

E-3722-228

Ask Dawlance - Branded Content

Product	Category Entered
Ask Dawlance	Branded Content

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	2023-08-15
Date To	2024-09-15

Regional Classification

Select all that apply.

National

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)

Connect with our target audience on digital by showcasing appliances' high-tech features and help them in pre and post purchases

The Insight:

(Maximum per line: One sentence - 20 words)

More consumers are using digital platforms to research product functionalities and watch detailed how-to videos for better understanding of appliances

The Strategic Idea/Build:

(Maximum per line: One sentence - 20 words)

Create in-depth videos to explain product functionalities and features by humanizing the brand and creating relatable content

Bringing the Strategy to Life:

(Maximum per line: One sentence - 20 words)

Ask Dawlance – a digital platform for all the product knowledge about Dawlance appliances

The Results:

(Maximum per line: One sentence - 20 words)

5% increase in insisters.
12% sales growth
33% reduction in no-fault technician visits.
19M+ organic views on YouTube and Meta.

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)

In the home appliances world, there is limited content available about functionality, usage, and troubleshooting to assist consumers during the consideration and post-purchase phases. Dawlance aimed to bridge this gap by creating Ask Dawlance, a digital platform offering in-depth videos that explain product features and functionalities in a relatable and user-friendly manner. These videos not only empowered consumers with knowledge, reducing their reliance on salesmen for functionality and on technicians for basic troubleshooting, but also connected with tech-savvy audience. This approach enhanced brand trust, influenced purchase decisions, and demonstrated a direct link between strategic insights, content creation, and measurable business outcomes.

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)

Before the effort began, Dawlance faced the dual challenge of connecting with tech-savvy consumers which were increasing, and addressing a critical gap in the home appliances category. Traditionally, the category offered run of the mill awareness content that showcased only overall product and limited digital content to educate consumers about product functionalities, usage, and basic troubleshooting. This lack of accessible information left consumers on salesmen and technicians, even for basic product knowledge and no-fault or easily solvable issues. This dependency became a pressing concern during the COVID-19 pandemic, as restrictions and safety concerns prevented technicians from entering homes, leaving many consumers without immediate solutions.

The pandemic heightened the need for self-reliant solutions, especially for appliances critical to daily life, such as refrigerators, washing machines, and air conditioners. Consumers increasingly turned to digital platforms to research and troubleshoot products independently with the growing increase in ecommerce(chart1). However, the absence of comprehensive, reliable, and user-friendly content presented a missed opportunity for Dawlance to strengthen its consumer connection.

At the same time, Dawlance needed to cater to a younger target group (TG), who rely heavily on digital channels for product research. These consumers demand transparency and detailed knowledge about product features before making purchase decisions. The challenge was to humanize the brand and make it relatable to this demographic, all while addressing the functional and emotional gaps in the consumer journey.

The strategic challenge was multifaceted: Dawlance needed to differentiate itself in a competitive and traditionally offline-dominated category while creating content that was both educational and engaging. The effort required

overcoming legacy perceptions, aligning with changing consumer behaviors, and ensuring the content was relevant to both pre- and post-purchase phases.

This was no small task, given the complexity of appliance features and the technical expertise required to communicate them effectively. Additionally, producing content that resonated well with the TG while being informative demanded a delicate balance of storytelling and technical accuracy.

By creating the Ask Dawlance platform, Dawlance bridged this gap, offering in-depth, relatable videos that addressed consumer concerns, reduced technician dependency, and positioned the brand as a reliable partner in the consumer journey and helped them in consideration phase. The initiative not only resolved the immediate challenges posed by COVID-19 but also elevated Dawlance's digital presence, fostering trust and influencing purchase decisions in a rapidly evolving market landscape.

OUR TARGET AUDIENCE & STRATEGY



chart1: <https://datareportal.com/reports/digital-2022-pakistan>

<https://www.thinkwithgoogle.com/intl/en-apac/future-of-marketing/digital-transformation/5-reasons-expand-your-digital-strategy-pakistan/>

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.

1

Objective - Overview & KPI

State your objective here.

Establish Dawlance as a trusted home appliance brand by addressing consumer pain points, driving a 4-point increase in brand preference, and a 10% primary

For each objective, you may include up to three charts/graphs.

(Max: 25 words)

sales uplift in QR-code-enabled experience stores.

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

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

(Max: 100 words, 3 charts/graphs)

This objective aimed to establish Dawlance as a trusted, go-to brand in a competitive market where reliability and innovation drive consumer decisions. Insights highlighted the need to build trust and reduce reliance on salesmen for product understanding in retail outlets. The goal was to increase brand preference by 4 base points and sales by 10%, addressing gaps as Haier's insisters saw significantly higher growth. Strategies targeted boosting consideration scores and fostering stronger loyalty among insisters.

BRAND DISPOSITION INSISTERS

Although Dawlance had sharp ups and downs, it has maintained a level of 72% over the past five years; in 2023, it has reached its highest level (74%). However, Haier's increase is much higher (from 61% to 73%) compared to Dawlance; in 2023, they almost have the same level of Insisters in the market.

Legend: 2019 (n: 1035), 2020 (n: 1014), 2021 (n: 1031), 2022 (n: 1004), 2023 (n: 1000)

Brand	2019	2020	2021	2022	2023
Dawlance	72	72	74	74	74
HAIER	61	61	61	61	73
PEL	38	38	38	38	40
SUPERASIA	24	24	24	24	39
ORIENT	25	25	25	25	35
SAMSUNG	19	19	19	19	46
GREE	25	25	25	25	28
KENWOOD	21	21	21	21	28
WAVES	17	17	17	17	22
LG	12	12	12	12	39
HITACHI	3	3	3	3	7
beko	1	1	1	1	1
XPRT	0	0	0	0	1
GRUNDIG	0	0	0	0	1
SIEMENS	0	0	0	0	6
POTILE	0	0	0	0	1

INSIGHTS: Did you know? You've seen some statements about white good brands. Please tell me which of the following statement best describes it. How may you feel about each white good brand that you're going to see? (Ranked by last year)

© GfK

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Metrices of insisters through BHT 2024 and sales through internal sales data of experience stores (which are controlled by Dawlance).

