

E-3701-980

#HarDorrMeinApnaGourmet

Product	Category Entered
Gourmet Beverages	Beverages - Cold

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	2024-06-14
Date To	2024-09-30

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

Flat

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)

Gourmet - A “local” in beverages category repeatedly struggle to grow its market share against dominant global giants

The Insight:

(Maximum per line: One sentence - 20 words)

Due to the boycott consumers were now boldly adopting local brands, and aspired to connect with their “Desi identity”

The Strategic Idea/Build:

(Maximum per line: One sentence - 20 words)

Instead of being a “Gora” me-too, we proudly celebrated the “Desi Identity” of every Pakistani, immersed in the “Desi” culture

Bringing the Strategy to Life:

(Maximum per line: One sentence - 20 words)

#HarDorrMeinApnaGourmet: Nation’s “Apna” beverage brand which refreshes “Apne log” from all walks-of-life and celebrates “Apna” culture, passions and occasions

The Results:

(Maximum per line: One sentence - 20 words)

+3.3% market share
+40% sales volume vs. SPLY
+10% distribution
100% growth in Horeca and Modern trade
+22% registered shops

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

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

(Maximum: 100 words)

The CSD category is highly saturated with 2 dominant international brands on the pedestal of leadership, while 50+ "local" players battled for the rest of the share. Gourmet was just another "local" within the 50 - who were now in the race of benefitting from the boycott hammering the "Pakistani" chant.

This campaign is a demonstration of a 360-degree turnaround of Gourmet Beverages on a national level, where we went beyond Nationalistic claims, and emerged as a "local" which celebrates the shared desi identity of Pakistanis building a deep-rooted connection within masses, resulting in 3.3% increase in market share.

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)

Category & Brand Scenario:

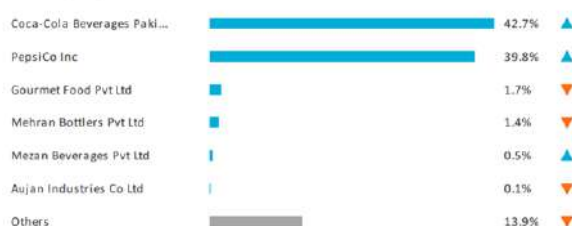
Prior to the launch of our campaign, despite having our own retail network, our market share in the Carbonated Soft Drinks category was stagnant at 1.7%, with Coke and Pepsi occupying the lion's share with a combined occupancy of 82.5%. (R1). Against the ironclad brand equity of these two aspirational giants, we were just another "local" non-aspirational "desi" beverages brand, within the 50+ local players, struggling to capture the consumers share-of-mind since years.

The Shift:

Due to the Boycott of international brands, Coca-Cola's and Pepsi's market share in Pakistan was on a decline. (R2) While PepsiCo. reintroduced its Teem soda brand with a "Made in Pakistan" label to gain consumer preference, the sentiment of the masses was severely negative and consumer preference went towards adopting local brands.

Company Shares of Carbonates

% Share (NBO) - Off-trade Volume - 2023





What were the Locals upto?

We identified that almost every local brand leveraged immediate relevance, with the "Pakistani Claim" at the forefront of their communications, to benefit from the boycott.

Fair enough, however, the claim of "Pakistani" got exhausted from a communications point-of-view, hence, it was a strategic choice to not just focus on leveraging immediate relevance, and be just another local who claims to be national, rather focus on establishing a deep-rooted connect within the masses by going beyond national, beyond regional - into the local roots to trigger the desi sentiment of the masses, for long-term brand growth.



Our Challenges:

Business-Level:

- Grow our market share by generating demand and increasing brand penetration, developing consumer interest, funneling down to conversions/sales

Brand-Level:

- Emerge as an aspiring yet differentiated brand in the CSD category, which does not get lost in the clutter of the "Pakistani" movement, while doesn't come out as a try-hard "Gora" me-too of Coke & Pepsi.

Strategically channelize our biggest weakness of being a non-aspirational "Local" or "Desi" beverage brand, into a strength that drives aspiration towards our brand.

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.

