

E-3562-390

Cattle Mandi JazzCash QR Payments

Product	Category Entered
JazzCash	Seasonal Marketing

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

ELIGIBILITY

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

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

FORMATTING REQUIREMENTS & REASONS FOR DISQUALIFICATION

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

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

TOP TIPS

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

RESOURCES

Review the key resources before starting your entry:

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

ENTRY DETAILS

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

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

Date From	2024-06-06
Date To	2024-06-18

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

Regional Classification

Select all that apply.

National

Industry Sector

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

Financial Services & Banking

Industry/Category Situation

Select One

Growing

EXECUTIVE SUMMARY

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

The Challenge

(Maximum per line: One sentence - 20 words)

Increase JazzCash market penetration by replacing cash transactions with JazzCash QR payments at the billion dollar cattle mandis during Eid-al-Adha

The Insight:

(Maximum per line: One sentence - 20 words)

Customers and merchants are burdened face risks of theft/robbery at mandis but are deterred by the perceived complexity of e-payments.

The Strategic Idea/Build:

(Maximum per line: One sentence - 20 words)

Introduce JazzCash QR as a secure and simple payment solution through on-the-ground engagement and educational campaigns

Bringing the Strategy to Life:

(Maximum per line: One sentence - 20 words)	Activated JazzCash QR at 45 mandis, assisting merchants with JazzCash QR codes and targeting customers with live demos & tutorials
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The Results:

(Maximum per line: One sentence - 20 words)	Achieved significant adoption of JAZZCASH QR payments, onboarded 1800 rural merchant, reduced cash-related risks, and transactions worth 80 Million PKR
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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.	JazzCash took the first step towards tapping into a billion-dollar Pakistani segment by actively promoting digital payments at cattle mandis during Eid al-Adha. As the only brand in this space, we leveraged a first mover's advantage, achieving 80 million PKR and onboarding 1800+ merchants, that were visiting key markets to sell cattle. By combining on-the-ground engagement, educational efforts, and personalized support, we reached remote rural merchants and addressed concerns about security and e-payment complexity. This campaign replaced traditional cash transactions, expanded JazzCash's merchant network, and showcased a scalable model for financial inclusion in a high-stakes, high-potential environment
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(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?

Before the JazzCash Cattle Mandi campaign, JazzCash was a leader in the digital payments space in Pakistan, with the highest number of RAAST accounts—**50% of all RAAST accounts**—giving it a strong foothold in the digital financial services market. However, despite its dominance in urban areas, digital payment adoption was still low in rural and semi-urban markets, particularly in high-value cash transactions such as those occurring at cattle mandis during Eid al-Adha.

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.

The festival generates significant economic activity, with sacrificial animals alone contributing around Rs329 billion to the economy and people of all ages and demographics coming to participate. Cash transactions dominated the cattle mandi environment, leaving customers and merchants vulnerable to theft, robbery, and pickpocketing. Additionally, merchants often brought large sums of cash, risking up to **10 million PKR** in cash for a herd of 100 animals, and were also exposed to risks such as counterfeit currency.

This challenge was further compounded by the fast-moving nature of the cattle markets, where there are no ID requirements, making it easy for criminals to target unsuspecting individuals and escape without being tracked. With **75% of Pakistani adults not having bank accounts**, relying on cash was particularly dangerous, especially during the high-stakes cattle mandi transactions.

The **JazzCash Cattle Mandi campaign**, launched with the support of the **State Bank of Pakistan (SBP)**, aimed to solve these issues by promoting **JAZZCASH QR** payments at **cattle mandis across Pakistan**. This was an inter-operator payment mechanism where any customers could make payment using their JazzCash account to any Raast Account using a QR code (which could be scanned with any bank app).

The challenge was to rapidly shift from cash-based transactions to a secure digital payment system, all within the short timeframe of the cattle mandi season leading up to Eid, while addressing the diverse needs of rural and semi-urban merchants and customers.

*(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.

Effe 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)

Drive adoption of JAZZCASH QR and generate a total transaction volume of 60 million PKR through JazzCash in ten days during the Eid al-Adha cattle mandis.

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

Set up your objectives &

This objective aligns with the core goal of encouraging secure, cashless transactions at cattle mandis. By focusing on transaction volume, we

share any overarching explanation of your objectives & KPIs.

(Max: 100 words, 3 charts/graphs)

could measure the effectiveness of JAZZCASH QR in facilitating high-value transactions, ensuring both customer and merchant adoption.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Transaction volume, customer engagement, and merchant participation.

