E-3065-920

eidipaisa

Product	Category Entered
eidipaisa	Topical Marketing-Services

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 <u>initial year</u> and <u>describe how/why the change occurred over time, including the current competition year.</u>

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.

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

Date From	2023-04-19
Date To	2023-04-25

Regional Classification

Select all that apply.

National

Industry Sector

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

Financial Services & Banking

Industry/Category Situation

Select One

In Decline

EXECUTIVE SUMMARY

The Challenge

(Maximum per line: One sentence - 20 words)

To establish easypaisa as the **CHOSEN ONE** App for Eidi transactions in a cashless age

The Insight:

(Maximum per line: One sentence - 20 words)

Physical boundaries and lack of Karrak (crisp) notes sabotage the transactions of Eidi and hamper the Eid-al-Fitr spirits

The Strategic Idea/Build:

(Maximum per line: One sentence - 20 words)

Converting the culture of Eidi to the digital paradigm

Bringing the Strategy to Life:

(Maximum per line: One sentence - 20 words)

easypaisa is an app for everyone of all ages, and eidi can now be shared with personalized messages through easypaisa.

The Results:

The transactions rose from 148K in 2022 to 328K in 2023, with an increase of **121%**

Why is this entry an outstanding example of effective marketing in this Effie entry category?

Eid is a significant cultural occasion, engaging everyone in its celebration. Recognizing the emotional significance attached to Eid, we aim to enhance the digital experience of the Eid journey, sparing individuals the inconvenience of enduring lengthy queues at ATMs. Thus, launching bringing back eidipaisa, a household name through which everyone lives in the modern day digital transactions.

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?

The brand's business prior to this campaign was in a good position with multiple running campaigns, however, with Eid, people all over Pakistan who cannot be together on Eid can now share Eidi with notes and messages with their loved ones through easypaisa easily.

Because Eid is a major celebrated event all over the world with intense emotions attached to it, we wanted to give our consumers something sweet, something memorable, and personalized to be able to enjoy Eid with their loved ones no matter where they are. With this insight, we continued our Eidipaisa feature.

Using this idea, we were able to send a message that with easypaisa, things are now as easy, and with easypaisa special transactions can be customized.

Reach

	Reach @1+	Reach @2+	Reach @3+	Reach @4+	Reach @5+
Planned	80%	75%	70%	64%	59%
Actual	80%	72%	62%	54%	46%
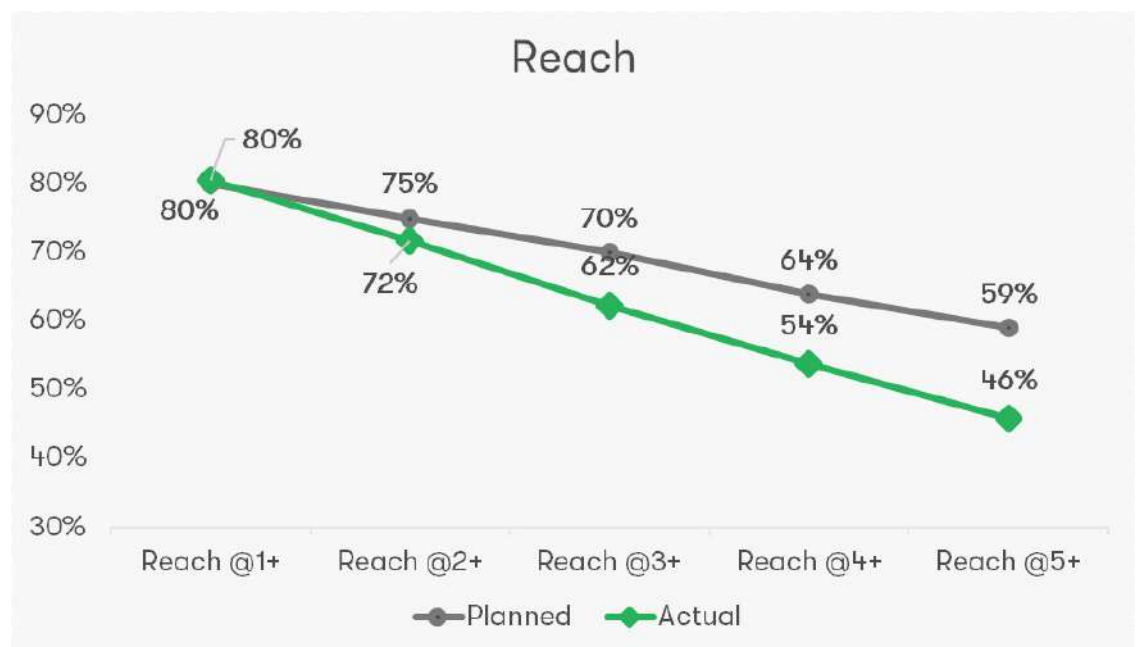
1B. WHAT WERE YOUR MEASURABLE OBJECTIVES? WHAT WERE THE KEY PERFORMANCE INDICATORS (KPIS) AGAINST YOUR OBJECTIVES? PROVIDE SPECIFIC NUMBERS/PERCENTAGES FOR EACH OBJECTIVE AND PRIOR YEAR BENCHMARKS WHEREVER POSSIBLE.

