

E-3917-563

Market penetration to gain market share

Product	Category Entered
Yango	Travel, Tourism & Transportation

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	2023-04-01
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.

Local
National

Industry Sector

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

Transportation

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)

Enter a crowded Industry and grab market share against established incumbent players to become one of the top players.

The Insight:

(Maximum per line: One sentence - 20 words)

Consumers seek affordability, reliability, and consistent experiences in a market challenged by inflation and service inconsistencies.

The Strategic Idea/Build:

(Maximum per line: One sentence - 20 words)

The ride hailing market fluctuates by 3 pillars. Supply, Trust & Price. Win in each pillar.

Bringing the Strategy to Life:

(Maximum per line: One sentence - 20 words)

3 Pillars, 3 Quarters (Increase Supply, Creates trust & affinity & Grab market share by Price)

The Results:

(Maximum per line: One sentence - 20 words)

Becoming the no.1 player in Karachi (# trips), Beating competitors to become the nationwide 2nd ranking taxi service.

Why is this entry an outstanding example of effective marketing in this Effie entry category?

Summarize your case by focusing on how your results related directly back to your challenge and objectives. When entering multiple categories, it is important to customize your response for each category. If judges have questions about your eligibility in this category, they will refer to this response.

(Maximum: 100 words)

The best output for any marketing effort is to see an increased market penetration/share. In only the first year of operations, Yango starting from 0 rides per day crossed 250,000 rides per day to become the 2nd best player in the country beating players like Careem in respective categories of strength. Yango according to our internal data also become no.1 in Karachi beating inDrive in terms of the number of trips in just our first year.

This all happened with a 360-marketing input of Price, Promotion, Place & Product winning on 3 key pillars that drive the ride market.

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)

Pakistan's ride-hailing market comprised 400,000 rides per day (2023) out of which InDrive had a market share of 60%, Careem had 30% while Bykea had 10%

Yango is a sub brand from the family of Yandex which is often labelled as Google of Russia. Yango launched in Dubai earlier after which the company decided to explore Pakistan.

Getting into the category where an incumbent player like Careem held the highest TOM[26%] awareness due to the first player advantage followed by the high discounting strategy of InDrive [18% TOM] to disrupt Careem to become No. 1 player in terms of rides per day was a difficult and uphill task. Bykea [Bykea 5%] grabbed the motorcycle market at low fares.

In ride-hailing, Users do not try any new brand because TRUST plays a vital role which is an output of consistent product experience creating reliability along with the lowest price. People were used to Careem, InDrive & Bykea, and no other player saw a room to enter a saturated market. During this time, Metro-Speedy0-People's Bus service projects were also going strong giving people respectable options to go via

The overall ride-hailing industry was marked by aggressive competition, with each company deploying significant resources toward customer acquisition, retention, and loyalty programs. Careem and Uber were known for their local partnerships, extensive networks, and flexible pricing strategies.

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

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

RESPONSE FORMAT

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

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

brand and growth of the business.

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

Business Objective

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

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

1

Objective - Overview & KPI

State your objective here.
(Max: 25 words)

Growth in Market Share

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

Set up your objectives & share any overarching explanation of your objectives & KPIs.
(Max: 100 words, 3 charts/graphs)

Most demand is generated by the availability of supply. Drivers' abonnement Careem and they were LIVE on InDrive because they were getting the most requests. Hence market share is the key objective we focus on the first year. InDrive had a market share (in terms of trips per day) of 60%, eating up from Careem going towards market domination. We kept our first-year market share benchmark to be 30% taking share from InDrive & Careem.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

No. of Trips.
[Yango Internal Research]

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..](#)
- Geographic Expansion**
- Volume (growth/maintenance/easing decline/volume share)**
- Category Growth**

Marketing Objectives

1

Objective - Overview & KPI

(Maximum: 30 words)

Top of Mind Awareness

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

(Maximum: 75 words;
3 charts/visuals)

The precursor of any market share growth is when a brand comes to mind in buying situation [Salience/TOP] with a category cue. We wanted to rapidly increase our TOM that could lay a foundation for new user acquisition leading to market share growth.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

BHT surveys tracked Yango's brand awareness and recall before and after campaigns. Brand recall studies measured the percentage of users who mentioned Yango first when asked about ride-hailing options.

