

E-3693-475

Peek Freans Heart Beats

Product

Peek Freans Heart Beats

Category Entered

New Product and Services

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	2024-02-01
Date To	2024-09-30

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

Regional Classification

Select all that apply.

National

Industry Sector

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

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)

EBM wanted to capitalize on sweet munching whitespace by disrupting the highly competitive largest plain-sweet segment with a distinctive proposition

The Insight:

(Maximum per line:
One sentence - 20
words)

Meme culture is symbolic of youth's ability to find humour in irony, dealing with daily-stressors with bite-sized content for laughs.

The Strategic Idea/Build:

(Maximum per line:
One sentence - 20
words)

Heart beats is intentionally built around **light-heartedness** - Connecting its distinctive product truth with the youth's need for lighthearted moments

Bringing the Strategy to Life:

(Maximum per line:
One sentence - 20
words)

“Bite lo, Light lo” Heartbeats innovated the category from the distinctive sugar-sprinkled heart-shaped bite-sized biscuit to a humor-packed IMC

The Results:

(Maximum per line:
One sentence - 20
words)

1 Billion in sales in the first 7 Months
4.8% Market Share Achieved
3.4% Penetration
6% National Awareness

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)

EBM wanted to capitalize on sweet-munching whitespace by disrupting the highly competitive largest plain-sweet segment with a distinctive proposition. Heartbeats brought together a unique Sugar-sprinkled heart-shaped bite-sized biscuit with the youth's need for lighthearted moments. With the mantra “Bite lo, light lo”, Heartbeats was launched with a comprehensive youth-centered IMC. The humorous storytelling featured Heartbeats helping the protagonists to channel their “cooler-relaxed self” giving hilarious tips on taking the moment lightly. The brand innovated all aspects of its marketing mix from packaging to social media and overdelivered on all KPIs and achieving Rs.1Bn sales within 7 months

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?

The plain sweet biscuit segment dominates the industry, accounting for nearly 45% of the market with a remarkable penetration of 97% and usership rate of 60%. Most of this consumption is centered around moments of tea. The segment is highly saturated with legacy brands and little to no innovation. The overall challenge was to disrupt this highly competitive category with a distinctive proposition

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.

Our challenge was:

Need for Product Innovation:

Through consumer research it was identified that mindless munching is a growing need which is being currently satisfied through chips and savoury snacks. Biscuits were not in the consideration set for mindless munching because they did not offer the crunch and light-taste experience one enjoys with savoury snacks.

Creating a product that could meet the functional needs of mindless munching while offering a sweet flavor profile associated with the Peek Freans brand that is liked by our TG (millennials and GenZ).

Changing Consumer category perception by developing a relatable yet distinct positioning:

The youth is trend-driven, often seeking snacks that aligned with their fast-paced, on-the-go lifestyles. Biscuits were not part of this consideration set because they lacked the sensory experience of crunch and light taste. Changing the way consumers consumed biscuits and positioning them as a casual snack to mindlessly munch would be a significant habit.

(Maximum: 275 words; 3 charts/visuals)

1B. WHAT WERE YOUR MEASURABLE OBJECTIVES? WHAT WERE THE KEY PERFORMANCE INDICATORS (KPIs) AGAINST YOUR OBJECTIVES? PROVIDE

SPECIFIC NUMBERS/PERCENTAGES FOR EACH OBJECTIVE AND PRIOR YEAR BENCHMARKS WHEREVER POSSIBLE.

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

RESPONSE FORMAT

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

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

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

Business Objective

Objective #1 should be your primary campaign objective, then you may list up to three supporting objectives. For each objective, you may include up to three charts/graphs.

1

Objective - Overview & KPI

State your objective here.
(Max: 25 words)

Create a new innovative-category for Mindless Munching within the branded biscuits segment by achieving on Key-Metrics:

- Sales Milestone (internal-benchmark) Rs1Billion in 12M

Capture Segment Share 4%volume, 6%value of the segment

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

Set up your objectives & share any overarching explanation of

As a new brand striving to carve a new consumption occasion, we needed to set sales and market share targets using internal bench marks for success to ensure momentum in the first year.

your objectives & KPIs.

(Max: 100 words,
3 charts/graphs)

However, we were cognizant that behavior change requires consistent long-term communication.

Measurement - How did you plan to measure it?

(Maximum: 30
words)

Internal sales data and Household Panel

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..

