg. – Influencers

Digital Mktg. – Short Video (:15-3 min.)

Digital Mktg. – Social: Paid

Public Relations

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

		
Funnel post 1 OK	Funnel post 2 OK	Funnel post 3 OK

Translation

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



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

PDF Fingerprint b6739502e2aa83e56af5a91fc0f07112