

E-3631-814

Zeera Plus - Guftugu Edition Pack

Product	Category Entered
Zeera Plus	Snacks & Desserts

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

ELIGIBILITY

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

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

FORMATTING REQUIREMENTS & REASONS FOR DISQUALIFICATION

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

TOP TIPS

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

RESOURCES

Review the key resources before starting your entry:

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

ENTRY DETAILS

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

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

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

Date From	2024-07-01
Date To	2024-08-31

Regional Classification

Select all that apply.

National

Industry Sector

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

Food & Beverages (Non-Alcoholic)

Industry/Category Situation

Select One

Growing

EXECUTIVE SUMMARY

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

The Challenge

(Maximum per line: One sentence - 20 words)

Revive stagnant brand equity via establishing brand's relevance across spectrum of age groups through shared love of tea and conversations.

The Insight:

(Maximum per line: One sentence - 20 words)

Though youth and elderly may seem divided in generations, deep down, their hearts share the same passions.

The Strategic Idea/Build:

(Maximum per line: One sentence - 20 words)

Launch of limited-edition pack featuring conversations captured in photos, blending nostalgia and trendiness to connect generations beautifully.

Bringing the Strategy to Life:

(Maximum per line: One sentence - 20 words)

A robust IMC campaign launched with *Guftugu Edition Packs*, extending across digital, outdoor, PR, and in-store activations.

The Results:

(Maximum per line: One sentence - 20 words)

Achieved 14% volume and 25% value growth (July/Aug vs. LY), 24% monthly sales volume uplift, and 15% brand equity growth.

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)

Facing stagnant brand equity and declining youth relevance, Zeera Plus sought to connect emotionally across generations. The challenge was engaging younger audiences without alienating older ones. Recognizing the 'Generation Gap,' Zeera Plus introduced the *Guftugu Edition Pack*— limited-edition pack inviting audiences to share pictures of their *Guftugu* moments for a chance to win personalized pack. By tapping into the shared love for conversations and memories, the campaign bridged generational divide.

The results were remarkable:

- 14% volume and 25% value growth vs last year
- 15% increase in brand equity
- 40% top-of-mind awareness boost
- 7% spontaneous awareness boost
- 12% usage score uplift

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.

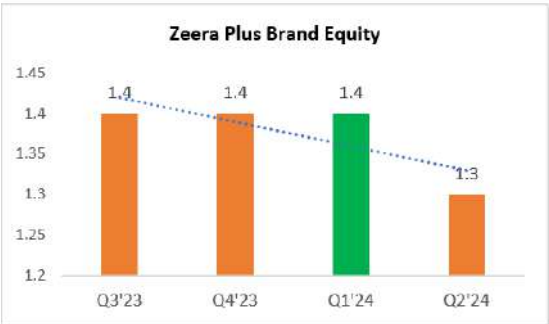
(Maximum: 275 words; 3 charts/visuals)

Business and Market

In the competitive world of biscuits, the ingredient-based variety, including cumin and peanut, accounts for 25% of the total category. Zeera Plus, a leading player in the cumin biscuits segment, commands an estimated 60% market share. Its main competitor, EBM's Click, poses a significant challenge, along with other tea-time favorites like Peanut Pik and Sooper. The category thrives on familiarity and awareness, making it crucial for brands to consistently deliver fresh and engaging updates to remain relevant and grow. Without consistent innovation or "new news," brands risk losing their position as audience favorites in this highly competitive market.

Challenge for Zeera Plus

Zeera Plus was unique, offering an unsweetened biscuit with the mature and acquired taste of cumin, creating a perfect match to savor with tea. The brand had successfully aligned itself with tea through iconic communications, yet the mature taste inadvertently pigeonholed the brand as suitable only for the elderly. To curb the mismatch of perception and open the brand towards younger audiences without alienating the older ones, Zeera Plus launched a fresh thematic in 2022 with the positioning of conversations breaking the ice and bridging the generation gap. The campaign garnered great results for the brand, however just a year after the campaign, the equity tended to stagnant along with decline in overall brand funnel.



	BRAND HEALTH				
		Q3'23	Q4'23	Q1'24	Q2'24
	STRONG	145	147	142	149
	MODERATE	B/W STRONG AND WEAK	B/W STRONG AND WEAK	B/W STRONG AND WEAK	B/W STRONG AND WEAK
	WEAK	0.36	0.24	0.25	0.24



Competition

Zeera Plus faced stagnant equity and declining brand funnel scores, partly due to re-emergence of its main competitor, EBM's Click. After a hiatus, Click revamped its packaging with vibrant, bold colors and targeted youth with the tagline 'Karo Jo Click Karey' (*Do what clicks with you*), aiming to expand its audience. Meanwhile, Sooper consistently gained brand equity through regular digital campaigns and frequent airing. In contrast, the lack of fresh updates left Zeera Plus struggling to maintain excitement as other brands continued to innovate and capture consumer attention.



Summary

The challenge for Zeera Plus was crystal clear: revive the stagnant brand equity at a time when competition was also fiercely active to ensure long-term growth via redefining brand's relevance to connecting younger and older generations.

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)

Ensure sales growth via arresting brand equity decline, pivoting it to a path of increase.
KPI:

- Sales growth in volume and value

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)

Being the major player in the cumin biscuit segment stagnant equity indicated a threat to long term growth for the brand. To ensure growth of the brand viz a viz competition it was imperative to grow more than the category.
Benchmark:

- Sales volume growth of 8% vs last year – 7% category growth rate.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Evaluating month on month sales pre, during and post the campaign.

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

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

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

Marketing Objectives

1

Objective - Overview & KPI

(Maximum: 30 words)

Enhance stagnant equity scores for revival of the brand
KPI:

- Increasing Brand Equity Scores on the Brand Health Tracker (BHT)

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

(Maximum: 75 words; 3 charts/visuals)

With competition launching new communication and focusing on advancing its audience base, Zeera Plus witnessed stagnation in terms of brand equity since Q3'23 threatening the brand's growth.
Benchmark:

- Increase in Brand Equity Score by 10% by Q3'24.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Comparing the brand equity on the Brand Health Tracker (BHT) pre and post the campaign.

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Advocacy / Recommendation

Consideration
Penetration / Acquisition
Salience / Awareness
Cultural Relevance

2

Objective - Overview & KPI

(Maximum: 30 words)

Increase top-of-mind awareness of the brand.

KPI:

- Increase top-of-mind awareness
- Increase spontaneous Awareness

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

(Maximum: 75 words; 3 charts/visuals)

In an awareness-driven category, increasing brand visibility is crucial for relevance and growth. Consumers rely on familiarity, making consistent engagement essential. For Zeera Plus, boosting awareness ensures competitiveness, reinforces leadership, and keeps the brand exciting and relevant, preventing it from being overshadowed by other active and innovative competitors.

Benchmark:

- Increase top of mind awareness by minimum 100 basis points by Q3'24
- Spontaneous awareness increase by 100 basis points by Q3'24

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Increase in brand awareness measures as reflected in Brand Health Tracker (BHT).

