

# E-3302-602

## Farq Parta Hai

Product	Category Entered
K-Electric	Small Budget

We are looking forward to seeing your work in this year's competition. As you work on your submission, you may wish to download the **ENTRY FORM TEMPLATE** which can be used as a guide when crafting your submission, allowing for easy collaboration with team members and partner companies. The template outlines the Written Entry Form, along with tips to consider when answering each question. Before submitting your entry, responses to each question must be copied into this entry portal.

## ELIGIBILITY

This year's eligibility period runs from 1st July 2023- 30th September 2024. 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 01/7/23-30/9/24. No results after 30/09/24 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 (1st July 2023-30 September 2024)

List the start/end dates of the effort, even if it goes beyond the Effie eligibility period.

Date From	2023-08-01
Date To	

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

## Regional Classification

Select all that apply.

Local
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## Industry Sector

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

Other

## Industry/Category Situation

Select One

Growing

## EXECUTIVE SUMMARY

GIVE THE JUDGES AN UNDERSTANDING OF THE CASE THEY ARE ABOUT TO READ BY PROVIDING A SUMMARY FOR EACH OF THE ITEMS BELOW. A ONE-SENTENCE SUMMARY IS RECOMMENDED FOR EACH LINE.

### The Challenge

(Maximum per line:  
One sentence - 20  
words)

Create awareness among frustrated & inflation-stricken customers on energy optimization as government raises electricity rates across Pakistan.

### The Insight:

(Maximum per line:  
One sentence - 20  
words)

70% of Pakistani residents don't understand their energy bills or what inflates them<sup>1</sup>, especially middle class consuming around 100-300 units.

### The Strategic Idea/Build:

(Maximum per line:  
One sentence - 20  
words)

Understanding your consumption & using energy smartly impacts your bill, take charge of it. "Samjhdar istemal se #FarqPartaHai."

## Bringing the Strategy to Life:

(Maximum per line: One sentence - 20 words)

Creating a step-by-step, action-oriented guide (cheat-code inspired) and leveraging it across digital, influencer, on-ground, and CRM channels to maximize impact.

## The Results:

(Maximum per line: One sentence - 20 words)

Saving 510,655 customers from defaulting, converting 422,527 customers to protected (subsidized electricity rate) category<sup>2</sup> and improving payment ratio to 76.5%

## 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)

KE operates in a regulated environment bound by NEPRA policies, with no control over pricing or permission to provide discounts/financial relief to customers during these challenging times.

So, what was the solution?

Who had the control?

Customers! But only they didn't know how? So, we made sure they did!

We communicated a unique guide unlike any communicated even globally before on energy optimization, especially targeting the most vulnerable, not through huge media spent, but through impactful communication, The result? Saving 500,000+ customer from defaulting & converting 420,000+ to protected category<sup>2</sup>. Proving that impactful marketing can thrive with limited resources.

## 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 for your business? Provide context on the degree of difficulty of this challenge.

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

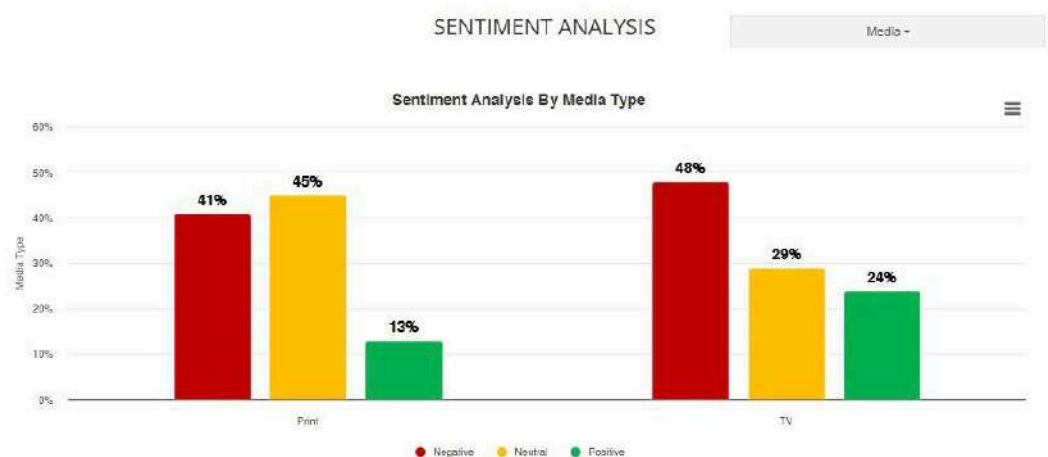
Context to consider including:  
characteristics or trends in the market (e.g. government regulations, size of market, societal trends, weather/environmental situations, etc.),  
competitor spend, position in market, category benchmarks, barriers.

(Maximum: 275 words;  
3 charts/visuals)

In July of 2023, the country was in the midst of a severe economic crisis. Inflation had significantly eroded consumers' disposable income, and the situation reached a breaking point when the **Government of Pakistan raised electricity tariffs by up to Rs 7.5 per unit for consumers nationwide.**

Despite the fact the tariff was set by the government across Pakistan with distribution companies having no control over price setting or its implications. KE post the tariff hike was all over the news, there were protests outside the offices and on the roads, where bills were burnt and **negative sentiment** for KE had increased to **48%** in the media. The challenging state of national economy had made it difficult for not just KE but all distribution companies to conduct any sort of communication other than crisis management.

A challenge over the top of all the negative noise was an insight that **70%** of Pakistani residents did not understand how to read their energy bills or what inflates them<sup>1</sup>, especially the middle class, the **most vulnerable base** consuming around **100-300 units.**



Units		Existing base Tariff	Revised base Tariff	Increase Rs/unit	Increase %
<b>A1 Residential</b>					
Protected	Up to 50 Units per month - Life Line	3.95	3.95	0.00	0%
	51 to 100 Units - Life Line	7.74	7.74	0.00	0%
	001 - 100 Units	7.74	7.74	0.00	0%
	101 - 200 Units	10.06	10.06	0.00	0%
Unprotected	001 - 100 Units per month	13.48	16.48	3.00	22%
	101 - 200 Units per month	18.95	22.95	4.00	21%
	201 - 300 Units per month	22.14	27.14	5.00	23%
	301 - 400 Units per month	25.53	32.03	6.50	25%
	401 - 500 Units per month	27.74	35.24	7.50	27%
	501 - 600 Units per month	29.16	36.66	7.50	26%
	601 - 700 Units per month	30.30	37.80	7.50	25%
	Above 700 Units per month	35.22	42.72	7.50	21%
	E1 (i) Temporary Residential	34.53	42.03	7.50	22%
<b>Time of Use</b>					
Peak		34.39	41.89	7.50	22%
Off-Peak		28.07	35.57	7.50	27%

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.

Effe 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](#)

## Business Objective

Objective #1 should be **# 1**  
your primary campaign

objective, then you may list up to three supporting objectives.

For each objective, you may include up to three charts/graphs.

## Objective - Overview & KPI

State your objective here.

(Max: 25 words)

Shift defaulting customers into paying and vulnerable base to (lower rate) protected category to benefit from subsidized rates.

KPI: achieve 30% conversion from target base & improve overall payment ratio.

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

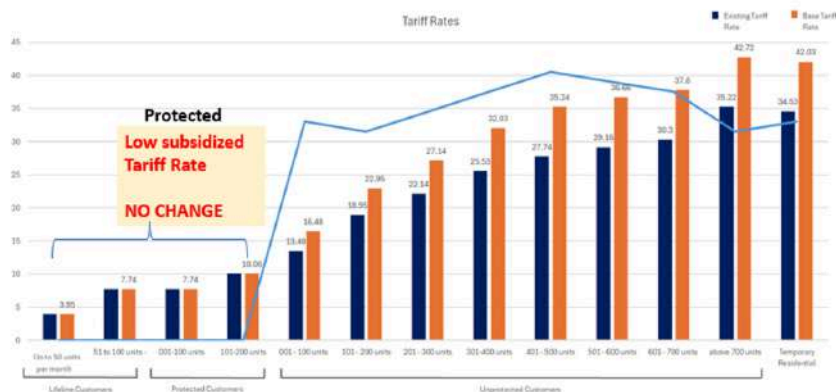
Set up your objectives & share any overarching explanation of your objectives & KPIs.

