

E-3717-177

Dawlance 11.11 Sale - Omni Channel

Product

Dawlance Mega Sale 11.11

Category Entered

Omni-Channel Shopper Solution

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

ELIGIBILITY

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

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

FORMATTING REQUIREMENTS & REASONS FOR DISQUALIFICATION

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

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

TOP TIPS

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

RESOURCES

Review the key resources before starting your entry:

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

ENTRY DETAILS

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

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

Date From	2023-11-09
Date To	2023-12-31

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

Regional Classification

Select all that apply.

Local

Industry Sector

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

Home Furnishings & Appliances

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)

Amid online market clutter and online-offline channel conflict, Dawlance had to stand out and generate revenue during mega sales campaign.

The Insight:

(Maximum per line:
One sentence - 20
words)

Consumers value seamless online-offline experiences and similar price on all channels, especially when seeking value-driven purchases in an inflation-impacted economy

The Strategic Idea/Build:

(Maximum per line:
One sentence - 20
words)

A groundbreaking omni-channel campaign integrating online and offline touchpoints to deliver a seamless, consumer-centric shopping journey.

Bringing the Strategy to Life:

(Maximum per line:
One sentence - 20
words)

Innovative channel synergies, consistent and industry-first communication content, and live commerce enhanced engagement and optimized conversions across platforms.

The Results:

(Maximum per line:
One sentence - 20
words)

35% sales increase, 396% website traffic growth, 3.35 million impressions, and strengthened brand presence in a highly competitive space.

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)

Dawlance's campaign set a new standard for omni-channel marketing by seamlessly integrating digital innovation with retail strategies. By addressing consumer pain points, leveraging CGI and live commerce, and balancing channel conflicts, Dawlance created a cohesive shopper journey. The results, including a 396% growth in website traffic, remarkable revenue gains, and enhanced trust, underscore the effectiveness of this consumer-centric and category-defining approach.

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)

The home appliances market in Pakistan is highly competitive, with brands fiercely vying for consumer attention, particularly during mega sales events like 11.11 and 12.12. These events, driven by inflation-conscious consumers looking for value, have become crucial for brands to establish their dominance. However, the very success of these sales creates significant challenges, including cluttered digital spaces, intense discounting wars, and consumer confusion stemming from overwhelming choices.

Dawlance, a leader in the category, faced the dual challenge of standing out during these critical sales periods while addressing a unique internal constraint of channel conflict. As Dawlance's dealership network dominated its market share, aggressive online discounting risked alienating its key offline stakeholders. Additionally, while Dawlance had been active on Daraz for three years, the increasing competition made it difficult to retain visibility and drive conversions. Compounding these challenges was the brand's long-term goal to strengthen its owned media, the Dawlance website, which required significant investment despite limited budgets.

To navigate this complex scenario, Dawlance needed a strategy that harmonized its digital presence with its offline network, addressed consumer needs for seamless shopping experiences, and maintained brand trust. The challenge was further heightened by the need to introduce innovation that would cut through the clutter and resonate with a tech-savvy, deal-seeking audience, while ensuring a measurable impact on business objectives.

Recognizing the need for differentiation and balance, Dawlance aimed to create Pakistan's first true omni-channel sales campaign. By leveraging the strengths of both digital and physical platforms, Dawlance sought to deliver an integrated and consumer-centric experience, redefining success in the competitive home appliance market

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 the brand’s revenue through strategic Omni-channel campaign keeping prices and experience seamless throughout all sales channels.

(Max: 25 words)

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

Set up your objectives & share any overarching explanation of

Aligned with the Dawlance long term strategy of strengthening all its sales channels, an omni channel campaign was devised to promote its owned media website , its Flagship store at Daraz and the conventional dealer network which was still the major contributor in brand’s revenue.

Increased the online business contribution in business revenue by 10%.

your objectives &
KPIs.

(Max: 100 words,
3 charts/graphs)

Measurement - How did you plan to measure it?

(Maximum: 30
words)

Revenue growth tracked via Internal sales, Daraz sales data and
Dawlance website analytics.

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)

Increase online and offline sales while creating a seamless and engaging shopping journey across multiple touchpoints during the 11.11 Mega Sale event.