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Salience / Awareness

3

Objective - Overview & KPI

(Maximum: 30 words)

Expand Zeera Plus usage via appealing to the younger audiences without alienating the existing older ones.

KPI:

- Usage Scores uplift
- Frequency of purchase
- Key associations on younger target audience

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

(Maximum: 75 words; 3 charts/visuals)

Boosting usage scores was crucial to ensure Zeera Plus became the go-to biscuit for tea-time across generations, especially targeting younger audiences. By aligning the brand with a shared passion for tea and conversation, the campaign aimed to increase frequency of use, reinforcing Zeera Plus as a top choice for all ages.

Benchmark:

- Usage Scores increase by 2%
- Frequency of Purchase increase by 10%
- Key Associations increase by 2% vs LY on younger audience

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Post campaign, seeing the uplift in Usage scores in Brand Health Tracker (BHT)

Tagging - What keywords best describe your objective type?

(1 Required. No
Maximum)

Conversion

Frequency

Penetration / Acquisition

Activity Objectives

1

Objective - Overview & KPI

(Maximum: 30 words)

Interventions to encourage consumer interaction with the pack to boost participation and entries on the microsite.

KPI:

- No. of entries on microsite
- Digital: Impressions, View-through-rates, Clicks

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

(Maximum: 75 words; 3
charts/visuals)

To strengthen consumer relevance, Zeera Plus introduced a limited-edition pack inviting audiences to share their *Guftugu* moments for a chance to win personalized packs. It was to make the pack a cherished collectible making meaningful connections – to not be just a product but a keepsake of memorable moments.

Digital activations were implemented to promote the initiative, with a target benchmark.

Benchmark:

- No. of entries - 5000
- View-Through-Rate (VTR) industry benchmark: 25 – 38%

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Track campaign participation metrics via website analytics.

Tagging - What keywords best describe your objective type?

(1 Required, No
Maximum)

Popularity / Fame / Social Discourse

Positive Sentiment / Emotional Resonance

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

Entries on Microsite

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

- Nielsen IQ Brand Health Tracker (Q3'23 – Q3'24)
- Internal Sales
- Group M Post Campaign Analysis
- Google Web Analytics

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 2: INSIGHTS & STRATEGY - 23.3% OF TOTAL SCORE

This section covers the key building blocks of your strategy.

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

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

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

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

(Maximum: 300 words; 3 charts/visuals)

- Primary Audiences (Broad Target Group)**
- Age: 25 – 55 years; Bullseye: 35 years
- Younger Demographic**
- Age: 25 – 45
 - SEC: A, B and C
 - Behavior: Tea lovers who enjoy enhancing their chai-time experience with snacks, particularly biscuits. This group represents a blend of millennials who value meaningful moments and connections during chai breaks. They are open-minded, digitally engaged, and active on social media, making them receptive to influencer-driven content and campaigns.
 - Cultural Insight: While being digitally engaged this set of audience also has a strong cultural connection with tea, where it's more than just a beverage but rather a respite to break free from routine and mundane.
- Older Demographic (loyal consumers of Zeera Plus)**
- Age: 45 – 55+
 - SEC: A, B and C
 - Behavior: Primarily loyal to the brand, this audience is accustomed to having Zeera Plus as a companion with their tea. They are selective but loyal consumers of Zeera Plus, they appreciate the consistent taste and quality of the brand.
 - Cultural Insight: This demographic values family connections, simplicity, and routine. Chai time is an important tradition, and they expect a consistent experience with biscuits that don't break in tea—Zeera Plus fulfills this need.

Why are they relevant?

The campaign aimed to bridge the generational gap between the younger and older audience segments, creating a unified experience around tea-time. The younger demographic was targeted to expand brand relevance among younger consumers, while the older demographic remained central for reinforcing brand loyalty. The goal was to create a more inclusive narrative that connects across ages, celebrating both modern and traditional Guftugu moments.

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.

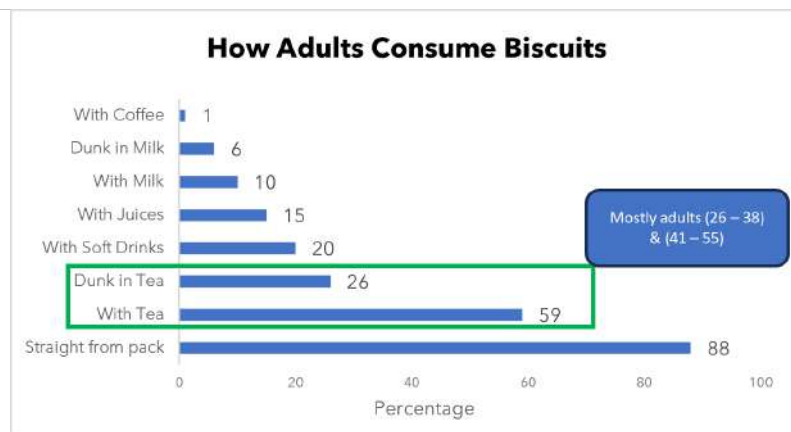
Clarify how the insight(s) were directly tied to your brand, your audience's behaviors and attitudes, your research and/or business situation. How would this unique insight(s) lead to the brand's

Cultural Insights – Chai as Ritual, Not Just a Beverage:

Chai time in Pakistan goes beyond simply drinking tea—it is one of the most common biscuit consumption occasions and is about fostering togetherness, conversations, and connections. Whether it's a chat with friends, family, or colleagues, chai forms the backdrop to these social rituals. Hence, tea lovers seek more than just a cup of tea; they want the experience to be meaningful, filled with warmth and shared moments.

success and how did it inform your strategic idea.

(Maximum: 300 words; 3 charts/visuals)



Generational Insight – The Divide and Connect:

The younger and older consumers for Zeera Plus were different to each other due to belonging to different generations. While the elderly were rooted in their traditions and nuances, the younger generation was more up and coming with the rapidly progressing technology and access to global trends and attitudes. Yet what really brought the 2 generations together was their shared love for tea and bouts of conversations that erupt over teatime.

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)

Introducing **Zeera Plus Guftugu Edition Pack**—a limited-edition pack inviting audiences to share pictures of their teatime Guftugu moments for a chance to win a personalized Zeera Plus pack, featuring their cherished photo on the packaging.

Why did it resonate with audiences?

Taking pictures unites older and younger generations because it taps into a shared human instinct to preserve and share memories. While the methods differ—youth often use photography as a form of self-expression or social media engagement, and the elderly cherish it for nostalgia and family heritage—both generations find common ground in valuing meaningful moments.

Photographs become a bridge, sparking conversations, storytelling, and emotional connections. For the young, it's about creating and sharing; for the elderly, it's about remembering and cherishing. This overlap made the personalized Zeera Plus Guftugu Edition Pack a force for connecting the two set of audiences.

Section 2: Sourcing

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

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

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

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

Judges encourage third-party data where available.

See Entry Kit for details.

- Usage and Attitudes Study AC Nielsen
- Foresight – Research Report on Zeera Plus
- Nielsen IQ Brand Health Tracker (BHT)

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.

