

E-3396-684

easycash

Product	Category Entered
easycash	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	2024-06-28
Date To	2024-07-12

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)

Overcome skepticism from widespread fraud in loan apps, building trust in easycash as a reliable alternative.

### The Insight:

(Maximum per line:  
One sentence - 20  
words)

People distrust loan apps, yet feel significant embarrassment when asking others for money, creating a challenging emotional barrier.

### The Strategic Idea/Build:

(Maximum per line:  
One sentence - 20  
words)

Leverage humor and relatability to address embarrassment, showcasing easycash as a seamless and approachable loan solution.

## Bringing the Strategy to Life:

(Maximum per line: One sentence - 20 words)  
Using the relatable proverb "Sharam se pani pani," we launched "easycash" through a humorous DVC that resonated with audiences.

## The Results:

(Maximum per line: One sentence - 20 words)  
Achieved over 13 million clicks, 25 million social reach, and significant engagement across multiple platforms, enhancing brand visibility.

## 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)

*This campaign effectively addressed the skepticism surrounding loan apps by presenting "easycash" as a trustworthy solution. By tapping into cultural insights and leveraging humor, we transformed the embarrassment of borrowing into an engaging narrative. The campaign achieved over 13 million clicks and a reach of 25 million on social media, significantly raising awareness of the service. Our results directly aligned with our objective to position "easycash" as a reliable alternative, fostering trust and engagement among users, ultimately enhancing the perception of easypaisa in the competitive finance landscape.*

## 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)*

Before the launch of the "easycash" campaign, easypaisa faced a significant challenge in the financial services category. While easypaisa was recognized as a leading mobile wallet in Pakistan, the digital loan market was fraught with skepticism and distrust among consumers. Many potential users viewed online loan apps with suspicion due to the prevalence of fraudulent services that exploited vulnerable individuals, leading to a negative perception of digital financial solutions.

This lack of trust created a considerable barrier to entry for new services like "easycash." People were hesitant to engage with loan apps, fearing hidden fees, scams, or negative impacts on their personal relationships should they need to borrow. Additionally, cultural factors further complicated the situation; there was a significant stigma associated with asking for loans, making consumers reluctant to seek assistance, whether from friends or financial services. This cultural backdrop of embarrassment surrounding borrowing money amplified the strategic challenge for easypaisa in promoting "easycash."

The overarching objective was to change consumer perceptions and encourage adoption of the "easycash" service while navigating this complex landscape. The strategic challenge was twofold: first, to establish "easycash" as a credible and trustworthy alternative to fraudulent apps; and second, to create a campaign that resonated with the emotional barriers consumers faced regarding borrowing.

To tackle this challenge, easypaisa needed to develop a campaign that not only highlighted the benefits of the "easycash" service—such as quick loans with no documentation—but also addressed the emotional discomfort surrounding borrowing. Achieving this required an innovative approach that could engage users effectively and communicate the service's core benefits. By understanding the cultural nuances and leveraging humor, easypaisa aimed to shift perceptions and drive adoption of "easycash" in a competitive financial landscape marked by both opportunity and skepticism.

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

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

## RESPONSE FORMAT

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

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

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

## Business Objective

Objective #1 should be 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)

Drive small loan applications and successful disbursements for the "easycash" initiative by increasing engagement and awareness among SEC B consumers.

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

Set up your objectives &

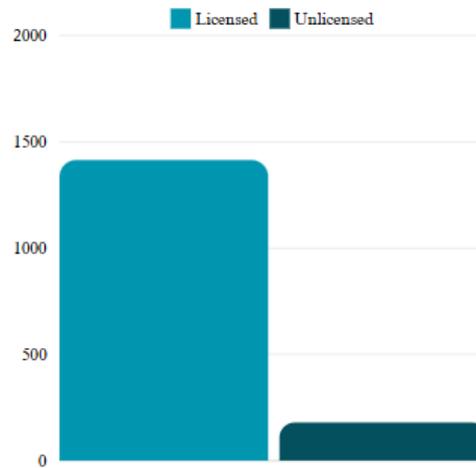
With an emphasis on creating a seamless loan application process, the campaign targets SEC B consumers, who are more likely to obtain

share any overarching explanation of your objectives & KPIs.

