

E-2745-567

Sheroes - Azadi Khuwab Dekhne Ki

Product	Category Entered
Lifebuoy Shampoo	Topical Marketing-Products

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	2022-07-01
Date To	2022-08-31

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.

Personal Care

Industry/Category Situation

Select One

Growing

EXECUTIVE SUMMARY

The Challenge

(Maximum per line: One sentence - 20 words)

Amidst the Independence-Day marketing-clamor make Lifebuoy's brand-narrative rise uniquely by granting girls the freedom to be truly inspired and independent

The Insight:

(Maximum per line: One sentence - 20 words)

Cultural misrepresentation stifles a girl's access to relatable female role models, hindering her ability to seek inspirational figures for guidance

The Strategic Idea/Build:

(Maximum per line: One sentence - 20 words)

Young girls embrace an Independence Day pledge: to stay inspired and emerge as exemplary future role models for their nation.

Bringing the Strategy to Life:

(Maximum per line: One sentence - 20 words)

Using ATL, Digital, PR to magnify the Pakistani girls' pledge, driving transformative impact within Lifebuoy Shampoo's girl empowerment initiative.

The Results:

(Maximum per line: One sentence

Lifebuoy's campaign achieved a million-strong reach, sparking abundant organic-

- 20 words)

brand-discussions, elevating SLP-scores, and surpassing META's engagement-rate benchmark by an additional 5%.

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 Pakistan, Independence-Day campaigns often follow a predictable path, limiting brands to a confined space of branded-nationalism. However, armed with an inspiring brand purpose, Lifebuoy Shampoo found its unique resonance within the celebration of independence. With its core ethos rooted in girl empowerment, Lifebuoy seized the occasion to champion liberation—echoing the quest for genuine freedom shared with the spirit of independence. Rising above the marketing-clamor, it pledged to break the cultural-barriers stifling girls from finding relatable role-models. The campaign ignited an Independence-Day pledge, empowering girls to aspire, inspiring countless-discussions, elevating SLP scores, and surpassing META's engagement by an additional 5%.

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?

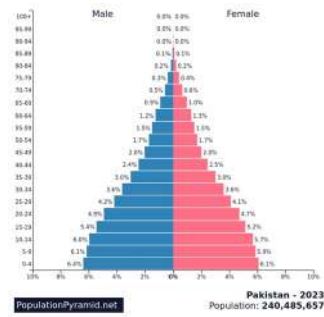
Context to consider including: characteristics or trends in the market (e.g. government regulations, size of market, societal trends, weather/environmental situations, etc.), competitor spend, position in market, category benchmarks, barriers.

(Maximum: 275 words; 3 charts/visuals)

This case is not so much about the category Lifebuoy operates in but more about the country it operates in, Pakistan. The fact is that while Pakistan as a nation has achieved its independence, the people in it are far from liberated. This is especially true for women. Pakistan is a young country with 60% population under the age of 30 and 50% of that is actually female, yet they have to grow up and live with limited prospects and limited role models to look up to. There is under representation of women, confined to limited roles where patriarchal system uses cultural/religious yardsticks to beat them down should they rear their head in ambition.

Against this backdrop, Lifebuoy started a crusade for female empowerment, specifically girl empowerment as the purpose of their brand. A much-needed initiative from the corporate world to raise a voice that will not be drowned out by the flag-bearers of women empowerment who talk to a certain demographic and do not recognize the glass ceiling that exists for ambitious women, thus creating a dearth of female role models.

Quaid e Azam once stated "No nation achieves anything unless the women go side by side with men..." While sayings of Quaid are highlighted in media on Independence-Day, this is conveniently sidestepped as hollow promises ring loud.



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)

To reframe narrative and create awareness and engagement with the help of a powerful message. KPIs: Reach leading to engagement.

Objectives Overview

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

(Max: 100 words, 3 charts/graphs)

Lifebuoy wanted to reach women, create an engaging relationship with them. With a unique message that could help them shape their future and that of the coming generations. Reach was essential as it meant exposure & voice amplification while we aimed to be on Par with Meta's benchmark of 8% engagement.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Meta analytics & reporting, Google Analytics, Perceptual Studies, Social Listening tools, Media tracking

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)

Marketing Objectives

1

Objective - Overview & KPI

(Maximum: 30 words)

The goal was to focus on the awareness.

