

E-3455-883

Tapal Mezban - Jashan e Jamalo

| Product | Category Entered |
|---------|-----------------------------------|
| Tea | Experiential Commercial Marketing |

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

ELIGIBILITY

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

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

FORMATTING REQUIREMENTS & REASONS FOR DISQUALIFICATION

- Failing to adhere to the Effie Eligibility rules. Data presented must be isolated to Pakistan, and the Effie eligibility period is 01/7/23-30/9/24. No results after 30/09/24 may be included.
- Entry does not meet category definition requirements.
- Agency names/logos are published in the entry form or in the creative materials. Do not include any agency names in your sources – this includes agency names other than your own.
- Data not sourced.
- Including screen grabs or other images of your creative elements in your written entry form.
- Directing Judges to External Websites.
- Missing Translation.
- Violating Creative Example (Reel, Images) Rules.

TOP TIPS

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

RESOURCES

Review the key resources before starting your entry:

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

ENTRY DETAILS

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

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

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

| | |
|-----------|------------|
| Date From | 2023-12-02 |
| Date To | 2024-03-03 |

Regional Classification

Select all that apply.

Regional

Industry Sector

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

Food & Beverages (Non-Alcoholic)

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)

Despite being Sindh's No.1 tea, brand had a declining market share and was missing an emotional connection with its consumers.

The Insight:

(Maximum per line: One sentence - 20 words)

A key insight revealed that Sindh's people are proud of their laborious lifestyle and cultural heritage but lack entertainment sources.

The Strategic Idea/Build:

(Maximum per line: One sentence - 20 words)

Tapal Mezban Jashan-e-Jamalo transformed from a lucky draw into an engaging entertainment platform, creating a once-in-a-lifetime experience.

Bringing the Strategy to Life:

(Maximum per line: One sentence - 20 words)

Redefined Tapal Mezban Jashan-e-Jamalo as Sindh's No.1 regional game show, partnering with KTN for an unparalleled entertainment.

The Results:

(Maximum per line: One sentence - 20 words)

- Emerged as biggest regional gameshow of Sindh
- 4% volume share increase in dust tea category (Sindh)
- Improved brand health metric

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)

Tapal Mezban Jashan-e-Jamalo was a comprehensive 360-degree marketing initiative that went beyond simply airing an engaging game show on KTN, the most-watched regional channel. It provided consumers with a unique escape, immersing them in a memorable, once-in-a-lifetime experience. This helped the brand to not only increase its brand health metrics but also positively impacted the volume growth of the brand. Interactive elements like user-generated stories and social engagement encouraged direct consumer participation, while visual and emotional storytelling drove product recall and purchase intent. These efforts translated directly into increased sales and heightened brand loyalty, demonstrating the campaign's commercial 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.

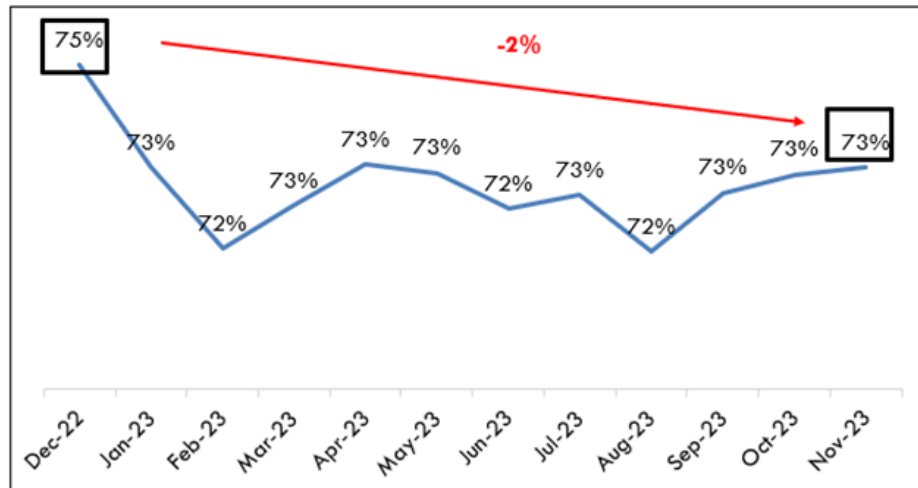
(Maximum: 275 words; 3 charts/visuals)

Tapal Mezban is a brand for the masses and currently holds the position of market leader in the branded dust tea category. Our core consumer base belongs to SEC B, C and D, predominantly residing in Sindh excluding Karachi and Hyderabad city while catering to a wide range of target groups, particularly individuals aged between 18-45 (Male & Female).

In Sindh excl Khi & Hyd city, the black tea category is penetrated by 100%, where branded tea category is operating at 100% and unbranded operates at 14%. When we examine Sindh, excluding Karachi and Hyderabad, branded dust is the largest category in the branded tea segment, accounting for 66% of the market share. Before the campaign launched on December 1st, 2023, Tapal Mezban's volume share in the branded dust segment was fluctuating, showing no significant market share growth. Given that Tapal Mezban operates in a saturated dust market, it was crucial for the brand to introduce a breakthrough campaign to capture market share

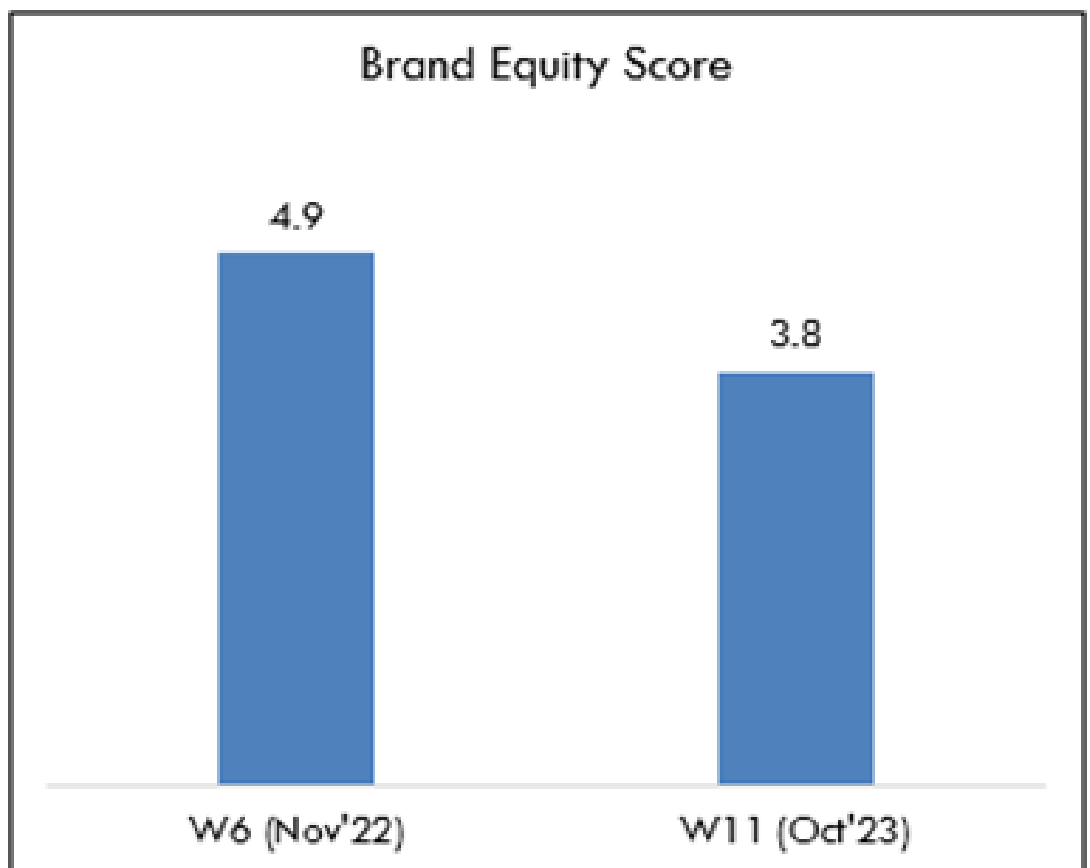
Household Panel (Dec’22-Nov’23)
Household Panel (Dec’22-Nov’23)

Tapal Mezban Volume Share in Branded Dust Format (Sindh excl Khi & Hyd city) Before Campaign

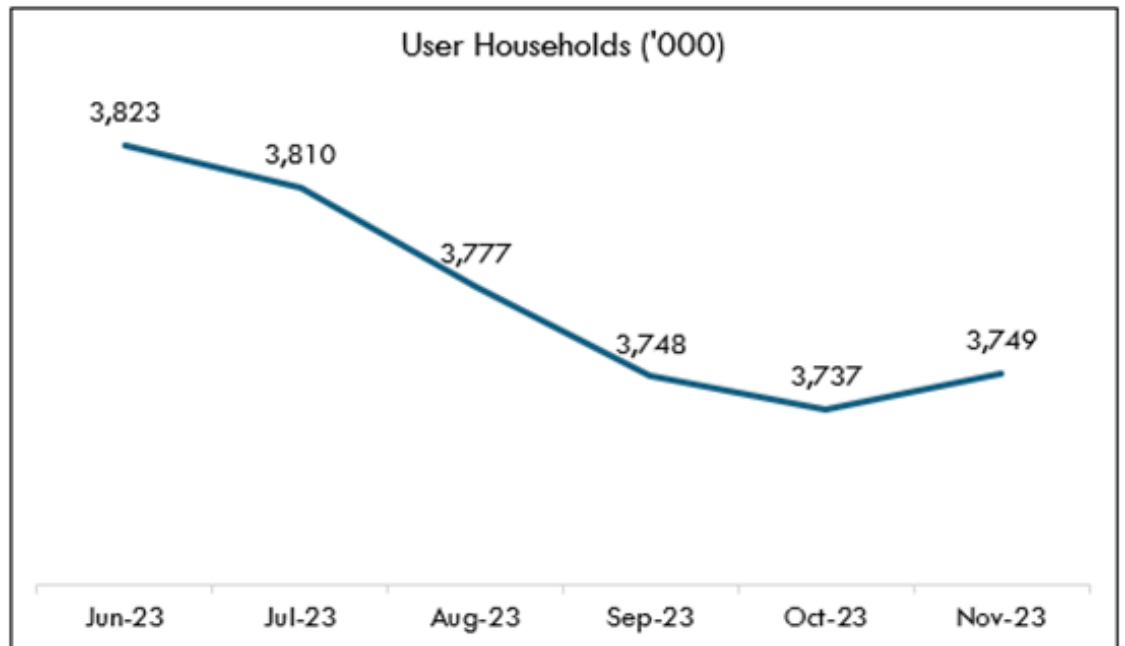


Highlight Dec'22 and Nov 23, show by arrow. Mention in header that before campaign Over a period of 11 months (Dec'22 till Nov'23), Tapal Mezban has lost 2% market share in branded dust segment overall in Sindh excl Khi and Hyd city. Although Tapal Mezban is Sindh's No.01 tea, brand equity score were low in and imagery associations were averaging at 45%. These were key imagery associations brand I feel close to, trustworthy and represents culture and values. Brand Equity score had gone down in period of last one year before the campaign. The number of user households for brand had dropped by 74k in last 6 months prior to the campaign.