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 garner recall for Eidipaisa existing campaign and gather more subscribers.

Objectives Overview

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

(Max: 100 words, 3 charts/graphs)

Eid is one of the biggest festivals in the country, and as such using eidipaisa to make transactions is a great thought to increase app signups and retention of existing clients.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Number of transactions/throughput

Objective Type

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here..

Profitability (growth/maintenance/easing decline)
Revenue (growth/maintenance/easing decline/value share)
Volume (growth/maintenance/easing decline/volume share)

Marketing Objectives

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 # 1

Objective - Overview & KPI

(Maximum: 30 words)

Position eidipaisa as a product to be used post-covid

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

(Maximum: 75 words; 3 charts/visuals)

Eidipaisa is now a household name and so we wanted to give it an interesting twist in post-covid, where people can meet but digital eidi has become a new norm.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Lucky eidi transactions/throughput.

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Conversion
Cultural Relevance

Renewal / Retention / Lifetime Value

Salience / Awareness

 # 2

Objective - Overview & KPI

(Maximum: 30 words)   Sustained growth during Eid for easypaisa

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

(Maximum: 75 words; 3 charts/visuals)   Sending money is now easier than ever. Go cashless and use easypaisa.

Measurement - How did you plan to measure it?

(Maximum: 30 words)   Total number of transactions during eid season

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Consideration

Frequency

Renewal / Retention / Lifetime Value

Salience / Awareness

Weight / Value of Purchase

Campaign / Activity Objectives

-    **# 1**

Objective - Overview & KPI

(Maximum: 30 words) The activity campaign was engaged in influencer marketing to recall what Eidipaisa stands for and how the offer stands for every easypaisa user.

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

(Maximum: 75 words; 3 charts/visuals) We wanted to garner attention to our narrative of going beyond physical barriers and sharing eidi via the easypaisa app.

Measurement - How did you plan to measure it?

(Maximum: 30 words) **Reach and engagement**

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Positive Sentiment / Emotional Resonance

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

Recall (brand/ad/activity)

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,

Our TG was everyone with an easypaisa account and anyone of the age 18+ bracket because we were catering to the teenagers, adults and the grandparents to utilize eidipaisa for the Eid transactions.

Eid is an occasion that everyone looks forward to. The sentiments attached to this one celebration are high with the anticipation of dressing up, meeting our loved ones and just having a good time with family with the most decorated tradition of the elders giving eidi to the young ones. This is one aspect of it that makes the young ones very excited and happy about the event.

Everyone was able to celebrate eid even if they were in different cities or country because we removed all physical barriers and gave everyone the opportunity to be able to enjoy the festival of Eid.

However, with failing economy, we wanted to be able to give people the relaxation of not having to worry about going to the ATMs and keeping up with constant cash, and making things easier, we came up with the idea of our Eidipaisa feature, which allows people to be able to send money to anyone with personalized messages.

behaviors, and shopper
occasion.