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
 - Unsure which objective type to select? View guidance here..
- Category Growth

New Brand or Product / Service Launch

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

Marketing Objectives

1

Objective - Overview & KPI

(Maximum: 30 words)

Increase/sustain awareness to consideration conversion scores through functional content

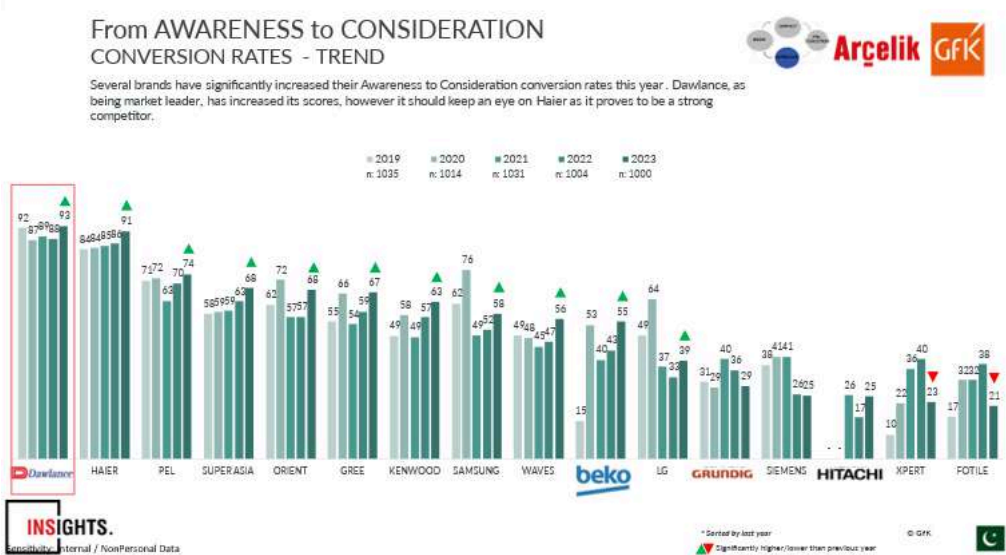
KPI:

highest awareness to consideration conversion ratio in the industry

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

(Maximum: 75 words; 3 charts/visuals)

The objective addresses the increasing reliance on digital platforms for product research, aiming to boost awareness and consideration for new launches. By creating functional content that highlights features and benefits, Dawlance meets consumer demands for transparency and informed decision-making. The KPI benchmarks reflect a focus on surpassing competitors by increasing awareness to consideration ratio solidifying Dawlance as the preferred brand for innovative and functional appliances.



Measurement - How did you plan to measure it?

(Maximum: 30 words)

Awareness to consideration ratio score through BHT 2024

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Consideration

2

Objective - Overview & KPI

(Maximum: 30 words)

Increase audience/followers on digital media

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

(Maximum: 75 words; 3 charts/visuals)

This objective was chosen to strengthen Dawlance's digital presence, aligning with evolving consumer behavior toward online platforms for brand interaction. Benchmarked against industry growth rates and competitor follower increases, the goal was to achieve a 15% rise in Meta followers and a 20% increase in YouTube subscribers, driven by value-added content and engagement-focused strategies. This growth was critical for reinforcing brand visibility and fostering a loyal, digitally engaged community.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Number of followers on meta and youtube

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Consideration

Activity Objectives

1

Objective - Overview & KPI

(Maximum: 30 words)

Create content that explains product functionalities and basic troubleshooting in an easy-to-understand manner.

KPI: Develop and launch 20 functional and instructional videos across key product categories in the first year

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

(Maximum: 75 words; 3 charts/visuals)

The objective was selected to address the gap in consumer understanding of appliance functionalities and troubleshooting, which merely cannot be solved by awareness content. By creating 20 functional and instructional videos, Dawlance empowers customers with easy-to-understand solutions, enhancing their confidence and satisfaction which was never done before. Additionally, no benchmark for such content existed in home appliance industry, therefore, such content was a first of its kind initiative, positioning Dawlance as a pioneer in consumer education.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Count of all the ask dawlace content launch on digital media.

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Advocacy / Recommendation

2

Objective - Overview & KPI

(Maximum: 30 words)

Reduce technicians visit by solving 20% of issues through Ask Dawlance video content, improving customer satisfaction and streamlining support within six months.

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

(Maximum: 75 words; 3 charts/visuals)

Objective was selected to enhance customer experience and address frequently reported issues through video tutorials, reducing dependency on call centers and technician visit. During COVID-19, customer service was tested like never before, highlighting the need for accessible, self-help solutions as physical interactions became limited. This approach positions Dawlance as a tech-savvy and customer-centric brand. The benchmark aims to shift 20% of call center queries to video solutions, improving resolution rates, response times, and operational efficiency.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Internal data of call center

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)

Broaden the tech-savvy audience on digital media to enhance engagement.

KPI: Achieve a 20% increase in views among the target audience

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

(Maximum: 75 words; 3 charts/visuals)

Objective was selected to adapt to the growing digital landscape and cater to the increasing preference for tech-enabled solutions among consumers. enhancing engagement with a tech-savvy audience, Dawlance aims to strengthen its digital presence and foster deeper connections with a crucial demographic. The benchmark is a 20% increase in engagement metrics, building on insights from previous campaigns that highlighted the audience's receptiveness to interactive and informative digital content. This ensures sustained brand relevance and growth.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Views through youtube and meta analytics

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.

BHT 2023

Internal Call Center Data

Internal Meta analysis

<https://datareportal.com/reports/digital-2022-pakistan>

<https://www.thinkwithgoogle.com/intl/en-apac/future-of-marketing/digital-transformation/5-reasons-expand-your-digital-strategy-pakistan/>

SECTION 2: INSIGHTS & STRATEGY - 23.3% OF TOTAL SCORE

This section covers the key building blocks of your strategy.

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

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

Describe your audience(s) using demographics, culture, media behaviors, etc. Explain if your

The target audience for this campaign included both existing and new segments, carefully chosen to align with Dawlance's brand objectives and the challenges at hand.

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)

Demographics:

Primarily urban, tech-savvy individuals aged 25–40, belonging to middle to upper-middle-income households. They are decision-makers or influencers in purchasing home appliances, valuing modern technology, convenience, and digital connectivity.

Culture:

This audience embraces a modern lifestyle, prioritizing smart solutions that complement their fast-paced routines. They actively seek brands that offer innovative, tech-driven products aligning with their desire for efficiency and functionality.

Media Behaviors:

Highly active on digital platforms, particularly Instagram, YouTube, and TikTok, where they consume content about smart home solutions, product reviews, and lifestyle innovations. They frequently rely on digital touchpoints and influencer endorsements for purchasing decisions and post purchase decisions.