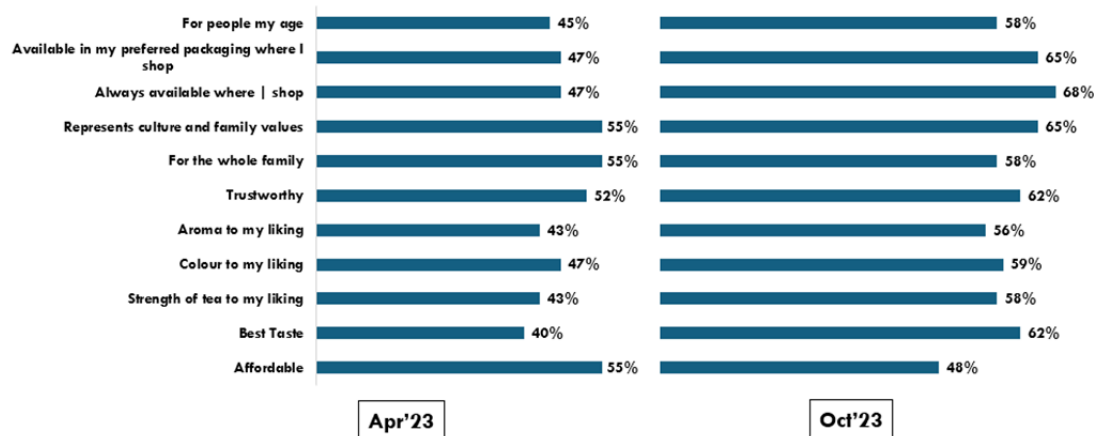
Tapal Mezban Brand Equity Score (Rural Hyderabad) Before Campaign



Tapal Mezban User Households (Sindh excl Khi & Hyd city) Before Campaign

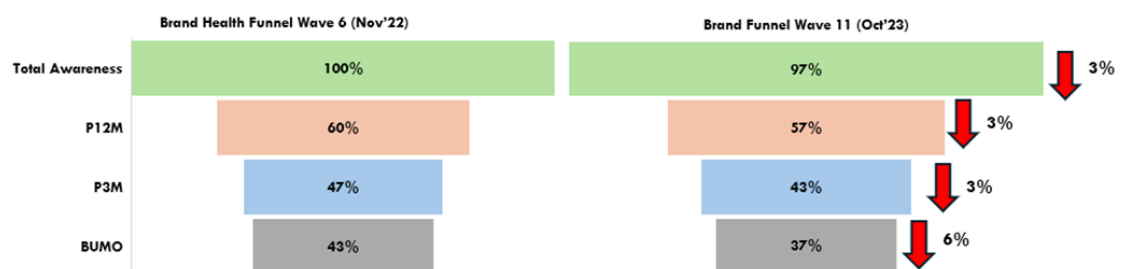


Tapal Mezban Brand Imagery Associations (Hyd Rural) Before Campaign



BHT metrics were also on decline prior to campaign in last 12 months.

Tapal Mezban BHT Metrics (Rural Hyderabad) Before Campaign



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

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

RESPONSE FORMAT

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

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

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

Business Objective

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

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

1

Objective - Overview & KPI

State your objective here. (Max: 25 words)

Gain back the growing market share trend for the brand; strengthening brand leadership

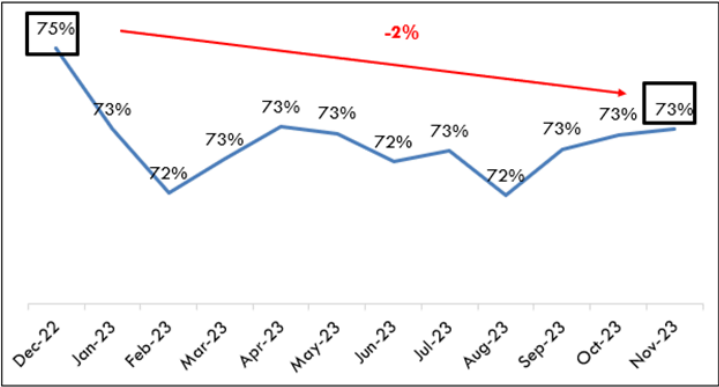
KPI: Gain minimum 2% Volume Share

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)

Tapal Mezban’s in branded dust segment before the campaign which began on 1st Dec 2023, it was fluctuating with no considerable market share gain. Since Tapal Mezban already works in a saturated dust market, it was essential for brand to bring a breakthrough campaign in order to gain market share.

Tapal Mezban Volume Share in Branded Dust Format (Sindh excl Khi & Hyd city) Before Campaign



Benchmark volume share to gain was 2% as this was the highest that brand had achieved in Dec 2022.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Success was measured by the brand's volume share growth in the branded dust tea category within Sindh's saturated market, excluding Karachi and Hyderabad, following the campaign's execution.

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..

Profitability (growth/maintenance/easing decline)

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

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

Category Growth

Marketing Objectives

1

Objective - Overview & KPI

(Maximum: 30 words)

To forge a deeper connection by winning hearts and establish a strong association with consumers.

KPIs: Brand Association Scores

Brand Health Metrics

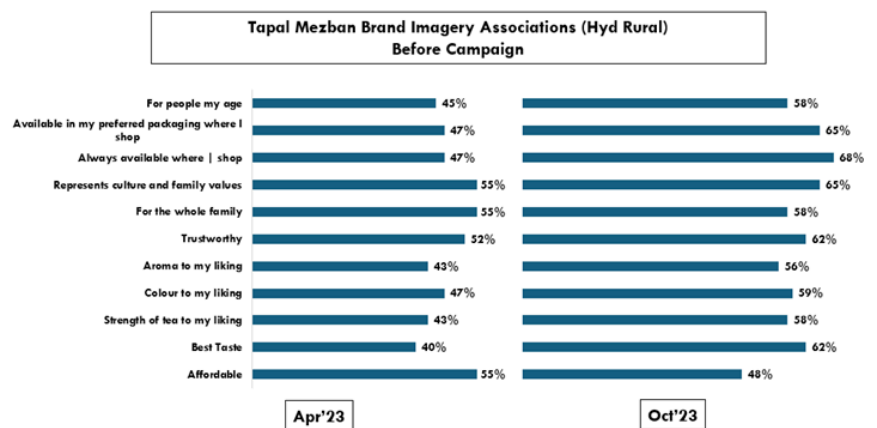
Brand Equity Scores

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

(Maximum: 75 words; 3 charts/visuals)

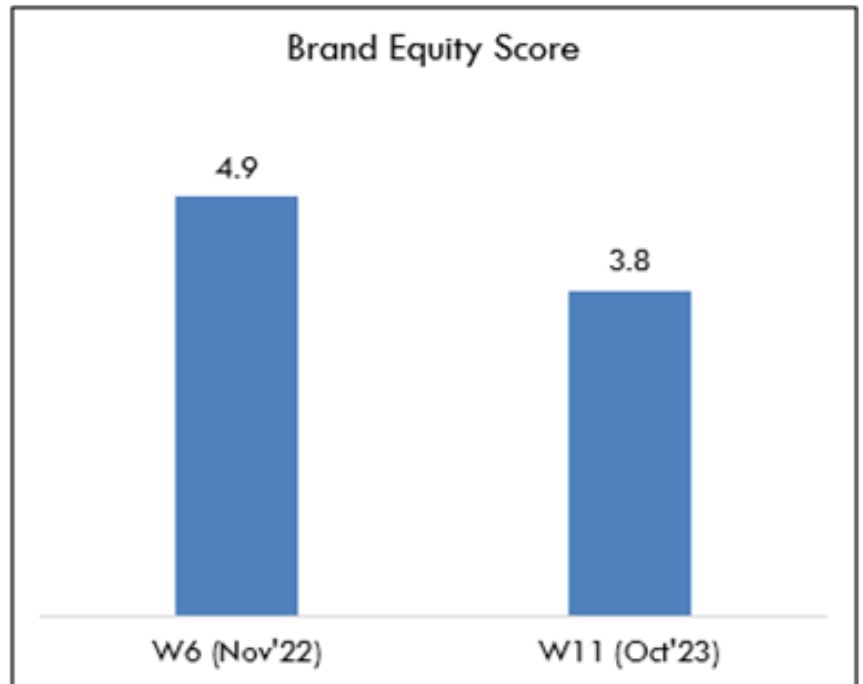
Despite being No.1 tea of Sindh, Tapal Mezban lacked proposition that could have enabled brand to have place in consumers' hearts. It was imperative for brand to work on brand imagery associations such as brands I feel close to and represents culture and family values.