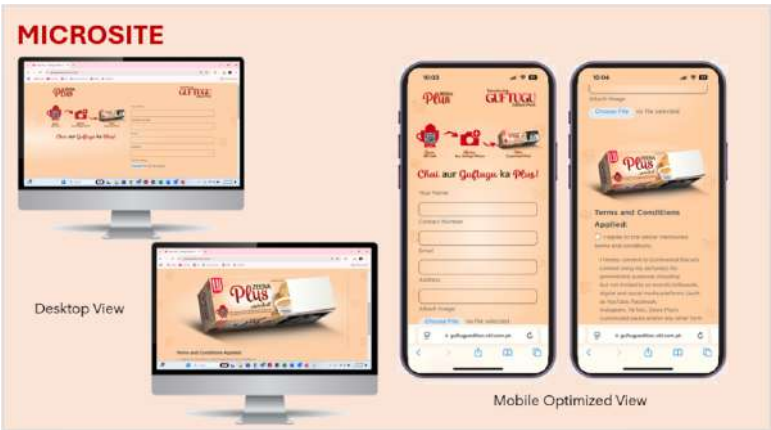
Outline any components that were active in the effort e.g. CRM program, SEM, display advertising, native advertising, affiliate marketing, new technologies (e.g. AI), customer experience, pricing changes as well as promotions and communications.

(Maximum: 200 words; 3 charts/visuals)

Introducing Guftugu Edition Pack – Chai Aur Guftugu Ka Plus

The Guftugu Edition Pack launched as a limited-edition offering, carried a QR code for audiences to scan and share photos capturing their cherished Guftugu moments. Lucky winners won a personalized pack featuring their shared photo. The pack doubled as an invitation for audiences to engage; cherished as a keepsake or gifted to a loved one, positioned Zeera Plus as the brand that sparks meaningful connections. The tagline, Chai Aur Guftugu Ka Plus, highlighted how Zeera Plus enhances teatime with moments of togetherness and heartfelt conversations, reinforcing its role in creating memories.

Guftugu Microsite: Scanning the QR code directed consumers to a custom-designed microsite, created exclusively for the campaign. This platform seamlessly captured firsthand consumer insights while recording their submissions for a chance to win a personalized pack.





The creative strategy was to build the campaign primarily on digital media to engage with younger audiences through relevant content and communication.

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)

To ensure the Zeera Plus Guftugu Edition campaign resonated with the target audience, we focused on key creative elements that connected with the core strategy of promoting the snack as the perfect companion to tea, enhancing tea-time Guftugu and all this while engaging with younger and older audiences.

- **Endline:** 'Chai Aur Guftugu Ka Plus' reinforced the core message of Zeera Plus being not just a biscuit; it enhances teatime through meaningful connections.
- **Call-to-Action:** 'Share a picture of your Guftugu moment using QR code for a chance to win a customized Guftugu Edition pack' encouraged users to participate in the conversation and share their special Guftugu moments with Zeera Plus through the microsite
- **Key Visual:** The visual showcased the new pack announcement, tagline, and packaging, complemented by line art illustrating shared passion points between generations.



- **Communication:** A telop was developed to explain the mechanics for winning the personalized Zeera Plus Guftugu Edition Pack (see case video).
- **Digital:** Engaging content was designed to boost participation and drive a higher number of entries.



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)

Communication Strategy: The campaign aimed to elevate the tea-time experience, with a particular focus on engaging the younger generation and integrating them into the brand's fold. To achieve this, the campaign heavily prioritized digital platforms, leveraging targeted advertising and PR efforts.

Experience Strategy: The campaign's experiential element brought the brand to life through physical engagements. 'Guftugu Corners' were set up in high-traffic stores like Carrefours, inviting consumers to create their personalized Guftugu Edition Packs on spot.

Complementing this were out-of-home installations in key cities, offering a unique offline experience where audiences could see their personalized Guftugu Edition Packs showcased in a larger-than-life format. This immersive touchpoint bridged the physical and digital worlds, creating memorable brand interactions and strengthening consumer connections.

Channel Strategy: Our channel strategy was integrated across multiple touchpoints to ensure maximum reach and engagement:

Digital Campaign and PR: To promote the pack and educate consumers about its mechanics, a digitally focused telop was created and shared across major platforms.

Platforms: YouTube, Facebook, Instagram and TikTok

Engagement also came from celebrities, publishers and influencers showcasing their personalized Guftugu Edition Pack.

- 6 Celebrities
- 30 Top-tier influencers
- 50 Micro influencers
- 10 Publications

Out of Home: Utilized 55 sites in top 13 cities of Pakistan.

Along with conventional, innovative out-of-home installations brought the campaign to life as it featured photographs received from consumers as part of their entry for a customized pack showcased on a grand scale.



In-store Activations: Guftugu corners set up in-store whereby consumers took photographs and got their personalized Guftugu Edition packs live. Along with this, arches with end modes and point of sale visibility burst was given on trade.



Mini Web Series: Heartfelt mini web series was created in collaboration with SeePrime, directed by renowned director Nadeem Baig. These touching stories of reconnections beautifully unfolded through the theme of *Guftugu*, bringing the campaign's essence to life.



TV Integrations: Selective morning show integrations were made whereby morning show hosts showcased their customized Guftugu Edition packs in a segment dedicated to Zeera Plus.

E-Commerce: Key placements and visibility secured on major e-commerce platforms. This ensured Zeera Plus reached a tech-savvy audience directly impacting its online orders.

Platforms: PandaMart, KraveMart, Daraz, Deal Cart

By blending digital, experiential, and traditional media, the campaign created an immersive experience.

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.

- Post Campaign Analysis Reports from relevant agencies
- Google Webanalytics

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.

