

E-3728-938

Wash ke Baad, Dry Zaroori!

Product	Category Entered
Maxob	Household Supplies and Services

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

ELIGIBILITY

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

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

FORMATTING REQUIREMENTS & REASONS FOR DISQUALIFICATION

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

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

TOP TIPS

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

RESOURCES

Review the key resources before starting your entry:

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

ENTRY DETAILS

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

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

Date From	2023-10-25
Date To	2024-04-24

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

Regional Classification

Select all that apply.

National

Industry Sector

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

Household Supplies

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 low consumption, Maxob needed to convince people to use toilet paper for its intended purpose to increase sales

The Insight:

(Maximum per line:
One sentence - 20
words)

Pakistanis consider washing their bum with Muslim Shower hygienic enough, not realizing or caring about how dampness causes germs growth

The Strategic Idea/Build:

(Maximum per line:
One sentence - 20
words)

Wet is not safe; therefore, Muslim Shower must ally with Maxob to rid the bum of germs!

Bringing the Strategy to Life:

(Maximum per line: One sentence - 20 words)

Introduce M. Shower and Maxob, a superhero tag team that defeats germs with their slogan Wash Ke Baad Dry Zaroori!

The Results:

(Maximum per line: One sentence - 20 words)

Amid stagnant sales, Maxob saw an impressive 8% increase in sales volumes and increase in intended usage by 9.7 points.

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.

The East-West divide has shaped perceptions about toilet paper, a product often sidelined in Pakistan due to the use of Muslim Showers. Maxob sought to change this by positioning itself as a hygiene essential—making "drying bums after washing" a relevant and practical habit. With Wash ke Baad Dry Zaroori, an engaging campaign featuring animated hygiene superheroes, Maxob bridged cultural sensibilities and hygiene needs. Early results show a significant shift in both sales and intended usage, laying the foundation for Maxob to secure its place in every toilet holder and redefine its role in the region.

(Maximum: 100 words)

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?

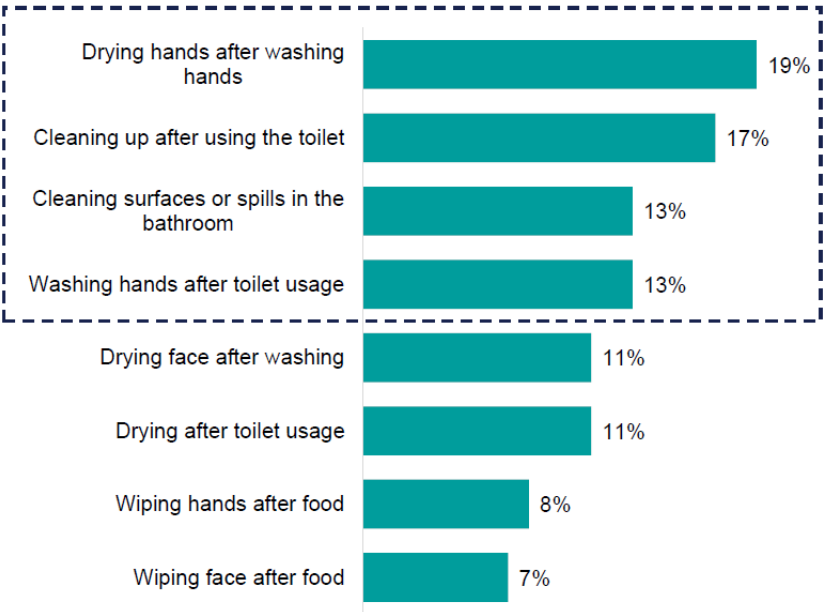
Context to consider including: characteristics or trends in the market (e.g. government regulations, size of market, societal trends, weather/environmental situations, etc.), competitor spend, position in market, category benchmarks, barriers.

(Maximum: 275 words; 3 charts/visuals)

The tissue category as a whole has a problem – household penetration in terms of volume per capita is exceptionally low. The global annual average stands at 4.4kg/capita, whereas the consumption in Pakistan stands at only 0.1-0.2kg/capita¹.