Benchmark was to improve imagery association score by 5%

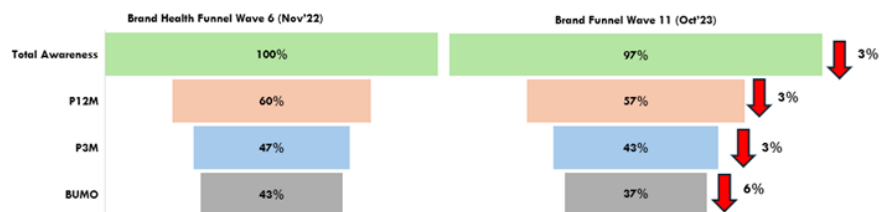


Brand Equity score benchmark was at least by 1 point in both rural Hyderabad and Sukkur.

Tapal Mezban Brand Equity Score (Rural Hyderabad) Before Campaign



Tapal Mezban BHT Metrics (Rural Hyderabad) Before Campaign



Measurement - How did you plan to measure it?

(Maximum: 30 words)

Brand Imagery Associations, BHT metrics and Brand Equity Scores

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Advocacy / Recommendation

Consideration

Lead Generation

Penetration / Acquisition

Renewal / Retention / Lifetime Value

Changes in Specific Brand Attributes

Cultural Relevance

Salience / Awareness

1

Objective - Overview & KPI

(Maximum: 30 words)

Seamlessly build brand love as per consumer insight of need for entertainment avenues by re-launching campaign as an engaging entertainment platform

KPI: Viewership

Positive WOM

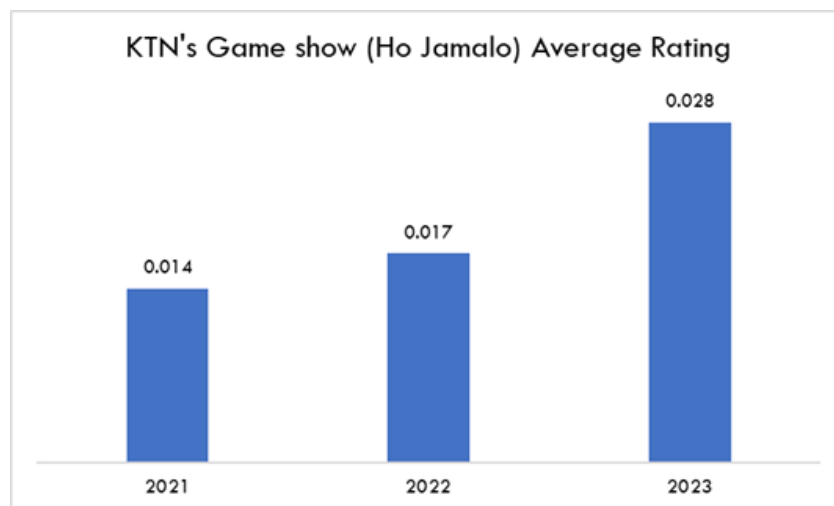
Increase in brand awareness

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

(Maximum: 75 words; 3 charts/visuals)

An important insight revealed that the people of Sindh take pride in their hardworking lifestyle and cultural heritage but lack sources of entertainment in their everyday lives. To address this, the brand leveraged its influence to bring an engaging gameshow directly to the people of Sindh in their hometowns.

Previously, regional game shows on channels like KTN and Sindh TV were recorded in Karachi, restricting access for audiences in interior Sindh.



Measurement - How did you plan to measure it?

(Maximum: 30 words)

Affinity Index and Rating of Tapal Mezban Jashan-e-Jamalo show vs rating of KTN's Ho Jamalo gameshow

KTN Ho Jamalo Avg rating

Positive WOM (qualitative)

Awareness

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Popularity / Fame / Social Discourse

Positive Sentiment / Emotional Resonance

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

Recall (brand/ad/activity)

Increase in brand love

2

Objective - Overview & KPI

(Maximum: 30 words)

Increase consumer engagement and campaign believability

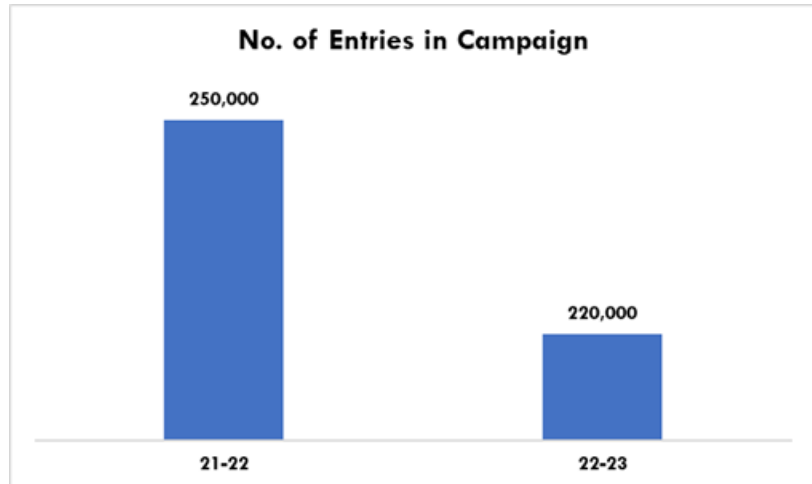
KPI: Number of entries of participation in campaign vs LY

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

(Maximum: 75 words; 3 charts/visuals)

In order to increase campaign engagement, it was essential that more number of consumers take part and participate in the campaign so that impact of campaign can be optimized.

Benchmark: Number of entries received in campaign in last two years



Measurement - How did you plan to measure it?

(Maximum: 30 words)

Number of participation entries vs last two year

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Popularity / Fame / Social Discourse

Positive Sentiment / Emotional Resonance

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

Recall (brand/ad/activity)

Section 1: Sourcing

Provide sourcing for all 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.

- Household Panel (Dec'22-Nov'23)
- Brand Health Tracker (Nov'22 - Oct'23)
- Kantar Ratings (2021-2024)
- Internal Numbers

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

This section covers the key building blocks of your strategy.

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

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

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

Commerce & Shopper Cases: Be sure to highlight the shopper's motivations, mindset, behaviors, and shopper occasion.

(Maximum: 300 words; 3 charts/visuals)

Target Audience and Campaign Overview for Tapal Mezban Jashan-e-Jamalo

The target audience for Tapal Mezban Jashan-e-Jamalo is deeply rooted in Sindh, a region renowned for its loyalty to tradition and love for tea. These individuals, aged 18–45, include both men and women who oversee household tea consumption and young adults who enjoy tea as a shared family ritual. For Sindhis, tea is not merely a beverage; it is an essential part of daily life, symbolizing hospitality and warmth. Tapal Mezban, already a household name, sought to deepen its bond with this audience through the campaign.

Cultural and Media Behaviors

Tea punctuates rest, conversations, and gatherings in Sindh, making it central to community life. The audience consumes both traditional and digital media, actively engaging with regional TV channels and platforms like Facebook, TikTok, and YouTube, where Sindhi-language content resonates. IVR calls were also used to enhance connectivity.

Shopper Behavior

In interior Sindh, general trade retailers heavily influence shopping behaviors due to the limited presence of IMTs and LMTs. Retailers serve as campaign advocates, enhancing credibility through trade letters. In-store promotions like banners and drop boxes further increased awareness, creating immediate consumer connections.

On-ground Activation - BTL

- Towns storming on float and trade stalls activity in cluster markets for launching Jashan-e-Jamalo campaign.
- BA's engage with customer in different cluster to give awareness of the campaign and mechanism to also increase direct participation

50+ TOWNS



Shikarpur, Sindh, Pakistan
XJ2Q+XJ7, Saba Zar, Shikarpur, Sindh, Pakistan
Lat 27.951481°
Long 68.639988°
04/12/23 10:40 AM GMT +05:00

Challenges and Opportunities

With laborious lifestyles and limited local entertainment platforms, Sindhis appreciated an engaging initiative like Jashan-e-Jamalo in their native towns. However, their preference for instant gratification posed a challenge, as delays in prize distribution often undermined campaign credibility.

Behavioral Shift

The campaign addressed these challenges by promptly awarding gifts to winners. Airing two game show episodes further boosted credibility, showcasing authentic participation and prize distribution. This transformed Sindhi consumers from passive tea drinkers into active participants in a cultural celebration, fostering a deeper emotional connection with Tapal Mezban as an integral part of their identity.

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

The Core Insight:

Consumer focus were conducted in small towns of Interior Sindh in order to interact with Tapal Mezban loyalist to understand the sweet spot to increase the

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)

brand love.

Consumers of Tapal Mezban and natives of Sindh have laborious lifestyle and they are proud of their culture and tough lifestyle. Furthermore, they speak highly of their struggles. Tea in Sindh is not just consumed—it's cherished. It symbolizes hard work, community, and celebration. For the people of Sindh, tea is intertwined with their way of life, a daily ritual that speaks of warmth and pride. However, there were absence of entertainment avenues for them in order to refresh.

The Lightbulb Moment:

Brand went ahead and found a symphony between this insight and brand by bringing Tapal Mezban Jashan-e-Jamalo to life. Furthermore, the campaign reach further amplified by making strategic decision of taking KTN on board as production partners since KTN is the most viewed regional channel in Sindh. However, KTN used to do their shows in Karachi while brand took shows to small towns of Interior Sindh.



Connecting the Dots:

Consumer Lens: Consumers of Tapal Mezban and the people of Sindh take pride in their hardworking lifestyle and rich cultural heritage. However, there was a lack of entertainment options for them to relax and unwind.

Brand Legacy: As Sindh's No.1 tea brand and chosen by 3.8mn households[1], Tapal Mezban wasn't an outsider trying to connect; it was already family. The insight was to further deepen this relationship.