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

(Maximum: 75 words; 3 charts/visuals)

For Mega Sale campaigns, Dawlance sought to bridge the gap between digital and physical retail by creating a cohesive omnichannel experience. This allowed the brand to enhance customer engagement, reduce purchase friction, and build trust through consistent messaging and user-friendly interactions.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Tracked sales, engagement metrics, and ROAS across online platforms (Daraz, Meta, Google) and offline activations through dealer network reporting and direct sales data.

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Consideration

Conversion

Activity Objectives

-

1

Objective - Overview & KPI

(Maximum: 30 words)

To create a unified shopper journey through digital platforms, offline activations, and in-store experiences, focusing on driving website traffic, boosting Daraz Store visibility, and increasing offline sales via dealer collaborations.

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

(Maximum: 75 words; 3 charts/visuals)

Amid intense competition during the Mega Sale event, Dawlance needed to cut through the clutter with an omnichannel presence. The strategic mix ensured customers engaged seamlessly across platforms, fostering convenience and trust. Benchmarks included a 7% CTR on Daraz and a 5% in-store sales lift driven by geo-targeted offline promotions.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Measured through CTR on digital ads, footfall data from dealers, conversion tracking via e-commerce platforms, and engagement from live commerce activations.

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Efficiency (e.g. cost per acquisition)

Section 1: Sourcing

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

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

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

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

Judges encourage third-party data where available.

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)

Dawlance's primary audience consisted of urban dwellers aged 25–44 from SEC A and B, characterized by their tech-savvy nature, deal-seeking behavior, and inclination toward both online and offline shopping. This group, typically household decision-makers, demonstrated a strong preference for seamless and convenient shopping experiences, especially during high-stakes sales events like 11.11 and 12.12.

The secondary audience included younger, digitally native shoppers aged 18–24. While lacking significant purchasing power, this group played a key role in influencing household decisions and amplifying the campaign's visibility through social sharing and engagement.

Consumer research revealed that both groups were driven by value, especially in an inflation-hit economy, where discounts played a pivotal role in purchase decisions. Additionally, the younger demographic responded positively to innovative and visually engaging content, making them a critical segment for building long-term brand equity.

The shopper occasion focused on mega sales events, where consumers actively sought discounts, convenience, and trust. Dawlance identified the need to cater to these motivations while overcoming the clutter of competing brands and the challenge of channel conflict. By targeting this audience with a holistic strategy that bridged online and offline touchpoints, Dawlance ensured relevance and engagement, effectively addressing their expectations and pain points.



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)

The driving insight for Dawlance's 11.11 and 12.12 campaign was the realization that consumers increasingly demand seamless and integrated shopping experiences that blend the digital and physical worlds. With inflation limiting spending power, shoppers sought value-driven solutions, relying heavily on discounts to justify high-value purchases. However, the overwhelming competition during these sales created decision fatigue, requiring brands to simplify the path to purchase.

A second critical insight stemmed from Dawlance's market dynamics. While digital platforms like Daraz were essential for visibility and sales, the dominance of the dealership network posed a challenge of channel conflict. Consumers needed assurance that online deals would not compromise their trust in offline offerings.

These insights were tied to the brand's existing situation, where Dawlance's visibility on Daraz had stagnated amidst rising competition, and its website required significant traffic growth to support long-term objectives. Research revealed that visually engaging, innovative formats like CGI and live commerce could differentiate the brand and resonate with the target audience.

By combining these insights, Dawlance developed a strategy that unified digital innovation with offline trust, leveraging CGI video, live commerce sessions, and geo-targeted ads to create a connected, consumer-centric omni-channel experience. This approach addressed challenges while building on the brand's strengths.

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

(Maximum: 200 words) The core idea for Dawlance's 11.11 and 12.12 campaign was to craft Pakistan's first true omni-channel shopping experience, bridging digital innovation with offline engagement to address consumer pain points and resolve channel conflicts. Guided by the insight that consumers seek seamless, value-driven shopping experiences amidst overwhelming sales clutter, Dawlance developed a strategy to unify its digital platforms, e-commerce presence, and physical stores into a cohesive shopper journey.

