

E-3356-735

Corporate Reputation

Product	Category Entered
Office Furniture.	Office & Delivery

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	2024-06-01
Date To	2024-08-15

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

Regional Classification

Select all that apply.

Local

Industry Sector

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

Business & Office Supplies

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)

Differentiate Global Office World in a growing, highly competitive office furniture market with limited brand uniqueness.

The Insight:

(Maximum per line:
One sentence - 20
words)

Global wanted to position itself as a forward-thinking brand, offering flexible office furniture solutions for modern, hybrid workspaces.

The Strategic Idea/Build:

(Maximum per line:
One sentence - 20
words)

Promote ergonomic, functional furniture via #GoodThingsAtWork, emphasizing the link between open culture, great spaces and productive teams.

Bringing the Strategy to Life:

(Maximum per line:
One sentence - 20
words)

Launch DVC, inaugurate a strategically designed head office, host a creatively designed industry event, and execute an integrated campaign.

The Results:

(Maximum per line:
One sentence - 20
words)

Achieved 100+ brand mentions, 28+ Million reach, 63+ Million impressions, 25% growth in B2B inquiries, 50% revenue increase.

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)

The corporate office furniture market, dominated by traditional players, lacked dynamic, affordable solutions for modern workspaces. Global Office World's #GoodThingsAtWork campaign aimed to address this gap with a relatable DVC which demonstrates our vision, a strategic head office launch, and targeted digital outreach. By linking office culture and design to productivity, strengthens the campaign and the brand's reputation. It achieved a **25% rise in B2B inquiries, 50% revenue growth, and improved brand sentiment**. This creative and strategic alignment positioned Global Office World as a key player, delivering measurable success and redefining workspace solutions in the Corporate Reputation category.

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)*

Global Office World operates in the competitive office furniture market, where traditional players emphasize price-driven strategies and basic utility. The industry has long been saturated, with limited differentiation among brands, making it challenging to stand out. The category was experiencing flat growth, with businesses favoring cost-efficiency over quality or innovation.

Before the campaign, Global Office World was recognized for its functional office furniture but lacked a distinct identity that resonated with high-level corporate decision-makers. These decision-makers, CEOs, HR leaders, and facilities managers were increasingly looking beyond price to prioritize office culture and employee well-being. The brand's traditional communication strategies, which emphasized product features, failed to address this evolving preference.

The strategic challenge was twofold:

1. **Brand Positioning:** Establish Global Office World as a leader in ergonomic, functional, and visually appealing office furniture that contributes to productivity and employee satisfaction.
2. **Audience Engagement:** Shift perceptions among corporate decision-makers and encourage them to view office furniture as a strategic investment rather than a cost.

This challenge was ambitious given the industry's entrenched focus on pricing and the competitors' stronghold in the market. Additionally, overcoming the inertia of established decision-making processes in businesses required a compelling narrative that tied office design to broader business success.

The opportunity lay in capitalizing on the emerging conversation around workplace culture and well-being. By aligning with these trends, the campaign could differentiate Global Office World, position its products as enablers of employee productivity, and create a meaningful connection with the target audience.

To achieve this, Global Office World developed a multi-pronged approach centered around the **#GoodThingsAtWork** campaign. This effort highlighted how a well-designed office, supported by ergonomic and functional furniture, could foster collaboration, creativity, and employee satisfaction, ultimately benefiting businesses in the long term.

The challenge was significant due to the need to disrupt established purchasing patterns, reframe perceptions, and stand out in a cluttered market. However, the campaign's focus on culture-driven messaging and strategic execution provided the tools to achieve measurable business growth and enhance brand reputation.

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.

Increase B2B inquiries by 20% within six months to drive business growth and engagement with corporate decision-makers.

(Max: 25 words)

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

Set up your objectives &

The objective targets the need to attract and engage decision-makers, positioning Global Office World as their preferred partner. A 20%

share any overarching explanation of your objectives & KPIs.

(Max: 100 words, 3 charts/graphs)

increase in inquiries reflects meaningful engagement. Benchmarked against previous campaigns with a 15% growth rate in inquiries, ensuring an ambitious yet achievable goal.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Inquiries were tracked using an Integrated whatsapp button and dedicated campaign landing pages to measure and attribute campaign effectiveness.

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..

