

E-3887-773

#ViralBeauty: Pakistan's 1st Social-first Commercial Activation

Product

Vinyl Ink Lipstick, Sky High Mascara, HA & GA Serums, Elvive Extraordinary Oil Serum, Vitamin C & Fast Clear Serums

Category Entered

Digital-Commerce

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	2024-09-01
Date To	2024-09-30

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.

Beauty & Fragrances

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)

High-cost consumer acquisition with limited marketing spends during harsh external economic environment impacting online sales acceleration.

The Insight:

(Maximum per line:
One sentence - 20
words)

New emerging content consumption trends; unmatched global & local hike in digital platform user-base, engagement rates & online-commerce with TikTok.

The Strategic Idea/Build:

(Maximum per line:
One sentence - 20
words)

Creating high-engagement moments and driving shopping actions by localizing Pakistan's first take on TikTok's viral beauty trends.

Bringing the Strategy to Life:

(Maximum per line: One sentence - 20 words)

Leveraging full-funnel influencers, created viral beauty content to drive TikTok engagement, build relationships, and boost traffic and purchases.

The Results:

(Maximum per line: One sentence - 20 words)

Ecommerce channel achieved 2X growth vs market with 22% Advocacy Contributed Sales and a 15% evolution in sellout vs SEPT'23.

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.

As content consumption on platforms like TikTok becomes the norm, with rising daily active users and streaming hours, global commerce influenced by such platforms has grown significantly. L'Oréal capitalized on the insight, launching Pakistan's first advocacy-led, TikTok-first beauty campaign. Featuring 30+ influencers, the campaign achieved 825k+ video views and a 2.1% engagement rate, exceeding industry benchmarks. With a 6.8x media ROAS and 22% advocacy-led contributed sales, it drove 2X online business growth versus the market and 15% GMV evolution vs last year. This disruptive campaign effectively bridged influencer content engaging brand target audience with indirect online commerce.

(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.

Post Covid, Pakistan's business conditions started to experience utter chaos. Sailing through the rough Macro-economic & political conditions, Pakistan's ecommerce landscape started to break-apart much faster, we saw an inflation rate hitting its ever-highest of 29.1% directly impacting the profitability. On top of that, Pakistan's startups attracted a mere \$3Million in seed funding, a staggering 92% drop compared to the same period last year. Experiencing a drop in sales for top E-Businesses, we also saw Asian E-Commerce Giant Daraz Announce Layoffs. Multiple internet service disruptions just added to the overall drop in online traffic and conversions.

*(Maximum: 275 words;
3 charts/visuals)*

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.

To accelerate the ecommerce sellout for all CPD brands faster than the market and other sales channels in the most challenging years.

(Max: 25 words)

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

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

In a challenging business environment, L'Oréal Pakistan's overall sellout and profitability was at a risk as consumer buying behavior shift was observed due to high inflation, import ban, political instability, and internet disruptions. Hence sales acceleration was the key priority for the online channel keeping a clear benchmark of growing 2x vs market and optimize customer acquisition cost by 20-30% enabling higher sellout.

(Max: 100 words, 3 charts/graphs)

Measurement - How did you plan to measure it?

(Maximum: 30 words)

- Sellout evolution vs last year and last month
- Cost per new customer acquisition
- Channel growth vs market

Tagging - What keywords best describe your objective type?

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

Category Growth

Profitability (growth/maintenance/easing decline)

- Unsure which objective type to select?

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

View guidance here..

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

Marketing Objectives

1

Objective - Overview & KPI

(Maximum: 30 words)

Drive purchases for the CPD portfolio by creating a strategic infrastructure of effective influencers and engaging content.

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

(Maximum: 75 words; 3 charts/visuals)

Keeping in view the global boom in affiliate marketing that sold 370 million beauty & personal care items, it seemed imperative for L'OREAL Pakistan to leverage the insight and set up a robust influencer commerce campaign infrastructure to drive online conversions. We had a clear objective to leverage the power of advocated content, to grow ecommerce sales faster than market.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

- Online Business Growth vs Market
- GMV evolution vs last year and last month

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Conversion

Weight / Value of Purchase

Penetration / Acquisition

2

Objective - Overview & KPI

(Maximum: 30 words)

Engage and educate the audience while capturing their purchase intent through compelling content and partnerships with high-engagement influencers.

