

E-2652-664

'Khel Kood aur Khayal'

Product

K-Electric

Category Entered

Positive Change: Social Good - Brands

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 Efke 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 Efke Eligibility rules. Data presented must be isolated to Pakistan, and the Efke 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, Efke 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 dekne 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 Efke eligibility period.

Date From	2023-04-15
Date To	

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

Regional Classikcation

Select all that apply.

Local
Non-English

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 create awareness among children with low attention span, from communities that neglect safety culture, despite reoccurring electrocution accidents.

The Insight:

(Maximum per line:
One sentence - 20
words)

Every year, on average over 130 electrocutions are reported in Karachi, majority of victims include children under 13 years.

The Strategic Idea/Build:

(Maximum per line:
One sentence - 20
words)

Communicate safe & unsafe behavior to children through storytelling so they easily register, understand, & resonate with it.

Bringing the Strategy to Life:

(Maximum per line:
One sentence - 20
words)

Craft
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childr
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inter
activ
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story
book
&
anim
ated
short
film
on
safet
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risk
areas
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The Results:

(Maximum per line: 57,000+ children reached in hazard prone areas.
One sentence - 20 The average number of accidents among children & minors reduced by 47%
words)

Why is this entry an outstanding example of effective marketing in this Efke 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 effectively tackles a critical safety challenge by leveraging compelling storytelling in a way that resonates with the children.

The campaign successfully reached 57,154 children in high-risk areas. Most importantly reducing the number of accidents by 47% in children & minors.

Prior to this campaign the number of accidents were increasing every year¹, this is when we rerouted our strategy by crafting an interactive storybook and animated short klm, targeting the right audience in the right way to ensure impactful communication. The results depict rest of the story.

Source:

¹ Study on electrocution cases by Mehfooz Pakistan

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?

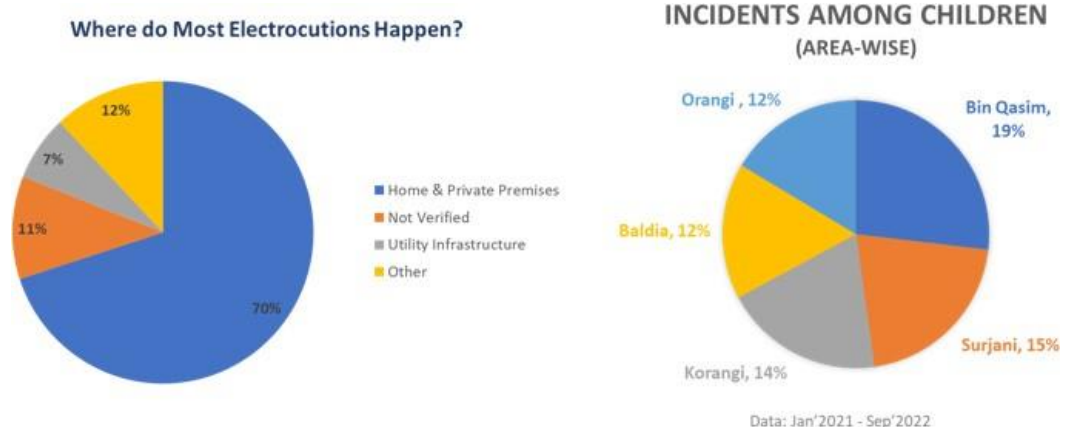
Context to consider including: characteristics or trends in the market (e.g. government regulations, size of market, societal trends, weather/environmental situations, etc.), competitor spend, position in market, category benchmarks, barriers.