Increase market penetration, grow market share

KPI: Expand Distribution Network | Market Share

(Max: 25 words)

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

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

We wanted to operate our manufacturing unit at its full potential, similarly the supply chain was already set to grab a bigger chunk of the market, With a stagnant market share at 1.7% we needed business growth through market broad mass penetration.

Benchmark: Increase sales by 30% vs SPLY, 5% increase in distribution and register 15% more shops

(Max: 100 words, 3 charts/graphs)

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Brand Internal sales report and distribution network

Tagging - What keywords best describe your objective type?

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

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

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

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

Marketing Objectives

1

Objective - Overview & KPI

(Maximum: 30 words)

Maximize reach and cross-medium frequency to build top of mind.

KPI: Reach across TV & Digital Platforms | Impressions | Sites | Spots on Radio

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

(Maximum: 75 words; 3 charts/visuals)

The Cola advertising is dominated by majorly two players and their high frequency across platforms was a big challenge. Hence, we planned it across mediums to enhance our visibility and own spaces across mediums.

Benchmark: 80% reach on TV, 60% reach across platforms as per golden media rules, 400M Impressions across digital, 84 Key Sites across Pakistan, 2,000 Spots

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Kantar Analytics

Digital Platforms Dashboards

OOH Agency Report

Radio Stations Report

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Salience / Awareness

2

Objective - Overview & KPI

(Maximum: 30 words)

Build Consideration by capturing views and clicks

KPI: Views, VTR%, Clicks

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

(Maximum: 75 words; 3 charts/visuals)

Our communication music was a remix of highly memorable song by Azra Jehan that had a nostalgic feel of our audience. We aimed to beat views & plays of competition key player on social media platforms.

Also, we ran GDNs across top 30 publishers to drive traffic

Benchmark: 150M Views, 10% VTR, 30,000 Clicks

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Digital platform numbers

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Consideration

Activity Objectives

1

Objective - Overview & KPI

(Maximum: 30 words)

Leverage influencer marketing to showcase it's a choice of popular influencers

KPI: Views

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

(Maximum: 75 words; 3 charts/visuals)

The top two platforms amongst our category for influencers were TikTok and Instagram. Hence, we got tailor-made influencers' plan for both platforms. Influencers' content gets a lot of reach on viral videos but struggle to get a lot of views. Our goal was to register our message so kept views as our goal.

Benchmark: 12.5M Views

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Influencers Video Analytics on TT and IG

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Views

#2

Objective - Overview & KPI

(Maximum: 30 words)

Build Social Proof Across Digital platforms by publishing article on top websites and post on IG Publishers

KPI: Publications

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

(Maximum: 75 words; 3 charts/visuals)

This activity was planned to achieve incremental unique reach that are associated with key publishers across websites and Instagram publishers.

Benchmark: Planned 5 website publications and 4 Instagram publications

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Website and IG Posts URLs

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

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

#3

Objective - Overview & KPI

(Maximum: 30 words)

Partner with TikTok and Jack of Digital to maintain brand reach without hitting creative fatigue

KPI: Reach, CPM, Playtime

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

(Maximum: 75 words; 3 charts/visuals)

To maintain consumer interest and avoid creative fatigue, new content was essential hence we partnered with TikTok & Jack of Digital under TikTok Creative Exchange Remix Program. Also, we capitalized TikTok Video Trends which helped us build better resonance with the content users were consuming on TikTok.

Benchmark: Reach out 15M+ audience, Achieve 5% lower CPM than DVC airing, 5% more playtime

Measurement - How did you plan to measure it?

(Maximum: 30 words)

TikTok Dashboard

Tagging - What keywords best describe your objective type?

(1 Required, No
Maximum)

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

Section 1: Sourcing

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

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

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

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

Judges encourage third-party data where available.

See Entry Kit for details.

(R1) Business Recorder

(R2) Pakistan Today

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.