(Maximum: 300 words;
3 charts/visuals)

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

Clarify how the insight(s) were directly tied to your brand, your audience's behaviors and attitudes, your research and/or business situation. How would this unique insight(s) lead to the brand's success and how did it inform your strategic idea.

(Maximum: 300 words;
3 charts/visuals)

HELP

eidi

Enter Receiver's Mobile Number
03XXXXXXXXX

Contacts

Eidi Amount
Enter Amount (Rs. 1 - 10,000)

Enter Receiver's Name
Enter Receiver's Name Here

Add your message here
Hello! Type your message here

Select Theme

| EID MUBARAK | BEST WISHES | MUBARAK HO | CON |

Select sub-theme

banayein eid special with
eidipaisa.

If the eidi is not claimed, your eidi will be reversed in maximum 5 days.

Send eidi

Easypaisa   Bank Transfer   CNIC Transfer

Free

Your Favourites

Nayab Irfan   Amman Aziz   Shah Meer Nadeem
SM

See All

Enter Receiver's Details

Enter Mobile Number

Enter Receiver's Number or Search Contacts   🔍

M AZ   **545 friends in your contacts use easypaisa**   View All

Send elal

eidipaisa

eidipaisa

03XX XXXXXXX

Sign in to your easypaisa account

Sign In

Send Money	Bill Payment	Mobile Packages

More with Easypaisa

Eidi	Easycash Loan	Rs.1 Game	Invite & Earn
Raast Payment	Mini App	Savings	Buy Now Pay Later
Insurance	Flood Relief and Donations	Tohfa	See All

Get your Easypaisa Debit Card

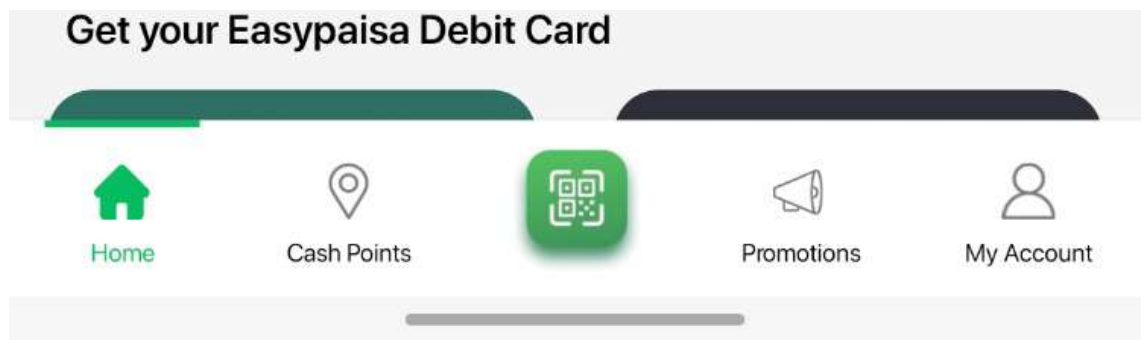| Home | Cash Points | | Promotions | My Account |

The insights for this campaign weighted around the nostalgic value of eidi. Because our parents and grandparents also give eidi to their families, easypaisa is someone that is easy to use for everyone.

The campaign strategically leveraged the fortunate "eidi/tohfa" feature of easypaisa by introducing a link-sharing option for a personalized and hassle-free distribution of eidi among friends, family, and fans. The creation of a designated pool of recipients, with the flexibility of an "equal/unequal" split, provided a user-friendly experience for the giver and the receiver. By enlisting well-known influencers and celebrities to partake in the lucky eidi activity, the campaign successfully established credibility and trust among their extensive follower base, encouraging them to embrace the feature.

The incorporation of the special hashtag #sabsepehleeidipaisa added an engaging element to the campaign. Beyond its creative appeal, the hashtag served a dual purpose. From a consumer perspective, it prompted the target audience to adopt the easypaisa mobile app as their primary choice for eidi transactions, promoting the seamless convenience of digital money transfers over traditional methods.

Overall, the insights derived from the campaign reflect a strategic fusion of digital innovation, influencer endorsement, and a compelling hashtag strategy. The successful execution not only enhanced the visibility of the easypaisa brand but also motivated users to shift towards a more convenient and contemporary mode of exchanging eidi during the festive occasion.