Tagging - What keywords best describe your objective type?

(1 Required. No
Maximum)

Salience / Awareness

2

Objective - Overview & KPI

(Maximum: 30 words)

Customer Retention

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

(Maximum: 75 words;
3 charts/visuals)

Customer Retention was a key objective as Yango as market share growth is an output of acquisition and retention.

Initially faced challenges with repeat usage, At the start of the year, retention was 48%. This was kept as a benchmark to improve it by 25%.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Customer retention was measured using metrics like retention rate, repeat usage, 1YLTV, churn rate and active users, all of which are measured in our internal dashboards

Tagging - What keywords best describe your objective type?

(1 Required. No
Maximum)

Renewal / Retention / Lifetime Value

Activity Objectives

1

Objective - Overview & KPI

(Maximum: 30 words)

Customer Acquisition Cost

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

(Maximum: 75 words;
3 charts/visuals)

While increasing market share by generating TOM awareness from other brands, it was crucial to do acquisition activity with the mantra of “Do More with Less”. Since the budgets were limited and the goal of grabbing 30% market share was a challenging task, CAC had to be low. During the launch, CAC was \$3.8. Going at this rate, we couldn’t achieve our market share objective, hence the benchmark was back worked to be at \$2.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Customer Acquisition Cost (CAC) is measured by dividing total marketing expenses by the number of new customers acquired

Tagging - What keywords best describe your objective type?

(1 Required, No
Maximum)

Efficiency (e.g. cost per acquisition)

Section 1: Sourcing

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

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

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

Yango Internal Data - As Yandex has most of its tech inbuilt; internal data dashboards are there on datalens platform.

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?

Total Population (Pakistan): 240,000,00
Total KLIR Population: 50,000,000 (20%)
Internet Accessible Audience: 25,000,000 (50%)
Ride Hailing Penetration: 2,500,000 (10%)

Type of Transport	Metrobus	Moto-taxi*	Chinchi *	Rickshaw*	Ride hailing app
To ride at work (morning & evening)					
Daytime business rides					
Routine family shopping rides					
Family shopping, visits to cafe, etc.					
Family visits, festivities, events.					
Pre-planned personal matters					
Meeting friends, acquaintances					
Personal and family emergencies					
Rides to air, train and bus terminals					

Commerce & Shopper

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

Occasions
Business rides during the daytime.
Shopping, family rides to stores and cafes.
Family visits, festivities, special occasions.
When meeting friends and acquaintances.
Personal and family emergencies
Airport, train and bus terminals

Yango's appearance in the market was a kind of revolutionary event. It has made taxi comfortable, convenient and price-accessible.

(Maximum: 300 words; 3 charts/visuals)

Factors	Advantages	Drawbacks
Convenience	Delivery – not more than 10 minutes, enough to get ready for a ride.	Drivers don't use navigation, districts in the city are built in a chaotic way. The place of delivery should be confirmed several times. Some orders are often cancelled.
Comfort	Maximum, "as if riding in a personal car".	Passengers complain about drivers who don't keep the interiors clean and often smoke right in taxi..
Cost	Yango's aggressive promo and strong competition of inDriver have made costs accessible and reasonable. Especially in case of the family rides.	The costs still remain sensitive and don't afford everyday use of a taxi.
Speed	Direct door-to-door rides are faster, if compared to rides with transfers..	Road jams and collisions. Drivers don't use navigation and try to make rides longer.
Safety	People trust in the companies. The are assured that the drivers are under good control, have been selected carefully. Services are better than	Drivers don't use navigation, specify the route, behave in an inadequate way, try to gamble . One cannot relax sitting in a taxi.

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

The insight was based on the 3 growth pillars that were set to grab market share.

1. Increase TOM by owning safety
2. Establish Yango as the lowest price rides.
3. Make sure driver's availability is optimal by doing driver marketing initiatives.