This problem is aggravated by conjunction usage, i.e. people using a single tissue format for multiple uses. A toilet roll will be used in the toilet and in front of guests; a party pack will be used with guests and in the kitchen, and so on. This lack of awareness about the utility of different tissue formats and easily available substitutes (cloth, newspaper, scarf, etc) has resulted in even more issues with increasing per capita consumption. Furthermore, the lower SECs consider tissue to be a luxury item instead of an essential household item. This conjunction usage was hurting the mother brand, Rose Petal.

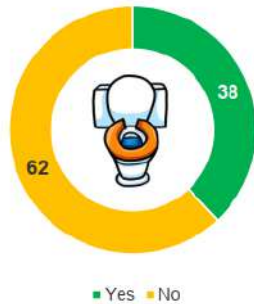
Within the category, toilet roll has another unique problem – people are not using it for its intended purpose, i.e. drying their bum after washing it with a Muslim Shower. In fact, only 11% of buyers¹ are using toilet rolls for its intended purpose.



Maxob, the market leader in the toilet roll category, knew that in order to boost sales and per capita usage, it needed to grow the category by increasing proper usage of toilet roll. An average person uses toilet 2,200 times/ annum. With the

current urban population in Pakistan i.e. 14.4 million, we had an opportunity size of 25 billion usage occasions toilet paper². But how to go about it? For most categories, it would seem that lack of education was the reason for people not using their product properly. In Maxob's case, the challenge was even more complicated – people knew that dampness causes germs growth¹; they just weren't changing their behaviour because they were unassuming of the impact of germs growth.

Do you dry yourself after using toilet?



Drying avoids germ buildup?



This problem was aggravated by cultural norms around bum hygiene – water on its own is considered enough for a person to be completely clean. Furthermore, wiping one's bum with toilet roll is considered a “western” concept, alienating people from adopting the habit. The challenge in front of us was more than just education – it was habit change. How do you get adults with long-standing habits and the idea of “water is enough” ingrained in their heads to change their behaviour? The answer-you don't. You find a different but effective route. And that's what we did.

1B. WHAT WERE YOUR MEASURABLE OBJECTIVES? WHAT WERE THE KEY PERFORMANCE INDICATORS (KPIs) AGAINST YOUR OBJECTIVES? PROVIDE SPECIFIC NUMBERS/PERCENTAGES FOR EACH OBJECTIVE AND PRIOR YEAR BENCHMARKS WHEREVER POSSIBLE.

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

RESPONSE FORMAT

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

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

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

Business Objective

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

1

Objective - Overview & KPI

State your objective here.

(Max: 25 words)

Sales volume growth of Maxob portfolio as a whole and bulk roll SKUs by 5%/year each

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)

The urban population in Pakistan is expanding, resulting in higher consumption of packaged goods, including tissues³.

We need to capture this consumer segment before they become loyal to our competitors.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Internal sales number

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..

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

Marketing Objectives

1

Objective - Overview & KPI

(Maximum: 30
words)

Increase intended usage, i.e. dry private parts after washing with water,
for Maxob by 5 points

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

(Maximum: 75
words; 3
charts/visuals)

An average person uses toilet 2,200 times/ annum. With the current
urban population in Pakistan i.e. 14.4 million, we have an opportunity
size of 25 billion usage occasions for toilet paper²

Therefore, it is essential for us to not only increase sales but also
increase intended usage and have people buy toilet roll with the
intention of using to dry after using the Muslim Shower.

Measurement - How did you plan to measure it?

(Maximum: 30
words)

Brand Health Tracking

Tagging - What keywords best describe your objective type?

(1 Required. No
Maximum)

Cultural Relevance

Penetration / Acquisition

Salience / Awareness

Activity Objectives

1

Objective - Overview & KPI

(Maximum: 30 words)

Create awareness amongst children and parents about the need to dry with Maxob after using the Muslim Shower

KPI: 90% of our target audience

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

(Maximum: 75 words; 3 charts/visuals)

This was the first campaign for Maxob that targeted children as well as parents. With a completely different creative and media plan tailor made for this TG, it was extremely important for Maxob to gain approval from the new target audience.