(Max: 100 words, 3 charts/graphs)

It was essential to provide relief to our most vulnerable customers struggling with affording electricity & save them from defaulting. With regulated environment where direct discounts aren't permitted, reducing household consumption becomes a powerful way to deliver relief. Shifting customers to protected/subsidized category ensures they benefit from nearly half the standard electricity rate.

Benchmark:

Of the 850,000 potential customers, the goal was to provide relief to at least 30% by converting them to protected/subsidized category.



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

(Maximum: 30 words)

Tracking the conversion rate of 850,000 potential customers to the protected category and monitoring reductions in energy consumption of overall base and bill defaults.

## Tagging - What keywords best describe your 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)

Profitability (growth/maintenance/easing decline)

## Marketing Objectives

### # 1

#### Objective - Overview & KPI

(Maximum: 30  
words)

Create awareness around unit consumption to drive behavioral change, encouraging consumers to use energy smartly to lower bills.

KPI: Build message recall and understanding; target 3M+ reach.

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

(Maximum: 75  
words; 3  
charts/visuals)

Rising energy cost at a national level was not the only challenge; 70% customers lacked understanding of unit consumption and optimized energy usage<sup>1</sup>. It was essential to guide customers on which measures to take and how long to run specific appliances to achieve savings. Therefore, creating awareness through smart, actionable communication that served as a “cheat code” for reducing bills was the objective.

Benchmark: Achieve unit/slab reduction in energy bills through targeted behavioral change.

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

(Maximum: 30  
words)

Track reach and engagement across digital channels, monitor call answer rates, measure on-ground reach via distribution and interaction tracking. Compare FY23 to FY24 data on customers shifting to lower slabs.



Tagging - What keywords best describe your objective type?

(1 Required. No  
Maximum)

Conversion

Salience / Awareness

# 2

Objective - Overview & KPI

(Maximum: 30  
words)

Increase retention of customers who have shifted to the protected  
(lower subsidized rate) category.

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

(Maximum: 75  
words; 3  
charts/visuals)

Once customers are shifted to the lower subsidized rate - protected  
category, it's crucial to ensure they continue benefiting from it by  
consistently managing their energy usage. This isn't just about initial  
conversion but sustaining their savings through ongoing optimization.

Measurement - How did you plan to measure it?

(Maximum: 30  
words)

Monitor monthly data to determine if converted customers remain in  
the existing subsidized lower rate slab - protected category.

Tagging - What keywords best describe your objective type?

(1 Required. No  
Maximum)

Renewal / Retention / Lifetime Value

## Activity Objectives

# 1

Objective - Overview & KPI

(Maximum: 30  
words)

Build customer understanding by communicating simplified, actionable  
content for digital platforms and WhatsApp circulation that serves as a  
guide and cheat code for energy optimization, aimed at reducing bills.

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

(Maximum: 75 words; 3 charts/visuals)

Everyone globally communicates simple and common energy conservation measures, but no one really explains the science behind it, or how to optimize your unit consumption with smart and effective steps rather than just switching off. By providing “cheat code” style content, the campaign aimed to break down complex information into straightforward, actionable steps, accessible on digital platforms and WhatsApp for maximum reach, so customers can make informed choices and take charge of their bills.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Track reach and engagement across digital channels (e.g., Meta, YouTube, TikTok)

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Advocacy / Recommendation

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

## # 2

Objective - Overview & KPI

(Maximum: 30 words)

Amplify the actionable cheat code content on-ground to further increase the reach of key messages

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

(Maximum: 75 words; 3 charts/visuals)

We didn't want to confine our message to digital platforms, as certain demographics may not reside there. Amplifying this "cheat code" content on-ground allows us to reach communities less active online, maximizing impact and accessibility.

Benchmark: Expand reach beyond digital, achieving additional on-ground impressions, helping vulnerable customers integrate energy-saving habits into their routines.

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

(Maximum: 30 words)

Measure on-ground reach via distribution, interaction tracking and numbers of homes visited by agents.

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

(1 Required, No Maximum)

Advocacy / Recommendation

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

## # 3

## Objective - Overview & KPI

(Maximum: 30 words)

Improve retention of customers in the lower subsidized rate category by proactively reaching them as their unit consumption increases through direct CRM channels (calls, SMS, and app notifications).

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

(Maximum: 75 words; 3 charts/visuals)

To ensure customers remain in the protected (lower subsidized rate) category and continue benefiting from affordable rates, it's essential to communicate proactively as their energy usage increases, which may lead to a shift out of the category. By utilizing direct channels such as calls, SMS, and app notifications, we can provide guidance on optimizing their energy consumption and reducing the likelihood of shifting back to higher tariff slabs.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Monitor monthly data to determine if converted customers remain in the existing subsidized lower rate slabs.

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

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

Recall (brand/ad/activity)

Retention

## 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.

<sup>1</sup> Source: Asian Development Bank (ADB) report

<sup>1</sup>Minute mirror, Dawn & The diplomat Articles 2023

<sup>2</sup> In the section above, we have mentioned “**protected category**”, as it was one of the objectives to convert customers to protected category. **Protected category is tariff category where when customers consume under 200 units & below for 6 consecutive months, they are charged a lower electricity subsidized tariff rate of PKR 10.06 per unit & below till PKR 3.92 - This is also the only category for which government gave relief and did not increase the unit price.** Source: NEPRA

# 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)

The campaign was strategically split into two folds. First, **targeting masses** on broad awareness to educate customers on how to read their electricity bills and understand unit consumption. This approach empowered and guided customers to understand the basics to take the charge of their bill.

The second fold was more specific and action-oriented communication of shifting customers to lower slab protected category<sup>5</sup>, targeting a more **vulnerable group**. This base was **our primary audience**—households consuming between **100-300 units per month** but were not in protected category. These customers in Karachi, typically belong to **middle-income** families and are heavily impacted by increased electricity rates set by the Government of Pakistan. Often reliant on single incomes, energy bills consume majority of their expense/income. A survey revealed six commonly used appliances among them, which were central to our communication guide. To ease their financial burden, the campaign aimed to guide these families into the protected category, where subsidized rates offered relief, as it was the only category exempt from the government's electricity rate increases. Based on our analysis, we identified approximately **850,000+ potential customers**<sup>2</sup> within this segment for whom a more specific & tailor-made communication for energy optimization could be directly targeted.

There is a general misconception that this audience that lies in middle-class household income has lower consumption of digital platforms. The smart phone and digital penetration of this particular TG is 80%.<sup>3</sup>

Our primary audience are **digitally active**, with frequent access to WhatsApp, widely used across age groups and demographics. Majority of them were also present on our KE live app. This segment also uses social media platforms, especially Facebook, TikTok and YouTube, for information and entertainment. Their media consumption is largely skewed towards mobile-based usage, making them accessible via SMS, app notifications, and calls as well.



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

Clarify how the insight(s) were directly tied to your brand, your audience's 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)

There were 3 major driving factors that led us to our insight:

- 1) The noise and increasing **public frustration** in the context of rising inflation, especially with the new tariff hikes introduced by GoP. Recognizing this frustration signaled an urgent need for KE to step in with effective guidance on reducing energy consumption.
- 2) A Research shows **70% residents of Pakistan did not understand their bills**, nor did they feel conservation measures will reduce their consumption. This insight revealed a pervasive knowledge gap, but also an opportunity: demystifying conservation could transform energy use from a source of frustration into a tool for empowerment. When GoP increased the rates during July 23', we observed a notable influx of 200k+ customer calls and visits<sup>4</sup> that were above the average, where people were keen to understand their bills & reduce them. This underscored that it was more important than ever for customers now to not just know the basic conservation measures but a proper optimization guide that impacts their bills.
- 3) There were **no local, national, or global examples** of campaigns providing a step-by-step energy optimization guide—including specifics like appliance wattage, usage hours, and number of appliances to maintain monthly consumption targets. Our research depicted, while there were countless energy conservation campaigns, none focused on energy optimization. This insight led us to go back to the drawing board to become **PIONEERS** in delivering a practical energy optimization solution.