(Maximum: 275 words;
3 charts/visuals)

KE offers its services in Karachi and its adjacent areas, a densely populated mega-city where **power theft, encroachment around power networks, violation of bye-laws and safety codes is prevalent.**

As mentioned, **every year on average 130 electrocutions occur in Karachi**, majority of victims being children under the age of 13. This average number is only of the cases that are reported. A study claims, majority of the cases go unreported with **70% of these accidents happening inside homes/private premises**. Where electrical equipment is used in unsafe conditions. While another leading cause of electrocution is building homes in close proximity to high tension power networks (encroachment) and installing illegal hook connections to steal electricity; a common practice in Pakistan¹. However, public & media are quick to blame most electrocutions on electricity infrastructure. But it was reported in the same research that less than 7% of electrocutions were attributable to utility infrastructure.

Unfortunately, children often directed by their families operate these electrical equipment, at the same time illegal hook connections are also installed by younger children in communities residing in these high-risk areas (areas that are heavily encroached with illegal settlements and has high ratio of power theft - **The top 5 areas being Bin Qasim, Surjani, Korangi, Baldia and Orangi**)². As children are less likely to be reprimanded or caught while performing these illegal and unethical practices, they are made to perform these tasks by their families & communities. Apart of lack of awareness of safe practices there is a sense of negligence within these communities regarding safety culture as well.



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.

Efke 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 krst objective should be your primary campaign objective, then you may list up to three supporting objectives. Entrants are not expected to use all kelds.
- 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.	Reduce the number of electrocution incidents among children in hazard prone areas by instilling safe behaviors
(Max: 25 words)	

Objectives Overview

Set up your objectives & share any overarching explanation of your objectives & KPIs.	<p>Our main objective was to drive behavioral change among at-risk children regarding the potential threat of electrocution. Children handling electrical equipment and installing Kundas has become a common practice in parts of Karachi, and also culturally accepted in communities. We wanted to create awareness regarding safety that will help us reduce electrocution incidents over the time.</p> <p>KPI: Minimizing the number of electrocution accidents</p>
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(Max: 100 words,
3 charts/graphs)

Measurement - How did you plan to measure it?

(Maximum: 30
words)

Incident Reports: Monitor and compare reported incidents before and after the campaign to gauge the effectiveness.

Objective Type

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

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

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

Marketing Objectives

1

Objective - Overview & KPI

(Maximum: 30
words)

To create awareness among children who are most vulnerable towards potential threat of electrocution and inculcate safety habits in them.

KPI: Reach 50,000 children with safety messages in high-risk areas.

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

(Maximum: 75
words; 3
charts/visuals)

In high-risk areas, where unsafe practices are prevalent, creating awareness and instilling safety habits are imperative. The benchmark for success is rooted in reaching 50,000 children & minimizing the number

of accidents. This benchmark reflects a comprehensive approach to mitigating the risk of electrocution, ensuring a substantial impact on the safety of these vulnerable communities.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Reach Metrics: Track the actual number of children reached on-ground through recorded attendance.

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Salience / Awareness

Campaign / Activity Objectives

1

Objective - Overview & KPI

(Maximum: 30 words)

Create an engaging safety campaign for at-risk children in Karachi, utilizing interactive storybooks and animated short klms so there is high recall & lasting impact of key messages.

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

(Maximum: 75 words; 3 charts/visuals)

It was also important to gauge if the key messages registered with children. Just creating & executing the campaign is not enough. We had to make sure after reading the book and watching the animation klm, children will be able to relate, remember and retain the messages after the sessions. So safety habits are instilled among the children who are vulnerable.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

To conclude each on-ground session with verbal & written quiz competition to gauge if children were able to understand & recall what was taught.

Incentivize through giveaways to increase recall

Tagging - What keywords best describe your objective type?

(1 Required, No
Maximum)

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

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.

1) ¹ Study conducted by Mehfooz Pakistan claims in Karachi:

'130 electrocutions on average occur every year. Where 70% of the accidents happen inside homes & private premises due to negligence where majority of the cases are not reported. Electrical equipment like water-pump & generators are used in unsafe conditions where water is submerged or wiring is loose. While the accidents that happened outside premises were majorly due to installing illegal hook connection or encroaching the power networks. Where children are at high risk. While less than 7% accidents are attributable to electricity infrastructure and 11% are unverified'

2) ² KE's HSEQ department's report mentioned the high risk areas where these incidents of electrocutions, power theft & encroachment is prevalent which was also mentioned in article the of 'The Nation':

'Majority of electrocutions took place in following areas: Bin Qasim, Surjani, Korangi, Orangi and Baldia. Where, unplanned settlements and widespread power theft in these areas contribute to a surge in these electrocution incidents.'

