

E-3385-381

eidipaia

Product	Category Entered
eidipaia	Finance

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	2024-04-06
Date To	2024-04-12

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

Regional Classification

Select all that apply.

National

Industry Sector

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

Financial Services & Banking

Industry/Category Situation

Select One

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)

During Eid, reliance on cash leads to low online banking activity; easypaisa sought to transform this by promoting digital transactions.

The Insight:

(Maximum per line:
One sentence - 20
words)

Getting fresh currency notes seems difficult on eid since banks are either closed or ATMs run short of cash.

The Strategic Idea/Build:

(Maximum per line:
One sentence - 20
words)

Transform easypaisa into eidipaisa, merging tradition with convenience by promoting Eidi as an easy, instant digital transaction.

Bringing the Strategy to Life:

(Maximum per line:
One sentence - 20
words)

An IMC campaign across social media, video ads, and influencers spotlighted the ease and joy of digital Eidi-giving

The Results:

(Maximum per line:
One sentence - 20
words)

Achieved 42% transaction volume growth, 107M+ online impressions, and 3.5M+ influencer views, establishing eidipaisa as the digital Eidi choice.

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 eidipaisa campaign aimed to increase the significance of easypaisa during Eid, a period marked by minimal banking activity due to cash reliance. By promoting digital Eidi transactions, easypaisa effectively filled the gap left by traditional banking, providing a seamless alternative for users. The campaign's success is evident in the 42% increase in transaction volume, showcasing easypaisa's pivotal role in transforming financial behaviors during a critical time. This aligns perfectly with the Finance category, highlighting how innovative marketing strategies can drive financial inclusion when conventional banking solutions are unavailable.

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.

Before the start of the campaign the numbers were following steady trend and the fear was that during eid holidays and post eid due to lack of much financial activity, easypaisa business might just face more problems. Specially because people usually take long leave or visit their respective hometowns.

When it comes to sharing eidi, we were up against people's old habits of relying on cash. Moreover, we knew that overall banking and sourcing fresh currency notes becomes difficult, as they either get closed on eid OR ATM machines run short of cash. So essentially, we had to address two challenges.

(i) Reaching to a wider audience and getting them engaged with the easypaisa app

(ii) Creating awareness about eidipaisa as a better and easier alternative of cash eidi

In a financial industry, normally there is lesser business activity (specially transactions on an app) during Eid holidays. So, we really wanted to engage our customers in a meaningful way with our app. Clearly, campaign's performance was dependent on how well we connect to a wider audience and how we replace their pain of sourcing fresh currency notes for eidi with easypaisa.

*(Maximum: 275 words;
3 charts/visuals)*

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.

Boost customer engagement and transaction volume during Eid by promoting eidipaisa as a cash alternative.

(Max: 25 words)

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

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

Transactions tend to dip during Eid due to traditional cash-based gifting practices. The objective targets filling this gap by positioning eidipaisa as a convenient and reliable solution for sending and receiving Eidi. The benchmark is last year’s transaction volume during Eid, with a target to increase transaction volume and repeat app usage post-Eid.

(Max: 100 words, 3 charts/graphs)

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Track app transaction volumes, user engagement metrics (active users, transaction frequency), and repeat usage rates post-Eid.

Tagging - What keywords best describe your objective type?

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

Category Growth

Profitability (growth/maintenance/easing decline)

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

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

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

Marketing Objectives

1

Objective - Overview & KPI

(Maximum: 30 words)

Create meaningful and insightful connections with the audience during Eid, by positioning itself as the go-to digital payment solution for giving and receiving Eidi, especially among Pakistan's tech-savvy youth.

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

(Maximum: 75 words; 3 charts/visuals)

Eid is a time when cash gifting is prevalent, and the campaign targets tech-savvy youth who are more likely to embrace digital transactions. The objective is to increase brand visibility and encourage seamless digital giving. The benchmark is previous transaction volumes during Eid, with a goal to increase user participation and transactions.

