E-3388-298

Audio Nikahnama

Product

Audio Nikahnama

Category Entered

Positive Change: Social Good - Brands (Products)

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.

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

Date From	2024-01-22
Date To	2024-02-11

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)

Over half of Pakistani women face literacy challenges, limiting their ability to
fully understand important legal documents like the Nikahnama.

The Insight:

(Maximum per line:
One sentence - 20
words)

Marriage contracts dictate financial security for Pakistani women, yet illiteracy
prevents millions from understanding their own legal and financial rights.

The Strategic Idea/Build:

(Maximum per line:
One sentence - 20
words)

Develop the Audio Nikahnama to make marriage rights accessible through audio,
empowering women to understand their marital agreements independently.

Bringing the Strategy to Life:

Audio guides were distributed via mobile, landline, and the easypaisa app, reaching women nationwide in urban and rural areas.

The Results:

650,000 listens, 200,000 new sign-ups, and a 6% increase in female users; societal conversations on marital rights transformed.

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

The Audio Nikahnama is a powerful example of promoting positive change, directly tackling the issue of women's illiteracy in Pakistan. By offering an accessible audio guide to the marriage contract, this initiative empowered women to understand their rights and make informed choices. With more than 650,000 accesses and 200,000 new sign-ups, it ignited national discussions on women's financial autonomy, illustrating how a targeted effort can create a meaningful impact on society and align with easypaisa's commitment to social good.

SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES - 23.3% OF TOTAL SCORE

This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives. Judges will assess the case for both suitability and ambition within the framework of the challenge. Weight

will be given to the degree of difficulty and whether the entrant has provided the context to evaluate the case's effectiveness in this section.

Please provide the necessary context on your industry category, competitors, and brand so the judges, including those unfamiliar with your brand/category, can evaluate your entry. Outline why your business challenge was the right opportunity to grow and the degree of ambition represented by your objectives.

1A. Before your effort began, what was the state of the brand's business and the overall category in which it competes? What was the strategic challenge for your business? Provide context on the degree of difficulty of this challenge.

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

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

(Maximum: 275 words; 3 charts/visuals)

In Pakistan, financial inclusion for women remained notably low. Approximately 82% of Pakistani women were unbanked, and over half of Pakistani women were illiterate, further limiting their access to financial services and resources that could enable greater economic participation and independence.

The financial services category in Pakistan had seen rapid growth, but with strong cultural barriers and deeply entrenched gender roles, fintech brands found it challenging to bridge the gender gap in meaningful ways. Traditional approaches had primarily focused on literacy and financial literacy initiatives; however, these had limited reach and impact given the scale of illiteracy and social constraints. Financial empowerment initiatives rarely engaged women directly on issues tied to their everyday lives and culturally significant experiences, such as marriage, where financial dependence often begins.

This business situation highlighted a strategic challenge for easypaisa: finding an approach that would resonate with Pakistani women and empower them within their cultural context. The marriage contract, or Nikahnama, is a central document in a woman's life, shaping her financial future and her rights within a marriage. However, due to high illiteracy rates, many women signed this document without knowing its contents or implications, sometimes waiving rights such as the right to divorce without their knowledge. This cultural and literacy barrier often rendered Pakistani women financially dependent on their husbands or families, limiting their agency and future financial security.

The degree of difficulty in addressing this challenge was significant. easypaisa needed to engage women on a topic typically considered private and, at times, taboo to discuss publicly. Developing a solution that would directly address the barriers posed by illiteracy and cultural norms required a sensitive, innovative approach. The strategic challenge, therefore, was to not only create a solution that bridged the knowledge gap for women around the Nikahnama but also to present it in a format accessible to all, irrespective of literacy levels or technological familiarity. easypaisa's mission to empower women financially was at the core of this initiative, aiming to drive awareness of women's rights within marriage and contribute to their long-term financial security.

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

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

RESPONSE FORMAT

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

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

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

Business Objective

Objective #1 should be your primary campaign objective, then you may list up to three supporting objectives.

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

 # 1

Objective - Overview & KPI

State your objective here.

(Max: 25 words)

Increase active female users on the easypaisa platform and transform 33% of female potential users from consideration to active user phase.

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

Female users represent a significant yet under engaged audience, comprising 33% of the potential user base. Brand's objective was to target literacy of women (financial and others) to establish the brand as a socially responsible and leading platform for financial literacy. Leveraging easypaisa's mini-app platform, we offered a dedicated service for women, thereby driving user engagement and fulfilling the business's strategic growth objectives. Benchmark metrics include growth in female user engagement and conversion rates.