(Max: 100 words, 3 charts/graphs)

small loans and are open to digital loans. By focusing on awareness and engagement, the objective aims to position easycash as the go-to financial solution. The benchmark is loan adoption rates prior to this campaign.

### *Business/Marketing Objective graphs*



*Figure 1: Complaints against licensed and unlicensed lenders*

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Track loan application rates, successful disbursements, and overall app engagement from SEC B consumers. Monitor the number of new users and repeat loan applications through the easypaisa app.

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

New Brand or Product / Service Launch

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

# Marketing Objectives

# 1

## Objective - Overview & KPI

(Maximum: 30 words)

Increase awareness and adoption of the "easycash" initiative by promoting accessible small digital loans specifically designed for SEC B consumers.

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

(Maximum: 75 words; 3 charts/visuals)

SEC B consumers often need accessible, small loans but hesitate to ask for help. The campaign positions easypaisa as a reliable financial partner offering hassle-free, collateral-free loans that can help you avoid embarrassing and awkward situations that may occur when asking for loans from friends, family or colleagues. The campaign had a 360 approach including DVC, thumb-stoppers and an engaging IMC. The campaign's overall benchmark was loan adoption rates prior to this campaign.

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

(Maximum: 30 words)

Track the number of loan applications, successful disbursements, user engagement, and repeat usage rates. Monitor app downloads, new user acquisition, and customer feedback to measure brand loyalty.

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

(1 Required. No Maximum)

Conversion

Lead Generation

Penetration / Acquisition

Salience / Awareness

Consideration

## Activity Objectives

# 1

### Objective - Overview & KPI

(Maximum: 30 words)

Drive digital loan applications and disbursements by increasing product interactions and conversions among SEC B consumers through a seamless, app-based experience.

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

(Maximum: 75 words; 3 charts/visuals)

The objective was selected to address the financial needs of SEC B consumers by offering easy access to small loans without traditional barriers like collateral. This aligns with easypaisa's mission to provide accessible financial solutions. Benchmarks include increases in app interactions, loan application rates, and successful disbursements, enhancing both user engagement and brand trust.

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

(Maximum: 30 words)

Track the success of the campaign through app engagement metrics, loan application completion rates, and loan disbursement growth during the campaign period.

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

(1 Required, No Maximum)

Efficiency (e.g. cost per acquisition)

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

## Section 1: Sourcing

Provide sourcing for all data provided in

Section 1: Challenge, Context & Objectives.

Use superscript in your responses above to

link data points and sources.

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

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

Judges encourage third-party data where available.

See Entry Kit for details.

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## 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.

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

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

The target audience for the "easycash" campaign comprised both current and potential users of easypaisa, specifically individuals aged 18 to 55 across various socio-economic backgrounds. This diverse demographic included students, young professionals, and working-class individuals, all of whom faced financial challenges and could benefit from a reliable loan service.

Culturally, the audience was situated within a society where borrowing money is often stigmatized. Many individuals experience embarrassment or anxiety when seeking financial assistance, which is compounded by the prevalent skepticism surrounding digital loan services due to past experiences with fraudulent apps. This cultural context made it essential to address the emotional barriers

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)*

associated with borrowing, positioning "easycash" as a solution that alleviates these concerns.

Media behaviors among the target audience varied widely, with a strong inclination toward digital platforms such as social media, YouTube, and TikTok for information and entertainment. This audience is highly engaged with content that resonates with their experiences, making them more receptive to humor and relatable narratives. Additionally, they actively consume both traditional and digital media, allowing for a multifaceted approach to reach them effectively.

The campaign aimed to shift perceptions around borrowing by showcasing "easypaisa" as a trustworthy and approachable option. By targeting this audience, easypaisa sought to change their behaviors and attitudes toward digital loans, encouraging them to see "easycash" not only as a viable alternative to borrowing from friends and family but also as a secure and hassle-free solution that fits their financial needs.

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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 for the "easycash" campaign emerged from a comprehensive analysis of the target audience's behaviors and attitudes, as well as the broader cultural context surrounding borrowing money in Pakistan. Our research revealed a significant stigma attached to asking for loans, driven by fear of embarrassment and potential strain on personal relationships. This cultural tension was compounded by a general distrust of digital loan applications due to rampant fraud and scams in the market, making consumers wary of engaging with online financial services.