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

(Maximum: 75 words; 3 charts/visuals)

In 2024 TikTok was unstoppable, with over 100 million active users in SAPMENA and 71million Pakistani's actively spending an average 52minute per day on the app, scrolling advocated content and taking purchase action. Capitalizing on the key insight, L'OREAL Pakistan disrupted the social space with advocated affiliate content to shift TikTok user habit from viewing content to getting influencers to ignite purchase intent and aim for surpassing the industry average of 2% engagement rate.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

We'd measured:

- Advocacy share of influence
- Functional influencer campaign engagement rate
- Outbound CTRs

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Advocacy / Recommendation

Consideration

#3

Objective - Overview & KPI

(Maximum: 30 words)

Accelerate ecommerce tertiary sales with a strong multi-channel approach to drive a full funnel experience leveraging robust cross-transactional media push.

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

(Maximum: 75 words; 3 charts/visuals)

In an overall slow evolution sales year, it was imperative to leverage the effectiveness and efficiency of a combined CPD level campaign, with the power of all out brands under one campaign, fueled by our viral Superhero's. Building on the power of global #ViralBeauty trend on TikTok, the opportunity was on point to excite, hook and recruit Gen-Zs to CPD. Surpassing a 3X+ ROAS was the clear benchmark to scale the sales.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

We'd measured:

- Incremental ROAS
- Media contributed sales
- Sales evolution vs last year

Tagging - What keywords best describe your objective type?

(1 Required. No
Maximum)

Conversion

Weight / Value of Purchase

Penetration / Acquisition

Activity Objectives

-

1

Objective - Overview & KPI

(Maximum: 30
words)

Recruiting Gen-Z online shoppers and increase sales volume of L'Oréal CPD products by setting up the perfect platform staying future-ready for the big OND ecommerce season.

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

(Maximum: 75
words; 3
charts/visuals)

Right before entering the biggest online sales quarter of the year, it was critical to bring back CPD brands online market share. TikTok being one of the fastest growing platforms in SAPMENA region, we saw TikTok as the right platform to leverage power of advocated content and drive sellout performance. Maximizing reach on TikTok in Pakistan hosting 80% GEN-Zs of the 71mn+ active users, spending 71+ average minutes daily consume content and take purchase actions.

Measurement - How did you plan to measure it?

(Maximum: 30
words)

- Conversion Cost
- ROAS
- New acquisitions
- Reduced cost per acquisition

Tagging - What keywords best describe your objective type?

(1 Required, No
Maximum)

Efficiency (e.g. cost per acquisition)

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.

- Euromonitor
- Statista
- The Influencer Knowledge Hub
- Daraz Blog
- DCMnetwork
- Startup Pakistan
- The Express Tribune & Dawn.
- Oberlo

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 campaign targeted Gen Z aged 18 and above, with a primary focus on trend seekers. These groups were particularly relevant due to their digital-first lifestyles and strong influence on modern consumer trends. Gen Z, in particular, represents true digital natives who are highly active on platforms like TikTok, spending considerable time online and shaping today's digital conversations. Millennials, on the other hand, balance their online activity with growing professional and personal responsibilities, making them the next crucial audience for brand engagement.

Gen Z and young millennials are entering the workforce and gaining financial independence, making them a key demographic for skincare products. Despite lower disposable incomes, these audiences extensively research products before purchase, seeking authenticity and value. Unlike previous generations, they rely less on traditional advertising or celebrity endorsements. Instead, they turn to relatable influencers and peer reviews for purchasing decisions. This behavior aligns with the trend of using real users and influencers to create campaigns that resonate authentically, making these audiences vital for brands aiming to build trust and connection.

To capture this audience, the campaign leveraged TikTok's virality with the globally trend hashtag #ViralBeauty, encouraging engagement and participation. Complementing this, secondary targeting included past purchasers, abandoned cart shoppers, and page engagers to boost campaign visibility and drive conversions. The always-on approach ensured continuous ad delivery, maximizing opportunities to attract new buyers while growing the basket size of existing consumers.

By focusing on these hypercognitive and digitally savvy audiences, the strategy aligned perfectly with the business objective of increasing awareness, fostering consideration, and driving purchases for L'Oréal products, making them a must-have choice in a highly competitive beauty market.

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

September 2024, Loreal Pakistan wanted to fuel their online ecommerce channel with the biggest regional social-first commercial activation ever. showcasing the best of beauty products that are worth the hype under the flagship tiktok trend #ViralBeauty, a socila media native concept used by the beauty online shoppers across the world. Pakistan wanted to make it even bigger than before. SAPMENA is one of the fastest growing regions with triple digit acceleration. The trend was

research and/or business situation. How would this unique insight(s) lead to the brand's success and how did it inform your strategic idea.

