

E-3765-311

Unleash the Predator Within

Product	Category Entered
Carient Motor Oil	Renaissance

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:
One sentence - 20
words)

Igniting a 360-degree campaign via TV, digital, influencer partnerships, and immersive activations, sparking customer engagement nationwide.

The Results:

(Maximum per line:
One sentence - 20
words)

Carient soared: market share surged to 17.4% (+10.9%), TOM awareness doubled to 20% (+10%), and sales value grew 29%.

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

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

(Maximum: 100 words)

The Carient Predator campaign highlights the success of bold marketing in revitalizing a declining brand. By redefining its identity and challenging global competitors, Carient achieved a breakthrough in Pakistan's Passenger Car Motor Oil market. The "Conquer with Carient" campaign shattered stereotypes about local brands, positioning Carient as a premium choice. This approach doubled TOM from 10% to 20% and improved positive sentiment by 35%. While the market grew by 2%, PSO surpassed expectations with 10% growth. Carient's predator-inspired storytelling, multi-platform strategy, and immersive activations drove a 17.4% market share and an 11% increase in sales volume.

SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES - 23.3% OF TOTAL SCORE

This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives. Judges will assess the case for both suitability and ambition within the framework of the challenge. Weight

will be given to the degree of difficulty and whether the entrant has provided the context to evaluate the case's effectiveness in this section.

Please provide the necessary context on your industry category, competitors, and brand so the judges, including those unfamiliar with your brand/category, can evaluate your entry. Outline why your business challenge was the right opportunity to grow and the degree of ambition represented by your objectives.

1A. Before your effort began, what was the state of the brand's business and the overall category in which it competes? What was the strategic challenge for your business? Provide context on the degree of difficulty of this challenge.

What was the strategic challenge that stemmed from this business situation and the degree of difficulty of this challenge?

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

*(Maximum: 275 words;
3 charts/visuals)*

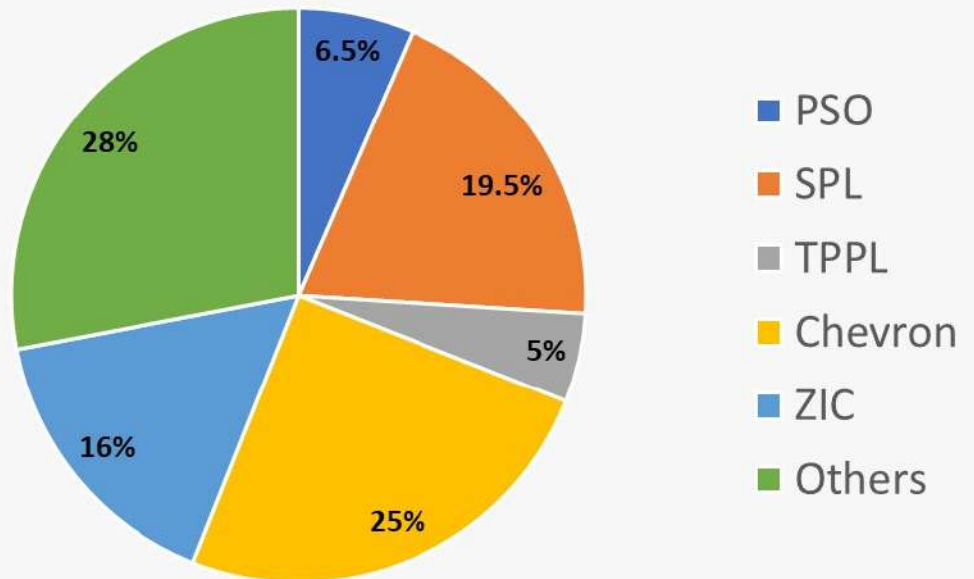
Before our intervention, Carient operated in a highly competitive PCMO market dominated by multinational giants like Shell, Havoline, and ZIC, renowned for their technological innovation and premium quality. Although Carient possessed strong technical capabilities, the brand encountered several significant challenges.

Key Issues:

- **Limited Market Share:** Carient held just a 6.5% share in the urban premium lubricant segment, reflecting low market penetration.
- **Weak Brand Awareness:** With only 10% TOM awareness, Carient struggled to build a recognizable brand identity, falling behind its competitors.
- **Perception Challenges:** Many consumers viewed Carient as a budget-friendly, local option, which lacked the credibility needed to appeal to mechanics and car enthusiasts. This perception made it difficult to position the brand as a high-performance alternative.

