

E-3506-291

Sarkaari Idaaron ki Payments ke liye JazzCash Hai Na

Product	Category Entered
JazzCash	Finance

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

ELIGIBILITY

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

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

FORMATTING REQUIREMENTS & REASONS FOR DISQUALIFICATION

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

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

TOP TIPS

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

RESOURCES

Review the key resources before starting your entry:

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

ENTRY DETAILS

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

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

Date From	2024-05-02
Date To	2024-07-01

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

Regional Classification

Select all that apply.

National

Industry Sector

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

Financial Services & Banking

Industry/Category Situation

Select One

Growing

EXECUTIVE SUMMARY

GIVE THE JUDGES AN UNDERSTANDING OF THE CASE THEY ARE ABOUT TO READ BY PROVIDING A SUMMARY FOR EACH OF THE ITEMS BELOW. A ONE-SENTENCE SUMMARY IS RECOMMENDED FOR EACH LINE.

The Challenge

(Maximum per line:
One sentence - 20
words)

Simplify government payments, eliminating long queues and inconvenience with an unmatched, anytime-anywhere solution via JazzCash.

The Insight:

(Maximum per line:
One sentence - 20
words)

Frustration from time-consuming and bureaucratic queues at government offices for essential payments is a pain that Pakistanis suffer from

The Strategic Idea/Build:

(Maximum per line:
One sentence - 20
words)

Position JazzCash as the pioneer offering seamless, on-the-go government payments, redefining convenience in the financial services category.

Bringing the Strategy to Life:

(Maximum per line: One sentence - 20 words)

Multi-channel TVCs highlighted the convenience of government payments, focusing on avoiding long queues and promoting ease.

The Results:

(Maximum per line: One sentence - 20 words)

High adoption: 8.76M government transactions, PKR 17.2B value, positioning JazzCash as an industry innovation leader

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.

By tackling a long-standing pain point—time-consuming in-person transactions—we became Pakistan’s first DFS platform enabling government payments, simplifying the process for millions of Pakistanis. By leveraging compelling TVCs, JazzCash ensured Pakistanis all around the country were aware of this unique solution, solidifying its market leadership and gaining strong conversions. The campaign effectively communicated the value of this revolutionary service and users were quick to adopt it: over 8.76 million transactions and PKR 17.2 billion in payments.

(Maximum: 100 words)

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

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

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

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

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

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

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

(Maximum: 275 words; 3 charts/visuals)

Before the campaign, JazzCash was a leading mobile wallet in Pakistan, but the government payments sector remained largely untapped. Users continued to rely on traditional in-person methods for services like NADRA fees, passport payments, FBR taxes, and traffic challans. With millions of citizens making these payments regularly, this was a significant, yet under-served, market. JazzCash saw this as a must-tap-into segment, and the movement towards digital government payments was inevitable.

As fintech leaders, JazzCash recognized the opportunity to lead this transformation and gain the first-mover advantage. By simplifying government payments through a few taps on the JazzCash app, we could make users' lives easier, removing the hassle of physical office visits and long queues.

Despite the significant growth in digital banking—such as a 30% increase in mobile banking users in FY 2022-23 and a 456% rise in e-wallet users—government payments remained fragmented (SBP Annual Report). Citizens were hesitant to trust digital solutions for critical services due to security concerns. JazzCash's challenge was to educate users on the ease, convenience, and reliability of using its platform for government payments.

The challenge was further compounded by deeply ingrained behaviors, with many users believing government payments required physical visits for verification. JazzCash needed to shift these perceptions, providing a remarkably easy-to-use solution that would position it as the go-to platform for government payments.

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.

Achieve a **15% increase** in transactions and **10% increase** in revenue from government payments vs last year

(Max: 25 words)

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

Set up your objectives & share any overarching explanation of

The goal was to drive adoption of JazzCash’s government payment services by leveraging **new communication** and positioning JazzCash as the **easiest and most secure solution**. Based on the performance in the prior year, where the government payments segment experienced steady growth, achieving **15% more transactions** and **10% more**

your objectives & KPIs.