The strategic building emphasized a consumer-centric approach, leveraging CGI to create a visually striking campaign asset that cut through the noise and drove website traffic. On Daraz, category-specific landing pages and dynamic search and display ads enhanced navigation and ensured top-of-mind recall during peak sales moments. Offline, geo-targeted ads and in-store promotions reinforced trust and supported Dawlance's dealership network, mitigating potential conflicts while maximizing revenue opportunities.

The campaign's execution maintained consistent messaging across all platforms, combining bold discounts with interactive live commerce sessions to engage and convert shoppers in real time. This integrated strategy successfully addressed the challenges of a cluttered sales landscape, limited budgets, and dealer concerns, ultimately delivering exceptional results and solidifying Dawlance's leadership in the home appliances category.

Section 2: Sourcing

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

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

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

Do not link to external websites or include

additional information
for judges to review.

Judges encourage
third-party data where
available.

See Entry Kit for
details.

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 Dawlance 11.11 and 12.12 campaign activated its strategy through a meticulously planned integration of digital and offline elements, ensuring a unified omni-channel experience. Central to this effort was the introduction of uniform discounts from 23% to 50% off, coupled with free delivery and installation offers. These promotions provided a consistent value proposition across all touchpoints, building trust and encouraging purchase intent.

To activate the campaign Dawlance made strategic partnerships across channels. On Daraz, Dawlance continued its Diamond sponsorship that enabled the brand to maintain high visibility on the platform by leveraging the in-app components of advertising including Search and display ads. Furthermore, the negotiations were made to offer vouchers that further give audience a chance to avail discounted prices along with Free delivery on all products and free installation on LED TV and AC.

On Website, A standout element of the campaign was the groundbreaking CGI-driven hero asset, promoted through Meta platforms. This visually captivating content utilized augmented reality to highlight Dawlance products and

discounts, cutting through the clutter and driving significant website traffic and engagement. A logistic partnership with TCS and dealers was made and a Fulfillment by Dealer model was used to deliver orders nationwide. Internal SAP program assisted the brand in managing high order volume. CRM – First party data was utilized to make similar audience on meta campaign.

Another strategic partnership for offline sales promotion was done with dealers owning Dawlance Flagship stores “Dawlance Experience Stores”, where along with the brand support for campaigns, dealers were encouraged to provide quick service to the customers to amplify campaign success.

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 creative executions for Dawlance’s campaign were meticulously designed to capture attention, maintain engagement, and drive conversions. The campaign's centerpiece was a groundbreaking CGI asset, a first-of-its-kind visual execution that vividly showcased Dawlance products, captivating audiences and setting a new benchmark for innovation in the category. This AR-enhanced content, strategically showcased on Meta platforms, utilized a prominent city landmark, Ocean Towers, as its backdrop to create a powerful and memorable impact.

Themed communications guided consumers through the sales funnel. Announcement posts and display ads, featuring bold CTAs like "Shop Now" and "Add to Cart," created immediate awareness. As the campaign progressed, targeted retargeting creatives focused on individual product categories (MDA, SDA, Men Care, and Women Care), delivering tailored messaging that resonated with consumer interests.

On Daraz, dynamic search ads and homepage sliders ensured visibility, while personalized category landing pages enhanced user experience by showcasing relevant products and discounts. The inclusion of push notifications further strengthened the campaign’s presence, driving traffic to Dawlance’s flagship store.

Live commerce sessions added a unique interactive layer, bridging the gap between digital and offline shopping experiences. These sessions allowed for real-time engagement with consumers, enhancing trust and driving immediate conversions. Creative optimizations, based on performance analytics, ensured continuous improvement, making the campaign adaptable and effective across all stages of the shopper journey.

3C. Outline the rationale behind your communications strategy, experience strategy and channel plan. Explain how the integral elements worked together to drive results. If relevant, explain how you changed your spend across channels as part of your campaign optimization.