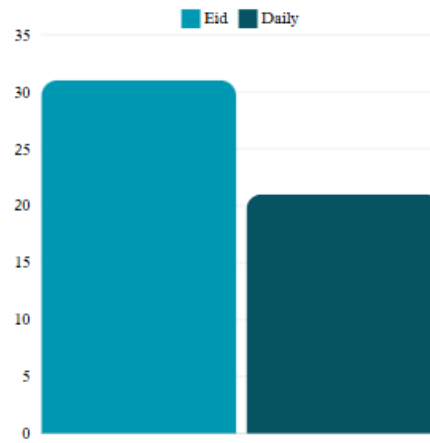


Figure 1: Pakistani's estimated spending on Eid vs. on the daily (revisit this)

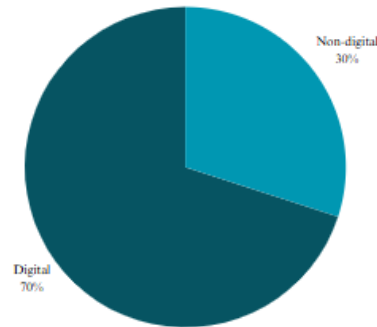


Figure 2: Comparison of shoppers - those who didn't visit a physical store until POS vs. those who did

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Track total transaction volume, and app engagement (new users, active users).

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Changes in Specific Brand Attributes

Consideration

Conversion

Cultural Relevance

Penetration / Acquisition

Salience / Awareness

Activity Objectives

1

Objective - Overview & KPI

(Maximum: 30 words)

The campaigns had a 360 approach - IMC also included consumer engagement by offering a unique physical experience in malls, aiming for an increase in app interactions and event participation.

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

(Maximum: 75 words; 3 charts/visuals)

The objective focuses on creating an immersive, tech-driven experience to bridge the digital and physical worlds, targeting increased app engagement during Eid. By bringing the **eidipaisa** campaign to high-traffic locations like Dolmen Mall and Emporium Mall, easypaisa taps into a wide audience, offering fun and interactive exposure to its app. The benchmark is the app's user interaction pre-campaign.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Track event participation rates, app downloads, and interactions (e.g., ticket collection). Monitor post-event app activity (e.g., link clicks via WhatsApp/SMS) and measure the increase in app usage post-campaign.

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Advocacy / Recommendation

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 Internal company research and third party research.

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

The target audience for the *eidipaesa* campaign primarily consisted of young millennials and Gen Z, ages 18-35, who are tech-savvy and increasingly reliant on digital solutions for their financial needs. This demographic is particularly relevant to easypaesa due to their familiarity with technology and willingness to adopt online banking solutions. These audiences often seek convenience and efficiency, aligning with easypaesa's objective to promote digital Eidi transactions during Eid, a period typically characterized by low online banking activity and high reliance on cash.

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)*

Culturally, Eid is a significant occasion for gift-giving, specifically the tradition of Eidi, where older family members give cash gifts to younger relatives. This cultural practice creates an opportunity for easypaisa to leverage the emotional and familial connections associated with Eidi, making the audience's transition from cash to digital solutions not only relevant but also appealing.

Media behaviors show that our target audience actively engages on social media platforms such as TikTok, Instagram, and YouTube, where they consume content that resonates with their lifestyle and values. By using influencers and creating engaging video content, we aimed to capture their attention and highlight the convenience of digital Eidi transfers.

This campaign sought to change perceptions around online transactions, shifting the audience's mindset from cash dependency to embracing digital solutions as not only practical but also enjoyable. By connecting easypaisa with the Eidi tradition, we aimed to foster a sense of familiarity and trust, encouraging both current users and potential new customers to view easypaisa as their go-to platform for Eidi transactions, ultimately driving financial inclusion and reinforcing the brand's relevance in their lives

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)*

The insights derived from the *eidipaisa* campaign were rooted in understanding the evolving behaviors and attitudes of our audience, particularly in the context of digital payments during Eid. Research indicated a growing preference among consumers for convenient, instant financial transactions, especially during festive occasions when traditional practices like giving Eidi were becoming increasingly digital.

Our audience, primarily Zillennials, values efficiency and simplicity in their financial interactions. They seek seamless experiences that align with their tech-savvy lifestyles. This led us to realize that positioning easypaisa as not just a mobile wallet, but as an essential tool for enhancing their festive traditions, would resonate strongly with them.

Moreover, insights from previous campaigns highlighted the need for greater user engagement. We discovered that many potential users remained unaware of easypaisa's full range of services, which limited their interaction with the platform. This understanding drove us to focus on creating an engaging campaign that highlighted the ease of sending and receiving Eidi digitally, thereby tapping into both emotional and practical motivations.

