

E-3764-781

Conquer with Carient

Product	Category Entered
Carient Motor Oil	Automotive

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

ELIGIBILITY

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

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

FORMATTING REQUIREMENTS & REASONS FOR DISQUALIFICATION

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

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

TOP TIPS

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

RESOURCES

Review the key resources before starting your entry:

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

ENTRY DETAILS

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

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

Date From	2023-11-28
Date To	2024-06-30

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

Regional Classification

Select all that apply.

National

Industry Sector

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

Automotive

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)

Revitalize Carient's stagnant brand, boldly challenging Shell and Havoline, while reclaiming a competitive edge in Pakistan's market.

The Insight:

(Maximum per line:
One sentence - 20
words)

Performance-driven customers demand quality, prioritizing reliability in extreme conditions, but perceive local brands as inferior, hindering trust.

The Strategic Idea/Build:

(Maximum per line:
One sentence - 20
words)

"Unleash the Predator Within" - a bold campaign using anthropomorphism to embody Carient's high-performance capabilities in powerful predators.

Bringing the Strategy to Life:

(Maximum per line: Igniting a 360-degree campaign via TV, digital, influencer partnerships, and
One sentence - 20 immersive activations, sparking customer engagement nationwide.
words)

The Results:

(Maximum per line: Carient soared: market share surged to 17.4% (+10.9%), TOM awareness
One sentence - 20 doubled to 20% (+10%), and sales value grew 29%.
words)

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)

Carient achieved a remarkable turnaround in Pakistan's Passenger Car Motor Oil (PCMO) market by reinventing its brand identity and boldly challenging global giants. The innovative "Conquer with Carient" campaign dispelled skepticism about local brands, establishing Carient as a premium player. This bold strategy led to a significant increase in brand awareness, doubling TOM from 10% to 20% and boosting positive sentiment by 35%.

In a market growing at 2%, PSO outpaced the industry with 10% growth rate. Carient's predator-inspired narrative, multi-platform approach, and immersive activations resonated with its core audience resulting in 17.4% market share and 11% sales volume growth.

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)

Prior to our intervention, Carient navigated a challenging PCMO market landscape. Multinational giants Shell, Havoline, and ZIC dominated the space, boasting a reputation for technological advancements and premium quality. Despite Carient's impressive technical capabilities, the brand faced significant obstacles.

Key challenges included:

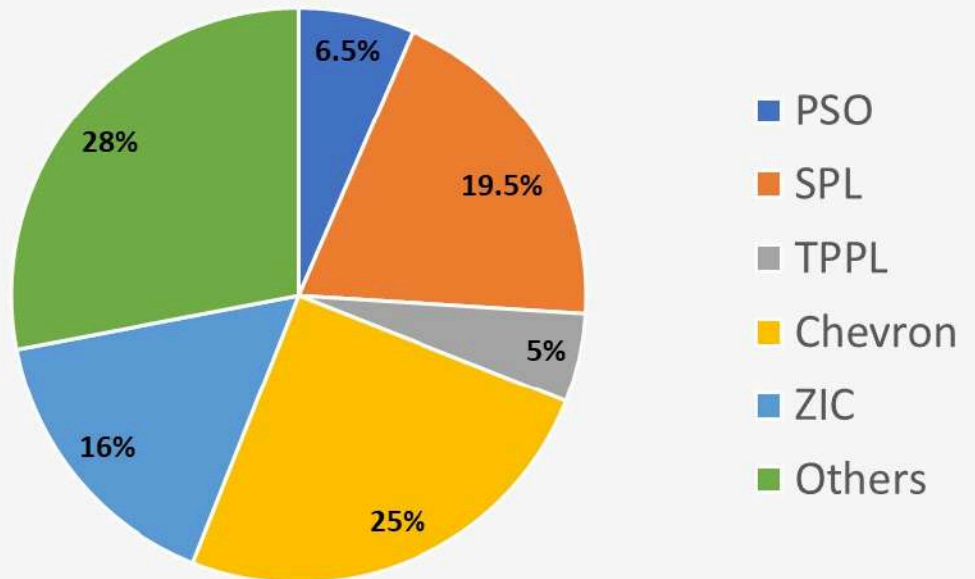
- Low Market Share: Carient's 6.5% market share indicated limited penetration in the urban premium lubricant segment.

- Weak Brand Awareness: With a mere 10% TOM awareness, Carient trailed behind competitors, struggling to establish a strong brand identity.

- Perception Barrier: Consumers perceived Carient as a budget-friendly, local alternative, lacking credibility among mechanics and car enthusiasts. This perception hindered the brand's ability to position itself as a high-performance lubricant.

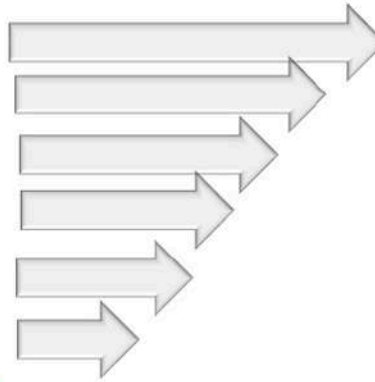
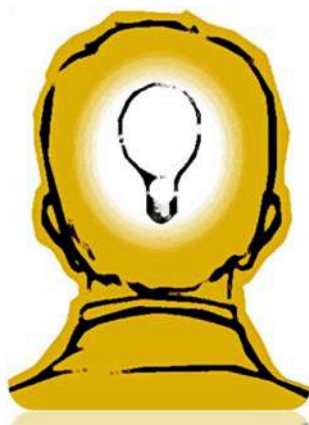
These factors culminated in a formidable strategic challenge: repositioning Carient as the preferred, high-performance lubricant capable of competing with global players.