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)   Sending eidi is easy with easypaisa.

Section 2: Sourcing

Provide sourcing for all
data provided in

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

eidipaisa is a household name and everyone is familiar with the mechanics of
sending eidi digitally, we replugged a revised TVC and created a social media

influencer campaign to garner more engagement. To maintain the app usage, a special edition feature on the event of Eid is created. The feature is called 'Lucky eidi/tohfa' which is super unique itself is unique since it allows users to customize their eidi (monetary gift) with a message and theme matching the occasion.

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.

The first part of the creative execution rested on the converting 'easypaisa to eidipaisa'.

We also created noise through our various influencer strategy plan on the relevance of lucky eidi, a chance for everyone of all ages to be able receive eidi.

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

In the realm of PR, we implemented the Lucky Eidi campaign, wherein influencers and celebrities engaged in a delightful activity on their social media

platforms. They invited their fans to redeem Eidi through a link generated by the Lucky Eidi feature of the app. Alongside this, the influencers initiated conversations about Eidipaisa. Interactive videos and tweets were shared to educate their audience about the mechanics of Eidipaisa, complete with redemption links for their followers, resulting in a highly enjoyable experience for the audience.

To further amplify the campaign, we collaborated with other publishers such as Startup Pakistan and Broadcast Republic, utilizing articles to spotlight various elements, including the name and logo changes, of the campaign. In the digital sphere, we strategically targeted potential users by incorporating relevant keywords related to Easypaisa and Eid into our ad group for Google search.

The campaign spanned six days, encompassing two pre-Eid days, three Eid days, and one post-Eid day. It was designed to achieve brand awareness and reach objectives, complemented by a Brand Lift Survey (BLS) to gauge awareness levels.

The Eidipaisa initiative exclusively unfolded on YouTube, focusing on creating awareness and fostering ad recall during Eid days. Three distinct video adaptations were crafted, with the main copy lasting 55 seconds, and shorter versions of 6 and 15 seconds for varied executions.

In the lead-up to Eid, we generated pre-hype integrations on news channels, followed by six integrations on different news channels during live Eid shows. Celebrity guests and hosts discussed the ease of sending Eidi using Easypaisa. To maximize impact, we extended our reach to one of Pakistan's largest game shows, "Khel Ke Jeet," aired on Express Entertainment. The host seamlessly integrated brand pointers, strategically placing the TVC in the prime first spot during the mid-break to enhance recall and resonance among viewers.

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.

eidipaisa
OK

Section 3: Sourcing

Provide sourcing for all

data provided in Section 3: Bringing the Idea to Life.

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

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

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

Judges encourage third-party data where available.

See Entry Kit for details.

SECTION 4: RESULTS - 30% OF TOTAL SCORE

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

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

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

As with the rest of the entry form, <u>provide dates and sourcing for all data provided.</u> 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.

Through a compelling and experiential marketing strategy, the Eidipaisa campaign successfully garnered distinct business outcomes. The campaign's creative and interactive elements deeply resonated with the audience, emphasizing that the company values the significance of Eid more than its own brand name, as evident in the changes to the brand name, logo, and identity.

The Lucky Eidi campaign, known for its high interactivity, underscored the effectiveness of an influencer/PR-intensive approach for future campaigns, showcasing its prowess in customer engagement. Notable click-through rates on each Lucky Eidi link shared by influencers included Shadab Khan with 4000 clicks, Saheefa Jabbar with 1500 clicks, Ali Gul Pir with 1500 clicks, and Kanwal Aftab with 2000 clicks. Kanwal Aftab and Ali Gul Pir's PR activities on social media platforms collectively achieved an impressive 1.9 million total views and a reach exceeding 6 million.

The overall campaign yielded substantial results for Easypaisa, evident in the post-campaign metrics:

Throughput reached 120.8 million.

Re-joiners totaled 17.5K.

New joiners amounted to 3.45K.

The campaign attracted a total of 220K users.

A significant 1.8 billion Rupees worth of Eidi was sent through the app.