Recognizing these emotional barriers, we pinpointed a critical insight: while people were hesitant to approach friends or family for money due to the embarrassment associated with borrowing, they also sought a safe, reliable alternative that could eliminate this discomfort. This insight was directly tied to easypaisa's brand mission of providing convenient financial solutions, aligning with the goal of making financial services accessible and trustworthy.

By leveraging this understanding, we developed a strategic idea centered on humor and relatability, transforming the often awkward experience of borrowing into an engaging narrative. The widely recognized phrase "Sharam se pani pani" captured this sentiment perfectly, allowing us to connect with the audience on an emotional level.

This unique insight set the foundation for the campaign's messaging, positioning "easycash" as not just a loan service, but a solution that alleviates the emotional strain of borrowing. By addressing the audience's concerns and reshaping their

perceptions, the campaign aimed to foster trust and encourage the adoption of "easycash," ultimately contributing to the brand's success in a competitive financial landscape.

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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 that emerged from our insights was to transform the emotional discomfort associated with borrowing money into a relatable, humorous narrative. We leveraged the widely recognized phrase "Sharam se pani pani," which symbolizes the extreme embarrassment people feel when asking for money, to create a campaign that resonated deeply with our target audience.

By positioning "easycash" as a solution to this discomfort, we addressed both the cultural stigma around borrowing and the skepticism surrounding digital loans. The strategic build focused on showing how "easycash" offers a safe, hassle-free alternative—free from embarrassment and the fear of hidden fees—by using humor to highlight the contrast between traditional borrowing and the ease of using digital loans through easypaisa.

This approach enabled us to pivot from the challenge of overcoming skepticism and embarrassment to presenting a solution that felt both trustworthy and approachable. The combination of humor, cultural relevance, and emotional resonance helped ease the audience into the idea of using "easycash" as a simple, secure alternative to traditional borrowing. This strategic build not only tackled the emotional barriers to adoption but also positioned easypaisa as the brand that understood and alleviated the real challenges of its users.

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## Section 2: Sourcing

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

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

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

agency names as the source of research.

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

Judges encourage third-party data where available.

See Entry Kit for details.

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

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

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

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

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

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

The key elements of the "easycash" campaign plan focused on a multi-channel approach that leveraged both traditional and digital media. We aimed to reach a wide audience through:

- 1. Digital Video Commercial (DVC):** A humorous and relatable hero piece that utilized the cultural insight "Sharam se pani pani" to communicate the ease of using "easycash" and its emotional appeal. This served as the anchor for the campaign.
- 2. Thumbstopper Videos:** Short, engaging videos designed to capture attention quickly on platforms like Meta, TikTok, and YouTube. These videos highlighted the convenience of using "easycash" and featured relatable scenarios to drive engagement.

promotions and communications.

*(Maximum: 200 words; 3 charts/visuals)*

- 3. Social Media & Influencer Marketing:** Collaborated with seven influencers, reaching over 4.5 million views and more than 5 million people across platforms like Instagram and TikTok. These influencers helped build credibility and drive user trust in "easycash."
- 4. Traditional Media:** TV spots were strategically placed across 10 channels, ensuring the message reached a broad audience, with premium positioning in prime time.
- 5. Public Relations (PR):** Generated significant media coverage with over PKR 1.45 million in media value, featuring the campaign in digital publications and mainstream news outlets.

Together, these elements created a comprehensive, integrated strategy that resonated emotionally and practically with the audience while extending easypaisa's reach across multiple touchpoints.

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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 were built around several core components designed to engage the audience and drive the campaign's success:

- 1. Core Concept – Humor & Relatability:** Using the proverb "Sharam se pani pani," the campaign humorously depicted the awkwardness of asking for money, juxtaposed with the ease of using "easycash."
- 2. DVC Execution:** The main digital video showed a character melting into water due to the embarrassment of asking for money, making the financial process light-hearted and memorable. This helped break down emotional barriers around borrowing.
- 3. Short Thumbstopper Videos:** Created with minimal production yet high impact, these videos were optimized for platforms like Instagram and TikTok. They emphasized how "easycash" worked in a straightforward, engaging way that felt personal and approachable.
- 4. Influencer Content:** Influencers were selected based on their wide appeal and credibility with our target audience. Their authentic endorsements and relatable content added a layer of trust to the campaign.

