



effieAwards
Pakistan

2025 AWARD CATEGORIES



award categories

INDUSTRY (PRODUCTS & SERVICES) CATEGORIES

There are **33 industry** (products and services) **categories** to choose from. The entries of products and brands that are similar in usage form this category irrespective of the platform it has leveraged to achieve its objectives. Please ensure that you read category definitions. It provides guidance regarding the types of products/services that may enter the category.

A single effort may only be entered in one industry (products/services) category per effort, plus multiple special categories. Also, it is not mandatory to enter an industry (products/services) category; you may enter into multiple special categories directly.

New Products and Services: New Product/Service introductions are not allowed to enter into their respective industry category. They can enter only into the New Products & Services category and, if applicable, additional special categories.

SPECIALTY CATEGORIES

Specialty Categories are designed to address a specific business situation or challenge. **There are 27 special categories**, which focus on audiences, business challenges, media, and industry trends. To enter in the special categories, the **campaign can be a standalone effort OR part of an integrated campaign**. If the submission is part of an integrated campaign, the results section should only and clearly state numbers that are contributed by that particular effort and not the results achieved from the entire campaign. When entering into these categories, you should present your entry in a way that addresses the situation or challenge as outlined in the category definition. It should be customized to speak to the specifics of the special category. Judges are often frustrated when an entry clearly wasn't tailored for the category they are reviewing.

ENTERING MULTIPLE CATEGORIES

A single effort entered in an industry (products/services) category may be submitted in one or more specialty categories. However, you will need to complete a separate entry form, submit or upload a separate set of creative samples and pay the entry fee for the additional category as per the 'entry fee' policy under the 'Fee and Payments' section in the Entry Kit. It is critical to thoroughly review these category definitions to ensure your effort meets the criteria of the specific category definition. Judges will down-score your entry if you are missing information required by the category definition.

UNSURE WHICH CATEGORY TO ENTER? Email us at info@effiepakistan.org.



award categories

CATEGORY LIMIT

Efforts can be entered into a **maximum of four categories**. Of those four categories, only one may be an industry category. You are not required to enter an Industry category - you may enter four specialty instead. You will need to complete a separate entry form and pay the entry fee for each category you wish to enter.

Each entry should be customised to speak to the specifics of the entered category. Judges are evaluating your work against the category definition and they frequently express that it is difficult to properly evaluate a submission when the entry wasn't tailored to it.

Please ensure that you read category definitions. It provides guidance regarding the types of products/services that may enter the category.

The Effie Pakistan reserves the right to re-categorize entries, split/redefine categories and/or refuse entry at any time.

AT ANY POINT IN TIME, IF YOU ARE UNSURE WHICH CATEGORY TO ENTER? Email info@effiepakistan.org or call us



category listing

31 Industry Categories

Agriculture and Related Industry	Health, Wellness & Fitness
Automotive	Home Furnishings & Appliances
Beauty & Fragrance	Household Supplies and Services
Beverages - Cold	Insurance
Beverages - Hot	Internet & Telecom
Construction, Real Estate & Allied	Media and Entertainment Co.
Culinary	New Products and Services
Culture and The Arts	Non - Profit
Delivery	Personal Care
Education & Training	Professional Services
Electronics	Restaurants
Fashion & Accessories	Retail
Finance	Snacks & Desserts
Food	Software
Gaming & E-sports	Travel, Tourism & Transportation
Government & Public services	

For category definitions go to Appendix.

Important:

You can enter a **maximum of 4 categories**. It is **not mandatory** to enter an Industry Category - you may enter four specialty category directly.

UNSURE WHICH CATEGORY TO ENTER?

Email us at info@effiepakistan.org.