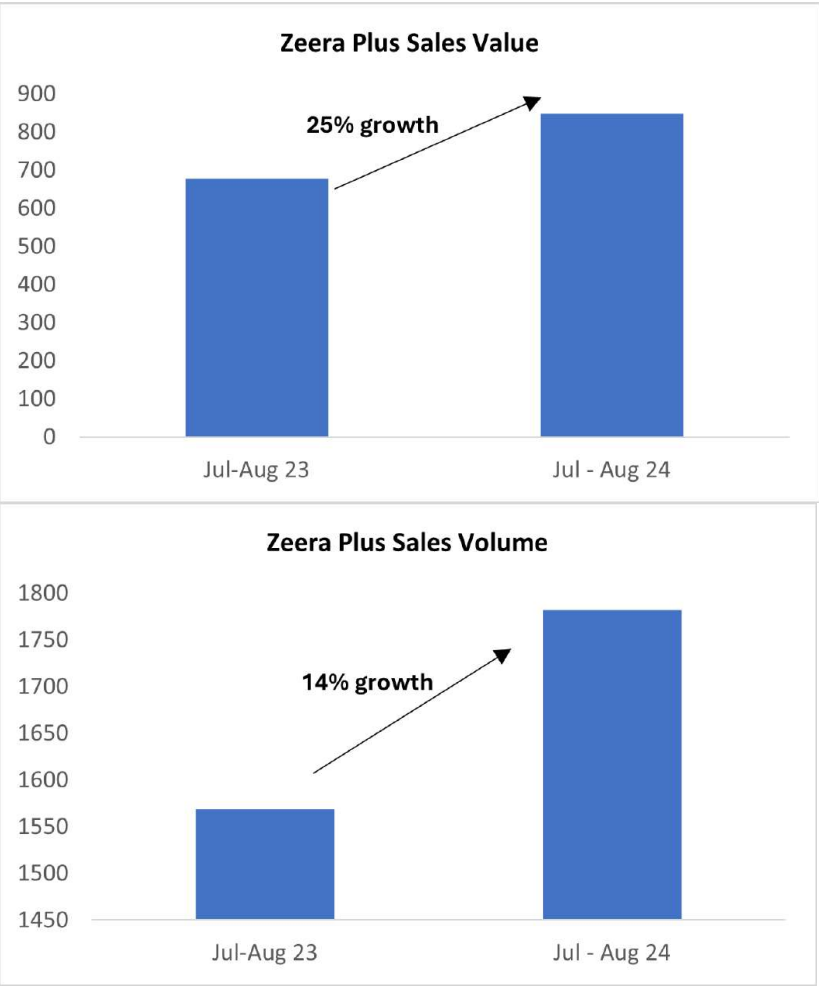
Results Overview

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)

Results Summary:

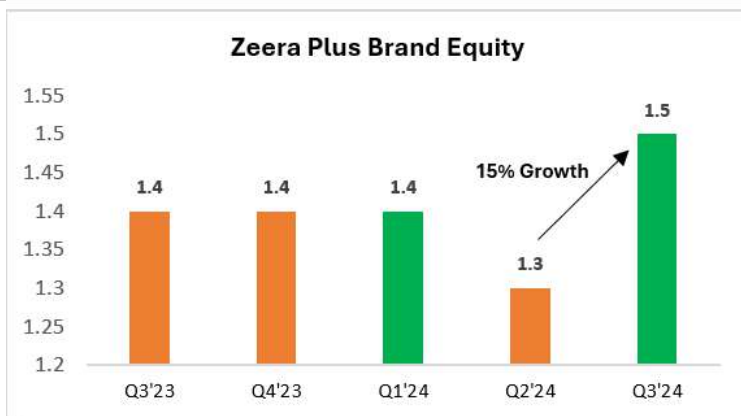
Sales Performance:

- **Sales Uplift:** Achieved 25% sales value growth led by 14% volume growth vs same period last year and a 24% monthly sales volume uplift

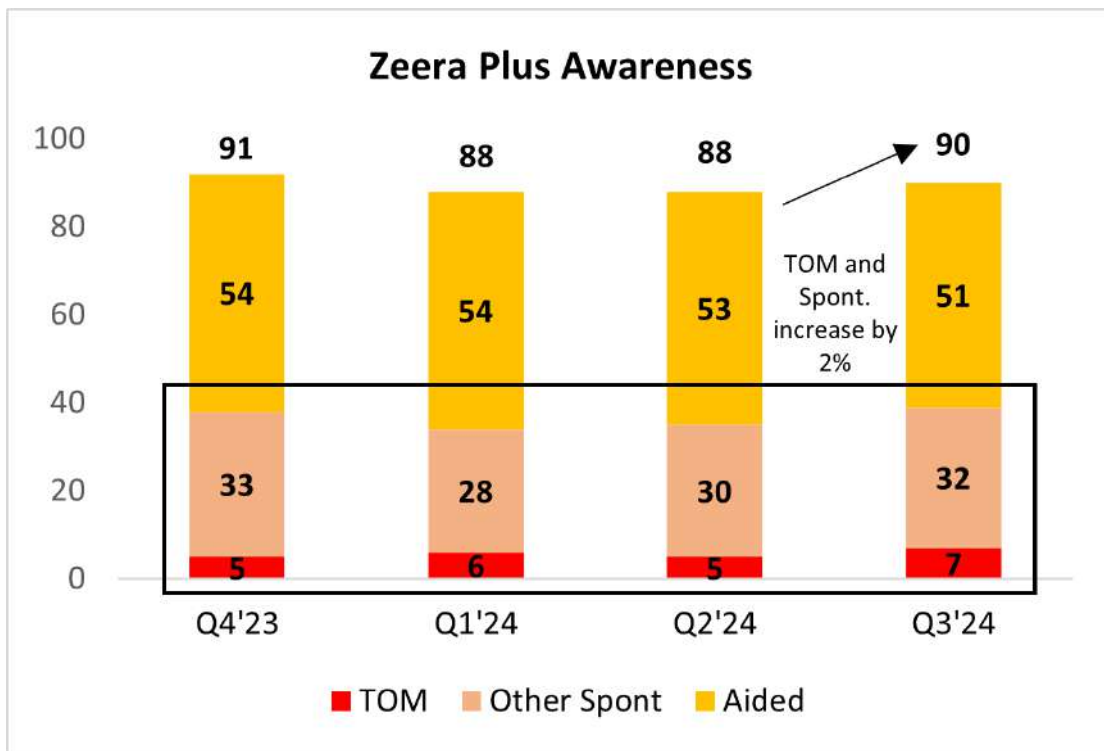


Brand Health Performance:

- **Equity Scores:** Improved from 1.3 to 1.5 (15% improvement in Q3 2024 vs Q2'24), making it a strong equity brand.
- **Awareness:** Top of Mind (TOM) awareness increased from 5 to 7 and spontaneous awareness increased from 30 to 32 (Q2'24 vs Q3'24).
- **Current Usage:** Increased from 43% to 48% (12% increase post-campaign vs pre-campaign).
- **Loyalty Scores:** (MOUB) grew from 6% to 8% (Q2 2024 vs Q3 2024).



KEY						
	BRAND HEALTH					
		Q3'23	Q4'23	Q1'24	Q2'24	Q3'24
	STRONG	1.45	1.47	1.42	1.49	1.52
	MODERATE	B/W STRONG AND WEAK	B/W STRONG AND WEAK	B/W STRONG AND WEAK	B/W STRONG AND WEAK	B/W STRONG AND WEAK
	WEAK	0.36	0.24	0.25	0.24	0.22



Digital Media:

- Impressions: Delivered 147 million impressions.
- Reach: 7.5 million on META, 3.2 million on YouTube and 20 million on TikTok
- Clicks: Attracted over 3.1 million clicks.
- View-Through Rate (VTR): Achieved 61%, outperforming industry benchmark of 28 - 35%.

Website Results:

- Active Users: 72,000+ users onboarded.
- Engagement Rate: Reached a high of 16.4%
- Total Entries: 8000+ unique entries

Business Objective Results

Provide results
that correspond
to each of your

1

objectives from Question 1C here. You are required to provide a result for each objective.

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

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

Objective - Overview & KPI

State your objective here.

(Max: 25 words)

Ensure sales growth via arresting brand equity decline, pivoting it to a path of increase.

