

# E-3445-231

## #DadiKnowsBest

### Product

Population Services International, Pakistan.

### Category Entered

Positive Change: Social Good - Non Profit

We are looking forward to seeing your work in this year's competition. As you work on your submission, you may wish to download the **ENTRY FORM TEMPLATE** which can be used as a guide when crafting your submission, allowing for easy collaboration with team members and partner companies. The template outlines the Written Entry Form, along with tips to consider when answering each question. Before submitting your entry, responses to each question must be copied into this entry portal.

## ELIGIBILITY

This year's eligibility period runs from 1st July 2023- 30th September 2024. Your effort must have run at some point during the eligibility period in Pakistan. Results must be isolated to Pakistan & no results may be included after the end of the eligibility period. Review full eligibility information at the Effie website.

***\*Sustained Success Entries:*** Data presented must be isolated to Pakistan & work and results must include at least three years, including the current competition year. Cases submitted in the Sustained Success category must have a common objective in both strategy and creative executions; with a continuation of core executional elements that demonstrate effectiveness over time. Answer all questions for the initial year and describe how/why the change occurred over time, including the current competition year.

## FORMATTING REQUIREMENTS & REASONS FOR DISQUALIFICATION

- Failing to adhere to the Effie Eligibility rules. Data presented must be isolated to Pakistan, and the Effie eligibility period is 01/7/23-30/9/24. No results after 30/09/24 may be included.
- Entry does not meet category definition requirements.
- Agency names/logos are published in the entry form or in the creative materials. Do not include any agency names in your sources – this includes agency names other than your own.
- Data not sourced.

- Including screen grabs or other images of your creative elements in your written entry form.
- Directing Judges to External Websites.
- Missing Translation.
- Violating Creative Example (Reel, Images) Rules.

# TOP TIPS

- We are in the business of marketing. Your entry should be written with your audience, Effie judges, in mind. Judges are your industry peers. Address questions they may have within your responses. Entrants are encouraged to ask colleagues who don't work on the brand to review the entry. Limit industry jargon and define all industry terms.

# RESOURCES

Review the key resources before starting your entry:

- **ENTRY KIT**
- **EFFECTIVE ENTRY GUIDE**
- **SAMPLE CASE STUDIES**

# ENTRY DETAILS

## Dates Effort Ran (1st July 2023-30 September 2024)

List the start/end dates of the effort, even if it goes beyond the Effie eligibility period.

Date From	2024-04-23
Date To	2024-05-15

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

## Regional Classification

Select all that apply.

National
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## Industry Sector

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

Health & Wellness

## Industry/Category Situation

Select One

In Decline

## 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)

Deep-rooted cultural resistance, stigma, and limited awareness surrounding family planning, sexual wellness, and contraceptive use in Pakistan.

### The Insight:

(Maximum per line:  
One sentence - 20  
words)

Dadi (Grandmother) is a revered and influential figure in families, deeply respected and always listened to in our culture.

### The Strategic Idea/Build:

(Maximum per line:  
One sentence - 20  
words)

A relatable, culturally authoritative Dadi who encourages informed choices, challenges stereotypes, enables open dialogue on family planning.

## Bringing the Strategy to Life:

(Maximum per line:  
One sentence - 20  
words)

Campaign featuring Shameem Hilaly as Dadi, addressing cultural taboos, promoting reproductive health decisions, and driving engagement to the Viya chatbot

## The Results:

(Maximum per line:  
One sentence - 20  
words)

Positive reception to bold family planning messages, dispelling myths, and increased chatbot engagement without backlash.

## 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)

It uniquely utilized cultural insights to overcome societal resistance and achieve measurable shifts in awareness and behavior. This campaign stands out for its culturally sensitive approach to overcoming societal resistance around family planning in Pakistan. By leveraging Dadi, a respected family figure, the campaign created a trusted, relatable voice that addressed sensitive topics without triggering backlash. Dadi's message encouraged informed decisions, helped bridge generational gaps, and drove them to the Viya chatbot, perfectly aligning with PSI's objectives of driving family planning conversations and engagement. This strategic execution demonstrated exceptional cultural understanding and impact.