25 Specialty Awards

- Branded Content
- Brand Experiential Marketing: Live | Digital | Hybrid
- Brand Integration & Entertainment Partnerships
- Business to Business
- Corporate Reputation
- David & Goliath
- Digital Commerce (formerly E-Commerce)
- Environmental
- Experiential Commercial Marketing
- Influencer
- Marketing Disruptors
- Marketing Innovation Solutions
- Media Innovation
- Omni Channel Shopper Solution
- Passion for Pakistan
- Performance Marketing
- Positive Change: Social Good - Brands
- Positive Change: Social Good - Non-Profit
- Renaissance
- Seasonal Marketing
- Small Budgets
- Social Media
- Sustained Success
- Topical Marketing
- Youth Marketing (Teens & Adults)

4 New Categories

Industry Categories

- Entertainment & Sports
- Leisure & Recreation

Specialty Awards

- Artificial Intelligence (AI)
- Media Content Partnership



Agriculture and Related Industry

Fertilizers, pesticides, seeds, poultry farms, and other related products and services

Automotive

Cars, trucks, motorcycles, vans, both brand and model advertising; Also includes aftermarket products/services such as gasoline/petroleum, motor oil, tires, batteries, paint, quick-lube, oil change, muffler, transmission, windshield wipers, enhancements, etc.

Beauty & Fragrance

Products and services focused on beauty. Includes cosmetics, fragrances, hair products, nail products, beauty box subscription, etc.; beauty services such as salons, spas, etc.

Beverages - Cold

Soft drinks, juices, flavoured milk, energy drinks, bottled and sparkling water, etc.

Beverages - Hot

Tea, coffee, etc.

Construction, Real Estate & Allied

Home/office rentals, malls, cement, steel, engineering, tiles, sanitary, etc. Both residential and commercial project.

Culinary

Oil and fats, pickles, spices, ketchup, etc.

Culture and The Arts

Museums, plays, immersive experiences, music organizations and festivals, concert series, cultural festivals, theatre festivals.

Delivery

Couriers, package/freight shipping, food & drink delivery, grocery delivery, flower/gift delivery, overnight delivery, package tracking, international service, etc.

Education & Training

Includes all educational organizations and institutions, training programs, job/career sites, etc.

Electronics

TVs, radios, mobile devices, home entertainment, laptops, tablets, cameras, computer hardware, game console, external or integrated VR/AR devices, sound systems, etc. Electronic may be aimed at consumers or businesses.

Entertainment & Sports (new)

Includes all forms of entertainment, including movies, TV shows, podcasts, books, music, comics, games, toys, entertainment apps, etc. Sporting events such as the Super Bowl, sports teams, etc. (Also see Gaming & E-Sports)

Fashion & Accessories

Apparel, accessories, jewellery, styling services, clothing rentals, etc.

Finance

Financial products and services including overall corporate/brand image, capabilities of a financial institution or specific products or services. Includes: credit/debit cards, reward/loyalty cards, financial planning, mobile payment services, investment, home banking, loans, mortgage, mutual funds, etc.

Foods

Packaged and frozen foods both regular and diet/light, as well as items such as bread, butter, cereals, jam, honey, milk (liquid and powder), frozen foods, nutritional foods, and supplements, etc.

**Gaming & E-sports**

All forms of e-sports and single and multi-player video games, including virtual reality, arcade, console, mobile, online and computer games.

Government & Public Services

Municipal/state economic development, lotteries, utilities, civil, diplomatic, or armed forces, parks, libraries, public services, etc. Includes political messages and recruitment efforts.

Health, Wellness & Fitness

- **Unregulated products/services** focused on consumer health and/or promoting a healthy lifestyle. Includes digital health products, fitness trackers, health/fitness apps, exercise equipment, nutraceuticals, vitamins, energy bars and drinks, etc.; fitness studios; weight loss and fitness programs, training camps and facilities, etc.
- **Healthcare Products:** Over-the-counter (OTC), prescription medicine, medical devices, etc.
- **Healthcare Services:** Hospitals, HMOs, health insurance companies, dental and medical care services, pharmacies or chronic-care facilities. Efforts may be targeted to healthcare professionals, patients and/or consumers.

Home Furnishings & Appliances

Kitchen and laundry appliances, air conditioners, carpeting, furniture, decorator's supplies, paint, wallpaper, etc.

Household Supplies and Services

Cleaning products, waxes, detergents, floor-care products, fabric softeners, paper products, lawn care, etc.

Insurance

Marketing promoting specific products/services related to insurance and the capabilities of financial institutions offering these services. All types of insurance are eligible (home, auto, financial, life, travel, business, etc.), except for health insurance service providers. (See Healthcare Services.)