KPI:

- Sales growth in volume and value

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)

Being the major player in the cumin biscuit segment stagnant equity indicated a threat to long term growth for the brand. To ensure growth of the brand viz a viz competition it was imperative to grow more than the category.

Benchmark:

- Sales volume growth of 8% vs last year – 7% category growth rate.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Evaluating month on month sales pre, during and post the campaign.

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

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

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

List Result

(Maximum: 30 Words)

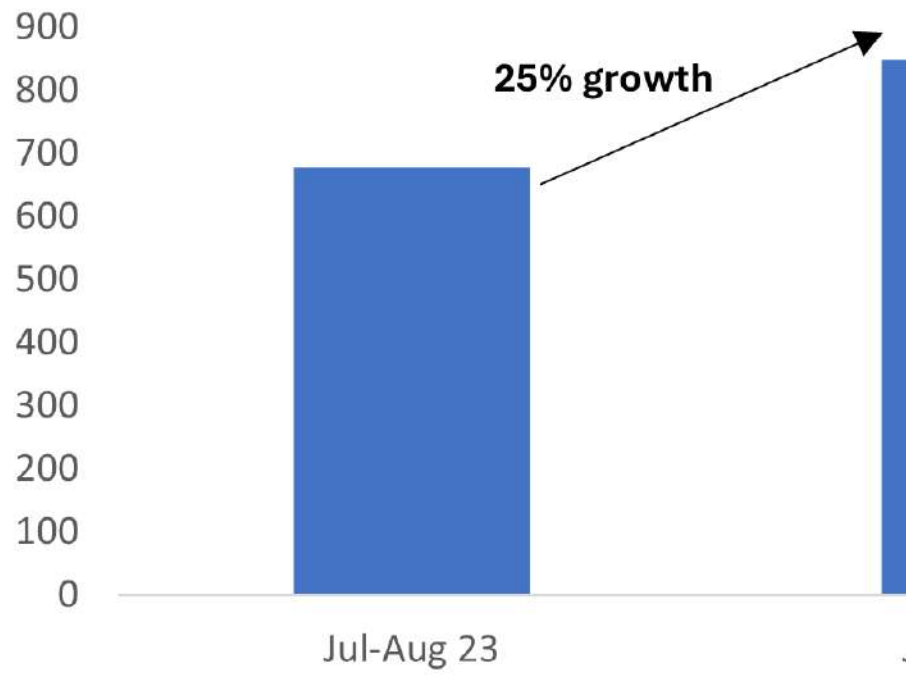
Achieved 25% sales value growth led by 14% volume growth vs same period last year and a 24% monthly sales volume uplift.

Context

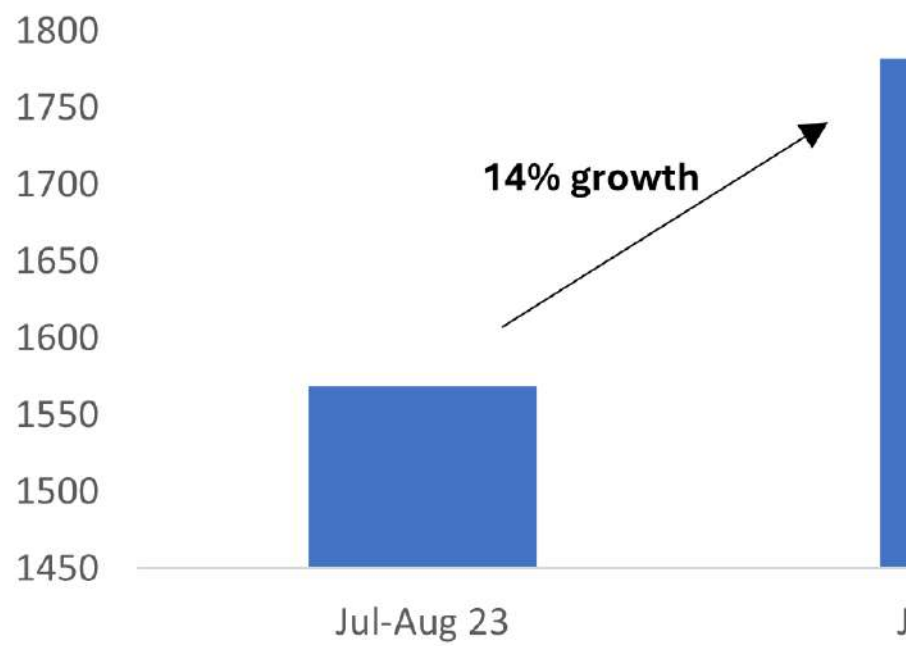
(Maximum: 75 words; 3 charts/visuals)

Zeera Plus surpassed the benchmark for sales uplift set for the campaign and was the brand with the highest volume swing from June to July in Continental Biscuits.

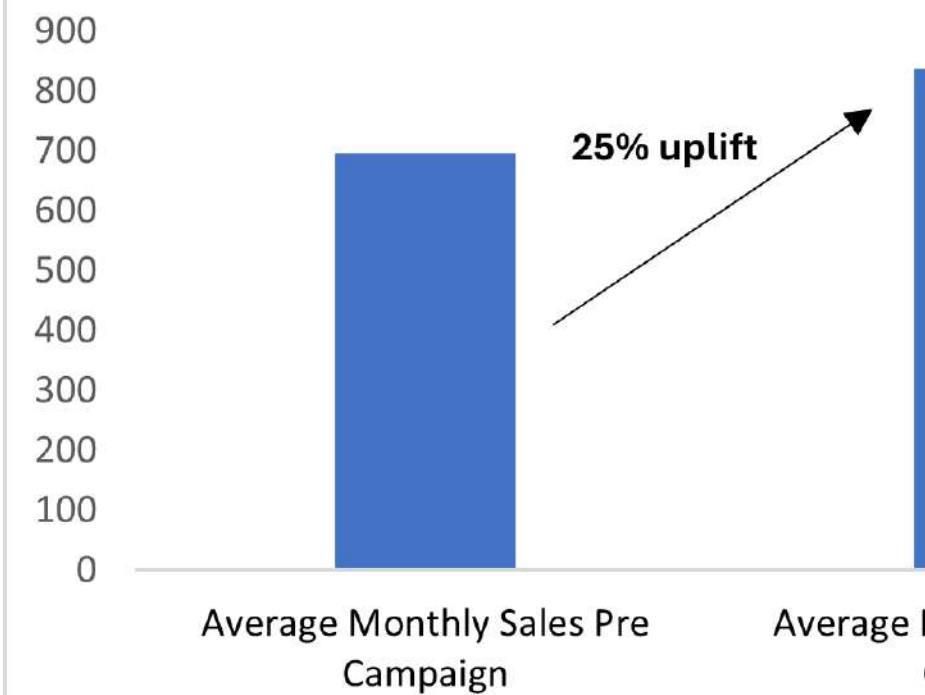
Zeera Plus Sales Value



Zeera Plus Sales Volume



Zeera Plus Sales Uplift



Marketing Objectives Results

- # 1

Objective - Overview & KPI

(Maximum: 30 words)

Enhance stagnant equity scores for revival of the brand

KPI:

- Increasing Brand Equity Scores on the Brand Health Tracker (BHT)

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

(Maximum: 75 words; 3 charts/visuals)

With competition launching new communication and focusing on advancing its audience base, Zeera Plus witnessed stagnation in terms of brand equity since Q3'23 threatening the brand's growth.