## 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)*

Population Services International (PSI) faced significant challenges in addressing reproductive health and family planning. Despite the growing need for education on sexual health, contraception, and family planning, these topics are often considered taboo in Pakistan. Deep cultural resistance, heavily influenced by societal stigma and conservative values, create barriers to open discussion. With limited discourse around these critical issues, PSI needed to break through these barriers and communicate effectively about sensitive topics that people often avoid discussing.

The UNFPA report highlights that cultural stigma, myths, and misinformation significantly contribute to the low contraceptive use in Pakistan. Addressing these issues was central to the strategic challenge. The 'Dadi Knows Best' campaign aimed to educate the public through accurate, culturally sensitive information, addressing misconceptions such as the belief that contraception is harmful. This effort was crucial for reducing population growth and empowering individuals to make informed reproductive health choices.

The campaign included a series of ads, each focusing on specific issues such as prioritizing healthy contraceptive choices, putting women at the forefront of decision-making, challenging societal expectations, encouraging men to take responsibility for contraception, and dispelling myths about contraceptive use.

The campaign featured Dadi, a contemporary, open-minded, and assertive grandmother portrayed by actress Shameem Hilaly. Grandmothers in many cultures are revered for their wisdom, and this figure became the campaign's central voice.

In addition to targeting youth and married couples, the campaign encouraged other grandmothers and mothers-in-law to follow Dadi's example and advocate for family planning within their households. The tagline "Dadi Knows Best but Viya Knows Better" also highlighted PSI's Viya digital chatbot, which provides instant access to resources on family planning and sexual health.

The degree of difficulty in this challenge was high, as it required not only overcoming strong cultural resistance but also shifting deeply ingrained values. Any misstep could have led to severe backlash, making it crucial to approach the campaign with cultural sensitivity, creativity, and strategic execution. By using

Dadi's respected voice, PSI successfully tackled the challenge, it delivered bold topics around family planning and created a dialogue on the matter.

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

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

## RESPONSE FORMAT

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

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

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

## Business Objective

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

# 1

### Objective - Overview & KPI

State your objective here. Increase engagement with PSI's Viya digital chatbot by 50%

(Max: 25 words)

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

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

(Max: 100 words, 3 charts/graphs)

To drive engagement with Viya, PSI's WhatsApp based chatbot, in order to increase awareness and usage of the platform for family planning and sexual health information. The benchmark is 60,000 interactions in 2023, with a goal of achieving 150,000 interactions in 2024, indicating a significant boost in user participation.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

The KPI was measured through the number of new interactions and repeat visits to the Viya chatbot, tracking user growth and feedback.

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..

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

Category Growth

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

Geographic Expansion

## Marketing Objectives

### # 1

Objective - Overview & KPI

(Maximum: 30 words)

Shift societal attitudes toward open discussions on reproductive health, address core message on family planning ensuring cultural

sensitivity in messaging.

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

(Maximum: 75 words; 3 charts/visuals)

Addressing reproductive health and contraception in a conservative market comes with inherent challenges. The positive reception along with the increase in chatbot conversations. The benchmark for success included the absence of negative comments or complaints on social media and in public forums.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

This was measured by the increase in chatbot conversations, monitoring social media, public opinion, and direct feedback across various channels for negative or positive reactions.

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Conversion

Salience / Awareness

Advocacy / Recommendation

Cultural Relevance

Driving Behavior Change

## Activity Objectives

-

**# 1**

Objective - Overview & KPI

(Maximum: 30 words)

Increase the number of people engaging in family planning discussions, enabling informed decision-making in the youth as well as newly married couples.



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

(Maximum: 75 words; 3 charts/visuals)

Encouraging informed family planning decisions is crucial for the success of the campaign. The goal is a 30% increase in participation compared to previous campaigns, with a focus on younger audience. The benchmark is a 40% increase in the prior year.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

This was measured by tracking survey data, user engagement metrics, and feedback on digital platforms, indicating active participation in discussions.