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)

Our primary target audience is **children in high-risk areas of Karachi**, where the prevalent threat of electrocution is substantial.

Demographically, the focus was between the ages of **6 to 13 years old**, (while majority of the target included children between this age group the campaign also reached children **up to 17 years of age**). We focused our program in 17 most hazard prone areas, the **top 5 being 'Bin Qasim, Surjani, Korangi, Baldia & Orangi**.

All 17 areas: 1.) Bin qasim 2.) Surjani 3.) Baldia 4) Orangi 5.) Korangi 6.) SITE 7.) Malir 8.) Lyari 9.) Landhi 10.) Shah Faisal 11.) Gadap 12.) North Karachi 13.) Johar 14.) Nazimabad 15.) Machar Colony 16.) Saddar 17.) Johar

Our campaign also extended its reach to **teachers and caregivers** who play pivotal roles in influencing children's behavior.

We also ensured the participation was inclusive for **differently abled children** as they are highly vulnerable to such accidents. We collaborated with 2 Diversity & Inclusion school where sessions were conducted in sign language and with subtitled video.

The target audience represents a combination of **both current and potentially new recipients of safety education**. As safety messages were rolled out in these areas in previous years but in form of flyers or lectures which children found to be dull & boring.

This audience is relevant to the brand as we seek to address a critical safety challenge affecting the most vulnerable members of society. It is also relevant because the age that we have targeted is the one where behaviors are inculcated into children's personality, and they also question their caregivers on unethical practices while changing their perception as well.

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

The insight stems from both reports of electrocutions each year and observational study of safety teams on ground. We saw that despite conducting safety sessions in these high risk areas the number of accidents kept increasing at the rate of 6% each year¹. Children being the most vulnerable to these

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.

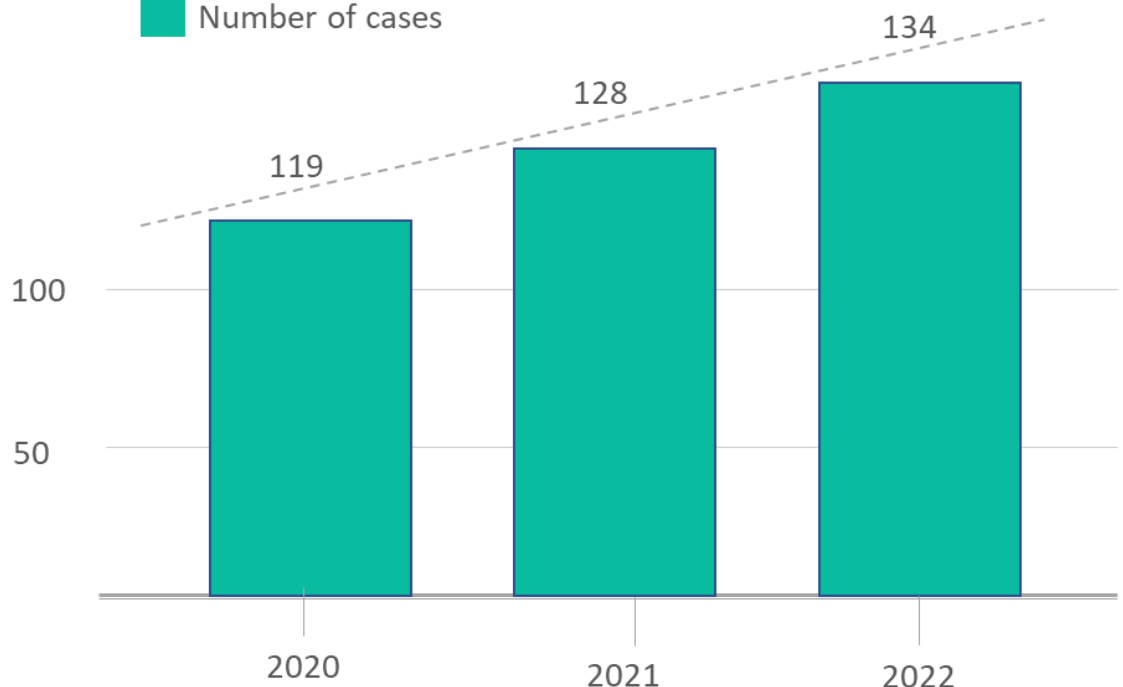
(Maximum: 300 words;
3 charts/visuals)