Benchmark:

- Digital: Reaching out to 70% of our target audience (serving at least 10 impressions to 1 person during the campaign)

TV: Optimizing reach @ 3+ 90%

Measurement - How did you plan to measure it?

(Maximum: 30 words)

TV: Reach @ 1+, 3+, 5+ & GRPS (Kantar, pre vs post analysis)

Digital: Reach (Total target audience vs Audience reached)

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Awareness

Section 1: Sourcing

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

1. Tissue Category U&A Report by External Research Agency, 2023
2. World Toilet Organisation, 2017
3. Pakistan Today, 2020

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

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

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

Judges encourage third-party data where available.

See Entry Kit for details.

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

This section covers the key building blocks of your strategy.

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

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

Describe your audience(s) using demographics, culture,

The sensitivity of a topic like bum hygiene made it difficult to talk about it on a mass level without offending sensibilities, so the innocence and cuteness of children made them ideal participants and advocates in our communication.

media behaviors, etc. Explain if your target was a current audience, a new audience, or both. What perceptions or behaviors are you trying to affect or change?

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

(Maximum: 300 words; 3 charts/visuals)

We realized that children can be more than vehicles for delivering our message – they are who our communication needs to be directed towards.

Thus, children between the ages of 4 and 12 became our new primary target audience.

Firstly, children this age are in their formative years where habits are established. For Maxob, teaching and encouraging habit building was an easier challenge to take on rather than forcing habit change.

In terms of understanding hygiene, this age group is unique – they grew up during a worldwide pandemic. They have been continuously exposed to concepts related to hygiene and germs avoidance, which makes them a promising target audience for a hygiene brand.

Finally, this is the iPad generation. They consume a significant amount of content online, including videos and educational games. Their parents go to great lengths to ensure they watch content that is both educational and entertaining.

While these children made up our primary target audience, we can't ignore our secondary TG – mothers. Particularly the Homemaker, the one who makes essential household purchasing decisions. Their influence determines brand loyalty in their kids from a very young age – so getting their approval is essential.

These mothers, who we defined to be SEC A&B+ and between the ages of 28 and 40, are instrumental in instilling hygiene habits in their children. So while they might not necessarily change their own habits, they need to believe our message in order to instill bum drying habits in their children.

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.

Insight: Pakistanis consider washing their bum with Muslim Shower hygienic enough, not realizing or caring about how dampness causes germs growth.

Some things are so heavily ingrained in our daily lives that we don't even give them a second thought. What counts as "being clean" is one of them.

In Pakistan, cleanliness is strongly associated with water. Water is considered a complete purifying agent on its own and requires nothing additional. It means that a large part of the population believes that the water from a Muslim Shower is enough to clean one's bum after using the toilet. In other words, drying with toilet paper is an unnecessary habit¹.

Research disagreed. With the combination of a damp bum, wet underwear/pants and a dark warm congested area, germs can grow by up to 3 times² – just by not using toilet paper after washing!

(Maximum: 300 words;
3 charts/visuals)

This insight left us with an issue: how do we (1) effectively inform the masses that drying with toilet paper after washing with a Muslim Shower is an essential habit and (2) convince them to make it into a long-standing habit.

The insight did make one thing clear – even with knowledge of germs growth, adults are unlikely to change their habits. So we shifted our focus – we started talking to children!

Just starting to develop habits, children were the ideal target audience to talk to. We knew that if we could capture this generation and get them to make drying with toilet paper an essential habit, we would seamlessly inculcate ourselves as a must have for generations to come.

For this, we needed – to give children a motto, a ritual that they could follow for the rest of their lives. And that was how Wash ke Baad Dry Zaroori [Drying after Washing is necessary] came to be.

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)

Maxob has rightfully earned its place as market leader. It's a high-quality and soft. Its patented Liquilock Technology ensures optimal absorbency. And it's reasonably priced.

Things a 7-year-old child doesn't care about. If we had any hope of making drying with toilet paper a habit, we needed to make Maxob into more than just a product.

