

E-3305-989

FALAK

Product	Category Entered
Falak Rice	Foods

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	2024-01-26
Date To	2024-04-07

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

Regional Classification

Select all that apply.

National

Multinational

Industry Sector

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

Food & Beverages (Non-Alcoholic)

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)

Establishing FALAK as a quality premium "Purana Chaawal" to consumers who desire consistent quality & convenience at every rice purchase.

The Insight:

(Maximum per line:
One sentence - 20
words)

Purana Chaawal means a wise and experienced person.

Purana Chaawal also means aged rice that makes a good Biryani

The Strategic Idea/Build:

(Maximum per line: One sentence - 20 words)
Linking FALAK “Purana Chaawal” (aged rice) to the “Purana Chawal “ (wise and knowledgeable people) in our lives.

Bringing the Strategy to Life:

(Maximum per line: One sentence - 20 words)
Story of granddaughter and her Nani (*Purana Chaawal*) .Overcoming rejection and becoming Purana Chaawal with FALAK by her side

The Results:

(Maximum per line: One sentence - 20 words)
FALAK, PKR 2 billion brand, strengthened its market leader position in branded rice segment as a Premium Quality Purana Chaawal

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

Summarize your case by focusing on how your results related directly back to your challenge and objectives. When entering multiple categories, it is important to customize your response for each category. If judges have questions about your eligibility in this category, they will refer to this response.

(Maximum: 100 words)

In Pakistan, the branded rice segment is growing and FALAK is working towards increasing its share for last 25 years by educating consumers about premium quality and convenience of pre-cleaned rice compared to Khulla chaawal.

FALAK launched the “Purana Chaawal” campaign, establishing itself as “THE Purana Chaawal” (old brand in the market) offering consistent premium quality aged rice. The campaign was launched nationwide with a 360-degree strategy, using news, entertainment, social media, influencers, exhibitions, kiosks, and direct consumer engagement.

Result- branded rice category increased and FALAK market share increased to 40% with PKR 2 billion in sales.

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)

MARKET DYNAMICS

Oula Research from 2023 shows that Pakistan's rice market is dominated by "khulla" (open rice) 79% and branded or packaged rice is only 21% Khulla rice is inferior, inconsistent in quality, and prone to mixing, which ultimately affects the cooking results. This dissatisfaction created a demand for pre-cleaned, consistent quality premium rice. FALAK identified this gap in 2000 and launched premium quality rice in convenient packaging.

MARKET CHALLENGES

FALAK faced significant challenges in shifting consumer behavior from "khulla chaawal" to branded rice. Consumers were unfamiliar with the concept and skeptical about its value. They preferred the quality of "Purana Chaawal" (aged rice) because it cooked better, but couldn't identify this in raw rice. Cleaning the raw rice was a normal practice. When faced with disappointing cooking results due to inconsistent quality, consumers complained to shopkeepers, who offered higher-priced, better-quality rice to pacify them.

FALAK- PURANA CHAAWAL

To address consumer concerns, FALAK developed a direct consumer education strategy. The brand positioned itself as a reliable source of "Purana Chaawal" (aged rice), promising pre-cleaned, consistent premium quality rice for superior cooking results. Capitalizing on cultural connections, FALAK linked the brand to the "Purana Chaawal" (respected figures like grandparents and teachers) in the society, thus emphasizing trust, consistency, and reliability of the brand

FALAK launched marketing initiatives highlighting the differences between Khulla and FALAK packs, emphasizing benefits like consistency, quality, and convenience. Through consistent efforts and consumer education, FALAK built brand awareness and loyalty. Despite increased competition, FALAK retained its leadership position by strengthening consumer relationships and reinforcing its message of superior quality, convenience, and reliability.

FALAK became the market leader in the branded rice segment, converting a significant portion of the market from open rice to packaged rice. In 2023, according to Kantar Oula, FALAK held the highest market share nationwide (40%) in the branded rice category, solidifying its long-term success and commitment to delivering premium rice to consumers across Pakistan.

1B. WHAT WERE YOUR MEASURABLE OBJECTIVES? WHAT WERE THE KEY PERFORMANCE INDICATORS (KPIs) AGAINST YOUR OBJECTIVES? PROVIDE SPECIFIC NUMBERS/PERCENTAGES FOR EACH OBJECTIVE AND PRIOR YEAR BENCHMARKS WHEREVER POSSIBLE.

Effie is open to all types of objectives; it is the entrant's responsibility to explain why their objectives are important to the business/organization and challenging to achieve. Provide context, including prior year, competitor, and/or category benchmarks to help the judges understand why these goals were set and how challenging they were. If relevant to your case, explain how these goals relate back to the overall brand or organization's strategy and objectives.

RESPONSE FORMAT

Immediately below, use the provided space to set up your objectives and share any overarching explanation of your objectives & KPIs (maximum of 150 words; 3 charts/visuals).

Then, you will list each objective individually and select the type of objective. For each objective, provide context, for why the objectives were important for the brand and growth of the business.