accidents. Many families view children operating electrical equipment or installing Kundas as a normalized, everyday occurrence. The lack of a safety culture within these communities is a significant barrier to implementing preventive measures. Despite the high incidence of electrocutions, safety is not prioritized, leading to a cyclical pattern of accidents. This insight prompted the need for a strategic initiative to instill a safety culture from an early age and to the most vulnerable target group. Our safety teams had also noticed low participation in schools for safety sessions and also a very low recall of key messages post the sessions. It is also imperative to instill these habits in early age of development. This is when we recognized the urgent need to address these insights in a manner that has resonance with the group that we wanted to target. The strategic idea was to craft an engaging and child-friendly content that registers with children and stays with them. This is how our big idea of 'Khel Kood aur Khayaal' (Play with Care) came into existence. Engaging children with interactive story book, E-book, game towards the end of the book and a short animated film.

Electrocutions in Karachi

By year

■ Number of cases



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)

Engage children in fun & child-friendly manner through interactive storytelling in order to instill a safe behaviors & prevent electrocutions.

Section 2: Sourcing

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

1) ¹ Data of Electrocutions over the years have been taken from 2 sources. 1) Study on electrocution cases by Mehfooz Pakistan 2) KE's HSEQ departments data

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

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

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

Judges encourage third-party data where available.

See Entry Kit for details.

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)*

We executed our campaign by creating the story of 'Aima & Mahad' and their journey through potential hazards through **storybook, animation & E-book**.

Content was distributed through **schools, street-schools, parks, fieldtrips, and events**. To ensure an effective delivery of the message we engaged children through **storytelling sessions, experiential learning activities, games, and quiz competitions** (incentivizing them with giveaways).

Majority of our campaign was conducted on-ground in high-risk areas while for wider availability we released our E-book on our website. We focused on **targeted approach in on-ground activations** as our target audience does not consume mass media.

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)*

To improve the reach, we placed books in libraries. We targeted 176 schools where 2 book were placed in each school's library. As well as in moving van/rickshaw library 'kitab Gari' that educates underprivileged children in streets, parks & schools.

While running the campaign we recognized the need of creating safety awareness among differently abled children as well. We added subtitles to our video and gave sessions to hearing impaired in sign language.

Call-to-action: Each kid was given a flyer with key messages along with QR code to the video & eBook

Quiz competition post each session to check recall

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.

We decided to use on-ground activation in schools, street & parks due to the availability of our target audience (vulnerable children in high-risk areas) on these touchpoints. Our communications strategy and channel plan were designed to ensure maximum reach, resonance, and impact, driven by a combination of thoughtful elements that worked cohesively.

(Maximum: 400 words;
3 charts/ visuals)

Interactive storytelling mediums: We created a package of book, ebook, game & animated klm so if not from one we could gauge the interest of the children from the other. Integrated communication of all the content packaged together worked well for us to reach a wider audience and create a lasting impact. The recall of key messages after each session among children was high due to this approach.

Diverse Touchpoints: We strategically employed diverse touchpoints, including school, libraries, mobile libraries, streets, events and parks to ensure broad coverage and engagement.