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Positive Sentiment / Emotional Resonance

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

Recall (brand/ad/activity)

Advocacy / Recommendation

Efficiency (e.g. cost per acquisition)

## 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

In Pakistan, societal norms and cultural attitudes often hinder open discussions about reproductive health, family planning, and contraception. The Pakistan Demographic and Health Survey (PDHS) 2017-18<sup>1</sup> highlights the widespread discomfort surrounding these topics, with nearly 40% of respondents expressing discomfort in discussing them.

The PDHS also reveals significant challenges in family planning, including a high fertility rate, low contraceptive prevalence rate (CPR), and unmet needs. The CPR in 2018 was approximately 34%, indicating a substantial gap in contraceptive use, particularly among women in rural areas<sup>2</sup>.

Research on sociocultural factors further underscores the complexity of the issue. Cultural norms often exclude men from family planning decisions, and a lack of male providers and awareness exacerbate the problem<sup>3</sup>.

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.

These findings emphasize the need for innovative approaches to address societal barriers, promote open dialogue, and empower individuals to make informed choices about their reproductive health.

**Footnotes:**

1. Pakistan Demographic and Health Survey (PDHS) 2017-18
2. Ibid.
3. Impact of Sociocultural Factors on Contraceptive Use: A Case Study of Pakistan
4. UNFPA Report Slow progress of Family Planning in Pakistan and possible Learnings

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

This section covers the key building blocks of your strategy.

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

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

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

**Primary:** Young Adults. Aged 18–35 seeking guidance on family planning.

**Demographics:**

- Age: 18-35
- Gender Identity: All gender identities
- Location: Urban and peri-urban areas across Pakistan
- Education: High school or college educated
- Socioeconomic status: Upper middle class - Middle class

**Psychographics:**

- **Values:** Family-oriented, modern, aspirational
- **Interests:** Relationships, health, fashion, technology
- **Behaviors:** Influenced by social media, open to new ideas, seeking independence

**Media Behaviors:**

- High usage of social media (TikTok, Instagram, Facebook, WhatsApp)
- Online streaming platforms (YouTube, Netflix)

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

behaviors, and  
shopper occasion.

*(Maximum: 300 words;  
3 charts/visuals)*

#### **Motivations and Mindset:**

- Desire for personal autonomy and choice
- Concern about unintended pregnancies and STIs
- Need for reliable and accessible information

#### **Shopper Occasion:**

- Seeking information on family planning methods
- Looking for a trusted source of advice
- Considering purchasing contraceptive products

#### **Relevance:**

This group represents a growing population influenced by evolving cultural norms and seeking reliable guidance in navigating family planning while challenging taboos.

**Secondary Target Audience:** Older family members (grandmothers, mothers-in-law) who influence household decisions.

#### **Demographics:**

- Age: 50+
- Gender Identity: Women
- Location: Urban and peri-urban areas across Pakistan
- Education: Varies, often less educated than younger generations
- Socioeconomic status: Upper middle class - Middle class

#### **Psychographics:**

- **Values:** Traditional, family-oriented, religious
- **Interests:** Family health, well-being of younger generations
- **Behaviors:** Influential in household decision-making, often consulted for advice

#### **Media Behaviors:**

- Regular TV consumption
- Reliance on traditional media (newspapers)
- Social Media Usage

#### **Motivations and Mindset:**

- Desire to protect the health and well-being of younger family members
- Need for reliable and accurate information to share with younger generations without making it awkward.

#### **Relevance:**

This group's influence on household decisions makes them key allies in breaking taboos and supporting family planning conversations within families.

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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)*

In Pakistan, family planning is hindered by cultural stigma, myths, and misconceptions. The UNFPA report identifies misinformation and fear as primary barriers to contraceptive adoption. Simultaneously, rapid population growth intensifies the urgent need for informed reproductive health practices. By studying families, relationships and a deep dive into our culture we learnt Grandmothers, or "Dadis," hold a unique position of respect and influence within Pakistani families. By positioning Dadi as an advocate for family planning, we bridged generational gaps, dispelled misconceptions, and encouraged open dialogue on sensitive topics like contraception and birth spacing.

The use of family planning methods is in decline due to cultural taboos, lack of awareness, and entrenched gender norms. Women face limited decision-making power in healthcare matters, while men often avoid responsibility for family planning. Grandmothers, being central figures in household dynamics, wield significant influence, particularly in intergenerational conversations. Leveraging this cultural insight allowed us to address deeply rooted barriers effectively.