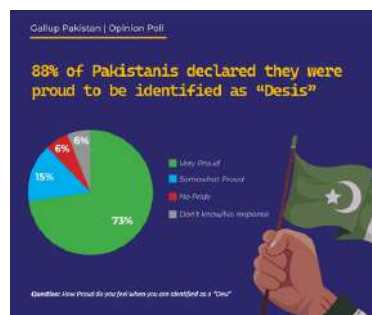
Describe your audience(s) using demographics, culture, media behaviors, etc. Explain if your target was a current audience, a new audience, or both. What perceptions or behaviors are you trying to affect or change?

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

(Maximum: 300 words; 3 charts/visuals)

We identified, in truth, the select few top 6% Pakistanis have a stigma attached to the word "Desi", it doesn't have a sense-of-pride and ownership within them (R3) moreover, globally, it still is a Cuss-word! However, the majority live, own and celebrate their desi identity while celebrating their desi roots and cultural nuances.

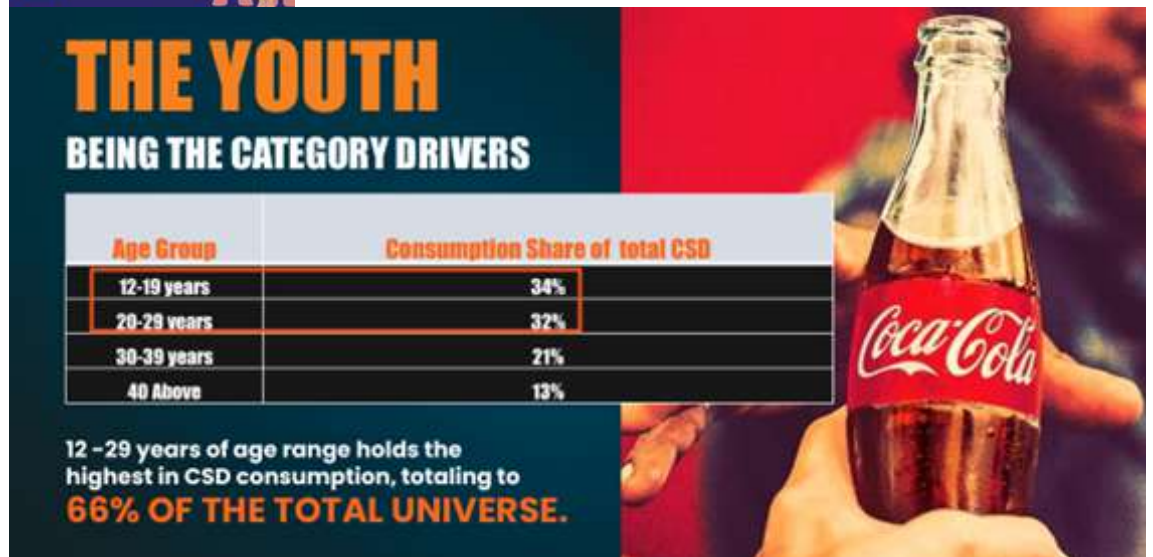
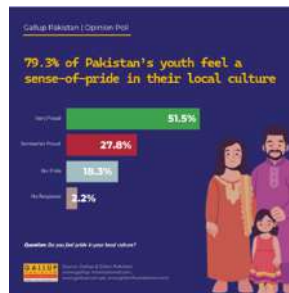
Based on this revelation, we strategically chose to target the majority of the masses who yearned to connect with a brand which represents their "Desi Identity" and celebrates all local/Desi aspects of their life.



Core/Bullseye TG:

From a brand and business growth aspect, we identified the presence of a youth

bulge - with 64% being under 30, who were the future drivers of all the categories and brands of Pakistan, identifying that in the CSD the major consumption is driven by the Youth (12-29 years) (R4) the Boycott stand was also a part of their "Desi Identity" where they were taking a firm stand against a cause, showcasing resilience rooted in their value-system and at the same time the youth aspired to connect with their desi/local roots and culture (R5) without feeling a sense-of-shame, waking up from the "Gora" complex.



Hence, this was our opportunity to turn our biggest weakness of being perceived as a "local" non-aspirational just another "Desi" beverage brand into our core strength, by owning and immersing Gourmet in the Desi culture, as their "Apna" brand which proudly celebrates their "Desi Identity" - connecting with the mass audiences - emerging as "Proudly Desi".