Inclusivity Measures: Recognizing the need for inclusivity, we adapted our content for differently-abled children.

Seamless Access: The inclusion of QR codes in distributed flyers served as a seamless access point to our safety video and E-book, creating an easy and direct pathway for children to engage with the content. Flyer also had MCQ quiz questions to engage children while testing their knowledge on the taught subject

Interactive Learning: From storytelling & animation sessions to gamikcation, experiential learning and quiz competition not only reinforced key safety messages but also gauged recall, providing valuable insights for continuous improvement.

Targeting Secondary Audience: To ensure we create safety culture in the communities that neglects safety we targeted teachers and caregivers by hosting separate events for them as well. So the adults around these children are also equipped with same messages that were taught to children to create a larger impact. Government ofcials also picked up the conversation appreciating the campaign and its impact for a larger good.

Dynamic Resource Allocation: Recognizing the impact of one of our NGO partners Idaro-e-taleem which has 'Kitab Gari,' we strategically adjusted our spend to allocate additional resources to this channel during the campaign. This ensured that our mobile libraries, proven to be effective on the ground, received the necessary support for extended coverage.

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 Efke 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

Our campaign demonstrated impactful results from the time period of 1st April 2023 - 30th September 2023

We were able to **exceed our target** of reaching 50,000 children by the number of 7,154. Reaching a total of **57,154 children**¹ through help of 4 NGO partners and an activation agency. The average **recall** among children post each campaign session was recorded to be **92%**

Our outreach extended to **176 school in high-risk areas**.

Additionally, we successfully **reached over 1,000+ teachers and 500+ caregivers**, effectively disseminating safety messaging.²

re-state their objectives from section 1 along with their corresponding results.

(Max: 300 Words, 5 charts/graphs)

The most impactful result of the campaign was **reduction in electrocution accidents by 47%** in children & minor combined (6-17 years of age) while **reduction by 25%** in children under the age of 13³.

As mention in our segmentation section we had targeted children & minors both through our campaign, though our focus was majorly on children under the age of 13.

Though our focus was on-ground activation in targeted high-risk areas. For wider availability of content we released our E-book on our website & the animation video on our YouTube channel. The views and clicks for both are reported below for April-Sept 2023.⁴

YouTube views: 891

E-book page views: 3,755

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)

Reduce the number of electrocution incidents among children in hazard prone areas by instilling safe behaviors

Objectives Overview

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

(Max: 100 words, 3 charts/graphs)

Our main objective was to drive behavioral change among at-risk children regarding the potential threat of electrocution. Children handling electrical equipment and installing Kundas has become a common practice in parts of Karachi, and also culturally accepted in communities. We wanted to create awareness regarding safety that will help us reduce electrocution incidents over the time.

KPI: Minimizing the number of electrocution accidents

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Incident Reports: Monitor and compare reported incidents before and after the campaign to gauge the effectiveness.

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)

25% reduction in electrocution cases of children under the age of 13 years

47% reduction in electrocution cases in total of minor & children combined (6-17 years of age)³

Context

(Maximum: 75 words; 3 charts/visuals)

In Jun-Sept 2022 period, 36 reported electrocution cases involving children and minors reflected a pressing safety concern. Post-campaign (Jun-Sept 2023), the number significantly dropped to 19, showcasing a remarkable 47% reduction in same areas where activities were conducted. This decline emphasizes the campaign's pivotal role in instilling safe behaviors. These numbers signify not only the campaign's success in reaching the primary audience but also its broader influence on educators and caregivers in promoting safety awareness.

Marketing Objectives Results

1

Objective - Overview & KPI

(Maximum: 30 words)

To create awareness among children who are most vulnerable towards potential threat of electrocution and inculcate safety habits in them.

KPI: Reach 50,000 children with safety messages in high-risk areas.