PCMO Industry Contribution



Base: Overall sample of Motor car I in w 2023 : 1188

TOM Recall –Wave 2023



CALTEX	27%
ZIC	21%
SHELL	18%
PSO	10%
TOTAL	8%
KIXX	7%
OTHERS	3%

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)

Achieve +100 bps growth in market share (6.5% to 7.5%) and +100 bps increase in Brand Used Most Often (BUMO) among the target audience (12% to 13%).

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 objective of increasing market share by +100 bps was selected to fortify Carient's competitive standing in the premium lubricant segment, ultimately becoming the Brand used most often (BUMO). With a low market share of 6.5%, Carient needed to substantiate its product superiority and drive profitability in a high-margin category dominated by global brands.

Benchmark: Industry average market share growth rate of +50 bps & BUMO tracking.

Base: Overall sample of Motor car in w 2023 : 1188

Most often used brand –Wave 2023



ZIC



TOTAL

Kixx

CALTEX	27%
ZIC	22%
SHELL	20%
PSO	12%
TOTAL	7%
KIXX	6%
OTHERS	6%

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Campaign efficacy was evaluated through market share growth, measured by post-campaign analysis, quarterly sales reports, and regular market research and competitor analysis.

Tagging - What keywords best describe your objective type?

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

Brand or Business Transformation

- Unsure which objective type to select?

Profitability (growth/maintenance/easing decline)

View guidance here..

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

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

Marketing Objectives

1

Objective - Overview & KPI

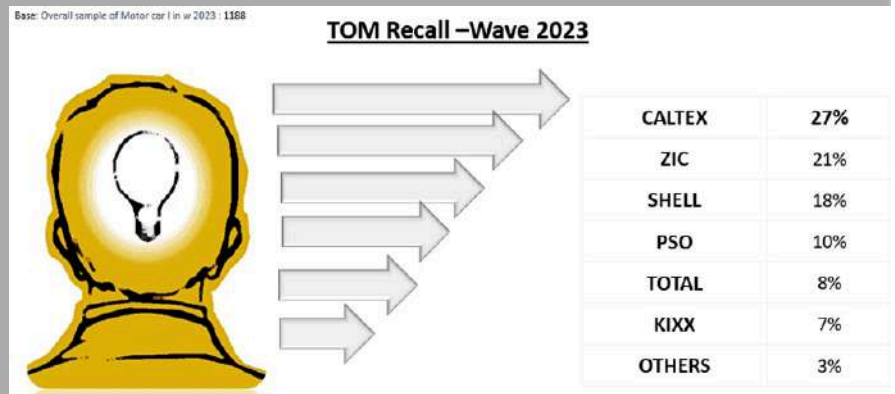
(Maximum: 30 words)

Boost top-of-mind (TOM) awareness by +300 bps, from 10% to 13%, among premium lubricant buyers, to enhance Carient's brand visibility and recall.

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

(Maximum: 75 words; 3 charts/visuals)

To bridge the gap with global competitors and establish Carient as the preferred choice among premium lubricant buyers. Boosting top-of-mind awareness was pivotal in fostering credibility, trust, and loyalty. By achieving this objective, Carient aimed to cement its position as the go-to brand for motor enthusiasts, with a benchmark industry average market share growth rate of +50 bps.



Measurement - How did you plan to measure it?

(Maximum: 30 words)

1. TOM metrics, such as brand recall and recognition.
2. Brand perception through regular surveys and focus groups.

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Advocacy / Recommendation

Consideration

Conversion

Penetration / Acquisition

Salience / Awareness

Objective - Overview & KPI

(Maximum: 30 words)

Attain a minimum 25% positive brand sentiment, measured through social media listening, online reviews, and market research, to enhance Carient's brand reputation.

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

(Maximum: 75 words; 3 charts/visuals)

Positive sentiment drives customer loyalty, advocacy, and ultimately, revenue growth. Mitigating bias towards local brands was crucial for Carient to effectively compete with entrenched global competitors. A positive shift in sentiment underscored the growing confidence in Carient's performance and quality, a pivotal precursor to sustainable, long-term success.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Brand Health Tracker: Assessing brand awareness, perception, and preference. Social Media Listening: Tracking online conversations and sentiment analysis.

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Advocacy / Recommendation

Consideration

Conversion

Penetration / Acquisition

Salience / Awareness

Positive sentiment/emotional resonance

Activity Objectives

Objective - Overview & KPI

(Maximum: 30 words)

- **Digital:** Beat industry benchmark with 64M impressions, 23M unique users, and 7.9M views (70% completion).
- **TV:** Surpass industry average with 1,395 GRPs.
- **On-Ground:** Execute 400 oil changes in 2 days.

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

(Maximum: 75 words; 3 charts/visuals)

The KPIs directly impact brand awareness, engagement, and conversion. Surpassing industry averages in digital impressions, unique users, and video views proves the effectiveness of the campaign with its ability to reach and engage the target audience. On-ground activation metrics measure conversion and customer acquisition.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Utilizing social media analytics tools, Google Analytics, YouTube Analytics to track impressions, users, views, conversions, and overall campaign ROI with on ground oil change conversion.

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Advocacy / Recommendation

Efficiency (e.g. cost per acquisition)

Positive Sentiment / Emotional Resonance

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

Recall (brand/ad/activity)

Section 1: Sourcing

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

1. Oil Company Advisor Council (OCAC) Monthly Reports
2. Internal Sales Data
3. Post-Campaign Analysis (BHT study): Awareness, reach, and recall tracking.

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.

4. Platform Analytics: Meta, YouTube, and TikTok performance reports.

5. Consumer Feedback: Testimonials and sentiment analysis.

6. Mechanic Endorsements: Validated performance claims and influenced consumer trust.

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

This section covers the key building blocks of your strategy.