Figure 1: Pakistan's banked vs. unbanked female population

Figure 2: Gender disparity in financial account ownership in Pakistan

Measurement - How did you plan to measure it?

Track increases in active female users and engagement metrics through the mini-app interface, benchmarking against monthly growth rates and percentage uplift in female user base.

Tagging - What keywords best describe your objective type?

Brand or Business Transformation

Category Growth

Environmental/social impact (e.g. sustainability/purpose/diversity/CSR)

New Brand or Product / Service Launch

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

Marketing Objectives

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 # 1

Objective - Overview & KPI

(Maximum: 30 words)

Drive a positive brand perception, increase brand awareness and foster word-of-mouth promotion.

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

(Maximum: 75 words; 3 charts/visuals)

This initiative highlights easypaisa's commitment to social responsibility by addressing an important issue for women, fostering brand loyalty and enhancing trust. Benchmarks include increased media coverage, organic promotions through user-generated conversations, and enhanced brand reputation as a culturally attuned, socially responsible brand.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Measure the campaign's impact through metrics like earned media impressions, user engagement on social channels, and sentiment analysis to assess trust and brand perception shifts.

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Advocacy / Recommendation

Changes in Specific Brand Attributes

Consideration

Cultural Relevance

Penetration / Acquisition

Salience / Awareness

Activity Objectives

- **# 1**

Objective - Overview & KPI

(Maximum: 30 words)

To build corporate reputation by positioning easypaisa as a socially responsible brand through enhanced trust, particularly among women.

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

(Maximum: 75 words; 3 charts/visuals)

This campaign strategically positions easypaisa as a socially responsible brand, aiming to grow trust among users, particularly women, by addressing a crucial social need. Benchmarks include media coverage, community engagement metrics, and sentiment analysis related to the brand's reputation.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Sentiment analysis, media impressions, and audience engagement metrics.

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Positive Sentiment / Emotional Resonance

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

Section 1: Sourcing

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

The target audience for the Audio Nikahnama campaign primarily consisted of illiterate Pakistani women, who represent over 60% of the female population,

equating to approximately 60 million individuals. This demographic is particularly relevant to the brand, easypaisa, as it aligns with the company's mission to enhance financial inclusion for unbanked women in Pakistan. By focusing on these women, easypaisa aimed to address a significant barrier to financial security that stems from the lack of understanding of their marriage contracts.

Additionally, the campaign targeted their families and communities, particularly male decision-makers, as they play a crucial role in marital negotiations and contract signings. Engaging this broader audience was essential to challenge and change the cultural norms surrounding discussions of women's rights, particularly regarding the Nikahnama, which often goes unread or misunderstood by women.

The relevance of this audience to the challenge was profound. Pakistani women's financial journeys typically begin with marriage, making their understanding of the Nikahnama critical for their long-term financial security. The Audio Nikahnama not only provided these women with the necessary knowledge to comprehend their marital rights but also sought to empower them in a society where gender roles are deeply entrenched.

By facilitating access to vital information through an innovative audio format, easypaisa aimed to shift societal perceptions, promote open discussions about women's rights, and ultimately drive financial independence for women. This targeted approach ensured that the campaign was not just about product promotion but about creating a movement that advocates for women's empowerment and financial literacy, directly addressing the core challenge identified in the project.

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.

The insight that drove the Audio Nikahnama campaign stemmed from extensive research highlighting the severe illiteracy rates among Pakistani women, with over 60 million unable to read. This presented a significant barrier to understanding the Nikahnama, the marriage contract that holds critical legal and financial implications. Our research revealed that many women unknowingly waived their rights, including the right to divorce, due to their inability to comprehend the document they were signing. This lack of understanding perpetuated financial dependency and limited their agency within marriage, creating a pressing need for accessible information.

The core insight was that while women might not be able to read the Nikahnama, they should still have the opportunity to hear and understand its contents. This

realization informed our strategic direction: creating the Audio Nikahnama as a solution to empower women with knowledge about their rights. This insight was directly tied to easypaisa's brand mission to enhance financial inclusion and security for women, aligning perfectly with our objective to address a critical gap in their understanding of marital contracts.