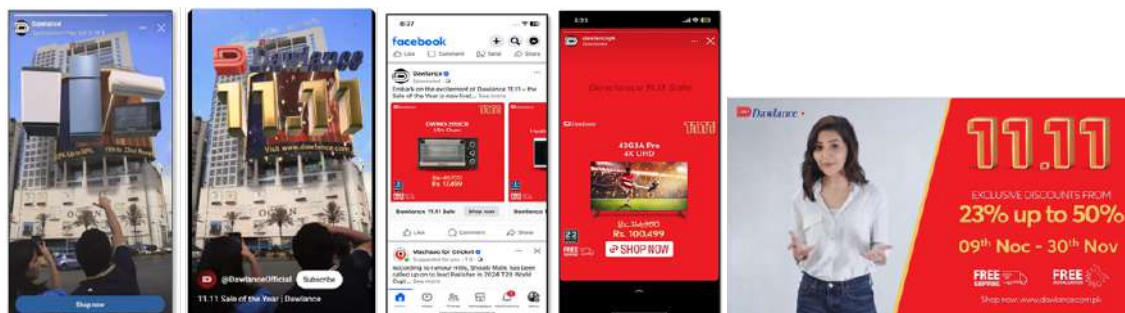
If relevant, explain how you changed your spend across channels as part of your campaign optimization.

(Maximum: 400 words;
3 charts/visuals)

The communications strategy for Dawlance's 11.11 and 12.12 campaigns centered on creating a seamless and unified omnichannel shopper journey. By addressing key consumer pain points such as overwhelming product choices, the need for value, and convenience in an inflation-driven economy, Dawlance adopted a funnel-based approach to deliver tailored messaging at each stage of the shopper journey

At the awareness stage, the campaign prioritized high-impact visuals and immersive storytelling. The CGI-driven hero asset, amplified through Meta platforms, highlighted Dawlance's bold and innovative approach, while Daraz display ads, homepage slides, and push notifications reinforced the campaign during peak sales periods. Additionally, an engaging announcement post offering discounts of up to 50% created significant reach and impressions, generating buzz and building momentum.

Website Assets:

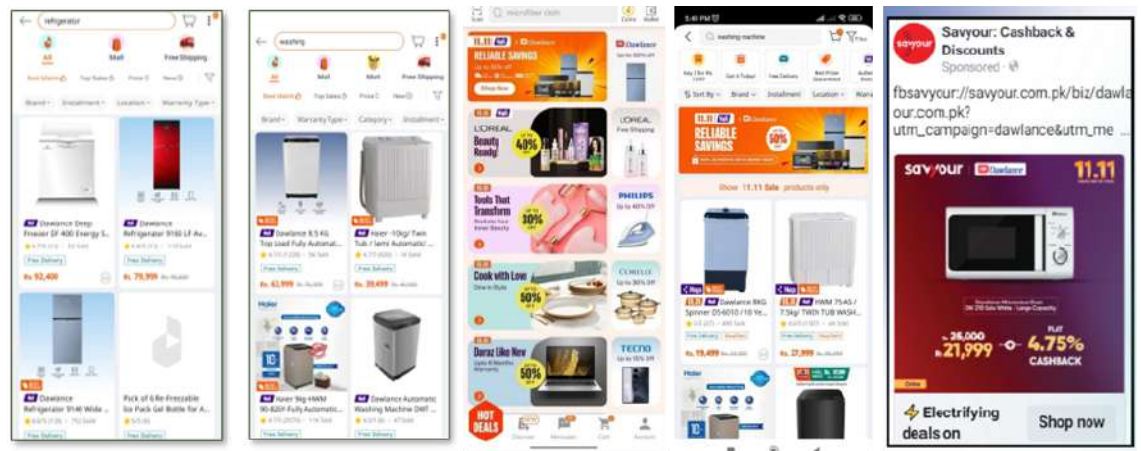


The experience strategy emphasized personalization and engagement. Customized category landing pages on Daraz simplified navigation, while live commerce sessions added a layer of interactivity, replicating the trust and engagement of in-store experiences. Moving down the funnel, retargeting strategies tailored messaging to audience interests, segmenting the campaign into four key categories—MDA, SDA, Men Care, and Women Care. Offline activations, including geo-targeted ads and influencer collaborations, extended the campaign's reach, ensuring consumers encountered Dawlance consistently across platforms.