Relevance to Brand and Challenge:

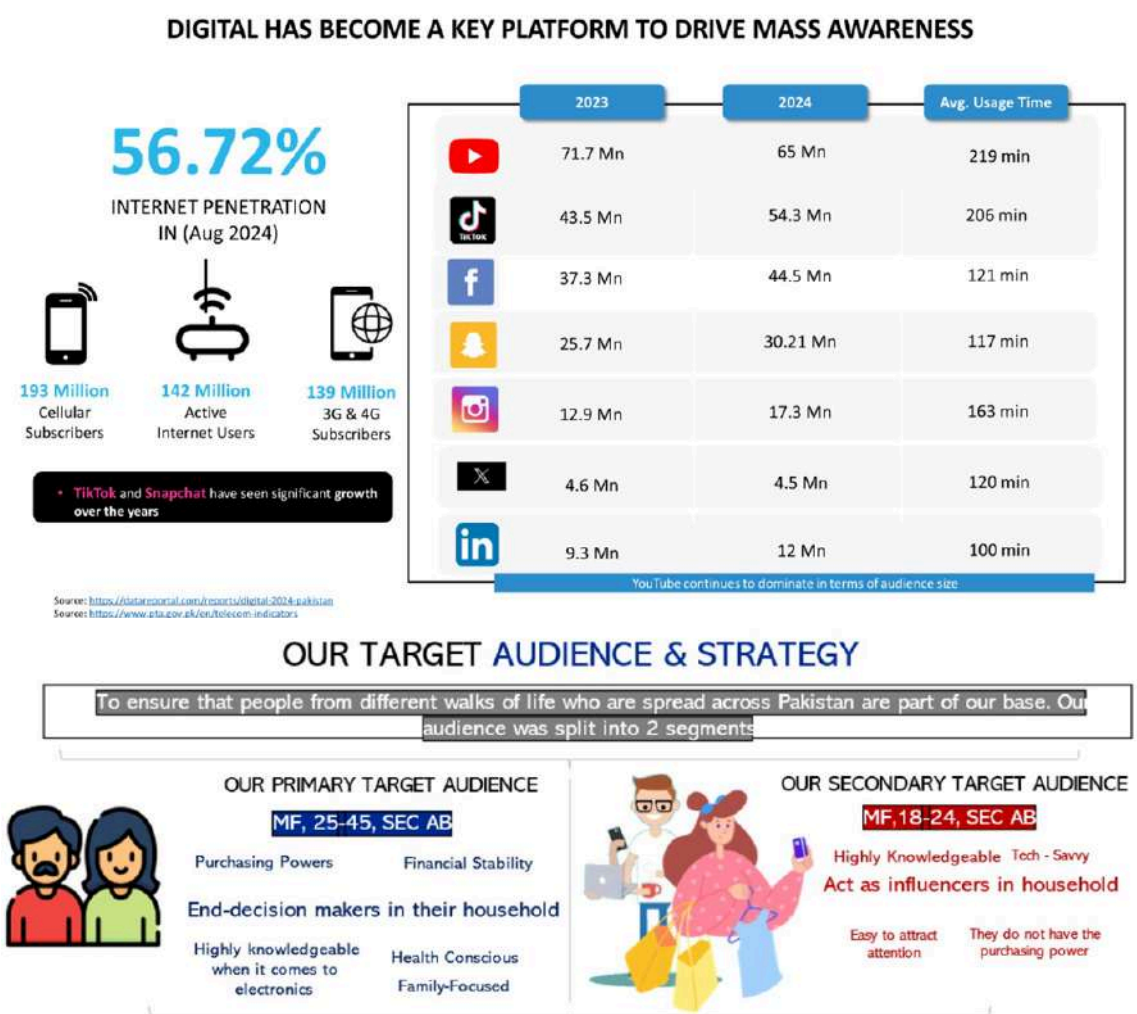
This audience was essential for Dawlance as it aligned with the brand's focus on innovation and its digital transformation strategy. Engaging them strengthened Dawlance's positioning as a modern, tech-forward brand while addressing the challenge of building a stronger digital presence.

Behavioral Goals:

The campaign aimed to:

- Shift perceptions by positioning Dawlance as a leader in modern, tech-integrated home solutions.
- Drive digital engagement through interactive content
- Encourage tech-savvy behavior, such as engaging with digital resources like “Ask Dawlance,” and trusting the brand for smart appliance solutions.

By focusing on this modern and tech-savvy audience, the ‘Ask Dawlance’ platform aimed to enhance brand relevance, foster loyalty, drive significant engagement and conversions on digital platforms, and reduce costs and pressure on technicians through self-service solutions.



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)

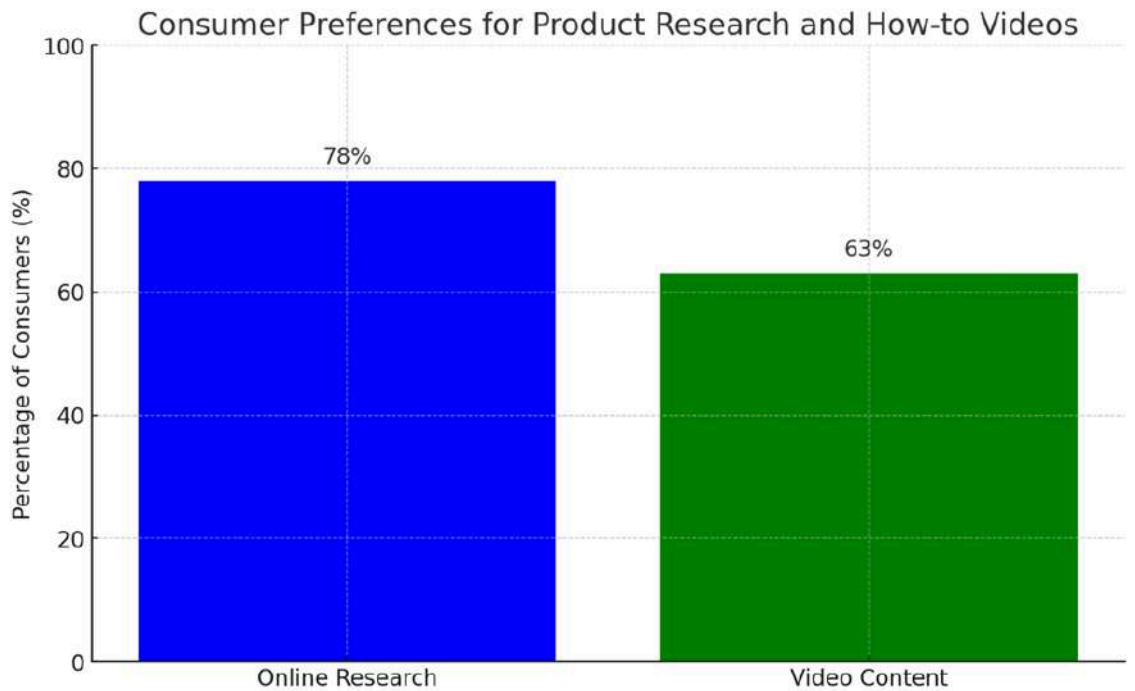
The insight that more consumers are increasingly using digital platforms to research product functionalities and watch detailed how-to videos is closely tied to Dawlance's brand and audience behaviors. In a rapidly evolving tech landscape, consumers seek products that seamlessly integrate into their lifestyles, with information easily accessible online. This reflects the tech-savvy, modern demographic Dawlance targets—individuals who value convenience, reliability, and digital connectivity.