How We Leveraged the Insight:

**Build Trust and Credibility:** Dadi's culturally rooted persona made the messaging relatable and believable, overcoming mistrust and skepticism.

**Address Cultural Taboos:** Through Dadi's voice, the campaign normalized discussions about contraception, reproductive health, and shared responsibility, reducing stigma.

**Facilitate Intergenerational Dialogue:** Dadi served as a bridge, fostering meaningful conversations between generations to shift long-held mindsets.

**Empower Women:** Dadi's endorsement encouraged women to take charge of their reproductive health while urging men to support family planning choices actively.

Clarification of the Insight's Impact:

This insight directly aligned with PSI's mission to improve health and well-being. Research, including the UNFPA report, revealed that the lack of credible, accessible information prevents families from making informed decisions. Dadi's respected voice overcame these barriers, delivering actionable, culturally sensitive messages. This approach ensured the campaign was not only culturally acceptable but also highly effective in driving behavior change.

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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)

By positioning Dadi as a modern, informed grandmother, we were able to effectively normalize discussions on family planning, birth spacing and contraception. This strategic approach allowed us to:

- **Leverage cultural authority:** Dadi's influence and wisdom were used to dispel myths and misconceptions.
- **Create relatable content:** By portraying Dadi in relatable situations, we connected with our target audience on an emotional level.
- **Drive behavior change:** By encouraging open dialogue and informed decision-making, we empowered individuals to take control of their reproductive health.

This core idea, rooted in cultural insights, enabled us to pivot from a challenging topic to a positive and impactful campaign.

## 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.

The insight that "Grandmothers, or 'Dadis,' hold a unique position of respect and influence within Pakistani families" is derived from a combination of qualitative and quantitative research. This research underscores the crucial role of cultural mediators in addressing family planning challenges.

**Qualitative Research:** Interviews with young men & women and cultural immersion exercises revealed that grandmothers hold significant authority within families, shaping beliefs and decisions on sensitive topics like family planning. Their influence often extends to both younger generations and male family members, positioning them as key agents of change.

**Quantitative Research:** The Pakistan Demographic and Health Survey (PDHS) 2017-18<sup>1</sup> highlighted a low contraceptive prevalence rate of 34%, driven by cultural stigma, misinformation, and gender disparities. The Impact of Sociocultural Factors on Contraceptive Use: A Case Study of Pakistan<sup>2</sup> confirmed that societal norms and women's lack of autonomy are major barriers to adopting family planning methods. Similarly, the UNFPA report<sup>3</sup> identified misinformation and cultural myths as significant contributors to the low uptake of contraception, emphasizing the need for trusted voices to dispel these misconceptions.

By positioning Dadi as a respected cultural figure, the "Dadi Knows Best" campaign effectively addressed these barriers. Dadi's voice bridged generational gaps, normalized discussions about contraception, and empowered women to make informed decisions while encouraging men to share responsibility in family planning. This approach aligned with PSI's mission to improve health and well-being, leveraging culturally relevant insights to shift deeply entrenched values and drive behavior change.

Through Dadi, the campaign fostered trust, credibility, and intergenerational dialogue, demonstrating how culturally sensitive strategies can break down stigma and encourage adoption of family planning practices.

**Footnotes:**

1. Pakistan Demographic and Health Survey (PDHS) 2017-18
2. Impact of Sociocultural Factors on Contraceptive Use: A Case Study of Pakistan
3. UNFPA Report: Slow Progress of Family Planning in Pakistan and Possible Learnings

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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 promotions and communications.

To effectively activate our strategy, we developed a comprehensive campaign centered around the "Dadi Knows Best" concept. Key elements of this plan included:

**Digital Video Content (DVC):**

- **One main DVC:** A core video featuring a modern, relatable Dadi, delivering insightful messages on family planning in an engaging manner with her newly married grandson and his wife.
- **Four monologues:** Shorter video clips featuring Dadi's wisdom, each focusing on a specific issue (backed by research), such as prioritizing healthy contraceptive choices, putting women at the forefront in decision-making, challenging societal expectations, asking men to take responsibility regarding contraception and dispelling myths about contraceptive use.