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

the best opportunity to leverage upon and capitalize reaching out to 71M active tiktok users with 80% being GenZ and GenY spending 79+ avg daily minutes consuming content on the platform. With 61B monthly video views on avg per SAPMENA market driving advocacy powered campaign, a tiktok-first execution to excite, hook and drive the hype, recruiting and converting GenZ and GenY to CPD products. The thought was clearly to test the effectiveness and efficiency of a CPD level campaign with the power of all our brands under one campaign fueled by our Viral Superheroes!

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)

There was clear merit of capitalizing on the power of viral beauty trend to make it an experience across e-retail and digital platforms. Maximizing campaigns using the key winning pillars i.e. advocacy-first, winning creatives, media to conquer and assortments to slay overall proved to be the perfect mix gunning towards achieving incrementality in commerce.

Using the platform content best practices, we built relevance with catchy music tapping into the key TikTok trends that takes away audience from on going circumstances and join the viral movement.

We kick-started the campaign engaging grass route influencers for their high authenticity and relevance with the audience, animating content like never-before with new CPD customized PR boxes that just didn't look trendy but also generated value with superheroes virality.

Section 2: Sourcing

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

- Statista
- The Influencer Knowledge Hub
- Influencer.com
- Oberlo

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.

- **Grassroots influencers:** Collaborated with relatable influencers with high engagement to authentically connect with the target audience.
- **Affiliates:** Leveraged affiliate partnerships to expand campaign reach and drive conversions.
- **Display advertising:** Deployed visually impactful display ads to boost awareness across digital platforms.
- **Onsite display takeovers:** Executed prominent homepage banners and wireframes on partner platform websites to capture user attention

(Maximum: 200 words;
3 charts/visuals)

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)

- **Influencer reels:** Created snappy, engaging reels with influencers to resonate with the audience and boost shareability.
- **Regime Building:** CPD products from haircare, skincare and makeup collectively pushed to build the routine.
- **Viral beauty jingle:** Leveraged the catchy, memorable Viral Beauty jingle to enhance brand recall and drive social media trends.
- **Branded beauty box:** Viral beauty branded box PR packages to reinforce branding and encourage unboxing content.
- **Promotions:** Discount promotions and CTAs were pushed across CPD brands during the pre-OND season.

3C. Outline the rationale behind your communications strategy, experience strategy and channel plan. Explain how the integral elements worked together to drive results. If relevant, explain how you changed your spend across channels as part of your campaign optimization.

If relevant, explain how you changed your spend across channels as part of your campaign optimization.

(Maximum: 400 words;
3 charts/visuals)

The communications strategy for the Viral Beauty Campaign was designed to resonate with digitally savvy Gen Z and millennial audiences, leveraging their online habits, affinity for authentic content, and preference for relatable influencers. The campaign centered on creating a cohesive narrative of excitement, relatability, and shareability across all touchpoints, ensuring consistent messaging while amplifying engagement through multiple platforms.

Communications Strategy:

The campaign utilized a blend of influencer marketing, branded experiences, and digital advertising to captivate the audience. Catchy influencer reels featuring high-engagement grassroots influencers became the primary vehicle for creating relatable and visually appealing content. These reels were supported by a viral beauty jingle designed to enhance recall and encourage social media trends. Social Paid campaigns further pushed the content to a wider audience amplifying the impact of the campaign.

Experience Strategy:

The branded beauty box served as a tangible extension of the campaign, creating a hands-on, shareable experience for influencers. It encouraged unboxing

content, blending digital engagement with physical touchpoints. User-generated content (UGC) was further amplified through campaign-specific hashtags, fostering a sense of community and participation.

Channel Plan:

The campaign adopted a multi-channel approach to maximize reach and impact. Social media platforms, particularly TikTok and Instagram, were prioritized for influencer reels and user engagement. Display advertising and onsite display takeovers provided high-visibility touchpoints, ensuring the campaign reached a broader audience. Affiliate partnerships with influencers were strategically used to drive conversions, while the branded beauty box bridged digital and offline channels.