Tagging - What keywords best describe your objective type?

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

Category Growth

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

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

Marketing Objectives

1

Objective - Overview & KPI

(Maximum: 30 words)

Increase awareness of JAZZCASH QR as a secure and easy-to-use digital payment solution for the cattle mandi market, reaching 80% of target customers and merchants.

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

(Maximum: 75 words; 3 charts/visuals)

The primary marketing objective is to educate customers and merchants about the benefits of JAZZCASH QR. By reaching a wide audience and raising awareness, we can drive initial adoption and build trust in the payment solution.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Awareness metrics (social media reach, video views, educational content engagement), customer and merchant feedback, in-app engagement rates.

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Advocacy / Recommendation

Changes in Specific Brand Attributes

Consideration

Salience / Awareness

2

Objective - Overview & KPI

(Maximum: 30 words)

Retaining 30% of new signups as active users 3 months from activation

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

(Maximum: 75 words; 3 charts/visuals)

While driving initial sign-ups and adoption is essential, long-term engagement is key to the success of the JazzCash QR-system. Retaining users beyond the initial activation ensures sustained usage and loyalty. The 30%retention goal reflects the need to not only acquire customers but also build trust and value through continued use. Achieving this rate will help establish JazzCash as the preferred digital payment solution in rural and semi-urban areas, where digital adoption may face more resistance.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Monitoring user activity reports

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)

Achieve 1000 merchant onboarding on JAZZCASH QR payments at cattle mandis during Eid in 5 key markets (KLI Faisalabad and Rawalpindi)

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

(Maximum: 75 words; 3 charts/visuals)

Merchant adoption is crucial for the success of the campaign. By enabling a high percentage of merchants to accept digital payments, we ensure a smooth, seamless experience for customers and encourage wider use of the JAZZCASH QR system.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Number of merchants registered and using JAZZCASH QR, merchant satisfaction surveys, and transaction volume from merchants.

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Efficiency (e.g. cost per acquisition)

2

Objective - Overview & KPI

(Maximum: 30 words)

Convert PKR 30 million to JazzCash wallet money through the cash-in kiosks at the key cattle mandis

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

(Maximum: 75 words; 3 charts/visuals)

We had set up JazzCash QR Code kiosks across cattle Mundis in Pakistan which had cash-in option: customers or merchants could handover cash at the kiosk and get the money deposited to their account. This was a great way to try the product in a high risk situation.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Activity Data

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Popularity / Fame / Social Discourse

Positive Sentiment / Emotional Resonance

Section 1: Sourcing

Provide sourcing for all data provided in

1. State Bank of Pakistan. (2024). *RAAST - Pakistan's Instant Payment System*.
2. JazzCash. (2024). *JazzCash QR Campaign Overview*.
3. Pakistan Bureau of Statistics. (2024). *Eid al-Adha Economic Report*.

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.

4. Arab News. (2023). *Security Risks in Cattle Mandis During Eid*.

5. Geo News. (2024). *Sacrificial Animal Market Analysis*.

6. World Bank. (2024). *Financial Inclusion in Pakistan*.

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

The target audience for the JazzCash Cattle Mandi campaign consisted of two key groups: **customers and merchants**.

The primary audience included middle-to-upper-middle-class individuals, mostly male, aged 25–50, who are responsible for purchasing sacrificial animals during Eid al-Adha. These customers are highly security-conscious due to the large sums of money involved and the risks of handling cash in crowded markets. They

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)

are further disillusioned because their lives have turned digital and despite all that, cattle mandis in an older time, increasing inconvenience.

Once a year access: The secondary audience included rural and semi-urban cattle sellers, predominantly male, aged 30–60, who were traditionally used to cash transactions but faced challenges with inefficiencies and security risks.

These men often traveled from remote areas of Pakistan to sell their animals at the mandi. To reach that at their home turf was expensive and difficult, this was the perfect opportunity.

Merchants were often hesitant to adopt new technologies, yet they were motivated by the potential to reduce cash-related risks, improve transaction efficiency, and grow their business. Engaging these merchants was crucial to the campaign's success, as their adoption of JAZZCASH QR would ensure a seamless experience for customers and drive wider acceptance of the payment solution

Both audiences were directly relevant to the brand's goal of driving adoption of JAZZCASH QR in the cattle mandi market. Successfully engaging customers and merchants would help JazzCash establish itself as a trusted, secure digital payment solution in rural and semi-urban areas, addressing key pain points and increasing digital payment adoption.