KPIs: Reach 90% of the audience with the communication

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

(Maximum: 75 words; 3 charts/visuals)

The idea behind the campaign was simple; get people to engage in conversations, to challenge the status quo and understand that they do not have to give in to an oppressive narrative.

Achieving a healthy engagement rate in our case would signify a genuine connection with the audience instead of eliciting no response which would stand for indifference and thus failure.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Meta analytics & reporting, Social media listening tools, Google analytics, YouTube analytics.

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Advocacy / Recommendation

Cultural Relevance

Salience / Awareness

2

Objective - Overview & KPI

(Maximum: 30 words)

The goal was to focus on the interaction and engagement with the digital-consumer. We aimed for meaningful interactions with the brand.

KPIs:

Beat Meta's 8% engagement rate.

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

(Maximum: 75 words; 3 charts/visuals)

The idea behind the campaign was simple; get people to engage in conversations,

to challenge the status quo and understand that they do not have to give in to an oppressive narrative.

Achieving a healthy engagement rate in our case would signify a genuine connection with the audience instead of eliciting no response which would stand for indifference and thus failure.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Meta analytics & reporting, Social media listening tools, Google analytics, YouTube analytics.

Tagging - What keywords best describe your objective type?

(1 Required. No
Maximum)

Advocacy / Recommendation

Cultural Relevance

Salience / Awareness

Campaign / Activity Objectives

1

Objective - Overview & KPI

(Maximum: 30 words)

TVCs on television are the singular largest source of reach and therefore needed to be leveraged in order to bring our message to as many people as possible

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

(Maximum: 75 words; 3
charts/visuals)

To create a disruptive campaign that would increase brand awareness and communicate the message at large to the nation. This was a task that not one brand will pull off, so allies in all forms were needed.

Benchmark: 90% 1+ reach

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Media Tracking

Tagging - What keywords best describe your objective type?

(1 Required, No
Maximum)

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

Recall (brand/ad/activity)

Brand Awareness, Top Of Mind, Brand Recall.

2

Objective - Overview & KPI

(Maximum: 30 words)

Digital Buying/Social Media Awareness because Digital and Social Media platforms are mainstream among Pakistani women.

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

(Maximum: 75 words; 3

Since our audience is active on Social Media platforms, we did not want to miss

charts/visuals)

out on the opportunity to catch them there and keep exposing them to the brand message. Social channels are important to start a conversation, and are a two-way platform as opposed to TV which is only for relaying of message.

Benchmark CTR: Average 1%

Benchmark Engagement Rate 8%

Measurement - How did you plan to measure it?

(Maximum: 30 words)

META & Google

Tagging - What keywords best describe your objective type?

(1 Required, No
Maximum)

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

Recall (brand/ad/activity)

Brand Awareness, Top Of Mind, Engagement/Consideration.

3

Objective - Overview & KPI

(Maximum: 30 words)

Activations and BTL Awareness was an important part of the campaign where Lifebuoy teams visited multiple schools and interacted with the school-children.

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

(Maximum: 75 words; 3
charts/visuals)

Enable one on one interactions for more meaningful conversations with kids who needed inspiration and confidence which could only come when they listen to people first-hand. This is also a great medium to inspire cohort of older women.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Number of schools visited, interactive number of pupils

Tagging - What keywords best describe your objective type?

(1 Required, No
Maximum)

Advocacy / Recommendation

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.

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.