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

(Maximum: 75 words; 3 charts/visuals)

In high-risk areas, where unsafe practices are prevalent, creating awareness and instilling safety habits are imperative. The benchmark for success is rooted in reaching 50,000 children & minimizing the number of accidents. This benchmark reflects a comprehensive approach to mitigating the risk of electrocution, ensuring a substantial impact on the safety of these vulnerable communities.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Reach Metrics: Track the actual number of children reached on-ground through recorded attendance.

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Salience / Awareness

List Result

(Maximum: 30 words)

Exceeding the targeted result by reaching a total of **57,154 children** in 17 most hazard prone areas.¹

Context

(Maximum: 75 words; 3 charts/visuals)

Exceeding the target by reaching 57,154 children is highly significant. This achievement surpasses the initial goal by 14.31%, showcasing the campaign's efficacy. Children's active participation and message recall demonstrate the sessions' impact. Contrasting with the previous year's less engaging methods, such as flyers and lectures, which yielded low awareness and recall, this year's approach resonated better, showcasing the campaign's improvement in reaching and educating its young audience.

1

Objective - Overview & KPI

(Maximum: 30 words)

Create an engaging safety campaign for at-risk children in Karachi, utilizing interactive storybooks and animated short klms so there is high recall & lasting impact of key messages.

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

(Maximum: 75 words; 3 charts/visuals)

It was also important to gauge if the key messages registered with children. Just creating & executing the campaign is not enough. We had to make sure after reading the book and watching the animation klm, children will be able to relate, remember and retain the messages after the sessions. So safety habits are instilled among the children who are vulnerable.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

To conclude each on-ground session with verbal & written quiz competition to gauge if children were able to understand & recall what was taught.

Incentivize through giveaways to increase recall

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

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

List Result

(Maximum: 30 words)

Post-session quizzes recorded high recall of **92%** among children of key messages, afkrming the effectiveness of our campaign.¹

Context

(Maximum: 75 words; 3

As the content was engaging and fun for children this directly impacted the participation and recall level. The element of winning gifts towards

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)

Additionally, we reached over 1,000 teachers and 500 caregivers.²

200 out of 57,154 children comprised of differently able children who were mute & hearing impaired which we additionally reached after meeting our target as they too are extremely vulnerable towards potential hazards.⁵

Our Campaign was widely appreciated by government officials and international welfare organizations in SELD conference 2023 where our book and animated video was presented. Due to these efforts, Government of Sindh has committed to take these messages to children across Sindh.⁶

Celebrity/activist Shahzad Roy also retweeted our efforts. Pictures from SELD conference, Government of Sindh's signed letter and Shahzad Roy's retweet are attached below.





NO. SELD/ CA/CW/ 543 / 2023.
GOVERNMENT OF SINDH
SCHOOL EDUCATION & LITERACY DEPARTMENT
Karachi, dated the 16th, August 2023.

To,

The District Education Officer
(Prim; Elem, Sec & H. Sec)
District Korangi, District Malir & District West Karachi.

SUBJECT: **REQUEST FOR COLLABORATION TO IMPLEMENT SAFETY PROGRAM FOR CHILDREN BY K-ELECTRIC (KE).**

This is to inform that K-Electric intends to start a campaign for children to impart measures to be taken to stay safe from potential hazards, importance of turning off lights, unplugging electronics, and using energy-efficient appliances.


In view of the above, and to make the said project successful in creating awareness among children age 6 to 15 who are vulnerable towards potential hazards, KE requests to:

1. Identify of 100 schools of Karachi located at Korangi, Landhi, Bin Qasim, Malir, Shah Faisal, Surjani & Orangi town, to implement this program.
2. Nominations and details of Focal Persons in each school to manage activities.

For the purpose, KE team will coordinate with the office of concerned District Education Officer for identification of schools and Focal Person in each schools who will further nominate 200 teachers from the identified schools for orientation program as well as discuss topics related to safety in curriculum/textbooks and enhance messaging around safety.

With the approval of the competent authority, it is requested to coordinate with the KE team and extend support and facilitation to the team for successful implementation of the program. **The program will be implemented from Sep to Dec, 2023, which will be launched after receiving approval from SELD.**

Your usual cooperation is appreciated in this regard.