Internet & Telecom

Mobile network providers, high speed internet access services, online services, bundled communications (internet, telephone, and TV), etc.

Leisure & Recreation (new)

Products and services aimed at hobbies, leisure, and recreation, including, but not limited to: dating services/apps, wedding planning platforms, personal development/improvement programs/apps, genetics/ancestry testing services, sporting and camping goods/services, etc.

Internet & Telecom

Mobile network providers, high speed internet access services, online services, bundled communications (internet, telephone, and TV), etc.

Media and Entertainment Co.

TV networks, streaming services, websites (entertainment, lifestyle, news, trade, etc.), magazines, newspapers, consumer or trade media, radio stations, broadcasters, etc.

New Products and Services

Efforts used to introduce a new products or service that is not a line extension. Brand new products or new products in a new category are required to enter this category instead of their industry category. Address the category situation and how your products/service was new and the situation you faced as a result of it being new. For example, what specifically was new? Why did the newness matter?



Non - Profit

Not-for-profit organizations of all types including charitable, social, civic, advocacy, trade, special interest, religious, etc. Includes membership drives, recruitment, fundraising, etc.

Personal Care

Soap, oral care, face & body lotions and cleansers, basic eye and ear-care products (e.g. cotton swabs, eye drops, etc.), deodorants, feminine hygiene products, razors, shaving cream, etc.

Professional services

Includes services such as accounting, consulting, legal, staffing, recruiting, real estate, domestic services, etc.

Restaurants

Quick service, casual dining, mid-scale, fine dining, tablecloth, and any other restaurants.

Retail

All retail companies (online and/or brick and mortar) with general or specific merchandise such as department stores; clothing, shoes or jewelry stores; grocery stores; home and garden stores; movie/bookstores; discount/bulk retailers; pet care; toy stores; specialty stores; convenience stores; etc.

Snacks & Desserts

Ice cream, candy, chips, cookies, bakery items, nut, fruit and vegetable snacks, popcorn, etc.

Software

Software, groupware, aggregators, operating systems, SaaS/laaS, and Cloud based services, software/apps stored locally on a computer/tablet/mobile device, etc.

Travel, Tourism & Transportation

Air, train, bus, taxi, ride sharing and hailing services, subway systems, bike shares, car rentals, ferries, cruises, hotels, resorts, amusement parks, travel websites and booking services, travel tours, tourism campaigns, etc.

Choosing the right category is very critical.

A single effort may only be entered in one industry (products/services) category per effort.

Entering in industry category is not mandatory, you can enter the specialty category directly.

UNSURE WHICH CATEGORY TO ENTER?

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**NEW: Artificial Intelligence (AI)**

Will recognize the use of AI technology to enhance marketing effectiveness. Entrants are required to showcase their effective use of artificial intelligence to drive meaningful business outcomes. This category recognizes outstanding campaigns and initiatives where AI was leveraged as a pivotal tool to achieve specific business goals. This includes illustrating proven effectiveness in enhancing customer engagement, audience targeting, interactive experience, programmatic, content generation, optimizing operations, increasing sales, or any other measurable objective.

NEW: Media Content Partnership

This category recognizes brand-media partnerships that created and activated original content beyond traditional advertising. These partnerships should showcase innovative consumer connections through integrated communication channels centered on creative and strategic content. Each activation channel should demonstrate how the media company contributed to the campaign's effectiveness and impact. Submissions must detail the strategic rationale for the partnership, the selection process, and how the partnership led to results that achieved the brand's objectives.

Brand Content & Entertainment

This category recognizes efforts that successfully engaged audiences through original branded content that goes beyond traditional advertising. The focus should be on content created to be actively sought out and consumed by the audience for its entertainment or informative value. Entries must detail the content itself, its alignment with brand and business objectives, the distribution and audience engagement strategy, and the measurable impact on the brand and business. Branded content may be produced and distributed by publishers or independently and can include long-form entertainment. **Note:** Judges will expect to understand why branded content was chosen as a tactic.