These issues posed a critical strategic challenge: redefining Carient as the preferred high-performance lubricant, capable of competing with leading global brands.

PCMO Industry Contribution



Brand Equity Index – YoY Comparison



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

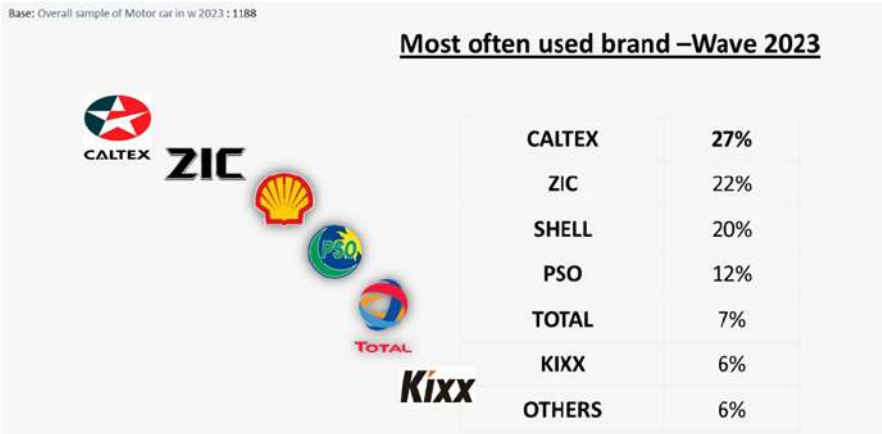
State your objective here. (Max: 25 words)

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)

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%).



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)

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

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

Salience / Awareness

Activity Objectives

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 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.

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 2: INSIGHTS & STRATEGY - 23.3% OF TOTAL SCORE

This section covers the key building blocks of your strategy.

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

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

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

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

(Maximum: 300 words; 3 charts/visuals)

For the Carient campaign, our main target audience consisted of urban automotive enthusiasts, mechanics (key opinion leaders), and car owners aged 25-44, with a majority male demographic. This group was essential for the brand, as they prioritize engine performance and reliability when making purchasing decisions, which aligns with Carient's product strengths.

Culturally, this audience values innovation, quality, and expertise within the automobile industry. They are active on social media, online forums, and automobile websites, frequently seeking information and advice from trusted sources.

Our campaign aimed to influence the perceptions and behaviors of this audience, encouraging them to prefer Carient's products. Specifically, we focused on:

- Boosting brand awareness and recognition
- Establishing Carient as a trustworthy and reliable brand
- Driving consideration and purchase intent within the target group

Media Habits for Motorist

Base: Overall sample of Motorist in w/2024 : 1,203



Q1a-Q2f 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 revealed a crucial insight: performance-driven consumers trust brands that offer power, reliability, and precision under extreme conditions. However, skepticism about the ability of local brands to meet these expectations created a perception gap. This bias, reinforced by mechanics and the belief that only global brands offer superior technology, posed a challenge for Carient.

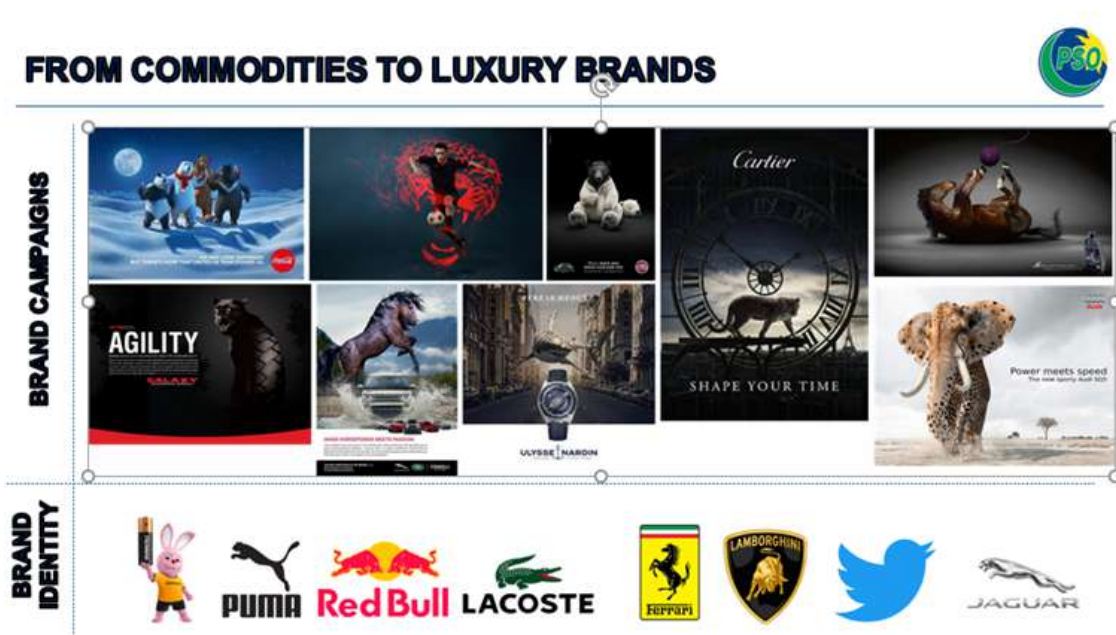
To address this, the "Predator campaign" was developed as a bold strategy to position Carient as a dominant force in the performance-seeker market. The campaign's central concept was to portray Carient as the predator—relentless, powerful, and capable of overcoming the toughest challenges—symbolizing strength and dominance, qualities that resonate with performance-driven consumers.

