

# E-2711-527

## Foodpanda Rider: Marzi se Manzil Tak

Product	Category Entered
Foodpanda	Small Budget

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	2022-11-01
Date To	2023-02-01

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

### Regional Classification

Select all that apply.

National

## Industry Sector

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

Other

## Industry/Category Situation

Select One

Growing

# EXECUTIVE SUMMARY

## The Challenge

(Maximum per line:  
One sentence - 20  
words)

To present foodpanda's platform as a means to empower people to live & earn independently.

## The Insight:

(Maximum per line:  
One sentence - 20  
words)

Cities with unemployed women, undereducated migrants, struggling students & workers all searching for a livelihood that's rewarding but autonomous.

## The Strategic Idea/Build:

(Maximum per line:  
One sentence - 20  
words)

"Marzi Se Manzil Tak" - Become a "khudaar hero" who earns on their own terms with support and purpose.

## Bringing the Strategy to Life:

(Maximum per line:  
One sentence - 20  
words)

Become empowered to earn and live the way you want to live, freely and always on the move, foodpanda hero.

## The Results:

(Maximum per line:  
One sentence - 20  
words)

Tripled rider trip engagement and retention, and hit unparalleled reach on multiple digital platforms, and achieved massive view reach.

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)

In a world where marketing dollars are often scarce, our "Marzi se Manzil Tak" campaign for foodpanda stands out as a beacon of effectiveness and ingenuity. We managed to make foodpanda riders ubiquitous in every nook and cranny of the city. It was a strategic move to weave the real, inspiring stories of our riders into the fabric of everyday life. The campaign transformed perceptions, not through expensive media buys, but through the powerful narrative of empowerment and self-employment. The result? A surge in rider sign-ups, proving that even with limited resources, smart, narrative-driven marketing can create substantial impact.

## SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES - 23.3% OF TOTAL SCORE

This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives. Judges will assess the case for both suitability and ambition within the framework of the challenge. Weight will be given to the degree of difficulty and whether the entrant has provided the context to evaluate the case's effectiveness in this section.

Please provide the necessary context on your industry category, competitors, and brand so the judges, including those unfamiliar with your brand/category, can evaluate your entry. Outline why your business challenge was the right opportunity to grow and the degree of ambition represented by your objectives.

1A. Before your effort began, what was the state of the brand's business and the overall category in which it competes?

What was the strategic challenge that stemmed from this business situation and the degree of difficulty of this challenge?

Context to consider including: characteristics or trends in the market (e.g. government regulations, size of market, societal trends, weather/environmental situations, etc.), competitor spend, position in market, category benchmarks, barriers.

*(Maximum: 275 words;  
3 charts/visuals)*

In 2022, foodpanda was facing a flood of problems; the sad state of the national economy, the decreasing spending power of consumers, and an imbalance between the number of riders on the road versus the rapidly growing number of vendors on the platform. A significant number of riders were earning their daily wages through ride-sharing platforms, competitors' platforms, and vendors' own delivery networks. Foodpanda's own riders were loyal, so the problem lay elsewhere. The challenge was that the target audience were not familiar with foodpanda's rider platform and the rewarding experience of being a self-employed delivery hero, and they could not be enlightened through typical means or mere functional appeal.

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)

Transform our riders into "Khudaar Heroes," and increase their retention, engagement and overall job experience.

### Objectives Overview

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

Focusing on quality over quantity, we aimed to enhance rider engagement from 100 to 300 trips, boosting working hours to 65K, while maintaining a robust 20K active rider base. Reducing churn to 5% was pivotal for sustainable platform growth.

### Measurement - How did you plan to measure it?

(Maximum: 30 words)

Monitored trip frequency, working hours, active rider base, and weekly churn rate to gauge the effectiveness of our qualitative hiring strategy.

### Objective Type

- You may have more than one objective

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

of the  
same type.  
• Unsure  
which  
objective  
type to  
select?  
View  
guidance  
here..

## Marketing Objectives

### # 1

#### Objective - Overview & KPI

(Maximum: 30  
words)

##### **Awareness**

Amplify "Marzi Se Manzil Tak" campaign reach, targeting over 1 million views across digital platforms.

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

(Maximum: 75  
words; 3  
charts/visuals)

To bolster brand sentiment and rider registrations, we leveraged the "Khuddar Heroes" video, aiming for high viewership and engagement on rider-specific and primary YouTube channels.

#### Measurement - How did you plan to measure it?

(Maximum: 30  
words)

Tracked views and engagement metrics on YouTube and other digital platforms, assessing brand sentiment and rider registration impact.

#### Tagging - What keywords best describe your objective type?

(1 Required. No  
Maximum)

Consideration

Conversion

Salience / Awareness

## # 2

### Objective - Overview & KPI

(Maximum: 30 words)

#### **Seamless Orders**

Increase seamless order rate to 64%, enhancing customer satisfaction.