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)

Yango needed to position itself as the affordable and reliable alternative, focusing on attracting users who were open to switching providers.

Additionally, we identified that younger audiences are highly influenced by digital touchpoints. Influencers were the main media for trust building since InDrive was the only option for OOH passive comms at that time.

Furthermore, inspiration came from observing how competitive ride-hailing brands did not always emphasize customer-centric service or innovation, leaving a gap for Yango to highlight its unique features, such as lower prices and a more seamless user experience and app safety features.

Ultimately, Yango's insight was that by focusing on affordability, convenience, and trust, it could convert price-sensitive customers and differentiate itself in a competitive market.

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)

"If users will find 100% driver availability with low prices & with the feeling of safety/comfort, they will switch as soon as they know about Yango"

The core idea was to do this 3-pillar approach to plan the annual marketing calendar to grab the market share.

- Strategic Build was to make sure the supply [Drivers] is ready before the demand is generated. Convincing drivers to start using Yango as a replacement for Careem/InDrive.
- Once we developed the confidence of driver availability, the strategy was to launch comms to increase awareness and generate trial with CAC in check.
- To ensure repeat users, retention was kept as the next milestone providing comfort and convenience which were the top selection criteria along with everyday low price.

To pivot from challenge to solution, we focused on differentiating Yango from competitors by addressing both price sensitivity and convenience. Our strategic build involved delivering a clear value proposition—better prices without compromising on service quality.

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.

Yango Internal Data; Research done via In-App surveys and Surveys on Facebook & Google and Focus Groups

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)

As discussed throughout our case, to gain market share we worked on both sides, supply and demand as well. For supply [drivers] various incentives were introduced and a middle line, the partners with the fleetroom technology acted as small business owners of Yango, by creating these ownerships, we divided responsibilities and outcomes. Goals, bonuses and best quality solutions were given on both sides; partners and drivers to ensure no ride is missed and the best quality with low ETA is provided.

Alongside this, by using our In-App and CRM channels a personalized experience was given to our users to ensure that they receive the best user experience. Communications were clear crisp and widely spread, for catching eyeballs our advertising on wheels [car branding] worked wonders to build Brand Recall, OOH with clear designs and creative one liners, TV Ads and best TV placements, along with using performance marketing as a main channel to get to our target audience.

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)

Our communications strategy was all about clear, relatable messaging that highlighted Yango's competitive prices and safety features, like the **Trusted Contacts** function. We wanted to appeal to users looking for a safe ride while also emphasizing that Yango was the more affordable choice. This combination of emotional and practical messaging "Kahan Pohanchay?" helped build trust with users, particularly those who might be concerned about ride-hailing safety, like women or solo travelers.

The experience strategy focused on making sure that the features, like **Trusted Contacts** and Yango's low prices, were easy for users to find and use. We used in-app promotions and push notifications to keep users engaged and remind them about the benefits of using Yango regularly. The goal was to make the user journey as smooth as possible to keep people coming back.

On the supply end, we used our In-App as our main communication channel, as partner drivers stay online and work via their app, using it to introduce various incentives, educating drivers to Earn More, Work Smart and giving them a sense of home with initiatives like Driver's Dream was a way to build driver trust and loyalty to ensure good supply.

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 root of supply marketing comes from the concept of building a supply family, where every partner driver is a part of family, this feeling is given to all our partners through our Yango Pro In-App channels various campaigns like Driver's Dreams, Driver's Day and Driver Family Day.

Building trust was a core part of our marketing strategy last year, our endline "Kahan Pohanchay" built resonance with every female who was using ride-hail with a worry of her well-being while traveling alone. Showing females in our TV campaigns as our primary customers showed our commitment to building a trustworthy brand and in a price sensitive market like Pakistan creating messaging is almost necessary to give a sense of value-for-money service and a Pay Less, Get More mentality for the end consumer.

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.

Yango Internal Data, BHT Surveys and Internal Research

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.