Before delving into our strategy, we surveyed a pool of our primary audience to understand their average household usage. Type of appliances they used, typical

usage hours, monthly consumption, and language preference for communication. Based on these insights, we developed the FIRST-EVER "cheat code" style energy optimization plan.

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: 200 words) The public frustration was real! But so was the misconception that they didn't have the control over their bills! The first step was to demystify the existing perception of customers, that energy-saving measures would have negligible impact on their bills, nor will they find any relief from government in the existing economic crises. We often hear customers say:

"Kitni bhi bijli bachalo, koi farq nahi parta" (No matter how much electricity you save, it makes no difference)

This prompted us to create our strategic build: **"Samjhdaar istemal se #FarqPartaHai"** (Smart use makes a difference). This was more than just a hashtag or a big idea for communication collaterals; it was the core idea embedded in the larger scheme of the plan. A well thought plan and a journey from creating awareness to driving behavioral change.

We ensured the campaign didn't just focus on run of the mill energy conservation tips but rather smart consumption, to give customers control over their bills with a tailored, data-backed and actionable guide designed to bring measurable results.

WE DIDN'T ASK CUSTOMERS TO **SWITCH OFF** LIKE EVERYBODY ELSE! BUT RATHER FOCUSED ON AN **OPTIMIZED USAGE** - PROVIDING A **CHEAT CODE** GUIDE TO REDUCE THEIR BILLS.

## Section 2: Sourcing

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

<sup>1</sup> Unprotected Customers: All the customers that do not belong to the subsidized rate category of under 200 unit consumption for at least 6 consecutive month – Source: NEPRA

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

<sup>2</sup> KE's internal (Finance & Distribution) departments' data

<sup>3</sup> Source: GSMA study

<sup>4</sup>Source: Internal customer management records, including data from customer calls and walk-in interactions, as maintained by the Customer Experience team.

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

<sup>5</sup>**"protected category"**, as it was one of the objectives to convert customers to protected category. **Protected category is tariff category where when customers consume under 200 units & below for 6 consecutive months, they are charged a lower electricity subsidized tariff rate of PKR 10.06 per unit &**

agency names as the source of research.

**below till PKR 3.92 - This is also the only category for which government gave relief and did not increase the unit price.** Source: NEPRA

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

Judges encourage third-party data where available.

See Entry Kit for details.

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## SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE - 23.3% OF TOTAL SCORE

This section relates to how you built a compelling creative and channel plan i.e. how and where you brought your strategy to life. And how you tested for ongoing optimization.

Help the judges evaluate your entry by demonstrating how you created work that targeted and motivated customers effectively. Outline how your creative and channels plans worked together to drive results.

The score for this section will be based on your responses to the below questions, your creative work (as presented in the creative reel & images), and the context provided in the Investment Overview. Your responses to all elements of this section should complement one another and tell a cohesive story.

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### 3A. Describe the key elements of your plan that activated your strategy.

Outline any components that were active in the effort e.g. CRM program, SEM, display advertising, native advertising, affiliate marketing, new technologies (e.g. AI), customer experience, pricing changes as well as

To activate our strategy effectively, we structured the campaign around the AIDA model, addressing the challenge that 70% of our customers struggle with understanding their bills. This model guided customers through a journey that began with awareness and culminated in action.

#### **Step 1: Awareness**

We launched with two key awareness pieces. The first was a detailed explainer video on "How to Read Your Bill," demystifying the bill structure. The second featured the post + video "1 Unit Ka Matlab 'Watt'?" using pun to clarify what one unit means. We took all the common appliances that an average household uses, depicting how those appliances when used for certain hours consume one unit.



promotions and communications.

(Maximum: 200 words;  
3 charts/visuals)

### Step 2+3: Interest and Desire

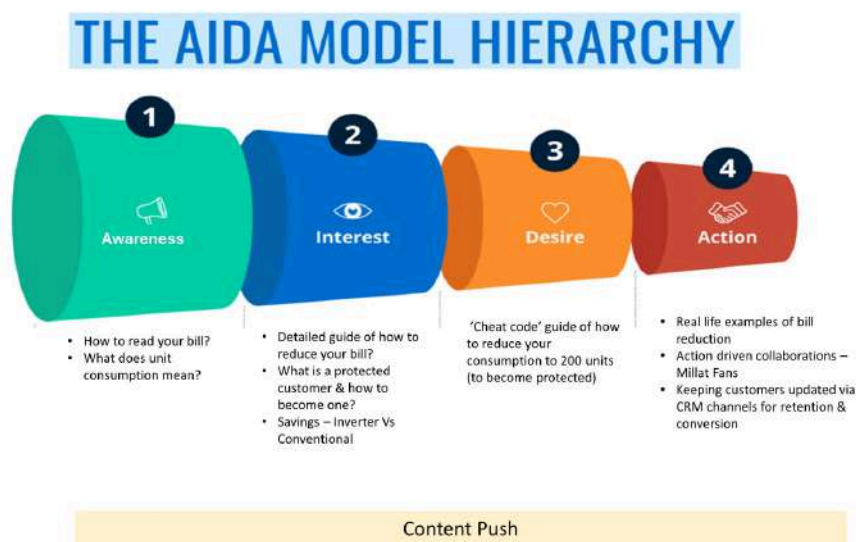
In this phase, we encouraged customers to adopt a smart optimization guide to lower their bills. Featuring two main messages:

- (1) A detailed explainer video guide on bill reduction. Additional content on protected customer awareness and benefits of inverter use.
- (2) A breakdown on how to reduce consumption below 200 units to qualify as a protected customer. The latter was designed in a “cheat code” format, aimed at vulnerable customers. Considering this approach was unprecedented, with no existing local or global campaign models/examples.

### Step 4: Action

Now that the customers understood how to take charge of their bills, it was time to reinforce “#FarqPartaHai.” To achieve this, we conducted a pilot featuring three real-life success stories of customers who reduced their bills by adopting our cheat-code guide and defined measures. This included shifting to lower-wattage appliances, which we installed and funded. Furthermore, we partnered with Millat Fans to offer discounts on energy-efficient inverter fans, encouraging a transition to smarter consumption habits.

The campaign was executed on **digital, on-ground, CRM direct marketing channels and on influencer & community platforms** to maximize impact despite limited budget.



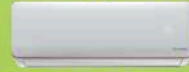


20 ghanṭay



Tube Light  
50 Watts

0.8 ghanta



1.5 Ton AC - Inverter  
1200 Watts

1 ghanta

Iron  
1000 Watts



83 ghanṭay



LED Bulb  
12 Watts

2 ghanṭay

Washing Machine  
500 Watts



12 ghanṭay



Fan  
80 Watts

5 ghanṭay

Fridge  
180 Watts



1 ghanta

Water Motor  
750 Watts

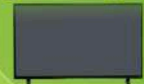


0.5 ghanta



1.5 Ton AC  
2000 Watts

16 ghanṭay



LED TV  
60 Watts

1 unit  
ka matlab  
k Watt<sub>hr</sub> ?

#FarqPartaHai

**Samajhdar Istimal = Kam Bill**

Asal bechat saman ki qism, istimal ke waqt, maujuda darja hararat aur deegar beroni awamil ki buniyad per mukhtalif hu sakti hai

## INVERTER FAN LAGAO, BILL GHATAO

**30% OFF**

Purane fan k badley izafi  
**RS.2500** tak ki bachat

**#FarqPartaHai**

\*Ye offer 300 units tak ke  
unprotected sarifeen ke liye hai



3B. Outline the key building blocks of the creative executions for your main marketing vehicles e.g., endline, call-to-actions and format choices. If relevant, include any important changes that optimized the creative while the activity was running.

Include any important changes that optimized the creative whilst the activity was running.

(Maximum: 100 words;  
3 charts/visuals)

We leveraged the idea of **RIGHT COMMS** at the **RIGHT TIME** in the **RIGHT PLACE** during the economic strain, when customers were looking for light at the end of the tunnel. We provided them with actionable-solution and it **PAID OFF!**

We ensured, right information is tagged against right format and on right platforms. Our research & data represented that 80% of our primary audience resided on **digital platforms and KE's CRM channels** which include **KE-Live App, SMS, Business-WhatsApp, Call Centers (inbound, outbound, and robocalls), and Customer Care Centers**. These platforms became the strategic focus.