The Opportunity: To tie brand legacy and create an engaging entertainment platform for people of Sindh in their hometowns

Sindh's leading tea brand partnered with KTN to launch Jashan-e-Jamalo, a 16-episode game show across 8 towns, engaging participants from 50 towns with prizes, televised moments, and an unforgettable local experience.

Winner Testimonials



‘..We are extremely thankful to Tapal Mezban.’



‘..I am really happy coming here for the first time.’



‘.....Tapal Mezban has fulfilled our life-long dream.’

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)

Being the market leader and No.1 tea brand in Sindh, it was imperative for brand to understand the evolving pain points of its consumers. It was the same reason that insight came up that consumers of Tapal Mezban, especially in Sindh, lead hard-working, laborious lives and take great pride in their cultural heritage and resilience. The idea was to create an emotional and cultural bond that no competitor could match and immerse the brand in the lives of its audience by amplifying their joy.

Tapal Mezban digged deeper with relevant media agencies to understand the kind of entertainment most sought after in Sindh and thus, partnered with an expert production partners i.e. KTN and a local celebrity, Zohaib Chandio, to create a TV platform and to take gameshow to consumers' hometowns.

To bring this to life, we launched Tapal Mezban Jashan-e-Jamalo, an **engaging game show** that combined the communal love for tea with **Sindh's vibrant music, games, and storytelling**. Across **eight cities, 16 episodes** unfolded as a grand celebration, featuring **real people, real stories, and a shared passion** for Tapal Mezban.

Section 2: Sourcing

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

Household Panel (Nov'23)

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

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

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

Judges encourage third-party data where available.

See Entry Kit for details.

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

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

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

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

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

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

(Maximum: 200 words; 3 charts/visuals)

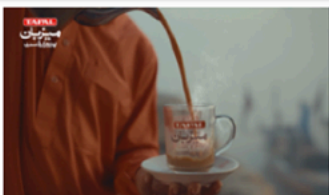



Tapal Mezban Jashan-e-Jamalo can be considered a perfect example of 360 integrated marketing campaign (activating all consumer touch-points) with major legs listed below:

TV

- A brand new TVC was shot in prominent areas of interior Sindh which clearly portrayed cultural nuances featuring face of campaign, Zohaib Chandio.
- Tactical airing of 20-sec CTA was done on TV and digital in order to communicate the campaign mechanics and increase understanding of consumers. (Creating integrations
- Tapal Mezban Jashan-e-Jamalo episodes were aired on KTN Ent channel over the weekends at 9pm which is the prime time slot. Moreover, prior to shows, promos were aired regarding episodes three days regularly.
- Brand and campaign integrations were done on morning and evening shows of KTN TV and Sindh TV which are the two top-most viewed channels in Sindh.

360 Degree Campaign Amplification | TV

- Maximizing campaign reach by tapping into all communication touch points, TV, digital, on-ground activations, and in-store visibility

| | | |
|--|--|--|
| Establishing Jashan-e-Jamalo via a Captivating Jingle  Airing the copy on all Sindhi regional channels across all time bands – Celebrating the colors of Sindh | Tactical Airing 1. Via a Call-To-Action copy  Educating the consumers on how to participate in the campaign 2. Via show promo airing and integrations  Promo airing of each episode and news integrations to drive maximized eyeballs to the show | Mid Campaign Show Mid campaign show to drive consumer confidence and drive more participation  |
|--|--|--|

On-Ground Activation & In-store promotions

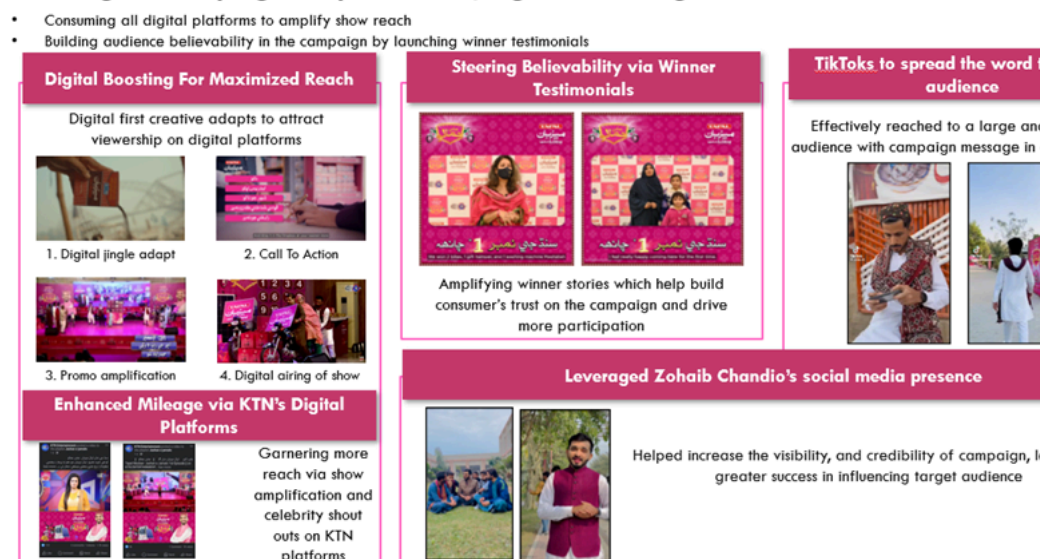
- On ground activations were launched with trade stall and town storming activities in 50+ towns.
- Moreover, banners and drop boxes were placed at every third outlet.



Digital & PR

- TVC and 20-sec campaign CTA were launched on YouTube, Facebook and TikTok.
- Moreover, influencer marketing with more than 20 TikTok influencers were engaged during the campaign to amplify the reach.
- Mastheads were reserved on YouTube with 20-sec CTA to ensure visibility to target audience.
- Post the campaign, the game show episodes were also boosted on YouTube to enhance digital viewership.

360 Degree Campaign Amplification | Digital and On-ground



- From December 1, 2023, to January 15, 2024, special consumer packs invited participation via drop boxes. The 16-episode game show was recorded in eight Sindh locations, including Hyderabad and Sukkur. Audience members, selected through a lucky draw, enjoyed pick-and-drop services and meals. Engaging games offered exciting prizes like gold, motorbikes, and solar panels, handed out immediately after the show. This initiative created an immersive, rewarding experience, celebrating community participation and brand engagement across Sindh.

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 **Tapal Mezban Jashan-e-Jamalo** campaign beautifully merged Sindhi culture with innovative marketing, creating an inclusive and impactful community experience. The campaign began with a jingle (TVC) that was rooted in Sindhi with Sindhi's cultural nuances. Uplifting beat was curated for the TVC jingle. Previous brand's comms used to have an aspirational plot which needed a revamp to include cultural nuances and Sindhi traditions in the advertisement. A

20-second Call-to-Action video was shot, inviting participants to purchase Jashan-e-Jamalo packs, fill out cards, and submit them in retail drop boxes. Winners were randomly selected to attend the grand celebration, ensuring accessibility and encouraging widespread participation. Reach was amplified through morning and evening shows integrations on top two rated regional channels i.e. Sindh TV and KTN.

Amplifying Reach On TV With Integrations

Ensured unmissable brand message via integration across top rated shows





Sponsorship of Café Sindh 05 Days a week (10:00 Am to 11:55 Am) Mon to Fri



Morning show



Sponsorships of Non-PT & Prime-time programs 19:00 to 23:00



Last Spot Before Headlines Clock with FOC tail (9:am to 23:59)




Sponsorship and integration of Morning Show



Dama Dum Sindh Game Show Tea Consumption & Integration Brand Pointer.



Sponsorships of Non-PT & Prime-time programs 19:00 to 23:00 for the month



Last Spot Before Headlines Clock with FOC tail (9:am to 23:59)





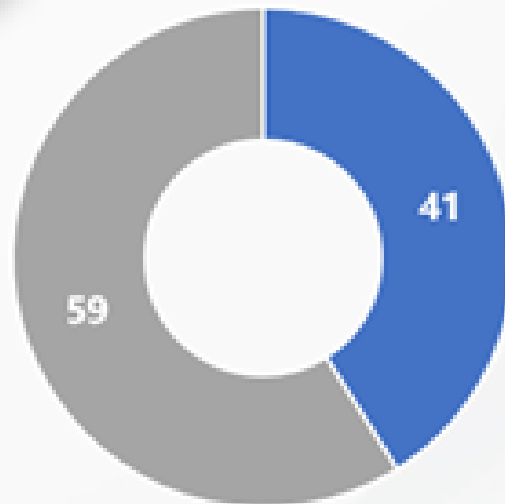
Media study on Mezban consumers showed that only 40% have televisions at their home. Therefore, it was imperative for brand to work on digital-first content as well. Automated IVR calls were done to 2.5mn people in Interior Sindh which was a message recorded in Zohaib Chandio's voice to increase believability on the campaign and enhance participation.

Television Availability

Base: 1069



Only **41%** mentioned they watch dramas.



■ Yes
■ No



62% mentioned they don't have television at home. Though **38%** have television at home.

Q1: Do you have Television at home?
Q2: Do you watch Dramas?

All values are in percentages

The event transformed the traditional game show into a vibrant cultural festival, blending Sindhi traditions, live performances, and interactive games. Tapal Mezban ensured exceptional hospitality with prizes like motorcycles and solar panels. Emotional testimonials, social media amplification, and live broadcasts celebrated cultural pride while strengthening Sindhi values of togetherness and hospitality.

Jashan-e-Jamalo The BIGGEST Game Show of Sindh



- Airing Jashan-e-Jamalo on KTN TV network (entertainment and Kashish) and on KTN's digital platform achieving 57% increase in channel's affinity index on TV and 39% increase in digital viewership

Tapal Mezban giving back to its consumers by establishing the biggest GAME SHOW of Sindh



Post-event, Tapal Mezban maintained engagement through social media, sharing user-generated content and testimonials to keep the campaign's spirit alive.