- Only one objective is required. Your first objective should be your primary campaign objective, then you may list up to three supporting objectives. Entrants are not expected to use all fields.
- You may have more than one objective of the same type.
- Unsure which objective type to select? [View guidance here](#)

Business Objective

Objective #1 should be your primary campaign objective, then you may list up to three supporting objectives. For each objective, you may include up to three charts/graphs.

1

Objective - Overview & KPI

State your objective here.

(Max: 25 words)

Increase the category size of packaged rice in Pakistan by conversion of Khulla chaawal users to FALAK and strengthen FALAK’s position as the market leader in the branded rice category

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

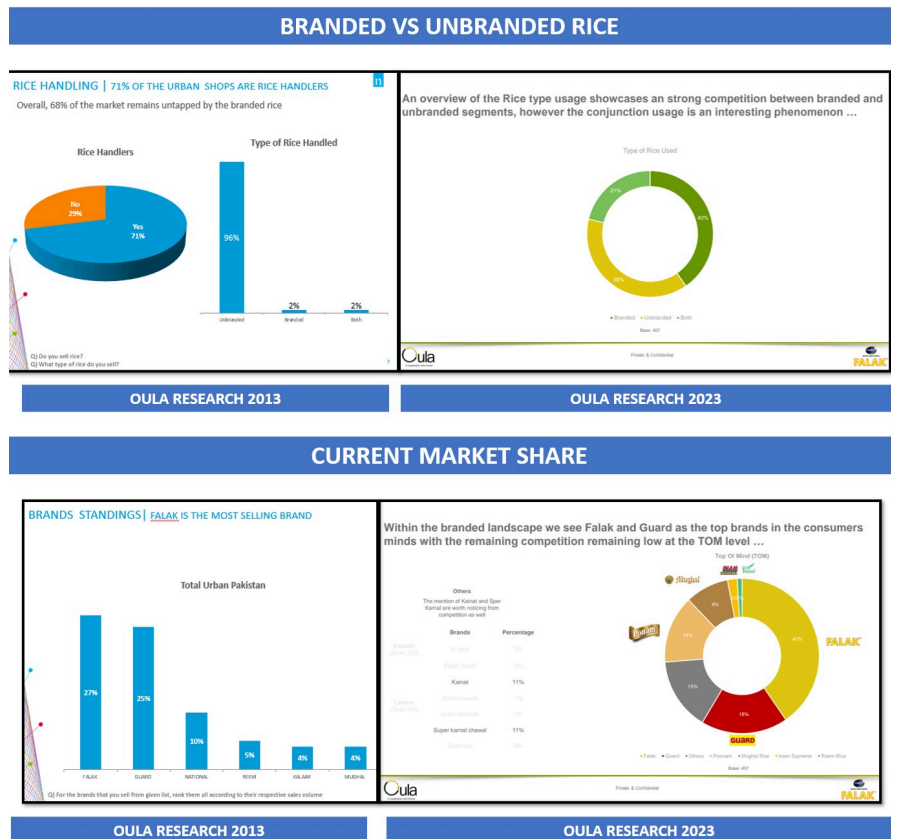
Set up your objectives & share any overarching explanation of your objectives & KPIs.

(Max: 100 words, 3 charts/graphs)

Consumers face uncertainty about rice quality of khulla chaawal. FALAK offers consistent, premium quality “Purana Chaawal” (aged rice) to ensure superior cooking results.

FALAK consistently raises awareness about the benefits of packed rice through ATL and BTL campaigns.

In 2013, the packed rice category was 2% but grew to 21% by 2024. FALAK’s market share in the branded rice category increased from 27% to 40% during the same period, establishing its dominant position.



Measurement - How did you plan to measure it?

(Maximum: 30 words)

1. Shift in consumer buying trend from Khulla Chaawal to FALAK “Purana Chaawal” .
2. Increase in trial
3. Increase in repeat purchase
4. Increase in branded rice category.

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..

Category Growth

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

Marketing Objectives

1

Objective - Overview & KPI

(Maximum: 30
words)

Increase Brand awareness of FALAK , hammering the brand name via the jingle "FALAK Saat Hai" . When customer thinks about Purana Chaawal , FALAK brand immediately comes to mind.

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

(Maximum: 75
words; 3
charts/visuals)

Consumers associate “Purana Chaawal” (aged rice) with superior quality and excellent cooking results. FALAK’s promises pre-cleaned consistent premium quality “Purana Chaawal” to the consumers. Through our campaign, we reinforce FALAK as “Purana Chaawal” , recommended by the “Purana Chaawal” (wise people) in their lives.

The rationale was to make FALAK a natural choice for consumers who desire convenience , premium quality and consistency every time they cook Biryani for their families.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

- Unaided recall of FALAK when the term “Purana Chaawal” comes up
- Increase in sales volumes
- Increase in trial of FALAK
- Increase in repeat purchase.

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Consideration

Conversion

Frequency

Salience / Awareness

2

Objective - Overview & KPI

(Maximum: 30 words)

Attract new consumers who are looking for Quality and Convenience in their kitchen. Pre-cleaned, consistent quality premium rice which reduces prep time and makes their Biryani cook perfectly every time.