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)

Due to the boycott consumers were now boldly adopting local brands, and aspired to connect with their "Desi identity", with a brand that doesn't shy away from owning the Desi culture and local roots of the country and its people.

Our advantage was we didn't have to push for a total image revamp, as the perception of "Desi" and "Local" were already rooted in our brand's core.

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)

In vernacular, the word "Apna" encapsulates whatever is local or Desi, local people, local culture, local occasions and events all come under the unified umbrella of "Apna". Hence, the word Apna was our anchor for placing pride to celebrate the "Desi Identity" of Pakistan.

Our campaign expression was a national shout which connected with the "Desi Identity" across the masses, immersed in the local culture:

#HarDorrMayApnaGourmet: "Apna" beverage brand which refreshes "Apne log" from all walks of life and celebrates "Apna" culture, passions and occasions.

Section 2: Sourcing

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

(R3) Gallup Pakistan

(R4) Internal Brand Data

(R5) Gallup Pakistan

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

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

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

Judges encourage third-party data where available.

See Entry Kit for details.

SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE - 23.3% OF TOTAL SCORE

This section relates to how you built a compelling creative and channel plan i.e. how and where you brought your strategy to life. And how you tested for ongoing optimization.

Help the judges evaluate your entry by demonstrating how you created work that targeted and motivated customers effectively. Outline how your creative and channels plans worked together to drive results.

The score for this section will be based on your responses to the below questions, your creative work (as presented in the creative reel & images), and the context provided in the Investment Overview. Your responses to all elements of this section should complement one another and tell a cohesive story.

3A. Describe the key elements of your plan that activated your strategy.

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

(Maximum: 200 words; 3 charts/visuals)

The commercial kicked-off with a popular remastered version of the song by Pakistan's Desi legend Azra Jehan, "Dhola...Vey Gal Sun Dhola" to connect with the masses while we remixed it with a contemporary and retro fusion of pop-music making relevance with our core audience, the Youth. Our commercial celebrated local aspects and nuances rooted in Pakistan's cultural fabric, positioning Gourmet as their Apna beverage in all walks of life that is "Harr Dorr May", which proudly celebrates their "Desi Identity" across SECs and mindsets, from youthful individuals to a hard-working truck driver and rural people who are rarely included in a beverage brand's communication.

We even dared to showcase our brand's association with the "Doodh-Soda" culture, enjoyed by the masses for everyday refreshment across Pakistan and Gourmet taking pride as being a part of this culture. While every brand picks upon the national cricket passion with top cricketing stars, we showcased "Mohalla Cricket" with local faces, enjoyed in every nook and corner of the nation and established Gourmet as a partner for refuel after a day's play, moreover, built our brand association with key consumption occasions, in a desi brand voice - from desi food, to desi weddings and iftar.

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

We utilized a 360-Degree Campaign approach:

the activity was running.

(Maximum: 100 words; 3 charts/visuals)

- 1. TVC/DVC: Our commercial immersed in the local culture, celebrating the “Desi Identity” of all Pakistanis from all walks of life launched on TV and Digital Channels.
- 2. OOH Campaign: Activated out-of-home site across Pakistan for mass reach
- 3. Radio Spot: As we were targeting the mass segment with a culturally infused jingle, it was imperative to have radio exposure, to build recall and expand our reach.
- 4. PR Amplification: Utilized top publications to reach out to additional audiences amplifying our campaign message
- 5. Influencer Campaign: Drove our message of “Gourmet Cola Apna hai” with local/desi influencers on Instagram who had regional credibility amongst the youth and tiktok to build consideration and credibility amongst mass audiences
- 6. TikTok Partnership: Partnered with TikTok Creative Exchange which resonated with platform's users
- 7.Activating Trade: Enhanced on-ground visibility with branded floats and trade shops across Pakistan

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)

Our communications and channel plan was focused to penetrate into the masses, especially the youth, while building a strong awareness and consideration of Gourmet Beverages as their “Desi/Apna” beverage brand.