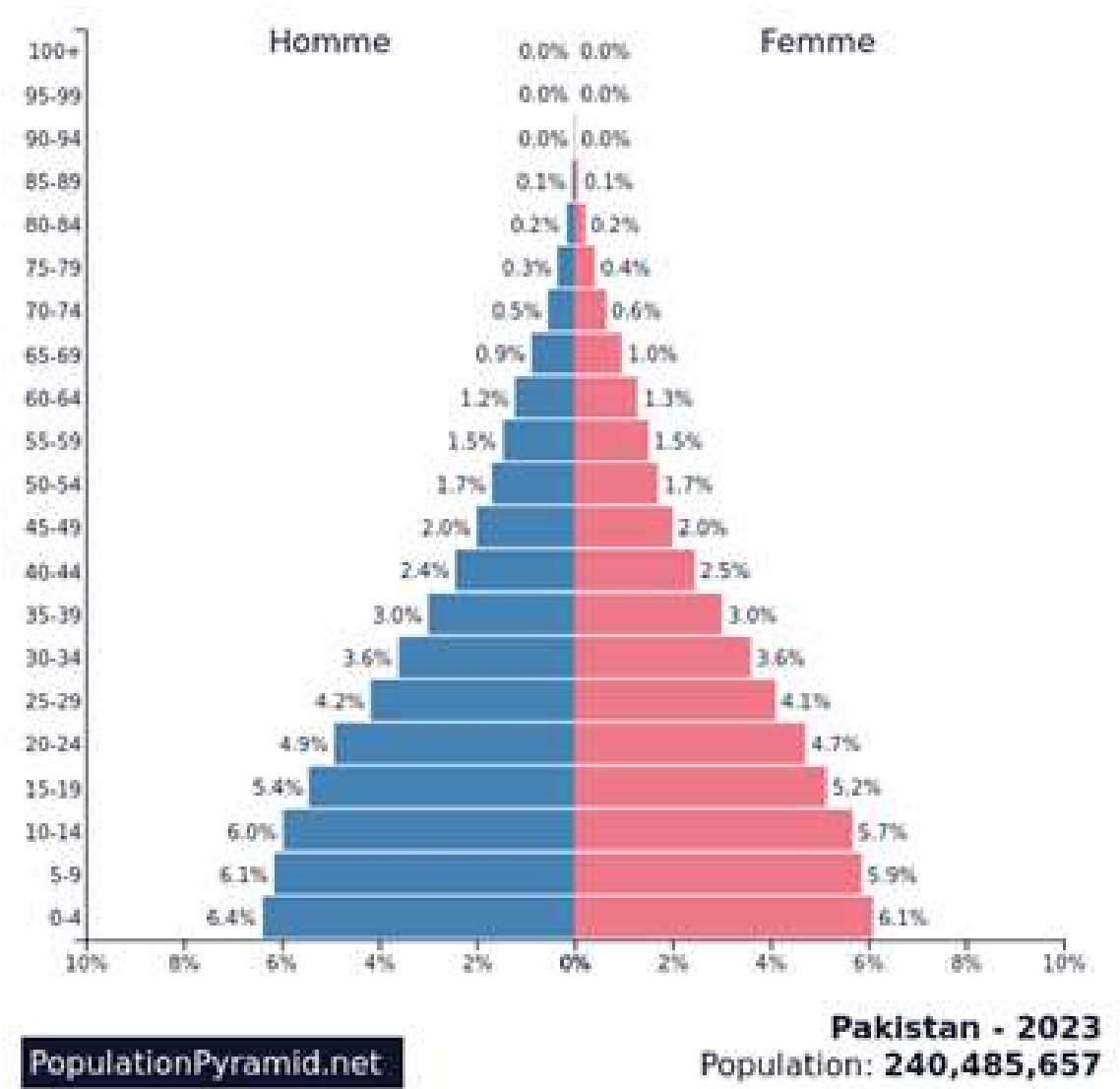
2A. Define the target audience(s) you were trying to reach and explain why it was/they were relevant to the brand and the challenge.

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)

Defining the target for this campaign was challenging and there were a couple of takeaways. First and foremost, this is a campaign for all. However, the bulls eye audience was female homemakers who take an active part in the upbringing of their children. Another reason for this audience selection is that they are also the role models for their kids and often referred to as their heroes. And finally, the kids themselves are an audience as without their understanding, the whole effort would flatline.



This audience is immensely relevant to the brand and the challenge at hand due to their representation in the country's population and their potential impact on

the future. Demographically, the TG constitute a substantial portion of Pakistan's population, with estimates suggesting that over 50% of the population is under 30 years old. The future projections indicate a sustained increase in this demographic, solidifying their significance in shaping societal norms and perspectives.

Gaining independence is a pain staking process. The stories we hear from the days of partition are awful and awe inspiring at the same time. But at the core is the spirit of liberation which needs to be shaken from slumber to demand what is rightful. So, we needed to primarily address this cohort, and reach them through media that they are already watching.

Consequently, there's a significant shift toward digital platforms among these demographics. The younger generation, including female children, engages with digital media for entertainment, education, and social interaction. Social media platforms, especially, hold sway in their digital habits.

By raising awareness and providing positive role models, the campaign sought to inspire change in how young girls and their mothers perceive their potential and opportunities in society. And also how perhaps education can be the doorway to it.