The unique insight that emerged was that facilitating a culturally significant act—sending Eidi—through a familiar digital platform could foster deeper connections

with our audience. By aligning our campaign with their values and behaviors, we not only aimed to increase transaction volumes but also sought to enhance brand loyalty.

This insight directly informed our strategic idea of promoting *eidipaesa* as the go-to platform for digital Eidi transactions, reinforcing its relevance and positioning it as a vital part of the festive experience. Ultimately, this approach contributed to the campaign's success by driving user engagement, increasing transaction volumes, and solidifying easypaisa's role in modern financial practices during Eid.

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)

Our strategic build revolved around crafting the campaign line, “EidiPaisa - Ap ki Eidi, Ap ko Mubarak” (“Your Eidi, Your Way”), which resonated with TG as cash Eidi specially for children is taken by the elders. Many memes circulate around Eid time about how parents will take the money in the pretense of keeping it safe and at times the cash envelopes are handed over to the parents instead of the children and teenagers. We designed a multimedia campaign that included engaging video commercials highlighting relatable scenarios of families celebrating Eid and utilizing easypaisa for Eidi transactions.

This time our approach was to focus on those who are receiving the Eidi and showcasing their unique ways of acknowledging the receipt of Eidi through eidipaesa.

This pivot allowed us to tackle the challenge of low awareness about easypaisa's offerings by transforming the act of giving and receiving Eidi into a shared, joyous experience that could be easily integrated into our audience's lives. The campaign not only addressed the practical need for a seamless payment solution but also tapped into emotional connections, ensuring easypaisa became synonymous with the Eid experience, ultimately driving increased user engagement and transaction volumes.

Section 2: Sourcing

Provide sourcing for all Internal agency & client research 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,

The *eidipaesa* campaign was driven by a multifaceted approach to effectively engage our target audience and encourage the use of easypaesa for digital Eidi transactions.

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)

- 1. Rebranding:** We repositioned easypaisa as *eidipaisa* to resonate with the cultural significance of Eidi, effectively linking the brand to the festive spirit of Eid.
- 2. Video Commercials:** Engaging video ads portrayed diverse families celebrating Eid, highlighting the convenience of sending and receiving Eidi digitally, thereby creating a relatable narrative.
- 3. Social Media Strategy:** We actively engaged audiences on platforms like TikTok and Instagram, encouraging user-generated content that reflected their own Eid experiences, thereby increasing campaign reach and relatability.
- 4. Influencer Partnerships:** Collaborating with seven relevant influencers amplified our message, as they created personalized content showcasing the benefits of using *eidipaisa* for Eidi transactions.
- 5. Integrated Marketing Communications (IMC):** The campaign utilized a full-funnel IMC strategy across digital and traditional channels, including TV, radio, and OOH, ensuring comprehensive coverage and maximizing engagement.
- 6. On-Ground Activations:** The mall activations featured interactive experiences, like QR code contests and cash giveaways, which provided tangible engagement opportunities for consumers, reinforcing the campaign’s message in a fun environment.

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 *eidipaisa* campaign were built around several key elements that resonated with the audience.

- 1. Emotional Messaging:** The campaign’s tagline, “*Ap ki Eidi, Ap ko Mubarak*,” established a heartfelt connection, emphasizing the joy of giving and receiving Eidi through easypaisa.
- 2. Visual Storytelling:** The TVC showed the insight of unique gestures and reactions while receiving or giving Eidi. This was the core hook of the entire TVC.
- 3. Humor and Cultural Relevance:** Incorporating local Urdu poetry added a layer of humor and nostalgia, appealing to the younger generation’s fondness for playful interactions around Eidi.
- 4. Catchy Jingle:** The campaign featured an upbeat jingle that was not only memorable but also adaptable for user-generated content on social media, enhancing engagement and brand recall.

5. Integration of Traditions: By highlighting traditional practices, such as Mehndi and Eidi-giving customs, the campaign grounded itself in cultural relevance, making digital transactions more relatable.