(Max: 100 words, 3 charts/graphs)

revenue would validate JazzCash's new strategy and solidify its position in the market.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Measured via **transaction growth** and **revenue growth** percentages using JazzCash's platform analytics.

Tagging - What keywords best describe your objective type?

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

Brand or Business Transformation

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

Category Growth

Marketing Objectives

1

Objective - Overview & KPI

(Maximum: 30 words)

Increase the **percentage of existing JazzCash accounts** using the government payments feature by **20%**, and drive **10% growth** in new accounts making government payments.

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

(Maximum: 75 words; 3

The goal was to expand the usage of government payments beyond just new users. While acquiring new users was important, we also needed to

charts/visuals)

engage existing users who hadn't yet explored this feature. **Existing user growth** is a more direct indicator of **deepening engagement** and **platform adoption**. Similarly, increasing new accounts using government payments helps build a long-term user base. With the aim of significant growth in both existing user adoption and new user engagement.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Monitored **the percentage of existing accounts** using government payments and tracked **new user registrations** completing at least one government payment, using JazzCash platform analytics.

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Conversion

Penetration / Acquisition

2

Objective - Overview & KPI

(Maximum: 30 words)

Generate positive sentiments and conversation around JazzCash's government payment initiative on social media

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

(Maximum: 75 words; 3 charts/visuals)

The campaign aimed to **build trust** in JazzCash for government payments, addressing concerns around security and ease of use. Given previous **user hesitations** with digital government payments, increasing **positive sentiment** were key goals to ensure that more users would engage with the feature.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Monitored **social media sentiment**

Tagging - What keywords best describe your objective type?

(1 Required, No
Maximum)

Consideration

Conversion

Activity Objectives

1

Objective - Overview & KPI

(Maximum: 30
words)

Achieve 95 million views within a budget of 9 million pkr, with a CPM of 94 PKR

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

(Maximum: 75
words; 3
charts/visuals)

The objective aimed to maximize **media efficiency** and deliver **mass awareness** while ensuring **cost-effective conversion**. Reducing **CPM** and improving **CPA** were key to ensuring the campaign's **cost-efficiency** and broad reach. Benchmarks were based on **previous digital campaigns** and expected performance for **Google Display Network** and **YouTube**.

Measurement - How did you plan to measure it?

(Maximum: 30
words)

Tracked **user interactions** on social media and monitored **in-app activity** through JazzCash analytics.

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)

2

Objective - Overview & KPI

(Maximum: 30 words)

Achieve 50% prime TV spots for the campaign and **2,991 planned GRPs**.

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

(Maximum: 75 words; 3 charts/visuals)

The media spend was optimized to ensure maximum **visibility and engagement**, especially through **prime-time TV spots** and **regional radio ads**. By focusing on **key timeslots**, the campaign aimed to reach a broad audience and **drive user action**. Benchmarks for ad placement were based on best practices in the industry to maximize campaign impact.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Monitored **ad placement, frequency**, and **reach** via media tracking tools, adjusting spend based on real-time performance.

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Efficiency (e.g. cost per acquisition)

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

3

Objective - Overview & KPI

(Maximum: 30 words)

Achieve a **50% increase** in **traffic challan transactions** on JazzCash, compared to the previous year.

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

(Maximum: 75 words; 3 charts/visuals)

The goal was to **increase** the adoption of **traffic challan payments** through **JazzCash**, targeting **a significant growth** in this segment. Benchmarks were based on **2023 data** showing **7 million transactions** for traffic challans, and the aim was to increase **user engagement**.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Measured via **transaction volume data** for traffic challans, tracked through **JazzCash's platform**.

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)


Efficiency (e.g. cost per acquisition)

Popularity / Fame / Social Discourse

Section 1: Sourcing

Provide sourcing for all data provided in Section 1: Challenge, Context & Objectives.

1. **Industry Reports** on Digital Payments in Pakistan
2. **Media Spend Benchmarks** (for digital and TV/radio ads)
3. **Government Payment Adoption Trends** in Pakistan
4. **Competitor Analysis** for Digital Government Payment Solutions

Use superscript in your responses above to link data points and sources.  **Market Research** on Consumer Behavior Regarding Government Services

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.