Throughout the campaign, we optimized the creative by closely monitoring performance metrics such as engagement rates and adjusting video lengths and formats to maximize effectiveness on each platform. The integration of humor, cultural relevance, and practical messaging helped keep the creative fresh and impactful across all mediums.

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 easycash campaign was crafted to boost awareness and drive user acquisition through a strategic mix of media touchpoints, targeting a diverse audience while focusing on reach, engagement, and virality.

**TV:** Leading TV channels were carefully selected for targeted visibility, focusing on top-rated dramas to reach an engaged primetime audience. The campaign employed short spots, sponsorships, on-screen animations, and Picture-in-Picture (PIP) integrations, aligning easycash with emotionally resonant content. Due to the product's sensitive nature and whitelist restrictions, channels and spots were strategically chosen to ensure relevance, making easycash relatable and impactful for users in need of urgent financial solutions

**Digital:** For virality and user acquisition, the campaign ran across YouTube, TikTok, Meta, and Snapchat, selected for their broad reach and dynamic user engagement. Meta and Snapchat were leveraged for awareness campaigns, targeting users who may not yet be familiar with easycash but are likely to need quick loans in the future. TikTok was used for engagement campaigns, utilizing creative formats to spark curiosity and drive interaction, while Google and TikTok were employed for acquisition campaigns, encouraging immediate sign-ups for easycash loans. These platforms were chosen for their ability to generate buzz, particularly among younger, tech-savvy consumers who embrace digital financial solutions.

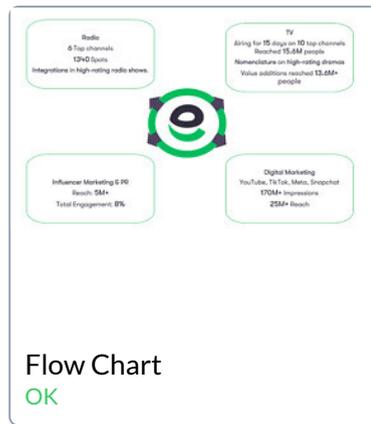
**Radio:** The campaign also tapped into radio channels, integrating easycash into prime-time shows on FM 91 and Mera FM 107.4. By sharing relatable, conversational stories about the embarrassment of asking for money, the campaign emphasized how easycash provides a simple and discreet solution. Radio's personal, human tone helped listeners connect emotionally with the brand, reinforcing easycash as a convenient, non-judgmental financial option.

**PR:** Instagram and TikTok influencers were engaged to share real-life financial scenarios where easycash could step in to help. Their relatable content, paired with press releases and digital media amplification, helped build credibility and trust. Influencers were selected for their connection with the target audience, ensuring the campaign resonated with those who would benefit most from easycash's services.

This multi-channel approach effectively positioned easycash as a go-to solution for urgent financial needs, driving awareness, engagement, and user acquisition.

## Key Visual

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



## Section 3: Sourcing

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

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

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

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

Judges encourage third-party data where available.

See Entry Kit for details.

## SECTION 4: RESULTS - 30% OF TOTAL SCORE

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

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

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

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

4A. HOW DO YOU KNOW IT WORKED? TIE TOGETHER YOUR STORY AND PROVE YOUR WORK DROVE THE RESULTS. EXPLAIN, WITH CATEGORY, COMPETITOR AND/OR PRIOR YEAR CONTEXT, WHY THESE RESULTS ARE SIGNIFICANT FOR THE BRAND'S BUSINESS.

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

### RESPONSE FORMAT

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

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

### ELIGIBILITY REMINDERS

Failing to follow eligibility rules will result in disqualification.

- Provide a clear time frame for all data shown - either within your response or via the data sources box.
- Do not include data past the end of the eligibility period 30/09/2024.
- All results must be isolated to Pakistan.
- It is critical to provide sources for all results provided.

## Results Overview

Results must relate to your specific audience, objectives, and KPIs. Provide a clear time frame for all data shown.

The metrics you provide here are directly relevant to your objectives and audience. Entrants are strongly encouraged to re-state their objectives from section 1 along with their corresponding results.

(Max: 300 Words, 5 charts/graphs)

The easycash campaign delivered significant results, both in terms of business impact and engagement, far exceeding expectations. Key outcomes include:

### 1. Business Impact:

- 13 million clicks on the easycash icon, with a 1.8 million increase in easycash clicks, driving substantial interest in the new service.
- Of the total clicks, 0.57 million were driven through digital channels, and 1.23 million through organic channels, reflecting the organic reach and viral nature of the campaign.
- The campaign generated a 15.6 million reach through TV alone, with 1065 GRPs spread across 10 channels, including Tier 1 and Tier 2 entertainment and news platforms.