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)

This campaign was a few insights coming together in a perfect storm.

Brand chose to do campaigns for the sake of gaining traction during a busy commercial period in the year. Most branded communication subscribe to a certain formulaic approach and usage of imagery that can only be defined as cliched. While there is topical relevance in this approach, it leaves an opportunity to break the clutter with compelling narrative that resonates with the audience.

Lifebuoy found a glaring gap in their consumer deep-dive. For most girls, there is no inspiration, no role models to follow and if there are relevant profiles out there, worthy of adoration, they seem distant and unattainable. The fact of the matter is that older generations did not have role models that inspired a meaningful/immense pursuit. For them, their role model was their mother, a docile figure responsible for taking care of people around them and happy to keep others happy.

This system is rigged against the women. They do not get education the same way a boy is entitled to receive. And even when they do, they have to read up on how the boy is supposed to grow old dreaming of becoming whatever he wanted such as in Jameeluddin Aali's "Main chota sa eik larka hun par kaam karun ga baray baray". A beloved poem so emblematic of the problem. What better way than to break such symbolism and reframe it in a modern context.

With the brand positioning based around strength, we needed to provide the young girls with inspiration and role models that are a source of strength and guidance.

Leveraging creative adaptations, influencer partnerships, and storytelling, our campaign aimed to inspire societal shifts, positioning Lifebuoy as more than a hygiene brand, but a catalyst for positive societal change.

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)

In a revolution old symbolism is sacrifice; Lifebuoy rewrote Jameeluddin-Aali's poem from a female perspective to deliver a stirring message.

Section 2: Sourcing

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

1. Independent Research by Brand Research Agency
3. Reports, analytics, trend by Meta
4. Reports, analytics, trend by Google

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.

5. Reports, analytics, trends by third Party Social Media listening & Monitoring tools

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)

This campaign went for a classic liberating twist that reframed the age-old plot. Zahra Nigah, a prominent poet, rewrote Jameeluddin Aali's classic poem for girls, flipping the script on gender roles. Her poem in the form of a moving oath of a girl "Main choti si eik larki hun par kaam karun gi baray baray," celebrates the achievements of women, like astronauts and mountaineers, challenges young girls to dream big and defy biased narratives. This modern and inclusive version challenges outdated narratives and encourages girls to believe they can achieve anything should they remain strong and steadfast in their pursuit.

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)

Lifebuoy reached the masses through ATL & BTL touch-points with a strategic focus on Digital.

Launched a captivating TV commercial to kickstart the campaign which was repurposed for digital platforms like YouTube and Meta, optimizing the content for online viewing habits with multiple cuts, adapts & teasers to capture attention.

BTL activities conducted included on-ground school visits for direct interaction with girls and providing them with conviction to take bolder steps.

Influencer Co-creation & Storytelling worked simultaneously. Lifebuoy collaborated with mommy influencers who resonated with the campaign's audience, where authentic connection drove conversations, enhanced credibility, and amplified the campaign's reach.

3C. Outline the rationale behind your communications strategy and channel plan. Explain how the integral elements worked together to drive results.

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

(Maximum: 400 words; 3 charts/visuals)

The communications strategy and channel plan were intricately designed to maximize impact and engagement while fostering a lasting connection with our audience:



Lifebuoy set out to bring the idea to life with integrated communications and ensuring each channel helped set the narrative that was needed.

ATL and Digital channels were important in bringing the redone poem by Zehra Nigah to life through a thematic communication to evoke empathy and drive meaningful engagement. ATL was important to Lifebuoy in order to maximize reach for the brand and create spill over into other channels as well.

Digital channel and social media were essential in focused targeting and to create opportunities for engagement, creating dialogues and sharing of opinions. This enabled maximum organic reach and also created meaningful, resonant relationship between the brand and its audience.

Furthermore, tailored content to suit the nuances of different platforms while maintaining a coherent brand narrative to target the audience.

Collaboration with Shahzad Roy's foundation which has been active in promoting education in the country and especially female-child education was important to gain equity and bring more prominence to this special initiative.

BTL activations were used to visit government primary schools and engage directly with the kids to inspire them in person. This also allowed the brand to “walk the talk” instead of merely providing lip service.

These strategic elements were pivotal in orchestrating a holistic campaign that seamlessly merged online and offline efforts, engaged the audience empathetically, challenged societal norms, and maintained a consistent brand purpose across diverse communication channels.