New Brand or Product / Service Launch

Marketing Objectives

1

Objective - Overview & KPI

(Maximum: 30
words)

Creating awareness and trial of a new brand and format -

Awareness - 5%

Penetration - 3%

Market Share - 4%

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

(Maximum: 75 words; 3 charts/visuals)

We wanted to generate mass awareness of the Brand Heart Beats that would register the distinctive shape and nature of the product - i.e., Peek Freans has launched a new heart shaped, light, crunchy biscuit called Heart Beats

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Via the Brand Health Tracker and Household Panel

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Penetration / Acquisition

Salience / Awareness

Activity Objectives

-

1

Objective - Overview & KPI

(Maximum: 30 words)

Generate Trial of the new brand and consideration
20% conversion rate from trial

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

(Maximum: 75 words; 3 charts/visuals)

As per our research results post consumption purchase intention was reported to be 81% on top Box and 98% on top 2 boxes hence strongly indicating that product trial will lead up to repurchase.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Brand Health Tracker

Tagging - What keywords best describe your objective type?

(1 Required, No
Maximum)

consideration and conversion

consideration

consideration

Section 1: Sourcing

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

1. Household Panel
2. Brand Health Tracker
3. CLT 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 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)

Audience Demographics and Lifestyle

Our primary audience for Heart Beats consists of young adults aged 20 to 35, both male and female. This TG accounts for 24.7% of the population and i.e., 58,402,036 individuals. This group includes students, early professionals, and young couples from middle to upper-middle-class backgrounds, with disposable income to spend on snacks. They predominantly reside in urban and semi-urban areas, where snacking is a regular part of their fast-paced lifestyle. These individuals are always on the move, looking for snacks that are easy to consume, enjoyable, while balancing work, studies, and social activities.

Our choice of audience was based on quantitative consumer segmentation analysis conducted in first phase of innovation planning to understand concept resonance along with need state mapping.

Cultural and Social Influences

Culturally, this audience is highly social and digitally connected, with a preference for convenience and novelty. They are trend-driven, discovering new products via social media: Instagram, TikTok, and YouTube, where influencers play a significant role in shaping purchasing decisions. This demographic craves products that reflect their dynamic lifestyles, offering both indulgence and lightness. They experiment with new snacks and look for items that align with their need for fun, spontaneous consumption—ideal for moments of mindless munching.

Behavior and Perception Shifts

The target includes both existing fans of sweet biscuits and a new audience used to savory snacks. Our goal is to influence their snacking behavior by introducing Heart Beats as a sweet yet light option for munching. We aim to shift the perception that sweet biscuits can too be consumed for casual, mindless snacking. By positioning Heart Beats as a fun and convenient, and spontaneous choice, we hope to make it the go-to snack for young adults looking for a quick, enjoyable snack that fits into their busy routines

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)

Insights Based on Consumer Behavior

"Life ko yoon serious liya to problem ho jaen gee – if we start taking everything so seriously, we won't be able to manage life" (youth focus groups)

Young adults today are often driven by the desire to have it all, creating a constant sense of pressure in their lives. In their efforts to juggle work, personal goals, and social commitments, daily stress becomes a frequent companion. However, the Pakistanis have found a hack to short circuit the daily- stressor with bite sized humour.

The youth find humour in irony, and tend to momentarily forget about daily worries with a quick, good laugh. Their hearts crave to worry less and laugh more. This is visible in their phone scrolling habits which feature memes and random tiktok videos.

The snacks they turn to are light, bite-sized, in easy to consume pouch packaging, mostly savoury with little to no sweet options and can be consumed without much ceremony. The occasions they consume these snacks are: during moments of stress, these small indulgences serve as a way to lighten the mood and enjoy a fleeting break from the grind.

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) **"Bite Lo, Light Lo"**

The concept is rooted in the promise of delivering bite-sized moments of joy that allow the audience to break free from their exhausting routine and reconnect with their fun-loving side. The idea not only highlighted the emotive needs to lighten up during stressful moments but also was in line with our product USP of being light, crunchy and bite sized source of enjoyment for the young adults.

Section 2: Sourcing

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

Use superscript in your responses above to

1. Biscuit Usage and Attitude Study and Needscope
2. Qualitative study and concept testing with youth
3. Digital and media habits – secondary research
4. Secondary research on Genz Snacking habits
5. Product and concept tests

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,

Unique Proposition: When life gives you stress, Heart beats can help transform it into a light-hearted joyful moment.