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

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

Describe your audience(s) using demographics, culture, media behaviors, etc. Explain if your target was a current audience, a new audience, or both. What perceptions or

For the Carient campaign, our primary target audience comprised urban automotive enthusiasts, mechanics (as key opinion leaders), and car owners aged 25-44, with a predominant male demographic. This audience was crucial to the brand as they prioritize engine performance and reliability in their purchasing decisions, aligning with Carient's product benefits.

Culturally, this audience values innovation, quality, and expertise in the automotive industry. They are likely to be active on social media platforms, online forums, and automotive websites, seeking information and advice from trusted sources.

behaviors are you trying to affect or change?

Commerce & Shopper

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

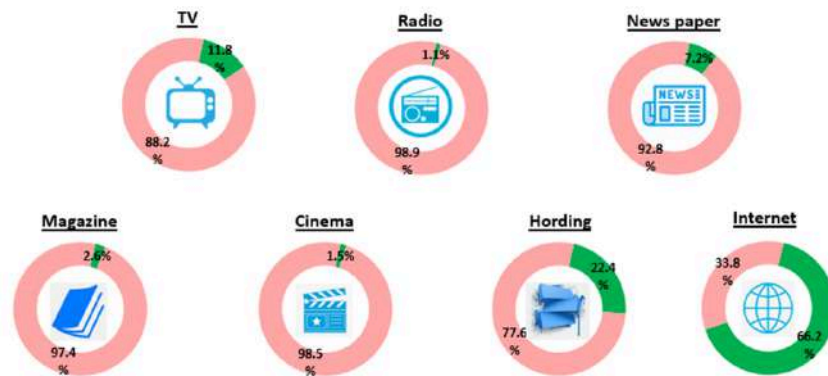
(Maximum: 300 words;
3 charts/visuals)

Our campaign aimed to influence the perceptions and behaviors of this audience, shifting their preference towards Carient's products. Specifically, we sought to:

- * Increase brand awareness and recognition
- * Position Carient as a trusted and reliable brand
- * Drive consideration and purchase intent among the target audience

Media Habits for Motorist

Base: Overall sample of Motorist in w2024 : 1,203



Q3a-Q3f Did you watch, listen, read any (Media source) in the last 7 days??

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)

Research uncovered a critical insight: performance-seekers trust brands that deliver power, reliability, and precision under extreme conditions. However, a perception gap existed due to skepticism surrounding local brands' ability to meet these expectations. This bias was reinforced by mechanics and an entrenched belief that only global brands possess technological superiority.

To tackle this challenge; "Predator campaign," a bold strategy was devised that would position Carient as a formidable player in the performance-seeker market. The campaign's core idea was to personify Carient as the predator that stalks, hunts, and conquers the toughest challenges, echoing the symbolism of power and dominance that resonates with performance-driven consumers.

A secondary insight revealed that these consumers see their vehicles as an extension of their personality, valuing brands that reflect strength and confidence. By embracing the "Predator" persona, Carient could build a bold, aspirational identity that showcases technical excellence and emotionally connects with the audience.

The "Predator campaign" aimed to achieve three key objectives:

1. Challenge the perception gap and establish Carient as a credible player in the performance-seeker market.
2. Emotionally connect with the audience and build brand loyalty.

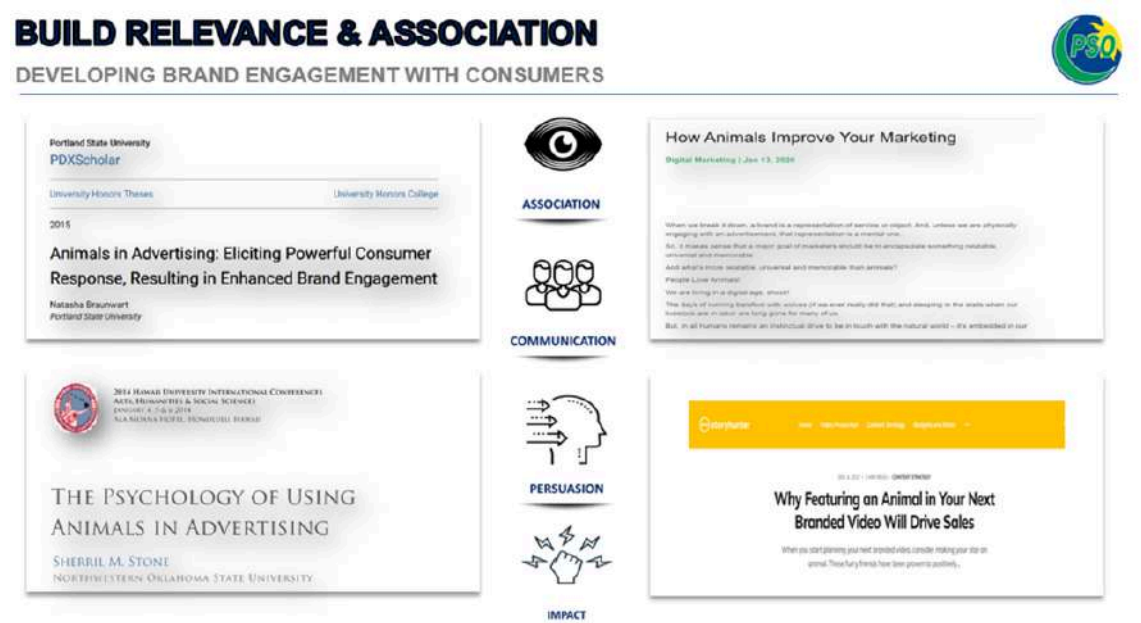
3. Differentiate Carient from competitors and establish a unique brand identity.