Having the biggest penetration across Pakistan TV was the first medium where we broke our campaign with a TV Roadblock across 20+ Channels at Prime time. Followed by second highest penetrated medium that is Digital where we utilized affinity-based targeting on top 3 platforms of Pakistan.

Since our commercial was rooted in Pakistan's desi music genre, which resulted in a great ad-recall, we tapped into our audiences with a nostalgic feel with contemporary fusions, simultaneously connecting with the young audiences, hence, we utilized Radio for mass reach to further strengthen our recall and increase cross-platform frequency. We Strategically used drive-times, late night shows to deliver our message at the right time to the right audiences.

Digital PR and Publications further built consideration, and to engage audiences for brand conversations.

To drive a 360-degree consumer experience and campaign impact, we went for trade-shop branding with branded floats to enhance campaign visibility on-ground.

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.

N/A

Do not include ANY agency names as the source of research.

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

Judges encourage third-party data where available.

See Entry Kit for details.

SECTION 4: RESULTS - 30% OF TOTAL SCORE

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

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

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

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

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

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

RESPONSE FORMAT

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

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

ELIGIBILITY REMINDERS

Failing to follow eligibility rules will result in disqualification.

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

Results Overview

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

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

(Max: 300 Words, 5 charts/graphs)

Campaign surpassed our expectation and delivered greater ROI than we planned on both levels:

Business Results:

- +3.3% market share
- +60% sales volume vs. SPLY
- +10% distribution
- 100% growth in Horeca and Modern trade
- +22% registered shops

Media Results:

- +5% additional reach on TV vs planned with 66% PIBS compared to 40% industry benchmark
- Up to +30% additional reach on Digital Mediums than planned.
- 59% more impressions were delivered than planned on digital
- Featured case study on TikTok Global Success Stories as a first local CSD brand to leverage TikTok Creative Exchange Program
- 90% more Sites across country
- 51% additional FOC milage on Radio
- 281M Views (45% more than planned)
- 18.5% VTR on YT vs. avg. 15%
- 21% VTR on Meta vs. 10% benchmark
- 13.1% VTR on TikTok vs 10% benchmark
- 219% more clicks than planned
- 90% positive sentiment
- 34M+ engagements on Meta

Comparison with Competition:

- Surpassed views/plays than competition Kamal Hai campaign (same period comparison) on TikTok
- 52x more plays on Meta than Pepsi Meta (same period)
- 4% more engagement than Pepsi Videos on TikTok (same period)

Social Profiles Health:

- 100% more followers on FB
- 59% more followers on IG
- 1000%+ growth on TikTok profile

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)

Increase market penetration, grow market share

KPI: Expand Distribution Network | Market Share

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

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

We wanted to operate our manufacturing unit at its full potential, similarly the supply chain was already set to grab a bigger chunk of the market, With a stagnant market share at 1.7% we needed business growth through market broad mass penetration.

Benchmark: Increase sales by 30% vs SPLY, 5% increase in distribution and register 15% more shops

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Brand Internal sales report and distribution network

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..

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

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

List Result

(Maximum: 30 Words)

60% increase in sales vs SPLY

10% increase in distribution

Registered 22% more shops

100% growth in HORECA and Modern Trade

Context

(Maximum: 75 words; 3 charts/visuals)

As soon as we broke the campaign, our social media was bombarded with the requests to get distribution agency of Gourmet Cola. This was a game changer and helped us unlock Sindh distribution as well.

Marketing Objectives Results

1

Objective - Overview & KPI

(Maximum: 30 words)

Maximize reach and cross-medium frequency to build top of mind.

KPI: Reach across TV & Digital Platforms | Impressions | Sites | Spots on Radio

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

(Maximum: 75 words; 3 charts/visuals)

The Cola advertising is dominated by majorly two players and their high frequency across platforms was a big challenge. Hence, we planned it across mediums to enhance our visibility and own spaces across mediums.