Yango's campaign successfully met its business and marketing objectives by driving substantial growth across key performance indicators (KPIs). Our primary business goal of increasing market share in Pakistan's competitive ride-hailing market was achieved with remarkable success. From July 2023 to September 2024, Yango's market share grew from 0% to 68% in Karachi and

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)

from 5% to 39% in Lahore, marking significant progress in two of the country's largest cities.

Customer acquisition was another standout success, with registrations peaking at 315,000 in August 2024. Despite a minor dip in September, Yango maintained a strong base of 281,000 active users by the end of the campaign period, resulting in a 700% growth since the campaign's start. This rapid expansion was driven by targeted marketing efforts, which included digital engagement, promotional campaigns, and in-app marketing.

In terms of brand awareness, Yango achieved a 30% increase in top-of-mind awareness, as measured by brand recall surveys and social media engagement metrics. The campaign's messaging around affordability and safety resonated strongly with consumers, leading to higher brand visibility and recall, particularly through the "Prices That Make You Move" and "Kahan Pohanchay" campaigns.

Customer retention also improved, with an increase in repeat usage due to enhancements in service quality, user incentives, and app features like Trusted Contacts. This helped Yango retain customers and ensure long-term engagement.

Overall, the campaign's results align closely with the original objectives, demonstrating Yango's ability to carve out a significant market share, boost brand recognition, and maintain strong customer acquisition and retention within the target time frame.

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.

Growth in Market Share

(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.

Most demand is generated by the availability of supply. Drivers' abonnement Careem and they were LIVE on InDrive because they were getting the most requests. Hence market share is the key objective we focus on the first year. InDrive had a market share (in terms of trips per day) of 60%, eating up from Careem going towards market domination. We kept our first-year market share benchmark to be 30% taking share from InDrive & Careem.

(Max: 100 words, 3 charts/graphs)

Measurement - How did you plan to measure it?

(Maximum: 30 words)

No. of Trips.
[Yango Internal Research]

Tagging - What keywords best describe your objective type?

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

Geographic Expansion

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

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

Category Growth

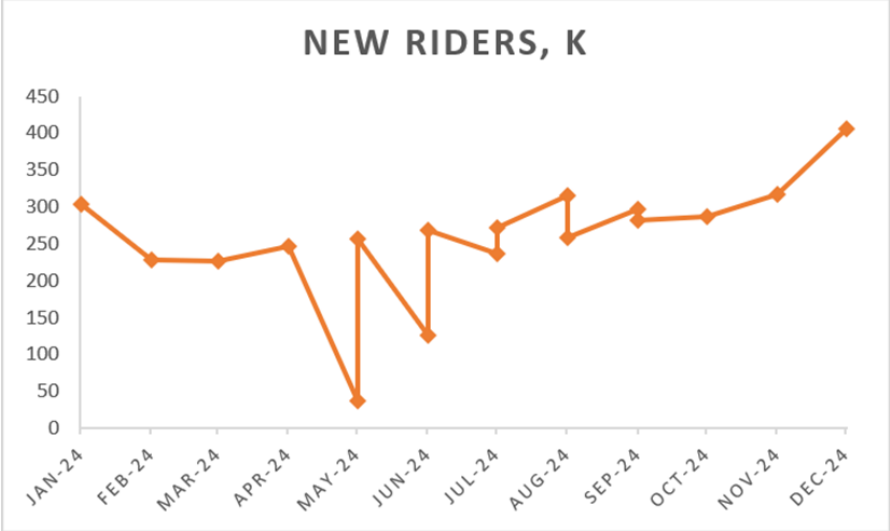
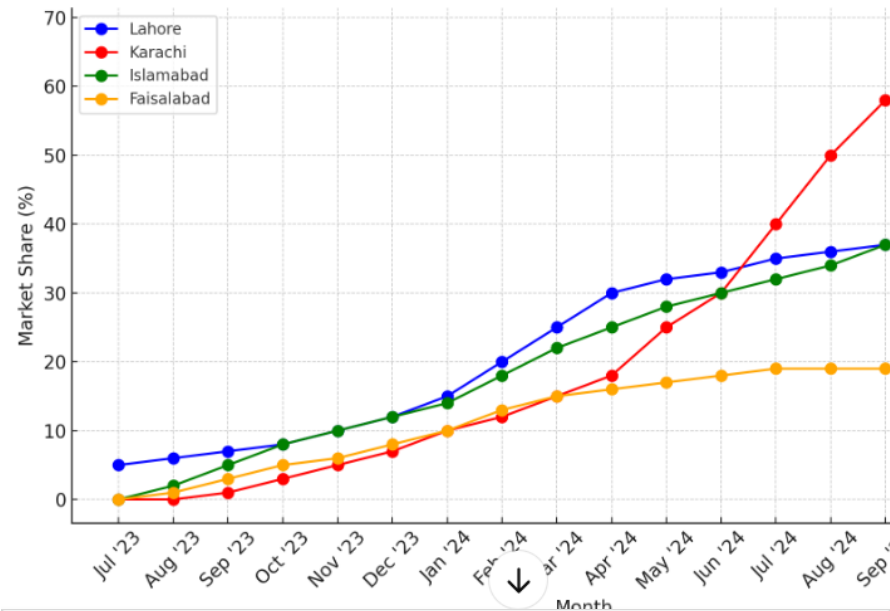
List Result