Brand Experiential Marketing: Live | Digital | Hybrid

This category is to showcase brand experiences beyond traditional advertising work that truly brought a brand or product to life and interacted with a specific audience to achieve desired objectives should be entered. It may include a re-invented product demo, re-imagined pop-up, or a "brick and mortar" retail overhaul; it may have created a new game, an alternate or virtual reality experience, or an interactive/immersive film experience that effectively showcases a new product or brand personality. Award winners will show how the brand is reaching out to their audiences to establish meaningful relationships, memorable, engaging experiences, and unique connections. Entrants must address how the experiential marketing related back to the overall brand strategy. Judges will expect to understand the 'participation' in the experience as a core factor.

**Brand Integration & Entertainment Partnerships**

This category honours brands that have effectively reached their audience via strategic integrations and entertainment partnerships. Submissions should detail how the brand was seamlessly interwoven in an engaging way. Detail the strategic reasoning behind the partnership – why was this partner chosen over others? Clearly explain the selection process of the partner, and how this partnership led to the results that met the brand objectives.

Business to Business

For marketing efforts from businesses targeting other businesses. Includes B2B efforts for any type of products or services, from any marketplace segment.

Corporate Reputation

Marketing efforts that promote corporations, not exclusively their products. Includes sponsorships, image, and identity. In addition to presenting metrics related to the reputation, entrants are encouraged to also address how these metrics relate to the business of the brand and why they are important.

David & Goliath

This is an award for smaller brands, or new/emerging brands that are less than five years old making inroads against big, established leaders, taking on “sleeping giants,” beyond their current category and set of competitors to tackle a dominant leader. Entrants must detail the business challenge, the competitive landscape, and how the business succeeded despite the odds. Define your competitive landscape, including the market difference between the David and Goliath to demonstrate why the brand was a Traditional David.

Digital Commerce (Formerly called E-Commerce)

This category is for campaigns that effectively used insights, strategy, creative, and analytics to drive digital shopper conversion. Show how, by utilizing data and a deep understanding of the shopper, the brand and/or retailer succeeded in a digital setting. A successful effort will combine strong shopper knowledge with digital marketing practices to increase conversion online. The effort must be based on a shopper insight(s) and be shopper-driven. Explain the strategy of how the effort went to market. Submissions in this category will be solely evaluated on digital commerce effectiveness.

**Environmental**

For efforts that have measurably shifted audience behaviour toward more environmentally sustainable choices, and/or grown demand for more sustainable products and services by incorporating environmentally-conscious messaging into their marketing. Show how effective marketing programs that incorporate sustainable strategies can make a positive difference for brands and for the environment. Over and above the standard Effie requirements to demonstrate a positive impact on business, there are specific areas of interest that relate to this award. Efforts entered must have as one of their main strategic objectives changing audience behaviour towards more environmentally sustainable choices and environmentally conscious messaging must be a part of the marketing. Entrants should address how the sustainability goal relates back to the overall brand and business strategy.

The criteria for this award is the result of behaviour change toward more environmentally sustainable choices, with these elements being considered in judging:

- **Awareness:** Making the audience aware of a sustainable product, service, or action.
- **Trial:** Trying the sustainable product, service, or action for the first time.
- **Product/Service Substitution:** Switching to a more sustainable product, service, or action.
- **Change in Use:** Using a product/service more sustainably than before or taking more sustainable action.

Experiential Commercial Marketing

This award features work that truly brought a brand, product, or retailer to life – either literally or virtually – and interacted with shoppers to influence conversion. You may have re-invented the product demo, re-imagined the pop-up store, led a “brick and mortar” retail overhaul, or created a new game/interactive film experience that effectively showcases a new product/brand personality. As long it truly came alive and worked. The winners of this award will show how brands and/or retailers are reaching out to audiences to establish meaningful relationships, engaging experiences, and unique connections. Entrants in this category must address how the experience related back to the overall brand strategy.



Influencer

This category recognizes brands that successfully partnered with influencers to achieve short or long-term marketing goals. Influencers can range from micro to macro and include social media personalities, brand ambassadors, and bloggers. Clearly define the strategy, target audience, and why the influencer was chosen. Highlight how the influencer engaged the audience, influenced consumer behavior, and contributed to the brand's success by driving measurable business results.