Key Visual

You have the option to upload a single image to accompany your explanation in this section. It may be a key visual, a media plan, a flowchart, storyboard, etc. The image must be jpg/jpeg/png.



Section 3: Sourcing

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

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

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

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

Judges encourage third-party data where available.

See Entry Kit for details.

SECTION 4: RESULTS - 30% OF TOTAL SCORE

This section relates to your results. Be sure to provide context (category, prior year) and explain the significance of your results as it relates to your brand's business. Tie results back to the objectives outlined in Section 1 - your response to **OBJECTIVE QUESTION** - objectives will appear above your response to **RESULTS QUESTION** as a reference to judges.

Because Effie has no predetermined definition of effectiveness, it is your job to prove why this case is effective: why the metrics presented are important for your brand and business/organization within the context of the submitted category.

Entrants are encouraged to use charts/graphs to display data whenever possible. Your response to RESULTS QUESTION may contain **up to five charts/graphs**.

As with the rest of the entry form, provide dates and sourcing for all data provided. Do not include results beyond **the eligibility period**; this is grounds for disqualification.

4A. HOW DO YOU KNOW IT WORKED? TIE TOGETHER YOUR STORY AND PROVE YOUR WORK DROVE THE RESULTS. EXPLAIN, WITH CATEGORY, COMPETITOR AND/OR PRIOR YEAR CONTEXT, WHY THESE RESULTS ARE

SIGNIFICANT FOR THE BRAND’S BUSINESS.

Results must relate back to your specific audience, objectives, and KPIs.

RESPONSE FORMAT

You have up to 350 words and 5 charts/visuals to set up your results. Then, for each objective provided in Question 1B, you are required to provide a corresponding result. Provide context to prove the importance of these results for the brand.

If you have additional results to report beyond the objectives set up in Question 1B, you may also list those results in the designated space below.

ELIGIBILITY REMINDERS

Failing to follow eligibility rules will result in disqualification.

- Provide a clear time frame for all data shown - either within your response or via the data sources box.
- Do not include data past the end of the eligibility period 30/09/2023.
- All results must be isolated to Pakistan.
- It is critical to provide sources for all results provided.

4A. Results Overview

Results must relate to your specific audience, objectives, and KPIs. Provide a clear time frame for all data shown.

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

(Max: 300 Words, 5 charts/graphs)

Our Independence Day campaign was a highlight of our purpose-driven initiatives, skillfully connecting the concept of "Azaadi" (Independence) to girls' aspirations for personal freedom and empowerment. The campaign resonated powerfully with our audience, emphasizing the idea that independence extends to pursuing one's dreams and aspirations. This campaign yielded remarkable results, with an impressive engagement rate of 13%. Additionally, it achieved a CTR of 1%, underlining the effectiveness of the message and its resonance with our target audience. The campaign successfully conveyed the values of empowerment and self-determination, aligning seamlessly with the spirit of Independence Day.

Independence Day Campaign					
Platform	Reach	Impressions	Clicks	CTR	ER
FB/IG	1,253,378	1,474,112	8,342	1%	13%

While the click through rate of the independence campaign is on par with the industry benchmark, the engagement rate was 13% which outstripped the industry benchmark of 8% by a massive 5%. Such an engagement rate is a testament to the thought-provoking idea and execution and helps create advocacy for the brand in its quest for women child education.

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

1

State Objective

State your objective here.
(Max: 25 words)

To reframe narrative and create awareness and engagement with the help of a powerful message. KPIs: Reach leading to engagement.

Objectives Overview

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

Lifebuoy wanted to reach women, create an engaging relationship with them. With a unique message that could help them shape their future and that of the coming generations. Reach was essential as it meant exposure & voice amplification while we aimed to be on Par with Meta's benchmark of 8% engagement.

Measurement - How did you plan to measure it?

the 'nudge' button.

For each result, you may include up to 3 charts/graphs.