6. Cross-Platform Consistency: Executions across TV, radio, and digital mediums maintained a cohesive message, reinforcing brand presence and ensuring that the campaign reached a wide 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)

For the eidipaisa campaign, a comprehensive media strategy was developed, utilizing TV, digital, radio, PR, experiential activation, and out-of-home (OOH) channels to drive awareness, engagement, and virality, particularly during the Eid festivities.

TV: To maximize visibility, top TV channels with national and regional audiences were selected. On *chaand raat*, scrolls were aired after the Eid announcement, urging viewers to send eidi via eidipaisa. This strategic placement tied the campaign to the celebratory mood of Eid, enhancing relevance and prompting action. Sponsorships and on-screen animations further boosted eidipaisa's visibility across channels, reinforcing its position as the preferred method for sending eidi. TV's broad reach ensured significant brand awareness during the festive period.

Digital: We targeted tech-savvy audiences across YouTube, TikTok, and Meta. A TikTok engagement campaign encouraged users who hadn't previously bought mobile bundles to try the service, driving impressive sales. A partnership with foodpanda integrated eidipaisa into users' daily routines, with Panda ads on the foodpanda app prompting users to pay via easypaisa. This digital strategy effectively boosted virality and user engagement, making eidipaisa synonymous with ease and convenience.

Radio: Radio provided an additional layer of reach through top-rated channels, including prime-time mentions on FM 91 and City FM 89. These placements targeted regional listeners, especially commuters during peak hours. The conversational nature of radio aligned with eidipaisa's message of convenience, making it easy for listeners to adopt the service. This radio strategy reinforced brand recall and solidified eidipaisa as the go-to choice for Eid transactions.

PR: Top influencers were engaged to generate pre-campaign excitement, building virality before Eid. These influencers shared UTM links to send eidi to their followers, creating a sense of community. TikTok influencers uniquely directed followers to Instagram Stories to collect eidi, creating cross-platform engagement. This strategy successfully exceeded engagement targets,

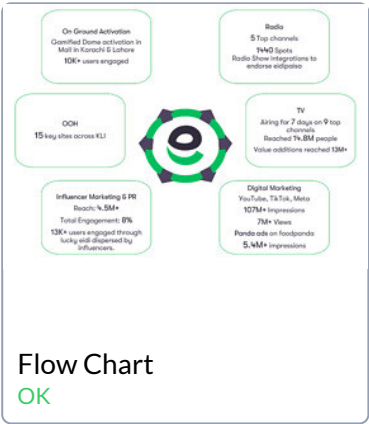
positioning eidipaisa as essential for Eid celebrations. Digital publishers were engaged to amplify the message.

Experiential Activation and OOH:

To increase reach, key OOH sites in three cities showcased the campaign in year 2024 when everything was fully open and Covid was in the past. A first-of-its-kind ‘crystal maze’ inspired gamified dome activation was set up in high-traffic malls in Lahore and Karachi, offering a fun, interactive experience for consumers to collect eidipaisa tickets and receive eidi. This innovative activation deepened consumer engagement and further positioned easypaisa as a leader in digital financial services in Pakistan.

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.

Internal research and 3rd party research

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.

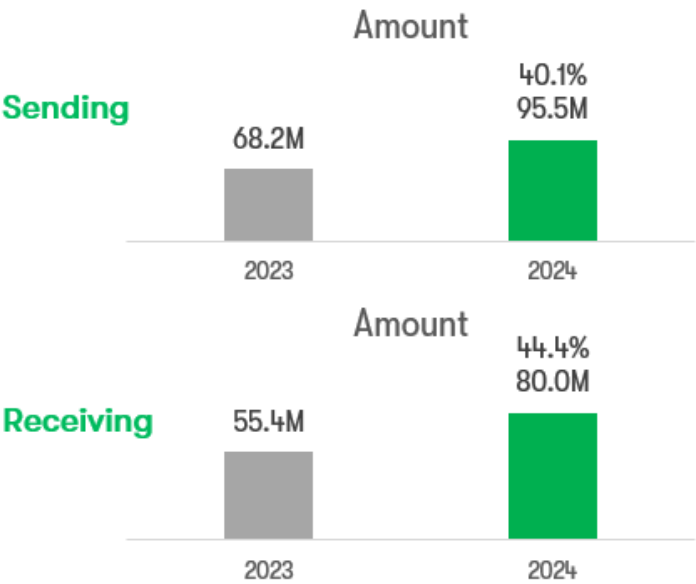
(Max: 300 Words, 5 charts/graphs)

The eidipaisa campaign surpassed expectations, delivering outstanding results across multiple metrics.