A secondary insight revealed that these consumers view their vehicles as an extension of their personality, gravitating toward brands that represent strength and confidence. By adopting the "Predator" persona, Carient could craft a bold, aspirational identity that emphasized both technical excellence and an emotional connection with the audience.

The "Predator campaign" sought to achieve three main goals:

1. Bridge the perception gap and establish Carient as a credible competitor in the performance-seeker market.
2. Forge an emotional bond with the audience and cultivate brand loyalty.
3. Differentiate Carient from competitors and create a distinctive brand identity.

With the launch of the "Predator campaign," Carient aimed to shed its underdog image and evolve into a powerful, performance-oriented brand that would leave a lasting impact 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)

BUILD RELEVANCE & ASSOCIATION

DEVELOPING BRAND ENGAGEMENT WITH CONSUMERS



The core idea, "Unleash the Predator Within," positioned Carient as the ultimate high-performance lubricant, specifically crafted for modern turbocharged engines. This campaign reimagined Carient as a metaphorical predator, embodying power, agility, and dominance.

Each product variant was associated with a specific predator:

- **Lion (Carient SPRO):** Dominance & Efficiency
- **Eagle (Carient Fully Synthetic):** Endurance & Strength
- **Wolf (Carient Ultra):** Precision & Agility
- **Panther (Carient Plus):** Adaptability & Versatility

This concept permeated all campaign touchpoints, establishing Carient as the leader of the pack. Striking visuals of predators conquering extreme terrains symbolized Carient's ability to perform under the most demanding conditions. Mechanics and influencers helped validate its technical superiority, while digital platforms reinforced its bold, performance-driven message.

The predator metaphor strongly resonated with the target audience's aspirations, boosting their confidence that Carient could rival global leaders while offering tailored reliability and innovation. This strategic approach not only closed the credibility gap but also reshaped brand perceptions, positioning Carient as the lubricant of choice for high-performance enthusiasts.

Section 2: Sourcing

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

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 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,

The activation of Carient's strategy was a comprehensive and multi-dimensional effort, centred around the creation and deployment of key campaign elements. At its core was the bold new tagline, "Conquer with Carient," which underscored the brand's commitment to dominance and reliability.

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)*

TVC/DVC:

The campaign message was amplified through a series of exhilarating TVC/DVC ads that depicted Carient range as apex predators, ruling over diverse terrains. Each predator was carefully chosen to reflect a specific Carient product benefit, showcasing the brand's performance strengths. For example, the Lion represented Carient SPRO, symbolizing dominance and efficiency, while the Eagle embodied Carient Fully Synthetic, reflecting endurance and strength. These visual parallels between the predators and Carient's products effectively communicated the brand's performance capabilities and unique value proposition.

Media Channels:

Digital platforms like Meta, YouTube, and TikTok were harnessed to target urban automotive enthusiasts, achieving a remarkable 75% video completion rate.

Traditional media, such as national TV ads and out-of-home (OOH) placements in high-traffic urban areas—via creative billboards and lampposts—further expanded the campaign's reach. Major bus terminals were also taken over to capture more attention. **Influencer endorsements** were pivotal in bridging the credibility gap, positioning Carient as a reliable premium brand. **Collaborations with respected mechanics and automotive influencers**-built trust among the target audience.

Experiential Activations:

On-ground demonstrations at car shows were a key element, offering firsthand experiences of Carient's high-performance capabilities. These activations not only fostered direct consumer trust and loyalty but also drove conversions. Throughout the campaign, a consistent messaging and branding strategy was maintained across all channels, ensuring the predator metaphor resonated across both digital and physical interactions.