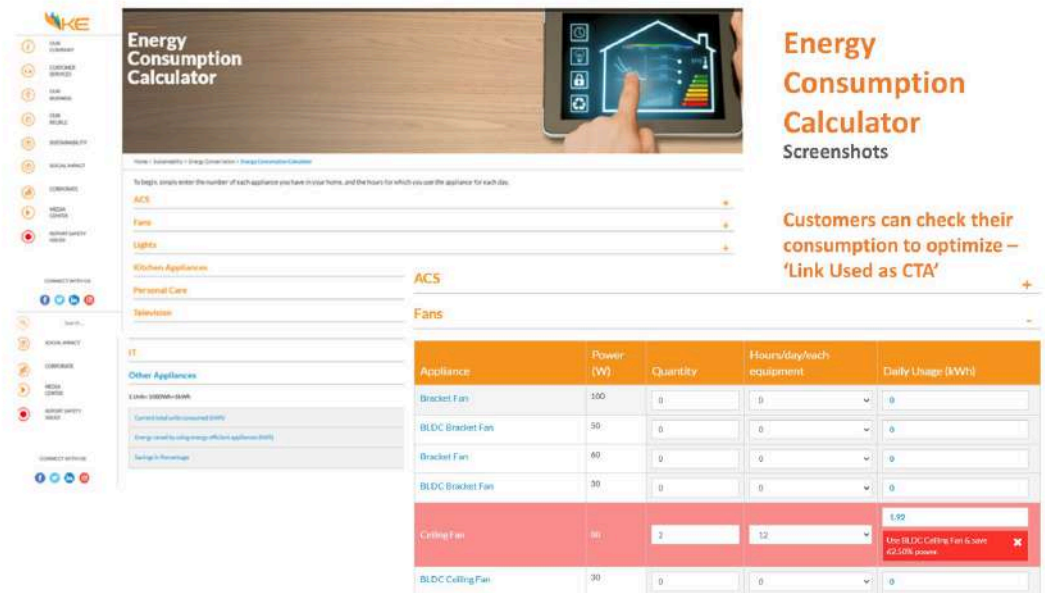
We began our efforts on **Digital platforms - META, TikTok and YouTube**, optimizing the content & format for online viewing habits, with explainer + short videos, visual guide-posts/infographics. We repurposed our main static collaterals into videos for audience that would rather consume a VO based guide

than all-in-one infographic. Each piece featured our campaign anchor, “#FarqPartaHai” and the **CTA** with a link to an **energy conservation calculator** on our website. This tool allowed customers to enter their appliance details, giving them an estimate of their unit consumption and empowering them with actionable insights. We also ended each content with a caveat that all prices are set by GoP & NEPRA, and is outside of KE’s purview, to ensure customers understood KE does not increase the price.

The rollout included:

- **WhatsApp Group Sharing** – Dissemination of posts, explainer videos, and forwarded voice notes.
- **Influencer Collaborations** – Boosted credibility through trusted voices.
- **Internal Channels** – Reached KE’s workforce (also KE customers) through emails, Teams, and an internal app.
- **On-Ground Activation** – Door-to-door awareness by *Roshni Bajis* (KE’s empowered women agents), Awareness Drive: flyers/banners, gamified interactions offering energy-efficient bulbs as prizes. Area announcements made via mosques and community leaders.
- **CRM Channels** – mentioned in 2<sup>nd</sup> paragraph.





3C. Outline the rationale behind your communications strategy, experience 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.

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

(Maximum: 400 words; 3 charts/visuals)

We structured our creative execution in alignment with our existing customer journey. Each stage was strategically mapped to target audiences, content types, and placements, ensuring all elements not only worked together cohesively but also flowed sequentially to maximize impact.

For awareness stage we targeted masses on digital platforms, the objective at this stage was to make customer understand they have control over their bills.

The other two stages were tricky here! We had to not only drive conversion by targeting our vulnerable base but also ensure their retention in lower slabs<sup>1</sup>. We integrated our marketing approach to derive results, after the release of 'cheat code' content on our digital & influencer platforms, we engaged our teams on our CRM channels. While customers were consuming the content online, we kept a check on the consumption pattern of our potential base. Analyzing the trend, we kept optimizing our strategy, if a customer was closer to becoming a protected customer he/she was engaged via direct in-app notifications, robocalls, SMS or outbound calls. Letting them know they are 2 months away from becoming protected, push them to follow their pattern. Similarly, if there was a trend of lower slab customers consumption increase, we sent the same push via these channels to ask them to control their consumption in order to enjoy lower tariff rates.

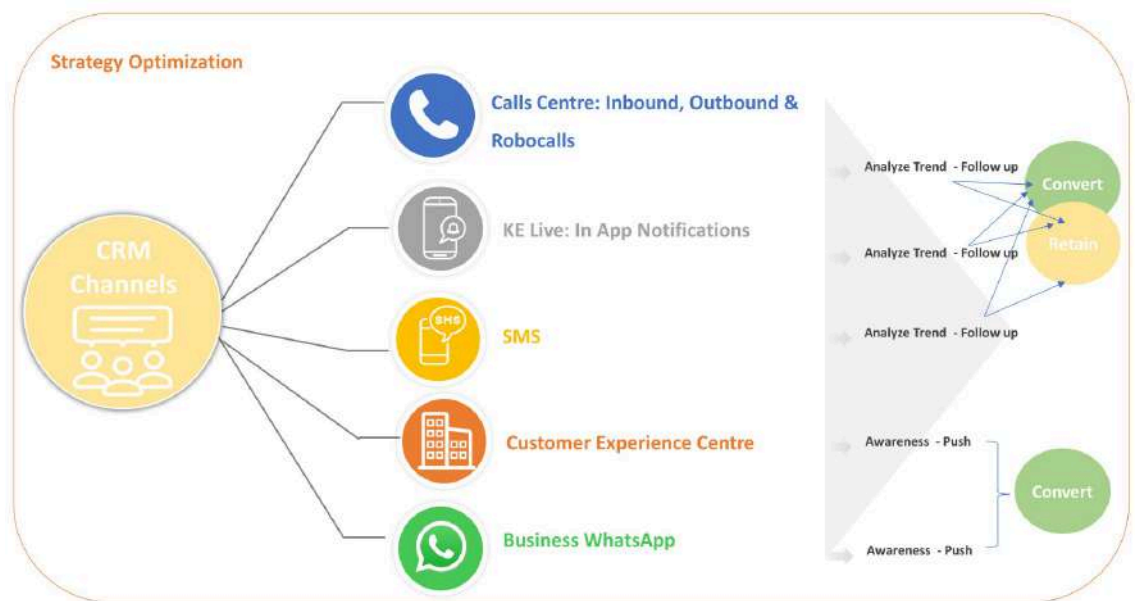
We ensured we tagged right influencers to the right audience. For masses we used Faiza Saleem & Azlan Shah. While Omar Saleem & Raza Samao along with micro influencers were targeting the vulnerable base.



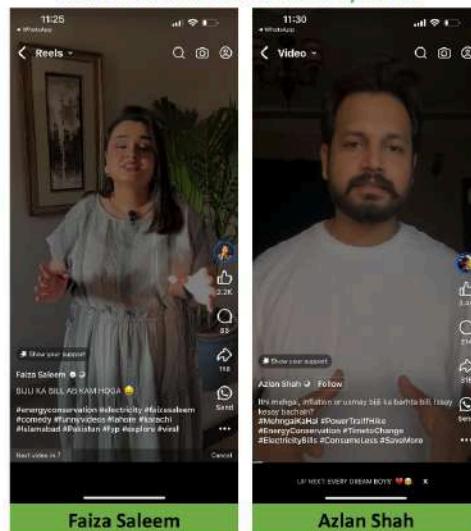
We also ensured that our Customer Experience and Support staff was well equipped & trained at call & customer care centers to handle energy-optimization inquiries, while especially guiding vulnerable customers.