Jashan-e-Jamalo was more than a promotional campaign; it was a celebration of

Sindhi heritage, enriching lives and fostering a deep connection between the brand and the community. By blending tradition with modern marketing, Tapal Mezban set a benchmark for impactful regional campaigns.

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)

As the market leader in Sindh, Tapal Mezban executed a comprehensive 360-degree integrated marketing plan to launch the campaign. The primary objective was to deliver a once-in-a-lifetime experience for consumers, fostering long-term loyalty. This approach not only strengthened the brand's position but also generated positive word-of-mouth, creating a lasting competitive advantage.

1. Communications Strategy: Speaking the Language of Sindh

The campaign began with a clear mission: to honor Sindh's rich traditions by embedding them into every aspect of communication.

- **Tone and Messaging:** The campaign embraced an inclusive, celebratory tone that reflected Sindhi values of hospitality, community, and pride.
- **Anchoring Narrative:** A TVC anthem served as the cultural centerpiece, encapsulating the spirit of Sindh. It established a unified tone across platforms while creating a powerful emotional connection with the audience.

1. Experience Strategy: Bringing the Celebration to Life

The campaign bridged the digital and physical worlds to create a fully immersive experience.

- **On-Ground Activations:** Vibrant town-storming events and floats brought the Jashan directly to the people, fostering personal connections.
- **Cultural Integration:** Contestants, quizzes, and games were centered around Sindhi traditions, instilling a sense of ownership and pride among viewers.
- **Real-Time Engagement:** Facebook Live sessions during game show segments added immediacy and excitement, keeping the audience hooked.

1. Channel Plan: Seamless Integration Across Touchpoints

The channel plan ensured every interaction amplified the campaign's cultural and emotional resonance.

- **Television:** Served as the primary driver of mass awareness, maintaining a consistent narrative throughout the 16-episode game show journey.
- **Digital Platforms:**
 - **TikTok:** Drove virality with challenges featuring Sindhi influencers.
 - **Facebook & YouTube:** Sustained engagement through weekly promos, live sessions, and behind-the-scenes content.
- **Radio:** Enhanced localized reach and strengthened on-ground impact.

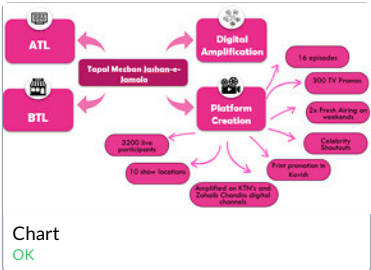
4. Adaptive Spending: Optimizing for Impact

The campaign's success was driven by an adaptive and agile approach to spending:

- Increased investment on TikTok as influencer content gained traction.
- Boosted Facebook promotions during pivotal episodes to amplify excitement and engagement.

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.

Consumer study (July 2024)

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.

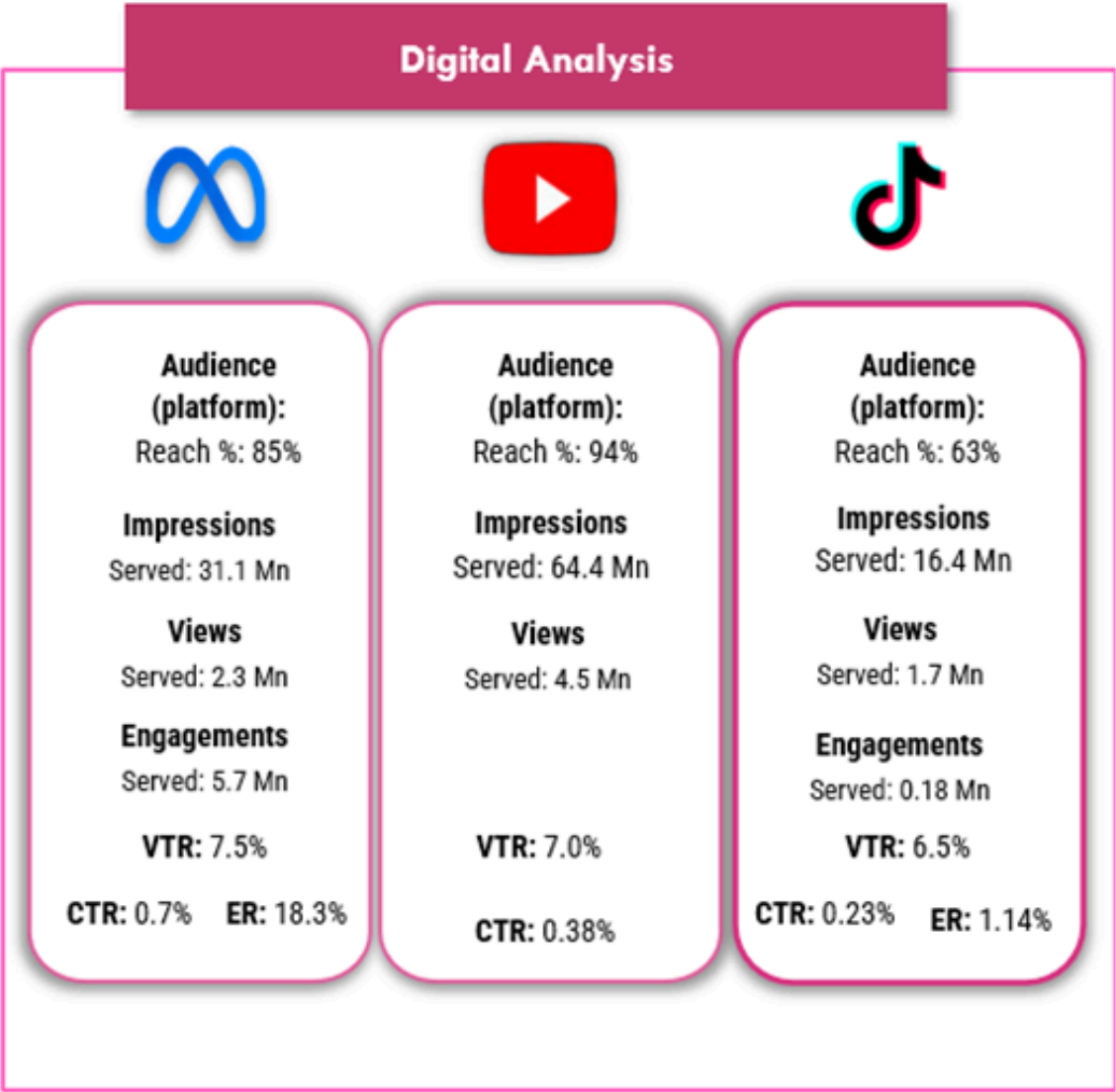
The metrics you provide here are directly relevant to your objectives and audience. Entrants are strongly encouraged to re-state their objectives from section 1 along with their corresponding results.

(Max: 300 Words, 5 charts/graphs)

Tapal Mezban's **Jashan-e-Jamalo** initiative was more than just a success—it evolved into a cultural phenomenon in Sindh, achieving an extraordinary balance between brand love and cultural authenticity.

The campaign's quantitative impact was staggering. Viewership for the game show soared by an incredible **1914%** by its 14th episode, reflecting its widespread popularity and making it Sindh's No.1 regional gameshow. This surge in ratings was complemented by massive engagement on social platforms, particularly **Facebook** and **TikTok**, showcasing the campaign's extensive reach and deep connection with the audience.

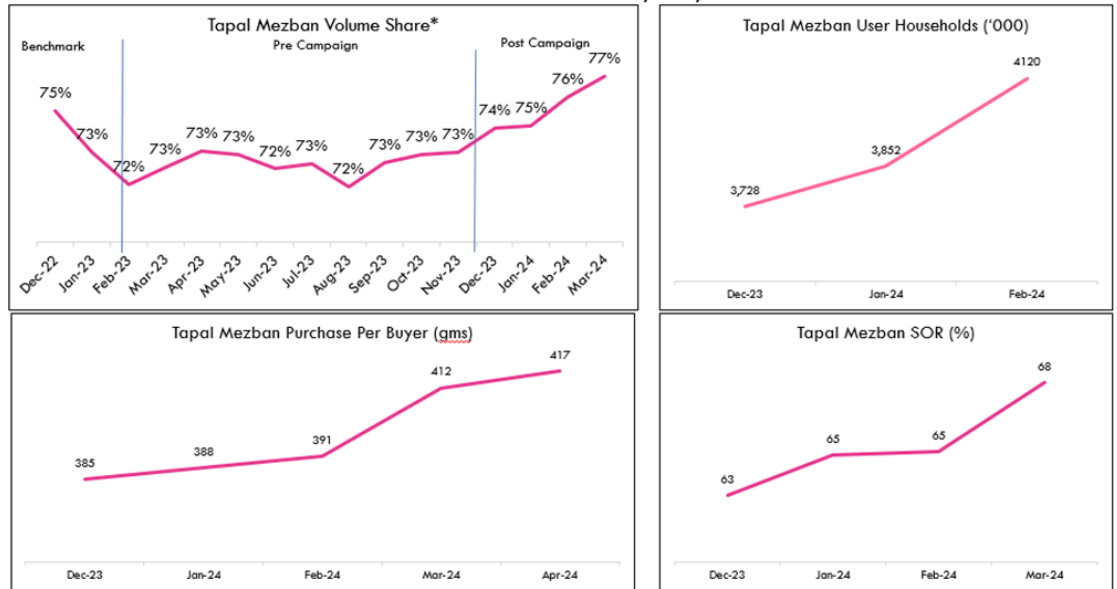
On TikTok, a platform especially popular with younger demographics, the campaign achieved **16.4 million impressions** and **1.7 million views**, significantly amplifying its influence and extending its cultural footprint.