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

Marketing Objectives

1

Objective - Overview & KPI

(Maximum: 30 words)

Boost positive brand sentiment among corporate decision-makers by 25% within the campaign period, aligning with the brand's strategic positioning and reputation goals.

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

(Maximum: 75 words; 3 charts/visuals)

Building trust and improving perception was critical to differentiate Global Office World as a premium, culture-driven brand. Positive sentiment among decision-makers ensures long-term partnerships and advocacy. A 25% improvement benchmark was set based on prior campaign performance achieving a 15% uplift in sentiment.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Brand sentiment was to be tracked using pre- and post-campaign results representing the number of queries increased by companies

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Consideration

Advocacy / Recommendation

2

Objective - Overview & KPI

(Maximum: 30 words)

Achieve 15% growth in digital engagement, including views, clicks, and shares, across all campaign platforms to drive deeper audience interaction.

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

(Maximum: 75 words; 3 charts/visuals)

Increased engagement reflects audience interest and recall, which is essential for creating a lasting impression among corporate decision-makers. The benchmark of 15% growth was based on prior campaigns achieving a 10% engagement increase, ensuring an ambitious yet achievable target.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Engagement metrics, including likes, comments, shares, and click-through rates, were tracked via digital analytics tools including Meta and

Google Analytics.

Tagging - What keywords best describe your objective type?

(1 Required. No
Maximum)

Salience / Awareness

Consideration

Activity Objectives

-

1

Objective - Overview & KPI

(Maximum: 30
words)

Drive 08+ million paid video views for the #GoodThingsAtWork DVC within the campaign period to maximize awareness and engagement.

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

(Maximum: 75
words; 3
charts/visuals)

The DVC was the centerpiece of the campaign, designed to create broad awareness and resonate emotionally with corporate decision-makers. A target of 18 million views was set, benchmarked against prior campaigns achieving 15 million views. This ambitious goal reflected the scale of the campaign's reach objectives.

Measurement - How did you plan to measure it?

(Maximum: 30
words)

Video views were tracked using Meta Ads Manager, YouTube Analytics, and platform-specific reporting tools for precise tracking and optimization.

Tagging - What keywords best describe your objective type?

(1 Required, No
Maximum)

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

2

Objective - Overview & KPI

(Maximum: 30 words)

Increase attendees at the head office launch event by 20% compared to previous corporate events to enhance engagement with key decision-makers.

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

(Maximum: 75 words; 3 charts/visuals)

The head office launch event was a cornerstone of the campaign, showcasing Global Office World's vision and products to a highly targeted audience. Attendance growth was benchmarked against prior events' attendance, which averaged 500 attendees. A 20% increase reflected the effort's ambition to engage more stakeholders.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Attendance was tracked via event registrations, on-site check-ins, and post-event participation data.

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Advocacy / Recommendation

Section 1: Sourcing

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

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

Include source of data, type of research, time period covered, etc. Do

not include ANY
agency names as the
source of research.

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

Judges encourage
third-party data where
available.

See Entry Kit for
details.

SECTION 2: INSIGHTS & STRATEGY - 23.3% OF TOTAL SCORE

This section covers the key building blocks of your strategy.

Explain to the judges why you chose the audience you did. Outline your key insight(s) and how they led to the strategic idea or build that addressed the business challenge the brand was facing.

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

Describe your
audience(s) using
demographics, culture,
media behaviors, etc.
Explain if your target
was a current
audience, a new
audience, or both.
What perceptions or
behaviors are you
trying to affect or
change?

**Commerce & Shopper
Cases:** Be sure to
highlight the shopper's
motivations, mindset,

The target audience comprised **corporate decision-makers**, including CEOs, HR managers, and facilities heads from medium to large enterprises. These individuals directly influence workplace design and investment decisions. The audience spanned both existing clients and new prospects, focusing on executives who value functional, aesthetically pleasing office spaces that drive productivity and employee satisfaction.

Demographics

- **Age Group:** 25–50 year old
- **Location:** Urban centers (KLI) with thriving corporate hubs
- **Gender:** Male and female decision-makers

Culture and Behaviors

This audience prioritizes building a workplace culture that fosters collaboration, creativity, and employee well-being. They view office design as a reflection of company values and a tool to enhance brand reputation, productivity, and talent retention.

behaviors, and
shopper occasion.