(Maximum: 30 Words)

The Objective was to grow in market share by 30% across Pakistan and we were able to achieve 33% in September 2024 showing strong growth across multiple cities.

Context

(Maximum: 75 words;
3 charts/visuals)



From July 2023 to September 2024, Yango's market share grew across several cities. Lahore's share increased from 5% to 38%, while Karachi saw strong growth, reaching 60% by September 2024. Islamabad's share grew slowly from 0% to 33%, and Faisalabad's market share steadily rose from 5% to 19%. This data shows Yango's growing presence and strong market penetration, particularly in Karachi, highlighting successful expansion in key cities during this period.

Marketing Objectives Results

1

Objective - Overview & KPI

(Maximum: 30 words) Top of Mind Awareness

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

(Maximum: 75 words; 3 charts/visuals) The precursor of any market share growth is when a brand comes to mind in buying situation [Salience/TOP] with a category cue. We wanted to rapidly increase our TOM that could lay a foundation for new user acquisition leading to market share growth.

Measurement - How did you plan to measure it?

(Maximum: 30 words) BHT surveys tracked Yango's brand awareness and recall before and after campaigns. Brand recall studies measured the percentage of users who mentioned Yango first when asked about ride-hailing options.

Tagging - What keywords best describe your objective type?

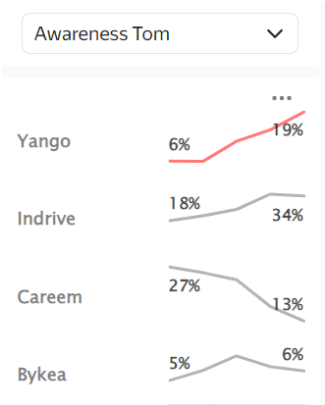
(1 Required. No Maximum) Salience / Awareness

List Result

(Maximum: 30 words) Yango achieved 19% TOM Awareness from 6% in an year's time.

Context

(Maximum: 75 words; 3 charts/visuals)



Yango started from 6% in July 2023 extending to 19% TOM by September 2024, in July we see that Careem held high TOM (27%) decreasing to 13% as Yango built over the course of an year.

2

Objective - Overview & KPI

(Maximum: 30 words) Customer Retention

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

(Maximum: 75 words;
3 charts/visuals)

Customer Retention was a key objective as Yango as market share growth is an output of acquisition and retention.

Initially faced challenges with repeat usage, At the start of the year, retention was 48%. This was kept as a benchmark to improve it by 25%.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Customer retention was measured using metrics like retention rate, repeat usage, 1YLTV, churn rate and active users, all of which are measured in our internal dashboards

Tagging - What keywords best describe your objective type?