Built on the core insight from the youth that light-heartedness trumps daily stress – we positioned Heartbeats within the unique, humorous yellow space on needscope where no plain-sweet biscuits operate.

affiliate marketing, new technologies (e.g. AI), customer experience, pricing changes as well as promotions and communications.

(Maximum: 200 words;
3 charts/visuals)

Heartbeats believes world needs to be a lighter, funnier, happier place and our bite-size light and sweet biscuits deliver on our emotional promise.

Innovative Product: Sugar-glazed, light, crunchy, one-bite, heart-shaped biscuits in shareable pouch packaging. Heartbeats was a distinctive experience which uses unique machine-technology allowing multi-layers within the product giving a unique crunch.

Innovative packaging format: The packaging format was developed to highlight the “munching” aspect of the proposition with pouch formats mostly associated with savoury snacks. The brand was priced at Rs.30 and Rs.50 to ensure the bag fill would satisfy consumers cravings. The secondary packaging was innovated to be shelf-ready, allowing instant displays in-store for grab-and-go.

Distinctive Promotion: Heartbeats ki Bite Lo aur Situation Ko Light Lo - we launched an extensive 360-degree IMC focused on youth to build awareness and generate trial. The launch featured 3 humorous TVCs as well as a product specific TVC.

- **Conventional Media:** Launched during elections, we strategically planned to maximize eyeballs on conventional media to build brand and tagline awareness.
- **Digital – the youth heartland:** Contextual messaging amplified the core idea creatively, while holistic execution seamlessly brought the strategic vision to life. Youth influencers helped build brand’s digital footprint with humorous bespoke content.
- **Big Bold Out-of-Home and Shopper:** Creating impact and awareness along the consumer and shopper journey
- **Post-use connections:** The pack also features a QR-code that encouraged the youth to connect for more lighthearted moments on social media.

Sampling: We developed strategic partnerships and door-to-door sales to generate trial for 1million samples

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)

The campaign amplified the chant “*Bite Lo, Light Lo*” by weaving it into relatable, day-to-day situations.

Heartbeats made its mark as Pakistan’s first-ever bite-sized sweet biscuit carving out a unique positioning brought to life with three humor-packed films.

The films, starring popular celebrities, showcased how day-to-day stressors can be countered with Heartbeats, emphasizing its stress-relieving charm. The protagonists would be faced with a heavy-duty daily stressor situation and the brand would allow their inner “cooler relaxed” self to manifest and give hilarious

tips on how to take the moment lightly. This was brought to life with a clutter breaking execution idea of a floating heart-shaped avatar to guide audiences to take things lightly and the brand's call-to-action. By exploring relatable relationships like mother-daughter, husband-wife, and siblings, Heartbeats resonated across diverse audience segments

The campaign launched across 30+ TV channels with roadblocks and content integrations, ensuring widespread visibility.

- Radio captured consumers on-the-go with special adverts to relay the humour with medium specific impact
- OOH installations in major cities and high-traffic locations further strengthened the brand presence with unique executions like sequential boards
- On Digital, a Google Blast and affinity-based YouTube content targeted potential consumers effectively.
- The campaign also featured an extensive PR strategy, enlisting popular influencers and celebrities to amplify the buzz.
- The brand was made available on over 200,000 outlets with vibrant point of sale material to attract attention. Featuring in both the biscuit and snacking aisle with the "bite lo, Lite lo" call to action – we also owned 5000 outlets with comprehensive shopper journey mapping and interventions
- Driving trial was a critical part of the launch plan with 1million samples so our audience could experience the unique product leading to conversion

Together, these elements formed a cohesive and expansive marketing mix that resonated across all touchpoints.

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)

Heartbeats made a striking debut in the bite-sized sweet savory segment with a cohesive visual identity centered around its heart-shaped design. From packaging to films, the heart motif unified the campaign under the slogan "*Heartbeats – Bite Lo, Light Lo!*"

A Multi-Faceted Campaign Execution

- **TV Launch:** A trilogy of films rolled out with roadblocks on 30+ channels, supported by a rigorous airing plan, content integrations on top-rated morning shows, and repeated chants of "*Bite Lo, Light Lo!*". A special twist was added to the plan with shorted adverts created to piggyback on the election clout and create brand awareness.
- **Packaging:** Our primary packaging was tested with consumers and the pouch format scored highly due to its shareability aspect. Our secondary packaging was the first of its kind in the industry where we overcame the challenge of

transporting high-volume nitrogen-filled pouches and made them shelf ready and compatible with our planogram and added in trade displays for counter top visibility.