Benchmark:

- Increase in Brand Equity Score by 10% by Q3'24.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Comparing the brand equity on the Brand Health Tracker (BHT) pre and post the campaign.

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Advocacy / Recommendation

Consideration

Penetration / Acquisition

Salience / Awareness

Cultural Relevance

List Result

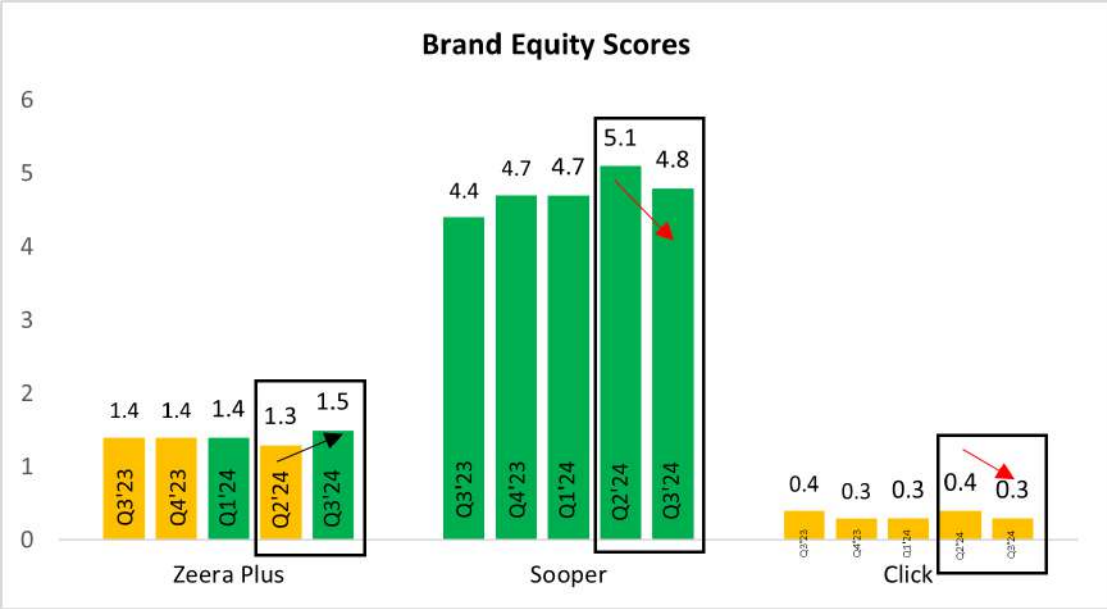
(Maximum: 30 words)

Brand Equity scored improved from 1.3 to 1.5 (15% improvement in Q3 2024 vs last quarter).

Context

(Maximum: 75 words; 3 charts/visuals)

Zeera Plus experienced stagnant equity scores following Q2'23. However, post-campaign results show significant growth in equity, indicating strong consumer resonance with the campaign. Notably, during this period, key competitors in the category, including Sooper and its main rival Click, saw a decline in their equity scores, further highlighting the campaign's success.



2

Objective - Overview & KPI

(Maximum: 30 words)

Increase top-of-mind awareness of the brand.

KPI:

- Increase top-of-mind awareness
- Increase spontaneous Awareness

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

(Maximum: 75 words; 3 charts/visuals)

In an awareness-driven category, increasing brand visibility is crucial for relevance and growth. Consumers rely on familiarity, making consistent engagement essential. For Zeera Plus, boosting awareness ensures competitiveness, reinforces leadership, and keeps the brand exciting and relevant, preventing it from being overshadowed by other active and innovative competitors.

Benchmark:

- Increase top of mind awareness by minimum 100 basis points by Q3'24
- Spontaneous awareness increase by 100 basis points by Q3'24

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Increase in brand awareness measures as reflected in Brand Health Tracker (BHT).

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Salience / Awareness

List Result

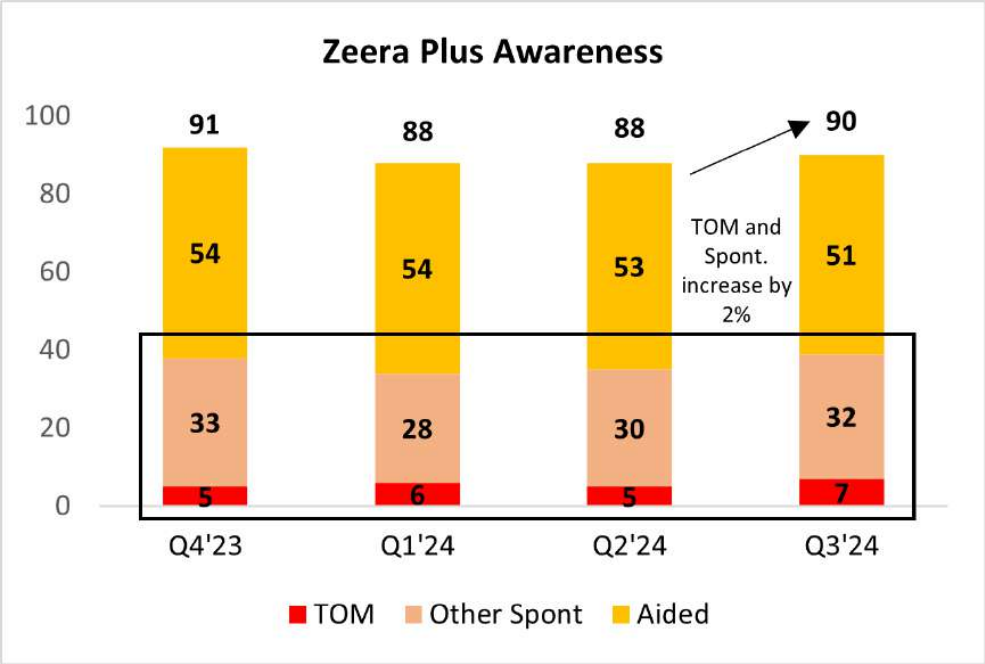
(Maximum: 30 words)

Top of Mind (TOM) awareness increased from 5 to 7 and spontaneous awareness increased from 30 to 32 (Q2'24 vs Q3'24).

Context

(Maximum: 75 words; 3 charts/visuals)

Amidst Click launching a fresh new campaign, Zeera Plus faced stagnating awareness. However, the increase in top-of-mind (TOM) awareness post campaign demonstrated the campaign's memorability and its effectiveness in building brand salience.



3

Objective - Overview & KPI

(Maximum: 30 words)

Expand Zeera Plus usage via appealing to the younger audiences without alienating the existing older ones.