Marketing Disruptors

For efforts that grew the business/brand by changing the marketing model in ways that drive the industry forward. A marketing disruptor of any size can enter. Detail the marketing challenge, the competitive landscape, and how the brand succeeded by changing the existing marketing model for the brand/category. Judges will deduct from the case without clear articulation regarding how the marketing was disruptive for the brand/category.

Marketing Innovation Solutions

Innovative single marketing and business activities or entire marketing programs. Submit any action or business idea regarding innovation for the product, service, or business that has had an exceptionally positive impact on the market position. Examples of eligible activities in this category include: product/service innovation; change in packaging, both in terms of its appearance and size; design, technology or UX innovation for the business, product or service; consumer involvement in product development; operation change, etc. **DO NOT** submit cases where communication was a significant element of the marketing mix, those efforts should be submitted in another category of the competition.

Media Innovation

"Changing the rules to maximize impact" - This award will reward those who had the insight and creativity to change the way a particular media channel is consumed or to create a new channel. The entry shows a campaign has gone beyond the conventional approach of using any media to grab its target, and effectively engage with them. Innovation could be in the usage of existing media through technology, content, etc. or in opening a new channel/medium that one may not have experienced. Whether the effort was one execution or multiple, and/or has used one engagement channel or multiple, qualify to enter. **DO NOT** submit cases of innovation in products or services. Enter those in the newly introduced "Marketing Innovation Solutions" category.

Note: All entries must specifically address what was innovative and the results achieved. Write the entry to address the category situation and provide a clear articulation of how the media was used innovatively.



Omni Channel Shopper Solution

Winners in this category will represent the best examples of manufacturers and retailers committed to providing effective omni-channel shopper programs. Enter brands that have ensured an effective, connected shopper journey and showcase how manufacturers and retailers are connecting the dots in their engagement strategies to ensure simple, seamless, effective experiences across the shoppers' path to purchase. In-store, online, retail media, customer service, loyalty programs, mobile apps, delivery services, social media, aisle disruption - it could entail anything - as long as the case illustrates how it was all connected to provide a fully integrated "shopper journey" from beginning to end.

Passion for Pakistan

A commercial campaign or marketing effort that reflects a passion for Pakistan and is used to significantly improve its image. **DO NOT** submit CSR or Public Service Campaigns. The category will award to the campaign that enhances the image of their country in a unique and compelling way effectively and also integrates with your product/service/brand. note: Feature films/Movies, Stand-alone/Annual Events, and Trade Shows are not eligible to enter.

Performance Marketing

This category celebrates the most impactful performance marketing strategies, where a combination of tactics generated significant, incremental results and conversions. Describe how you leveraged the synergy between your organic and paid ecosystems to create a halo effect, using data-driven insights, agile testing, and continuous optimization. Your submission should be performance-led, demonstrating how approaches such as (but not limited to) affiliate marketing, paid search, SEO, email campaigns, personalization at scale, influencer or sponsored content directly drove measurable outcomes like increased revenue or leads.

Note: There is a different entry form for performance marketing. There are special guidelines outlined in the Performance Marketing entry form.

Positive Change: Social Good - Brands

This award celebrates brands (for-profit only) that are making the world a better place by using the power of their communication platform for "good.". The communication effort could be one that addresses a new social problem or expands an existing program in ways that benefit our society, our country or our planet. **ELIGIBILITY:** Campaigns that most effectively combined business goals with a social cause (environment, health, education, community, family, entrepreneurship, etc.) and successfully related that cause back to the company's overall brand strategy, resulting in positive business and social impact are eligible to enter. Public Service & CSR efforts are also eligible for this category.

**Positive Change: Social Good - Non-Profit**

Recognizing non-profit organizations and associations whose communications efforts have effectively driven positive change for society and successfully contributed back to the organization's purpose. Campaigns must show measurable impact and proven results in support of the cause.

Useful Tips for Positive Change Categories (Brand and Non-Profit): When entering, entrants must provide information on the business goals and intent-to-do-good goals for the effort and the results achieved for both. How the Social Good initiative related back to the overall brand strategy. Why was this initiative selected and why was it the right fit for the brand?