Post-campaign, volume share of Tapal Mezban in branded dust category went up by 4% in Sindh excl. Karachi and Hyd city. Furthermore, user households in the same territory went up by 329k, purchase per buyer by 32 gms and SOR by 5%.

Post Campaign - Improvement in HHP metrics

Sindh excl Khi & Hyd city



* Brand volume share in branded dust category

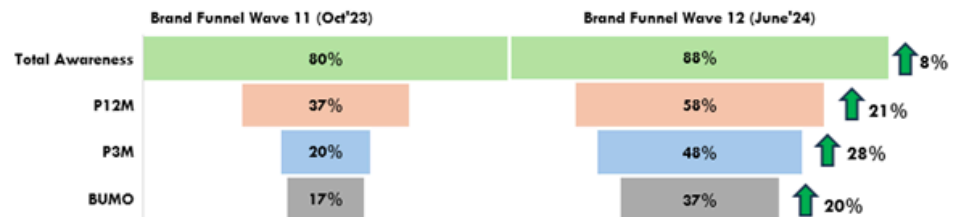
Coming to metrics of brand health, there was substantial increase in all KPIs; awareness, penetration and BUMO (Brand Used More Often) in both rural Hyderabad and rural Sukkur as shown in table below:

Post campaign - Improvement in BHT scores

Hyderabad Region Rural - BHT Improvement



Sukkur Region Rural - BHT Improvement



It was an exceptional result that Tapal Mezban Jashan-e-Jamalo TVC surpassed the Nielsen IQ Norms when ad testing was conducted.

| Ad Scores | Hyderabad Region | Sukkur Region | Nielsen IQ Pakistan Norms |
|--|------------------|---------------|---------------------------|
| Empathy (Likeability of Ad) | 5.2 | 4.4 | 4.1 |
| Persuasion (convince to try/ buy more) | 4.8 | 4.3 | 4.5 |
| Impact (Visibility & Recognition) | 5.2 | 4.5 | 3.5 |
| Communication (Key messaging recalled) | 5.4 | 5.1 | 4.5 |

Business Objective Results

Provide results that correspond to # 1

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.

Objective - Overview & KPI

State your objective here.
(Max: 25 words)

Gain back the growing market share trend for the brand; strengthening brand leadership
KPI: Gain minimum 2% Volume Share

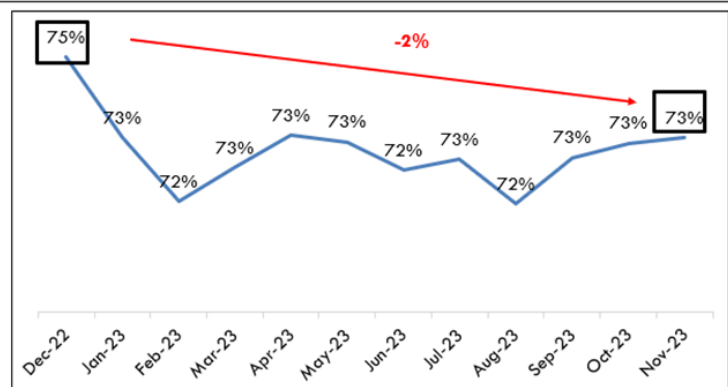
Rationale - Why the objective was selected and what is the benchmark?

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

(Max: 100 words, 3 charts/graphs)

Tapal Mezban's in branded dust segment before the campaign which began on 1st Dec 2023, it was fluctuating with no considerable market share gain. Since Tapal Mezban already works in a saturated dust market, it was essential for brand to bring a breakthrough campaign in order to gain market share.

Tapal Mezban Volume Share in Branded Dust Format (Sindh excl Khi & Hyd city) Before Campaign



Benchmark volume share to gain was 2% as this was the highest that brand had achieved in Dec 2022.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Success was measured by the brand's volume share growth in the branded dust tea category within Sindh's saturated market, excluding Karachi and Hyderabad, following the campaign's execution.

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..

Profitability (growth/maintenance/easing decline)

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

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

Category Growth

List Result

(Maximum: 30 Words)

Brand surpassed the benchmark of 2%

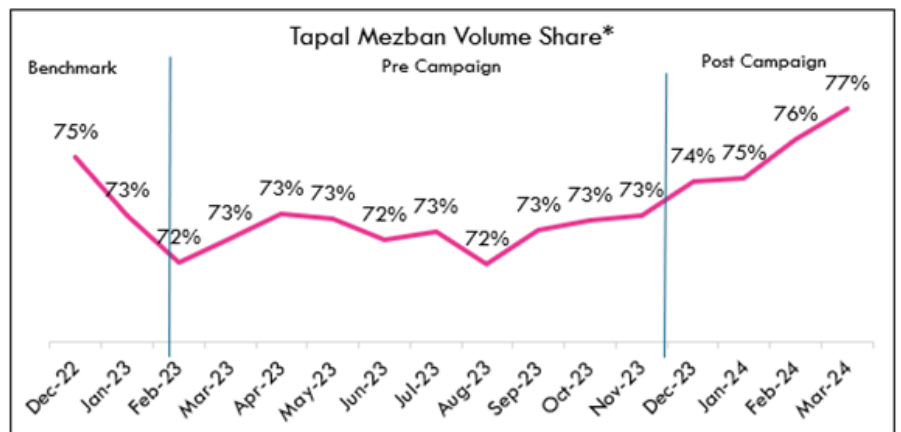
Volume share of Tapal Mezban increased by 4% post the campaign quarter in branded dust segment in Sindh excl Karachi & Hyd.

Context

(Maximum: 75 words; 3 charts/visuals)

Amidst the highly competitive branded dust tea market, Tapal Mezban successfully increased its volume share in Sindh (excluding Karachi and Hyderabad) month-on-month following the launch of its campaign in December 2023.

Show benchmark as well



Marketing Objectives Results

#1

Objective - Overview & KPI

(Maximum: 30 words)

To forge a deeper connection by winning hearts and establish a strong association with consumers.

KPIs: Brand Association Scores

Brand Health Metrics

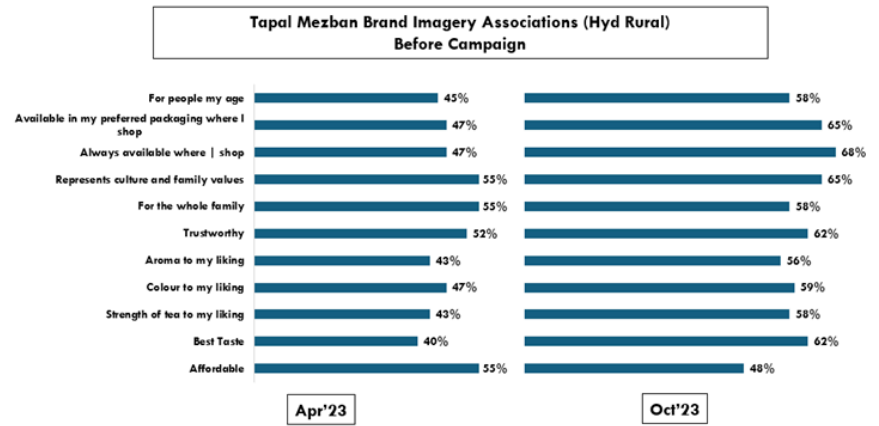
Brand Equity Scores

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

(Maximum: 75 words; 3 charts/visuals)

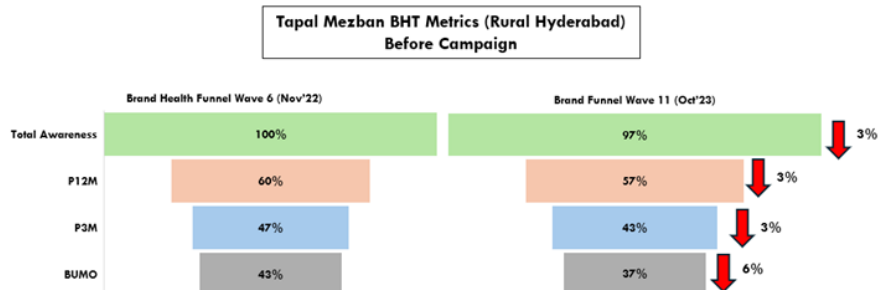
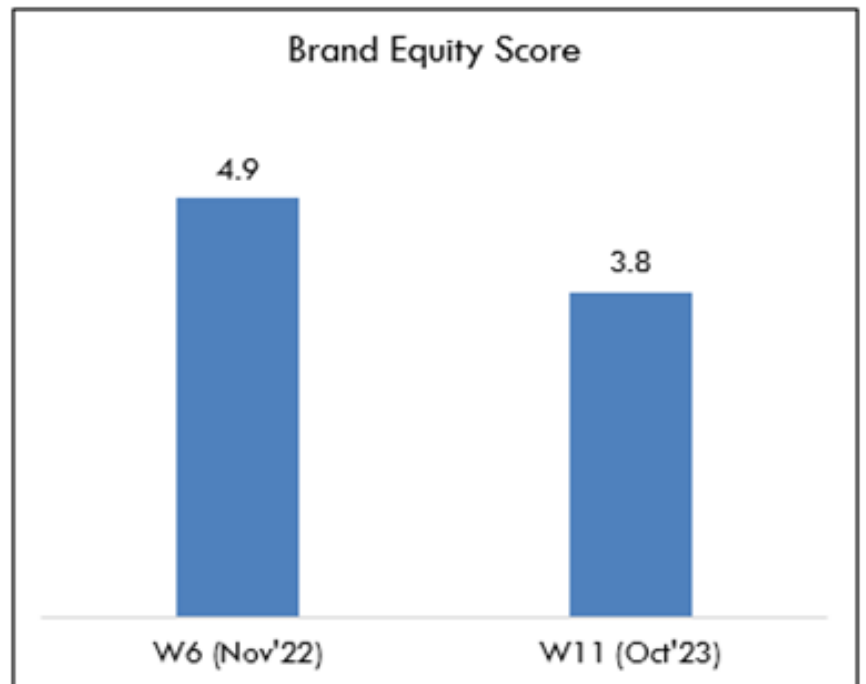
Despite being No.1 tea of Sindh, Tapal Mezban lacked proposition that could have enabled brand to have place in consumers' hearts. It was imperative for brand to work on brand imagery associations such as brands I feel close to and represents culture and family values.