KEY RESULTS

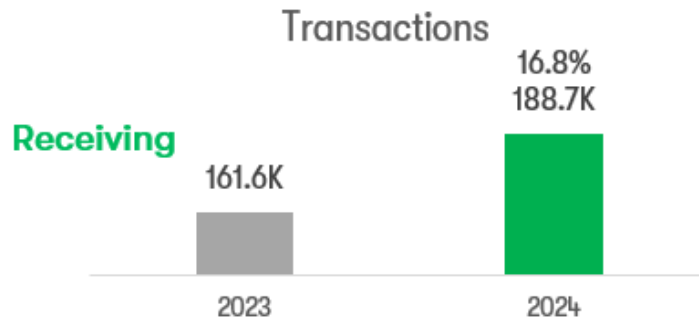
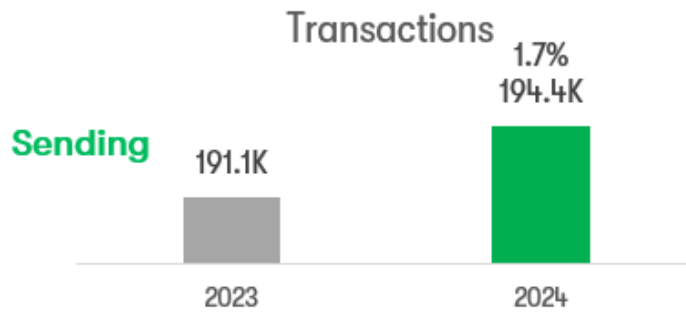
Transaction Volume:

In 2024, total transactions increased by 42% compared to the 2023 campaign, with over PKR 95 million sent and PKR 80 million received during the campaign.



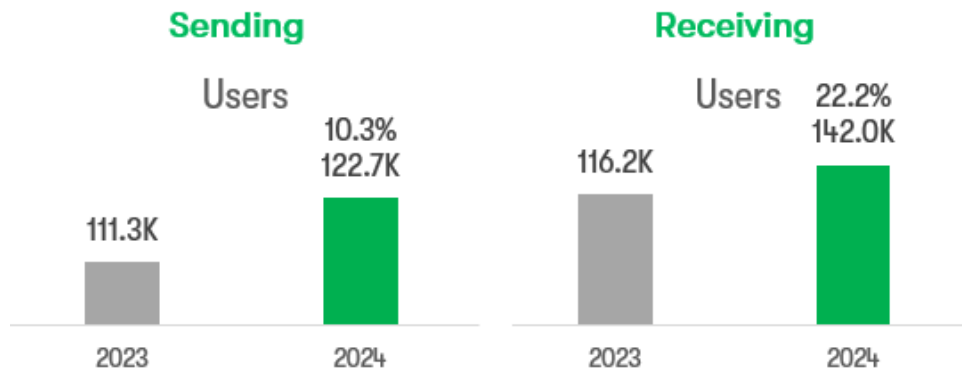
Transaction Count:

The number of transactions rose by 9% in 2024, totalling over 194,000 transactions for sending and 188,000 for receiving Eidi.



User Engagement:

A total of 265K users actively engaged with the platform during the campaign in 2024, which was a 16.8% growth compared to 2023 with 228K users.



TELEVISION RESULTS

The campaign reached 14.8 million unique viewers, achieving 88% of its target audience. With a premium positioning of 48%, it significantly outperformed competitors. The campaign included value additions worth over PKR 3 million, enhancing overall screen time.

DIGITAL RESULTS

The campaign served over 107 million impressions and achieved 6.9 million views across YouTube, TikTok, and Meta, along with 261,000 clicks. Deep links were utilized in CTAs, directing users to the easypaisa app for Eidi transactions.

YouTube:

The campaign generated 25.8 million impressions at a CPM of \$0.25 and CPV of

\$0.002. It exceeded targets significantly, with TrueView for Reach reaching over 2.2 million audiences.

TikTok:

Over 48 million impressions were recorded, with a CPM of \$0.13. The main DVC generated 20.6 million impressions.