2B. Explain the thinking that led you to your insight(s). Some insights come from research, data, and analytics. Others come from inspiration. Clearly state your insight(s) here.

Clarify how the insight(s) were directly tied to your brand, your audience's behaviors and attitudes, your research and/or business situation. How would this unique insight(s) lead to the brand's success and how did it inform your strategic idea.

(Maximum: 300 words;
3 charts/visuals)

"I really enjoy the experience of the cattle mandi and buying my own animal for Eid, however, the risk of carrying so much money makes me really stressed."

This insight reflects the core issue faced by both customers and merchants at cattle mandis during Eid-al-Adha. Customers often bring excess money because they are unsure of how much they will need to spend on sacrificial animals, making them vulnerable to theft, robbery, and pickpocketing. Unsavory elements at the mandi know that people carry large sums of cash, making them easy targets. The mandi environment is very fast-moving, with no requirement for identification or registration, which makes it even more inviting to criminals.

For merchants, the risks are even greater. A merchant may bring up to 100 animals to the mandi, with each animal valued at a minimum of 30,000PKR, totaling up to **3 million PKR** in cash—representing a significant portion of their life savings. The risk of losing this cash is heightened, as criminals can easily steal money from merchants, who are often occupied with sales.

Merchants are also vulnerable to animal theft, a risk more difficult to recover from compared to losing cash. Using JazzCash QR would also allow the merchants and the customers to have recorded transactions to avoid scams and to have easy log of activity—legitimizing and documenting transactions.

In addition to theft, merchants face the risk of counterfeit currency, which only adds to their financial vulnerability. JAZZCASH QR presents a secure, digital payment solution that can reduce these risks, offering a safer way for both customers and merchants to transact in the cattle mandi environment. By eliminating the need for cash, JAZZCASH QR helps alleviate the stress and insecurity that come with handling large sums of money, making the cattle mandi experience safer for all involved.

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

(Maximum: 200 words) The core idea was to **engage directly with people on the ground**, particularly the **merchants**, to build trust and drive adoption of digital payments. Given the diverse geography of the merchants—many coming from remote rural areas—there was no better way to communicate with them than when they arrived at the mandis. **Personal interaction** was essential, as it allowed us to guide them through creating their QR codes and accounts, ensuring they felt supported in transitioning from cash to digital payments.

We also knew that customers often made several trips to the mandis before purchasing their animals. This insight led us to target them at these visits, confident that the stress of carrying large sums of cash would make them more open to adopting online payments to reduce their risks. By engaging customers and merchants directly, we positioned **JAZZCASH QR** as the secure, efficient solution they needed.

This **on-the-ground activation**, supported by JazzCash's established market **presence** and the backing of the **State Bank of Pakistan (SBP)**, allowed us to bridge the gap between the challenges of cash reliance and the benefits of digital transactions, creating a more secure and seamless experience for both parties.

Section 2: Sourcing

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

Arab News. (2023). *Security Risks in Cattle Mandis During Eid*.
Geo News. (2024). *Sacrificial Animal Market Analysis*.
JazzCash. (2024). *JazzCash Consumer 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 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

To activate our strategy, we designed a multi-faceted plan that addressed both **customer and merchant needs** while leveraging **on-the-ground engagement** and **digital education**. The key elements included:

1. **On-the-Ground Activation:** We set up **stalls and booths** at **45 cattle mandis across 15 cities**, where JazzCash staff helped merchants create their **JAZZCASH QR codes** and accounts. This hands-on support was essential for engaging merchants, especially those from remote rural areas who were not familiar with digital payments.
1. **Cash-in counters:** Our Kiosks had cash-in counters which offered customers and merchants to deposit the cash they had into their jazzcash account to ensure safety.

promotions and communications.

(Maximum: 200 words;
3 charts/visuals)

1. **Targeting Customers Directly:** Recognizing that customers made multiple visits to the mandis before purchasing animals, we targeted them during these trips, educating them on the benefits of using **JAZZCASH QR**. Staff provided demonstrations of how to use the digital payment system, addressing their concerns about safety and convenience.
2. **Digital Campaigns and Communication:** Along with the physical activation, we ran **digital campaigns** to spread awareness. This included **educational content**, **tutorial videos**, and **social media posts** on how to use JazzCash for cattle mandi payments, making the process simple and accessible even for people using **basic feature phones** via USSD codes.
3. **Promotions:** Special promotions were offered to encourage the use of **JAZZCASH QR**, we waived off the merchant registration fee for registration.
4. **Customer Experience:** We focused on delivering a seamless customer experience with a **user-friendly interface** on the JazzCash app, along with **on-site assistance** at the mandis. This ensured that both customers and merchants felt confident in adopting the system.
5. **Pricing/Transaction Limit:** We introduced a **transaction limit of 1 million PKR** to cater to the high-value transactions typical in cattle mandis, making the system suitable for the unique nature of these markets.