80% of our TG was available on digital and CRM platforms. We reached the remaining chunk via on-ground activation to maximize our reach, we also translated the roman content in urdu so customers had both options. To further ensure that #FarqPartaHai had a wider spread we wrote letters to SBP & GoP to join us in this journey. As this was not the responsibility of KE alone but the whole nation.

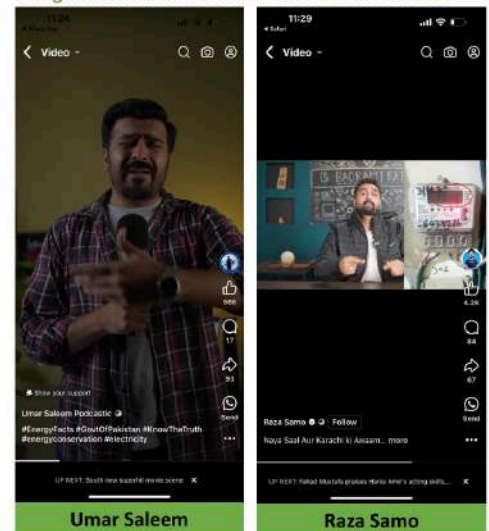
Lastly While KE couldn't offer any discounts on its own being in regulated environment but what we could do was, we collaborated with partners like Millat Fans to offer discounts on energy-efficient appliances. To encourage customers to transition to inverter fans to reduce their consumption.



Mass Awareness- how to reduce your bill

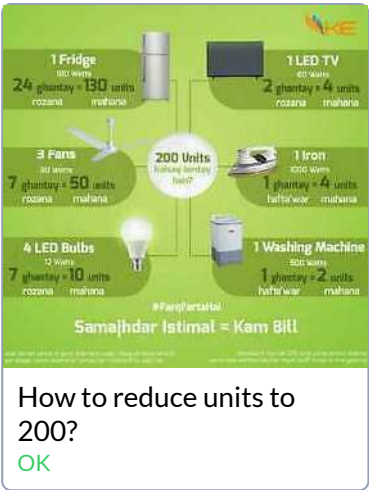


Targeted Awareness- how to reduce units to 200



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.

<sup>1</sup>Slabs: Electricity slabs represent consumption ranges used to determine billing rates. Customers are categorized into **Protected** (up to 200 units/month, often subsidized) and **Unprotected** (above 200 units/month). Each slab corresponds to a specific usage level, with tariffs increasing as consumption rises. As shown below:

- PROTECTED:
- UPTO 50 UNITS - LIFELINE
  - 51 TO 100 UNITS - LIFELINE
  - 001 - 100 UNITS PER MONTH
  - 101 - 200 UNITS PER MONTH
- Total Protected
- UNPROTECTED:
- 001 - 100 UNITS PER MONTH
  - 101 - 200 UNITS PER MONTH
  - 201 - 300 UNITS PER MONTH
  - 301 - 400 UNITS PER MONTH
  - 401 - 500 UNITS PER MONTH
  - 501 - 600 UNITS PER MONTH
  - 601 - 700 UNITS PER MONTH
  - ABOVE 700 UNITS PER MONTH

“**protected category**”, as it was one of the objectives to convert customers to protected category. **Protected category is tariff category where when customers consume under 200 units & below for 6 consecutive months, they are charged a lower electricity subsidized tariff rate of PKR 10.06 per unit &**

below till PKR 3.92 - This is also the only category for which government gave relief and did not increase the unit price. Source: NEPRA

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## 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 30/09/2024.
- All results must be isolated to Pakistan.
- It is critical to provide sources for all results provided.

## 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 campaign achieved outstanding results, driving impactful outcomes for both our customers and the business while setting new historical benchmarks.

Through targeted interventions of continuously guiding customers on how to reduce their consumption and lower their bills, we successfully **saved 510,655 customers from defaulting<sup>1</sup>**, these customers were irregular payers not knowing how to save on their bills.

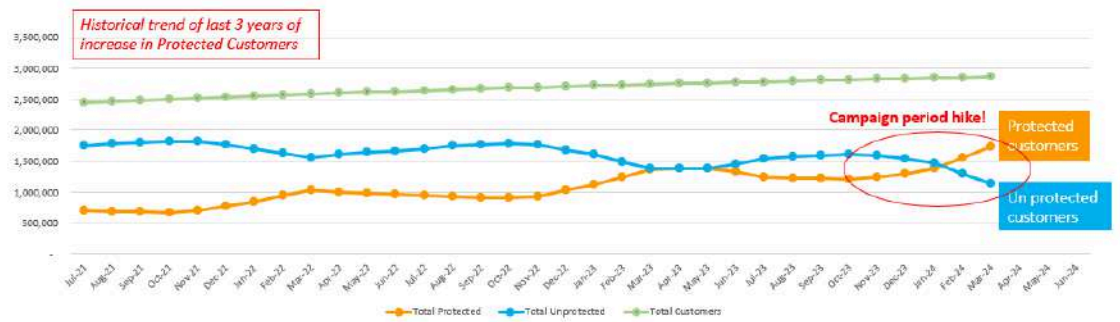
But for our primary audience, we **converted 422,521 vulnerable customers to the protected category<sup>2</sup>**, to benefit from a subsidized lower rate. We didn't just convert these customers, but the **retention of this base was exceptionally high at 80%<sup>2</sup>**, securing long-term benefits for the vulnerable. These (422,521) converted customers **saved a total of PKR 1.63 Bn on their bills**. We also exceeded our expectation rather than converting the KPI number of 30% we converted 50% of the potential base.

Additionally, we **achieved a substantial shift of 657,011 in customer's overall base to lower slabs apart of just protected<sup>3</sup>**— these were the customer who fell into a category slab lower than their previous one. So even if they didn't enjoy the lowest protected rate, they still enjoyed a lower rate than previous slab by anywhere between PKR 2-7 per unit. Driving meaningful savings in their bills.

These overall conversions to lower slabs generated substantial business value, driving recovery from near-defaulters and improving payment behavior. This led to a **payment ratio of 76.5% and a recovery ratio of 83%<sup>4</sup>**, translating into an impressive **PKR 439 million recovery impact<sup>4</sup>**. Leading to a whopping **ROI of approximately 7882%**.

From a marketing perspective, the **campaign's reach** was impressive, touching **12 million people<sup>5</sup>** through a balanced mix of digital, CRM and on-ground strategies. Digital channels alone engaged 7.2 million, while 4.8 million were reached on-ground, majority through placements at ATMs. The same base was reached with CRM channels as well (8.5 lakh impressions, not unique from 12MN but combined of other 2 channels)

A post-campaign survey demonstrated an **83% campaign recall<sup>6</sup>**, indicating strong brand resonance among our target audience. When you create a one-of-a-kind strategy backed by smart communication, even a campaign on a tight budget can deliver exceptional results.



## Business Objective 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

#### Objective - Overview & KPI

State your objective here.

(Max: 25 words)

Shift defaulting customers into paying and vulnerable base to (lower rate) protected category to benefit from subsidized rates.

KPI: achieve 30% conversion from target base & improve overall payment ratio.

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

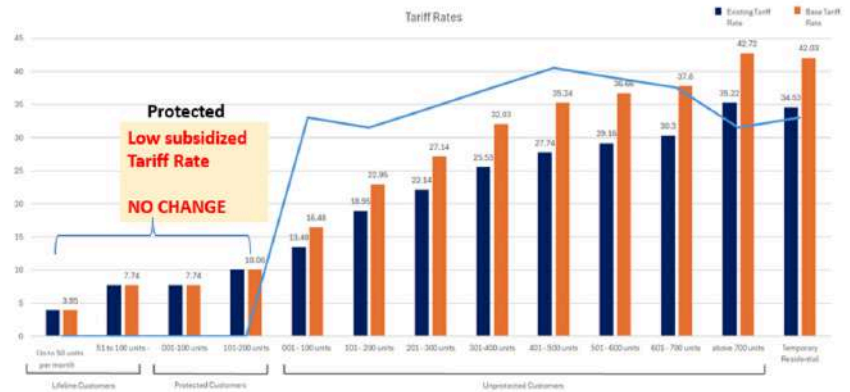
Set up your objectives & share any overarching explanation of your objectives & KPIs.