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

(Maximum: 75 words; 3 charts/visuals)

Young consumers (25-35 years) want quick easy recipes with delicious results. With no time to clean Khulla chaawal before cooking , they want consistent quality rice for their cooking. They prefer quality ingredients and use social media to share their cooking recipes . FALAK is a reliable brand of rice which offers them pre cleaned , consistent premium quality of Purana Chaawal in convenient packaging that make their Biryani the hero on the table.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

- Increase in online and in store sales.

- Increased customer interaction on social media by younger consumers.

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Consideration

Conversion

Salience / Awareness

Activity Objectives

1

Objective - Overview & KPI

(Maximum: 30 words)

Recreating recipes/Cooking with FALAK "Purana Chaawal" (aged rice) to pay tribute to the "Purana Chaawal" (wise person) in consumers lives

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

(Maximum: 75 words; 3 charts/visuals)

Establishing connection between FALAK "Purana Chaawal (aged rice) and the "Purana Chaawal" in consumers lives. Developing trust and love for FALAK, while invoking the feeling of nostalgia thinking about the "Purana Chaawal" in their lives.

Our benchmark was to create a powerful association in the consumer's mind that when they think of their "Purana Chaawal" they think about cooking with the FALAK Brand and they remember and relive those special moments of bonding and family.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

- Tracking the customer engagements on social media platforms with the #FALAKPuranaChaawal campaign.
- Tracking consumer interactions during interactive BTL activities.
- Sales in stores and online

Tagging - What keywords best describe your objective type?

(1 Required, No
Maximum)

Advocacy / Recommendation

Positive Sentiment / Emotional Resonance

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

Recall (brand/ad/activity)

2

Objective - Overview & KPI

(Maximum: 30
words)

To make FALAK a top-of-mind brand on all media platforms while increasing brand visibility and consumer engagement within one week of launch.

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

(Maximum: 75
words; 3
charts/visuals)

The objective was selected to rapidly increase brand awareness and consumer engagement within a short timeframe, capitalizing on the power of outdoor media, consumer events and social media to build FALAK as “Purana Chaawal”. By generating significant buzz and word-of-mouth, the goal is to strengthen consumer recall and foster a stronger emotional connection with the brand.

The benchmark for success will be the level of engagement achieved on social media platforms.

Measurement - How did you plan to measure it?

(Maximum: 30
words)

- We planned to measure the success of the campaign through social media reach, engagement and impressions.
- Sales in stores and online.

Tagging - What keywords best describe your objective type?

(1 Required, No
Maximum)

Efficiency (e.g. cost per acquisition)

Popularity / Fame / Social Discourse

Positive Sentiment / Emotional Resonance

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

Recall (brand/ad/activity)

Section 1: Sourcing

Provide sourcing for all data provided in Section 1: Challenge, Context & Objectives.

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

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

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

Judges encourage third-party data where available.

See Entry Kit for details.

- AC Nielsen Report 2000, 2014
- OULA 2024
- META
- E - STORE SALES
- INTERNAL AUDIT REPORTS

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)

FALAK target audience includes women of all ages who are the culinary decision makers in their homes.

Women aged between 35-50 are more progressive than their preceding generations. More open to change, adopting social media and committed to improving themselves. Open minded in their outlook and approach, showing more patience towards the younger generation. Less judging, more accepting. Believing less lectures and more conversations, creates stronger family bonds. They are willing to step aside to allow growth in the younger generation. They manage homes within their budgets, but they appreciate quality and desire convenience. They are making online purchases and are participating in online social communities.

The younger female consumers aged 20-35 are more adventurous in their approach and have a growth mindset. More willing to reach out for help. Take out time for friends and online social communities. Willing to try new things without the fear of failure or being judged. They also take great pride in cooking for the families but are more health conscious. They prefer simpler and easier recipes for everyday meals but for special occasions use their family recipes to set their menu and table apart. They are influenced by social media celebrities and influencers in their purchases.

The Pakistani women take pride in making the best biryani for their families. However, lack of consistent quality of open rice always affects their cooking result and they are fearful the rice in the biryani will not cook perfectly. With FALAK "Purana Chaawal" we are solving their problem that from whichever store they purchase FALAK, the quality will always be the same and their biryani will cook perfectly each time and they can enjoy the love and praise from their families

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,

Rice is a staple commodity for all households. Consumers tend to purchase two types of rice: everyday rice (low to medium quality and price) and Biryani/Pillau rice (premium quality, at a higher price). Consumers prefer "Puraana Chaawal" (

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)*

aged rice) for Biryani because its superior cooking makes the rice cook perfectly . Our research and consumer panel discussion showed that consumers purchased rice for biryani thinking it is "Purana Chaawal" but mostly the rice didn't cook perfectly and all their effort in making the perfect biryani for their family was wasted. The consumers also faced the challenge of buying pre-cleaned, consistent quality of premium rice because the quality of Khulla Chaawal is inconsistent and it is full of stones and stones . FALAK offers a trusted solution to these consumers who desire consistent premium quality of "Purana Chaawal" and convenience. FALAK "Purana Chaawal" is their reliable companion in the kitchen, ensuring that every rice dish is cooked to perfection and their Biryani always remains the star on the family table.