The channel plan was designed to leverage the unique strengths of each platform. Meta and Google campaigns drove high-intent traffic to the website, while Daraz in-app activations targeted shoppers during critical decision-making moments. SMS marketing added a direct layer of communication, redirecting users to Dawlance's owned media channels with an impressive 7.39% CTR. Real-time performance monitoring enabled optimization of budget allocation, focusing on high-performing platforms and ads.

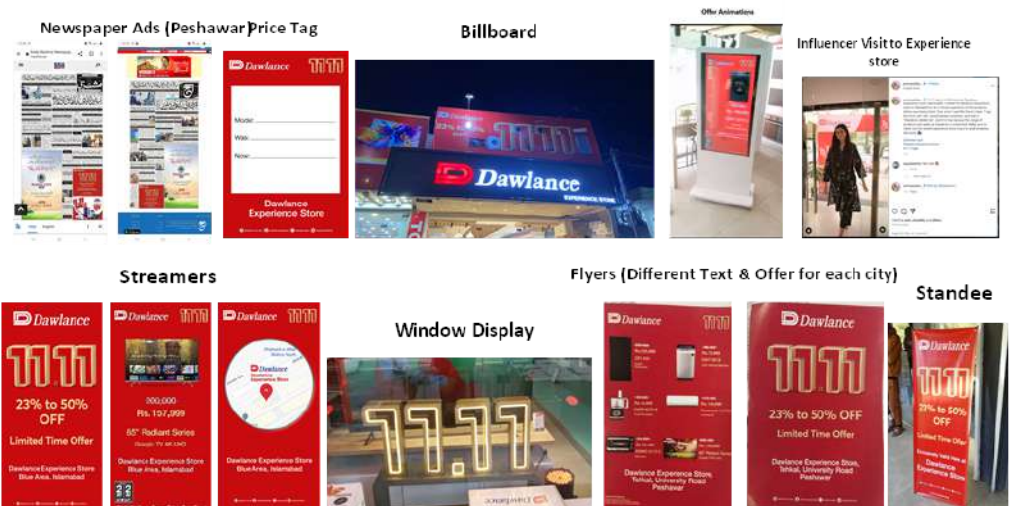
A cashback initiative through Savyour enhanced Daraz's performance, generating 276 orders, PKR 10.7M+ in GMV, and a ROAS of 20x. Sustained efforts in search ads, live demos, and in-store promotions maintained Dawlance's top-of-mind awareness, driving visibility and conversions.

Daraz Campaign Assets:



Offline Channel Campaign:

For the first time, Dawlance integrated its dealer network into the 11.11/12.12 mega sales campaign, utilizing its experience stores to execute the initiative. To enhance visibility at the stores, marketing support included standees, in-store digital animations, flyers featuring discounted product listings, and a PR influencer campaign where influencers visited stores and explored the discount offers. The campaign also featured newspaper ads targeting specific stores, billboards in major appliance markets such as Karachi's Saddar Market and Lahore's Abid Market, and digital streamers placed in Islamabad.



Key Visual

You have the option to upload a single image to accompany your explanation in this

section. It may be a key visual, a media plan, a flowchart, storyboard, etc. The image must be jpg/jpeg/png.

Section 3: Sourcing

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

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

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

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

Judges encourage third-party data where available.

See Entry Kit for details.

SECTION 4: RESULTS - 30% OF TOTAL SCORE

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

Because Effie has no predetermined definition of effectiveness, it is your job to prove why this case is effective: why the metrics presented are important for

your brand and business/organization within the context of the submitted category.

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

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

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

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

RESPONSE FORMAT

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

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

ELIGIBILITY REMINDERS

Failing to follow eligibility rules will result in disqualification.

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

Results Overview

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

The metrics you provide here are

The Dawlance 11.11 and 12.12 Omni-channel campaign delivered exceptional results, surpassing benchmarks and setting new records for the brand. By addressing consumer needs through a seamless omni-channel strategy, Dawlance not only met but exceeded its objectives across key performance indicators.

The campaign drove an unprecedented 396% increase in website traffic, soaring from 5,000 visitors to 23,000 visitors per day during the sales period. This growth significantly strengthened Dawlance's owned media presence, a core

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)

objective of the brand’s long-term strategy. The groundbreaking CGI-driven hero asset played a pivotal role, achieving over 10 million impressions, a remarkable 12% video-through rate (VTR), and 1.2 million content views, demonstrating the power of innovative and visually engaging content in capturing attention and driving action.