KPI:

- Usage Scores uplift
- Frequency of purchase
- Key associations on younger target audience

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

(Maximum: 75 words; 3 charts/visuals)

Boosting usage scores was crucial to ensure Zeera Plus became the go-to biscuit for tea-time across generations, especially targeting younger audiences. By aligning the brand with a shared passion for tea and conversation, the campaign aimed to increase frequency of use, reinforcing Zeera Plus as a top choice for all ages.

Benchmark:

- Usage Scores increase by 2%
- Frequency of Purchase increase by 10%
- Key Associations increase by 2% vs LY on younger audience

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Post campaign, seeing the uplift in Usage scores in Brand Health Tracker (BHT)

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Conversion

Frequency

Penetration / Acquisition

List Result

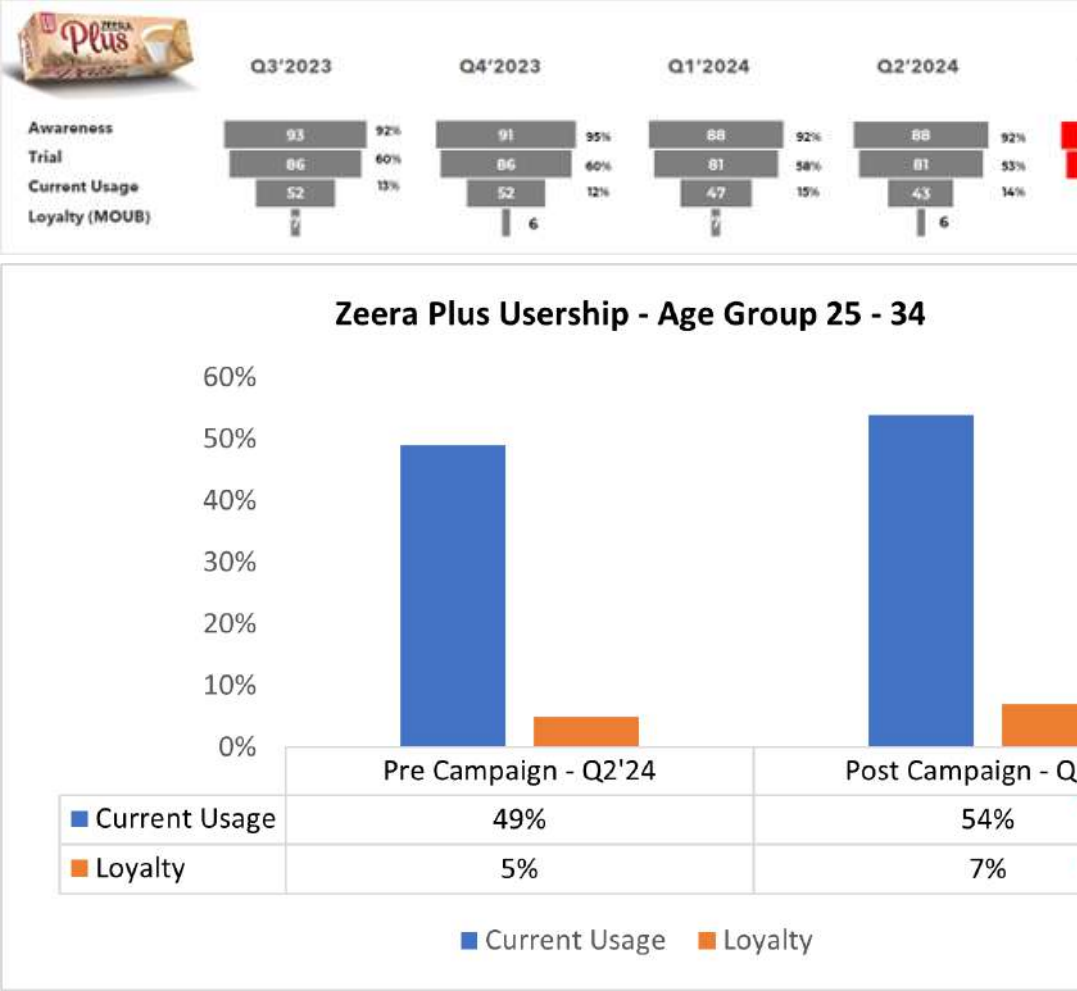
(Maximum: 30 words)

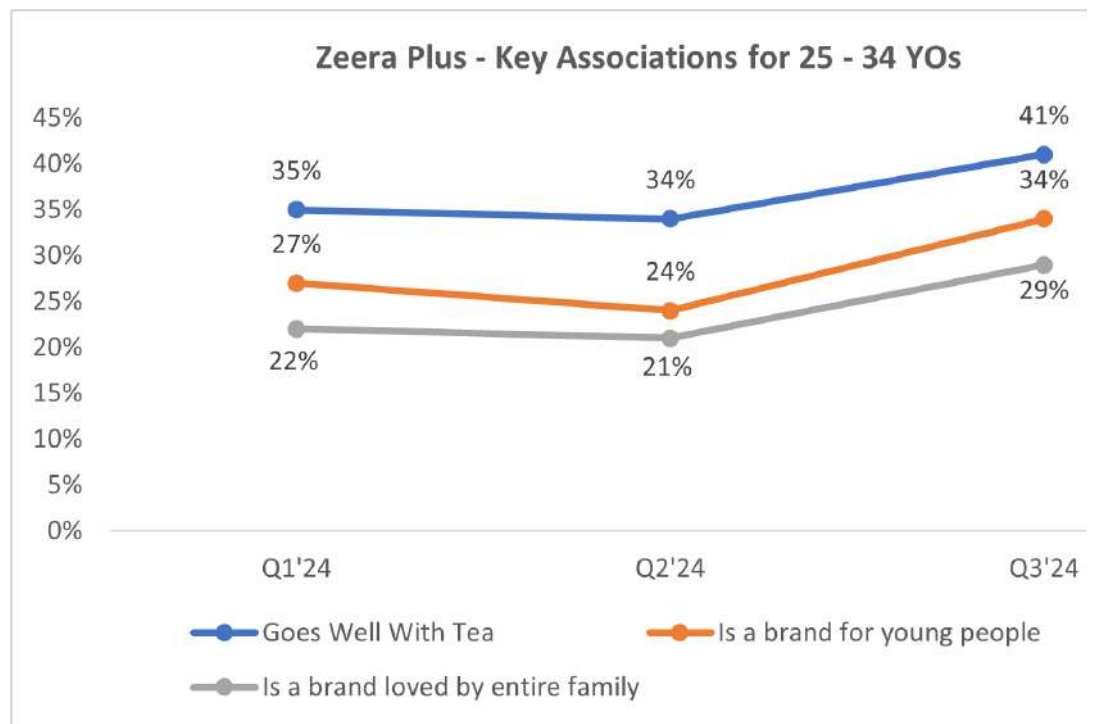
Usage rose from 43% to 48% (+12%), loyalty (Most Often Used Brand - MOUB) grew from 6% to 8%, and key associations on young improved by 6%+.