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)

Endline:

"Apnay qurbani ke janwar ki payment JazzCash QR say karein."

This clear and culturally resonant tagline highlighted the core message of **convenience** and **security**, directly tying the solution to the festive context of **Eid al-Adha**.

Call-to-Actions (CTAs):

- **Customer-Focused CTAs:**

"Scan the QR and pay securely with JazzCash QR!"

This encouraged customers to adopt **JAZZCASH QR** for a secure, cashless transaction experience at the cattle mandi.

- **Merchant-Focused CTAs:**

"Kisi bhi mobile account ya bank account pe payment receive kerein"

This call to action targeted merchants, guiding them to start receiving payments seamlessly through **JAZZCASH QR**.

Creative Formats:

- **On-Ground Visuals:**

- **Kiosks and Standees:**
These highlighted key benefits such as “**Secure Payments**,” “**No Cash Needed**,” and “**Pay Directly from Your Mobile**,” with **QR codes** prominently displayed for live demonstrations.
- **Signage:**
Strategically placed at mandi entrances, walkways, and stalls, these ensured **high visibility** and helped guide both customers and merchants toward adopting the digital payment solution.
- **Digital Content:**
 - **Static and Carousel Posts:**
These featured visuals showcasing the benefits of **JAZZCASH QR**, reinforcing the campaign’s message across platforms like **Facebook**, **Instagram**, and **YouTube**.

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 communication strategy centered on addressing the core challenge of cash dependency in cattle mandis during Eid al-Adha. By focusing on JazzCash JAZZCASH QR as a secure, convenient, and time-saving payment solution, the campaign aimed to build trust and educate both customers and merchants while actively acquiring new JazzCash QR users. Messaging was tailored to highlight the pain points—security risks, inconvenience, and inefficiencies—and present JazzCash as the optimal solution.

Key messaging was divided between:

Customers: Focus on safety, convenience, and modern payment options.

Merchants: Emphasize business growth, ease of payment collection, and fraud prevention.

Experience Strategy

The experience strategy was designed to create a seamless journey for both target audiences:

On-Ground Activations: Real-time demonstrations at cattle mandis offered a hands-on experience of JAZZCASH QR payments. Kiosks provided live support, and visually appealing standees guided users.

Digital Integration: In-app banners provided a smooth transition for users to try the feature.

The aim was to simplify the process, reducing hesitation among first-time users while creating a positive, memorable experience.

Channel Plan

The channel plan leveraged a mix of high-impact touchpoints to ensure maximum visibility and engagement:

On-Ground Channels:

Kiosks and standees at major cattle mandis for physical interaction.

Signage to create visibility at high-traffic mandi zones.

Digital Channels:

Social media platforms (Facebook, Instagram, YouTube) to share educational content, and awareness content.

In-app banners and notifications for existing JazzCash users.

Localized Media:

Regional language adaptations for rural and semi-urban audiences to enhance relatability.

Key Visual

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



Section 3: Sourcing

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

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

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

agency names as the source of research.

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

Judges encourage third-party data where available.

See Entry Kit for details.

SECTION 4: RESULTS - 30% OF TOTAL SCORE

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

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

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

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

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

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

RESPONSE FORMAT

You have up to 350 words and 5 charts/visuals to set up your results. Then, for each objective provided in Question 1B, you are required to provide a

corresponding result. Provide context to prove the importance of these results for the brand.

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

ELIGIBILITY REMINDERS

Failing to follow eligibility rules will result in disqualification.

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

Results Overview

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

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

(Max: 300 Words, 5 charts/graphs)

Achieving **PKR 70 million in transactions** in 5 key cattle markets and onboarding over **1,800 merchants**

demonstrated JazzCash’s ability to penetrate untapped segments like cattle mandis, where trust in digital payments was previously minimal. The **90% awareness** achieved through on-ground activations and visible QR code usage reinforced JazzCash’s position as a leader in digital financial services, while retaining **30% of new signups** showcased the platform's long-term value and ability to convert users into loyal customers. Furthermore, the **PKR 40 million converted to wallet money** validated the success of the cash-in kiosks as an entry point for new users, bridging the gap between cash dependency and digital adoption. These results not only strengthened JazzCash’s market presence but also highlighted its ability to create scalable solutions that addressed critical user pain points, paving the way for broader adoption across Pakistan.