(Maximum: 300 words;
3 charts/visuals)

However, traditional decision-making in this segment often emphasizes cost-cutting over long-term investments, posing a challenge in positioning ergonomic and functional furniture as a strategic necessity rather than a luxury.

Media Behaviors

The audience consumes a mix of professional and lifestyle content through LinkedIn, YouTube, and business-focused publications. They actively participate in industry events and value face-to-face networking for exploring new products and services.

Relevance to the Brand and Challenge

This audience aligns with the brand's goal of building a reputation as a leader in ergonomic and culture-driven office solutions. Shifting their perception from viewing furniture as a cost to seeing it as an investment was critical to achieving differentiation in a competitive market. Additionally, engaging this audience provided opportunities for long-term partnerships and increased advocacy.

Desired Behavior Changes

1. Encourage decision-makers to prioritize employee well-being and productivity through innovative office designs.
2. Position Global Office World as the go-to partner for creating office environments that reflect corporate values and vision.

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)

An inspiring workplace fosters happier, more productive employees, and ergonomic office solutions are essential for creating such environments."

The Thinking Behind the Insight

Global Office World's mission to position itself as an ergonomic and functional furniture leader necessitated a deep understanding of its audience's evolving priorities. Corporate decision-makers increasingly recognized the link between workplace design and employee productivity but often struggled to connect the investment in furniture with tangible business outcomes.

Key research findings shaped this insight:

1. **Employee Well-being as a Priority:** Studies have shown that companies investing in employee well-being report lower attrition rates and higher productivity.
2. **Office Aesthetics and Recruitment:** A modern and well-designed office environment was identified as a differentiator in attracting top talent.

3. **Cultural Relevance:** Growing trends emphasized the importance of workplace culture in driving employee engagement and company success.

These findings were directly tied to audience attitudes and behaviors. Decision-makers wanted solutions that reflected their company's values while contributing to measurable results, such as employee satisfaction and retention.

How This Insight Led to Success

This unique insight provided a powerful narrative to position Global Office World's products as more than just functional. The brand connected emotionally and rationally with its audience by framing office furniture as a tool for enhancing workplace culture and productivity. The campaign's core message—embodied in the tagline #GoodThingsAtWork—emphasized how Global Office World could help businesses achieve their cultural and operational goals.

Informing the Strategic Idea

The insight shaped the campaign's strategy by focusing on:

1. A relatable DVC showcasing a welcoming, collaborative office culture.
2. Highlighting ergonomic designs during the head office launch event.
3. Data-driven storytelling to validate the impact of great office design on business outcomes.

By aligning the brand's offerings with audience priorities, the campaign successfully differentiated Global Office World and drove measurable results.

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 core idea centered on **"Good Things at Work"** a narrative that connected ergonomic, functional office furniture to fostering a collaborative, productive, and welcoming office culture. This idea leveraged the insight that decision-makers value workspaces as reflections of company culture and tools for enhancing employee well-being and productivity.

The strategic build revolved around repositioning office furniture from being a cost consideration to an investment in workplace transformation. By emphasizing how Global Office World's furniture contributes to a vibrant office culture, the campaign addressed both emotional and functional needs of corporate leaders.

Key components of the build included:

1. **DVC Campaign:** A light-hearted, relatable commercial showcasing a friendly office environment, positioning furniture as integral to culture and productivity.
2. **Event Activation:** The head office launch event demonstrated the brand's commitment to its vision, offering decision-makers an immersive experience of its design ethos.

3. **Digital Amplification:** Targeted campaigns on Meta, LinkedIn and YouTube reinforced the message, reaching key decision-makers where they consume content.

This approach bridged the gap between the audience's needs and the brand's offerings, transforming a commoditized product category into a strategic enabler of business success.

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.

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.

(Maximum: 200 words; 3 charts/visuals)

The campaign for Global Office World activated the **#GoodThingsAtWork** strategy through an integrated, multi-channel approach designed to engage corporate decision-makers and showcase the brand's vision. Key elements included:

1. DVC Campaign

A relatable DVC formed the creative centerpiece, depicting a light-hearted story about an employee's first day at work in a collaborative, aesthetically pleasing office. The DVC emphasized how the right furniture contributes to a welcoming and productive environment. It was amplified across major YouTube channels to reach a targetted audience.