Meta:

Achieved 32.9 million impressions at a CPM of \$0.05, surpassing targets by 98%.

INFLUENCER MARKETING

The campaign reached over 3.5 million views through influencers, achieving an impressive 8% engagement rate.

DIGITAL COLLABORATION RESULTS

During Eid week, users who switched to easypaisa on Foodpanda processed PKR 64 million in transactions, representing approximately 11% market share, indicating a 33% week-over-week increase in orders.

PR AND EARNED MEDIA

PR efforts secured coverage in 18 prominent digital publications, generating over PKR 2.4 million in earned media value and reaching 137,000 views.

ON-GROUND ACTIVATIONS

Mall activations engaged 10,433 users in Karachi and Lahore, reactivating 3129 previous users and welcoming 7304 new users to the platform, underscoring the campaign's impact during the festive season.

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

1

Objective - Overview & KPI

State your objective here.

Boost customer engagement and transaction volume during Eid by promoting eidipaesa as a cash alternative.

(Max: 25 words)

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

Set up your objectives & share any overarching explanation of

Transactions tend to dip during Eid due to traditional cash-based gifting practices. The objective targets filling this gap by positioning eidipaesa as a convenient and reliable solution for sending and receiving Eidi. The benchmark is last year's transaction volume during Eid, with a target to increase transaction volume and repeat app usage post-Eid.

charts/graphs.

your objectives & KPIs.

(Max: 100 words, 3 charts/graphs)

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Track app transaction volumes, user engagement metrics (active users, transaction frequency), and repeat usage rates post-Eid.

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

Profitability (growth/maintenance/easing decline)

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

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

List Result

(Maximum: 30 Words)

easypaisa became the largest transaction portal on Eid with 57% transactions done compared to 41% of the competition.

Context

(Maximum: 75 words; 3 charts/visuals)

- **Transaction Volume:** Total transactions increased by 42% compared to the 2023 campaign, with over PKR 95 million sent and PKR 80 million received during the period.
- **Transaction Count:** Transactions rose by 9%, totaling over 194,000 for sending and 188,000 for receiving Eidi.
- **User Engagement:** 207,000 users actively engaged with the platform during the campaign.
- **Overall Growth:** Transactions grew by 16.8% compared to the previous year’s campaign, showcasing significant progress.

Funds Transfer (Q1'24 vs Q2'24)			
	easypaisa	55%	57%
	JazzCash	44%	41%
	Sadapay	0%	0%
	Nayapay	0%	0%
	HBL Konnect	0%	0%
	Zindigi	0%	0%
	Upaisa	1%	1%

Figure 1: Increase in Funds transfer post campaign

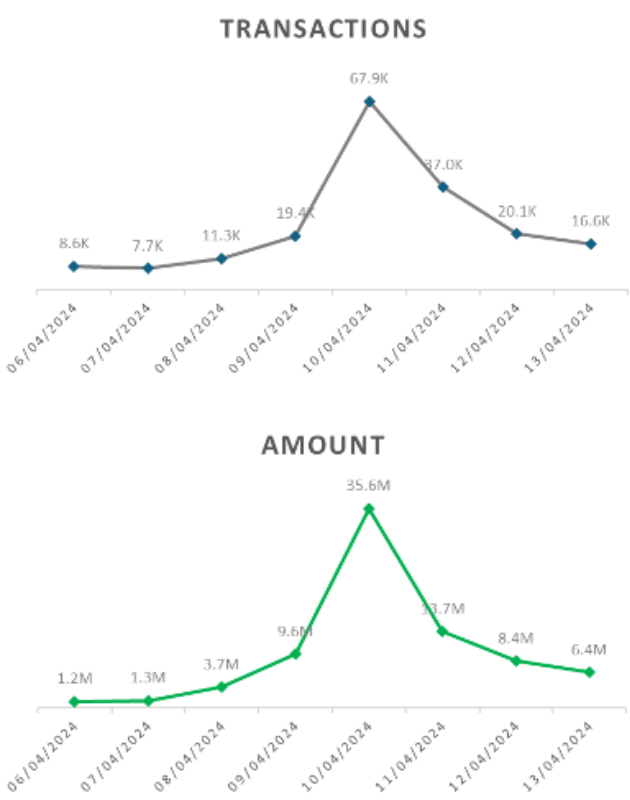


Figure 1 & 2: Increase in transactions and amount post campaign

Objective - Overview & KPI

(Maximum: 30 words)

Create meaningful and insightful connections with the audience during Eid, by positioning itself as the go-to digital payment solution for giving and receiving Eidi, especially among Pakistan's tech-savvy youth.