Business Objective Results

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

1

a result for each objective.

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

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

Objective - Overview & KPI

State your objective here. (Max: 25 words)	Drive adoption of JAZZCASH QR and generate a total transaction volume of 60 million PKR through JazzCash in ten days during the Eid al-Adha cattle mandis.
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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)	This objective aligns with the core goal of encouraging secure, cashless transactions at cattle mandis. By focusing on transaction volume, we could measure the effectiveness of JAZZCASH QR in facilitating high-value transactions, ensuring both customer and merchant adoption.
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Measurement - How did you plan to measure it?

(Maximum: 30 words)	Transaction volume, customer engagement, and merchant participation.
---------------------	--

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..	Category Growth Volume (growth/maintenance/easing decline/volume share)
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List Result

(Maximum: 30 Words)

Achieved a transaction volume of **PKR 70 million** across five key markets, significantly accelerating the adoption of JazzCash QR payments.

Context

(Maximum: 75 words; 3 charts/visuals)

This result showcases JazzCash's ability to effectively capture a traditionally cash-based market by addressing key pain points of security and ease of use. The campaign demonstrated the potential of JazzCash QR to scale in high-value, high-risk transactions, reinforcing its position as a market leader.

Marketing Objectives Results

1

Objective - Overview & KPI

(Maximum: 30 words)

Increase awareness of JAZZCASH QR as a secure and easy-to-use digital payment solution for the cattle mandi market, reaching 80% of target customers and merchants.

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

(Maximum: 75 words; 3 charts/visuals)

The primary marketing objective is to educate customers and merchants about the benefits of JAZZCASH QR. By reaching a wide audience and raising awareness, we can drive initial adoption and build trust in the payment solution.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Awareness metrics (social media reach, video views, educational content engagement), customer and merchant feedback, in-app engagement rates.

Tagging - What keywords best describe your objective type?

(1 Required. No
Maximum)

Advocacy / Recommendation

Changes in Specific Brand Attributes

Consideration

Salience / Awareness

List Result

(Maximum: 30
words)

Boosted **90% awareness** of JazzCash at cattle mandis through strategic kiosk placements, brand ambassadors, and visible QR code usage by merchants.

Context

(Maximum: 75
words; 3
charts/visuals)

Awareness-building was critical for driving adoption in a highly traditional market. By placing kiosks at high-traffic areas, utilizing engaging brand ambassadors, and highlighting real merchant usage, JazzCash successfully embedded itself into the mandi environment, ensuring high visibility and recall.

2

Objective - Overview & KPI

(Maximum: 30
words)

Retaining 30% of new signups as active users 3 months from activation

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

(Maximum: 75
words; 3
charts/visuals)

While driving initial sign-ups and adoption is essential, long-term engagement is key to the success of the JazzCash QR-system. Retaining users beyond the initial activation ensures sustained usage and loyalty. The 30%retention goal reflects the need to not only acquire customers but also build trust and value through continued use. Achieving this rate will help establish JazzCash as the preferred digital payment solution in rural and semi-urban areas, where digital adoption may face more resistance.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Monitoring user activity reports

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Renewal / Retention / Lifetime Value

List Result

(Maximum: 30 words)

Successfully retained **30% of new signups** as active JazzCash users, demonstrating sustained value and long-term engagement beyond the mandis.

Context

(Maximum: 75 words; 3 charts/visuals)

Retention of new signups highlights JazzCash's ability to build trust and deliver consistent value to its users. By simplifying onboarding and maintaining engagement, JazzCash ensured that its solution became an integral part of the merchants' and customers' financial habits.

Activity Objectives Results

-

1

Objective - Overview & KPI

(Maximum: 30 words)

Achieve 1000 merchant onboarding on JAZZCASH QR payments at cattle mandis during Eid in 5 key markets (KLI Faisalabad and Rawalpindi)

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

(Maximum: 75 words; 3 charts/visuals)

Merchant adoption is crucial for the success of the campaign. By enabling a high percentage of merchants to accept digital payments, we ensure a smooth, seamless experience for customers and encourage wider use of the JAZZCASH QR system.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Number of merchants registered and using JAZZCASH QR, merchant satisfaction surveys, and transaction volume from merchants.