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

(Maximum: 75 words; 3 charts/visuals)

Improving the seamless order rate from 50% to 64% was crucial for customer satisfaction and operational efficiency, reflecting the campaign's impact on service quality.

### Measurement - How did you plan to measure it?

(Maximum: 30 words)

Analyzed monthly seamless order percentages, comparing them to previous months to assess improvements in operational efficiency.

### Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Seamless orders

## # 3

### Objective - Overview & KPI

(Maximum: 30 words)

#### **Rider Tips**

Boost rider tip penetration from 16% to 20%, reflecting enhanced service quality and boosting rider commitment and engagement.

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

(Maximum: 75 words; 3 charts/visuals)

Increasing rider tip penetration was targeted to incentivize and acknowledge the riders' improved service quality, aiming for a 4% increase as a benchmark of success.



Measurement - How did you plan to measure it?

(Maximum: 30 words)

Tracked the percentage of orders with tips, comparing year-on-year data to evaluate the increase in rider tip penetration.

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Advocacy / Recommendation

Rider Tips

## Campaign / Activity Objectives

### # 1

Objective - Overview & KPI

(Maximum: 30 words)

**Elevate rider satisfaction by rewarding top performers with spiritual development opportunities.**

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

(Maximum: 75 words; 3 charts/visuals)

**The majority of riders were practicing Muslims with a strong connection to their religion as a source of fulfillment, well-being and personal development. Sponsoring their pilgrimage was an extremely fulfilling endeavor that would directly boost rider satisfaction and morale, and also spread the positive sentiment to the wider rider-sphere as well.**

Measurement - How did you plan to measure it?

(Maximum: 30 words)

**Rider retention, loyalty and effectiveness were key factors used to judge the success of the initiative.**

Tagging - What keywords best describe your objective type?

(1 Required, No  
Maximum)

Positive Sentiment / Emotional Resonance

# 2

Objective - Overview & KPI

(Maximum: 30  
words)

**Communicate to walk-in registrants and riders that they are integral members of a company that truly values their role.**

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

(Maximum: 75  
words; 3  
charts/visuals)

**To highlight the rewards associated with the #KhuddarHeroes campaign was vital to integrate current riders properly. Rider retention rates were the primary KPIs for this activity.**

Measurement - How did you plan to measure it?

(Maximum: 30  
words)

**By conducting rider surveys and evaluations on a monthly or quarterly basis.**

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.

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.

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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.

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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.

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

Our aim was to reach Gen-Z and Millennials from SEC C - from ages 18 to 35, who want to live and earn independently.

foodpanda knows it plays an important role as the provider of food and groceries for everyone, everywhere. This role and responsibility is entirely dependent upon its massive network of riders who dutifully fulfill cravings and deliver essentials. They're a hard-working bunch belonging to a wide range of backgrounds, ages and genders — from remote areas to big cities, from university students to housewives, they're all committed to making an honest living on their own terms alongside family responsibilities, side hustles, studies, and other pursuits.

Their perceptions about foodpanda's platform, its viability for earning and the onground experience were important to understand in order to reach out in an empathetic way for maximum impact.

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 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)*

Two core insights led to our breakthrough; the audience clearly wanted to be autonomous breadwinners, and they needed to see the real experience of being a rider. It's not just the benefits of being a rider that they wanted to hear about, they wanted to be seen as the heroes that serve hot meals and daily essentials to the ones who need them everyday.

We saw the broader shifts in the audience's sentiments as they consciously chose to earn a livelihood through the broader rider employment space of ride-sharing, delivery or carpooling. It informed us about the solution; the audience responds to the empowering experience of earning a living on your own terms.

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 realized that simplicity was key, especially with a tight budget. Instead of complex strategies or flashy campaigns.

## 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.

Kantar, Tableau

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.

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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.

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.

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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, SEM,  
display advertising,  
native advertising,  
affiliate marketing,  
new technologies (e.g.

The epiphany gave us a clear path; we had to get in touch with as many riders as we could and find the ones who were living examples of self-sufficiency, autonomy and purposefulness. Streamlining foodpanda's rider outreach network was a key component that would instill commitment in each and every one of our #KhuddarHeroes. With this campaign we were able to showcase how much we do for our riders more than giving them per order commission valuing their dedication and hard work. Our commitment goes beyond financial rewards; we

AI), customer experience, pricing changes as well as promotions and communications.

(Maximum: 200 words;  
3 charts/visuals)

offer range of incentives that empower them to thrive personally and support their families.