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)

The target audience for this campaign consisted of **urban and peri-urban users** aged 18-45, primarily middle and lower-middle class, who frequently interact with government services like **traffic challans, NADRA fees, and passport payments**. This group is tech-savvy, uses mobile apps for payments, and values convenience, especially in time-sensitive situations like government transactions.

The audience is familiar with digital payments for everyday services but often faces frustration with traditional, in-person payment methods that require long waits in queues. JazzCash's established reputation for secure mobile transactions made it a trusted solution to address these concerns.

This demographic is highly relevant as they represent both **current users** and potential **early adopters** of digital payment solutions for government services. By shifting their behavior to use JazzCash for these payments, the campaign aimed to establish the brand as the leader in digital government payments, positioning it as the go-to platform for secure, efficient, and time-saving transactions.

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)

"It's not easy to handle interactions with government institutions. Even if it's a payment, I have to set aside some time because there's no way it's going to be easy." This sentiment reflects a deeply ingrained belief among many Pakistanis that engaging with government services is inherently burdensome (Transparency International, 2023). Decades of experiences with bureaucratic inefficiencies, long queues, and opaque procedures have reinforced this perception. Citizens often feel that accomplishing any task within government offices requires significant time investment and, at times, personal connections to navigate the system effectively.

This skepticism towards government institutions has led many to assume that accessing services necessitates enduring bureaucratic hurdles or having insider knowledge. Such perceptions have created a barrier to adopting digital solutions for government-related transactions, as citizens doubt the efficacy and security of these platforms.

Addressing this challenge, JazzCash introduced a feature enabling users to pay government-related bills, including traffic challans, directly through their platform. This initiative aimed to simplify the payment process, offering a convenient and secure alternative to traditional methods. By leveraging its extensive user base and digital infrastructure, JazzCash effectively addressed the need for a more efficient payment system, aligning with the government's efforts to modernize and streamline public services.

2C. What was the core idea or strategic build you arrived at using your insight(s) that enabled you to pivot from challenge to solution for your brand and customer?

(Maximum: 200 words)

The core idea was to **communicate that JazzCash was the pioneer in simplifying government payments**—a revolutionary shift in an industry that had long been seen as inefficient and frustrating. The challenge was overcoming the belief that government-related tasks required time, effort, and personal connections.

We positioned JazzCash not just as a payment solution, but as the **first-ever digital platform** offering a seamless and easy way to handle these payments. Our marketing strategy focused on highlighting **convenience, security, and time-saving** to appeal directly to consumers' need for simplicity. By using relatable storytelling in TVCs and digital campaigns, we communicated that JazzCash was the **first mover** in transforming the way Pakistanis engage with government services, making it easier than ever before.

This approach allowed us to **pivot from the challenge of skepticism** to the solution of gaining trust and adoption, positioning JazzCash as a revolutionary

service that made government payments easy, secure, and accessible.

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.

- **Consumer Surveys and Focus Groups** on perceptions of government payments in Pakistan
- **Social Media Sentiment Analysis** of conversations about government payments
- **Market Research Reports** on consumer pain points with traditional payment methods
- **Customer Feedback** from JazzCash users on digital payment preferences
- **Government Reports** on digital adoption and payment systems in Pakistan
- **Brand Strategy** Documents from JazzCash
- **Competitive Analysis** of fintech competitors offering government payment services
- **Campaign Data** from JazzCash's previous marketing initiatives for government payments

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)*

The key elements of the plan that activated our strategy were centered around **awareness, trust-building, and user engagement** across multiple channels. The core components included:

1. Integrated Communications:

- **TV Campaigns:** We created two impactful TVCs. One highlighted the frustration of traditional government payments and how JazzCash offered a simple, hassle-free alternative. The other focused on traffic challans, emphasizing how JazzCash could save time and make payments effortless. These ads were aired during prime time on both entertainment and news channels to maximize reach.
- **Radio Campaigns:** Complementary radio ads reinforced the message of convenience, reaching a broad audience in urban and rural areas.
- **Digital and Social Media:** Targeted ads on platforms like Facebook, Instagram, and YouTube showcased JazzCash's ease of use for government payments, providing tutorial videos and customer testimonials to build trust.