By unleashing the "Predator campaign," Carient would embark on a transformative journey, shedding its underdog image and emerging as a powerful, performance-driven brand that leaves a lasting impression on its audience.



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

(Maximum: 200 words) The big idea, "Unleash the Predator Within," positioned Carient as the ultimate high-performance lubricant designed for modern turbocharged engines. This campaign transformed Carient into a metaphorical predator, encapsulating attributes of power, agility, and dominance.



Each product variant was aligned with a specific predator:

- Lion (Carient SPro): Dominance & Efficiency

- Eagle (Carient Fully Synthetic): Endurance and strength.
- Wolf (Carient Ultra): Precision and agility.
- Panther (Carient Plus): Adaptability and versatility.

This concept extended into every touchpoint, portraying Carient as the leader of the pack. Dynamic visuals of predators conquering extreme terrains symbolized Carient's compatibility with the most demanding conditions. Mechanics and influencers validated its technical superiority, while digital platforms amplified its bold, performance-centric narrative.

The predator metaphor resonated deeply with the target audience's ambitions, instilling confidence that Carient could match the dominance of global leaders while delivering tailored reliability and innovation. This strategic approach effectively bridged the credibility gap, transformed brand perceptions, and established Carient as the preferred lubricant choice for high-performance enthusiasts."

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.

1. Oil Company Advisor Council (OCAC) Monthly Reports
2. Internal Sales Data
3. Post-Campaign Analysis (BHT study): Awareness, reach, and recall tracking.
4. Platform Analytics: Meta, YouTube, and TikTok performance reports.
5. Consumer Feedback: Testimonials and sentiment analysis.
6. Mechanic Endorsements: Validated performance claims and influenced consumer trust.

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.

The activation of Carient's strategy was a multifaceted effort that involved creation and deployment of various key elements. At the heart of the campaign were the creative assets, including a bold new tagline, "Conquer with Carient," that emphasized the brand's commitment to dominance and reliability.

*(Maximum: 200 words;
3 charts/visuals)*



TVC/DVC:

This message was further reinforced through series of thrilling TVC/DVC ads that featured Carient range as apex predators, reigning supreme over diverse landscapes. Each predator was carefully selected to equate with a specific Carient product benefit, showcasing the brand's performance capabilities. For instance, the Lion represented Carient SPRO, symbolizing dominance and efficiency, while the Eagle embodied Carient Fully Synthetic, conveying endurance and strength. By drawing parallels between these predators and Carient's products, the campaign effectively communicated the brand's performance benefits and unique value proposition.

Media Channels:

Digital platforms, including Meta, YouTube, and TikTok, were leveraged to target urban automotive enthusiasts, resulting in an impressive 75% video completion rate. **Traditional media** channels, such as national TV ads and out-of-home (OOH) placements in high-traffic urban areas through creative billboards and lampposts were also utilized to reach a wider audience along with taking over major bus terminals. **Influencer advocacy** played a crucial role in bridging credibility gaps and positioning Carient as a reliable premium brand. **Collaborations with trusted mechanics and automotive influencers** helped to build trust and credibility among the target audience.

Experiential activations were another key component of the campaign. On-ground demonstrations at car shows provided firsthand experience of Carient's high-performance capabilities, fostering direct consumer trust and loyalty while driving conversions. Throughout the campaign, a consistent messaging and branding approach was maintained across all touchpoints, ensuring that the predator metaphor resonated with the audience across digital and physical engagements. By integrating these various elements, Carient was able to effectively activate its strategy and achieve its goals.



3B. Outline the key building blocks of the creative executions for your main marketing vehicles e.g., endline, call-to-actions and format choices. If relevant, include any important changes that optimized the creative while the activity was running.

Include any important changes that optimized the creative whilst the activity was running.

*(Maximum: 100 words;
3 charts/visuals)*

The creative executions for the Carient campaign were built around several key building blocks that collectively brought the "Unleash the Predator Within" idea to life. At the heart of the campaign was the tagline "Conquer with Carient." These phrases were carefully crafted to evoke the idea of transformation and empowerment, positioning Carient as a powerful and premium lubricant.

Visual Language

- Bold, dynamic, and adrenaline-driven imagery
- Predators (lions, eagles, wolves, and panthers) seamlessly transitioning into vehicles

This symbolism was deliberately chosen to convey dominance, agility, and adaptability, highlighting Carient's capabilities and benefits in a way that resonated deeply with the target audience.

TVC

The TVC brought this visual language to life, with fast-paced and dynamic visuals of vehicles navigating extreme terrains, showcasing Carient's ability to withstand demanding conditions and perform flawlessly under pressure.

Format: 70 second thematic, 15-second and 30-second spots.

OOH Campaigns

The OOH campaigns featured iconic claw marks tearing through urban billboards, symbolizing Carient's bold entry into the premium segment and making a lasting impression on commuters and passersby.

Format: Iconic billboards, digital displays, terminal branding, building wraps, bus branding and anamorphic display.

Digital Activations

Digital campaigns included targeted social media ads and influencer partnerships, showcasing dynamic visuals and engaging content that highlighted Carient's performance benefits.

Format: Social media ads, influencer content

Influencer integration

Played a crucial role in validating Carient's performance, with mechanics and automotive influencers sharing their experiences and opinions through organic storytelling.

Format: Social media content, YouTube reviews.

Optimization

We added more influencer partnerships to amplify the campaign's reach and engagement. Based on consumer feedback, we refined the messaging to better resonate with the target audience.

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

Communications Strategy

The communications strategy was centered around the idea of "Unleashing the Predator Within." with the aim to create a bold and empowering narrative that would resonate with the target audience of automotive enthusiasts. The strategy

campaign
optimization.