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)

We started with a relatable, moving testimonial-style creative that featured the shortlisted heroes in their daily routine. Spend ample time getting to know them, their lives and their routines. The reasons behind why they chose to ride with foodpanda were just as important to craft a compelling story and condense it into an engaging and interesting format that would resonate with the audience. We amplified the message through multiple channels and awaited registrations. The steady influx soon grew to thousands of registrations to streamline our rider registrations to make sure each potential lead was catered to in a simple and personal manner.

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)

Our audience geared towards YouTube, Instagram and TikTok as the primary platforms where they consumed content for longer durations throughout the day. This mix was pivotal to the development of the creative story and format because a longer-form testimonial style ad would have its full impact when seen from start to end. The elements that were designated to keep the viewer hooked were emotive and relatable representations of their lives and aspirations.

The secret sauce that brought it all to life across the channels were the real heroes casted in the creative, who delivered their most natural selves in an endearing and inspiring manner.

## 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.

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## 4A. Results Overview

Results must relate to    **NA**



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)

## 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)

Transform our riders into "Khudaar Heroes," and increase their retention, engagement and overall job experience.

### Objectives Overview

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

(Max: 100 words, 3 charts/graphs)

Focusing on quality over quantity, we aimed to enhance rider engagement from 100 to 300 trips, boosting working hours to 65K, while maintaining a robust 20K active rider base. Reducing churn to 5% was pivotal for sustainable platform growth.

### Measurement - How did you plan to measure it?

(Maximum: 30

Monitored trip frequency, working hours, active rider base, and weekly

words)

churn rate to gauge the effectiveness of our qualitative hiring strategy.

## Objective Type

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

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

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

## List Result

(Maximum: 30 Words)

**Transformed 20,000 riders into "Khudaar Heroes," reducing churn to 5%, and tripling trip engagement.**

## Context

(Maximum: 75 words; 3 charts/visuals)

**This transformation focused on enhancing rider engagement and satisfaction, leading to a significant reduction in churn and a robust active rider base, fostering a sustainable growth model for the platform.**

## Marketing Objectives Results

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### # 1

## Objective - Overview & KPI

(Maximum: 30 words)

### **Awareness**

**Amplify "Marzi Se Manzil Tak" campaign reach, targeting over 1 million views across digital platforms.**

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

(Maximum: 75 words; 3 charts/visuals)

To bolster brand sentiment and rider registrations, we leveraged the "Khuddar Heroes" video, aiming for high viewership and engagement on rider-specific and primary YouTube channels.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Tracked views and engagement metrics on YouTube and other digital platforms, assessing brand sentiment and rider registration impact.

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Consideration

Conversion

Salience / Awareness

List Result

(Maximum: 30 words)

**Achieved ~3.3 million views across Smartly, YouTube, and SnackVideo, with ~240K clicks and a reach of 15.3 million.**

Context

(Maximum: 75 words; 3 charts/visuals)

**The campaign aimed to amplify the "Marzi Se Manzil Tak" message, successfully garnering substantial digital viewership and engagement, thereby boosting brand visibility and rider registrations.**

**# 2**

Objective - Overview & KPI

(Maximum: 30 words)

**Seamless Orders**

Increase seamless order rate to 64%, enhancing customer satisfaction.

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

(Maximum: 75 words; 3 charts/visuals)

Improving the seamless order rate from 50% to 64% was crucial for customer satisfaction and operational efficiency, reflecting the campaign's impact on service quality.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Analyzed monthly seamless order percentages, comparing them to previous months to assess improvements in operational efficiency.

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Seamless orders

List Result

(Maximum: 30 words)

**Increased seamless order rate to 64%, enhancing customer satisfaction.**

Context

(Maximum: 75 words; 3 charts/visuals)

**Targeting operational efficiency and service quality, the campaign effectively raised the seamless order rate, reflecting improved customer satisfaction and streamlined order processing.**

# 3

Objective - Overview & KPI

(Maximum: 30 words)

**Rider Tips**

Boost rider tip penetration from 16% to 20%, reflecting enhanced service quality and boosting rider commitment and engagement.

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

(Maximum: 75

Increasing rider tip penetration was targeted to incentivize and

words; 3  
charts/visuals)

acknowledge the riders' improved service quality, aiming for a 4% increase as a benchmark of success.

### Measurement - How did you plan to measure it?

(Maximum: 30  
words)

Tracked the percentage of orders with tips, comparing year-on-year data to evaluate the increase in rider tip penetration.