Digital and PR channels contributed significantly to the campaign's success, with Twitter hosting 730 tweets under the hashtag #sabsepehleeidipaisa, amassing over 13.04 million impressions. Social media users enthusiastically shared their experiences with Eidipaisa, enhancing the festive spirit.

In digital mediums, the campaign achieved 19.6 million impressions and 2.7 million views, boasting a reach of 9.2 million and impressions of 19.6 million, with an average CPM of $0.35. The revised BLS strategy resulted in improved conversions with a more efficient budget allocation compared to the previous year.

On TV, the performance was commendable, surpassing planned GRPs (Gross Rating Points) of 344 by achieving 377. The total reach, including value additions, TVC spots, and integrations, reached an impressive 17.6 million, further solidifying the campaign's widespread impact.

Lucky Eidi Campaign

Influencer	Followers	Amount Allocated	Per Packet Size	Total Clicks per Link	2nd product usage	Active customers till Date
Shadab Khan (A)	1.8 M (Twitter)	500 K	200	2500	137	111
Shadab Khan (B)	1.8 M (Twitter)	300 K	200	1500	51	49
Kanwal Aftab	2.8 M (Instagram)	400 K	200	2000	29	26
Ali Gul Pir	290 K (Instagram)	300 K	200	1500	34	26
Saheefa Jabbar	812 K (Instagram)	500 K	200	1500	2	2

Overall Throughput

The overall throughput increased from PKR 18 Million in 2022 to **PKR 63 Million** in 2023, with an increase of **250%**. Below is the day by day breakdown.
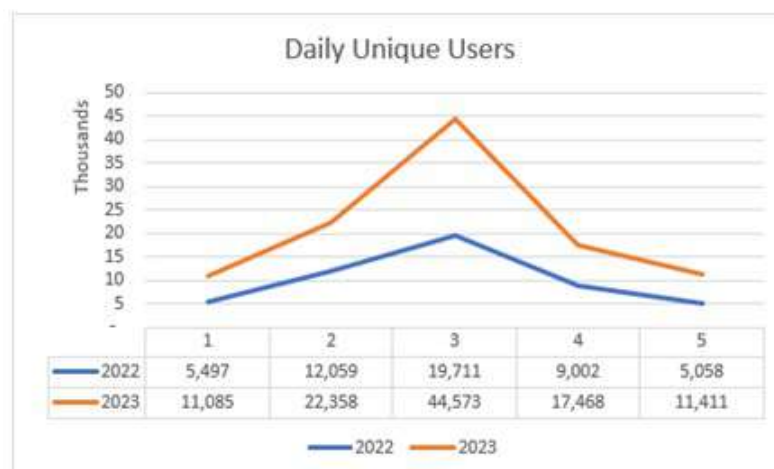
Daily Amount

	1	2	3	4	5
2022	1,998,117	2,785,347	7,868,209	3,617,615	1,859,959
2023	5,485,062	13,575,720	29,416,388	9,084,384	5,652,943

─── 2022 ─── 2023

Daily Transactions

The transactions rose from 81K in 2022 to 166K in 2023, with an increase of **105%**. Below is the day by day breakdown.

Daily Transactions

	1	2	3	4	5
2022	7,642	20,039	34,193	12,648	6,457
2023	15,642	35,066	77,182	23,883	14,386

─── 2022 ─── 2023

Daily Unique Users

The daily unique users on an average increased from 10.2K in 2022 to 21.4K in 2023, with an increase of **110%**. Below is the day by day breakdown.

Daily Unique Users

	1	2	3	4	5
2022	5,497	12,059	19,711	9,002	5,058
2023	11,085	22,358	44,573	17,468	11,411

─── 2022 ─── 2023

EIDI SENDING			
TXNS	DISTINCT_ALL_USERS	THROUGHPUT	USECASE
156,370	87,555	59,435,740	EIDI
34,748	30,163	8,782,385	LUCKY EIDI
191,118	117,718	68,218,125	TOTAL

Results

Provide results that correspond to each of your objectives from Question 1C here. You are required to provide a result for each objective.

To re-order the way your objectives/results appear, return to Question 1C and re-order your objectives using the 'nudge' button.

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

1

State Objective

State your objective here.