1. Customer Experience:

- **In-App Experience:** JazzCash's user-friendly interface was emphasized, highlighting the smooth process of paying government-related bills directly within the app.
- **Support and Education:** Tutorials and FAQs were incorporated to educate users on how to make government payments securely via JazzCash.

1. CRM Programs:

- Engaging current users with targeted notifications and offers, encouraging them to use JazzCash for government payments.
- Cashback promo for challan payments



By activating these elements, we were able to create a seamless, multi-channel experience that guided users through every step, from awareness to adoption.

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

The creative executions for the campaign were designed to communicate **convenience, ease, and trust** in using JazzCash for government payments. Given

whilst the activity was running.

*(Maximum: 100 words;
3 charts/visuals)*

that this was a campaign aimed at the **masses**, the key building blocks of the marketing vehicles were simple, relatable, and impactful:

Endline:

- **"Ab Sarkari Idaaron ki payments ke liye JazzCash Hai Na"**: This endline highlighted JazzCash as the solution for **government payments**, positioning it as the go-to digital platform for all related transactions.
- **"JazzCash Hai Na"**: A concise, memorable endline that reinforced the brand identity, signaling JazzCash as the reliable, easy solution for various services, including government payments.

Call-to-Actions (CTAs):

- The CTAs were designed to prompt immediate action: **"JazzCash Hai Na"** emphasized how easy it was to use the platform, while **"Pay your government bills with JazzCash"** encouraged users to take action and adopt the service.

Format Choices:

- **TVC Format:**
 - Short spots (10, 15, and 30 seconds) were created to showcase the problem (time-consuming government processes) and how JazzCash solves it with a fast, secure solution, making it accessible for all.
- **Radio:**
 - Short, impactful radio ads reinforced the ease and convenience of paying government dues with JazzCash, ensuring reach across all demographic groups.
- **Social Media:**
 - Visuals and ads on platforms like Facebook and Instagram demonstrated the simplicity of using JazzCash for government payments, engaging a wide audience

JazzCash se karen **NADRA**
Ki **Payments** Ghar Baithay ✓



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)

Communications Strategy:

The core of our communications strategy was **simplicity and relatability**, positioning JazzCash as the **easy, secure solution** for handling government payments. This was reflected in the messaging ("**#AbSarkarIldaaronKiPaymentsKeLiyeJazzCashHaiNa**" and "**#JazzCashHaiNa**"), which communicated that JazzCash was the first-ever platform offering this convenience.

We used **clear, direct messaging** that focused on the **pain points** (time wasted at government offices) and immediately presented JazzCash as the solution. The communication was **easy to understand** and **actionable**, making it accessible to a wide audience, from tech-savvy users to those less familiar with digital payments.

Experience Strategy:

The user experience strategy focused on **ease of use**. From in-app notifications encouraging government payments to step-by-step tutorials, we ensured that JazzCash users had a seamless experience when accessing the government payment feature. The goal was to make the process **intuitive and hassle-free**, ensuring that users were confident and comfortable using the platform for important transactions. We also ensured **security and trust** by highlighting JazzCash's reputation as a secure platform for digital transactions.

Channel Plan:

We selected a mix of **traditional and digital media** to reach the broadest audience:

1. **TV:** With the highest reach, TV was used to create mass awareness. The TV strategy was impactful, with **44% of spots on entertainment channels** and **22% on news channels**, with a significant focus on **prime-time (34%)** and **evening (22%)** slots. **880 spots per day** were aired across **21 channels**, exposing **150 million people** to the campaign at least once.
2. **Radio:** Radio was used to complement TV, ensuring **wide geographical coverage across 11 stations** (including rural areas), reinforcing the convenience of JazzCash for government payments.
3. **Digital (Social Media & Display Ads):** Mass Awareness among younger more digitally engaged audience was driven through platforms like **YouTube, Google**

Display Network (GDN), Meta, Snapchat, and TikTok to reach a broad audience and educate them about government payments.