Our humble toilet roll became a superhero, out to teach children 3 things:

1. Damp is bad, dry is good
2. Germs grow 3 times in damp, dark areas
3. Maxob, with his Liquilock power, prevents these germs from growing

Our core idea was simple: Muslim Shower alone can't tackle germs; so it must ally with Maxob to rid the bum of germs! Thus, Muslim Shower and Maxob formed the ultimate bum hygiene superhero team with a single slogan, a ritual, for children to follow – Wash ke Baad Dry Zaroori!

This idea is a long-term one. Once children can associate both Muslim Shower and Maxob together and make drying after washing a lifelong habit, only then would we be able to solve the brand challenge: improve intended usage, grow the category and increase sales.

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 launch campaign of Wash ke Baad Dry Zaroori brought together all the elements that would appeal to our young target audience – starting off with introducing the new bum hygiene superhero team: Maxob and M. Shower!

These animated characters became our spokespersons – taking children on their superhero journeys to defeat bum germs and teach them an important hygiene habit: after washing your bum, drying with toilet paper is necessary!

Their journey started with a TV commercial – the initial introduction of the characters on a mass level. This TVC introduced the key concepts that we want the audience to take away from our communication:

1. Washing one's bum alone is not enough, also need to dry with toilet paper after
2. Germs grow 3 times in dark, damp areas
3. Maxob's super power – Liquilock – helps prevent germs from growing

The TVC was followed by 2 webisodes. These were long-form digital content pieces that fleshed out the characters and their adventures more, while still delivering our core messages about drying after washing.

Finally, we had our BTL activities. We visited schools, summer camps and cinemas to meet the following goals:

1. Introduced the bum hygiene superhero team – this was done by either showing the TVC and webisodes or through other creative avenues like puppet shows
2. Educate on the need to dry with toilet paper after washing – this was done through germ testers to showcase 3X germs growth and engaging the children in participation-based skits
3. Give longevity to the message beyond the activity – this was done through giveaway bags which contained a chore chart. This chore chart rewarded children with a sticker if they remembered to use the toilet paper after using the Muslim Shower.

These 3 key elements activated our strategy and launched Wash ke Baad Dry Zaroori!

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

Maxob engaged with the masses through ATL & BTL.

The campaign was launched including a TVC that talked about the importance of drying after washing. The TVC was then adapted to several edits for digital

the creative whilst the activity was running.
(Maximum: 100 words;
3 charts/visuals)

mediums.

Furthermore, we launched a web-series on digital to create branded content around our characters and their journey.

The campaign mix also included BTL activities to directly engage with the children.

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 decision to go with animated characters was based on the target audience we were talking to. Children are easily attracted to cartoon-like characters and are more likely to watch for long periods of time. But why make M. Shower a character too?

Our goal was never to vilify water. It was always to pair cleaning with water with the act of drying after with toilet paper. This also made the habit we were trying to inculcate easier to digest. Only using toilet paper is considered a western concept; taking out the Muslim Shower all together would have caused immense cultural disconnect. Furthermore, by associating Maxob with a Muslim Shower, we were making it clear that this was a post-toilet habit without having to offend sensibilities by outright using the word "bum" or showing one vividly.

Since TV is a mass communication touchpoint, viewed by both parents and children, the TVC was created keeping both our target audiences in mind. The animated characters and their fight against germs were used to appeal to children. The inclusion of parents in the TVC and a product window which focused on Maxob's RTB (Liquilock technology) were for the benefit of mothers, the one's who would allow Maxob toilet roll to be a part of their grocery shopping. The media strategy was made based on the campaign objective of increasing intended usage of toilet roll. The focus on TV media, particularly entertainment channels and news channels, is a strategic choice to reach a broad audience

Digital channels like Meta & YouTube were incorporated to amplify the campaign's reach and engagement. The digital webisodes were geared entirely towards children. This iPad generation enjoys watching animated long-form content on YouTube, making it the perfect platform to introduce our web-series, The Adventures of Maxob & M. Shower. These webisodes were more fleshed out than our TVC, giving us time to build our characters and their capabilities.