(Max: 25 words)

To garner recall for Eidipaisa existing campaign and gather more subscribers.

Objectives Overview

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

(Max: 100 words, 3 charts/graphs)

Eid is one of the biggest festivals in the country, and as such using eidipaisa to make transactions is a great thought to increase app signups and retention of existing clients.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Number of transactions/throughput

Objective Type

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

Profitability (growth/maintenance/easing decline)

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

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

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

List Result

(Maximum: 30 Words)

Users increased from 10.2K in 2022 to 21.4K in 2023, with an increase of 110%.

1.8 billion Rupees of eidi was sent through the app

Context

(Maximum: 75 words; 3 charts/visuals)

eidipaisa being a household name gave drive to the digital transactions being made easy, and we saw an increase of transactions.

Marketing Objectives Results

- **# 1**

Objective - Overview & KPI

(Maximum: 30 words)

Position eidipaisa as a product to be used post-covid

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

(Maximum: 75 words; 3 charts/visuals)

Eidipaisa is now a household name and so we wanted to give it an interesting twist in post-covid, where people can meet but digital eidi has become a new norm.

Measurement - How did you plan to measure it?

Lucky eidi transactions/throughput.

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Conversion

Cultural Relevance

Renewal / Retention / Lifetime Value

Salience / Awareness

List Result

(Maximum: 30 words)

The transactions rose from 148K in 2022 to 328K in 2023, with an increase of **121%.**

Context

(Maximum: 75 words; 3 charts/visuals)

We did an accumulative analysis of the transactions during Eid and saw a significant increase in the number of transactions being recorded during the season.

 # 2

Objective - Overview & KPI

(Maximum: 30 words)

Sustained growth during Eid for easypaisa

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

(Maximum: 75 words; 3 charts/visuals)

Sending money is now easier than ever. Go cashless and use easypaisa.

Measurement - How did you plan to measure it?

(Maximum: 30 words)	Total number of transactions during eid season

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Consideration
Frequency
Renewal / Retention / Lifetime Value
Salience / Awareness
Weight / Value of Purchase

List Result

(Maximum: 30 words)	130 Million Rupees of eidi was sent through the app and the daily unique users on an average increased from 10.2K in 2022 to 21.4K in 2023.

Context

(Maximum: 75 words; 3 charts/visuals)	In the fintech industry, for a brand enforce the importance of an existing campaign localised for a special location, we were able to create the relevance of eidipaisa as a cultural norm of sending eidi digitally to everyone.

Campaign / Activity Objectives Results

-

 # 1

Objective - Overview & KPI

(Maximum: 30 words)	The activity campaign was engaged in influencer marketing to recall what Eidipaisa stands for and how the offer stands for every easypaisa user.

Rationale – Why the objective was selected & what is the

benchmark?

(Maximum: 75 words; 3 charts/visuals)

We wanted to garner attention to our narrative of going beyond physical barriers and sharing eidi via the easypaisa app.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Reach and engagement

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Positive Sentiment / Emotional Resonance

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

Recall (brand/ad/activity)

List Result

(Maximum: 30 words)

Achieved total Reach was 17.6 Million including Value Additions, TVC Spots and Integrations.

Context

(Maximum: 75 words; 3 charts/visuals)

Running the eidipaisa digitally on all social media platforms by also utilising influencer marketing strategy, we were able to create a shout for the cultural relevance of eidipaisa prevalent in Pakistan. Shahdab Khan and Safeeha Jabbar were also the powerhouse for this campaign bringing in views and engagement on twitter.

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

The lucky eidi campaign also proved to be super interactive, providing that an influencer/PR intensive medium is effective for future campaigns when it comes to customer engagement. Below are the number of clicks on each lucky eidi link shared:

Shadab Khan: 4000 clicks

Saheefa Jabbar: 1500 clicks

results beyond those
that align with your
listed objectives.

(Maximum: 150 words,
3 charts/graphs)

Ali Gul Pir: 1500 clicks

Kanwal Aftab: 2000 clicks

Achieved 1.9 Mn total views and 6Mn + total reach through Kanwal Aftab's and
Ali Gul Pir's PR activities on social media platforms.