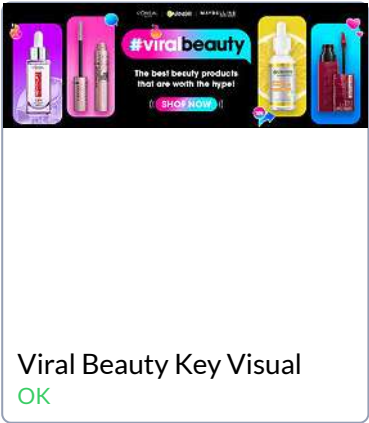
Optimization and Results:

Channel spend was adjusted dynamically based on performance insights. High-performing influencer content was boosted to maximize impressions. Display advertising budgets were refined to target high-conversion periods.

By seamlessly integrating relatable influencer content, engaging physical experiences, and high-impact digital advertising, the campaign created a unified strategy that drove awareness, encouraged participation, and strengthened brand affinity. Each element complemented the others, ensuring that the audience was engaged at every stage of their journey, from awareness to purchase, delivering measurable results and reinforcing the brand’s leadership in the beauty market.

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.

- Google Analytics
- Meta for Business
- Tiktok for Business

Use superscript in your responses above to

link data points and sources.

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

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

Judges encourage third-party data where available.

See Entry Kit for details.

SECTION 4: RESULTS - 30% OF TOTAL SCORE

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

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

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

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

4A. HOW DO YOU KNOW IT WORKED? TIE TOGETHER YOUR STORY AND PROVE YOUR WORK DROVE THE RESULTS. EXPLAIN, WITH CATEGORY,

COMPETITOR AND/OR PRIOR YEAR CONTEXT, WHY THESE RESULTS ARE SIGNIFICANT FOR THE BRAND’S BUSINESS.

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

RESPONSE FORMAT

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

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

ELIGIBILITY REMINDERS

Failing to follow eligibility rules will result in disqualification.

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

Results Overview

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

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

(Max: 300 Words, 5 charts/graphs)

The L'Oréal Consumer Products Division's online business demonstrated remarkable growth, doubling market performance in September 2024 compared to the previous year. Sales saw a significant boost during a viral beauty activation, showcasing the division's ability to drive consumer interest and engagement effectively.

The campaign's reach and influence were amplified through collaborations with over 30 influencers, generating strong advocacy and impactful video content. Advocacy efforts translated into a substantial Share of Influence, greatly surpassing the usual benchmarks for functional campaigns.

Media efficiency also stood out, with conversion-focused media delivering excellent results in terms of return on ad spend and click-through rates, both significantly higher than average performance metrics for the year. This highlights the campaign's strategic targeting and resonance with its audience.

A notable success metric was the acquisition of a high proportion of new customers, underscoring the campaign's ability to expand the consumer base beyond existing loyalists. Advocacy played a meaningful role in driving sales, demonstrating the power of influencer-led marketing in achieving both brand visibility and revenue growth.

Overall, the campaign's results reflect a cohesive strategy combining advocacy, content creation, and precise media execution, achieving growth across multiple performance indicators

Business Objective Results

Provide results that correspond to each of your objectives from Question 1C here. You are required to provide a result for each objective.

To re-order the way your objectives/results appear, return to Question 1C and re-order your objectives using the 'nudge' button.

For each result, you may include up to 3 charts/graphs.

1

Objective - Overview & KPI

State your objective here. (Max: 25 words)	To accelerate the ecommerce sellout for all CPD brands faster than the market and other sales channels in the most challenging years.
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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)	In a challenging business environment, L'Oréal Pakistan's overall sellout and profitability was at a risk as consumer buying behavior shift was observed due to high inflation, import ban, political instability, and internet disruptions. Hence sales acceleration was the key priority for the online channel keeping a clear benchmark of growing 2x vs market and optimize customer acquisition cost by 20-30% enabling higher sellout.
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Measurement - How did you plan to measure it?

(Maximum: 30 words)	- Sellout evolution vs last year and last month - Cost per new customer acquisition - Channel growth vs market
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Tagging - What keywords best describe your objective type?

• You may have more than one objective of the same type.	Category Growth
	Profitability (growth/maintenance/easing decline)

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

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

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

List Result

(Maximum: 30
Words)

LOREAL Consumer Product Division online business grew 2X vs market with internal evolution of 15% in SEPT'24 vs SEPT'23.

Context

(Maximum: 75
words; 3
charts/visuals)

Through discounts and promotions throughout the portfolio backed by strong influence built through the advocacy content, we enabled new customers to purchase overall CPD products. The integration of portfolio-wide products in the same activation, increased the basket-size for majority orders in turn increasing the purchase value per customer.