### 2. Digital Engagement:

- Reached 25 million people digitally, delivering 173 million impressions across platforms like Meta (Facebook & Instagram), TikTok, YouTube, and Snapchat.
- Generated over 12 million views on social media content, achieving a CTR of 0.28%, a CPV of \$0.002, and a CPM of \$0.17. This drove a total of 0.41 million clicks with a CPC of \$0.07—remarkably cost-effective for the campaign's objectives.

### 3. Social Media & Influencer Impact:

- On TikTok, the campaign reached over 30 million impressions, with 261,311 clicks through optimization of the easycash click feature.
- Influencer marketing played a critical role, with 7 influencers generating over 4.5 million total views and reaching more than 5 million people, achieving an engagement rate of 8% on Instagram and TikTok.

### 4. Acquisition & PR Results:

- The campaign ran an acquisition campaign on Google and TikTok, acquiring 4,999 pins at a CPPC of \$0.97.
- Through public relations efforts, the campaign generated over PKR 1.45 million in media value, with over 35,000 views and featuring articles in top digital and print publications like ProPakistani and Business Recorder.

Overall, the campaign not only achieved its goals of driving awareness for easycash but also effectively built trust and engagement, positioning easypaisa as a reliable, user-friendly digital loan service.

# 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)

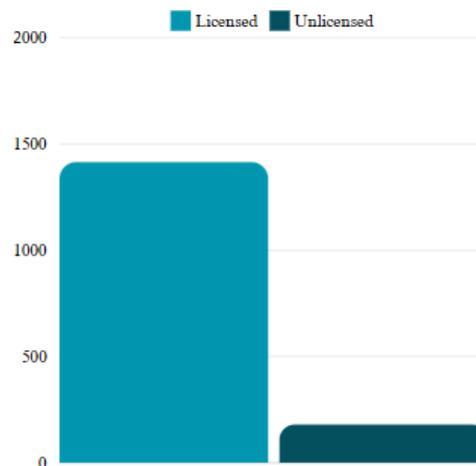
Drive small loan applications and successful disbursements for the "easycash" initiative by increasing engagement and awareness among SEC B consumers.

## 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)

With an emphasis on creating a seamless loan application process, the campaign targets SEC B consumers, who are more likely to obtain small loans and are open to digital loans. By focusing on awareness and engagement, the objective aims to position easycash as the go-to financial solution. The benchmark is loan adoption rates prior to this campaign.

### *Business/Marketing Objective graphs*



*Figure 1: Complaints against licensed and unlicensed lenders*

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

(Maximum: 30 words)

Track loan application rates, successful disbursements, and overall app engagement from SEC B consumers. Monitor the number of new users and repeat loan applications through the easypaisa app.

## 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

New Brand or Product / Service Launch

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

## List Result

(Maximum: 30 Words)

5,358 increase in loan disbursements.

Brand Equity increased by 6.89% in SEC B.

13 million clicks on the easycash icon.