- **Sampling:** We developed a robust sampling plan with a strong focus on door-to-door sales across 7 major cities, developed a strategic partnership with Daewoo, Kravemart and Karachi Literature Festival and sampled 1Million units nationwide.
- **Radio:** Consistent spots reinforced the campaign's tagline, embedding it into consumers' memory.
- **Digital:** A Google Blast kickstarted the campaign, followed by targeted advertising on YouTube and Meta. Personalized ads using Director's Mix ensured hyper-relevant audience engagement, while top bloggers, influencers, and digital platforms amplified the TVC reach.
- **PR:** Over 100 influencers and creators recreated the TVC and brought the message to life for digital-savvy snackers.
- **OOH:** High-impact, creative placements across 8 cities blanketed Pakistan with Heartbeats' presence across the country with in high traffic locations.
- **Shopper:** We came up with innovative trade tools and covered over 5000 stores across the country. We deployed aerial parasite hangars on General Trade to utilize aerial space to ensure product visibility in case of occupied shelves and counter tops. These also allowed for cross category placement with chips. This innovative tool had a higher sales turnover rate than traditional trade tools.
- **Post consumption:** To enhance our post consumption experience, we deployed a dynamic QR code that can take our consumers to experience light hearted content on the Heartbeats digital handles.

The campaign's innovative execution, distinct assets, and relatable storytelling positioned Heartbeats as the go-to snack for light-hearted joy, leaving an indelible mark on the market

Key Visual

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



Heart Beats Campaign
KV
OK

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.

- Brand ad Concept testing
- Secondary Research for media and digital

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

The category has been low on innovation and consumption limited to certain occasions. Thus, as a new brand striving to carve a new consumption occasion, we needed to generate sales, capture market and value share of the plain sweet segment of the biscuit category using internal bench marks which ensured our success. We overachieved our targets ensuring successfully momentum in the first year by becoming a 1 billion brand in 7 months, captured market share of 4.8% and drove value in the segment by 8%.

- **TV Launch:** The campaign achieved 5,596 NGRPs and 90% reach @1+ on TV; whereas 151.9 Mn impressions were garnered from overall campaign.
- **Packaging :** Our packaging gained remarkable traction as we achieved 18,000 scans on our QR code in just the first 3 months.
- **Sampling:** Our sampling efforts went above and beyond as we crossed the 1 million milestone in 8 Months

section 1 along with their corresponding results.

(Max: 300 Words, 5 charts/graphs)

- **Digital PR:** Heartbeat's digital campaign exceeded expectations, delivering strong visibility and heightened awareness.
- **PR:** Our PR campaign garnered PKR 4.5M in earned PR, 10M+ reach, and a remarkable 6.5% engagement rate, making the campaign both impactful and unforgettable.

Shopper: Our Aerial Parasite Hangers

was a highly effective trade tool which had a 3X higher sales turnover rate than traditional trade tools as per our internal metrics

Business Objective Results

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

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

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

1

Objective - Overview & KPI

State your objective here.
(Max: 25 words)

Create a new innovative-category for Mindless Munching within the branded biscuits segment by achieving on Key-Metrics:

- Sales Milestone (internal-benchmark) Rs1Billion in 12M

Capture Segment Share 4%volume, 6%value of the segment

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)

As a new brand striving to carve a new consumption occasion, we needed to set sales and market share targets using internal bench marks for success to ensure momentum in the first year.

However, we were cognizant that behavior change requires consistent long-term communication.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Internal sales data and Household Panel

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..

New Brand or Product / Service Launch

List Result

(Maximum: 30
Words)

Sales – 1 Billion in 7 months ahead of timeline

Capture Market Share 4.8% volume, 8% value of the segment

Context

(Maximum: 75
words; 3
charts/visuals)

Our Business Results exceeded our expectations and delivered above the set KPIs

Marketing Objectives Results

-

1

Objective - Overview & KPI

(Maximum: 30
words)

Creating awareness and trial of a new brand and format -

Awareness – 5%

Penetration – 3%

Market Share - 4%

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

(Maximum: 75
words; 3
charts/visuals)

We wanted to generate mass awareness of the Brand Heart Beats that would register the distinctive shape and nature of the product - i.e., Peek

Freans has launched a new heart shaped, light, crunchy biscuit called Heart Beats

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Via the Brand Health Tracker and Household Panel

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Penetration / Acquisition

Salience / Awareness

List Result

(Maximum: 30 words)

Awareness – 6% in 8M

Penetration – 3.7%

Market Share – 4.8%

Context

(Maximum: 75 words; 3 charts/visuals)