(Maximum: 400 words;
3 charts/visuals)

was designed to build awareness, drive consideration, and ultimately, increase sales.

Experience Strategy

The experience strategy focused on creating immersive and engaging experiences that would bring the "Unleash the Predator Within" idea to life. From interactive digital ads to on-ground demonstrations at car shows, these experiences were designed to educate, entertain, and inspire the target audience.

Channel Plan

The channel plan was designed to maximize reach, engagement, and conversions. The budget was allocated across a range of channels, including:

- **Television:** to build awareness and reach a wider audience
- **Digital:** to drive engagement and conversions through targeted online ads
- **Social Media:** to build brand awareness and engage with the target audience
- **Influencer Marketing:** to partner with influencers who could authentically promote Carient
- **Experiential Marketing:** to create immersive and engaging experiences for the target audience

There was continuous monitoring throughout the campaign with spends being optimized across channels. The budget was redirected to digital and social media channels as the engagements showed better results. The influencer partnerships that were driving higher engagements were also prioritized.





Key Visual

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



Section 3: Sourcing

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

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

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

Do not link to external websites or include

1. Oil Company Advisor Council (OCAC) Monthly Reports
2. Internal Sales Data
3. Post-Campaign Analysis (BHT study): Awareness, reach, and recall tracking.
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5. Consumer Feedback: Testimonials and sentiment analysis.
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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)

Category Context

In the premium lubricant category, brand awareness and consideration are key drivers of sales. The category is highly competitive, with established players such as Shell and Caltex. Carient's goal was to disrupt this market and establish itself as a major player.

Competitor Context

Compared to its competitors, Carient's campaign delivered significantly higher engagement rates and conversions. Carient's social media campaign achieved an engagement rate of 11.3%, compared to an industry average of 6.2%. Similarly, Carient's On-ground activations drove a 500% increase in sales, for the specified period.

Prior Year Context

Compared to the prior year, Carient's campaign delivered significant improvements in brand awareness, consideration, and sales. TOM increased by 10%, BUMO increased by 4%, and sales increased by 29%.

Significance of Results

These results are significant for Carient's business because they demonstrate the effectiveness of the campaign in driving engagement, consideration, and sales. The campaign's focus on empowering automotive enthusiasts to "Unleash the Predator Within" resonated deeply with the target audience, driving significant increases in brand awareness, consideration, and sales. The results also demonstrate Carient's ability to disrupt the premium lubricant market and establish itself as a major player.

The campaign's success was measured against the following KPIs:

- Brand equity: +1,700 bps increase
- Brand TOM awareness: 10% increase
- BUMO: 4% increase
- Sales: 29% increase
- Engagement rate: 11.3% (social media)
- Conversions: 500% increase (On-ground activation)

Brand Equity Index – YoY Comparison

BEI Benchmarks
 BEI > 3.82 = Strong Brand
 BEI < 3.82 > 0.55 = Moderate Brands
 BEI < 0.55 = Weak Brands



Base: All Respondents PCMO: 1,203

62

TOM Recall – Wave 2024

Prepared By: Markomatic Pvt. Ltd



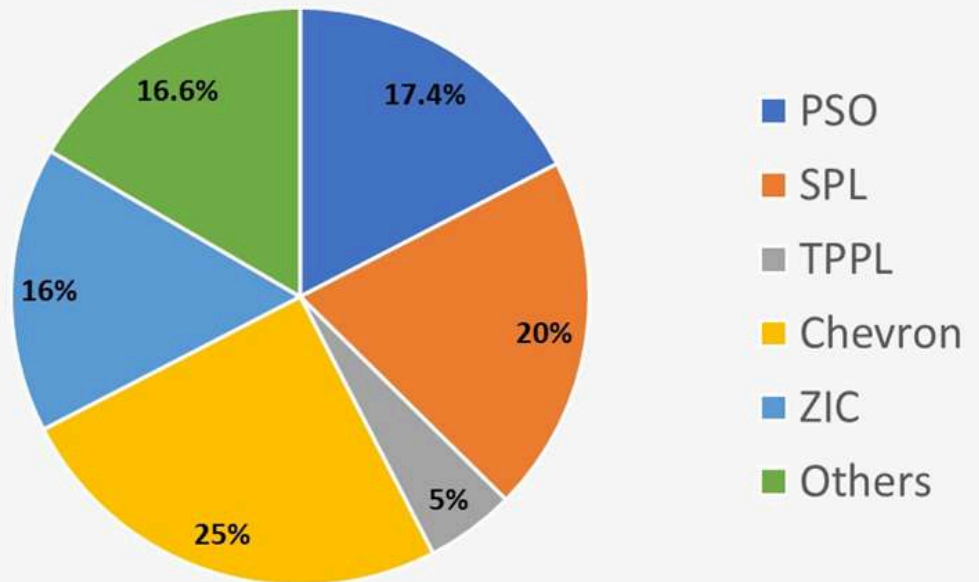
CALTEX	26%
PSO	20%
SHELL	14%
Honda	14%
TOTAL	5%
ZIC	7%
KIXX	5%
Others	9%

Base: All Respondents PCMO: 1,203

Q89a. Can you tell me which ONE brand comes to your mind when you think of companies that supply Engine oil for Cars? [SA]

Prepared By: Markomatic Pvt. Ltd

PCMO Industry Contribution



BUMO – Wave 2024



CALTEX	24%
PSO	16%
SHELL	16%
Honda	15%
TOTAL	9%
ZIC	6%
KIXX	6%
Others	8%

Base: All Respondents PCMO: 1,203

Q93d. Which ONE brand of fuel do you use most often? [SA]

Presented by: Markematics Pvt. Ltd

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)

Achieve +100 bps growth in market share (6.5% to 7.5%) and +100 bps increase in Brand Used Most Often (BUMO) among the target audience (12% to 13%).