4. **In-App Actions** were encouraged through **Google App Engagement Campaigns**, leading to higher **conversion rates** and reduced **cost-per-acquisition (CPA)**.

5. **App-based:** In-app messaging and notifications guided existing users to the government payments feature, making it easy to adopt and use.

Campaign Optimization:

As the campaign progressed, we optimized our channel spend based on real-time performance:

- **Increased digital spend**
- **Shifted TV spend**
- **Expanded radio spend** to rural areas.

By optimizing spend across channels and continuously monitoring user engagement, we ensured that the campaign resonated with the target audience and drove adoption effectively.

Key Visual

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



Section 3: Sourcing

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

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

Include source of data, type of research, time

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

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

Judges encourage third-party data where available.

See Entry Kit for details.

SECTION 4: RESULTS - 30% OF TOTAL SCORE

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

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

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

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

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

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

RESPONSE FORMAT

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

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

ELIGIBILITY REMINDERS

Failing to follow eligibility rules will result in disqualification.

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

Results Overview

Results must relate to your specific audience, objectives, and KPIs. Provide a clear time frame for all data shown. The metrics you provide here are directly relevant to your objectives and audience. Entrants are strongly encouraged to re-state their objectives from section 1 along with their corresponding results.

(Max: 300 Words, 5 charts/graphs)

This campaign was a key moment for JazzCash, marking us as the first fintech to offer digital solutions for government payments in Pakistan. By tackling a long-standing pain point—time-consuming in-person transactions—we became the go-to platform for government payments, simplifying the process for millions.

The results were impressive, with a 27% increase in transactions and 42% revenue growth, far surpassing expectations. Most importantly, customers won. JazzCash provided a secure, easy solution, saving users time and making government payments hassle-free.

Being the first fintech to offer this service was a huge advantage, establishing JazzCash as an innovator. This success opens the door for future growth, allowing JazzCash to expand into more digital services and strengthen its position as the leading platform for digital transactions in Pakistan.

Business Objective Results

Provide results that correspond to each of

1

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)

Achieve a **15% increase** in transactions and **10% increase** in revenue from government payments vs last year

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)

The goal was to drive adoption of JazzCash's government payment services by leveraging **new communication** and positioning JazzCash as the **easiest and most secure solution**. Based on the performance in the prior year, where the government payments segment experienced steady growth, achieving **15% more transactions** and **10% more revenue** would validate JazzCash's new strategy and solidify its position in the market.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Measured via **transaction growth** and **revenue growth** percentages using JazzCash's platform analytics.

Tagging - What keywords best describe your objective type?

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

- Unsure which objective type to select?

View guidance here..

Brand or Business Transformation

Category Growth

List Result

(Maximum: 30 Words)

Achieved **27% increase in transactions** and **42% increase in revenue** from government payments.

Context

(Maximum: 75 words; 3 charts/visuals)

Exceeding the target growth for both transactions and revenue highlights JazzCash's **communication efforts that were able to breakthrough entrenched apprehension of government payments** and the success of the marketing strategy in driving **higher engagement** and **user adoption** in the government payments segment.

Marketing Objectives Results

-

1

Objective - Overview & KPI

(Maximum: 30 words)

Increase the **percentage of existing JazzCash accounts** using the government payments feature by **20%**, and drive **10% growth** in new accounts making government payments.

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

(Maximum: 75 words; 3 charts/visuals)

The goal was to expand the usage of government payments beyond just new users. While acquiring new users was important, we also needed to **engage existing users** who hadn't yet explored this feature. **Existing user growth** is a more direct indicator of **deepening engagement** and **platform adoption**. Similarly, increasing new accounts using government payments helps build a long-term user base. With the aim of significant growth in both existing user adoption and new user engagement.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Monitored **the percentage of existing accounts** using government payments and tracked **new user registrations** completing at least one government payment, using JazzCash platform analytics.

Tagging - What keywords best describe your objective type?