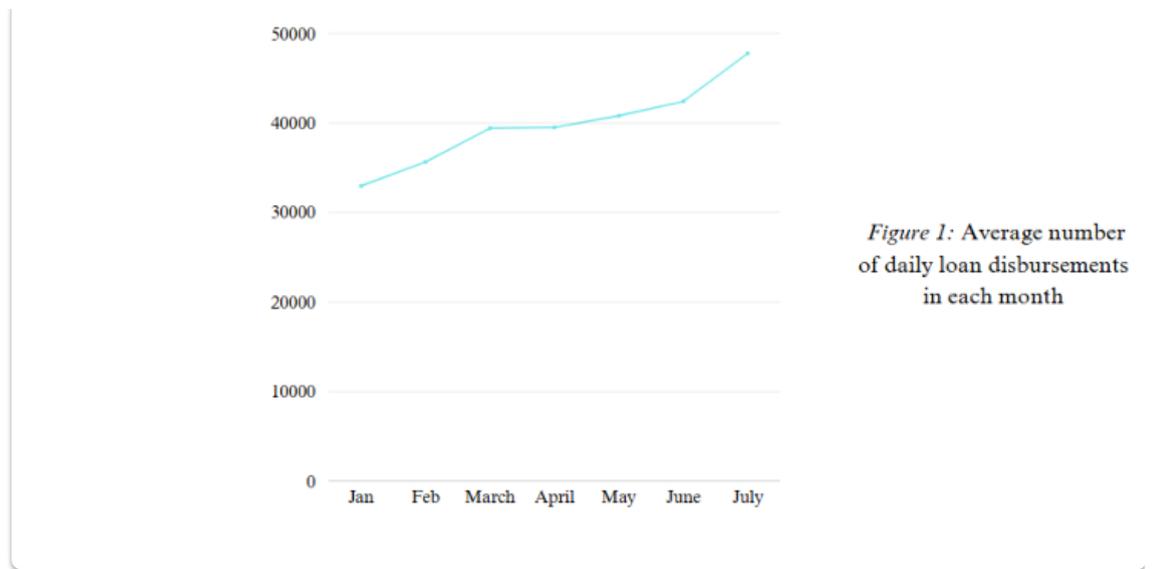
## Context

(Maximum: 75 words; 3 charts/visuals)

The campaign focused on promoting easycash, resulting in 13 million clicks on the easycash icon, with a notable 1.8 million increase in clicks, reflecting growing user interest in the service. This surge in engagement contributed to a significant rise in loan disbursements, with an increase of 5,358 loans processed. Additionally, the campaign helped strengthen brand equity, achieving a 6.89% increase in SEC B, highlighting the service's growing relevance and trust among the target audience.



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



## Marketing Objectives Results

### # 1

#### Objective - Overview & KPI

(Maximum: 30 words)

Increase awareness and adoption of the "easycash" initiative by promoting accessible small digital loans specifically designed for SEC B consumers.

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

(Maximum: 75 words; 3 charts/visuals)

SEC B consumers often need accessible, small loans but hesitate to ask for help. The campaign positions easypaisa as a reliable financial partner offering hassle-free, collateral-free loans that can help you avoid embarrassing and awkward situations that may occur when asking for loans from friends, family or colleagues. The campaign had a 360 approach including DVC, thumb-stoppers and an engaging IMC. The campaign's overall benchmark was loan adoption rates prior to this campaign.

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

(Maximum: 30 words)

Track the number of loan applications, successful disbursements, user engagement, and repeat usage rates. Monitor app downloads, new user acquisition, and customer feedback to measure brand loyalty.

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

(1 Required. No Maximum)

Conversion

Lead Generation

Penetration / Acquisition

Salience / Awareness

Consideration

## List Result

(Maximum: 30 words)

5,358 increase in loan disbursements.

Brand Equity increased by 6.89% in SEC B and 7.21% in SEC A.

13 million clicks on the easycash icon.

## Context

(Maximum: 75 words; 3 charts/visuals)

The campaign aimed at promoting easycash generated significant interest, with millions of clicks on the easycash icon and a noticeable increase in user engagement. This led to a rise in loan disbursements. Additionally, brand equity saw growth in both SEC A and SEC B, highlighting easycash's increasing relevance and strengthening its position among target audiences. The campaign successfully positioned easycash as a trusted and valuable service, enhancing its visibility and user trust.



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

## Activity Objectives Results

# 1

## Objective - Overview & KPI

(Maximum: 30 words)

Drive digital loan applications and disbursements by increasing product interactions and conversions among SEC B consumers through a seamless, app-based experience.

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

(Maximum: 75 words; 3 charts/visuals)

The objective was selected to address the financial needs of SEC B consumers by offering easy access to small loans without traditional barriers like collateral. This aligns with easypaisa's mission to provide accessible financial solutions. Benchmarks include increases in app interactions, loan application rates, and successful disbursements, enhancing both user engagement and brand trust.

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

(Maximum: 30 words)

Track the success of the campaign through app engagement metrics, loan application completion rates, and loan disbursement growth during the campaign period.

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

(1 Required, No Maximum)

Efficiency (e.g. cost per acquisition)

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

## List Result

(Maximum: 30 words)

- 5,358 increase in loan disbursements.
- Reached 25 million people digitally, delivering 173 million impressions across platforms.
- Generated 12 million+ views on social media.