(DR. FOUZIA KHAN)
Chief Advisor, (Curriculum Wing)
School Education & Literacy Department
Government of Sindh.

A copy is forwarded for information to: -

1. The P.S to Secretary, School Education & Literacy Department, Govt. of Sindh.
2. The Director School Education, (Prim; Elem, Sec & H. Sec), Karachi.
3. Ms. Alia Idris, Head of ESG, K-Electric (KE), Karachi.
4. The Office File.

Shehzad Roy

5,226 posts

17

16

157

77K

Following

Shehzad Roy reposted

Zindagi Trust @ZindagiTrust · Apr 28

A [#book](#) recital was organized at Khatoon-e-Pakistan to introduce students to a new creation by [@KElectricPk](#).

The book focused on how to stay safe around [#electricity](#). The book recital aimed to create awareness among students about [#general](#) [#safety](#) and its importance.



1

3

20

3.4K

Bookmark and share icons

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.

Natural 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

A factor that could have possibly impacted the positive result of reduction among electrocution could be lack of rain/ monsoon in Karachi which at times impact electrocutions.

However, majority of the accidents that is 70% of them were reported to occur within home & private premises in previous years which may or may not be

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)

directly proportional to rains but this factor could be taken into consideration.

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.

- 1) ¹ Campaign reports (that included attendance and level of recall among children post sessions) from partner NGOs and Activation's Agency
- 2) ² Internal business data (The teacher's & caregivers events were conducted by in-house activation's team)
- 3) ³ Comparative analysis report and electrocution data reports by internal HSEQ department
- 4) ⁴ Social Platforms Data of owned channels
- 5) ⁵ Campaign Report Data with attendance sheets of Differently abled schools 'Deaf Reach' and 'Centre of Excellence for the Deaf'
- 6) ⁶ SELD Conference 2023 held for government officials and international welfare organizations. Commitment of Government of Sindh to extend their support's letter is attached in additional results section

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 signikcantly, how this range compares to your competitors, etc.

Paid Media Expenditure (Current Year)

Campaign Period:
Competition Year Under PKR 1.0 million

Paid Media Expenditures (Prior Year)

Campaign Period:
Prior Year Under PKR 1.0 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 Budget comparisons & media spent are N/A as this was an awareness campaign for social good of children conducted on-ground where our audience is present.

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 budget was spent on production, on-ground marketing efforts through agency & NGO fees.

Above in question media & past year's expenditure under 1 Mn is mentioned for both, because there is no option of N/A to be selected. There was no media spent this year on mass media.

For the section of competitors budget, KE is the only utility operating in Karachi hence a comparative analysis is not applicable.

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 expenditures outlined above.

The total spent of the campaign was 8.6 Mn PKR, 3 Mn of which was spent in production of book, animated video & printing of the book. Rest was spent on activations on-ground to reach targeted number of children. 50% of project's funding was done by Guarantco & PIDG (Private Infrastructure Development Group)

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 : Our E-book was released on KE's website and animation short klm on our YouTube channel. No budget was spent on this.
--	--

(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.	N/A
--	-----

(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. – Social: Organic

Events

Interactive / Website / Apps

Internal/In-Ofkce Marketing

OOH – Other Outdoor

Digital Mktg. – Long Video (3+ min.)

On-ground activation of storytelling & multi-media sessions in schools, streets, parks, mobile libraries, events and keldtrip activities

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.

OOH – Other Outdoor

Main Touchpoint 2

#2 Most Integral
Touchpoint

Digital Mktg. – Long Video (3+ min.)

Main Touchpoint 3

#3 Most Integral
Touchpoint

Interactive / Website / Apps

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
LinkedIn
Twitter
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.