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) Families in Pakistan bond over food and a perfectly cooked biryani is the highlight of the table. But the question is which rice to purchase for biryani? The purchase decision is tricky because the quality of open raw rice is inconsistent, and the final cooking result is affected. FALAK gives the consumer peace of mind by offering consistent premium quality of "Purana Chaawal" at every purchase. Now, the woman doesn't have to worry about having perfectly cooked rice in their Biryani. The focus is now on making memories at the dinner table , when the "Purana Chaawal" (wise and seasoned person) share stories and experiences while enjoying FALAK "Purana Chaawal" (aged rice) .

Section 2: Sourcing

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

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.

- OULA Research
- Consumer panel discussion from Oula
- AC Nielsen Report
- Consumer feedback from Meta communities

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

Judges encourage third-party data where available.

See Entry Kit for details.

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

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

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

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

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

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

Cooking is therapeutic and a great bonding experience across generations. Biryani is certainly Pakistan's favorite food and using "Purana Chaawal" is the key to cooking a perfect biryani.

The story of FALAK "Purana Chaawal" is a tribute to the "Purana Chaawal" in our lives – our elders, mentors & teachers, whose presence has made lives complete.

The film showcases the story of the special bond between a granddaughter and her "Purana Chaawal"- her *Nani*. When the girl faces rejection and disappointment, she visits her Nani's house, a place that offers a lot of comfort and warmth (just like a mother's home cooked Biryani offers great comfort to the family). The Nani gives her hope and strength to start afresh by reassuring her that she is beside her (*Nani as the Purana Chaawal*) and will guide her at every step. From this moment the girl's learning journey starts where she absorbs all the Nani's age-old wisdom and learns the secret of buying good quality "Purana Chaawal" which is the heart of making a delicious biryani. Taking the

(Maximum: 200 words;
3 charts/visuals)

neighborhood aunties comments as constructive feedback, she develops a growth mindset and resilience as she continues to create delicious dishes from “Purana Chaawal”. During their beautiful interactions, Nani also learns about using technology from the granddaughter. Towards the end , the girl is grateful to Nani for being the “Purana Chaawal” in her life and for teaching her important life lessons. And also acknowledges that in turn, she too has become a “Purana Chaawal” herself.

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)

Cinematography capturing the essence of “Purana Chaawal “in our lives , the beautiful inspiring lyrics and melodious music score are the key building blocks of this beautiful film. We decided to have a nostalgic feel to jingle so that it can match with the overall feel of our “Purana Chaawal “ theme. The repeated “FALAK Saat Hai” line ensured that the brand name “FALAK“ became top of mind recall to current and potential rice consumers and established the FALAK promise of being a trusted companion in the kitchen.

The concept of paying tribute and celebrating the “Purana Chaawal” (wise and seasoned people) in our lives was so important that we decided to launch this campaign as a 7min film and not a 30 sec TVC. This has never been done before any rice brand in the history of Pakistani advertisement. Coincidentally it was also the 25th Anniversary of FALAK Brand and 70th Anniversary of Matco - the parent company of FALAK,

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.

Rice brands have traditionally stayed away from mainstream media advertising and social media engagement. However, FALAK “Purana Chaawal” has broken new ground by becoming the first rice brand to successfully tap into these platforms, setting a new precedent in the industry.

With an innovative and bold approach, FALAK launched a groundbreaking 7-minute film online.This film, designed to tell an engaging and heartwarming story around the essence of "Purana Chaawal" (aged rice), was complemented by 60-

(Maximum: 400 words;
3 charts/visuals)

second adaptations broadcast on mainstream television. These ads reached millions of households, showcasing the versatility and premium quality of FALAK’s aged rice.

The campaign didn’t stop at traditional formats but extended its reach to social media, direct consumer interaction where FALAK “Purana Chaawal” capitalized on influencer collaborations. Working with key influencers across multiple platforms, FALAK successfully integrated the product into real-life rice recipes, resonating with a wide range of audiences. Influencers shared their personal stories of incorporating aged rice into their meals, demonstrating its quality and taste while connecting with followers on a deeper, more relatable level.

This multi-channel strategy allowed FALAK to celebrate the legacy and authenticity of "Purana Chaawal" while also modernizing its presence to align with contemporary consumer expectations. By engaging social media influencers to highlight how this traditional rice variety fits into modern kitchens, FALAK brought new life to a staple food item that has been integral to households for generations.

The success of this campaign demonstrates that even products with long-standing cultural significance, such as rice, can adapt and thrive in the digital age. FALAK “Purana Chaawal” has effectively used digital storytelling and influencer collaborations to redefine how rice brands can connect with both traditional and younger audiences, creating a lasting impact in the rice category.

This innovative approach has not only set a benchmark for rice marketing but also paved the way for future campaigns within the FMCG sector, showing that with the right creative strategies, even the most familiar products can achieve remarkable breakthroughs in today’s competitive media landscape.