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 objective of increasing market share by +100 bps was selected to fortify Carient's competitive standing in the premium lubricant segment, ultimately becoming the Brand used most often (BUMO). With a low market share of 6.5%, Carient needed to substantiate its product superiority and drive profitability in a high-margin category dominated by global brands.

Benchmark: Industry average market share growth rate of +50 bps & BUMO tracking.

Base: Overall sample of Motor car in w 2023 : 1188

Most often used brand –Wave 2023



CALTEX	27%
ZIC	22%
SHELL	20%
PSO	12%
TOTAL	7%
KIXX	6%
OTHERS	6%

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Campaign efficacy was evaluated through market share growth, measured by post-campaign analysis, quarterly sales reports, and regular market research and competitor analysis.

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..

Brand or Business Transformation

Profitability (growth/maintenance/easing decline)

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

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

List Result

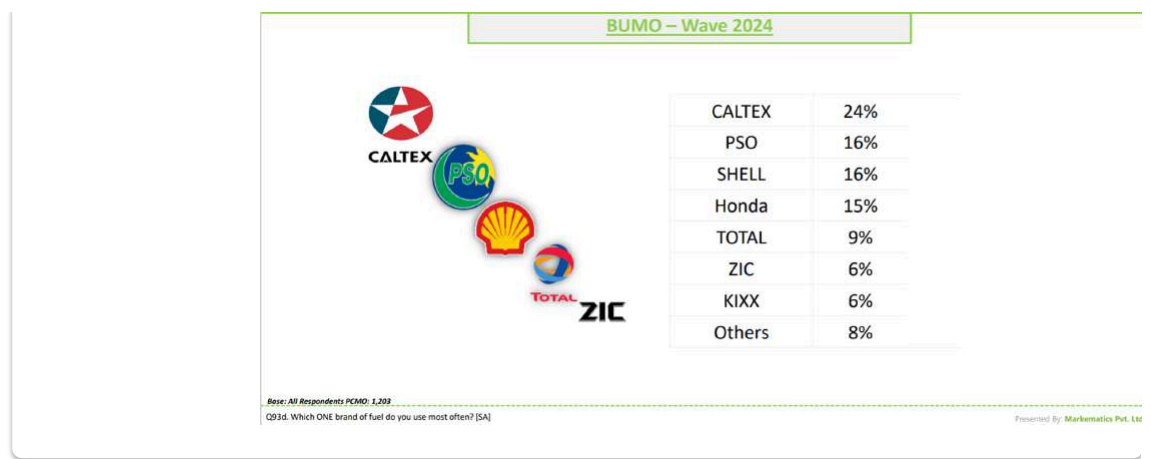
(Maximum: 30 Words)

Carient exceeded its objectives, achieving a 10.9% market share growth (6.5% to 17.4%) and a significant 4% increase in BUMO.

Context

(Maximum: 75 words; 3 charts/visuals)

Carient's campaign aimed to achieve +100bps market share growth (6.5% to 7.5%) and +100bps increase in Brand Used Most Often (BUMO) among the target audience (12% to 13%). However, the campaign far exceeded these objectives, achieving a 10.9% market share growth, demonstrating Carient's ability to gain traction in the competitive premium lubricant market. There was a 4% increase in BUMO, demonstrating the campaign's effectiveness in building brand loyalty and preference among its target audience.



Marketing Objectives Results

1

Objective - Overview & KPI

(Maximum: 30 words)

Boost top-of-mind (TOM) awareness by +300 bps, from 10% to 13%, among premium lubricant buyers, to enhance Carient's brand visibility and recall.

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

(Maximum: 75 words; 3 charts/visuals)

To bridge the gap with global competitors and establish Carient as the preferred choice among premium lubricant buyers. Boosting top-of-mind awareness was pivotal in fostering credibility, trust, and loyalty. By achieving this objective, Carient aimed to cement its position as the go-to brand for motor enthusiasts, with a benchmark industry average market share growth rate of +50 bps.

Base: Overall sample of Motor car I in w 2023: 1168

TOM Recall –Wave 2023



CALTEX	27%
ZIC	21%
SHELL	18%
PSO	10%
TOTAL	8%
KIXX	7%
OTHERS	3%

Measurement - How did you plan to measure it?

(Maximum: 30 words)

- 1. TOM metrics, such as brand recall and recognition.
- 2. Brand perception through regular surveys and focus groups.

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

- Advocacy / Recommendation
- Consideration
- Conversion
- Penetration / Acquisition
- Salience / Awareness

List Result

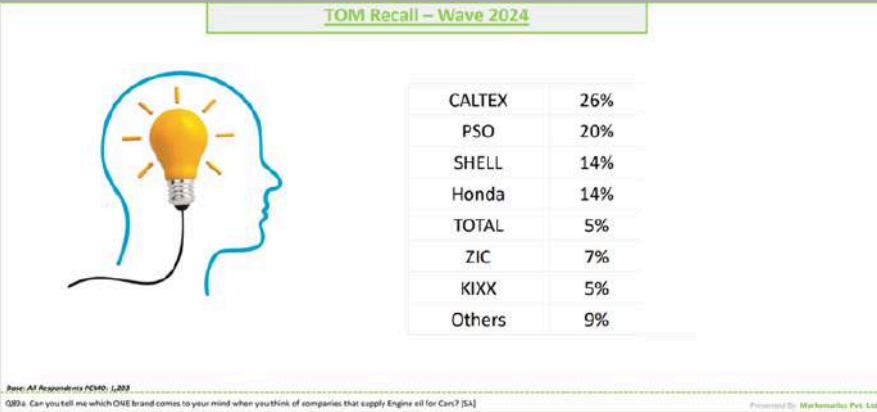
(Maximum: 30 words)

Carient exceeded its TOM awareness objective, achieving a +1,000 bps increase from 10% to 20%, surpassing the target of 13% among premium lubricant buyers

Context

(Maximum: 75 words; 3 charts/visuals)

Carient aimed to increase top-of-mind (TOM) awareness by +300 bps among premium lubricant buyers. Through high-impact digital, TV, and experiential marketing, Carient exceeded its objective, achieving a +1,000 bps increase to 20%. Post-campaign surveys confirmed a doubling of TOM awareness, significantly narrowing the gap with multinational competitors and solidifying Carient's presence in the market.