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

(Maximum: 75 words; 3 charts/visuals)

Eid is a time when cash gifting is prevalent, and the campaign targets tech-savvy youth who are more likely to embrace digital transactions. The objective is to increase brand visibility and encourage seamless digital giving. The benchmark is previous transaction volumes during Eid, with a goal to increase user participation and transactions.

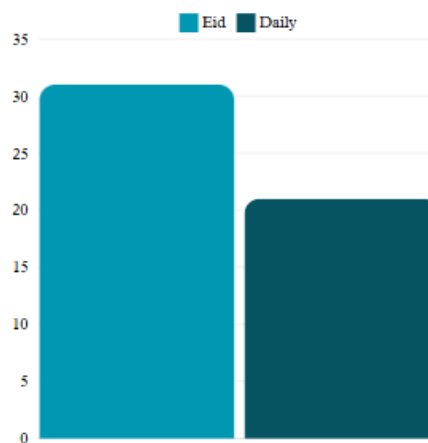


Figure 1: Pakistani's estimated spending on Eid vs. on the daily (revisit this)

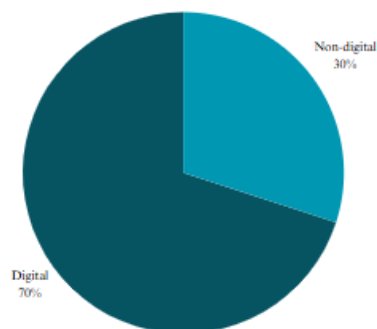


Figure 2: Comparison of shoppers - those who didn't visit a physical store until POS vs. those who did

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Track total transaction volume, and app engagement (new users, active users).

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Changes in Specific Brand Attributes

Consideration

Conversion

Cultural Relevance

Penetration / Acquisition

Salience / Awareness

List Result

(Maximum: 30 words)

There was a significant increase in brand equity amongst SEC A of 7.21% and in SEC B of 6.89%.

Context

(Maximum: 75 words; 3 charts/visuals)

Transaction Volume: Total transactions increased by 42% compared to the 2023 campaign, with over PKR 95 million sent and PKR 80 million received during the campaign period.

Reactivated Users: Mall activations in Karachi and Lahore resulted in reactivating 3,129 previous users.

New Users: Mall activations in Karachi and Lahore resulted in welcoming 7,304 new users.

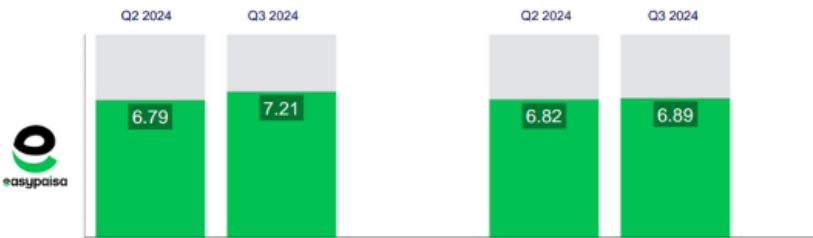


Figure 1: Increase in Brand Equity across SEC A and B

Activity Objectives Results

1

Objective - Overview & KPI

(Maximum: 30 words)

The campaigns had a 360 approach - IMC also included consumer engagement by offering a unique physical experience in malls, aiming for an increase in app interactions and event participation.

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

(Maximum: 75 words; 3 charts/visuals)

The objective focuses on creating an immersive, tech-driven experience to bridge the digital and physical worlds, targeting increased app engagement during Eid. By bringing the **eidipaisa** campaign to high-traffic locations like Dolmen Mall and Emporium Mall, easypaisa taps into a wide audience, offering fun and interactive exposure to its app. The benchmark is the app's user interaction pre-campaign.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Track event participation rates, app downloads, and interactions (e.g., ticket collection). Monitor post-event app activity (e.g., link clicks via WhatsApp/SMS) and measure the increase in app usage post-campaign.