Benchmark: 80% reach on TV, 60% reach across platforms as per golden media rules, 400M Impressions across digital, 84 Key Sites across Pakistan, 2,000 Spots

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Kantar Analytics

Digital Platforms Dashboards

OOH Agency Report

Radio Stations Report

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Salience / Awareness

List Result

(Maximum: 30 words)

85% reach on TV

90%+ Reach on YouTube & Meta

82% Reach on TikTok

636M+ Impressions on Digital

90% more Sites across country

51% additional FOC milage on Radio

Context

(Maximum: 75 words; 3 charts/visuals)

Every medium outperformed our benchmarks/planned numbers and enhanced ROI

TV: 6.9M worth of FOC gained, 66% PIBs compared to industry standard of 40%

Digital: Achieved 59% more impressions resulting in upto 30% additional reach on each digital platform.

Radio: Strategic buys during drive time served the purpose and it became the talk of the town. Also, day brandings help us build its visibility giving us additional frequency

#2

Objective - Overview & KPI

(Maximum: 30 words)

Build Consideration by capturing views and clicks

KPI: Views, VTR%, Clicks

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

(Maximum: 75 words; 3 charts/visuals)

Our communication music was a remix of highly memorable song by Azra Jehan that had a nostalgic feel of our audience. We aimed to beat views & plays of competition key player on social media platforms.

Also, we ran GDNs across top 30 publishers to drive traffic

Benchmark: 150M Views, 10% VTR, 30,000 Clicks

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Digital platform numbers

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Consideration

List Result

(Maximum: 30 words)

281M Views (45% more)

18.5% VTR on YT vs. avg. 15%

21% VTR on Meta vs. 10% benchmark

13.1% VTR on TikTok vs 10% benchmark

219% more clicks than planned

Context

(Maximum: 75 words; 3 charts/visuals)

The engaging nature of content really helped us achieve better results than we aimed. It set the new benchmarks for our brand too which were higher than the platform benchmarks.

Activity Objectives Results

#1

Objective - Overview & KPI

(Maximum: 30 words)

Leverage influencer marketing to showcase it's a choice of popular influencers

KPI: Views

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

(Maximum: 75 words; 3 charts/visuals)

The top two platforms amongst our category for influencers were TikTok and Instagram. Hence, we got tailormade influencers' plan for both platforms.

Influencers content gets a lot of reach on viral videos but struggle to get a lot of views. Our goal was to register our message so kept views as our goal.

Benchmark: 12.5M Views

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Influencers Video Analytics on TT and IG

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Views

List Result

(Maximum: 30 words)

Achieved 86% more views than we planned.

Context

(Maximum: 75 words; 3 charts/visuals)

Selection of influencers and their video content ideas got virality across TikTok and Instagram. Also, IG influencers avg. engagement rate was above 2.5% which is higher than the industry benchmark of 1% - 2%.

#2

Objective - Overview & KPI

(Maximum: 30 words)

Build Social Proof Across Digital platforms by publishing article on top websites and post on IG Publishers

KPI: Publications

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

(Maximum: 75 words; 3 charts/visuals)

This activity was planned to achieve incremental unique reach that are associated with key publishers across websites and Instagram publishers.

Benchmark: Planned 5 website publications and 4 Instagram publications

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Website and IG Posts URLs

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

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

List Result

(Maximum: 30 words)

5 Publishers along with FOC posting on their socials.

4 IG Publishers posts with 90%+ positive sentiment

Context

(Maximum: 75 words; 3 charts/visuals)

Campaign received a 30% more visibility due to FOC postings on social handles. Moreover, audience engaged on IG publishers where we received a lot of appreciation.

#3

Objective - Overview & KPI

(Maximum: 30 words)

Partner with TikTok and Jack of Digital to maintain brand reach without hitting creative fatigue

KPI: Reach, CPM, Playtime

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

(Maximum: 75 words; 3 charts/visuals)

To maintain consumer interest and avoid creative fatigue, new content was essential hence we partnered with TikTok & Jack of Digital under TikTok Creative Exchange Remix Program. Also, we capitalized TikTok Video Trends which helped us build better resonance with the content users were consuming on TikTok.

Benchmark: Reach out 15M+ audience, Achieve 5% lower CPM than DVC airing, 5% more playtime

Measurement - How did you plan to measure it?