This trend indicated that Dawlance's target audience is not only interested in purchasing home appliances but is also motivated to understand their capabilities and usage through digital resources. The insight was informed by primary and secondary research, including consumer behavior analysis, digital media consumption reports, and studies on post-purchase behavior trends. Data sources such as We Are Social, Statista, and Nielsen reveal that video content consumption on platforms like YouTube and social media is rapidly increasing in Pakistan, aligning with Dawlance's consumer base.

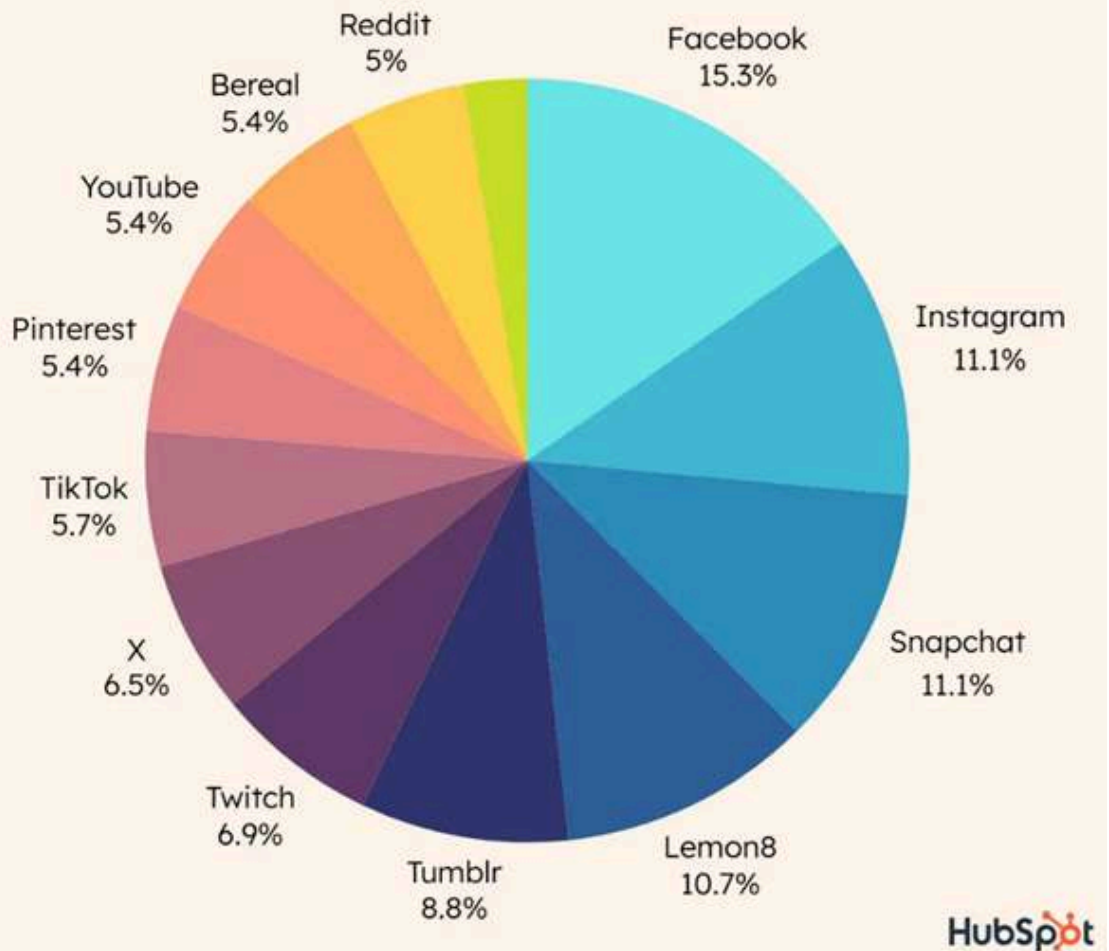
Leveraging this insight, Dawlance could strategically enhance its digital presence with engaging, informative video content through the 'Ask Dawlance' platform. This would cater to the audience's demand for convenience and tech-driven information, fostering trust and brand loyalty during pre and post purchase. The approach would not only inform and educate potential and current consumers but also position Dawlance as a leader in smart appliance solutions.

By adopting this strategy, Dawlance would meet consumer expectations for modern, interactive experiences and reduce the strain on customer service by offering self-service resources. This insight-driven approach would strengthen brand perception, foster customer engagement, and ultimately drive conversions.

Source: Google Report and Hubspot blog



Percentages of people who use social media platforms to share images and videos



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)

Ask Dawlance - a digital platform on Dawlance social media channels (Meta and Youtube) for all product level functionality and how-to content

Section 2: Sourcing

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

<https://www.thinkwithgoogle.co...>

<https://blog.hubspot.com/marke...>

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)

Ask Dawlance' comprised of functionality content that helped in pre purchase and how to content that helped in post purchase. To activate our strategy, we implemented a series of targeted actions to engage our tech-savvy audience effectively:

Organic Video Content: We developed detailed functionality and how-to videos and published them on Dawlance's official YouTube, Instagram, and Facebook channels. These videos educated customers on product functionality, provided troubleshooting guidance, and showcased advanced features. This helped establish Dawlance as a brand that prioritizes user empowerment and tech-driven support.

Point-of-Purchase Stickers with QR Codes: To facilitate easy access, we added QR codes on the product on the retail stores. Consumers could scan these codes to view functionality videos directly, making it simpler for them to understand and use their appliances effectively without relying on salesmen for product information. This strategy ensured that product information was always at the consumer's fingertips resulting in 1500+ QR code scans.

Video-Based Customer Support: For no-fault complaints received through our call center, we utilized video content by sending relevant tutorials directly to customers. This approach not only reduced technician visits but also empowered customers to troubleshoot and resolve issues independently, enhancing their confidence and satisfaction with the product.

Short Clips on Meta Platforms: To reach a wider audience and highlight key product features, we adapted 10-second snippets from our main functionality videos and promoted them on Meta platforms like Facebook and Instagram. These concise clips effectively explained the functionality and advantages of the products, driving consumer interest and engagement while reinforcing Dawlance's modern, tech-forward image.

These elements combined to elevate Dawlance's digital presence, empower users through innovative self-service, reduce technician workload, and increased brand loyalty by providing a seamless and informative customer experience.