By leveraging audio technology, we tapped into the behaviors and attitudes of our target audience, recognizing that access to information through a familiar medium could initiate conversations about rights and empower women. This unique insight not only positioned easypaisa as a champion for women's rights but also opened pathways for broader societal change, as women began to understand and advocate for their financial independence. The success of the Audio Nikahnama campaign was rooted in this insight, which informed our strategic idea, making it a powerful tool for empowerment and a means to transform societal norms around women's rights in Pakistan.

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 we developed was the Audio Nikahnama, an innovative audio guide enabling women to understand their marriage contracts despite widespread illiteracy. This strategic build directly addressed the challenge of limited literacy by offering marital rights and obligations in an accessible audio format, available via any mobile phone or landline in their preferred language, anytime. Recognizing that over half of Pakistani women cannot read, we pivoted from the problem of inaccessible legal documents to a solution that empowered women through technology. This approach transformed the Nikahnama from a complex legal document into an empowering tool, fostering a deeper understanding of women's rights within the context of marriage. Aligned with Easypaisa's mission of promoting financial inclusion, the Audio Nikahnama allowed us to engage directly with our target audience, sparking meaningful conversations about their rights. It bridged the gap between literacy barriers and awareness, enhancing both societal impact and brand relevance. By innovatively addressing a fundamental challenge, this initiative redefined how women interact with their marriage contracts, serving as a catalyst for societal change and reinforcing the brand's connection with its audience.

Section 2: Sourcing

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

Use superscript in your responses above to

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,

The key elements of our plan that activated the strategy for the Audio Nikahnama included a multi-faceted approach to communication and outreach, ensuring that the service was accessible and widely promoted.

1. Audio Accessibility: The primary component was the Audio Nikahnama itself, available on any mobile phone or landline. The audio guides were produced in

seven languages, providing clear explanations of the Nikahnama and outlining the rights women should be aware of.

2. Media and Community Engagement: To maximize reach, we strategically placed advertisements through local media TV channels and utilized social media platforms. Community outreach programs were conducted to engage with local influencers and community leaders, encouraging discussions around women's rights and the importance of understanding marriage contracts.

3. Partnerships: Collaborations with beauty parlors and community centers were integral to promoting the service, providing a familiar space for women to learn about the Audio Nikahnama and access information.

4. Inclusivity Initiatives: Recognizing the diverse needs of our audience, the audio guides were also made available in sign language for hearing-impaired illiterate women, ensuring that the service was inclusive and accessible to all.

5. Customer Experience: The ease of access was prioritized, allowing users to simply dial a number to listen to the audio guides or access them through the easypaisa app. This streamlined experience ensured that women could engage with the content regardless of their technological familiarity.

6. Timing and Relevance: The campaign was timed to align with societal focus on marriage and women's rights, amplifying the message during periods when the audience would be most receptive to such discussions.

These elements worked cohesively to create a comprehensive strategy that not only informed but also empowered women, driving engagement and awareness around their rights within the context of marriage.

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.

The creative executions for the Audio Nikahnama campaign were built around several key elements designed to resonate with the target audience and effectively communicate the message.

1. **Endline:** The campaign's endline was crafted to be both impactful and memorable, emphasizing the empowerment of women through knowledge. It reflected the essence of the Audio Nikahnama by promoting the idea of understanding one's rights in marriage. The endline served as a rallying call for women to take control of their marital futures.

2. **Call-to-Actions:** Clear and compelling call-to-actions were integral to the campaign. The primary call-to-action encouraged women to access the Audio Nikahnama by simply dialing a designated number or using the easypaisa app.

This straightforward approach removed barriers to access and made it easy for women to engage with the service. Additional CTAs included inviting women to share the service within their communities, fostering discussions around marital rights.

3. **Format Choices:** The campaign utilized various formats to reach the audience effectively. Television commercials showcased testimonials from women who benefited from the Audio Nikahnama, illustrating its real-world impact. Social media posts featured engaging visuals and snippets of the audio content, creating curiosity and encouraging shares. Community outreach efforts included workshops and events that allowed women to learn about the Audio Nikahnama in a supportive environment.

4. **Language and Tone:** The creative executions were tailored to the cultural context of Pakistan, employing relatable language and a respectful tone. The audio guides were designed to be easy to understand, breaking down complex legal terms into simple, everyday language, making the information accessible to all listeners.

5. **Visual Identity:** A consistent visual identity was established across all marketing vehicles, utilizing warm colors and culturally relevant imagery that resonated with the audience, reinforcing the message of empowerment and understanding.