**Influencer Partnerships:**

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

- Collaborated with influencers to create content featuring their own grandmothers.
- Encouraged influencer's grandmothers to share "Dadi-approved" checklists subtly including their take on family planning.

**Instagram Publications:**

The videos were released and published on Instagram publications digitally.

**Aurora Magazine:** Featured article after they interviewed the brand and the creative team.

This integrated approach allowed us to effectively target our audience, deliver key messages, and drive meaningful impact.

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 primary call-to-action directed viewers to the **Viya chatbot**. Messages in this campaign concluded with the tagline, "**Dadi Knows Best but Viya Knows Better**," a call for action for its audiences to use Viya, a digital bilingual WhatsApp-based chatbot launched byin 2023 that focuses on family planning and sexual health.

**Creative Optimization:**

During the campaign, we monitored audience engagement and feedback to make necessary adjustments. Specifically, we:

- **A/B Tested:** Experiment with different video formats, lengths, and messaging to identify the most effective approach.
- **Refined Targeting:** Optimized targeting parameters to reach the most relevant audience segments.

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

**Rationale Behind Communications Strategy, Experience Strategy, and Channel Plan**

Our communications strategy was designed to maximize awareness and engagement by leveraging the strengths of each platform. The experience

campaign  
optimization.

(Maximum: 400 words;  
3 charts/visuals)

strategy focused on delivering platform-specific, audience-tailored messages that resonated with users across YouTube, LinkedIn, and Meta. Each channel was chosen based on its ability to target and engage the desired audience, ensuring cost-effective performance aligned with our campaign KPIs.

#### YouTube

Objective: Maximize video views and engagement through compelling video creatives tailored for high-impact storytelling.

- KPI: Cost Per View (CPV)
- Performance Highlights:
  - Impressions Achieved: 2,806,638
  - Reach: 628,766
  - Planned Views: 327,776
  - Achieved Views: 547,462
  - Achieved Clicks: 5,685
  - Budget Spent: \$4,919

Rationale: YouTube's vast reach and video-centric approach enabled us to achieve 167% of planned views, effectively driving brand awareness and surpassing viewership expectations while maintaining cost-efficiency.

#### LinkedIn

Objective: Leverage professional targeting to generate impressions and high-value engagement among B2B audiences.

- KPI: Cost Per Mille (CPM)
- Performance Highlights:
  - Impressions Achieved: 383,855
  - Reach: 156,588
  - Achieved Views: 127,517
  - Achieved Clicks: 5,966
  - Budget Spent: \$1,407

Rationale: LinkedIn's professional targeting allowed precise delivery of ads to decision-makers. Despite a smaller budget, it drove a significant number of clicks and views, highlighting its effectiveness in reaching niche audiences efficiently.

#### Meta

Objective: Maximize awareness, views, and clicks using targeted ads and emotional resonance through video storytelling.

- KPI: CPM (Cost Per Mille) for general ads and CPV (Cost Per View) for Meta Monologue.
- Performance Highlights:
  - Impressions Achieved: 53,211,209
  - Reach: 26,762,589
  - Achieved Views: 5,243,374
  - Achieved Clicks: 68,127

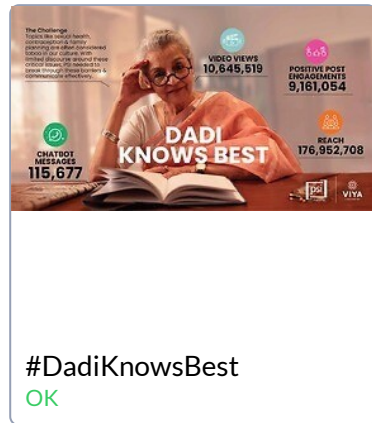


- o Budget Spent: \$14,617

Rationale: Meta's vast user base and robust targeting capabilities enabled a balance of scale and cost-efficiency. With a significantly higher reach and click-through rate, it played a critical role in driving overall campaign results.