Benchmark was to improve imagery association score by 5%



Brand Equity score benchmark was at least by 1 point in both rural Hyderabad and Sukkur.

Tapal Mezban Brand Equity Score (Rural Hyderabad) Before Campaign



Measurement - How did you plan to measure it?

(Maximum: 30 words)

Brand Imagery Associations, BHT metrics and Brand Equity Scores

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Advocacy / Recommendation

Consideration

Lead Generation

Penetration / Acquisition

Renewal / Retention / Lifetime Value

Changes in Specific Brand Attributes

Cultural Relevance

Salience / Awareness

List Result

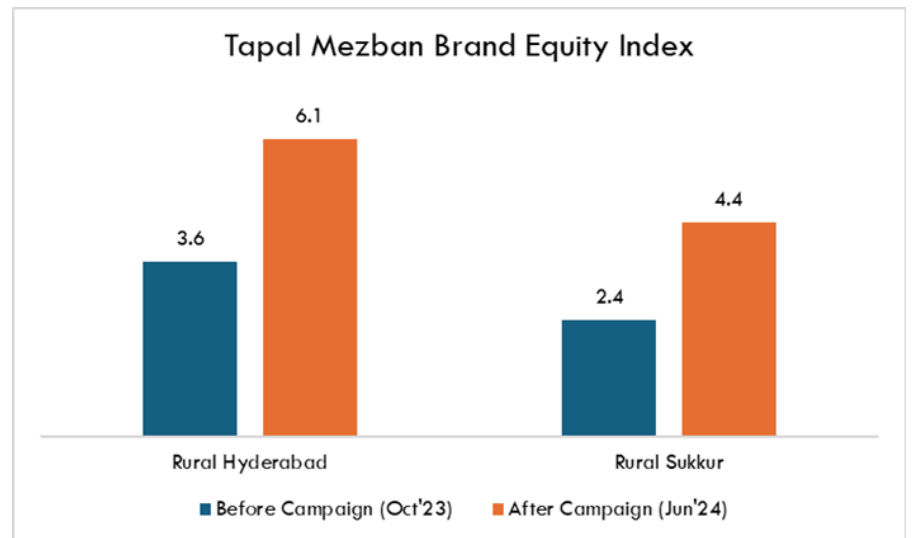
(Maximum: 30 words)

Brand equity improved by approximately 2 points in Sukkur (rural) and Hyderabad (rural), with enhanced imagery scores reflecting closeness, cultural representation, and alignment with family values among the audience.

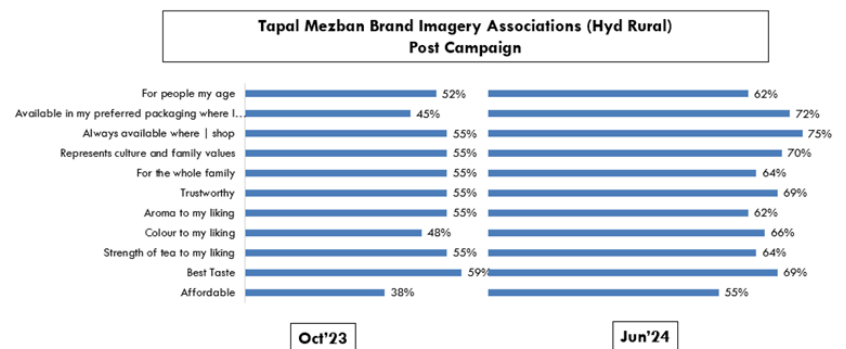
Context

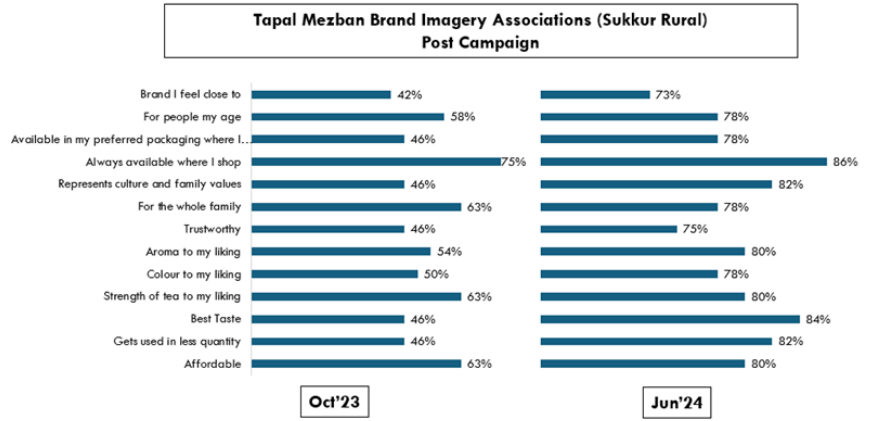
(Maximum: 75 words; 3 charts/visuals)

Brand Equity Index enhanced from **3.6 to 6.1** and from **2.4 to 4.4** in rural Hyderabad and Sukkur respectively.



Brand imagery associations improved by minimum 10% for each of the association.





Activity Objectives Results

1

Objective - Overview & KPI

(Maximum: 30 words)

Seamlessly build brand love as per consumer insight of need for entertainment avenues by re-launching campaign as an engaging entertainment platform

KPI: Viewership

Positive WOM

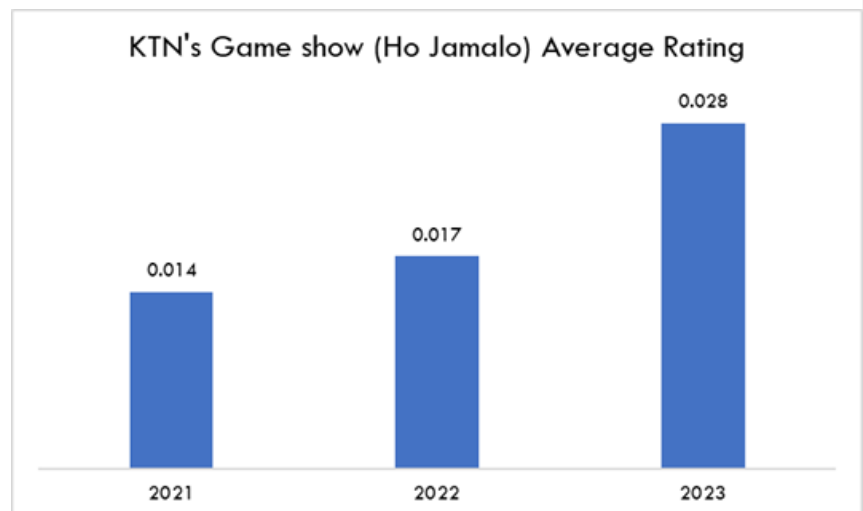
Increase in brand awareness

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

(Maximum: 75 words; 3 charts/visuals)

An important insight revealed that the people of Sindh take pride in their hardworking lifestyle and cultural heritage but lack sources of entertainment in their everyday lives. To address this, the brand leveraged its influence to bring an engaging gameshow directly to the people of Sindh in their hometowns.

Previously, regional game shows on channels like KTN and Sindh TV were recorded in Karachi, restricting access for audiences in interior Sindh.



Measurement - How did you plan to measure it?

(Maximum: 30 words)

Affinity Index and Rating of Tapal Mezban Jashan-e-Jamalo show vs rating of KTN's Ho Jamalo gameshow
KTN Ho Jamalo Avg rating
Positive WOM (qualitative)
Awareness

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Popularity / Fame / Social Discourse
Positive Sentiment / Emotional Resonance
Reach (e.g. open rate, shares, views, attendance)
Recall (brand/ad/activity)
Increase in brand love

List Result

(Maximum: 30 words)

Tapal Mezban Jashan-e-Jamalo became the biggest regional game show of Sindh

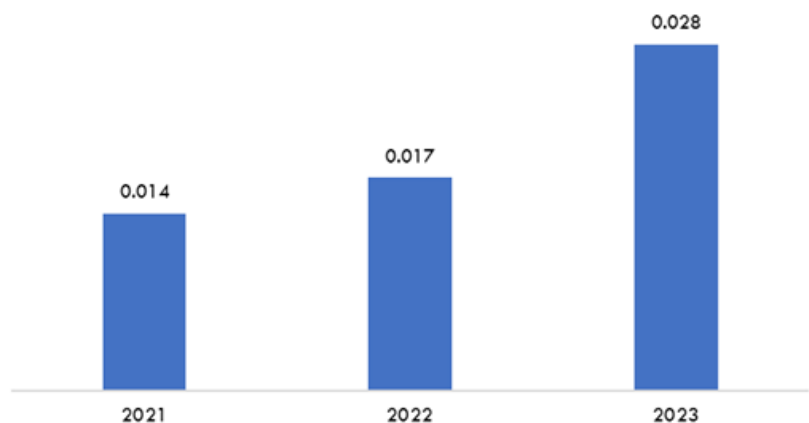
Context

(Maximum: 75 words; 3 charts/visuals)

KTN is the most-watched entertainment channel in Sindh, and its game show "Ho Jamalo" has been airing for over five years. However, the Tapal Mezban Jashan-e-Jamalo game show exceeded the ratings of KTN's "Ho Jamalo" for the past three years.