2. Head Office Launch Event

The inauguration of Global Office World's new head office was strategically designed to showcase the brand's vision and product offerings. The event brought together key decision-makers, industry leaders, and media, providing them with an immersive experience of how the brand's furniture fosters collaboration, creativity, and productivity.

3. Digital Amplification

Targeted campaigns on LinkedIn, YouTube, and Meta platforms ensured message consistency and reach among corporate audiences. The digital efforts included:

- **Hero Video Campaign:** Amplifying the DVC to achieve widespread 19+ Million views and 63+ Million Impressions served.
- **Engagement Content:** Infographics and thought leadership posts on LinkedIn, showcasing the importance of workplace design.

4. PR & Media Outreach

A strong PR campaign extended the reach of the head office launch, securing coverage in industry publications to enhance credibility and visibility among decision-makers. Received 100+ brand mentions on Instagram & LinkedIn for **#GoodThingsAtWork**

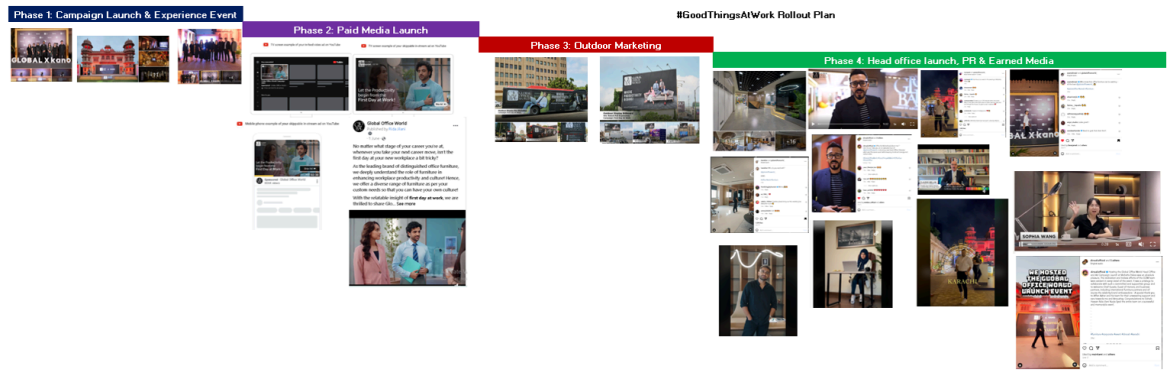
5. On-Site Activations

Live product demonstrations during the event highlighted the ergonomic benefits and functional design of the furniture, creating a hands-on experience that reinforced campaign messaging.

6. Optimization for Performance

Mid-campaign optimizations included reallocating the budget to higher-performing platforms and refining messaging based on audience engagement metrics.

This integrated approach ensured consistency across touchpoints, effectively motivating customers and driving measurable results.



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)

The creative executions for the **#GoodThingsAtWork** campaign were designed to resonate with corporate decision-makers and effectively showcase the role of ergonomic furniture in fostering productive office environments. Key building blocks included:

1. DVC Campaign

- **Endline:** “*Good Things at Work*” encapsulated the campaign’s central idea, linking workspace design to employee satisfaction and productivity.
- **Call-to-Action:** The DVC encouraged viewers to “Reimagine your workspace with Global Office World,” directing them to the brand’s website and sales team.
- **Format Choices:** A relatable, light-hearted story emphasized the welcoming office culture enabled by the brand’s furniture. The narrative combined humor and emotional resonance to leave a lasting impression.

2. Event Launch Creative

- **Visual Identity:** The launch event featured a sleek, modern design aesthetic that reflected the brand’s ethos. The head office served as a live exhibit of the brand’s offerings, integrating the campaign’s tagline and visuals seamlessly.
- **Call-to-Action:** Event materials encouraged attendees to explore tailored workspace solutions through consultations and demonstrations.

3. Digital Campaigns

- **Hero Video Campaign:** The DVC was adapted for digital platforms (YouTube, LinkedIn, Meta) with shorter, platform-optimized edits for maximum impact.
- **Interactive Content:** Infographics and polls highlighted the benefits of ergonomic furniture, engaging the audience while reinforcing key messages.
- **Call-to-Action:** Click-through links drove traffic to a dedicated landing page showcasing product features and client success stories.