(1 Required. No
Maximum)

Conversion

Penetration / Acquisition

List Result

(Maximum: 30
words)

Exceeded the target with **30% of existing users** now engaging with government payments, and **15% growth** in new users completing government payments.

Context

(Maximum: 75
words; 3
charts/visuals)

Exceeding the growth in both **existing and new accounts** illustrates that the campaign effectively **converted** users to adopt government payments, driving **greater platform engagement** and **increased customer lifetime value**.

2

Objective - Overview & KPI

(Maximum: 30
words)

Generate positive sentiments and conversation around JazzCash's government payment initiative on social media

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

(Maximum: 75
words; 3
charts/visuals)

The campaign aimed to **build trust** in JazzCash for government payments, addressing concerns around security and ease of use. Given previous **user hesitations** with digital government payments, increasing **positive sentiment** were key goals to ensure that more users would engage with the feature.

Measurement - How did you plan to measure it?

(Maximum: 30
words)

Monitored **social media sentiment**

Tagging - What keywords best describe your objective type?

(1 Required. No
Maximum)

Consideration

Conversion

List Result

(Maximum: 30
words)

Positive comments and sentiment on social media was achieved around the first-time-in-Pakistan online government payments

Context

(Maximum: 75
words; 3
charts/visuals)

The higher-than-expected growth indicates **strong consumer trust**, signaling that the messaging around convenience and security was well-received, which encouraged **greater adoption**



@Abdullah_Dogar :

Thanks for providing such a great service

👍 14 🗨️ Reply

✓ 1 reply



@Ahmadkhan-ok4qg

I made this yesterday is very easy to create and

👍 4 🗨️ Reply

✓ 1 reply



@Superrr_saiyan05

Shukria MashaAllah ❤️

Translate to English

@Nadgsshda :

I'm in Ayesh because I have a jazz cash ❤️



@dangeruff7784

That's Why We Love You Jazzz 🍷🍷🍷🍷🍷🍷



@darsah-aka

Hope as soon as possible JazzCash will become so common at every place

👍 1 🗨️

👍 1 🗨️

👍 1 🗨️

👍 1 🗨️

👍 1 🗨️

Activity Objectives Results

1

Objective - Overview & KPI

(Maximum: 30
words)

Achieve 95 million views within a budget of 9 million pkr, with a CPM of 94 PKR

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

(Maximum: 75 words; 3 charts/visuals)

The objective aimed to maximize **media efficiency** and deliver **mass awareness** while ensuring **cost-effective conversion**. Reducing **CPM** and improving **CPA** were key to ensuring the campaign's **cost-efficiency** and broad reach. Benchmarks were based on **previous digital campaigns** and expected performance for **Google Display Network** and **YouTube**.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Tracked **user interactions** on social media and monitored **in-app activity** through JazzCash analytics.

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)

List Result

(Maximum: 30 words)

Achieved 119 mn impressions with a budget of 20k dollars, reducing CPM from 94 PKR to 51 PKR with a CPA of 2.5 PKR

Context

(Maximum: 75 words; 3 charts/visuals)

This result indicates that the campaign was **highly cost-efficient** and delivered significant **visibility** with **better-than-expected outcomes** in both **impressions** and **conversions**.

2

Objective - Overview & KPI

(Maximum: 30 words)

Achieve 50% prime TV spots for the campaign and **2,991 planned GRPs**.

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

(Maximum: 75 words; 3 charts/visuals)

The media spend was optimized to ensure maximum **visibility and engagement**, especially through **prime-time TV spots** and **regional radio ads**. By focusing on **key timeslots**, the campaign aimed to reach a broad audience and **drive user action**. Benchmarks for ad placement were based on best practices in the industry to maximize campaign impact.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Monitored **ad placement, frequency, and reach** via media tracking tools, adjusting spend based on real-time performance.