It was essential to provide relief to our most vulnerable customers struggling with affording electricity & save them from defaulting. With regulated environment where direct discounts aren't permitted, reducing household consumption becomes a powerful way to deliver relief. Shifting customers to protected/subsidized category ensures they benefit from nearly half the standard electricity rate.

Benchmark:

(Max: 100 words,  
3 charts/graphs)

Of the 850,000 potential customers, the goal was to provide relief to at least 30% by converting them to protected/subsidized category.



Measurement - How did you plan to measure it?

(Maximum: 30  
words)

Tracking the conversion rate of 850,000 potential customers to the protected category and monitoring reductions in energy consumption of overall base and bill defaults.

Tagging - What keywords best describe your 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)

Profitability (growth/maintenance/easing decline)

List Result

(Maximum: 30  
Words)

**Saved 510,655<sup>1</sup> customers from defaulting and shifted 422,521<sup>2</sup> to protected category, this improved payment ratio to 76.5% and recovery ratio to 83%<sup>4</sup>, resulting in a PKR 439 Mn<sup>4</sup> recovery impact.**

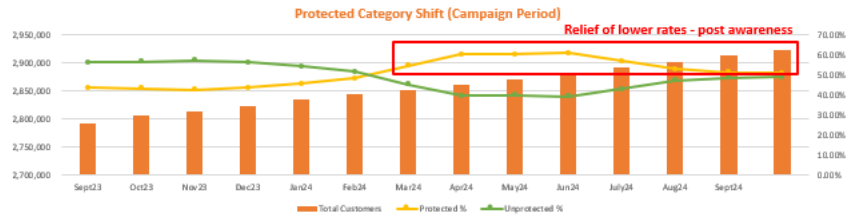
Context

(Maximum: 75 words; 3 charts/visuals)

Through focused interventions, we successfully saved defaulting customers and shifted vulnerable customers to a protected category to enjoy lower rates. This effort not only exceeded the KPI by 20% but also significantly increased payment compliance and improved recovery from defaulters. These results indicate the campaign’s effectiveness in translating relief for customers (reduced cost) and supporting sustainable revenue recovery for the business. The Recovery Ratio % depicts improvement in recovery & Payment Ratio in payment.

Consumer shifted to Protected FY23	Consumer shifted to Protected FY24	RR_FY'23	RR_FY'24	PR_Sept'23	PR_Sept'24
181,097	422,521	79.93%	83.07%	70.63%	76.47%

Fiscal Year	Stubs	Approximate Consumer Count
FY'23	Upto 9 – defaulters	1,493,927
FY'24	10 to 12 – Payers shifted	510,655



Marketing Objectives Results

# 1 Objective - Overview & KPI

(Maximum: 30 words)

Create awareness around unit consumption to drive behavioral change, encouraging consumers to use energy smartly to lower bills.  
  
KPI: Build message recall and understanding; target 3M+ reach.

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

(Maximum: 75 words; 3 charts/visuals)

Rising energy cost at a national level was not the only challenge; 70% customers lacked understanding of unit consumption and optimized energy usage<sup>1</sup>. It was essential to guide customers on which measures to take and how long to run specific appliances to achieve savings. Therefore, creating awareness through smart, actionable communication that served as a “cheat code” for reducing bills was the objective.

Benchmark: Achieve unit/slab reduction in energy bills through targeted behavioral change.

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

(Maximum: 30 words)

Track reach and engagement across digital channels, monitor call answer rates, measure on-ground reach via distribution and interaction tracking. Compare FY23 to FY24 data on customers shifting to lower slabs.

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

(1 Required. No Maximum)

Conversion

Salience / Awareness

## List Result

(Maximum: 30 words)

Achieved a **12 Mn reach<sup>5</sup>** with **83% message recall<sup>6</sup>**, resulting in **behavioral change** by shifting **657,011<sup>3</sup>** customers to **lower tariff slabs**.

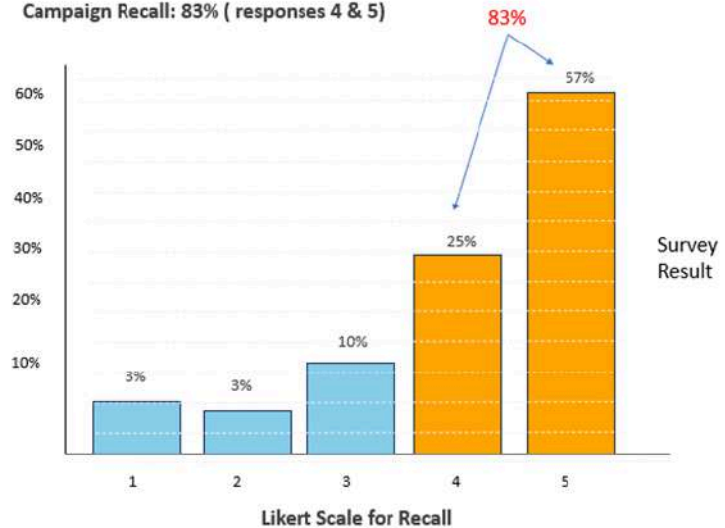
## Context

(Maximum: 75 words; 3 charts/visuals)

The campaign reached 12 Mn consumers, far exceeding the 3 Mn target, with an 83% recall rate. From our Insights that consumers didn't fully understand unit consumption, the campaign led to a significant behavioral shift, moving 657,011 customers to lower tariff slabs, reducing their energy costs, this is a separate shift of overall base from protected. This is explained in the example table below:

		Units	Revised base Tariff	Example: A Household is consuming 350 units on rate 32.03 per unit.		
AS	Residential			Consumption	Rate per unit	Monthly Cost
				350 units	PKR 32.03	PKR 11,211
Units selected	Production	Up to 50 Units per month - Life Line	3.95	After shifting to a lower slab (201-300 units):		
		51 to 100 Units - Life Line	7.74			
		001 - 100 Units	7.74	Consumption	Rate per unit	Monthly Cost
		101 - 200 Units	10.06	300 units	PKR 27.14	PKR 8,142
		001 - 100 Units per month	16.48	Conclusion:		
		101 - 200 Units per month	22.95			
		201 - 300 Units per month	27.14	This is what we did with 657,011 customers, shifting them to lower tariff brackets. Could be anywhere from 700 to 50 units. One slab jump 2 or more.		
		301 - 400 Units per month	32.03			
		401 - 500 Units per month	35.24	Time of Use		
		501 - 600 Units per month	36.66			
		601 - 700 Units per month	37.80	Peak	41.89	
		Above 700 Units per month	42.72	Off-Peak	35.57	
		E1 (i) Temporary Residential	42.03			

Campaign Recall: 83% ( responses 4 & 5)



## # 2

### Objective - Overview & KPI

(Maximum: 30 words)

Increase retention of customers who have shifted to the protected (lower subsidized rate) category.

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

(Maximum: 75 words; 3 charts/visuals)

Once customers are shifted to the lower subsidized rate - protected category, it's crucial to ensure they continue benefiting from it by consistently managing their energy usage. This isn't just about initial conversion but sustaining their savings through ongoing optimization.

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

(Maximum: 30 words)

Monitor monthly data to determine if converted customers remain in the existing subsidized lower rate slab - protected category.

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

(1 Required. No Maximum)

Renewal / Retention / Lifetime Value

### List Result

(Maximum: 30 words)

Achieved an **80% retention rate<sup>2</sup>** for customers shifted to the lower rate protected category.

## Context

(Maximum: 75 words; 3 charts/visuals)

The goal was not only to shift customers to the protected category but also to ensure their retention for continued access to subsidized rates. To achieve this, we optimized our strategy by proactively engaging customers through direct CRM channels whenever they were close to exceeding the protected bracket. These timely outreach efforts helped retain customers within the category, ensuring they continued to benefit from the relief and avoided moving out of the subsidized rate.

## Activity Objectives Results

-

### # 1

#### Objective - Overview & KPI

(Maximum: 30 words)

Build customer understanding by communicating simplified, actionable content for digital platforms and WhatsApp circulation that serves as a guide and cheat code for energy optimization, aimed at reducing bills.