(1 Required. No
Maximum)

Renewal / Retention / Lifetime Value

List Result

(Maximum: 30 words)

From 30% user retention, we went to 85%

Context

(Maximum: 75 words;
3 charts/visuals)

Yango's customer retention jump from 30% to 85% had a profound impact on its market position in Pakistan. Higher retention rates meant that more users were consistently choosing Yango over competitors. As retention grew, word-of-mouth and customer loyalty increased, helping Yango build a stronger brand presence. We also see increase in frequency of active riders making Yango a more preferred ride.

Activity Objectives Results

1

Objective - Overview & KPI

(Maximum: 30 words)

Customer Acquisition Cost

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

(Maximum: 75 words;
3 charts/visuals)

While increasing market share by generating TOM awareness from other brands, it was crucial to do acquisition activity with the mantra of “Do More with Less”. Since the budgets were limited and the goal of grabbing 30% market share was a challenging task, CAC had to be low. During the launch, CAC was \$3.8. Going at this rate, we couldn't achieve our market share objective, hence the benchmark was back worked to be at \$2.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Customer Acquisition Cost (CAC) is measured by dividing total marketing expenses by the number of new customers acquired

Tagging - What keywords best describe your objective type?

(1 Required, No
Maximum)

Efficiency (e.g. cost per acquisition)

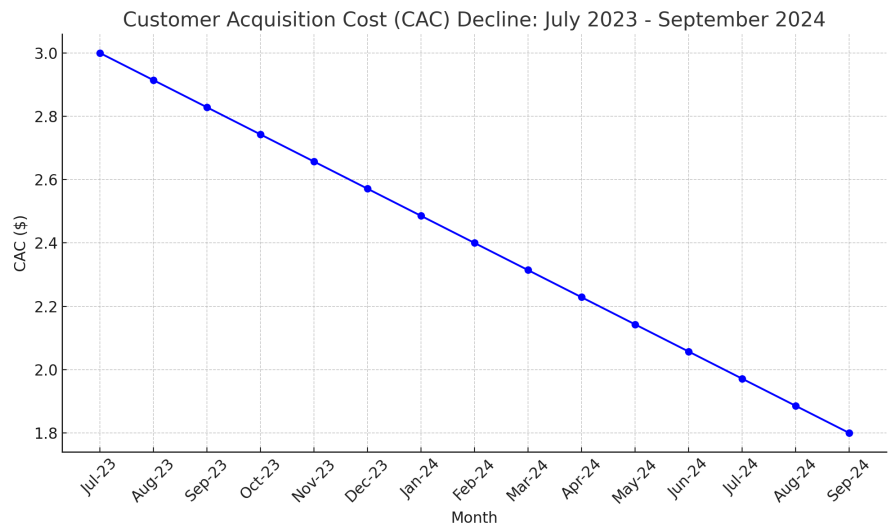
List Result

(Maximum: 30 words)

The Customer Acquisition Cost (CAC) decreased from \$3 to \$1.8. It started from paid activations to organic customer growth & efficiently acquiring paid users at a lower cost.

Context

(Maximum: 75 words;
3 charts/visuals)



The Customer Acquisition Cost (CAC) was reduced from \$3 to \$1.8 throughout the campaign, from July 2023 to September 2024. Initially, Yango relied on paid ride activations and brand ambassadors to drive new customer growth. As the campaign progressed, we shifted to organic methods, allowing the brand to acquire users at a lower cost. This strategic shift improved efficiency and led to sustainable customer acquisition at a much lower CAC.

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.

Natural Events (e.g. weather, natural phenomenon, etc.)

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

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

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

(Maximum: 200 words; 3 charts/visuals)

We saw in the course of operations of our first year that weather conditions such as too hot or too cold effectively influence business as the mobility of people becomes generally low. Also the last year due to increased protests/cities and internet being shut down our business was impacted as well.

Additionally, fluctuating fuel prices or regulatory changes can increase operational costs, squeezing profit margins for our partner drivers.

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.