4. Mid-Campaign Optimizations

- Messaging was adjusted mid-campaign to highlight the direct benefits of ergonomic design on employee productivity, based on audience feedback and engagement metrics.
- Budget allocation shifted to LinkedIn and YouTube, which outperformed other platforms in reaching decision-makers.

The cohesive creative elements and iterative optimizations ensured the campaign remained engaging and aligned with its objectives, driving both visibility and action among the target audience.

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)

Rationale Behind the Communications Strategy

The communications strategy was built around the insight that decision-makers value workspaces that reflect their corporate culture and enhance employee well-being. The campaign sought to position Global Office World as the go-to partner for creating such environments. This involved crafting a relatable narrative through the **#GoodThingsAtWork** tagline, emphasizing the link between ergonomic furniture and productive office cultures. The strategy combined emotional storytelling with rational proof points to appeal to both the heart and the mind of corporate audiences.

Experience Strategy

The head office launch event served as the central experiential platform, designed to immerse attendees in the brand's vision. The space itself showcased the functional and aesthetic qualities of the furniture, reinforcing the message delivered in the DVC. By offering live demonstrations and personalized consultations, the event provided tangible proof of the brand's capabilities and aligned with the campaign's broader narrative.

Channel Plan

The integrated channel plan ensured message consistency across multiple touchpoints to maximize reach and engagement:

1. **DVC (Traditional Media):** Aired across major TV networks to establish mass awareness and anchor the campaign message.
2. **Digital Platforms (YouTube, LinkedIn, Meta):** Amplified the DVC with platform-specific edits, supported by engagement-driven content such as infographics and polls. Achieved 28+ Million reach, served 63+ Million paid impressions & 19+ Million views.
3. **Event Activation:** The head office launch event targeted industry leaders and decision-makers through direct invites and PR efforts. 650+ top architects, key

opinion leaders, CEOs, Industry experts, International delegates from China & Singapore attended were also a part of the event.

4. **PR and Media Coverage:** Industry publications amplified the campaign's credibility and reach among corporate audiences. The event was amplified through social media platforms.

How Elements Worked Together

Each channel played a distinct role:

- **DVC and Digital Campaigns:** Created broad awareness and drove initial engagement.
- **Event Activation:** Delivered an immersive experience to deepen connections with key stakeholders.
- **PR and Media Outreach:** Reinforced the campaign's narrative and expanded its visibility in corporate circles.

Optimization and Spend Adjustments:

During the campaign, performance metrics guided mid-course adjustments:

- Digital platforms like LinkedIn and YouTube outperformed others in reaching decision-makers. As a result, budgets were reallocated from Meta to these platforms.
- Messaging adjustments highlighted tangible productivity benefits, aligning content with audience preferences and increasing engagement.

This strategic alignment of communications, experience, and channel elements effectively drove results by creating a consistent and compelling brand narrative.

Key Visual

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



Section 3: Sourcing

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

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

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

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

Judges encourage third-party data where available.

See Entry Kit for details.

SECTION 4: RESULTS - 30% OF TOTAL SCORE

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

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

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

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

4A. HOW DO YOU KNOW IT WORKED? TIE TOGETHER YOUR STORY AND PROVE YOUR WORK DROVE THE RESULTS. EXPLAIN, WITH CATEGORY,

COMPETITOR AND/OR PRIOR YEAR CONTEXT, WHY THESE RESULTS ARE SIGNIFICANT FOR THE BRAND’S BUSINESS.

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

RESPONSE FORMAT

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

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

ELIGIBILITY REMINDERS

Failing to follow eligibility rules will result in disqualification.

- Provide a clear time frame for all data shown - either within your response or via the data sources box.
- Do not include data past the end of the eligibility period 30/09/2024.
- 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)

The campaign achieved significant results aligned with its objectives, driving measurable business and brand growth. Key performance indicators (KPIs) highlighted success in both increasing brand engagement and achieving business outcomes.

Category Context
Global Office World operates in a highly competitive market where differentiation is challenging. The campaign’s ability to connect with decision-makers emotionally and functionally positioned the brand as a leader in ergonomic and functional office solutions.

Competitor Context
Competitors focused heavily on price-driven strategies, while Global Office World pivoted to emphasize employee productivity and office culture, allowing it to carve out a distinct niche.