On Daraz, Dawlance outperformed all competitors in the home appliances category. Through strategic search ads with manual CPC bidding, the campaign achieved top visibility for key SKUs, ensuring the brand remained front and center for intent-driven consumers. Dynamic display ads and push notifications further amplified this presence, contributing to a doubling of e-commerce revenue contribution from 1% to 2.2%, a historic achievement for Dawlance.

Live commerce sessions across Daraz and Dawlance’s website further strengthened consumer trust and engagement. The 11.11 live shows captivated over 93,000 viewers, while 12.12 sessions drew an additional 39,000 views, collectively fostering real-time interaction and driving conversions. These sessions represented a significant step forward in Dawlance’s efforts to humanize the digital shopping experience and replicate the in-store environment online.

Offline activations also delivered impressive results. Geo-targeted ads and influencer-led promotions drove substantial footfall up to 3X times from the usual days to Dawlance Experience Stores, enhancing dealer network support and resolving channel conflicts. The balance between online and offline efforts ensured a cohesive and impactful omni-channel experience, resulting in the highest-ever customer engagement compared to non-campaign days.

Overall, the campaign’s success was a testament to Dawlance’s ability to innovate, adapt, and execute a consumer-centric strategy. It not only addressed the challenges of a competitive sales environment but also solidified Dawlance’s leadership in the home appliances category, setting a new benchmark for omni-channel campaigns.

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-

1

Objective - Overview & KPI

State your objective here.	Increase the brand’s revenue through strategic Omni-channel campaign keeping prices and experience seamless throughout all sales channels.
----------------------------	--

(Max: 25 words)

order your objectives using the 'nudge' button.

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

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)

Aligned with the Dawlance long term strategy of strengthening all its sales channels, an omni channel campaign was devised to promote its owned media website , its Flagship store at Daraz and the conventional dealer network which was still the major contributor in brand's revenue.

Increased the online business contribution in business revenue by 10%.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Revenue growth tracked via Internal sales, Daraz sales data and Dawlance website analytics.

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?

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

View guidance here..

List Result

(Maximum: 30 Words)

Achieved an increase in e-commerce revenue contribution from 1% (2022) to 2.2%(2023), surpassing targets by leveraging a dual online and offline strategy while maintaining harmony between physical and digital sales channels.

Context

(Maximum: 75 words; 3 charts/visuals)

Dawlance aimed to expand its e-commerce footprint while preserving its offline dominance. This effort involved optimizing its digital assets and strategically balancing growth between online and dealer-supported sales. By enhancing the e-commerce ecosystem and integrating robust analytics, Dawlance not only met revenue objectives but also reinforced its long-term goal of transforming owned media into a primary sales driver, creating a more sustainable business model.

Marketing Objectives Results

1

Objective - Overview & KPI

(Maximum: 30 words)

Increase online and offline sales while creating a seamless and engaging shopping journey across multiple touchpoints during the 11.11 Mega Sale event.

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

(Maximum: 75 words; 3 charts/visuals)

For Mega Sale campaigns, Dawlance sought to bridge the gap between digital and physical retail by creating a cohesive omnichannel experience. This allowed the brand to enhance customer engagement, reduce purchase friction, and build trust through consistent messaging and user-friendly interactions.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Tracked sales, engagement metrics, and ROAS across online platforms (Daraz, Meta, Google) and offline activations through dealer network reporting and direct sales data.

Tagging - What keywords best describe your objective type?

(1 Required. No
Maximum)

Consideration

Conversion

List Result

(Maximum: 30
words)

Achieved ROAS of 15.7x, generating PKR 84.8M from the website, PKR 363M on Daraz, and a 7% offline sales increase for Experience stores, enhancing engagement across all touchpoints.

Context

(Maximum: 75
words; 3
charts/visuals)

During the highly competitive 11.11 Mega Sale, Dawlance focused on integrating digital and offline channels to deliver a cohesive shopping experience. This included seamless transitions from online promotions to in-store purchases, ensuring customer convenience and brand trust. Consistent messaging, a robust omnichannel strategy, and user-friendly interactions across platforms led to enhanced customer satisfaction and sales. Benchmarks like ROAS and engagement metrics indicated the effectiveness of the campaign in achieving its marketing goals.