(Maximum: 30 words)

Meta analytics & reporting, Google Analytics, Perceptual Studies, Social Listening tools, Media tracking

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)

99% Reach @ 1

98% Reach @ 3

Net Gross Rating Points – 4805

Digital Reach – 1.25 million +

Context

(Maximum: 75 words; 3 charts/visuals)

Television Metrics									
Lifebuoy Shampoo									
Brand	Campaign	Investment	SOS	GRPs	NGRPs	SOV	ACD	Reach @1	Reach @3
LBS	LBS Poem - Independence Day	52,582,230	12%	2,515	4,805	17%	125	99	98

Being able to reach 99% of the audience and 1+ frequency and 98% of the audience at 3+ frequency was a great reach for a topical campaign hoping to break through the clutter and reaching 90% of the audience

Independence Day Campaign					
Platform	Reach	Impressions	Clicks	CTR	ER
FB/IG	1,253,378	1,474,112	8,342	1%	13%

Digitally too, campaign was able to reach over 1.25 million at an excellent Engagement rate of 13% which far outstrips the 8% benchmark.

Marketing Objectives Results

1

Objective - Overview & KPI

(Maximum: 30 words)

The goal was to focus on the awareness.

KPIs: Reach 90% of the audience with the communication

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

(Maximum: 75 words; 3 charts/visuals)

The idea behind the campaign was simple; get people to engage in conversations, to challenge the status quo and understand that they do not have to give in to an oppressive narrative.

Achieving a healthy engagement rate in our case would signify a genuine connection with the audience instead of eliciting no response which would stand for indifference and thus failure.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Meta analytics & reporting, Social media listening tools, Google analytics, YouTube analytics.

Tagging - What keywords best describe your objective type?

(1 Required. No
Maximum)

Advocacy / Recommendation

Cultural Relevance

Salience / Awareness

List Result

(Maximum: 30 words)

99% Reach @ 1

98% Reach @ 3

Net Gross Rating Points - 4805

Context

(Maximum: 75 words; 3
charts/visuals)

Television Metrics									
Lifebuoy Shampoo									
Brand	Campaign	Investment	SOS	GRPs	NGRPs	SOV	ACD	Reach @1	Reach @3
LBS	LBS Poem - Independence Day	52,582,230	12%	2,515	4,805	17%	125	99	98

Being able to reach 99% of the audience and 1+ frequency and 98% of the audience at 3+ frequency was a great reach through conventional media. On top of this, campaign managed to reach over 1.25 million people through Digital channels which made the awareness leg of the campaign a resounding success.

2

Objective - Overview & KPI

(Maximum: 30 words)

The goal was to focus on the interaction and engagement with the digital-consumer. We aimed for meaningful interactions with the brand.

KPIs:

Beat Meta's 8% engagement rate.

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

(Maximum: 75 words; 3
charts/visuals)

The idea behind the campaign was simple; get people to engage in conversations, to challenge the status quo and understand that they do not have to give in to an oppressive narrative.

Achieving a healthy engagement rate in our case would signify a genuine connection with the audience instead of eliciting no response which would stand for indifference and thus failure.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Meta analytics & reporting, Social media listening tools, Google analytics, YouTube analytics.

Tagging - What keywords best describe your objective type?

(1 Required. No
Maximum)

Advocacy / Recommendation

Cultural Relevance

Salience / Awareness

List Result

(Maximum: 30 words)

Reach – 1.25 + million reach

Click Through Rate – 1%

Engagement Rate – 13%

Context

(Maximum: 75 words; 3 charts/visuals)

While the click through rate was right there with the benchmark, Engagement rate was an incredible 13% which was 5 percentage points over the 8% benchmark. This was testament to the creative execution and the compelling narrative that resonated greatly with the audience.

Campaign / Activity Objectives Results

1

Objective - Overview & KPI

(Maximum: 30 words)

TVCs on television are the singular largest source of reach and therefore needed to be leveraged in order to bring our message to as many people as possible

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

(Maximum: 75 words; 3 charts/visuals)

To create a disruptive campaign that would increase brand awareness and communicate the message at large to the nation. This was a task that not one brand will pull off, so allies in all forms were needed.

Benchmark: 90% 1+ reach

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Media Tracking

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

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

Recall (brand/ad/activity)

Brand Awareness, Top Of Mind, Brand Recall.

List Result

(Maximum: 30 words)

99% Reach @ 1

98% Reach @ 3

Net Gross Rating Points – 4805

Context

(Maximum: 75 words; 3 charts/visuals)

Television Metrics									
Lifebuoy Shampoo									
Brand	Campaign	Investment	SOS	GRPs	NGRPs	SOV	ACD	Reach @1	Reach @3
LBS	LBS Poem - Independence Day	52,582,230	12%	2,515	4,805	17%	125	99	98

Being able to reach 99% of the audience and 1+ frequency and 98% of the audience at 3+ frequency was a great reach especially against the KPI off 90% reach @ 1+ frequency.