Finally, we had our BTL activities. We engaged with children in settings where they frequent, such as schools, summer camps and cinemas. For each setting, our communication was optimised to ensure

1. Recall of characters and messaging through showings of TVC & web-series and puppet shows
2. Believability through a germs tester, showcasing germs growth in wash vs wash+dry
3. Longevity of message through giveaway bags to be taken home

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.



Maxob - Wash Ke Baad,
Dry Zaroori!

OK

Section 3: Sourcing

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

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

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

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

Judges encourage third-party data where available.

Tissue Category U&A Report by External Research Agency, 2023

World Toilet Organisation, 2017

Pakistan Today, 2020

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)

The decision to go with animated characters was based on the target audience we were talking to. Children are easily attracted to cartoon-like characters and are more likely to watch for long periods of time. But why make M. Shower a character too?

Our goal was never to vilify water. It was always to pair cleaning with water with the act of drying after with toilet paper. This also made the habit we were trying to inculcate easier to digest. Only using toilet paper is considered a western concept; taking out the Muslim Shower all together would have caused immense cultural disconnect. Furthermore, by associating Maxob with a Muslim Shower, we were making it clear that this was a post-toilet habit without having to offend sensibilities by outright using the word “bum” or showing one vividly.

Since TV is a mass communication touchpoint, viewed by both parents and children, the TVC was created keeping both our target audiences in mind. The animated characters and their fight against germs were used to appeal to children. The inclusion of parents in the TVC and a product window which focused on Maxob’s RTB (Liquilock technology) were for the benefit of mothers, the one’s who would allow Maxob toilet roll to be a part of their grocery shopping. The media strategy was made based on the campaign objective of increasing intended usage of toilet roll. The focus on TV media, particularly entertainment channels and news channels, is a strategic choice to reach a broad audience

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

1

Objective - Overview & KPI

State your objective here.

Sales volume growth of Maxob portfolio as a whole and bulk roll SKUs by 5%/year each

(Max: 25 words)

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.

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)

The urban population in Pakistan is expanding, resulting in higher consumption of packaged goods, including tissues³.

We need to capture this consumer segment before they become loyal to our competitors.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Internal sales number

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..

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

List Result

(Maximum: 30 Words)

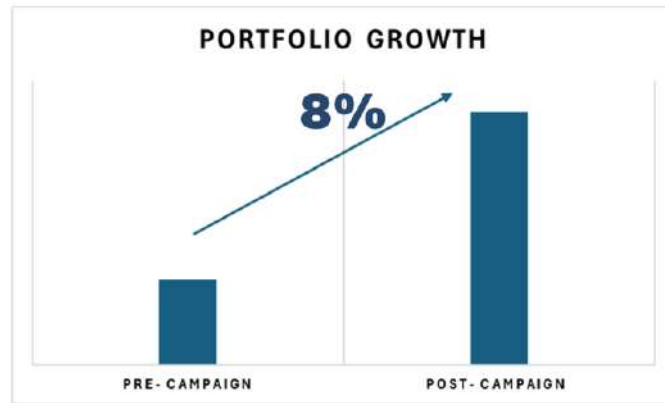
Maxob Portfolio sales volume grew by 8%

Bulk SKUs volume grew by 17%

Context

(Maximum: 75 words; 3 charts/visuals)

The Maxob portfolio is made up of 3 SKUs: single roll, 4 rolls pack and 10 rolls pack. Since the campaign has been launched, sales volume for the Maxob portfolio as a whole has grown by 8%, against our initial expectations of 5%.



This boosts volume & ensures larger transactions as well as increasing our visibility in consumer's homes – this repeated exposure helps increase brand recall in a competitive low-loyalty market.