Context

(Maximum: 75 words; 3 charts/visuals)

To ensure relevance among younger audiences, it was crucial for Zeera Plus to connect with this demographic. The campaign's success was evident through increased usership, particularly within the key 25-34 age group, reflecting strong resonance with the target audience.





Activity Objectives Results

1

Objective - Overview & KPI

(Maximum: 30 words)

Interventions to encourage consumer interaction with the pack to boost participation and entries on the microsite.

KPI:

- No. of entries on microsite
- Digital: Impressions, View-through-rates, Clicks

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

(Maximum: 75 words; 3 charts/visuals)

To strengthen consumer relevance, Zeera Plus introduced a limited-edition pack inviting audiences to share their *Guftugu* moments for a chance to win personalized packs. It was to make the pack a cherished collectible making meaningful connections – to not be just a product but a keepsake of memorable moments.

Digital activations were implemented to promote the initiative, with a target benchmark.

Benchmark:

- No. of entries - 5000
- View-Through-Rate (VTR) industry benchmark: 25 - 38%

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Track campaign participation metrics via website analytics.

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Popularity / Fame / Social Discourse

Positive Sentiment / Emotional Resonance

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

Entries on Microsite

List Result

(Maximum: 30 words)

Achieved over **8000+** unique entries, onboarded **72,000+** users, and digital assets achieved **61% view-through-rate** surpassing industry benchmark of 28-35%.

Context

(Maximum: 75 words; 3 charts/visuals)

The goal was to drive engagement with the Guftugu Edition Pack and deepen emotional resonance with the brand. Zeera Plus positioned the pack as a treasured collectible, offering personalized touches that made it a meaningful keepsake of cherished moments.

The campaign stood out as over **8000+** unique entries were achieved along with **61% VTR** on digital assets and **3.1 million** clicks.

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)

In addition to meeting the key objectives, the campaign generated a significant uptick in brand sentiment:

- Positive mentions increased by **30%** across social media platforms.
- **25%** growth in user-generated content (UGC), enriching brand engagement.

The microsite saw a **40%** increase in traffic compared to the benchmark period, with a higher-than-expected participation rate from users sharing their personalized chai-time moments.

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.

Business Events (e.g. changes in supply chain, government regulations)

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)

Unforeseen challenges at the CBL factory in mid-August led to supply constraints for Zeera Plus. These limitations impacted the sales supplies, otherwise campaign performance would have been further significantly higher if the brand had been able to meet its full market demand.

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

- Brand Health Tracker
- Household Panel (Foresight)
- Google Webanalytics
- Internal Sales

judges to review.

Judges encourage third-party data where available.

See Entry Kit for details.

INVESTMENT OVERVIEW

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

PAID MEDIA EXPENDITURES

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

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

Paid Media Expenditure (Current Year)

Campaign Period: Competition Year

PKR 50 – 75 million

Paid Media Expenditures (Prior Year)

Campaign Period: Prior Year

PKR 50 – 75 million

Compared to competitors in this category, the budget is:

Less

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

About the same

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.

Paid Media: 82% of the budget was spent on paid media under below heads:

- Digital Advertising
- Out of Home
- PR
- E-Commerce

Owned Media: 9% of the budget was spent on the following activities:

- Microsite
- In-store Activation
- Point of Sale Material

Shared Media: 8% of the budget was spent on the development of Guftugu Web Series in collaboration with SeePrime.

(Maximum: 100 words)

PRODUCTION & OTHER NON-MEDIA EXPENDITURES

Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees), and any activation costs.

Production & Other Non-Media Expenditures

Select One

PRK 5-10 Million

Elaboration on the Production & Other Non-Media Expenditures

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

Production and other non-media expenditures were 17% of the budget which included cost towards PR and Activations

OWNED MEDIA

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

(Maximum: 100 words)

Was owned media a part of your effort?

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

Yes : The Guftugu Microsite was designed to collect entries seamlessly, while POSM and in-store activations effectively amplified campaign visibility and engagement at key touchpoints.

(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.

Product Placement – Occasional

Elaboration on Sponsorships and Media Partnerships

Provide additional context regarding your sponsorships and media partnerships.

Selective morning shows were strategically chosen for Guftugu Edition Pack integration, featuring dedicated segments to highlight the campaign and drive audience engagement.

(Maximum: 100 words)

SOURCES

Investment Overview: Data Sources

Provide sourcing for all data provided in the Investment Overview.

- Internal Budgets

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

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

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

Judges encourage third-party data where available.

SOURCING GUIDE OUTLINE

ALL TOUCHPOINTS AS PART OF YOUR EFFORT

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

Communications Touchpoints

Select all that apply.

Branded Content – Product Placement

Digital Mktg. – Content Promotion

Digital Mktg. – Influencers

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

Digital Mktg. – Social: Paid

Digital Mktg. – Video Ads

Interactive / Website / Apps

Internal/In-Office Marketing

OOH – Billboards

Packaging & Product Design

Retail Experience: In Store

Sampling/Trial

TV

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.

Packaging & Product Design

Main Touchpoint 2

#2 Most Integral Touchpoint

OOH – Billboards

Main Touchpoint 3

#3 Most Integral Touchpoint

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

SOCIAL MEDIA PLATFORMS

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

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

Select all that apply, or select Not Applicable.

Facebook

Instagram

TikTok

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"



Chai time is when people connect and meaningful **GUFTUGU** unfolds!

Zeera Plus Guftugu Edition Pack

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".)

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"

Branded Content – Product Placement
Digital Mktg. – Influencers
Digital Mktg. – Short Video (:15-3 min.)
Interactive / Website / Apps
Internal/In-Office Marketing
OOH – Billboards
Packaging & Product Design
Retail Experience: In Store
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.

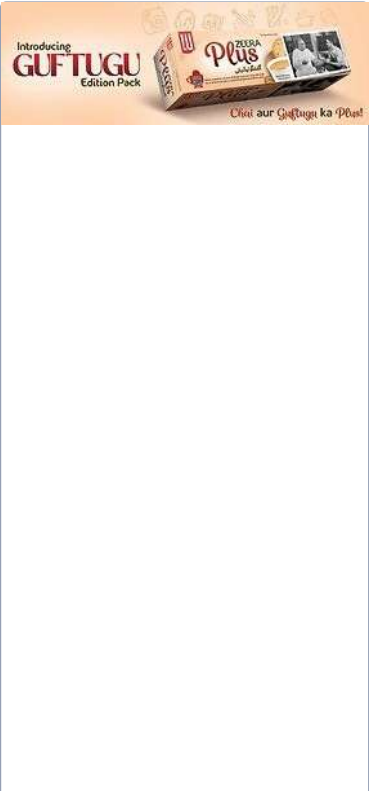
Judges review these images after they read your case and watch your creative reel. Images should complement your reel and help the judges better evaluate the creative elements that ran in front of your audience.

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



Zeera Plus - Guftugu Edition Pack
OK



Guftugu Edition Pack OOH
OK



Guftugu Website Interface
OK



Guftugu Activation
OK



Guftugu Digital
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 87c00bbf7f8e2dac36e829ca418dc81a