2

Objective - Overview & KPI

(Maximum: 30 words)

Digital Buying/Social Media Awareness because Digital and Social Media platforms are mainstream among Pakistani women.

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

(Maximum: 75 words; 3 charts/visuals)

Since our audience is active on Social Media platforms, we did not want to miss out on the opportunity to catch them there and keep exposing them to the brand message. Social channels are important to start a conversation, and are a two-way platform as opposed to TV which is only for relaying of message.

Benchmark CTR: Average 1%

Benchmark Engagement Rate 8%

Measurement - How did you plan to measure it?

(Maximum: 30 words)

META & Google

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

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

Recall (brand/ad/activity)

Brand Awareness, Top Of Mind, Engagement/Consideration.

List Result

(Maximum: 30 words)

Digital Reach – 1.25 + million

Click Through Rate – 1%

Engagement Rate – 13%

Context

(Maximum: 75 words; 3 charts/visuals)

Independence Day Campaign					
Platform	Reach	Impressions	Clicks	CTR	ER
FB/IG	1,253,378	1,474,112	8,342	1%	13%

While the click through rate was right there with the benchmark, Engagement rate was an incredible 13% which was 5 percentage points over the 8% benchmark. This was testament to the creative execution and the compelling narrative that resonated greatly with the audience.

3

Objective - Overview & KPI

(Maximum: 30 words)

Activations and BTL Awareness was an important part of the campaign where Lifebuoy teams visited multiple schools and interacted with the school-children.

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

(Maximum: 75 words; 3 charts/visuals)

Enable one on one interactions for more meaningful conversations with kids who needed inspiration and confidence which could only come when they listen to people first hand. This is also a great medium to inspire cohort of older women

people first-hand. This is also a great medium to inspire cohort of older women.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Number of schools visited, interactive number of pupils

Tagging - What keywords best describe your objective type?

(1 Required, No
Maximum)

Advocacy / Recommendation

Positive Sentiment / Emotional Resonance

List Result

(Maximum: 30 words)

40000 schools, over 30000 girls reached

Context

(Maximum: 75 words; 3
charts/visuals)

On August 14th, we reached 4,000 government schools, touching the hearts of 30,000 girls. Each school visit was a poignant-interaction, seeking to inspire and empower. This initiative aimed to leave an indelible mark, fostering encouragement and ambition. Our goal extended beyond presence; we aimed to create a meaningful-impact, connecting directly with the girls and influencing their journey of growth and learning. The endeavor reflects our commitment to making a lasting, positive difference in their lives.

Additional Results

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

(Maximum: 150 words, 3
charts/graphs)

4B. Marketing rarely works in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case - positive or negative?

Select factors from the chart and explain the influence of these factors in the space provided.

Business Events

Natural Events

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

Societal or Economic Events

Public Relations

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

The chart provided is a sampling of marketplace activities, but your response is not limited to these factors. We recognize that attribution can be difficult;

Think of marketing as a journey. Our campaign, like a ship, faces different winds and waves in the marketplace. Good winds, like a strong economy or less competition, help us sail smoothly. But, storms can hit, like tough economic times or strong competitors, making the journey challenging.

however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

(Maximum: 200 words; 3 charts/visuals)

Competitors are like other ships on the sea. If they're doing well, it can be like catching a helpful breeze. But, if they're strong, it might slow us down. The sea itself represents external factors, like the economy or unexpected events, shaping our journey.

In this story, our campaign is the ship, adapting to changes like the weather. Understanding all these parts helps us navigate the marketing journey better, facing both smooth sailing and stormy seas.

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. Brand Health Tracker by Brand Research Agency
 2. Internal Sales Data
 3. Usage & Attitude study by Brand Research Agency
 4. Media Stats by Brand Media Agency
 5. Digital Stats by Brand Digital Agency
 6. Digital & PR Report by Brand PR Agency

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 5.0 – 10 million
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Paid Media Expenditures (Prior Year)

Campaign Period: Prior Year	Not Applicable
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Compared to competitors in this category, the budget is:

About the same

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

About the same

Budget Elaboration:

Provide judges with the context to understand your budget.