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.

- OULA Research
- Consumer panel discussion from Oula
- AC Nielsen Report
- Consumer feedback from Meta communities

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

Our message about Quality/Convenience of FALAK Purana Chaawal and our tribute to the Purana Chaawal in our lives were well received. The beautiful journey of the girl becoming a Purana Chaawal herself was viewed over a million times in the first week alone. Conversations started on online platforms about how cooking with FALAK gave them a piece of mind that their Biryani was cooked to perfection. Consumers mentioned their "Purana Chaawal" and their impact. Family recipes of Biryani cooked with FALAK "Purana Chaawal" were shared online paying tribute to their "Purana Chaawal". Importance of The campaign helped strengthen FALAK brand equity and positively impacted the branded rice category throughout Pakistan.

(Max: 300 Words, 5 charts/graphs)

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

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

Objective - Overview & KPI

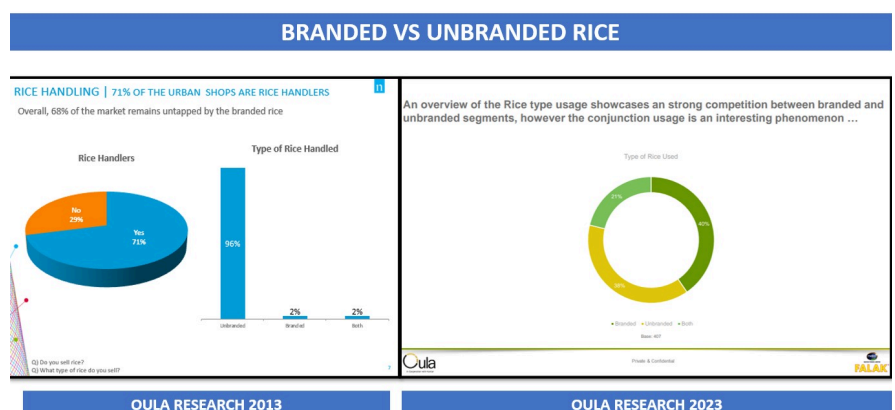
Increase the category size of packaged rice in Pakistan by conversion of Khulla chaawal users to FALAK and strengthen FALAK's position as the market leader in the branded rice category

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

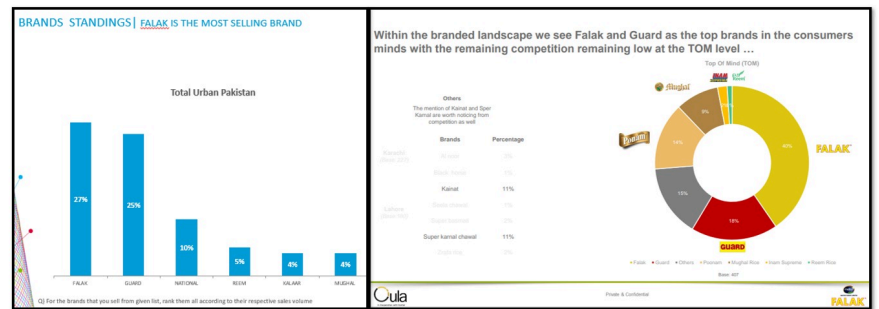
Consumers face uncertainty about rice quality of khulla chaawal. FALAK offers consistent, premium quality “Purana Chaawal” (aged rice) to ensure superior cooking results.

FALAK consistently raises awareness about the benefits of packed rice through ATL and BTL campaigns.

In 2013, the packed rice category was **2%** but grew to 21% by 2024. FALAK's market share in the branded rice category increased from 27% to 40% during the same period, establishing its dominant position.



CURRENT MARKET SHARE



OULA RESEARCH 2013

OULA RESEARCH 2023

Measurement - How did you plan to measure it?

(Maximum: 30 words)

1. Shift in consumer buying trend from Khulla Chaawal to FALAK "Purana Chaawal".
2. Increase in trial
3. Increase in repeat purchase
4. Increase in branded rice category.

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..

Category Growth

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

List Result

(Maximum: 30 Words)

- Share of FALAK in Packed rice segment increased because of conversion of Khulla Chaawal to Purana Chaawal
- With 5% sales growth, FALAK grew from PKR1.6 billion brand to 1.7 billion

Context

(Maximum: 75 words; 3 charts/visuals)

Conversations started happening online about how much effort was put in preparing food for the family and how an inferior quality of rice spoiled the hero of the table - "Biryani". Consumer comments about how the quality of khulla rice varied with each purchase and that affected the cooking.

Consumers mentioned that FALAK made their lives easier by giving pre-cleaned quality rice at every purchase. Kitchen mein humaray "FALAK saat hai"

Marketing Objectives Results

1

Objective - Overview & KPI

(Maximum: 30 words)

Increase Brand awareness of FALAK, hammering the brand name via the jingle "FALAK Saat Hai". When customer thinks about Purana Chaawal, FALAK brand immediately comes to mind.