Our Marketing Results exceeded our expectations and delivered above the set KPIs

Activity Objectives Results

-

1

Objective - Overview & KPI

(Maximum: 30 words)

Generate Trial of the new brand and consideration

20% conversion rate from trial

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

(Maximum: 75 words; 3 charts/visuals)

As per our research results post consumption purchase intention was reported to be 81% on top Box and 98% on top 2 boxes hence strongly indicating that product trial will lead up to repurchase.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Brand Health Tracker

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

consideration and conversion

consideration

consideration

List Result

(Maximum: 30 words)

Awareness increased to 6% in the first 8M of launch

Context

(Maximum: 75 words; 3 charts/visuals)

Our strong focus on a 360 Integrated Marketing Communication

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

Elections

Since our launch coincided with Elections, we pivoted the media channel and medium strategy to gain maximum eyeballs with shorter content reaching over 66M+ in just two days, From 8th – 9th Feb. We also needed to stagger the timing of the out of home and activation elements as per on-ground situation.

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.

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

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

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

Digital

For digital due to the State Bank regulation on international payment we build our digital strategy with a focus on content shareability and influencers as a key driver to create awareness of the tagline and brand.

(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.

1. Post Campaign Analysis
2. Household Panel
3. Brand Health Tracker
4. Internal Sales Numbers
5. PR Agency Post Campaign Analysis

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.

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 150 – 200 million

Paid Media Expenditures (Prior Year)

Campaign Period:
Prior Year

Not Applicable

Compared to competitors in this category, the budget is:

More

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

N/A Elaboration Required

Budget Elaboration:

Provide judges with the context to understand your budget.

N/A

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

60 Million and over

Elaboration on the Production & Other Non-Media Expenditures

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

N/A

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 : As part of our packaging innovation, we added in a dynamic QR code that has the flexibility to be directed to multiple places as per the brand teams discretion. Our QR leads to lighthearted branded social media content and has had over 27,318 scans over the period of 8 Months.

(Maximum: 100 words)

SPONSORSHIPS AND MEDIA PARTNERSHIPS

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

Sponsorships

Select all that apply.

Sponsorship – On Site

Sponsorship – Talent or Influencer

Elaboration on Sponsorships and Media Partnerships

Provide additional context regarding your sponsorships and media partnerships.

(Maximum: 100 words)

N/A

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.

- Branded Content – Product Placement
- Digital Mktg. – Content Promotion
- Digital Mktg. – Display Ads
- Digital Mktg. – Influencers
- Digital Mktg. – Location based
- Digital Mktg. – Mobile
- Digital Mktg. – Product Placement
- Digital Mktg. – Social: Paid
- Digital Mktg. – Video Ads
- Events
- OOH – Billboards
- OOH – Other Outdoor
- OOH - Transportation
- Public Relations

Radio

Sampling/Trial

Trade Shows, Trade Communications, Professional Engagement

TV

User Generated Content & Reviews

MAIN TOUCHPOINTS

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

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

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

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

Main Touchpoint 1

Most integral
touchpoint.

TV

Main Touchpoint 2

#2 Most Integral
Touchpoint

Digital Mktg. – Video Ads

Main Touchpoint 3

#3 Most Integral
Touchpoint

Sampling/Trial

SOCIAL MEDIA PLATFORMS

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

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

Select all that apply, or
select Not Applicable.

Facebook
Instagram
Snapchat
YouTube
TikTok

CREATIVE EXAMPLES

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

CREATIVE REEL

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

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

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

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

Creative Reel

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

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

For the 4:3 aspect ratio, the minimum size should be 640 x 480; for the 16.9 ratio, the minimum size is 1280 x 720. Letterbox submissions may be sent as 640 x 480 (For optimum judging your video should show clearly on a laptop and on a central screen of approx. 50" x 30".)

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



Heart Beats_Reel
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;

Branded Content – Editorial

Digital Mktg. – Display Ads

Digital Mktg. – Influencers

Digital Mktg. – Mobile

Digital Mktg. – Social: Paid

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

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

Digital Mktg. – Video Ads

Influencer / Key Opinion Leader

OOH – Billboards

OOH - Transportation

Packaging & Product Design

Public Relations

Radio

TV

User Generated Content & Reviews

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



Heart Beats Creative KV
1
OK



Heart Beats Creative
KV2
OK



Heart Beats Creative
KV3
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 3101091d2256e483bdfc1dd790721994