ASK DAWLANCE

Ask Dawlance | Product Demo How ...
Dawlance Official - 1 / 47

- 1. Dawlance Mini Oven (0:44)
- 2. MultiCooker (0:06)
- 3. Dawlance Front Load WM Steam Care Benefit (0:47)
- 4. Front Load Steam Care Washing Machine | Child Loc... (0:45)
- 5. Dawlance Steam Care Washing Machine | Ask Dawlance... (3:25)
- 6. Dawlance Dishwasher! (Dawlance Official)

Dawlance Mini Oven
Dawlance Official
32.1K subscribers

Subscribed

21

Share

Download

All From the series From Dawlance Official

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 execution for this campaign was tailored to engage tech-savvy and modern audiences, emphasizing simplicity, accessibility, and practicality. Below are the key elements:

Endline

The platform revolved around the call-to-action "Ask Dawlance", which strengthened the brand's position as customer-centric, approachable, and tech-forward.

Call-to-Actions

- QR Code Prompt: "Scan to Get More Information about Product Features" was featured prominently on point-of-purchase cards, enabling customers to access product functionality videos instantly, reducing reliance on sales staff.
- Digital Platform CTA: Captions like "Get More Information..." encouraged interactions on YouTube, Instagram, and Facebook.
- Customer Support CTA: Call center messaging promoted "Ask Dawlance - Let's Solve This Together", guiding customers toward video solutions for no-fault complaints.

Format Choices

- Full-Length Videos: These videos, detailing product functionality, were published on YouTube, Facebook, and Instagram and linked via QR codes in stores and product display pages on the website. Post-purchase troubleshooting videos were published on YouTube with links accessible through customer support.
- 10-Second Snippets: Optimized for Meta platforms, these brief clips highlighted key features to grab attention quickly and CTA of click here to know more about the product
- QR-Linked Videos: Featured on stickers and trade cards in stores, these provided immediate access to detailed product information.

Insights and Adaptations

- The increasing frequency of no-fault complaints led to the development of new video content during the year to address these issues which streamlined customer support.
- Full-length videos were optimized for mobile devices to enhance viewing and engagement.

Impact

This adaptive, content-focused strategy enhanced customer experiences, reduced technician workloads, and reinforced Dawlance's position as a modern, tech-savvy brand. It also led to increased consideration, satisfaction, and engagement across platforms.



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 was designed to resonate with Dawlance's tech-savvy and modern audience while addressing customer pain points. The focus was on enhancing the brand's relevance with the digital audience, streamlining pre and post-purchase experiences, and creating a cohesive journey from awareness to resolution. By using video content to simplify troubleshooting and educate customers about the product, the strategy ensured that Dawlance's message of innovation, functionality and customer care was effectively communicated. The strategy also revolved around delivering convenience and value through seamless access to information. Videos addressing product functionality and troubleshooting were made accessible via QR codes/website/social media/call service agents, enabling customers to learn about the product and solve issues independently. Moreover, a mix of pre-purchase functionality videos and post-purchase support ensured a consistent experience across customer journeys.

YouTube, Instagram, and Facebook were used to distribute long-format videos for both pre-purchase and post-purchase engagement, building trust and brand association. On the other hand, QR codes linked to videos were strategically placed on product stickers and trade cards, integrating physical and digital experiences. Video links were also shared with customers via call centers and whatsapp support to address no-fault complaints, reducing dependency on technicians. On meta, 10-second video snippets were used on Facebook and Instagram to increase visibility and highlight product features, optimizing engagement with concise content on reels with the CTA of click here to know more about the product.

At all touchpoints we reinforced the call-to-action "Ask Dawlance", creating a cohesive narrative and unified messaging. While the platform relied on organic reach of full-length video, paid ads on Meta platforms were introduced to amplify impact of 10 seconder of product functionality of newly launched products to drive awareness.

Additionally, based on customer feedback and rising no-fault complaints during the year, more video content was created, ensuring relevance, and addressing emerging needs of customer support.

This approach streamlined customer support, reduced technician visits, and strengthened Dawlance's positioning as a tech-savvy, customer-centric brand. Each channel played a complementary role, driving engagement and creating a more informed, empowered customer base pre and post purchase.

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.

Pictures from Experience stores (controlled by Dawlance)

Dawlance official youtube channel

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)

Dawlance's campaign delivered exceptional results, exceeding objectives across key KPIs and contributing significantly to brand equity and business growth.

The campaign drove a 5% increase in insisters, with a 4 base point gain, marking a critical leap in consumer preference and brand loyalty. This solidifies Dawlance's position as a trusted home appliance leader in a competitive market.

Comparatively, competitor growth in this metric lagged, highlighting Dawlance's strategic advantage.

In retail, the QR code placements at targeted experience stores led to a 12% sales increase with 4000+ QR scans, demonstrating effective integration of digital and on-ground efforts. This result is a testament to the campaign's ability to directly impact business performance.

Dawlance achieved the highest-ever awareness-to-consideration conversion score in the industry, climbing from 93 points in 2023 to 95 in 2024. This milestone underscores the campaign's ability to transition brand awareness into tangible consumer consideration, setting a new industry benchmark.

The campaign's content strategy surpassed expectations, with 76 video assets produced, quadrupling the benchmark of 20 videos. These videos fueled the 33% resolution rate of no-fault complaints, exceeding the set benchmark of 20%, enhancing consumer trust and service efficiency.

Social media engagement saw unprecedented success, with 19M+ organic views on YouTube and Meta, complemented by significant follower growth (20% on Meta and YouTube). This amplified Dawlance's reach and digital engagement, aligning with consumer behavior trends.

These outcomes illustrate the campaign's effectiveness in driving both short-term results, such as sales and engagement, and long-term metrics like brand preference and loyalty. The alignment of strategy with consumer needs, competitive benchmarking, and innovative media integration ensures Dawlance's sustained growth and leadership in the home appliance industry.

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)

Establish Dawlance as a trusted home appliance brand by addressing consumer pain points, driving a 4-point increase in brand preference, and a 10% primary sales uplift in QR-code-enabled experience stores.

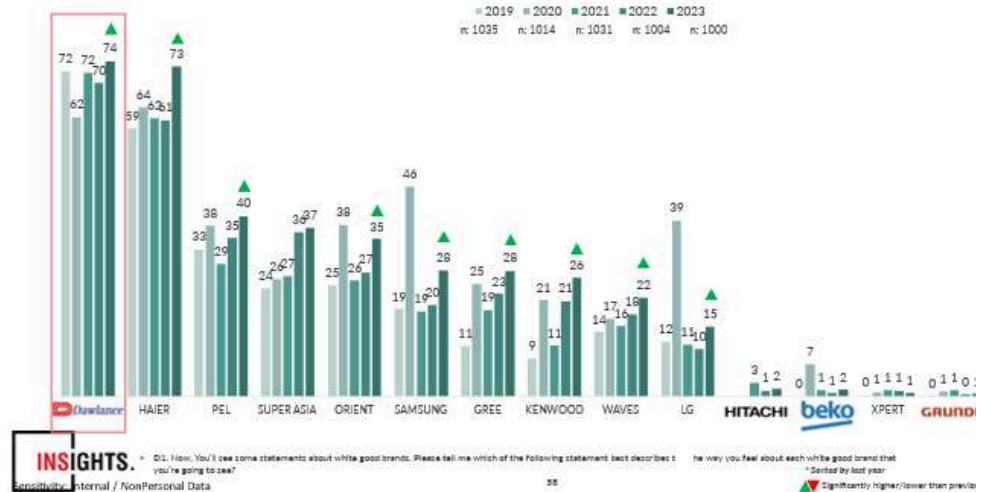
Rationale - Why the objective was selected and what is the benchmark?