Marketing Objectives Results

1

Objective - Overview & KPI

(Maximum: 30
words)

Drive purchases for the CPD portfolio by creating a strategic infrastructure of effective influencers and engaging content.

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

(Maximum: 75
words; 3
charts/visuals)

Keeping in view the global boom in affiliate marketing that sold 370 million beauty & personal care items, it seemed imperative for LOREAL Pakistan to leverage the insight and set up a robust influencer commerce campaign infrastructure to drive online conversions. We had a clear objective to leverage the power of advocated content, to grow ecommerce sales faster than market.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

- Online Business Growth vs Market
- GMV evolution vs last year and last month

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Conversion

Weight / Value of Purchase

Penetration / Acquisition

List Result

(Maximum: 30 words)

PKR 117M+ worth of sales achieved during the viral beauty activation in the month of September 2024, 15% higher vs last year same period.

Context

(Maximum: 75 words; 3 charts/visuals)

Sales throughout haircare, skincare and makeup categories increased by building the regime through snappy and catchy influencer content created by authentic and relatable influencers. The relevance translated the authenticity of the creators to drive more purchases. The advocacy content was further pushed through social-paid efforts to drive conversions from the mass market.

2

Objective - Overview & KPI

(Maximum: 30 words)

Engage and educate the audience while capturing their purchase intent through compelling content and partnerships with high-engagement influencers.

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

(Maximum: 75 words; 3 charts/visuals)

In 2024 TikTok was unstoppable, with over 100 million active users in SAPMENA and 71million Pakistani's actively spending an average 52minute per day on the app, scrolling advocated content and taking

purchase action. Capitalizing on the key insight, L'OREAL Pakistan disrupted the social space with advocated affiliate content to shift TikTok user habit from viewing content to getting influencers to ignite purchase intent and aim for surpassing the industry average of 2% engagement rate.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

We'd measured:

- Advocacy share of influence
- Functional influencer campaign engagement rate
- Outbound CTRs

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Advocacy / Recommendation

Consideration

List Result

(Maximum: 30 words)

825k+ Video Views activating 30+ Influencers.

12.67% Advocacy Share of Influence, 81% higher vs average monthly SOI for functional campaigns.

Context

(Maximum: 75 words; 3 charts/visuals)

Grass-route level influencers and affiliates were taken on board to create authenticity and drive high engagements and consideration instead of aiming for high reach.

3

Objective - Overview & KPI

(Maximum: 30 words)

Accelerate ecommerce tertiary sales with a strong multi-channel approach to drive a full funnel experience leveraging robust cross-transactional media push.

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

(Maximum: 75 words; 3 charts/visuals)

In an overall slow evolution sales year, it was imperative to leverage the effectiveness and efficiency of a combined CPD level campaign, with the power of all out brands under one campaign, fueled by our viral Superhero's. Building on the power of global #ViralBeauty trend on TikTok, the opportunity was on point to excite, hook and recruit Gen-Zs to CPD. Surpassing a 3X+ ROAS was the clear benchmark to scale the sales.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

We'd measured:

- Incremental ROAS
- Media contributed sales
- Sales evolution vs last year

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Conversion

Weight / Value of Purchase

Penetration / Acquisition

List Result

(Maximum: 30 words)

- 6.8x Conversion Media ROAS, 350% higher vs average monthly ROAS in 2024.
- 2.24% Conversion Media CTR, 33% higher vs average monthly CTR in 2024.

Context

(Maximum: 75 words; 3 charts/visuals)

Amid a challenging sales year, the CPD-level campaign exceeded expectations with a 6.8x ROAS (350% above the 2024 average) and a 2.24% CTR (33% higher). By unifying brands and leveraging TikTok's #ViralBeauty trend, the campaign effectively captured Gen-Z attention. This strategic alignment of using influencer advocated content not only optimized engagement but also surpassed the 3X ROAS benchmark,

showcasing the campaign's ability to drive impactful results through relevance, precision targeting, and creative execution.

Activity Objectives Results

1

Objective - Overview & KPI

(Maximum: 30 words)

Recruiting Gen-Z online shoppers and increase sales volume of L'Oréal CPD products by setting up the perfect platform staying future-ready for the big OND ecommerce season.