2

Objective - Overview & KPI

(Maximum: 30 words)

Attain a minimum 25% positive brand sentiment, measured through social media listening, online reviews, and market research, to enhance Carient's brand reputation.

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

(Maximum: 75 words; 3 charts/visuals)

Positive sentiment drives customer loyalty, advocacy, and ultimately, revenue growth. Mitigating bias towards local brands was crucial for Carient to effectively compete with entrenched global competitors. A positive shift in sentiment underscored the growing confidence in Carient's performance and quality, a pivotal precursor to sustainable, long-term success.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Brand Health Tracker: Assessing brand awareness, perception, and preference. Social Media Listening: Tracking online conversations and sentiment analysis.

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Advocacy / Recommendation

Consideration

Conversion

Penetration / Acquisition

Salience / Awareness

Positive sentiment/emotional resonance

List Result

(Maximum: 30 words)

Positive sentiment surged by 35%, exceeding the target, with a significant shift in consumer and mechanic perceptions, for exceptional performance, quality, and reliability.

Context

(Maximum: 75 words; 3 charts/visuals)

Carient aimed to attain a minimum 25% positive brand sentiment to enhance its reputation. Through social media listening, online reviews, and market research, Carient successfully increased positive sentiment by 35%. This significant improvement reflected enhanced consumer and mechanic trust in Carient's performance and quality, ultimately strengthening the brand's reputation in the premium lubricant market.



Activity Objectives Results

1

Objective - Overview & KPI

(Maximum: 30 words)

- **Digital:** Beat industry benchmark with 64M impressions, 23M unique users, and 7.9M views (70% completion).
- **TV:** Surpass industry average with 1,395 GRPs.
- **On-Ground:** Execute 400 oil changes in 2 days.

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

(Maximum: 75 words; 3

The KPIs directly impact brand awareness, engagement, and conversion. Surpassing industry averages in digital impressions, unique users, and

charts/visuals)

video views proves the effectiveness of the campaign with its ability to reach and engage the target audience. On-ground activation metrics measure conversion and customer acquisition.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Utilizing social media analytics tools, Google Analytics, YouTube Analytics to track impressions, users, views, conversions, and overall campaign ROI with on ground oil change conversion.

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Advocacy / Recommendation

Efficiency (e.g. cost per acquisition)

Positive Sentiment / Emotional Resonance

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

Recall (brand/ad/activity)

List Result

(Maximum: 30 words)

The campaign shattered industry benchmarks with 81M impressions, 23M unique users, 10.3 M video views with 800 oil changes in 2 days. While over achieving the GRPs target by +25%.

Context

(Maximum: 75 words; 3 charts/visuals)

Carient's campaign surpassed targets, achieving a 27% increase in impressions (81M vs 64M target), a 32% increase in video views (10.4M vs 7.9M target), and a 100% increase in oil changes (800 vs 400 target). These significant gains demonstrate the campaign's effectiveness in driving engagement and conversions.

Additional Results

You may use this space to provide additional

On-ground activations at car shows garnered significant attention, with positive feedback from both mechanics and consumers.

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)

Customer testimonials highlighted shifts in perception, with increased preference for Carient over global brands.

Post-campaign studies indicated sustained brand visibility and trust beyond the campaign period.

These additional results reinforce Carient's success in transforming its market position and delivering on its premium brand promise.

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.

Other marketing for the brand, running at the same time as this effort

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 competitive environment in the PCMO market remained stable, with no significant pricing or promotional changes.

However, economic challenges in Pakistan, including inflation, heightened the price sensitivity among consumers. Despite this, Carient's market share rose to 17.4% post campaign, addressing the needs of performance-driven customers who prioritize quality and reliability.

No other marketing activities were conducted by Carient during this period, ensuring the results could be attributed solely to the "Conquer with Carient" campaign. Post-campaign attribution studies confirmed that the outcomes were a direct result of the campaign's execution.

Section 4: Sourcing

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

1. Oil Company Advisor Council (OCAC) Monthly Reports
2. Internal Sales Data

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.

3. Post-Campaign Analysis (BHT study): Awareness, reach, and recall tracking.
4. Platform Analytics: Meta, YouTube, and TikTok performance reports.
5. Consumer Feedback: Testimonials and sentiment analysis.
6. Mechanic Endorsements: Validated performance claims and influenced consumer trust.