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Advocacy / Recommendation

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 helped achieve a significant number of impressions across platforms as well as increase the number of active users on the easypaisa

app.

Context

(Maximum: 75 words; 3 charts/visuals)

The campaign served over 107 million impressions and achieved 6.9 million views across YouTube, TikTok, and Meta, along with 261,000 clicks. Deep links were utilized in CTAs, directing users to the easypaisa app for Eidi transactions.

Mall activations engaged 10,433 users in Karachi and Lahore, reactivating 3129 previous users and welcoming 7304 new users to the platform, underscoring the campaign's impact during the festive season.

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.

No Other Factors

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

The chart provided is a sampling of **N/A**

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)*

Section 4: Sourcing

Provide sourcing for all **Internal agency and client research and 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 50 – 75 million

Compared to competitors in this category, the budget is:

About the same

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.

(Maximum: 100 words)

We allocated 20 million to TV advertising, leveraging its wide reach to surpass the planned 13.8 million viewership with an impressive 14.8 million achieved. Activations received 7.2 million, delivering strong on-ground engagement. Digital platforms were supported with 5 million, achieving a remarkable reach of 118 million against a planned 54 million. Out-of-Home (OOH) advertising utilized 15 million, ensuring visibility in key locations, while 1 million was dedicated to radio. Overall, the campaign exceeded its key performance indicators across all media.

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 40-60 Million

Elaboration on the Production & Other Non-Media Expenditures

Provide judges with the context to understand the expenditures outlined above.	We strategically allocated 8 million to influencer marketing, leveraging their reach to drive engagement and brand credibility. Activations were allocated 7.2 million, ensuring impactful on-ground engagement. A significant 24 million was dedicated to production, delivering high-quality content to amplify the campaign message. Additionally, 1.5 million was invested in celebrity endorsements to enhance visibility and connect with a wider audience. This balanced investment across key areas ensured strong performance and effective campaign execution.
--	--

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 : easypaisa app and official social media platforms
--	---

(Maximum: 100 words)

SPONSORSHIPS AND MEDIA PARTNERSHIPS

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

Sponsorships

Select all that apply.	Not Applicable
------------------------	----------------

Elaboration on Sponsorships and Media Partnerships

Provide additional context regarding your sponsorships and media partnerships.

N/A

(Maximum: 100 words)

SOURCES

Investment Overview: Data Sources

Provide sourcing for all data provided in the Investment Overview.

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

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

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

Judges encourage third-party data where available.

SOURCING GUIDE
OUTLINE

ALL TOUCHPOINTS AS PART OF YOUR EFFORT

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

below chart.

Communications Touchpoints

Select all that apply.

☐	Digital Mktg. – Content Promotion
☐	Digital Mktg. – Display Ads
☐	Digital Mktg. – Email/Chatbots/Text/Messaging
☐	Digital Mktg. – Influencers
☐	Digital Mktg. – Mobile
☐	Digital Mktg. – Short Video (:15-3 min.)
☐	Digital Mktg. – Social: Paid
☐	Digital Mktg. – Video Ads
☐	Events
☐	Influencer / Key Opinion Leader
☐	Interactive / Website / Apps
☐	OOH – Billboards
☐	Public Relations
☐	Radio
☐	TV
☐	User Generated Content & Reviews

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	OOH – Billboards
-----------------------------	------------------

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
	TikTok
	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"



eidipasia
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. – Social: Organic

Digital Mktg. – Social: Paid

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. – Video Ads

OOH – Billboards

Public Relations

Radio

User Generated Content & Reviews

IMAGES OF CREATIVE WORK (2 Required, 6 Maximum)

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

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

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

Images for Judging are an opportunity to:

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

Images of Creative Work

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

Technical Requirements:
.jpg/.jpeg format



2024 Campaign
OK



eidipaisha Case Image
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.

TVC CAMPAIGN 2024 - JINGLE TRANSLATION

The cherished day is here again

eidipaisha

eidipaisha

eidipaisha

eidipaisha

Take a chill pill... eidi!!!

eidipaisha

eidipaisha

eidipaisha

eidipaisha

eidipaisha

eidipaisha

eidipaisha

Printed 2025-01-17 09:37:37 +0000

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

PDF Fingerprint b5f7bbcc4d70c907c744adcc9789070c