## 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.

### 1. Campaign Performance Metrics

- o Meta Campaign Data: Includes Facebook and Instagram campaign performance metrics, such as impressions, reach, clicks, video views, and WhatsApp conversations.
- o YouTube and Display Campaign Data: Video impressions, TrueView video views, and traffic-generation results from Google Ads.
- o LinkedIn Metrics: Awareness and engagement metrics tailored to niche professional audiences.
- o Time Period: Data was collected during the campaign's active duration.

### 2. WhatsApp Chatbot Data

- o Metrics were tracked via PSI's Viya chatbot, including WhatsApp messages and user engagement.

### 3. Digital Platform Analytics

- o Tools used include native analytics dashboards (Meta, YouTube, Google Ads, LinkedIn) to track engagement, reach, and conversions.

These sources collectively validate the campaign's effectiveness and alignment with objectives. All data points are directly linked to campaign execution and reflect real-time outcomes.

## 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)

Platform	Planned Impressions	Achieved Impressions	Planned Views	Achieved Views	Planned Clicks	Achieved Clicks	Budget Planned	Budget Spent
YouTube Campaign (Dadi)	1,638,883	2,806,638	327,776	547,462	0	5,685	\$4,918	\$4,919
Meta Campaign (Dadi)	34,632,120	53,211,209	3,751,695	5,243,374	30,206	68,127	\$14,617	\$14,617
LinkedIn Campaign (Dadi)	351,756	383,855	0	127,517	0	5,966	\$1,407	\$1,407
Total	36,622,759	66,401,702	4,079,471	5,918,353	30,206	79,778	\$20,942	\$20,943

## Campaign Overview

The campaign aimed to maximize brand awareness using a multi-channel strategy that leveraged YouTube, LinkedIn, and Meta. Each platform was selected to target distinct audience segments and optimize KPIs such as cost-per-view (CPV) and cost-per-thousand impressions (CPM).

### YouTube

YouTube focused on driving high-quality views at an efficient CPV. The campaign achieved **547,462 views**, surpassing the planned target of **327,776** by **67%**, while reaching **628,766 unique users**. The **2.8M impressions** demonstrate strong visibility. With a budget of **\$4,919**, the platform delivered strong engagement, evidenced by **5,685 clicks**.

### LinkedIn

LinkedIn targeted professional audiences, emphasizing cost-efficiency via CPM. With a modest budget of **\$1,407**, the platform generated **383,855 impressions**, slightly exceeding the planned goal of **351,756**. The campaign achieved **127,517 views** and **5,966 clicks**, highlighting LinkedIn's ability to attract a highly engaged audience for the spend.

### Meta

Meta acted as the campaign's primary driver of scale, delivering outstanding results for both CPM and CPV objectives. The campaign exceeded planned impressions (**34.6M**) by **42%**, achieving **53.2M impressions**, while achieving **5.2M views** and **68,127 clicks**. Meta demonstrated exceptional efficiency with a spend of **\$14,617**, offering the best cost-efficiency across platforms.

## Rationale and Optimization

The integrated strategy ensured each platform's strengths were fully leveraged –YouTube for immersive video engagement, LinkedIn for precision targeting, and Meta for mass reach. Mid-campaign optimizations focused on reallocating spend towards Meta to capitalize on its high reach and cost-efficiency, while YouTube remained a strong driver of quality views.

## Results Summary

The campaign succeeded in exceeding several key metrics, such as planned views and impressions, and provided comprehensive awareness across targeted audiences. Efficient budget utilization and strategic channel alignment maximized ROI, with Meta emerging as the standout performer in terms of reach

and engagement. This synergy of channels ensured the campaign effectively met its objectives while optimizing performance dynamically throughout.

## 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. **Increase engagement with PSI's Viya digital chatbot by 50%**  
(Max: 25 words)

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

Set up your objectives & share any overarching explanation of your objectives & KPIs. **To drive engagement with Viya, PSI's WhatsApp based chatbot, in order to increase awareness and usage of the platform for family planning and sexual health information. The benchmark is 60,000 interactions in 2023, with a goal of achieving 150,000 interactions in 2024, indicating a significant boost in user participation.**  
(Max: 100 words, 3 charts/graphs)

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

(Maximum: 30 words) **The KPI was measured through the number of new interactions and repeat visits to the Viya chatbot, tracking user growth and feedback.**

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

- You may have more than one objective of the same type. **Environmental/social impact (e.g. sustainability/purpose/diversity/CSR)**
- Unsure which **Category Growth**

objective

type to  
select?