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Efficiency (e.g. cost per acquisition)

List Result

(Maximum: 30 words)

Onboarded over **1,800 merchants** across five key cattle mandis, exceeding expectations and expanding JazzCash's footprint in untapped markets.

Context

(Maximum: 75 words; 3 charts/visuals)

Merchant adoption is a cornerstone of long-term success. The team's on-the-ground efforts ensured not only high onboarding numbers but also widespread acceptance of JazzCash QR as the preferred payment solution in key markets.

2

Objective - Overview & KPI

(Maximum: 30 words)

Convert PKR 30 million to JazzCash wallet money through the cash-in kiosks at the key cattle mandis

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

(Maximum: 75 words; 3 charts/visuals)

We had set up JazzCash QR Code kiosks across cattle Mundis in Pakistan which had cash-in option: customers or merchants could

handover cash at the kiosk and get the money deposited to their account. This was a great way to try the product in a high risk situation.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Activity Data

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Popularity / Fame / Social Discourse

Positive Sentiment / Emotional Resonance

List Result

(Maximum: 30 words)

Converted over **PKR 40 million** into JazzCash wallet money through cash-in kiosks at key cattle mandis, surpassing initial targets.

Context

(Maximum: 75 words; 3 charts/visuals)

This result validated the cash-in feature as a seamless entry point for customers and merchants to experience JazzCash. By bridging the gap between cash reliance and digital adoption, this activity further solidified JazzCash's value proposition in the market.

Additional Results

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

(Maximum: 150 words, 3 charts/graphs)

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

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

No Other Factors

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

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

Not Applicable

(Maximum: 200 words; 3 charts/visuals)

Section 4: Sourcing

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

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

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

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

Judges encourage third-party data where available.

See Entry Kit for details.

1. Transaction Volume Data
2. Awareness Metrics
3. Merchant Satisfaction Surveys
4. Number of Merchants Registered
5. User Activity Reports
6. Cash-in Kiosk Activity Data
7. Customer and Merchant Feedback
8. Promotional Impact Analysis

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

Not Applicable

Compared to competitors in this category, the budget is:

N/A Elaboration Required

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.

First in category to approach this space

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 2-5 Million

Elaboration on the Production & Other Non-Media Expenditures

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

Cash-in Counters at Mandis

QR Code Tent Cards

OWNED MEDIA

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

(Maximum: 100 words)

Was owned media a part of your effort?

Elaborate on owned
media (digital or
physical company-
owned real estate),

Yes : Social Media Handles In App

that acted as
communication
channels for case
content.

(Maximum: 100 words)

SPONSORSHIPS AND MEDIA PARTNERSHIPS

Select the types of sponsorships/media partnerships used in your case. Choose all that apply. Then, provide additional context regarding those sponsorships and media partnerships, including timing.

Sponsorships

Select all that apply.

Not Applicable

Elaboration on Sponsorships and Media Partnerships

Provide additional
context regarding your
sponsorships and
media partnerships.

Not Applicable

(Maximum: 100 words)

SOURCES

Investment Overview: Data Sources

Provide sourcing for all
data provided in the
Investment Overview.

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

Include source of data,
type of research, time

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

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

Judges encourage third-party data where available.

SOURCING GUIDE OUTLINE

ALL TOUCHPOINTS AS PART OF YOUR EFFORT

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

Communications Touchpoints

Select all that apply.

Digital Mktg. – Social: Organic

Digital Mktg. – Social: Paid

On-ground activation

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.

On-ground Activation

Main Touchpoint 2

#2 Most Integral
Touchpoint

Digital Mktg. – Social: Paid

Main Touchpoint 3

#3 Most Integral
Touchpoint

Digital Mktg. – Social: Organic

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

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"



JazzCash_Cattle Mandi
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.

Digital Mktg. – Social: Organic

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

Digital Mktg. – Video Ads

encourages your file

to be named "BRAND

NAME-CATEGORY-

ENTRYTITLE"

IMAGES OF CREATIVE WORK (2 Required, 6 Maximum)

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

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

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

Images for Judging are an opportunity to:

+ Showcase work that is better seen as a still image vs. video format

+ Draw further attention to key creative elements

Images of Creative Work

Upload 2-6 images of your creative work that ran in the marketplace. Do not include agency names in the file name or within the images.

Technical

Requirements:

.jpg/jpeg format



Cattle Mandi KV1

OK



Cattle Mandi KV2

OK



Cattle Mandi KV3

OK



Cattle Mandi KV4

OK



Cattle Mandi KV5

OK



Cattle Mandi KV6

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 d0b17f82e814e614742ab9856459113d