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

(Maximum: 75 words; 3 charts/visuals)

Consumers associate "Purana Chaawal" (aged rice) with superior quality and excellent cooking results. FALAK's promises pre-cleaned consistent premium quality "Purana Chaawal" to the consumers. Through our campaign, we reinforce FALAK as "Purana Chaawal", recommended by the "Purana Chaawal" (wise people) in their lives.

The rationale was to make FALAK a natural choice for consumers who desire convenience, premium quality and consistency every time they cook Biryani for their families.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

- Unaided recall of FALAK when the term "Purana Chaawal" comes up
- Increase in sales volumes
- Increase in trial of FALAK

- Increase in repeat purchase.

Tagging - What keywords best describe your objective type?

(1 Required. No
Maximum)

Consideration

Conversion

Frequency

Salience / Awareness

List Result

(Maximum: 30
words)

- Brand awareness up by 50%. Social media presence by 100%
- 1M views, including tiktok
- 100% engagement via influencer reels
- Viral jingle on Spotify
- Consumer Engagement in exhibitions and food festivals.

Context

(Maximum: 75
words; 3
charts/visuals)

People started talking about the “Purana Chaawal” in their lives and how they treasure their relationship with them. Conversations started happening about memories with family and the younger generation paying tribute to the elders using FALAK “Purana Chaawal” in recreating their family recipes.

Consumers became aware of FALAK promise of providing consistent premium quality of “Purana Chaawal”

2

Objective - Overview & KPI

(Maximum: 30
words)

Attract new consumers who are looking for Quality and Convenience in their kitchen. Pre-cleaned, consistent quality premium rice which reduces prep time and makes their Biryani cook perfectly every time.

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

(Maximum: 75 words; 3 charts/visuals)

Young consumers (25-35 years) want quick easy recipes with delicious results. With no time to clean Khulla chaawal before cooking , they want consistent quality rice for their cooking. They prefer quality ingredients and use social media to share their cooking recipes . FALAK is a reliable brand of rice which offers them pre cleaned , consistent premium quality of Purana Chaawal in convenient packaging that make their Biryani the hero on the table.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

- Increase in online and in store sales.
- Increased customer interaction on social media by younger consumers.

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Consideration

Conversion

Salience / Awareness

List Result

(Maximum: 30 words)

- Increase awareness by 100% with 95% positive association
- Engaage younger audience through social media
- Converted 100% audience in colleges & universities.
- Converted 50% of the audience viewing influencers reels

Context

(Maximum: 75 words; 3 charts/visuals)

The campaign was very engaging for all the rice consumers. They identified with the concept of "Purana Chaawal" immediately. Older consumers who were still buying khulla chawal realized how Falak solved their problem of inconsistent quality. Younger consumers who are looking for consistency and reliability in their cooking partnered with FALAK to create meals for their family.

Activity Objectives Results

1

Objective - Overview & KPI

(Maximum: 30 words)

Recreating recipes/Cooking with FALAK "Purana Chaawal" (aged rice) to pay tribute to the "Purana Chaawal" (wise person) in consumers' lives

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

(Maximum: 75 words; 3 charts/visuals)

Establishing connection between FALAK "Purana Chaawal" (aged rice) and the "Purana Chaawal" in consumers' lives. Developing trust and love for FALAK, while invoking the feeling of nostalgia thinking about the "Purana Chaawal" in their lives.

Our benchmark was to create a powerful association in the consumer's mind that when they think of their "Purana Chaawal" they think about cooking with the FALAK Brand and they remember and relive those special moments of bonding and family.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

- Tracking the customer engagements on social media platforms with the #FALAKPuranaChaawal campaign.
- Tracking consumer interactions during interactive BTL activities.
- Sales in stores and online

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Advocacy / Recommendation

Positive Sentiment / Emotional Resonance

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

Recall (brand/ad/activity)

List Result

(Maximum: 30 words)

- Increased awareness of Falak Purana Chaawal by 80% through all channels of marketing.
- Increased overall sales by 5%
- Increased consumer engagement.

Context

(Maximum: 75 words; 3 charts/visuals)

Conversations started happening about the Purana Chaawal in consumers' lives. Stories, recipes, anecdotes were shared. Family recipes were recreated.

2

Objective - Overview & KPI

(Maximum: 30 words)

To make FALAK a top-of-mind brand on all media platforms while increasing brand visibility and consumer engagement within one week of launch.

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

(Maximum: 75 words; 3 charts/visuals)

The objective was selected to rapidly increase brand awareness and consumer engagement within a short timeframe, capitalizing on the power of outdoor media, consumer events and social media to build FALAK as “Purana Chaawal”. By generating significant buzz and word-of-mouth, the goal is to strengthen consumer recall and foster a stronger emotional connection with the brand.

The benchmark for success will be the level of engagement achieved on social media platforms.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

- We planned to measure the success of the campaign through social media reach, engagement and impressions.
- Sales in stores and online.