Renaissance

For rebirth campaigns. To enter, your brand must have experienced a downturn of several years and a period of at least six months of upturn sales. Entrants must detail the business challenge, the situation of the brand, the competitive landscape and how the effort succeeded.

Note: The entry must address the previous marketing investment and strategy as part of the context and provide detail on the length of the renaissance.

Seasonal Marketing

Seasons, holidays, and annual events allow marketers the opportunity to build strategic communications based on the time-based interests of their target audience. This category will honor those efforts, single or multiple mediums that effectively capitalized on a season, holiday, or cultural event - key moments in the Pakistan annual calendar - to drive results for their business. Examples of key seasons and events are Eid, Ramazan, Christmas, Independence Day, Basant, Diwali/Holi, Easter, Mother's/Father's/Valentine's Day, etc.

DO NOT enter campaigns based on four (4) seasons i.e. winter, summer, spring, and autumn, they are not eligible to enter this category.



Small Budgets

Cases eligible for this category must represent marketing efforts for the brand (brand defined as listed in the “brand” question of the Effie entry form) during the time period that the effort entered ran. To be eligible, an entry may not be for a line extension. The value of donated and non-traditional media, as well as activation costs, must be included.

Budget eligibility is as follows: < PKR 7.5 million.

DO NOT enter line extension. Effie defines line extensions as a variation of an existing product with the same brand name and same category but with a new characteristic, a derivative of the product or service that offers modified features without significantly changing price; a product bearing the same name and offering a varied option (e.g. new flavour, diet version, etc.). Judges will deduct from your case if you do not sufficiently prove that your marketing effort is a Small Budget campaign.

Note: Judges will deduct from your case if you do not sufficiently prove that your marketing effort is a Small Budget campaign.

Social Media

This category celebrates campaigns designed around social media as the primary touchpoint, leveraging its influence to engage connected consumers. Focus on campaigns where social media was the core idea, not just an element. Provide a clear rationale for using social media, demonstrate its direct impact on audience behavior, and show how it drove measurable business results.

Sustained Success

Efforts that experienced sustained success for at least three years are eligible for entry. Include at least three years of creative work and case results and include the current competition year’s results. Work must have a common objective in both strategy and creative executions; with a continuation of core executional elements (e.g., spokesperson, song, theme, tagline, etc.) that demonstrates effectiveness over time. As part of the entry, specifically address how the effort evolved over time (e.g., media choices, targeting, insights, new products/services, etc.). Answer all questions for the initial year and describe how/why change occurred over time.

Note: There is a special entry form and different creative requirements for the Sustained Success Award. The creative requirements, including different rules for the creative reel, can be found in the Sustained Success entry form.



Topical Marketing

These are for brands that leveraged immediate relevance, interest, or importance owing to their relation to any current events like Elections, Olympics, World Cup, Recession Marketing, etc.

Youth Marketing (Teens & Adults)

This category honours efforts that successfully communicate to teens and/or young adults (aged between 13 - 25). Your entry should be written in a way that identifies how the case was created and specifically directed to this audience and how it succeeded. Identify elements in the creative work or strategy that are specifically directed to the youth market and any relevant dynamics and/or nuances, trends, values, linguistic characteristics, and their significance with respect to your submission. Judges may not be familiar with this particular youth audience, so this is your opportunity to showcase the details that they may miss.

Choosing the right category is very critical.

Entering in an industry (products/services) category is not mandatory. You can also enter the specialty category directly.

When entering these categories, customize your entry to speak to the specifics of the special category.

UNSURE WHICH CATEGORY TO ENTER?

Email us at info@effiepakistan.org.



contact us

entry information

For any questions regarding the entry process, materials, categories, rules, etc. contact:

Samreen Bashir

Senior Marketing Executive

info@effiepakistan.org / samreen@pas.org.pk

+92 21 3583 6072 - 3

payment questions

payment@effiepakistan.com

postal address

Pakistan Advertisers Society

Suite 403, 4th Floor

Clifton Diamond

Block 4, Clifton

Karachi - Pakistan.

+92 21 3583 6072

info@effiepakistan.org

judging

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subscriptions@effie.org

sponsorship opportunities

Afsheen Rizavi

General Manager, PAS

afsheen@pas.org.pk

+92 21 3583 6072 - 3