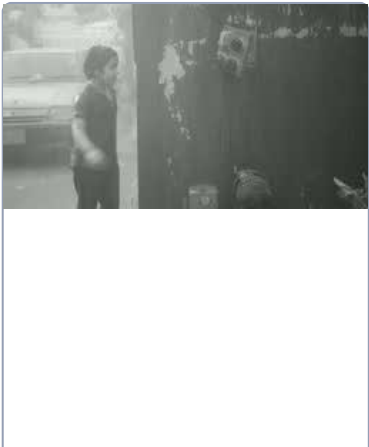
Specific, quantifiable results, agency names/logos, and competitor logos/work may not be included anywhere in the video.

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"

Khel Kood aur Khayal
(Play with Care)
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. – Long Video (3+ min.)

Interactive / Website / Apps

OOH – Other Outdoor

On-ground activation of storytelling & multi-media sessions in schools, streets, parks, mobile libraries, events and keldtrip activities

Events

Street Mktg.

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

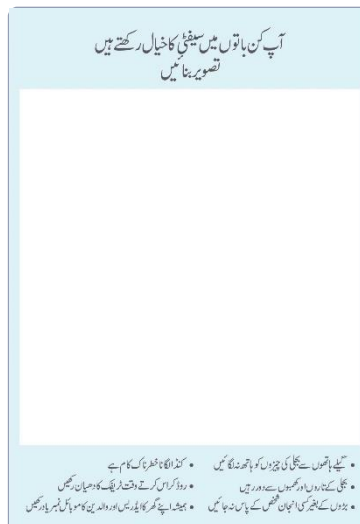
Images of Creative Work

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.

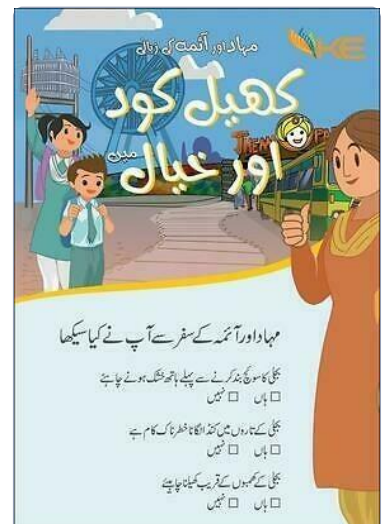
Technical Requirements:
jpg/jpeg format



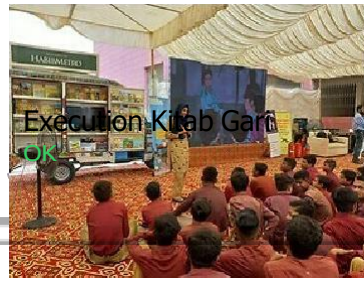
Khel Kood aur Khayal (Play with Care) Pre-hype
OK



Khel Kood aur Khayal (Play with Care) back side of pre-hype flyers with safety messages
OK



Khel Kood aur Khayal (Play with Care) Post session engagement
OK



Translation

If your creative examples include work that is not in the standard language of this Efke 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.

1) For Khel Kood Khayal - Prehype

Translation: Join Mahad and Aima's adventures in Khel Kood Aur Khayal (Play with Care) and get ready to learn safe behaviors.

Name, mobile number, school name.

2) For Khel Kood Khayal - back side of pre-hype flyers with safety messages

Translation: How do you take care of safety, show in form of a drawing.

- Important Guidelines
- Do not touch electrical equipment with wet hands
- Placing/Installing a Kunda is extremely dangerous
- Stay away from electrical wire and poles
- Be wary of traffic while crossing the road
- Do not approach strangers without a guardian

Always remember your home address and your parents' mobile number.

3) Khel Kood aur Khayal (Play with Care) Post session engagement

Translation: Through Mahad and Aima's story in Khel Kood Aur Khayal (Play with Care), what did you learn from Mahad and Aima's journey?

- Hands should be dry before switching off an electrical switch – Yes / No
- Putting a Kunda on an electrical wire is dangerous – Yes / No
- One should not play around electric poles – Yes / No

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

PDF Fingerprint 6d8169f78bed2bfe92c30969584a1755