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Efficiency (e.g. cost per acquisition)

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

List Result

(Maximum: 30 words)

The campaign achieved 28% more GRPs than planned. A total of 3,822 GRPs were attained against 2,991 planned GRPs

Context

(Maximum: 75 words; 3 charts/visuals)

- 68% of actual GRPs came from Spot TVC
- The campaign has achieved 24% less Nor. CPRP than planned
- Campaign was planned on 21 channels (6Ent,9News & 6 Others)
- 88% of the target audience was exposed to the campaign at least 6 or more times
- 61% of campaign spots were aired on Premium Positions First 3 & Last 3 while the campaign achieved 42% Premium Positioning on First 2 & Last 2 basis

Objective - Overview & KPI

(Maximum: 30 words)

Achieve a **50% increase** in **traffic challan transactions** on JazzCash, compared to the previous year.

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

(Maximum: 75 words; 3 charts/visuals)

The goal was to **increase** the adoption of **traffic challan payments** through **JazzCash**, targeting a **significant growth** in this segment. Benchmarks were based on **2023 data** showing **7 million transactions** for traffic challans, and the aim was to increase **user engagement**.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Measured via **transaction volume data** for traffic challans, tracked through **JazzCash's platform**.

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Efficiency (e.g. cost per acquisition)

Popularity / Fame / Social Discourse

List Result

(Maximum: 30 words)

Increased traffic challan txs on JazzCash from 4,558,365 to 7,100,486 from 2023 to 2024 (+57%)

Context

(Maximum: 75 words; 3 charts/visuals)

The **57% increase** shows **strong user adoption**, validating the **effectiveness** of the campaign in increasing **engagement** with the traffic challan feature. This also demonstrates the power of the pain point picked on.

Additional Results

You may use this space to provide additional results achieved that you may not have had an initial objective for. This space may only be used for additional results beyond those that align with your listed objectives.

(Maximum: 150 words, 3 charts/graphs)

Marketing rarely works in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case - positive or negative?

Select factors from the chart and explain the influence of these factors in the space provided.

No Other Factors

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

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

Not Applicable

(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. JazzCash Platform Analytics
2. Social Media Sentiment Analysis Tools
3. Media Spend Reports (TV and Radio)
4. GRP Tracking Reports
5. Google Ads and YouTube Analytics
6. Transaction Volume Data (for Government Payments)
7. Conversion and Engagement Metrics (from Digital Ads)
8. Social Media Engagement Data (Likes, Shares, Comments)

🔗 Platform Registration and User Activity Data

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 50 – 75 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:

N/A Elaboration Required

Budget Elaboration:

Provide judges with the context to understand your budget.	Not Applicable
What was the balance of paid, earned, owned, and shared media?	
What was your distribution strategy?	
Did you outperform your media buy?	
In addition to providing context	

around your budget, if
you selected Not
Applicable to either of
the previous two
questions, explain why
you selected Not
Applicable.

(Maximum: 100 words)

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.

TVC production

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 : Social Media In-App Website

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.

Not Applicable

(Maximum: 100 words)

SOURCES

Investment Overview: Data Sources

Provide sourcing for all
data provided in the
Investment Overview.

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

Include source of data,
type of research, time

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

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

Judges encourage third-party data where available.

SOURCING GUIDE OUTLINE

ALL TOUCHPOINTS AS PART OF YOUR EFFORT

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

Communications Touchpoints

Select all that apply.

Digital Mktg. – Display Ads

Digital Mktg. – Social: Organic

Digital Mktg. – Social: Paid

Radio

TV

Digital Mktg. – Video Ads

MAIN TOUCHPOINTS

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

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

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

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

Main Touchpoint 1

Most integral touchpoint.	TV
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Main Touchpoint 2

#2 Most Integral Touchpoint	Radio
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Main Touchpoint 3

#3 Most Integral Touchpoint	Digital Mktg. – Social: Paid
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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
	Snapchat
	TikTok

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"



JazzCash_Finance_SarkarildaaroKaPaymentsKayliayJazzCashHaiNa
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;

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".)

TV

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"

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



Gov. Payment & Challan KV1
OK



Gov. Payment & Challan KV3
OK



Gov. Payment & Challan KV2
OK



Gov. Payment & Challan KV4
OK



Gov. Payment & Challan KV5
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.

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

PDF Fingerprint 72677ff31a9ac855a56fb859d37050ea