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)

The campaign utilized a diverse media mix—TV, digital, radio, out-of-home, influencers, and publications—to maximize impact. TV ads aired on top-tier news and entertainment channels, including regional ones, targeting prime-time slots and popular shows like *Kosmopolitan*. Featuring advocates such as Musarrat Mishbah, known for her philanthropic contributions to medical treatment and financial aid for female burn and acid attack victims, and Khadija Bukhari, a family lawyer, amplified the message of women's empowerment and legal awareness. Regional channels highlighted easypaisa's multilingual support and hotline, emphasizing inclusivity and accessibility for women in rural areas with limited literacy or smartphone access.

Radio, a high-reach medium in Pakistan, was used to target both urban and rural areas. The Nikahnama campaign aired on seven major radio channels, with regional language broadcasts, highlighting easypaisa's seven-language support to cater to diverse audiences.

Digital platforms including YouTube, TikTok, and Instagram were leveraged over 22 days to target a broad demographic of 18 - 65 year olds, particularly focusing on engaged or newly married couples. YouTube's TrueView and TikTok's top-feed content placements maximized visibility, and two Brand Lift Studies on TikTok

provided insights into campaign effectiveness. Thumb-stopping content on high-reach platforms boosted awareness and engagement, especially among digital-savvy audiences.

The campaign enlisted seven prominent key opinion leaders (KOLs) with women-centric followings, including Tamkenat, Kanwal Ahmad, and Syed Muzammil, who are known advocates for women's rights. Additionally, popular TikTokers like Jannat Mirza and Alishba Anjum participated, extending reach across urban and rural areas. Influencers on Twitter used #SunnTouSahi to promote easypaisa's audio Nikahnama tool and shared the helpline number (0341-1171222) to provide access to women without smartphones. Digital publications like Womanistan, Mashion, and MangoBaaz shared the campaign film, highlighting the Nikahnama's importance. These influencers served as pioneers to amplify this supportive solution for women across Pakistan.

The campaign introduced Pakistan's first-ever QR code graffiti in Karachi, Lahore, and Rawalpindi, created by artists Nayab Tahir, Affan Tariq, and Talal Tahir. Displayed in Urdu, it featured a scannable QR code linking to the Nikahnama audio. Highlighted in influencer reels, this colorful, creative display boosted awareness and engagement, emphasizing the campaign's message.

The campaign activated 72 local salons and 10 Depilex locations, including Musarrat Misbah's salons, where women could listen to the Nikahnama via QR codes while receiving beauty services. This initiative raised awareness in a relatable setting, reaching women across 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.

Flow Chart
OK

Section 3: Sourcing

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

Use superscript in your responses above to

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, <u>provide dates and sourcing for all data provided.</u> 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 <u>PROVE YOUR WORK DROVE THE RESULTS</u>. EXPLAIN, WITH <u>CATEGORY</u>,

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 Audio Nikahnama campaign achieved remarkable results, demonstrating its success in empowering women and aligning with easypaisa's objectives. With over 650,000 uses, the Audio Nikahnama gained widespread traction, reflecting the pressing demand for accessible information on marital rights. The campaign generated 57 million impressions, sparking national conversations on women's rights in marriage across social media, TV, and in community settings, a significant achievement considering the cultural sensitivity around discussing marital contracts and divorce.

In terms of business impact, easypaisa saw 200,000 new sign-ups, with the female user base increasing by 6%, and brand top-of-mind awareness grew by 7% among women. This growth underscores the campaign's alignment with easypaisa's mission to financially empower women, as it reached a substantial segment of the unbanked female population who could benefit from better financial awareness and independence.

The success of Audio Nikahnama also reflected positively in comparisons to prior year benchmarks. In previous years, campaigns aimed at increasing financial literacy among women did not generate the same level of engagement or measurable change in user sign-ups. By focusing on an underserved need—women's understanding of their Nikahnama—easypaisa positioned itself

uniquely in the financial services category, distinguishing its brand through a socially impactful initiative that none of its competitors had addressed.

The results were significant because they showed that, beyond driving user growth, easypaisa effectively positioned itself as a leader in women's financial empowerment in Pakistan. The heightened engagement and conversations resulting from the Audio Nikahnama underscored the brand's relevance and commitment to supporting women's rights, while the user growth metrics provided a measurable return on easypaisa's investment in this campaign.

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 active female users on the easypaisa platform and transform 33% of female potential users from consideration to active user phase.