## Context

(Maximum: 75 words; 3 charts/visuals)

The campaign successfully drove engagement by significantly increasing loan disbursements, with over 5,300 additional loans processed. It reached 25 million people digitally, delivering 173 million impressions

across multiple platforms, amplifying the service's visibility. Social media efforts further fueled the campaign's success, generating over 12 million views, showcasing strong user interest and engagement. This broad digital outreach effectively strengthened the brand's presence and contributed to its continued growth and recognition in the market.

## 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 **N/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)*

---

## Section 4: Sourcing

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

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

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

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

Judges encourage third-party data where available.

See Entry Kit for details.

---

## INVESTMENT OVERVIEW

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

# PAID MEDIA EXPENDITURES

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

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

## Paid Media Expenditure (Current Year)

Campaign Period:

PKR 25 – 50 million

Competition Year

## Paid Media Expenditures (Prior Year)

Campaign Period:

Not Applicable

Prior Year

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.

For the easycash campaign, a budget of PKR 20M was allocated to TV, achieving an impressive 15.6M impressions compared to the planned 14.6M, showcasing strong performance. Digital efforts, with a cost of PKR 15M, exceeded expectations by delivering 173M impressions, far surpassing the planned 77M.

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)*

Additionally, PKR 1M was invested in radio, further extending the campaign's reach. This comprehensive media strategy maximized visibility and engagement across multiple platforms.

## PRODUCTION & OTHER NON-MEDIA EXPENDITURES

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

### Production & Other Non-Media Expenditures

Select One

PKR 20-40 Million

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

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

An investment of PKR 5 million in influencer collaborations and PKR 1.5 million in celebrity endorsements bolstered the campaign's reach and credibility. A significant production budget of PKR 19 million ensured high-quality content, enhancing the appeal and impact of the campaign across all platforms. These strategic allocations contributed to creating a memorable and effective brand presence.

## 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 : The easypaisa app and official social media pages: Facebook, Instagram, YouTube, TikTok and LinkedIn.

*(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. – Social: Organic

---

Digital Mktg. – Social: Paid

---

Digital Mktg. – Video Ads

---

Influencer / Key Opinion Leader

---

Print - Magazine

---

Public Relations

---

Radio

---

TV

---

## MAIN TOUCHPOINTS

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

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

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

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

### Main Touchpoint 1

Most integral touchpoint.

TV

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### Main Touchpoint 2

#2 Most Integral Touchpoint

Radio

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## Main Touchpoint 3

#3 Most Integral  
Touchpoint

Digital Mktg. – Influencers

## SOCIAL MEDIA PLATFORMS

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

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

Select all that apply, or  
select Not Applicable.

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"**



easycash case  
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.

Digital Mktg. – Influencers

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".)

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

---

Digital Mktg. – Social: Paid

---

**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

---

TV

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## 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:

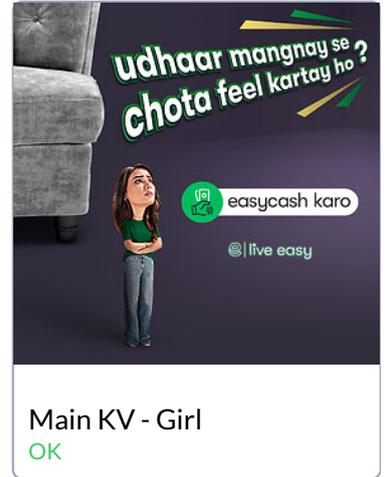
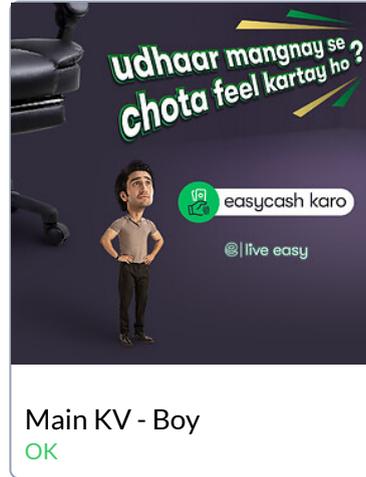
- + Showcase work that is better seen as a still image vs. video format
- + Draw further attention to key creative elements

## 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



## Translation

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

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

PDF Fingerprint e4e8d08dc3ddacb5ed6ecf26ee10e14e