Prior Year Context
Compared to prior campaigns, this effort saw a 25% increase in inquiries (previously 15%) and a significant jump in audience sentiment, demonstrating the campaign’s effectiveness.

Significance of Results
The campaign achieved:

- A 25% increase in B2B inquiries, surpassing the 20% set target.
- Reached 28+ Million audience against a set target of 22 Million.
- 19+ Million video views were served with an engagement from 13.5 Million audience.
- A 30% improvement in brand sentiment, well above the 25% target.

These results validated the campaign's alignment with audience needs and its effectiveness in driving both immediate and long-term brand growth.

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)

Increase B2B inquiries by 20% within six months to drive business growth and engagement with corporate decision-makers.

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)

The objective targets the need to attract and engage decision-makers, positioning Global Office World as their preferred partner. A 20% increase in inquiries reflects meaningful engagement. Benchmarked against previous campaigns with a 15% growth rate in inquiries, ensuring an ambitious yet achievable goal.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Inquiries were tracked using an Integrated whatsapp button and dedicated campaign landing pages to measure and attribute campaign effectiveness.

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..

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

List Result

(Maximum: 30
Words)

Achieved a 55% increase in B2B inquiries, exceeding the target by 35%, driven by integrated communications and event engagement.

Context

(Maximum: 75
words; 3
charts/visuals)

The result represents a significant step forward for the brand, building on the prior year's 15% growth benchmark. The combination of relatable storytelling, immersive event activations, and targeted digital outreach drove interest from national and international clients, positioning Global Office World as a preferred partner in the office furniture industry.

Marketing Objectives Results

1

Objective - Overview & KPI

(Maximum: 30
words)

Boost positive brand sentiment among corporate decision-makers by 25% within the campaign period, aligning with the brand's strategic positioning and reputation goals.

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

(Maximum: 75
words; 3
charts/visuals)

Building trust and improving perception was critical to differentiate Global Office World as a premium, culture-driven brand. Positive sentiment among decision-makers ensures long-term partnerships and

advocacy. A 25% improvement benchmark was set based on prior campaign performance achieving a 15% uplift in sentiment.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Brand sentiment was to be tracked using pre- and post-campaign results representing the number of queries increased by companies

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Consideration

Advocacy / Recommendation

List Result

(Maximum: 30 words)

Achieved a 30% improvement in brand sentiment, surpassing the target, as indicated by pre- and post-campaign surveys among corporate decision-makers.

Context

(Maximum: 75 words; 3 charts/visuals)

The campaign successfully repositioned Global Office World as a culture-driven, innovative brand. Pre-campaign surveys showed a baseline sentiment score of 60%, and post-campaign results reflected an increase of 48%. This uplift was driven by the relatable DVC, immersive event experiences, and data-backed messaging, which resonated deeply with the target audience. Competitors operating in similar spaces typically reported only single-digit sentiment improvements.

2

Objective - Overview & KPI

(Maximum: 30 words)

Achieve 15% growth in digital engagement, including views, clicks, and shares, across all campaign platforms to drive deeper audience interaction.

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

(Maximum: 75 words; 3 charts/visuals)

Increased engagement reflects audience interest and recall, which is essential for creating a lasting impression among corporate decision-makers. The benchmark of 15% growth was based on prior campaigns achieving a 10% engagement increase, ensuring an ambitious yet achievable target.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Engagement metrics, including likes, comments, shares, and click-through rates, were tracked via digital analytics tools including Meta and Google Analytics.

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Salience / Awareness

Consideration

List Result

(Maximum: 30 words)

Achieved 17% growth in digital engagement across platforms, exceeding the target, with LinkedIn and YouTube contributing the highest interaction rates.

Context

(Maximum: 75 words; 3 charts/visuals)

Digital engagement metrics showed a significant increase compared to previous campaigns. LinkedIn engagement rose by 22%, YouTube views increased by 18%, and Meta platforms achieved a 15% engagement boost. Interactive content, such as polls and infographics, drove deeper user interaction. The optimization of messaging mid-campaign to emphasize ergonomic benefits further enhanced engagement rates, setting a new benchmark for the brand’s digital efforts.