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

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

Societal or Economic Events

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

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

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

In the aftermath of the economic challenges following the COVID-19 pandemic,
the banking sector faced a slowdown, prompting the introduction of new
incentives for digital banking. In response to this evolving landscape, we made
the strategic decision to transform easypaisa into eidipaisa, aligning with the
changing dynamics and emphasizing our commitment to embracing digital
financial solutions during these transformative times.

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.

https://dunyanews.tv/en/Busine...

https://tribune.com.pk/story/2...

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 10 – 25 million

Paid Media Expenditures (Prior Year)

Campaign Period:
Prior Year

PKR 5.0 – 10 million

Compared to competitors in this category, the budget is:

N/A Elaboration Required

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

More

Budget Elaboration:

Provide judges with the context to understand your budget.

TV, PR, influencer marketing and digital marketing.

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

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

(Maximum: 100 words)

PRODUCTION & OTHER NON-MEDIA EXPENDITURES

Select a budget range for the key assets you developed to bring your idea to life.
This should include hard pre and post productions costs, talent (influencer or
celebrity fees), and any activation costs.

Production & Other Non-Media Expenditures

Select One

Not Applicable

Elaboration on the Production & Other Non-Media Expenditures

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

NA

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)

Yes : Brand's own social media platform and in-app

SPONSORSHIPS AND MEDIA PARTNERSHIPS

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

Sponsorships

Select all that apply.

Not Applicable

Elaboration on Sponsorships and Media Partnerships

Provide additional context regarding your sponsorships and media partnerships.

NA

(Maximum: 100 words)

SOURCES

Investment Overview: Data Sources

Provide sourcing for all data provided in the Investment Overview.

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

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

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

Judges encourage third-party data where

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. – Influencers

Influencer / Key Opinion Leader

Public Relations

TV

User Generated Content & Reviews

Interactive / Website / Apps

MAIN TOUCHPOINTS

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

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

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

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

Main Touchpoint 1

Most integral touchpoint.

TV

Main Touchpoint 2

#2 Most Integral
Touchpoint

Digital Mktg. – Influencers

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

TikTok

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.

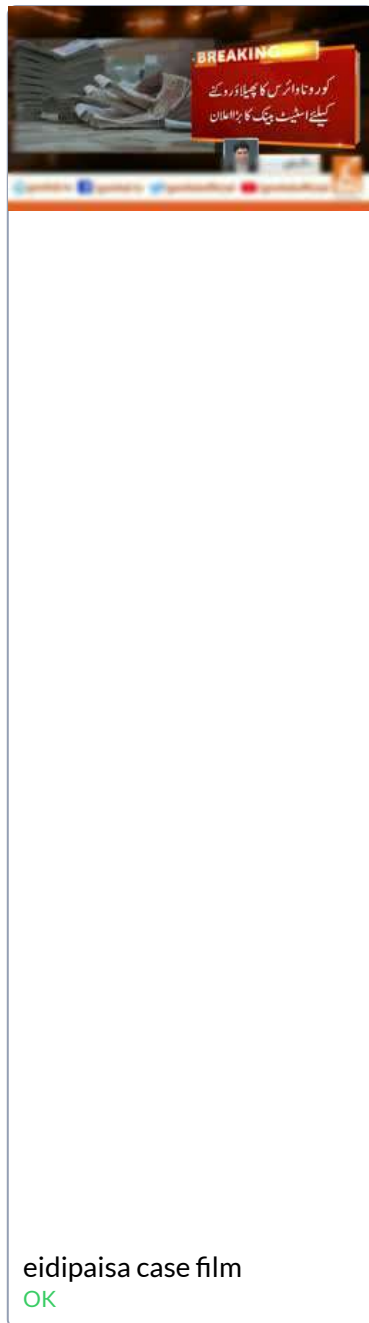**The Creative Reel is viewed once the case has been read.**

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"

eidipaisa case film
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"

Digital Mktg. – Influencers

Influencer / Key Opinion Leader

Interactive / Website / Apps

User Generated Content & Reviews

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

eidipaisa - Influencer
OK

digital eidi, eidipaisa,
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.