Activity Objectives Results

-

1

Objective - Overview & KPI

(Maximum: 30
words)

To create a unified shopper journey through digital platforms, offline activations, and in-store experiences, focusing on driving website traffic, boosting Daraz Store visibility, and increasing offline sales via dealer collaborations.

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

(Maximum: 75 words; 3 charts/visuals)

Amid intense competition during the Mega Sale event, Dawlance needed to cut through the clutter with an omnichannel presence. The strategic mix ensured customers engaged seamlessly across platforms, fostering convenience and trust. Benchmarks included a 7% CTR on Daraz and a 5% in-store sales lift driven by geo-targeted offline promotions.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Measured through CTR on digital ads, footfall data from dealers, conversion tracking via e-commerce platforms, and engagement from live commerce activations.

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Efficiency (e.g. cost per acquisition)

List Result

(Maximum: 30 words)

Achieved 3X increase in footfall across dealer stores, 396% increase in the average website traffic during the campaign and 0.5% conversion ratio. On Daraz, 3.7% CTR achieved through search ads.

Context

(Maximum: 75 words; 3 charts/visuals)

Faced with fierce competition during the Mega Sale period, Dawlance implemented a comprehensive omnichannel strategy to stand out. Digital activations on Meta, Daraz, and YouTube were complemented by offline promotions and in-store dealer collaborations. This approach ensured a seamless shopper journey, driving traffic to Dawlance's website and flagship store while boosting offline dealer sales. Benchmarks such as CTR and sales growth highlighted the campaign's success in fostering engagement and trust among consumers.

Additional Results

You may use this space to provide additional results achieved that you may not have had

an initial objective for.
This space may only be
used for additional
results beyond those
that align with your
listed objectives.

(Maximum: 150 words,
3 charts/graphs)

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

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

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

Internal Company Events (e.g. change in ownership, internal dynamics, etc.)

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

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

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

(Maximum: 200 words;
3 charts/visuals)

Dawlance mega sales campaign heavily relied on varied factors, including the performance of website, marketplace and dealer stores. The brands website is part of parent companies centralized websites hub and any glitch on the website might have hampered the campaign performance. With Daraz contributing in more than 80% of the Dawlance ecommerce revenue , the reliance on market place was critical which was beyond the brand's control.

Since it was the first ever campaign which connected the online and offline purchases, there was a dire need for all the stakeholders (Dealers and logistic company) involved to be agile and swift in making the deliveries of the product to the consumers.

Section 4: Sourcing

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

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

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

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

Judges encourage third-party data where available.

See Entry Kit for details.

INVESTMENT OVERVIEW

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

PAID MEDIA EXPENDITURES

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

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

Paid Media Expenditure (Current Year)

Campaign Period: PKR 10 – 25 million
Competition Year

Paid Media Expenditures (Prior Year)

Campaign Period: PKR 10 – 25 million
Prior Year

Compared to competitors in this category, the budget is:

About the same

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.	The budget was strategically placed across different media types. Paid push was spent to bring traffic from Google and Meta on website. Daraz in-app audience was diverted to Dawlance flagship through search and Display ads on which 70% and 30% of budget was simultaneously spent. Owned media (Website) was leveraged through Home page banners, category banners etc but no further investment was made for the same. Other paid investment include PR campaign through Live shows on Daraz and Influencers visit to experience stores. For website, Live shows were carried out by internal resources (Dawlance employees)
What was the balance of paid, earned, owned, and shared media?	
What was your distribution strategy?	
Did you outperform your media buy?	
In addition to providing context around your budget, if you selected Not Applicable to either of the previous two	

questions, explain why
you selected Not
Applicable.

(Maximum: 100 words)

PRODUCTION & OTHER NON-MEDIA EXPENDITURES

Select a budget range for the key assets you developed to bring your idea to life.

This should include hard pre and post productions costs, talent (influencer or celebrity fees), and any activation costs.