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)

Female users represent a significant yet under engaged audience, comprising 33% of the potential user base. Brand's objective was to target literacy of women (financial and others) to establish the brand as a socially responsible and leading platform for financial literacy. Leveraging easypaisa's mini-app platform, we offered a dedicated service for women, thereby driving user engagement and fulfilling the business's strategic growth objectives. Benchmark metrics include growth in female user engagement and conversion rates.
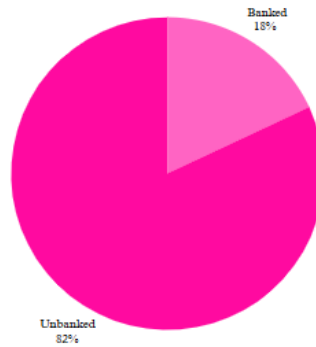
Figure 1: Pakistan's banked vs. unbanked female population
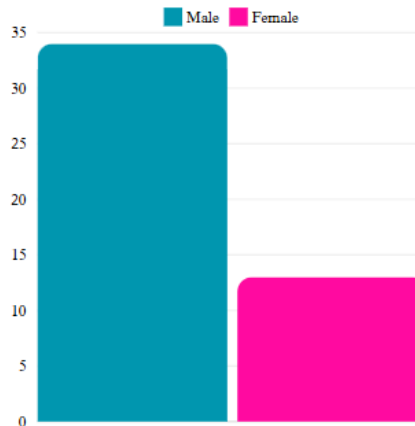

Figure 2: Gender disparity in financial account ownership in Pakistan

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Track increases in active female users and engagement metrics through the mini-app interface, benchmarking against monthly growth rates and percentage uplift in female user base.

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..

Brand or Business Transformation

Category Growth

Environmental/social impact (e.g. sustainability/purpose/diversity/CSR)

New Brand or Product / Service Launch

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

List Result

(Maximum: 30 Words)

126,659 new app users engaged with the Audio Nikkahnama feature.

Context

(Maximum: 75 words; 3 charts/visuals)

The Audio Nikkahnama campaign by easypaisa successfully attracted a large number of new female users to the app by empowering them with a service designed to meet their specific needs. This ultimately improved user retention and satisfaction while supporting the company's broader growth goals.
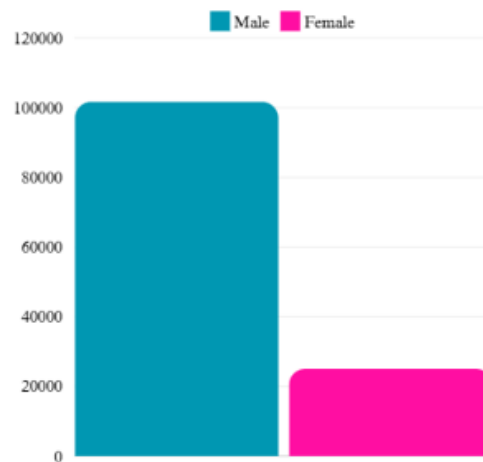

Figure: New easypaisa users that also engaged with Audio Nikamma (It is important to note that many women open financial accounts using the name of a male family member.)

Marketing Objectives Results

1

Objective - Overview & KPI

(Maximum: 30 words)

Drive a positive brand perception, increase brand awareness and foster word-of-mouth promotion.

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

(Maximum: 75 words; 3 charts/visuals)

This initiative highlights easypaisa's commitment to social responsibility by addressing an important issue for women, fostering brand loyalty and enhancing trust. Benchmarks include increased media coverage, organic promotions through user-generated conversations, and enhanced brand reputation as a culturally attuned, socially responsible brand.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Measure the campaign's impact through metrics like earned media impressions, user engagement on social channels, and sentiment analysis to assess trust and brand perception shifts.

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Advocacy / Recommendation

Changes in Specific Brand Attributes

Consideration

Cultural Relevance

Penetration / Acquisition

Salience / Awareness

List Result

(Maximum: 30 words)

Campaign increased Top of Mind recall by 3% across all regions, and by 2% among female users.

Context

(Maximum: 75 words; 3 charts/visuals)

The campaign boosted brand recall and loyalty by addressing a key issue for women. It reinforced easypaisa's position as a socially responsible, culturally attuned brand, creating trust and deeper connections with its audience.