(Maximum: 30 words)

TikTok Dashboard

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

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

List Result

(Maximum: 30 words)

Featured Case Study on TikTok as the first local CSD brand to leverage TikTok Creative Exchange in Pakistan!

17.3M Reach

+4% increase in avg. play time

-8% lower CPM

Context

(Maximum: 75 words; 3 charts/visuals)

Gourmet understood the changing dynamics of advertising and leveraged first ever TikTok Creative Exchange in Pakistan. The results were promising, and we received better CPMs and avg. playtime on these contents.

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)

- Surpassed views/plays than competition Kamal Hai campaign (same period comparison) on TikTok
- 52x more plays on Meta than Pepsi Meta (same period)
- 4% more engagement than Pepsi Videos on TikTok (same period)
- 34M+ engagements on Meta
- 100% more followers on FB
- 59% more followers on IG
- 1000%+ growth on TikTok profile



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.

(Maximum: 200 words; 3 charts/visuals)

As the consumer behaviour was shifting towards adoption of local brands, hence we tapped on to this riped consumer sentiment and leveraged preference towards our brand gaining the favour of the masses of Pakistan by triggering their desi identity.

Section 4: Sourcing

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

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

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

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

Judges encourage third-party data where available.

Kantar Analytics

Digital platforms dashboard

OOH Agency data

Radio stations report

Brand internal reports

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 125 – 150 million

Paid Media Expenditures (Prior Year)

Campaign Period: Prior Year

Not Applicable

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:

More

Budget Elaboration:

Provide judges with the context to understand your budget.

What was the balance of paid, earned, owned, and shared media?

What was your distribution strategy? Did you outperform your media buy?

In addition to providing context around your budget, if you selected Not Applicable to either of the previous two questions, explain why you selected Not Applicable.

(Maximum: 100 words)

Based on our target audience availability and behaviors, we strategized our budget spending accordingly. Here is a breakdown of our spends across mediums/activities:

TV:20%

Digital:38%

OOH: 24%

PR & Influencers: 12%

Radio: 6%

We outperformed our benchmarks by getting value addition on traditional mediums. Virality and lower cost per impression helped us achieve higher targets.

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.

49% budget was utilized to for the production of communication
42% was deployed on Shop & Distribution Vehicles Branding
9% on POSM Material, T-Shirts and giveaways

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 : Shop Branding 146 shops, 150 vehicles branding supply chain, 100+ Distribution car branding, Sales team Gifting Hoodies and Shirts. Digitally (FB, IG, TikTok, YouTube) we remain active across platform with our organic posting as well.

(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 – Ongoing

Sponsorship – On Site

Elaboration on Sponsorships and Media Partnerships

Provide additional context regarding your sponsorships and media partnerships.

We collaborated with 20+ restaurants, clubs and entertainment places. Some notable names are:
Shop Branding (Waqas Biryani) August 2024, Jumbo Jump Lahore branding September 2024. PAF Club Lahore August 2024

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.
- Internal data sheets, Media houses invoices, Social Media invoices

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 – Editorial
Branded Content – Product Placement
Digital Mktg. – Display Ads
Digital Mktg. – Influencers
Digital Mktg. – Short Video (:15-3 min.)
Digital Mktg. – Social: Organic
Digital Mktg. – Social: Paid
Digital Mktg. – Video Ads
Influencer / Key Opinion Leader
Internal/In-Office Marketing
OOH – Billboards
OOH – Other Outdoor
OOH - Transportation
Packaging & Product Design
Public Relations
Radio
Retail Experience: In Store
Sales Promotion, Couponing & Distribution
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.	Digital Media
Main Touchpoint 2	
#2 Most Integral Touchpoint	PR & Influencer campaign
Main Touchpoint 3	
#3 Most Integral Touchpoint	Retail store branding

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"



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"

Digital Mktg. – Audio Ads
Digital Mktg. – Content Promotion
Digital Mktg. – Location based
Digital Mktg. – Social: Paid
OOH – Billboards
OOH - Transportation
Retail Experience: Digital
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



Cola
OK



Lemon
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.

N/A