Production & Other Non-Media Expenditures

Select One

PKR 2-5 Million

Elaboration on the Production & Other Non-Media Expenditures

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

The production cost mentioned above was spent to curate CGI video. The production cost was planned to keep in view the utilization of assets for both website and Daraz campaign and respective allocation of paid budgets against these campaigns.

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 : Owned media include Dawlance website, Dawlance Flagship store on Daraz and Dawlance experience stores were part of the campaign. We leveraged these owned media as levers of campaign, where Dawlance website was decorated with home page banners, promotional and category banners with Campaign specific communication driving audience to the campaign page. On Daraz, Home sliders, category banners, push notifications and splash screens were used to create campaign awareness. On experience store on ground elements including

(Maximum: 100 words) standees, in-store video screen animations, Window branding, Trade activations etc amplified the campaign success.

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 – Live Activation

Sponsorship – Talent or Influencer

Elaboration on Sponsorships and Media Partnerships

Provide additional context regarding your sponsorships and media partnerships.

(Maximum: 100 words)

Sponsorship On-site: Dawlance was the diamond sponsor on Daraz 11.11. The sponsorship provides the opportunity of keeping the brand's presence on the platform through display banners, search ads, and live sessions during the main campaign days.

Sponsorship Live-Activations: We conducted daraz live sessions to incentivize people to add products to their carts. Lucky winners were given gifts through trivia that resulted in driving traffic to our Daraz page.

Sponsorship Talent or Influencer: Conducted live sessions with celebrity influencers like Anoushey Ashraf, Dino Ali, Faizan Haquee. Along with this, PR influencer campaign was executed with macro influencers.

SOURCES

Investment Overview: Data Sources

Provide sourcing for all data provided in the Investment Overview.

Media plans

Meta Dashboard

Daraz Dashboard

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

Google Analytics

Internal Sales Data

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

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

Judges encourage third-party data where available.

SOURCING GUIDE

OUTLINE

ALL TOUCHPOINTS AS PART OF YOUR EFFORT

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

Communications Touchpoints

Select all that apply.

- Digital Mktg. – Affiliate
- Digital Mktg. – Display Ads
- Digital Mktg. – Email/Chatbots/Text/Messaging
- Digital Mktg. – Influencers
- Digital Mktg. – Location based
- Digital Mktg. – Marketplace Ads
- Digital Mktg. – Mobile
- Digital Mktg. - SEM

Digital Mktg. - SEO

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

Digital Mktg. – Social: Paid

Digital Mktg. – Video Ads

Interactive / Website / Apps

Print - Newspaper

Public Relations

Retail Experience: Digital

Retail Experience: In Store

Sponsorships – Unique Opportunity

Trade Shows, Trade Communications, Professional Engagement

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 Mktg. – Social: Paid

Main Touchpoint 2

#2 Most Integral
Touchpoint

Digital Mktg. – Marketplace Ads

Main Touchpoint 3

#3 Most Integral
Touchpoint

Retail Experience: In Store

SOCIAL MEDIA PLATFORMS

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

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

Select all that apply, or
select Not Applicable.

Facebook

Instagram

YouTube

CREATIVE EXAMPLES

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

CREATIVE REEL

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

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

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

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

Creative Reel

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

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

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

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



Dawlance Omni Channel Campaign
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

Digital Mktg. – Affiliate

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. – Influencers

Digital Mktg. – SEM

Digital Mktg. – SEO

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

Digital Mktg. – Social: Paid

Digital Mktg. – Video Ads

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

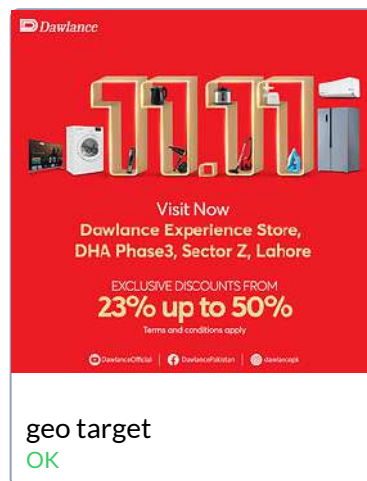
Images of Creative Work

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



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 3ada77e6de5482a3196c42f4e71be93e