Regions	Overall	
Quarter	Q1'24	Q2'24
Base	3064	3046
easypaisa	55%	58%
JazzCash	44%	40%
Sadapay	0%	1%
Nayapay	0%	0%
HBL Konnect	0%	0%
Zindigi	0%	0%
Upaisa	0%	1%

Figure: Increase in TOM (Top of Mind) recall across all regions

Gender	Overall (Q1 vs. Q2)		Male (Q1 vs. Q2)		Female (Q1 vs. Q2)	
Base	3064	3046	2267	2245	797	801
easypaisa	55%	58%	56%	58%	54%	56%
JazzCash	45%	41%	44%	40%	46%	42%
Sadapay	0%	0%	0%	1%	0%	0%
Nayapay	0%	0%	0%	0%	0%	0%
HBL Konnect	0%	0%	0%	0%	0%	0%
Zindigi	0%	0%	0%	0%	0%	0%
Upaisa	0%	1%	0%	0%	0%	1%

Figure 4: Increase in BUMO (Brand used most often) for females

Activity Objectives Results

1

Objective - Overview & KPI

(Maximum: 30 words)

To build corporate reputation by positioning easypaisa as a socially responsible brand through enhanced trust, particularly among women.

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

(Maximum: 75 words; 3 charts/visuals)

This campaign strategically positions easypaisa as a socially responsible brand, aiming to grow trust among users, particularly women, by addressing a crucial social need. Benchmarks include media coverage, community engagement metrics, and sentiment analysis related to the brand's reputation.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Sentiment analysis, media impressions, and audience engagement metrics.

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Positive Sentiment / Emotional Resonance

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

List Result

(Maximum: 30 words)

126,659 new app users engaged with the Audio Nikkahnama feature.

Context

(Maximum: 75 words; 3 charts/visuals)

The Audio Nikkahnama campaign by easypaisa successfully attracted a large number of new female users to the app by empowering them with a service designed to meet their specific needs. This ultimately improved user retention and satisfaction while supporting the company's broader growth goals.
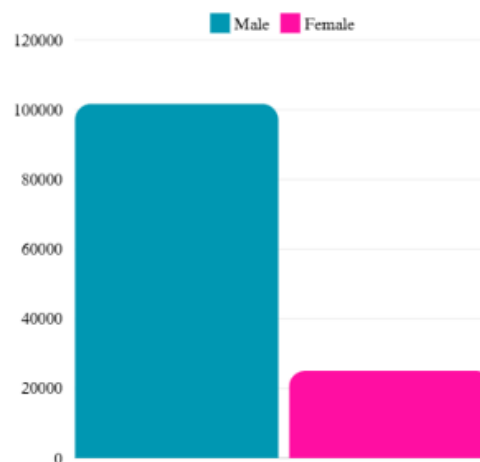

Figure: New easypaisa users that also engaged with Audio Nikamma (It is important to note that many women open financial accounts using the name of a male family member.)

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 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)

N/A

Section 4: Sourcing

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

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

Not Applicable

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.

Activation: 20M

Digital: 7M

Planned: 105M

Achieved: 118M

What was the balance of paid, earned, owned, and shared media? What was your distribution strategy? Did you outperform your media buy?

TV: 19M

Planned: 11.9M impressions

Achieved: 14.6M impressions

Radio: 2M

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

questions, explain why you selected Not Applicable.

(Maximum: 100 words)

PRODUCTION & OTHER NON-MEDIA EXPENDITURES

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

Production & Other Non-Media Expenditures

Select One

PKR 40-60 Million

Elaboration on the Production & Other Non-Media Expenditures

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

Production: 20M

Influencers: 13M

Activation: 20M

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

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.

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. – Influencers

Digital Mktg. – Long Video (3+ min.)

Digital Mktg. – Mobile

Digital Mktg. – Short Video (:15-3 min.)

Digital Mktg. – Social: Organic

Digital Mktg. – Social: Paid

Digital Mktg. – Video Ads

Influencer / Key Opinion Leader

Interactive / Website / Apps

Public Relations

Radio

Street Mktg.

TV

MAIN TOUCHPOINTS

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

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

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

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

Main Touchpoint 1

Most integral
touchpoint.

Radio

Main Touchpoint 2

#2 Most Integral
Touchpoint

Interactive / Website / Apps

Main Touchpoint 3

#3 Most Integral
Touchpoint

Street Mktg.

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

Twitter

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"

audio nikhanama
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;

TV

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

Public Relations

Street Mktg.

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

Audio Nikahnama Case Image

OK

Audio Nikahnama Campaign KV

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.