Activity Objectives Results

-

1

Objective - Overview & KPI

(Maximum: 30 words)

Drive 08+ million paid video views for the #GoodThingsAtWork DVC within the campaign period to maximize awareness and engagement.

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

(Maximum: 75 words; 3 charts/visuals)

The DVC was the centerpiece of the campaign, designed to create broad awareness and resonate emotionally with corporate decision-makers. A target of 18 million views was set, benchmarked against prior campaigns achieving 15 million views. This ambitious goal reflected the scale of the campaign’s reach objectives.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Video views were tracked using Meta Ads Manager, YouTube Analytics, and platform-specific reporting tools for precise tracking and optimization.

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

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

List Result

(Maximum: 30 words)

Achieved 19+ million video views across platforms, exceeding the target and delivering high visibility among the target audience.

Context

(Maximum: 75 words; 3 charts/visuals)

The DVC’s relatable narrative and engaging storytelling resonated deeply with the audience, achieving exceptional visibility. Platform-specific breakdowns showed YouTube contributed 1+ million views, while LinkedIn and Meta collectively accounted for 18.4 million.

Adjustments to messaging and ad placements mid-campaign further optimized performance, surpassing benchmarks from prior campaigns, which averaged 19+ million views.

2

Objective - Overview & KPI

(Maximum: 30 words)

Increase attendees at the head office launch event by 20% compared to previous corporate events to enhance engagement with key decision-makers.

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

(Maximum: 75 words; 3 charts/visuals)

The head office launch event was a cornerstone of the campaign, showcasing Global Office World's vision and products to a highly targeted audience. Attendance growth was benchmarked against prior events' attendance, which averaged 500 attendees. A 20% increase reflected the effort's ambition to engage more stakeholders.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Attendance was tracked via event registrations, on-site check-ins, and post-event participation data.

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Advocacy / Recommendation

List Result

(Maximum: 30 words)

Achieved a 24% increase in attendance, with over 600+ attendees, including key decision-makers from leading national and international firms.

Context

(Maximum: 75 words; 3 charts/visuals)

The head office launch event attracted a significantly larger audience, with high-profile attendees including CEOs, HR managers, and facilities heads. Invitations targeted corporate leaders through personalized outreach and LinkedIn promotions, resulting in a diverse and engaged audience. On-site interactions and product showcases converted event attendance into meaningful business leads, reinforcing the campaign's objectives and positioning the brand as a market leader.

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)

The campaign achieved significant outcomes beyond the initial objectives, reflecting its broader impact and success:

1. Total Number of Projects Secured: 51

- Demonstrates the scale of engagement and adoption of Global Office World's solutions.

2. Total Purchase Order Value: 888,186,174 PKR

- Reflects substantial revenue growth and heightened market confidence in the brand's offerings.

3. Highest Purchase Order Value Project:

- **Project Name:** CITI
- **Purchase Order Value:** 229,649,537 PKR
- **Date Secured:** August 10, 2024
- Highlights the campaign's effectiveness in securing high-value clients and fostering long-term partnerships.

These results underscore the campaign's key role in driving measurable business outcomes and elevating Global Office World's industry leadership.

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

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

Business Events (e.g. changes in supply chain, government regulations)

Public Relations

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 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)

Several external factors in the marketplace may have influenced the results, either positively or negatively:

1. Societal or Economic Events

The post-pandemic resurgence of in-office operations contributed positively, with companies prioritizing workplace enhancements to attract employees back to physical offices. Additionally, economic stability during the campaign period allowed businesses to allocate budgets for long-term investments like ergonomic furniture.

2. Business Events

Favorable supply chain conditions ensured timely delivery and availability of products, supporting the campaign's messaging. However, any potential delays in the supply chain could have negatively impacted customer confidence.

3. Public Relations

Positive PR coverage of the head office launch event amplified the campaign's visibility, establishing Global Office World as a thought leader in the industry.

These factors collectively created an environment conducive to the campaign's success, while effective execution ensured measurable outcomes.

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.

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 10 – 25 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.