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

(Maximum: 75 words; 3 charts/visuals)

Right before entering the biggest online sales quarter of the year, it was critical to bring back CPD brands online market share. TikTok being one of the fastest growing platforms in SAPMENA region, we saw TikTok as the right platform to leverage power of advocated content and drive sellout performance. Maximizing reach on TikTok in Pakistan hosting 80% GEN-Zs of the 71mn+ active users, spending 71+ average minutes daily consume content and take purchase actions.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

- Conversion Cost
- ROAS
- New acquisitions
- Reduced cost per acquisition

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Efficiency (e.g. cost per acquisition)

Recall (brand/ad/activity)

List Result

(Maximum: 30 words)

78% new customers acquired vs repeat customers.
22% Advocacy Led Contributed Sales.

Context

(Maximum: 75 words; 3 charts/visuals)

A crucial objective was to acquire new customers specially the GenZ audience for the CPD product portfolio among multiple rising indie entrants in the market. By creating relatable content, regime building and GenZ relevant content, we were able to acquire more GenZ customers while maintaining the repeating customers on the brand.

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.

Public Relations

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

The chart provided is a sampling of

The Viral Beauty content became a talk of the town with conversations being driven due to the catchy jingle, the branded viral beauty box and creators

marketplace activities, spreading the word.

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

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

Section 4: Sourcing

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

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

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

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

Judges encourage third-party data where available.

See Entry Kit for details.

- E-tailer sellout data
- Tiktok for Business
- IRM Tracker
- Meta for Business
- Google Analytics

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 1.0 – 5.0 million

Paid Media Expenditures (Prior Year)

Campaign Period:
Prior Year

PKR 10 – 25 million

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:

Less

Budget Elaboration:

Provide judges with the context to understand your budget.

- Advocacy: 2M
- Media: 2.8M (40% Tiktok, 40% Meta, 20% platform visibility and search)

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

PKR 1-2 Million

Elaboration on the Production & Other Non-Media Expenditures

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

- Influencer content creation
- PR box

OWNED MEDIA

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

(Maximum: 100 words)

Was owned media a part of your effort?

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

Yes : Digital social handles

(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.

Sponsorship – On Site

Unique Opportunity

Elaboration on Sponsorships and Media Partnerships

Provide additional context regarding your sponsorships and media partnerships.

(Maximum: 100 words)

- Onsite Display Banners
- Search Ads
- CRM Push Notifications
- Bundle Gamification

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. – Affiliate
☐	Digital Mktg. – Content Promotion
☐	Digital Mktg. – Display Ads
☐	Digital Mktg. – Email/Chatbots/Text/Messaging
☐	Digital Mktg. – Influencers
☐	Digital Mktg. – Marketplace Ads
☐	Digital Mktg. – Mobile
☐	Digital Mktg. - SEM
☐	Digital Mktg. – Short Video (:15-3 min.)
☐	Digital Mktg. – Social: Organic
☐	Digital Mktg. – Social: Paid
☐	Digital Mktg. – Video Ads
☐	Influencer / Key Opinion Leader
☐	Interactive / Website / Apps
☐	Internal/In-Office Marketing
☐	Packaging & Product Design
☐	Retail Experience: Digital
☐	Retail Experience: In Store
☐	Sales Promotion, Couponing & Distribution
☐	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.

Digital Mktg. – Influencers

Main Touchpoint 2

#2 Most Integral Touchpoint

Digital Mktg. – Social: Paid

Main Touchpoint 3

#3 Most Integral Touchpoint

Digital Mktg. – Affiliate

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

TikTok

WhatsApp

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"



Loreal Viral Beauty
Showreel
OK

Creative Examples Presented in the Creative Reel - Select All

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

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

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

Digital Mktg. – Affiliate

Digital Mktg. – Display Ads

Digital Mktg. – Influencers

for the 16.9 ratio, the minimum size is 1280 x 720. Letterbox submissions may be sent as 640 x 480 (For optimum judging your video should show clearly on a laptop and on a central screen of approx. 50" x 30".)

Do not include any agency names in the file name or anywhere in the reel. Effie encourages your file to be named "BRAND NAME-CATEGORY-ENTRYTITLE"

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

Digital Mktg. – Video Ads

Influencer / Key Opinion Leader

Interactive / Website / Apps

Sales Promotion, Couponing & Distribution

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



Viral Beauty Banner

OK



Viral Beauty Conversion Artwork

OK



Popup Banner

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 3d45800c7ace200ce909cc6179924751