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

View

guidance  
here..

Geographic Expansion

## List Result

(Maximum: 30  
Words)

Achieved **150,000+** interactions

## Context

(Maximum: 75  
words; 3  
charts/visuals)

The campaign successfully drove engagement with Viya, PSI's WhatsApp chatbot & Meta Traffic, by surpassing the 2024 goal of 150,000 interactions. This represents a significant increase in user participation compared to the 2023 benchmark of 60,000 interactions, highlighting the effectiveness of targeted awareness and user acquisition strategies.

## Marketing Objectives Results

-

### # 1

## Objective - Overview & KPI

(Maximum: 30  
words)

Shift societal attitudes toward open discussions on reproductive health, address core message on family planning ensuring cultural sensitivity in messaging.

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

(Maximum: 75  
words; 3  
charts/visuals)

Addressing reproductive health and contraception in a conservative market comes with inherent challenges. The positive reception along with the increase in chatbot conversations. The benchmark for success included the absence of negative comments or complaints on social media and in public forums.

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

(Maximum: 30 words)

This was measured by the increase in chatbot conversations, monitoring social media, public opinion, and direct feedback across various channels for negative or positive reactions.

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

(1 Required. No Maximum)

Conversion

Salience / Awareness

Advocacy / Recommendation

Cultural Relevance

Driving Behavior Change

## List Result

(Maximum: 30 words)

Zero negative feedback

## Context

(Maximum: 75 words; 3 charts/visuals)

The campaign achieved a positive reception, successfully addressing reproductive health and contraception in a conservative market. It met the benchmark of **zero negative comments** or complaints on social media and public forums while increasing chatbot conversations. This demonstrates the campaign's effectiveness in delivering sensitive messaging with cultural sensitivity and audience alignment.

## Activity Objectives Results

# 1

### Objective - Overview & KPI

(Maximum: 30 words)

Increase the number of people engaging in family planning discussions, enabling informed decision-making in the youth as well as newly married couples.

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

(Maximum: 75 words; 3 charts/visuals)

Encouraging informed family planning decisions is crucial for the success of the campaign. The goal is a 30% increase in participation compared to previous campaigns, with a focus on younger audience. The benchmark is a 40% increase in the prior year.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

This was measured by tracking survey data, user engagement metrics, and feedback on digital platforms, indicating active participation in discussions.

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Positive Sentiment / Emotional Resonance

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

Recall (brand/ad/activity)

Advocacy / Recommendation

Efficiency (e.g. cost per acquisition)

List Result

(Maximum: 30 words)

Achieved **30%+** participation

Context

(Maximum: 75 words; 3 charts/visuals)

The campaign successfully encouraged informed family planning decisions, achieving a **30%** increase in participation, aligning with the set goal. This performance highlights strong engagement from the younger audience, demonstrating the effectiveness of the targeted strategies. Despite being lower than the prior year's **40%** increase, it reflects sustained growth and a continued impact on audience behavior.

## 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.

Other marketing for the brand, running at the same time as this effort

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.

The WhatsApp conversation campaign for the sub-brand Viya likely created a positive spillover effect, driving higher engagement and awareness for this campaign. It complemented efforts by reinforcing brand messaging. The traffic campaign played a crucial role in increasing awareness and directing users toward Viya, generating a higher volume of potential interactions. By driving more users to the platform, it not only enhanced visibility but also created opportunities for deeper engagement with the chatbot. This effort complemented the WhatsApp conversation campaign by capturing a broader audience and reinforcing brand messaging, ultimately amplifying the overall effectiveness and impact of the marketing strategy.

(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.

### 1. Meta Campaign Data

Data for Facebook and Instagram campaigns was sourced from **Meta Ad Manager**, providing metrics on impressions, reach, clicks, and views. The reporting period aligned with the campaign duration.

### 2. Google Campaign Data

Metrics for YouTube and Google Display campaigns were monitored and executed using **Google DV360**, ensuring accurate tracking of performance data. Reporting and visualization were conducted via **Google Data Studio** for comprehensive insight into campaign results.