What was the balance of paid, earned, owned, and shared media? What was your distribution strategy? Did you outperform your media buy?

In addition to providing context around your budget, if you selected Not Applicable to either of the previous two questions, explain why you selected Not Applicable.

(Maximum: 100 words)

The budget was allocated strategically for impactful outcomes: 400k for book production and distribution, fostering knowledge; 5mn for TV and digital airing on August 14th, reaching 5 million viewers; 1mn for PR initiatives, amplifying the campaign's voice; and a significant 16mn investment in digital content creation for Mother's Day, celebrating mothers and engaging 16 million people. This well-distributed expenditure aligned with the campaign's goals, ensuring a comprehensive and effective reach across diverse touchpoints.

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

Not Applicable

Elaboration on the Production & Other Non-Media Expenditures

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

The campaign was digital first and all communications were hammered on digital.

OWNED MEDIA

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

(Maximum: 100 words)

Was owned media a part of your effort?

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

(Maximum: 100 words)

No

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. – Affiliate

Digital Mktg. – Display Ads

Digital Mktg. – Influencers

Digital Mktg. – Long Video (3+ min.)

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

Influencer / Key Opinion Leader

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. – Influencers

Main Touchpoint 2

#2 Most Integral Touchpoint

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

Main Touchpoint 3

#3 Most Integral Touchpoint

Digital Mktg. – Long Video (3+ min.)

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"



LifebuoyShampoo_TopicalMarketing
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".)

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"

Branded Content – Editorial
Branded Content – Product Placement
Digital Mktg. – Affiliate
Digital Mktg. – Display Ads
Digital Mktg. – Influencers
Digital Mktg. – Long Video (3+ min.)
Digital Mktg. – Marketplace Ads
Digital Mktg. – Short Video (:15-3 min.)
Digital Mktg. – Video Ads
OOH – Billboards
OOH – Other Outdoor
OOH - Transportation
Print – Custom Publication
Print - Magazine
Print - Newspaper
Public Relations

Radio

Retail Experience: Digital

Retail Experience: In Store

Trade Shows, Trade Communications, Professional Engagement

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.

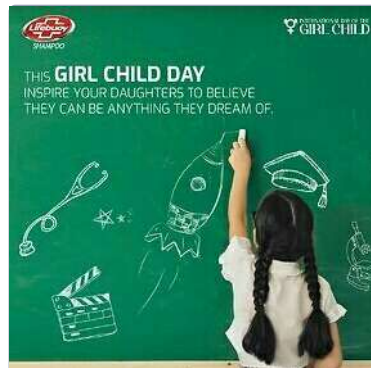
Images for Judging are an opportunity to:

- + 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



KVs
OK

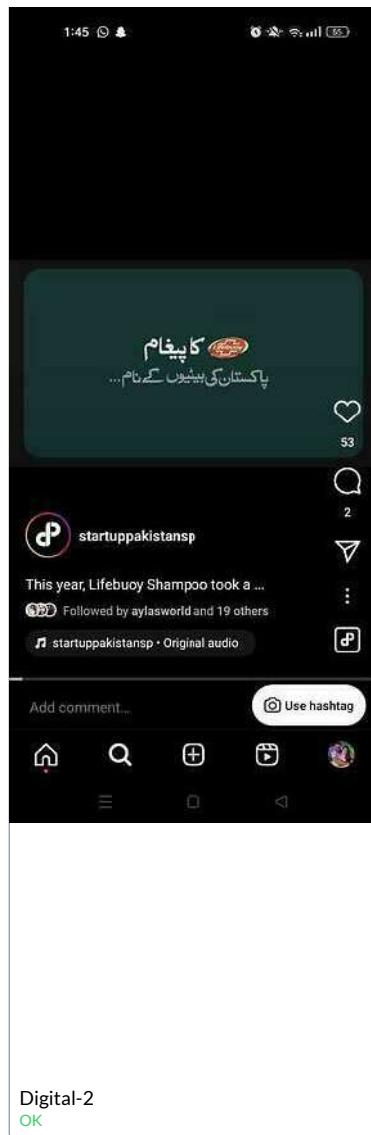


KV 2
OK



Digital
OK





Digital-2
OK

Government school activation
OK

Digital Posts
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 ef5e6be5e09279e74edc1df55bcbb2b1