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Efficiency (e.g. cost per acquisition)

Popularity / Fame / Social Discourse

Positive Sentiment / Emotional Resonance

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

Recall (brand/ad/activity)

List Result

(Maximum: 30 words)

- The campaign successfully achieved 25 million cumulative views across all social media platforms, significantly boosting brand recognition and recall among target audiences
- Increased online sales by 36%

Context

(Maximum: 75 words; 3 charts/visuals)

Digital marketing campaign aimed at boosting brand awareness for FALAK Purana Chaawal through the strategic use of social media platforms. The goal was to drive significant engagement and exposure for the brand and audience interaction across platforms like YouTube, TikTok, Facebook, and Instagram. The campaign's success—exceeding its target of 1 million views by achieving 1.5 million—demonstrates its effectiveness in generating broad reach, engagement, and visibility for the product.

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)

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.

Internal Company Events (e.g. change in ownership, internal dynamics, etc.)

Natural Events (e.g. weather, natural phenomenon, etc.)

Societal or Economic Events (e.g. changes in economic, political, social factors)

Public Relations

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

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

(Maximum: 200 words;
3 charts/visuals)

Due to increased health awareness and cooking trends on social media ,the
interest in quality of food ingredients has increased .Consumers want consistent
quality so that the meals they prepare are the best representation of themselves.

The campaign coincided with 25 years of FALAK Brand in the International
market as an export brand and 60 years of the parent company “ Matco “ .This
positively impacted the FALAK “Purana Chaawal ” campaign by also enforcing
that FALAK is “Purana Chaawal” -old brand of rice providing consumers premium
rice for the past 25 years.

During covid, a lot of younger consumers started cooking, recreating their family recipes. The
time spent at home made people appreciate the wisdom the older generation had to offer via
stories, anecdotes. The family bond was strengthened thus creating a ground work for our
concept of the “purana chaawal “ in our lives.

Section 4: Sourcing

Provide sourcing for all data provided in Section 4: Results.

OULA

AC NEILSON

META

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

CONSUMER SURVEYS

ONLINE SALES DATA AND CUSTOMER FEEDBACK

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.

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 25 – 50 million

Paid Media Expenditures (Prior Year)

Campaign Period:

Prior Year

PKR 5.0 – 10 million

Compared to competitors in this category, the budget is:

More

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

More

Budget Elaboration:

Provide judges with the context to understand your budget.	The Falak marketing budget strategically, resulting in a 5% sales increase. Paid media led with 38.8% (20,543,029) allocated to TV and advertisements for mass reach. Digital channels (3,769,468) and digital marketing (3,146,000), built direct consumer engagement, while earned media through influencers and festivals enhanced credibility. Shared media, including POS materials (4,220,018) and giveaways, drove consumer interaction. The distribution strategy combined traditional and digital channels effectively, exceeding media buy expectations. This strategic approach maximized ROI, impressions, and contributed to significant sales growth.
What was the balance of paid, earned, owned, and shared media?	
What was your distribution strategy?	
Did you outperform your media buy?	

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

(Maximum: 100 words)

PRODUCTION & OTHER NON-MEDIA EXPENDITURES

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

Production & Other Non-Media Expenditures

Select One

PKR 20-40 Million

Elaboration on the Production & Other Non-Media Expenditures

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

The **production cost** for Falak Purana Chaawal Brand campaign totaled **28.85 million**, reflecting its commitment to high-quality and impactful content. Out of this, **23.20 million** was allocated to the overall production process, ensuring visually compelling and premium advertisements. Renowned musician **Shuja Haider** was hired for **1.65 million**, creating captivating music that enhanced the emotional resonance of the campaign. Talent costs amounted to **4 million**, featuring prominent main leads **Samia** and **Hira**, alongside a skilled supporting cast, delivering relatable and engaging storytelling. This substantial investment ensured top-tier content that elevated brand recall, strengthened audience connections, and drove campaign success.

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 : Falak Purana Chaawal campaign was run on the following platforms: Facebook, Instagram, YouTube, TikTok

(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.

Sponsorship – On Site

Sponsorship – Talent or Influencer

Elaboration on Sponsorships and Media Partnerships

Provide additional context regarding your sponsorships and media partnerships.

(Maximum: 100 words)

HUM TV

Sponsorship: Kahein Kis se

Sponsorship: Rahe Junoon

ARY DIGITAL

Sponsorship: Adawat

Sponsorship: Mein

GEO Entertainment:

Sponsorship: Kurulus Osman

Sponsorship: Maa Nahi Saas Hoon Main

Sponsorship: Mannat Muraad

Green Entertainment:

Sponsorship: Mor Chal
Sponsorship: Mohabbat Satrangi
Sponsorship: Ek Jhooti Love Story
Sponsorship: Standup Girl

GEO NEWS

Sponsorship: Report Card
Sponsorship: Naya Pakistan

ARY News

Sponsorship: Off The Record
Sponsorship: The Reporters

Aaj News

Sponsorship: Faisla Aap Ka with Asma Shirazi
Sponsorship: 7:00 pm slot

SOURCES

Investment Overview: Data Sources

Provide sourcing for all data provided in the Investment Overview.

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

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

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

Judges encourage third-party data where available.