Marketing Objectives Results

-

1

Objective - Overview & KPI

(Maximum: 30 words)

Increase intended usage, i.e. dry private parts after washing with water, for Maxob by 5 points

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

(Maximum: 75 words; 3 charts/visuals)

An average person uses toilet 2,200 times/ annum. With the current urban population in Pakistan i.e. 14.4 million, we have an opportunity size of 25 billion usage occasions for toilet paper²

Therefore, it is essential for us to not only increase sales but also increase intended usage and have people buy toilet roll with the intention of using to dry after using the Muslim Shower.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Brand Health Tracking

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Cultural Relevance

Penetration / Acquisition

Salience / Awareness

List Result

(Maximum: 30 words)

Association of toilet roll with “drying bum after washing” grew by 9.7 points

Context

(Maximum: 75 words; 3 charts/visuals)

For us, one thing was clear – we needed to reduce Maxob’s all-purpose usage and shift it towards proper intended usage: drying one’s bum after using the Muslim Shower.

Our entire communication was geared towards this; however, we knew that such a big habit change would require a long time, which is why we kept our KPI to 5 points.

Activity Objectives Results

1

Objective - Overview & KPI

(Maximum: 30 words)

Create awareness amongst children and parents about the need to dry with Maxob after using the Muslim Shower

KPI: 90% of our target audience

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

(Maximum: 75 words; 3 charts/visuals)

This was the first campaign for Maxob that targeted children as well as parents. With a completely different creative and media plan tailor made for this TG, it was extremely important for Maxob to gain approval from the new target audience.

Benchmark:

- Digital: Reaching out to 70% of our target audience (serving at least 10 impressions to 1 person during the campaign)

TV: Optimizing reach @ 3+ 90%

Measurement - How did you plan to measure it?

(Maximum: 30 words)

TV: Reach @ 1+, 3+, 5+ & GRPS (Kantar, pre vs post analysis)

Digital: Reach (Total target audience vs Audience reached)

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Awareness

List Result

(Maximum: 30 words)

Digital

- Reach: 22 Million
- Impressions: 244 Million

TV

- Reach: @1+ 98% & @3+ 97%
 - Impressions: 946.2 Million
 - GRPS: 14,665

Context

(Maximum: 75 words; 3 charts/visuals)

The media strategy prioritized television and digital media to enhance brand awareness and engagement in Pakistan. TV, with its 85% penetration, was the primary platform to reach a wide audience. Digital media complemented TV by increasing reach, driving engagement, and reinforcing key messages. By combining these two powerful mediums, the campaign aimed to maximize brand visibility and connecting with the consumer.

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.

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)*

The decision to go with animated characters was based on the target audience we were talking to. Children are easily attracted to cartoon-like characters and are more likely to watch for long periods of time. But why make M. Shower a character too?

Our goal was never to vilify water. It was always to pair cleaning with water with the act of drying after with toilet paper. This also made the habit we were trying to inculcate easier to digest. Only using toilet paper is considered a western concept; taking out the Muslim Shower all together would have caused immense cultural disconnect. Furthermore, by associating Maxob with a Muslim Shower, we were making it clear that this was a post-toilet habit without having to offend sensibilities by outright using the word "bum" or showing one vividly.

Section 4: Sourcing

Provide sourcing for all data provided in Section 4: Results. Tissue Category U&A Report by External Research Agency, 2023

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:
Competition Year PKR 50 – 75 million

Paid Media Expenditures (Prior Year)

Campaign Period:
Prior Year PKR 1.0 – 5.0 million

Compared to competitors in this category, the budget is:

More

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

More

Budget Elaboration:

Provide judges with the context to understand your budget.

The campaign focused on paid media alone, this resulted in us overachieving our planned KPIs by a greater percentage than planned.

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 1-2 Million

Elaboration on the Production & Other Non-Media Expenditures

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

Our goal was never to vilify water. It was always to pair cleaning with water with the act of drying after with toilet paper. This also made the habit we were trying to inculcate easier to digest. Only using toilet paper is considered a western concept; taking out the Muslim Shower all together would have caused immense cultural disconnect. Furthermore, by associating Maxob with a Muslim Shower, we were making it clear that this was a post-toilet habit without having to offend sensibilities by outright using the word “bum” or showing one vividly.