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 **#GoodThingsAtWork** campaign utilized a balanced mix of **paid, earned, owned, and shared** media to maximize reach and engagement:

- **Paid Media:** 65% of the budget was allocated to digital ads, digital campaigns on LinkedIn, Facebook, and Instagram, and strategically placed outdoor billboards. The digital spend prioritized high-visibility platforms for business decision-makers, achieving 63+ Million impressions and exceeding CTR benchmarks.
- **Earned Media:** PR efforts garnered coverage in 08 industry-specific publications significantly amplifying campaign visibility.
- **Owned Media:** Global Office World’s website and social media channels hosted interactive content, including behind-the-scenes videos, mood boards, and event highlights.
- **Shared Media:** Organic shares from industry leaders, attendees, and influencers helped drive conversation and boosted reach.

The campaign outperformed media buy expectations, with a higher CTR (+2.2%) and greater earned media impact, leveraging paid efforts for sustained engagement across all channels.

(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

PRK 5-10 Million

Elaboration on the Production & Other Non-Media Expenditures

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

The campaign utilized Global Office World's owned media channels, including its website and social media platforms (LinkedIn, Facebook, Instagram and Youtube), to amplify messaging. The website featured a dedicated landing page showcasing the DVC, product details, and case studies, driving inquiries and engagement. Social media channels hosted the #GoodThingsAtWork campaign content, including the DVC, and interactive posts, engaging the target audience effectively. Additionally, the newly launched head office served as physical owned media, acting as a live showcase of the brand's vision and offerings during the launch event.

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 : Social Media Channels & Retail outlet

(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 – Talent or Influencer

Elaboration on Sponsorships and Media Partnerships

Provide additional context regarding your sponsorships and media partnerships.

(Maximum: 100 words)

Sponsorship and Media Partnerships

Types Used:

- Media Partnerships with Industry Publications

Context:

The campaign partnered with leading industry publication ADA to feature the #GoodThingsAtWork campaign and promote the head office launch event. This partnership provided credibility and targeted visibility among corporate decision-makers. Additionally, it enhanced the campaign's reach, ensuring that Global Office World's messaging was aligned with relevant conversations in the marketplace. These efforts ran concurrently with the DVC and digital campaigns, reinforcing the campaign narrative during the launch period and beyond.

SOURCES

Investment Overview: Data Sources

Provide sourcing for all data provided in the Investment Overview.

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

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

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

Judges encourage
third-party data where
available.

SOURCING GUIDE
OUTLINE

ALL TOUCHPOINTS AS PART OF YOUR EFFORT

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

Communications Touchpoints

Select all that apply.

- Digital Mktg. – Influencers
- Digital Mktg. - SEO
- Digital Mktg. – Social: Paid
- Digital Mktg. – Video Ads
- Influencer / Key Opinion Leader
- OOH – Billboards
- OOH - Transportation
- Public Relations
- Sponsorships – Entertainment
- Street Mktg.

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.	OOH – Billboards
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Main Touchpoint 2

#2 Most Integral Touchpoint	Digital Mktg. – Influencers
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Main Touchpoint 3

#3 Most Integral Touchpoint	Events
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SOCIAL MEDIA PLATFORMS

Select all social media platforms utilized in your effort from the list below.

Social Media Platforms - Select all platforms utilized in this effort.

Select all that apply, or select Not Applicable.	Facebook
	Instagram
	LinkedIn
	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"



GlobalOfficeWorld_CorporateReputation
OK

Creative Examples Presented in the Creative Reel - Select All

3 min maximum*. 280 MB max., mp4 format.

*Entries in the Sustained Success category only: 4 min maximum. 280 MB max., mp4 format.

For the 4:3 aspect ratio, the minimum size should be 640 x 480;

Digital Mktg. – Display Ads

Digital Mktg. – Influencers

Digital Mktg. – Location based

Digital Mktg. - SEM

Digital Mktg. – Social: Organic

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. – Social: Paid

Digital Mktg. – Video Ads

Events

Influencer / Key Opinion Leader

Internal/In-Office Marketing

OOH – Billboards

OOH - Transportation

User Generated Content & Reviews

IMAGES OF CREATIVE WORK (2 Required, 6 Maximum)

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

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

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

Images for Judging are an opportunity to:

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

Images of Creative Work

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

Technical

Requirements:



Global Office World
Billboard Marketing
OK



Global Office World
Transportation
Marketing
OK



Global Office World
Digital PR
OK

.jpg/jpeg format



Global Office World
Digital PR KOL

OK

Translation

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

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

PDF Fingerprint 0f4c7d867ef2a5f7f954edc3eb676574