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

(Maximum: 75 words; 3 charts/visuals)

Everyone globally communicates simple and common energy conservation measures, but no one really explains the science behind it, or how to optimize your unit consumption with smart and effective steps rather than just switching off. By providing “cheat code” style content, the campaign aimed to break down complex information into straightforward, actionable steps, accessible on digital platforms and WhatsApp for maximum reach, so customers can make informed choices and take charge of their bills.

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

(Maximum: 30 words)

Track reach and engagement across digital channels (e.g., Meta, YouTube, TikTok)

Tagging - What keywords best describe your objective type?

(1 Required, No  
Maximum)

Advocacy / Recommendation

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

List Result

(Maximum: 30  
words)

Reached 7.2 million customers across digital platforms, outperforming other campaigns on our owned platforms in organic reshares (5K+) and achieving maximum reach through WhatsApp circulation. Cost Per Reach: PKR 0.5

Context

(Maximum: 75  
words; 3  
charts/visuals)

This campaign outperformed other campaigns of KE on our META platforms organically for that FY, with over 5K+ organic reshares, in first few days only despite having one of the lowest budgets and with CPR as low as 0.5PKR. While there is no tool to gauge WhatsApp reach, the content was forwarded in 100 of groups by our community team and many forwarded messages were received to our teams.

Metric	Value
Digital Spend (PKR)	3.5 Mn
Digital Reach	7 Mn
Cost Per Reach (PKR)	0.5





## # 2

### Objective - Overview & KPI

(Maximum: 30 words)

Amplify the actionable cheat code content on-ground to further increase the reach of key messages

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

(Maximum: 75 words; 3 charts/visuals)

We didn't want to confine our message to digital platforms, as certain demographics may not reside there. Amplifying this "cheat code" content on-ground allows us to reach communities less active online, maximizing impact and accessibility.

Benchmark: Expand reach beyond digital, achieving additional on-ground impressions, helping vulnerable customers integrate energy-saving habits into their routines.

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

(Maximum: 30 words)

Measure on-ground reach via distribution, interaction tracking and numbers of homes visited by agents.

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

(1 Required, No Maximum)

Advocacy / Recommendation

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

## List Result

(Maximum: 30 words)

Expanded reach to 4.8 million customers through OOH/on-ground efforts via ATM ad placements, awareness drives, and door-to-door engagement by our Roshni Bajis.

## Context

(Maximum: 75 words; 3 charts/visuals)

We leveraged the same content on-ground to maximize reach, with the majority coming from ATM ad placements across Karachi, supported by SBP. An awareness drive included distributing flyers and offering prizes for recall. Additionally, our Roshni Bajis—awareness drive agents from underprivileged backgrounds—conducted door-to-door drives. These women, part of our Roshni Baji Program, engaged families during the day when they felt more comfortable opening their doors to female agents.

Area-wise awareness drive



Door-to-Door by Roshni Bajis



Mosque announcement



Ad placement on ATMs across KHI



## Objective - Overview & KPI

(Maximum: 30 words)

Improve retention of customers in the lower subsidized rate category by proactively reaching them as their unit consumption increases through direct CRM channels (calls, SMS, and app notifications).

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

(Maximum: 75 words; 3 charts/visuals)

To ensure customers remain in the protected (lower subsidized rate) category and continue benefiting from affordable rates, it's essential to communicate proactively as their energy usage increases, which may lead to a shift out of the category. By utilizing direct channels such as calls, SMS, and app notifications, we can provide guidance on optimizing their energy consumption and reducing the likelihood of shifting back to higher tariff slabs.

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

(Maximum: 30 words)

Monitor monthly data to determine if converted customers remain in the existing subsidized lower rate slabs.

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

(1 Required, No Maximum)

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

Recall (brand/ad/activity)

Retention

## List Result

(Maximum: 30 words)

As mentioned above as well our retention was 80% within protected category. 850K+ customers were reached via CRM channels (calls, SMS, and app notifications), as & when required.

## Context

(Maximum: 75 words; 3

As mentioned above in marketing goal 2 as well. To achieve the retention, we constantly optimized our strategy by proactively engaging

charts/visuals)

customers through direct CRM channels whenever they were close to exceeding the protected bracket. These timely outreach efforts helped retain customers within the category, ensuring they continued to benefit from the relief and avoided moving out of the subsidized rate - protected category.

## 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)

Our campaign earned widespread recognition, with energy experts requesting KE for a webinar on energy-saving strategies. Its impact expanded when SBP, in collaboration with NEECA and NEPRA, displayed energy-saving tips on over 3,000+ ATMs across Karachi. WWF also shared the initiative. Organic tweets and conversations on Twitter further amplified its reach. Following a letter to the Government of Pakistan, a national robocall featuring PM Shehbaz Sharif's voice emphasized transitioning to the protected category, reinforcing the importance of this transition. KE spokesperson invited on TV to talk about bill reduction.

The campaign delivered significant impact with an impressively low cost per reach of PKR 0.45.

Additionally, Millat's collaboration extended beyond the Effies timeline but to mention. In just three weeks (Oct) 300+ inverter fans were sold, with majority households purchasing two fans each. Collectively reducing about 40 units per household each month, moving them closer to lower tariff slabs.





WWF-Pakistan  
@WWFPak

Did you know that energy wastage is worsening climate change? Everyone can take small but important steps to combat the effects of climate change. We asked our partner @KElectricPk how we can save energy.

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 (e.g. changes in economic, political, social factors)

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

Apart of our efforts, customers may have become conscious of their consumption post the electricity price hikes, not being able to afford and cutting down could be one of the reasons. However, we also have research backed data of internal & external sources that majority consumers do not understand basics of unit consumption or what inflates their bills. This gap in knowledge reinforces the effectiveness of our educational content, but Philip Kotler once said, 'You

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)

can't manage what you can't measure.' Meaning you could never 100% tell what goes behind in marketing landscape.

## 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.

<sup>1</sup> Payment trend data of customers by internal reporting & analysis department

<sup>2</sup> Comparative analysis report of protected vs unprotected penetration data by internal Distribution & Finance department

<sup>3</sup> Analysis report customer category penetration by internal Distribution & Finance department

<sup>4</sup> Report on customer payments & recovery by internal Finance department

**Recovery Value:** The total financial amount/value recovered from customers (previously categorized as defaulters or high-risk accounts), including payments for outstanding dues and current bills.

**Recovery Ratio:** The percentage of overdue amounts successfully collected from defaulters or irregular payers. This basically is the proportion of the amount recovered compared to the total amount billed.

**Payment Ratio:** The percentage of total billed amounts/revenue paid by customers within the billing cycle, reflecting overall payment compliance. This basically is the proportion of paying customers compared to the total number of customers billed.

<sup>5</sup> Social platforms data of owned channels, On-ground reach report & CRM reach report (internal)

<sup>6</sup> Post Campaign external + internal survey results

**"protected category"**, as it was one of the objectives to convert customers to protected category. **Protected category is tariff category where when customers consume under 200 units & below for 6 consecutive months, they are charged a lower electricity subsidized tariff rate of PKR 10.06 per unit & below till PKR 3.92 - This is also the only category for which government gave relief and did not increase the unit price.** Source: NEPRA

# INVESTMENT OVERVIEW

The Investment Overview is reviewed as part of Section 3: Bringing the Strategy & Idea to Life, along with your creative work, as presented in the Creative Reel and Images for Judging. These elements together account for 23.3% of your total score.

## PAID MEDIA EXPENDITURES

Select total paid media expenditures (purchased and donated), not including agency fees or production costs, for the effort described in this entry and as outlined below.

Given the ‘spirit’ of this question use your judgment on what constitutes fees, production, and the broad span that covers media – from donated space to activation costs. Select one per time frame. Elaborate to provide context around this budget range, if not already addressed in your answers to questions 1-4. For example, explain if your budget has changed significantly, how this range compares to your competitors, etc.

### Paid Media Expenditure (Current Year)

Campaign Period:  
Competition Year

PKR 1.0 – 5.0 million

### Paid Media Expenditures (Prior Year)

Campaign Period:  
Prior Year

Not Applicable

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:

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.