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 : yes

(Maximum: 100 words)

SPONSORSHIPS AND MEDIA PARTNERSHIPS

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

Sponsorships

Select all that apply.

Product Placement – Ongoing

Elaboration on Sponsorships and Media Partnerships

Provide additional context regarding your sponsorships and media partnerships.
(Maximum: 100 words)

Our goal was never to vilify water. It was always to pair cleaning with water with the act of drying after with toilet paper. This also made the habit we were trying to inculcate easier to digest. Only using toilet paper is considered a western concept; taking out the Muslim Shower all together would have caused immense cultural disconnect. Furthermore, by associating Maxob with a Muslim Shower, we were making it clear that this was a post-toilet habit without having to offend sensibilities by outright using the word “bum” or showing one vividly.

SOURCES

Investment Overview: Data Sources

Provide sourcing for all data provided in the Investment Overview.

The campaign focused on paid media alone, this resulted in us overachieving our planned KPIs by a greater percentage than planned.

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.

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

MAIN TOUCHPOINTS

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

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

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

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

Main Touchpoint 1

Most integral touchpoint.

TV

Main Touchpoint 2

#2 Most Integral Touchpoint

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

Main Touchpoint 3

#3 Most Integral
Touchpoint

Digital Mktg. – Social: Paid

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.

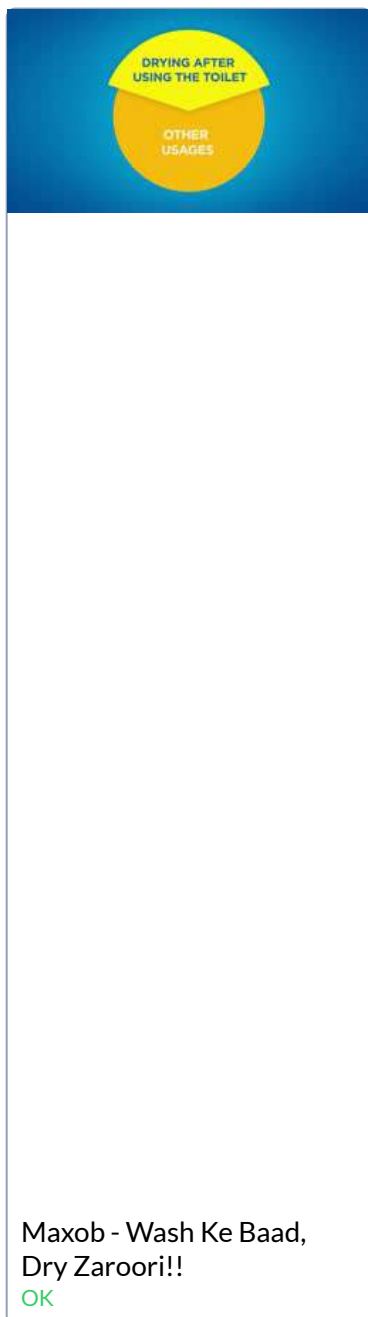
Creative Reel

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

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

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".)

Digital Mktg. – Social: Organic

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. – Social: Paid

TV

IMAGES OF CREATIVE WORK (2 Required, 6 Maximum)

Upload images of your creative work that ran in the marketplace.

Communications channels highlighted must have been also featured in your creative reel.

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

Images for Judging are an opportunity to:

- + Showcase work that is better seen as a still image vs. video format
- + Draw further attention to key creative elements

Images of Creative Work

Upload 2-6 images of your creative work that ran in the marketplace. Do not include agency names in the file name or within the images.

Technical Requirements:
.jpg/.jpeg format



Maxob - Wash Ke Baad,
Dry Zaroori!

OK



Maxob - Wash Ke Baad,
Dry Zaroori!!

OK

Translation

If your creative examples include work that is not in the standard language of this Effie competition, you are required to include a translation to the local language either via subtitles within the creative OR you may provide a translation in the text box below.

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With Print Set JUDGING VIEW - PDF Version of the Written Entry for Judges

PDF Fingerprint 0e4f7524ccb07c1fc32011fee8635c94