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

This objective aimed to establish Dawlance as a trusted, go-to brand in a competitive market where reliability and innovation drive consumer decisions. Insights highlighted the need to build trust and reduce reliance on salesmen for product understanding in retail outlets. The goal was to increase brand preference by 4 base points and sales by 10%, addressing gaps as Haier's insisters saw significantly higher growth. Strategies targeted boosting consideration scores and fostering stronger loyalty among insisters.

BRAND DISPOSITION INSISTERS

Although Dawlance had sharp ups and downs, it has maintained a level of 72% over the past five years; in 2023, it has reached its highest level (74%). However, Haier's increase is much higher (from 61% to 73%) compared to Dawlance; in 2023, they almost have the same level of Insisters in the market.



Measurement - How did you plan to measure it?

(Maximum: 30 words)

Metrics of insisters through BHT 2024 and sales through internal sales data of experience stores (which are controlled by Dawlance).

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here..

Category Growth

New Brand or Product / Service Launch

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

List Result

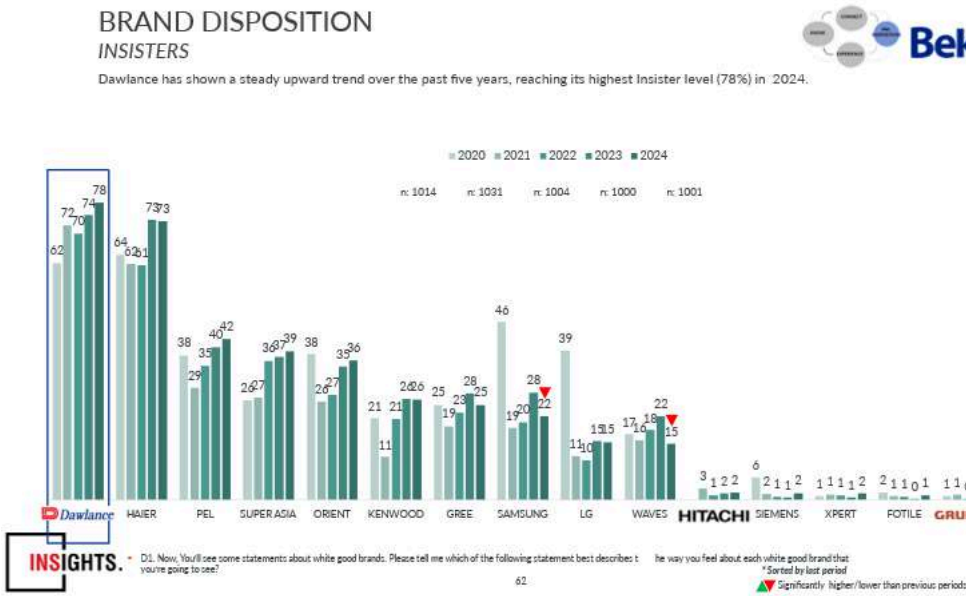
(Maximum: 30 Words)

A 5% increase in brand insisters and a 4-base-point rise drove a 12% sales boost for targeted dealers with QR codes, comparing data up to September 2024.

Context

(Maximum: 75 words; 3 charts/visuals)

Dawlance achieved its highest-ever growth in insisters—loyal consumers who consider Dawlance their preferred or only brand—marking a significant milestone in brand preference. A notable 5% increase and a 4 base-point rise in insisters were observed, creating a significant lead over the second-ranked competitor. Sales from targeted dealers operating experience stores with QR code placements surged by 12% (up to September 2024), with 4675 scans validating the platform's effectiveness in driving preference and sales growth.



Marketing Objectives Results

- # 1

Objective - Overview & KPI

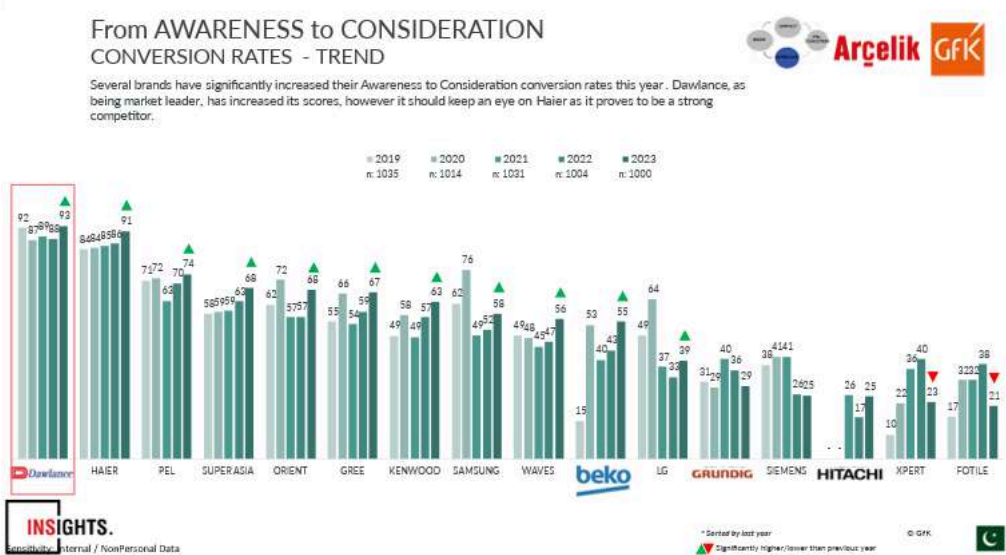
(Maximum: 30 words)

Increase/sustain awareness to consideration conversion scores through functional content
KPI:
highest awareness to consideration conversion ratio in the industry

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

(Maximum: 75 words; 3 charts/visuals)

The objective addresses the increasing reliance on digital platforms for product research, aiming to boost awareness and consideration for new launches. By creating functional content that highlights features and benefits, Dawlance meets consumer demands for transparency and informed decision-making. The KPI benchmarks reflect a focus on surpassing competitors by increasing awareness to consideration ratio solidifying Dawlance as the preferred brand for innovative and functional appliances.