### 3. LinkedIn Campaign Data

Data for LinkedIn campaigns was sourced from **LinkedIn Campaign Manager**, offering insights on impressions, clicks, and engagement metrics, with reporting covering the entire campaign period.

These platforms served as the primary sources of performance metrics, ensuring reliability and precision in reporting.

## 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 5.0 – 10 million

## Paid Media Expenditures (Prior Year)

Campaign Period:  
Prior Year      Not Applicable

Compared to competitors in this category, the budget is:

Less

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

More

## Budget Elaboration:

Provide judges with the context to understand your budget.

What was the balance of paid, earned, owned, and shared media?

What was your distribution strategy?

Did you outperform your media buy?

In addition to providing context

The campaign's budget was allocated across paid. The majority of the **paid media budget** was allocated to **Meta**, focusing on video views, traffic campaigns, and driving interactions with the WhatsApp conversation chatbot. This helped maximize engagement and reach among target audiences. A portion of the budget was also dedicated to **Google**, specifically for **display and traffic campaigns**, ensuring visibility across the Google Display Network. For **LinkedIn**, the budget was allocated to **awareness campaigns**, targeting professional audiences with content aimed at raising brand visibility and engagement.

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

PRK 5-10 Million

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

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

Production cost included cost of 1 DVC & 5 monologue DVC films featuring  
Shamim Hilaly as Dadi.

## 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),

Yes : Population Services International Facebook, Insta & You Tube channels  
were part of the owned media effort

that acted as  
communication  
channels for case  
content.

(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. (Maximum: 100 words)	Regarding sponsorships and media partnerships, we did not engage in any significant collaborations or partnerships for this campaign. We focused primarily on digital advertising and internal content creation to drive awareness and engagement. As a result, we do not have any specific sponsorship or media partnership metrics to report.
--	---

## SOURCES

### Investment Overview: Data Sources

Provide sourcing for all data provided in the Investment Overview.	Research conducted on Concept & positioning was in house.
--	---

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. – Influencers

Digital Mktg. – Mobile

Digital Mktg. – Product Placement

Digital Mktg. – Programmatic Display Ads

Digital Mktg. - Programmatic Video Ads

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

Digital Mktg. – Social: Paid

Print - Magazine

# 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.

Digital Mktg. - Programmatic Video Ads

## Main Touchpoint 2

#2 Most Integral Touchpoint

Digital Mktg. – Programmatic Display Ads

## 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

Blog (Tumblr, WordPress etc)

---

WhatsApp

---

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"**



Creative Show Reel -  
Dadi knows Best  
OK

## Creative Examples Presented in the Creative Reel - Select All

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

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

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

- Digital Mktg. – Social: Organic
- Digital Mktg. – Content Promotion
- Digital Mktg. – Influencers
- Digital Mktg. – Mobile
- Digital Mktg. – Short Video (:15-3 min.)



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

Print - Magazine

Digital Mktg. - Programmatic Video Ads

Digital Mktg. – Display Ads

Digital Mktg. – Email/Chatbots/Text/Messaging

Digital Mktg. – Programmatic Display Ads

Influencer / Key Opinion Leader

Public Relations

## 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.

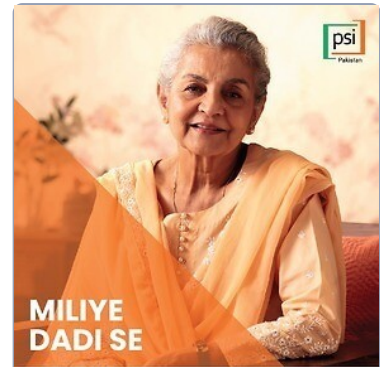
Technical Requirements:  
.jpg/.jpeg format



Digital Posts  
OK



Digital Post 2  
OK



Digital Post 3  
OK



Digital Post 4  
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.

Digital Post 1: Communicate with each other my children

Digital Post 3: Meet Dadi

Printed 2025-01-17 09:50:57 +0000

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

PDF Fingerprint c45d94a5bf5b81261dbc1ce7421d5db1