SOURCING GUIDE OUTLINE

The **Falak Purana Chaawal Marketing Campaign Budget** totaling **53,008,342**, is strategically allocated across multiple channels to enhance brand visibility and consumer engagement. The largest share, **20,543,029**, is dedicated to TV and cable advertisements, showcasing the importance of mass media in reaching a broad audience. BTL activities including consumer interactions, at major IMT's and LMT's and giveaways, account for **4,568,361**, ensuring targeted consumer interactions. Digital marketing, a key focus, is allocated **3,146,000**, while collaborations with digital influencers are supported with **3,769,468**, leveraging online platforms to drive engagement.

Additionally, **4,220,018** is designated for point-of-sale materials, reinforcing in-store promotions. Outdoor advertising is covered through bus branding (**1,990,000**) and billboards (**2,620,960**), while **3,629,161** is spent on exhibitions and festivals for experiential marketing. Traditional channels remain significant, with **5,999,999** invested in newspapers. This balanced budget reflects a comprehensive approach to strengthening market presence and engaging diverse consumer segments effectively.

Falak Purana Chaawal Marketing Campaign Budget Head Wise:

Activities	Consumed
TV Advertisement	20,543,029
BTL Activities	4,568,361.00
Bus Branding	1,990,000
Exhibitions, Family Festivals	3,629,161
Shop Boards & IMT Brandings	2,521,406
POS Material & Give a ways	4,220,018
Influencers	3,769,468
Digital Marketing	3,146,000
Billboards	2,620,960
Newspapers & Magazines	5,999,939

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. – Display Ads

Digital Mktg. – Influencers

Digital Mktg. – Social: Paid

Events

OOH – Billboards

OOH - Transportation

Print - Magazine

Print - Newspaper

Sampling/Trial

TV

MAIN TOUCHPOINTS

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

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

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

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

Main Touchpoint 1

Most integral
touchpoint.

TV

Main Touchpoint 2

#2 Most Integral
Touchpoint

Digital Mktg. – Social: Paid

Main Touchpoint 3

#3 Most Integral
Touchpoint

Digital Mktg. – Influencers

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.

Blog (Tumblr, WordPress etc)

Facebook

Instagram

LinkedIn

Spotify

TikTok

YouTube

GDN

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;

Branded Content – Editorial

Branded Content – Product Placement

Digital Mktg. – Content Promotion

Digital Mktg. – Display Ads

Digital Mktg. – Influencers

Digital Mktg. – Location based

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. – Product Placement

Digital Mktg. - SEM

Events

Influencer / Key Opinion Leader

Interactive / Website / Apps

Internal/In-Office Marketing

OOH – Billboards

OOH - Transportation

Print - Magazine

Print - Newspaper

Public Relations

Retail Experience: In Store

Sampling/Trial

Sponsorships – Entertainment

Street Mktg.

TV

IMAGES OF CREATIVE WORK (2 Required, 6 Maximum)

Upload images of your creative work that ran in the marketplace.

Communications channels highlighted must have been also featured in your creative reel.

Judges review these images after they read your case and watch your creative reel. Images should complement your reel and help the judges better evaluate the creative elements that ran in front of your audience.

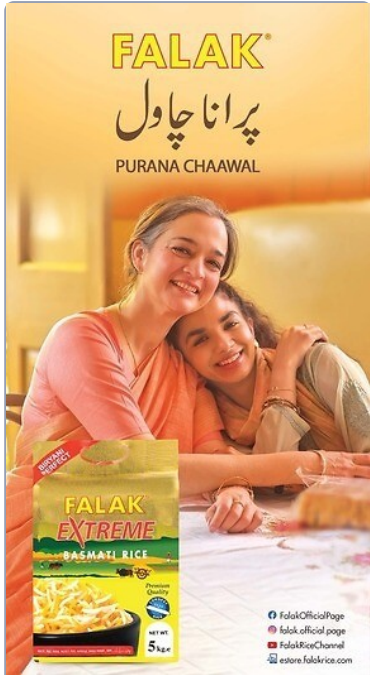
Images for Judging are an opportunity to:

- + Showcase work that is better seen as a still image vs. video format
- + Draw further attention to key creative elements

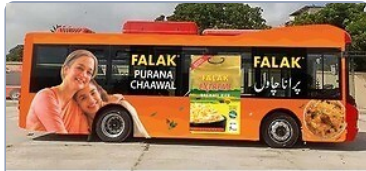
Images of Creative Work

Upload 2-6 images of your creative work that ran in the marketplace. Do not include agency names in the file name or within the images.

Technical Requirements:
.jpg/.jpeg format



Editorial Ad
OK



OOH Transportation
OK



BTL Activity
OK



OOH Billboard
OK



Exhibitions & Festivals
OK



Campaign Launch Backdrop
OK

Translation

If your creative examples include work that is not in the standard language of this Effie competition, you are required to include a translation to the local language either via subtitles within the creative OR you may provide a translation in the text box below.

No Need.

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

PDF Fingerprint 82f1e0d763e3e8f214e1acdec1791eb7