The campaign's media budget prioritized digital channels, emphasizing cost efficiency over mass media. Paid media, comprising influencer partnerships and boosting on owned platforms (META and YouTube). Owned media, including META, YouTube, and TikTok, amplified the campaign's reach organically. Earned media came from stakeholder recognition, including ATM displays, PMs national robocall and endorsements, all organic. Shared media involved organic traction on social platforms. The cost-per-reach was an impressive PKR 0.45

Breakdown:

- **Paid Media:** PKR 3.5 million (Boosting-1.9Mn + 1.6Mn Influencers)
- **Production Costs:** PKR 0.6 million (Video shoots, editing, and animations)
- **CRM Outreach:** PKR 0.4 million (Robocalls, outbound, SMS, and in-app push notifications)
- **On-ground Activation:** PKR 1.0 million (Flyers, prize distribution, and pilot appliance costs)

**Overall Campaign Cost:** PKR 5.5 million.

(Maximum: 100 words)

PRODUCTION & OTHER NON-MEDIA EXPENDITURES

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

Production & Other Non-Media Expenditures

Select One

PKR 1-2 Million



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

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

**Production cost:** Included shooting, editing, and animating. Main content developed via retainer agency. While talent cost was saved by utilizing KE's people.

**Break up:**

Video Shoot & Editing (Bill reduction)	150,000
Video Shoot & Editing (home pilot- video)	300,000
Animation Video (how to read your bill)	150,000
Total	600,000

**Other Non-Media Expenditure:**

Includes cost related to release on CRM channels (Calls Robocall & Outbound, SMS and In-app Push Notifications), On-ground flyers and prize distribution and cost of acquiring energy efficient appliances to pilot bill reduction in 3 homes.

CRM	400,000
On-ground activation	500,000
Energy Efficient Appliances	500,000
Total	1,400,000

## OWNED MEDIA

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

*(Maximum: 100 words)*

### Was owned media a part of your effort?

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

**Yes :** We utilized our owned digital platforms, including META, YouTube, and TikTok, to release and amplify campaign content. Our research suggested 80% of our audience consumed digital platforms. So that's where we focused our efforts on.

(Maximum: 100 words)

## SPONSORSHIPS AND MEDIA PARTNERSHIPS

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

### Sponsorships

Select all that apply.

Not Applicable

### Elaboration on Sponsorships and Media Partnerships

Provide additional context regarding your sponsorships and media partnerships.

N/A

(Maximum: 100 words)

## SOURCES

### Investment Overview: Data Sources

Provide sourcing for all data provided in the Investment Overview.

Source: Internal departmental budget records and campaign approval on investment report maintained by the Finance and Marketing departments.

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

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

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

Judges encourage third-party data where available.

SOURCING GUIDE  
OUTLINE

ALL TOUCHPOINTS AS PART OF YOUR EFFORT

Select ALL touchpoints used in the effort, based on the options provided in the below chart.

Communications Touchpoints

Select all that apply.

- Digital Mktg. – Content Promotion
- Digital Mktg. – Influencers
- Digital Mktg. – Short Video (:15-3 min.)
- Digital Mktg. – Social: Organic
- Digital Mktg. – Social: Paid
- OOH – Other Outdoor
- Digital Mktg. – Long Video (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. – Content Promotion

Main Touchpoint 2

#2 Most Integral Touchpoint

Digital Mktg. – Social: Organic

Main Touchpoint 3

#3 Most Integral Touchpoint

Digital Mktg. – Short Video (:15-3 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

TikTok

WhatsApp

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"**



## 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;

Digital Mktg. – Content Promotion

Digital Mktg. – Long Video (3+ min.)

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. – Short Video (:15-3 min.)

---

Digital Mktg. – Social: Organic

---

Digital Mktg. – Social: Paid

---

Influencer / Key Opinion Leader

---

OOH – Other Outdoor

---

## 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

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.

**How to reduce units to 200?**

**1 Fridge**  
100 watts  
24 ghantay = 130 units  
rozana malahana

**1 LED TV**  
400 watts  
2 ghantay = 4 units  
rozana malahana

**3 Fans**  
100 watts  
7 ghantay = 50 units  
rozana malahana

**1 Iron**  
1000 watts  
1 ghantay = 4 units  
halfa'war malahana

**4 LED Bulbs**  
10 watts  
7 ghantay = 10 units  
rozana malahana

**1 Washing Machine**  
2000 watts  
1 ghantay = 2 units  
halfa'war malahana

**200 Units**  
Kahana banday hai?

**Samajhdar Istimal = Kam Bill**

**How to reduce units to 200?**

**OK**

**KE**

**20 ghantay**  
Incandescent Light  
55 Watts

**83 ghantay**  
LED Bulb  
12 watts

**12 ghantay**  
Fan  
90 Watts

**1 ghantay**  
Water Motor  
750 Watts

**0.8 ghantay**  
3.5 Ton AC  
2200 Watts

**0.5 ghantay**  
1.5 Ton AC  
2000 Watts

**1 ghantay**  
Washing Machine  
300 Watts

**5 ghantay**  
Fridge  
150 Watts

**16 ghantay**  
LED TV  
60 Watts

**1 unit ka matlab Watt?**

#FarziPatahai

**Samajhdar Istimal = Kam Bill**

Small text at the bottom: "Small text that will not be visible when printed the poster. It should also be visible on the Smartphone app. It should be visible on the website."



## Switch to Inverter Fan to Save on your Energy Bill

**Conventional Fan**  
BDW/

Daily Usage = 12 Hours

Monthly Units = 28.8 kWh

Monthly Spend = 1,008 PKR

**Inverter Fan**  
30W

Daily Usage = 12 Hours

Monthly Units = 10.8 kWh

Monthly Spend = 378 PKR



# 630 PKR

**Monthly Saving**

#EnergyKahKah

\* Average Tariff Rate PKR 35  
Excludes prices are determined by Government of Pakistan  
and MTRCA and/or from across all DISCOs including KMC

Savings may vary based on consumption  
patterns, installation quality, type of use, device  
technology and/or external factors

## Savings on Shifting to Inverter - Fan

# OK



## Switch to LED Lights to Save on your Energy Bill

Conventional Bulb 60W		LED 12W
Daily Usage = 8 Hours		Daily Usage = 8 Hours
Monthly Units = 14.4 kWh		Monthly Units = 2.9 kWh
Monthly Spend = 504 PKR		Monthly Spend = 101 PKR

### 403 PKR

**Monthly  
Savings**

\*Energy Efficient

\* Average Tariff Rate PKR 35  
 \* Electricity rates are determined by Government of Pakistan  
 and CNETRA and all farm activities all DISCOs excluding K2

Savings may vary based on consumption  
 patterns, appliance type, time of use, weather  
 temperature and other external factors

## Savings on Shifting to Inverter - Bulb

OK



## Switch to Inverter Fridge to Save on your Energy Bill

Conventional Fridge 150W		Inverter Fridge 90W
Daily Usage = 24 Hours		Daily Usage = 24 Hours
Monthly Units = 129.6 kWh		Monthly Units = 64.8 kWh
Monthly Spend = 4,536 PKR		Monthly Spend = 2,268 PKR
<div style="background-color: white; color: black; padding: 10px; display: inline-block; border-radius: 10px;"> <b>2,268 PKR</b>  <b>Monthly Savings</b>  <small>#For 4000kcal</small> </div>		

\* Average Tariff PKR 35  
Consumption rates are determined by Government of Pakistan  
and ENREGA and conformances with ESCOs including KE

Seeing this very focused on consumption  
pattern, we have got idea of how different  
thermal loads in different seasonal, factory

## Savings on Shifting to Inverter - Fridge

# OK

**Choosing Energy Saving Appliances: What to Know?**

- Inverter Technology** (1)
- Energy Star Label** (2)
- Wattage** (3)

#FarsParital

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.

Two posts are in roman above using following common words which mean:

Ghanta/Ghantay = Hour/Hours

Rozana= Daily

Mahana= Monthly

200-unit Kaisay bante hai = How to make/get to 200 units (reduce)

1 unit ka matlab watt = 1 unit means watt (pun for what in electricity watt)

Farq Parta Hai = It matters!

Samjhdar Istemal = Kam Bill | Smart use = Low/less Bill

\*While the roman caveats used in roman post are the same used in english post in other english posts.