Trips Data; Yango Region Profile [Internal Data], BHT Survey Internal [For TOM & Retention]

INVESTMENT OVERVIEW

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

PAID MEDIA EXPENDITURES

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

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

Paid Media Expenditure (Current Year)

Campaign Period:

PKR 150 – 200 million

Competition Year

Paid Media Expenditures (Prior Year)

Campaign Period: Prior Year

Not Applicable

Compared to competitors in this category, the budget is:

More

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.

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)

Distribution Strategy of Media:

Offline Media ATL 50%

Online Media (Performance) 35%

Influencers and Social Media (Reach) 10%

PR and Content 5%

So, we didn't spend anything in the previous years we launched our services in just May 2023.

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 10 - 20 Million

Elaboration on the Production & Other Non-Media Expenditures

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

Production was done with celebrities

OWNED MEDIA

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

(Maximum: 100 words)

Was owned media a part of your effort?

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

(Maximum: 100 words)

Yes : We utilized our social media channels, in-app communication, CRM and LinkedIn as our owned channels.

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 – Talent or Influencer

Unique Opportunity

Elaboration on Sponsorships and Media Partnerships

Provide additional context regarding your sponsorships and media partnerships.

(Maximum: 100 words)

- We onboarded Bilal Abbass Khan as our celebrity ambassador for the campaign that we did in the year.
- We partnered with Jazz for an SMS campaign that was done from customer acquisition purposed for app installations, which brought us 2,000 new installs at 0.6\$
- Partnered with Waada an Insurance company to bring in ride insurance for both drivers and passengers.

SOURCES

Investment Overview: Data Sources

Provide sourcing for all data provided in the Investment Overview.

Media budgets spend through Yango's internal procurement portal.

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. – Influencers
Digital Mktg. – Location based
Digital Mktg. – Short Video (:15-3 min.)
Digital Mktg. – Social: Organic
Digital Mktg. – Social: Paid
Influencer / Key Opinion Leader
OOH – Billboards
Public Relations
TV
Digital Mktg. – Display Ads
Sponsorships – Entertainment
Sponsorships – Unique Opportunity
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.

OOH – Billboards

Main Touchpoint 2

#2 Most Integral Touchpoint

Digital Mktg. – Display Ads

Main Touchpoint 3

#3 Most Integral Touchpoint

TV

SOCIAL MEDIA PLATFORMS

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

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

Select all that apply, or select
Not Applicable.

Facebook

Instagram

LinkedIn

Snapchat

TikTok

YouTube

CREATIVE EXAMPLES

Creative Work is reviewed as part of Scoring Section 3: Bringing the Idea to Life, along with the entrant's response to Question 3 and the Investment Overview. These elements together account for 23.3% of the total score.

CREATIVE REEL

The Creative Reel is the entrant's opportunity to showcase the creative work that ran in front of their audience to the judges. The reel is NOT a video version of the written case. Judges recommend spending at least 70% of the creative reel's time on examples of creative work.

The creative reel is not judged for the production quality of the reel; judges are evaluating only the creative work that ran in the marketplace as it relates to the challenge, insights, audience, and strategy.

Specific, quantifiable results, agency names/logos, and competitor logos/work may not be included anywhere in the video.

The Creative Reel is viewed once the case has been read.

Creative Reel

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

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

For the 4:3 aspect ratio, the minimum size should be 640 x 480; for the 16:9 ratio, the minimum size is 1280 x 720. Letterbox submissions may be sent as 640 x 480 (For optimum judging your video should show clearly on a laptop and on a central screen of approx. 50" x 30".)

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

PEOPLE DIDN'T COME TO ACCUMULATE APPS; THEY WANT ONE THAT STANDS OUT AND SURPASSES ALL THE OTHERS.

In this case, Yangzi can differentiate itself with its competitive pricing in a saturated market.

YANGO_TRANSPORT_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; 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".)

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Digital Mktg. – Display Ads

Digital Mktg. – Influencers

Digital Mktg. – Location based

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

Digital Mktg. – Social: Organic

Digital Mktg. – Social: Paid

OOH – Billboards

Public Relations

TV

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



CaselImage
OK



KV Safety
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 992c47e4545269163a20d1f6934e661d