Measurement - How did you plan to measure it?

(Maximum: 30 words)

Awareness to consideration ratio score through BHT 2024

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Consideration

List Result

(Maximum: 30 words)

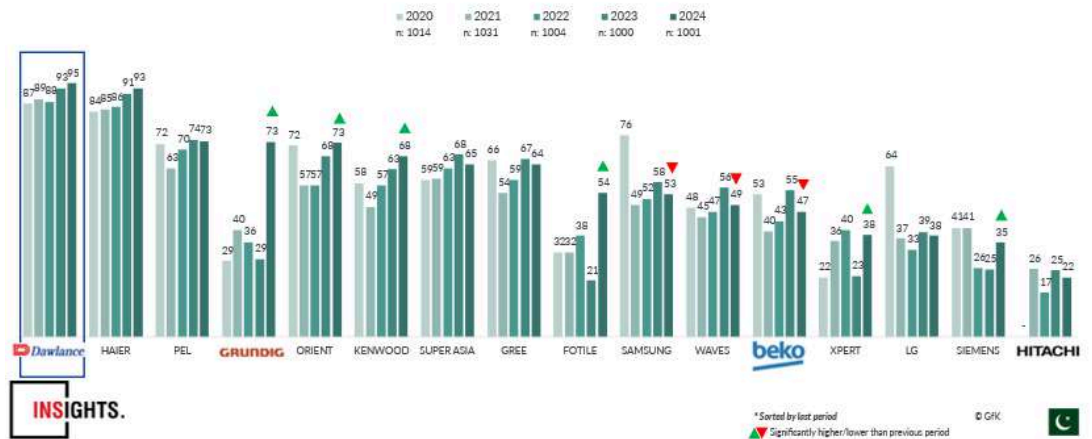
Highest ever awareness to consideration conversion score in the industry from 93 points in 2023 to 95 points in 2024

Context

(Maximum: 75 words; 3 charts/visuals)

Dawlance achieved the highest-ever awareness-to-consideration conversion score in the industry, showcasing the effectiveness of its functional content strategy. This milestone reflects the brand's ability to translate strong awareness into actionable consumer consideration, surpassing competitors and solidifying its position as a trusted leader in the home appliances category. The achievement highlights the success of targeted efforts to engage consumers with relevant, informative content that aligns with their decision-making journey, ultimately driving stronger brand preference and loyalty.

From AWARENESS to CONSIDERATION CONVERSION RATES - TREND



2

Objective - Overview & KPI

(Maximum: 30 words)

Increase audience/followers on digital media

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

(Maximum: 75 words; 3 charts/visuals)

This objective was chosen to strengthen Dawlance's digital presence, aligning with evolving consumer behavior toward online platforms for brand interaction. Benchmarked against industry growth rates and competitor follower increases, the goal was to achieve a 15% rise in Meta followers and a 20% increase in YouTube subscribers, driven by value-added content and engagement-focused strategies. This growth was critical for reinforcing brand visibility and fostering a loyal, digitally engaged community.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Number of followers on meta and youtube

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Consideration

List Result

(Maximum: 30 words)

18% increase in Meta followers and 20% increase in youtube followers

Context

(Maximum: 75 words; 3 charts/visuals)

The increase in followers on Meta and subscribers on YouTube reflects the campaign's success in engaging audiences and driving organic growth across Dawlance's digital platforms. This growth demonstrates the effectiveness of the "Ask Dawlance" initiative in connecting with tech-savvy consumers, providing valuable content, and fostering a stronger online presence. By utilizing video content and leveraging interactive CTAs, Dawlance addressed customer pain points, strengthened its digital community, and enhanced long-term brand loyalty and consumer trust.

Activity Objectives Results

1

Objective - Overview & KPI

(Maximum: 30 words)

Create content that explains product functionalities and basic troubleshooting in an easy-to-understand manner.

KPI: Develop and launch 20 functional and instructional videos across key product categories in the first year

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

(Maximum: 75 words; 3 charts/visuals)

The objective was selected to address the gap in consumer understanding of appliance functionalities and troubleshooting, which merely cannot be solved by awareness content. By creating 20 functional and instructional videos, Dawlance empowers customers with easy-to-understand solutions, enhancing their confidence and satisfaction which was never done before. Additionally, no benchmark for such content existed in home appliance industry, therefore, such content was a first of its kind initiative, positioning Dawlance as a pioneer in consumer education.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Count of all the ask dawlace content launch on digital media.

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Advocacy / Recommendation

List Result

(Maximum: 30 words)

Launched 76 video content comprising of functionality and how-to surpassing the benchmark of 20 videos.

Context

(Maximum: 75 words; 3 charts/visuals)

Under the platform of Ask Dawlance 57 functionality videos of refrigerators, washing machine, mini ovens, microwaves, air fryers, coffee maker etc were launched with the launch of new products and with the need of time. 19 how-to videos were also launched to address the no fault complains

2

Objective - Overview & KPI

(Maximum: 30 words)

Reduce technicians visit by solving 20% of issues through Ask Dawlance video content, improving customer satisfaction and streamlining support within six months.

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

(Maximum: 75 words; 3 charts/visuals)

Objective was selected to enhance customer experience and address frequently reported issues through video tutorials, reducing dependency on call centers and technician visit. During COVID-19, customer service was tested like never before, highlighting the need for accessible, self-help solutions as physical interactions became limited. This approach positions Dawlance as a tech-savvy and customer-centric brand. The benchmark aims to shift 20% of call center queries to video solutions, improving resolution rates, response times, and operational efficiency.

Measurement - How did you plan to measure it?

(Maximum: 30 words) Internal data of call center

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) Reduced 33% technician visit of no fault complains via Ask Dawlance how-to content against the set benchmark of 20%

Context

(Maximum: 75 words; 3 charts/visuals)

From June 2023 to November 2024, "Ask Dawlance" resolved 33% of no-fault complaints via how-to content, exceeding the 20% benchmark. Contribution rose from 28% (June-December 2023) to 36% (January-November 2024). Easy troubleshooting videos reduced technician reliance and enhanced Dawlance's reputation as a customer-focused, innovative brand.

Time period	Total No Fault Complain	Via Video	% Contribution of Content
June 2023-Dec 2023	30,810	8,615	28%
Jan 2024 - Nov 2024	49,095	17,578	36%
Total	79,905	26,193	33%

3

Objective - Overview & KPI

(Maximum: 30 words) Broaden the tech-savvy audience on digital media to enhance engagement.
KPI: Achieve a 20% increase in views among the target audience

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

(Maximum: 75 words; 3 charts/visuals)

Objective was selected to adapt to the growing digital landscape and cater to the increasing preference for tech-enabled solutions among consumers. enhancing engagement with a tech-savvy audience, Dawlance aims to strengthen its digital presence and foster deeper connections with a crucial demographic. The benchmark is a 20% increase in engagement metrics, building on insights from previous campaigns that highlighted the audience's receptiveness to interactive and informative digital content. This ensures sustained brand relevance and growth.