INVESTMENT OVERVIEW

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

PAID MEDIA EXPENDITURES

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

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

Paid Media Expenditure (Current Year)

Campaign Period:	
Competition Year	PKR 150 – 200 million

Paid Media Expenditures (Prior Year)

Campaign Period:	
Prior Year	PKR 75 – 100 million

Compared to competitors in this category, the budget is:

	About the same
--	----------------

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

	More
--	------

Budget Elaboration:

Provide judges with the context to understand your budget.	The campaign had a budget of PKR 155 million, including production. The strategy focused on activating all platforms to engage the target audience at the right time and place.
What was the balance of paid, earned, owned, and shared media?	The breakdown was: - Paid Media: 83% (TV, OOH, Digital) - Owned Media: 12% (Website, social media) - Earned Media: 3% (PR, Word-of-Mouth) - Shared Media: 2% (User-Generated Content)
What was your distribution strategy?	
Did you outperform your media buy?	While the rise of second-screen experience is notable in Pakistan, traditional media remained crucial due to its extensive reach. The campaign leveraged insights from the BHT study, emphasizing consumer awareness and driving trials through e-commerce and on-ground activations.
In addition to providing context around your budget, if you selected Not Applicable to either of the previous two	TV achieved +25% GRPs and +12% premium spot placements, with FOC exposure worth PKR 9 million secured through efficient media buying. Digital delivered +27% Impressions, and +30% Views, while OOH reached 46% of the TG nationwide.

questions, explain why you selected Not Applicable.

On ground activations on the other hand resulted in +500% trials versus the objectives.

(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 40-60 Million

Elaboration on the Production & Other Non-Media Expenditures

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

The budget was carefully aligned with the production goals to ensure high-quality output. It was allocated to enable production at a level consistent with industry standards, ensuring that Carient achieves the intended appeal as originally planned.

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 : Carient's campaign effectively leveraged digital platforms, including the corporate website and social media channels, to amplify engaging content and enhance campaign visibility. The digital assets enabled the showcase of compelling content, sharing of success stories, and provision of valuable information to the target audience. Additionally, strategic deployment of forecourt displays and point-of-sale materials at retail outlets promoted the campaign and reinforced the brand messaging, delivering a cohesive and immersive brand experience.

(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.

Not Applicable

Elaboration on Sponsorships and Media Partnerships

Provide additional context regarding your sponsorships and media partnerships.

(Maximum: 100 words)

SOURCES

Investment Overview: Data Sources

Provide sourcing for all data provided in the Investment Overview.

1. Oil Company Advisor Council (OCAC) Monthly Reports
2. Post-Campaign Analysis (BHT study): TOM awareness.
3. Platform Analytics: Sentiment Analysis.

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. – Display Ads
Digital Mktg. – Influencers
Digital Mktg. – Location based
Digital Mktg. – Mobile
Digital Mktg. – Social: Organic
Digital Mktg. – Social: Paid
Digital Mktg. – Video Ads
Events
Influencer / Key Opinion Leader
OOH – Billboards
OOH – Other Outdoor
OOH - Transportation
Print - Magazine

Public Relations

Retail Experience: In Store

Sampling/Trial

Sponsorships – Sports

Trade Shows, Trade Communications, Professional Engagement

TV

User Generated Content & Reviews

Experiential Marketing

MAIN TOUCHPOINTS

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

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

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

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

Main Touchpoint 1

Most integral
touchpoint.

Digital Mktg. – Social: Paid

Main Touchpoint 2

#2 Most Integral
Touchpoint

TV

Main Touchpoint 3

#3 Most Integral
Touchpoint

Experiential Marketing (Building wraps, anamorphic displays etc.)

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

LinkedIn

TikTok

Twitter

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.

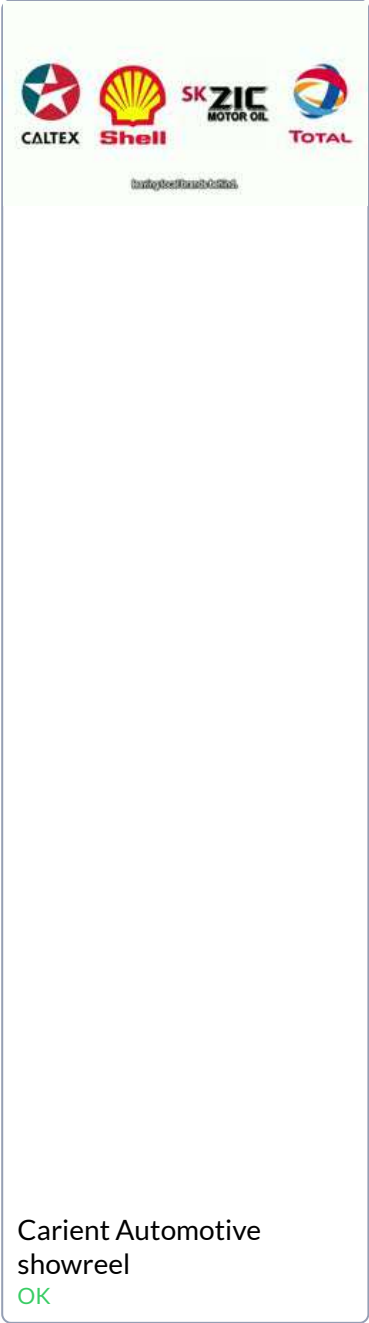
Creative Reel

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

Branded Content – Editorial

Digital Mktg. – Display Ads

Digital Mktg. – Influencers

maximum. 280 MB
max., mp4 format.

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

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

Digital Mktg. – Location based

Digital Mktg. – Mobile

Digital Mktg. – Social: Organic

Digital Mktg. – Social: Paid

Digital Mktg. – Video Ads

Events

Influencer / Key Opinion Leader

OOH – Billboards

OOH – Other Outdoor

OOH - Transportation

Print - Magazine

Public Relations

Retail Experience: In Store

Sampling/Trial

Sponsorships – Sports

Trade Shows, Trade Communications, Professional Engagement

TV

Experiential Marketing

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



Carient S-PRO

OK



Carient Fully Synthetic

OK



Carient Ultra

OK



Carient Plus

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 104ffdb15a4b73349970717879147afd