### Tagging - What keywords best describe your objective type?

(1 Required. No  
Maximum)

Advocacy / Recommendation

Rider Tips

### List Result

(Maximum: 30  
words)

**Boosted rider tip penetration from 16% to 20%, indicating enhanced service quality.**

### Context

(Maximum: 75  
words; 3  
charts/visuals)

**The increase in rider tip penetration demonstrated the campaign's success in improving service quality, leading to greater rider commitment and customer satisfaction.**

## Campaign / Activity Objectives Results

### # 1

#### Objective - Overview & KPI

(Maximum: 30  
words)

**Elevate rider satisfaction by rewarding top performers with spiritual development opportunities.**

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

(Maximum: 75

**The majority of riders were practicing Muslims with a strong**

words; 3  
charts/visuals)

connection to their religion as a source of fulfillment, well-being and personal development. Sponsoring their pilgrimage was an extremely fulfilling endeavor that would directly boost rider satisfaction and morale, and also spread the positive sentiment to the wider rider-sphere as well.

Measurement - How did you plan to measure it?

(Maximum: 30  
words)

**Rider retention, loyalty and effectiveness were key factors used to judge the success of the initiative.**

Tagging - What keywords best describe your objective type?

(1 Required, No  
Maximum)

Positive Sentiment / Emotional Resonance

List Result

(Maximum: 30  
words)

**Successfully awarded Umrah packages to top 5 riders, enhancing their spiritual well-being and job satisfaction.**

Context

(Maximum: 75  
words; 3  
charts/visuals)

**This initiative, aligning with the riders' religious values, significantly boosted their morale and satisfaction, reinforcing their connection to the company and enhancing their sense of belonging and appreciation.**

# 2

Objective - Overview & KPI

(Maximum: 30  
words)

**Communicate to walk-in registrants and riders that they are integral members of a company that truly values their role.**

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

(Maximum: 75  
words; 3  
charts/visuals)

**To highlight the rewards associated with the #KhuddarHeroes campaign was vital to integrate current riders properly. Rider retention rates were the primary KPIs for this activity.**

Measurement - How did you plan to measure it?

(Maximum: 30 words)

**By conducting rider surveys and evaluations on a monthly or quarterly basis.**

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

**Positive Sentiment / Emotional Resonance**

List Result

(Maximum: 30 words)

**Reduced churn to 5%, and tripled trip engagement from 100 to 300 trips.**

Context

(Maximum: 75 words; 3 charts/visuals)

**The campaign effectively communicated the company's appreciation for its riders, leading to a clear retention in new riders, thereby strengthening the overall workforce and community spirit.**

## 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)

After pushing our #KhuddarHeroes campaign as a featured video on the rider-specific YouTube channel, it garnered 11,395 views, adding to the primary channel's 962,629 views - with positive brand sentiment and rider registrations showing the impact and resonance.

Additionally, during new rider training sessions, we showcased this video to instill an adrenaline rush, emphasizing that they are integral to this vibrant community that we deeply appreciate. Positive responses were recorded at major rider registration centers across the nation, affecting overall rider satisfaction and commitment.

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.

#### Societal or Economic Events

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.

Members of our target audience overlap with the demographic that are a part of new smartphone and mobile broadband adopters due to rising teledensity in major cities across the nation. These freshly-enabled individuals are actively seeking ways to liberate themselves from economic strain via side hustles and freelance earning options. Foodpanda's platform was perfectly positioned as a low-barrier and lucrative option for those with access to, or ownership of, a bike — to earn on their own terms using a smartphone and an internet connection.

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

## Section 4: Sourcing

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

Kantar, Tableau

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:

More

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. NA

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

PKR 2-5 Million

## Elaboration on the Production & Other Non-Media Expenditures

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

Social Media was the primary tool

## 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.

Yes : Facebook Instagram Linked in

*(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.

NA

(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. – Content Promotion

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

Digital Mktg. – Social: Organic

Digital Mktg. – Social: Paid

## 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

Not Applicable

### Main Touchpoint 3

#3 Most Integral  
Touchpoint

Not Applicable

## 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

YouTube

## CREATIVE EXAMPLES

Creative Work is reviewed as part of Scoring Section 3: Bringing the Idea to Life, along with the entrant's response to Question 3 and the Investment Overview. These elements together account for 23.3% of the total score.

## CREATIVE REEL

The Creative Reel is the entrant's opportunity to showcase the creative work that ran in front of their audience to the judges. The reel is NOT a video version of the written case. Judges recommend spending at least 70% of the creative reel's time on examples of creative work.

**The creative reel is not judged for the production quality of the reel; judges are evaluating only the creative work that ran in the marketplace as it relates to the challenge, insights, audience, and strategy.**

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

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

### Creative Reel

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

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



For 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"**

Small Budget  
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 on a central screen of approx. 50" x 30".)

Digital Mktg. – Affiliate

Digital Mktg. – Content Promotion

Digital Mktg. – Long Video (3+ min.)

Digital Mktg. – Video Ads

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



Rider Social Good  
OK



Rider Social Good2  
OK



Rider Social Good3  
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 cfbc277173156630c9c5a609a93acc63