Measurement - How did you plan to measure it?

(Maximum: 30 words) Views through youtube and meta analytics

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) 19M+ organic views on Youtube and Meta (54% increase in views)

Context

(Maximum: 75 words; 3 charts/visuals)

The "Ask Dawlance" platform achieved an impressive milestone of over 19 million organic views across YouTube and Meta platforms. This remarkable reach reflects the effectiveness of the campaign's functional content, addressing consumer pain points with relevant and easily accessible video solutions. The views were driven by authentic audience engagement, demonstrating strong interest in the brand's efforts to provide value through education and self-service. This performance underscores Dawlance's success in connecting with its modern, tech-savvy audience.

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)

Dawlance also saved the Rs 9M+ through these how to video content by reducing the technician visit

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

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

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

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

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

(Maximum: 200 words; 3 charts/visuals)

Simultaneous efforts, such as promotions and seasonal campaigns, played a complementary role alongside the "Ask Dawlance" initiative. These campaigns helped drive traffic to digital platforms and retail outlets by focusing on immediate sales growth, creating a natural synergy with the educational and brand-building goals of "Ask Dawlance." While the promotional efforts centered on enticing consumers through discounts and product-specific offers, "Ask Dawlance" provided added value by educating customers on product functionality, fostering trust, and enhancing the overall customer experience.

This strategic distinction ensured that there was minimal overlap or competition for attention between the two efforts. Promotions attracted a broad audience to explore Dawlance's offerings, while "Ask Dawlance" retained their engagement by answering specific queries and addressing potential pain points through its content. This dual approach allowed Dawlance to cater to different stages of the consumer journey, from awareness and consideration to post-purchase support.

The integration of these efforts reinforced Dawlance's brand positioning as customer-centric and innovative, while the long-term impact of "Ask Dawlance" helped build brand equity and trust. This balanced strategy ensured that while sales campaigns drove short-term conversions, "Ask Dawlance" laid the foundation for sustained brand loyalty and future growth.

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.

- BHT 2024 published by GFK
- Internal Sales Data
- Internal Launch Data
- Internal Call center Data

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

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

Judges encourage third-party data where available.

See Entry Kit for details.

INVESTMENT OVERVIEW

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

PAID MEDIA EXPENDITURES

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

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

Paid Media Expenditure (Current Year)

Campaign Period: Competition Year	PKR 1.0 – 5.0 million
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Paid Media Expenditures (Prior Year)

Campaign Period: Prior Year	Not Applicable
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Compared to competitors in this category, the budget is:

Less

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

About the same

Budget Elaboration:

Provide judges with the context to understand your budget.

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

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

In addition to providing context around your budget, if you

The "Ask Dawlance" campaign strategically balanced organic and paid media to optimize impact within a media spend of 1–5 million PKR. Full-length videos were published on owned platforms like YouTube and Instagram, while QR codes placed at retail points directed customers to these videos organically.

To enhance visibility, 10-second video adaptations were boosted on Meta platforms, targeting key demographics with a clear call-to-action: "Click here to learn more about the product." The modest media budget was allocated efficiently to amplify the campaign's organic efforts.

selected Not Applicable to either of the previous two questions, explain why you selected Not Applicable. (Maximum: 100 words)	Earned media was generated through consumer shares and word-of-mouth, while shared media on social platforms further extended the campaign's reach. Despite the limited spend, the campaign generated over 19M views organically, demonstrating the effectiveness of a resourceful distribution strategy that maximized results with minimal investment.
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PRODUCTION & OTHER NON-MEDIA EXPENDITURES

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

Production & Other Non-Media Expenditures	
Select One	PRK 5-10 Million

Elaboration on the Production & Other Non-Media Expenditures

Provide judges with the context to understand the expenditures outlined above.	The "Ask Dawlance" campaign maintained a production budget of 5-10 million PKR, focusing on cost-effective yet impactful content creation. The expenditure covered the development of functional and how-to videos, including pre-production, post-production, and minimal activation costs. No influencer or celebrity fees were incurred, as the strategy relied heavily on informative content to engage audiences. This lean approach enabled Dawlance to optimize production costs while delivering high-quality assets that aligned with the campaign's objectives of boosting customer engagement and reducing no-fault complaints.
--	--

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. (Maximum: 100 words)	Yes : Yes, owned media was a significant part of our effort. We leveraged Dawlance's official social media channels, including YouTube, Facebook, and Instagram, to share educational and engaging content from the "Ask Dawlance" platform. These platforms served as primary communication channels for reaching a wide audience, fostering direct engagement with consumers. Additionally, Dawlance's experience stores, which are dealer-owned but controlled by the brand, acted as physical touchpoints for promoting the campaign and facilitating in-store interactions with the brand.

SPONSORSHIPS AND MEDIA PARTNERSHIPS

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

Sponsorships	
Select all that apply.	Not Applicable

Elaboration on Sponsorships and Media Partnerships

Provide additional context regarding your sponsorships and media partnerships.

(Maximum: 100 words)

not applicable

SOURCES

Investment Overview: Data Sources

Provide sourcing for all data provided in the Investment Overview.

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

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

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

Judges encourage third-party data where available.

SOURCING GUIDE OUTLINE

ALL TOUCHPOINTS AS PART OF YOUR EFFORT

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

Communications Touchpoints

Select all that apply.

- Branded Content – Editorial
- Digital Mktg. – Content Promotion
- Digital Mktg. – Long Video (3+ min.)

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.

Branded Content – Editorial

Main Touchpoint 2

#2 Most Integral Touchpoint

Digital Mktg. – Long Video (3+ min.)

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.

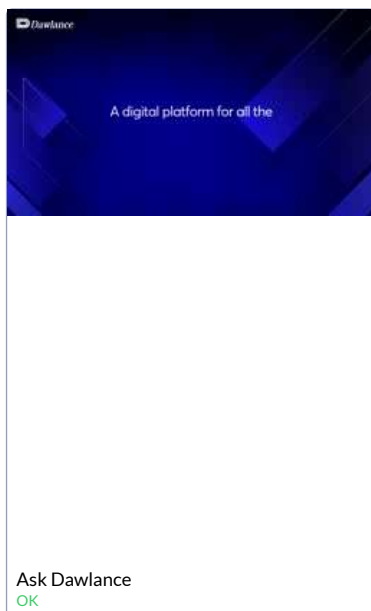
Creative Reel

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"**



Creative Examples Presented in the Creative Reel - Select All

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

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

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

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

Branded Content – Editorial

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



QR code
OK



Youtube Channel
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.