KTN's Game show (Ho Jamalo) Average Rating



2

Objective - Overview & KPI

(Maximum: 30 words)

Increase consumer engagement and campaign believability

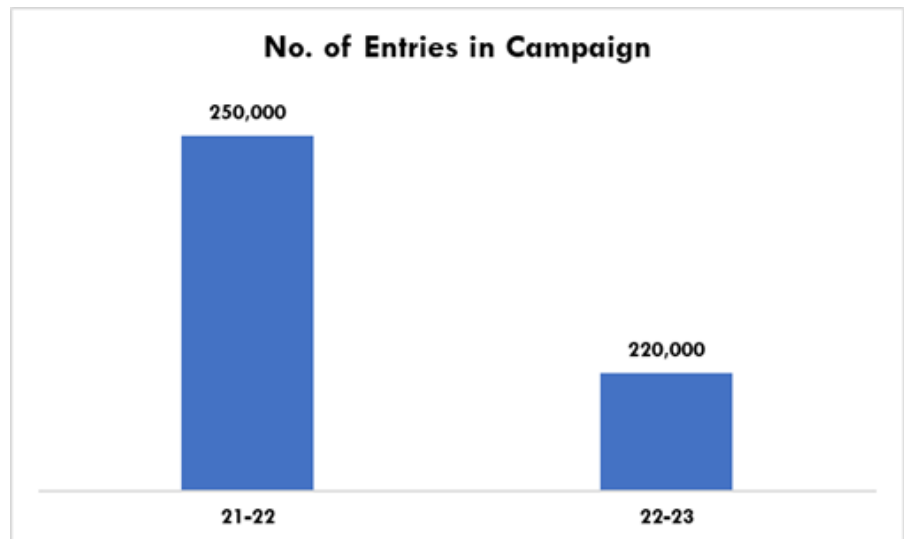
KPI: Number of entries of participation in campaign vs LY

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

(Maximum: 75 words; 3 charts/visuals)

In order to increase campaign engagement, it was essential that more number of consumers take part and participate in the campaign so that impact of campaign can be optimized.

Benchmark: Number of entries received in campaign in last two years



Measurement - How did you plan to measure it?

(Maximum: 30 words)

Number of participation entries vs last two year

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Popularity / Fame / Social Discourse

Positive Sentiment / Emotional Resonance

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

Recall (brand/ad/activity)

List Result

(Maximum: 30 words)

Resulted in increased number of entries by 127% vs LY

Context

(Maximum: 75 words; 3 charts/visuals)

A key metric for evaluating the campaign's performance is the number of coupons received in the drop boxes placed by the brand. The table highlights a significant increase in entries, reflecting the campaign's enhanced reach and awareness in the current year.

| | Campaign Year | Number of Entries | % Growth |
|--|---------------|-------------------|----------|
| | 2021 | 250,000 | |
| | 2022 | 220,000 | -12% |
| | 2023 | 500,000 | 127% |

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)



Source: Ratings based on Kantar Media Monitors

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.

Societal or Economic Events (e.g. changes in economic, political, social factors)

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

The chart provided is a sampling of marketplace activities, but your response is not limited to these factors. We recognize that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

(Maximum: 200 words; 3 charts/visuals)

As a leading tea brand in Sindh, Tapal Mezban felt a deep responsibility toward its consumers, especially during a time of economic uncertainty, with only 1 in 10 Pakistanis believing the country was on the right path and inflation at record highs.

The campaign aimed to uplift not just a select few, but entire regions, sparking conversations and excitement as people eagerly awaited the show's air time. By bringing an entertainment platform directly to consumers' hometowns, the campaign offered them a much-needed escape, helping them relax and momentarily forget the economic challenges facing the country.

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.

- Household Panel (Dec'23-Marc'24)
- Brand Health Tracker (Oct'23 & Jun'24)
- Brand Health Tracker (Jun'24)
- Household Panel (Apr'23-Apr'24)
- Kantar Rating (Jan'20-Feb'24)
- Internal Numbers

Do not include ANY agency names as the source of research.

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

Judges encourage third-party data where available.

See Entry Kit for details.

INVESTMENT OVERVIEW

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

PAID MEDIA EXPENDITURES

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

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

Paid Media Expenditure (Current Year)

Campaign Period: Competition Year

PKR 10 – 25 million

Paid Media Expenditures (Prior Year)

Campaign Period: Prior Year

PKR 10 – 25 million

Compared to competitors in this category, the budget is:

About the same

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

More

Budget Elaboration:

Provide judges with the context to understand your budget.

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

What was your distribution strategy? Did you outperform your media buy?

In addition to providing context around your budget, if you

For Tapal Mezban Jashan-e-Jamalo campaign, the media budget was strategically divided between TVC and Digital assets. The TVC assets, while part of a broader campaign, were complemented by DVC assets that performed exceptionally well despite a lower media cost. The DVC content, with its digital-first focus, resonated more effectively with the target audience, driving higher impressions and complete views. This result demonstrated the power of a well-planned media mix, with TVC assets being used to capture audience attention during the event, while DVC content maintained engagement post-event. The combination of these assets, along with careful timing and a platform-specific

selected Not Applicable to either of the previous two questions, explain why you selected Not Applicable.

(Maximum: 100 words)

strategy, allowed us to optimize our media spend and achieve strong campaign performance. The success of the digital-first approach shows that tailored content for specific platforms can deliver more value, even with a lower budget.

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

60 Million and over

Elaboration on the Production & Other Non-Media Expenditures

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

PKR 75-100mn

The above budget was utilized in below:

TV Commercial production, Production of Tapal Mezban Jashan-e-Jamalo game shows, talent contract, BTL leg of campaign, gifting to winners, POSM i.e. banners and drop boxes, IVR automated calls and goodies bags as souvenirs for all participants of show.

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.

(Maximum: 100 words)

Yes : Yes, owned media was a key part of the campaign. Digital platforms such as the brand's official social media channels were actively used to share campaign content, providing direct access to our audience. Additionally, physical company-owned real estate, such as banners and drop boxes, played a crucial role in amplifying the message. These owned assets allowed for consistent messaging and direct engagement with our audience, ensuring a cohesive brand experience across both digital and physical touchpoints.

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.

Product Placement – Ongoing

Sponsorship – On Site

Sponsorship – Talent or Influencer

Elaboration on Sponsorships and Media Partnerships

Provide additional context regarding your sponsorships and media partnerships.

(Maximum: 100 words)

Tapal Mezban leveraged sponsorships and media partnerships effectively to amplify its campaign. Collaborating with Sindh's leading regional channel, KTN, the brand launched *Jashan-e-Jamalo*, an engaging gameshow aired during prime-time weekends. Influencer sponsorship involved 15 popular TikTok creators, boosting reach among TikTok-savvy consumers. Additionally, local celebrity Zohaib Chandio, known for his dynamic hosting and strong YouTube and TikTok presence, enhanced audience engagement. By blending content sponsorship, co-branding, influencer marketing, and local talent, Tapal Mezban created a culturally resonant platform, connecting deeply with its audience while showcasing its brand values.

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.

Branded Content – Editorial

Branded Content – Product Placement

Digital Mktg. – Audio Ads

Digital Mktg. – Content Promotion

Digital Mktg. – Display Ads

Digital Mktg. – Email/Chatbots/Text/Messaging

Digital Mktg. – Influencers

Digital Mktg. – Location based

Digital Mktg. – Mobile

Digital Mktg. – Social: Organic

Digital Mktg. – Video Ads

- Events
- Influencer / Key Opinion Leader
- Packaging & Product Design
- Print - Newspaper
- Public Relations
- Retail Experience: In Store
- Sales Promotion, Couponing & Distribution
- Sponsorships - Entertainment
- Trade Shows, Trade Communications, Professional Engagement
- TV
- User Generated Content & Reviews

MAIN TOUCHPOINTS

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

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

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

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

Main Touchpoint 1

Most integral touchpoint.

TV

Main Touchpoint 2

#2 Most Integral Touchpoint

Digital Mktg. - Video Ads

Main Touchpoint 3

#3 Most Integral Touchpoint

Events

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

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.

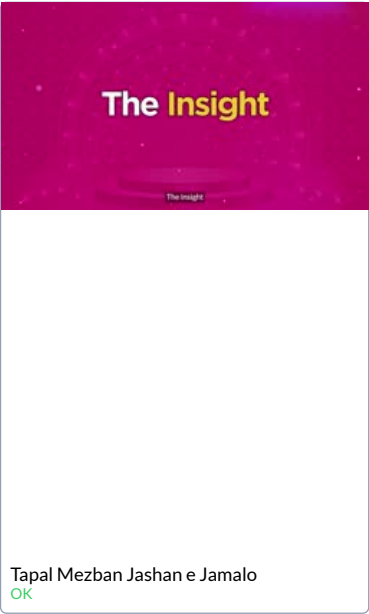
Creative Reel

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"



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; 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"

| Contests |
|---------------------------------|
| Digital Mktg. – Influencers |
| Digital Mktg. – Location based |
| Digital Mktg. – Mobile |
| Digital Mktg. – Video Ads |
| Events |
| Influencer / Key Opinion Leader |
| Loyalty Programs |
| OOH – Other Outdoor |
| Packaging & Product Design |
| Public Relations |
| Retail Experience: In Store |

Sales Promotion, Couponing & Distribution

Sponsorships – Entertainment

Trade Shows, Trade Communications, Professional Engagement

TV

User Generated Content & Reviews

IMAGES OF CREATIVE WORK (2 Required, 6 Maximum)

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

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

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

Images for Judging are an opportunity to:

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

Images of Creative Work

Upload 2-6 images of your creative work that ran in the marketplace.

Do not include agency names in the file name or within the images.

Technical Requirements: .jpg/jpeg format



Campaign KV
OK



Follow up visual
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.

Printed 2025-01-17 09:54:52 +0000

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

PDF Fingerprint ba843761d8916e5ac483fc2d34d0bdf5