By integrating these various components, Carient successfully activated its strategy, achieving its objectives and reinforcing the brand's position in the high-performance lubricant market.



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 elements that brought the "Unleash the Predator Within" concept to life. Central to the campaign was the tagline "Conquer with Carient," designed to evoke a sense 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 transforming into vehicles

This imagery was carefully selected to symbolize dominance, agility, and adaptability, effectively highlighting Carient's capabilities and benefits in a way that resonated strongly with the target audience.

TVC:

The TVC brought this visual language to life with fast-paced, high-energy scenes of vehicles navigating extreme terrains, demonstrating Carient's ability to endure demanding conditions and perform flawlessly under pressure.

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

OOH Campaigns:

The OOH ads featured powerful claw marks slashing through urban billboards, symbolizing Carient's bold entry into the premium segment and leaving a lasting impression on commuters and passersby.

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

Digital Activations:

The digital campaign included targeted social media ads and influencer collaborations, using dynamic visuals and engaging content to showcase Carient's performance benefits.

Format: Social media ads, influencer content.

Influencer Integration:

Influencers played a vital role in validating Carient's performance. Mechanics and automotive influencers shared authentic stories and experiences, helping to build trust through organic storytelling.

Format: Social media content, YouTube reviews.

Optimization:

To further boost the campaign's reach and engagement, additional influencer partnerships were added. Based on consumer feedback, we refined the messaging to better connect with the target audience.

This comprehensive approach ensured the campaign effectively communicated Carient's performance strengths and resonated deeply with its audience across multiple touchpoints.

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)

Communications Strategy:

The communications strategy centered around the theme "Unleash the Predator Within," aiming to craft a bold and empowering narrative that would resonate deeply with automotive enthusiasts. The strategy was designed to raise awareness, foster consideration, and ultimately boost sales by positioning Carient as the lubricant of choice for high-performance consumers.

Experience Strategy:

The experience strategy focused on creating immersive and engaging touchpoints that brought the "Unleash the Predator Within" concept to life. From interactive digital ads to on-the-ground demonstrations at car shows, these experiences were crafted to educate, entertain, and inspire the target audience, strengthening their connection with the brand.

Channel Plan:

The channel plan was designed to maximize reach, engagement, and conversions by strategically allocating the budget across various channels:

- **Television:** Used to build broad awareness and reach a wide audience.
- **Digital:** Focused on driving engagement and conversions through targeted online ads.
- **Social Media:** Aimed at building brand awareness and fostering direct engagement with the target audience.
- **Influencer Marketing:** Leveraged partnerships with influencers who could authentically promote Carient to their followers.
- **Experiential Marketing:** Created immersive and interactive experiences that brought the brand's performance message to life in a tangible way.

Throughout the campaign, continuous monitoring allowed for optimization of spend across channels. The budget was adjusted to prioritize digital and social media platforms, where engagement was showing the best results. Additionally, influencer partnerships that generated higher engagement were given more focus to maximize the impact of the campaign.



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

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.

link data points and sources.

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

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

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

Judges encourage third-party data where available.

See Entry Kit for details.

SECTION 4: RESULTS - 30% OF TOTAL SCORE

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

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

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

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

4A. HOW DO YOU KNOW IT WORKED? TIE TOGETHER YOUR STORY AND PROVE YOUR WORK DROVE THE RESULTS. EXPLAIN, WITH CATEGORY,

COMPETITOR AND/OR PRIOR YEAR CONTEXT, WHY THESE RESULTS ARE SIGNIFICANT FOR THE BRAND’S BUSINESS.

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

RESPONSE FORMAT

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

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

ELIGIBILITY REMINDERS

Failing to follow eligibility rules will result in disqualification.

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

Results Overview

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

The metrics you provide here are 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 crucial drivers of sales. The market is highly competitive, with established brands such as Shell and Caltex leading the way. Carient's objective was to disrupt this landscape and position itself as a significant player.

Competitor Context:

In comparison to its competitors, Carient's campaign outperformed expectations, achieving much higher engagement rates and conversions. For example, Carient's social media campaign saw an engagement rate of 11.3%, far surpassing the industry average of 6.2%. Additionally, Carient's on-ground activations led to a remarkable 500% increase in sales during the campaign period.

Prior Year Context:

When compared to the previous year, Carient's campaign showed significant improvements in brand awareness, consideration, and sales. Key performance indicators (KPIs) revealed:

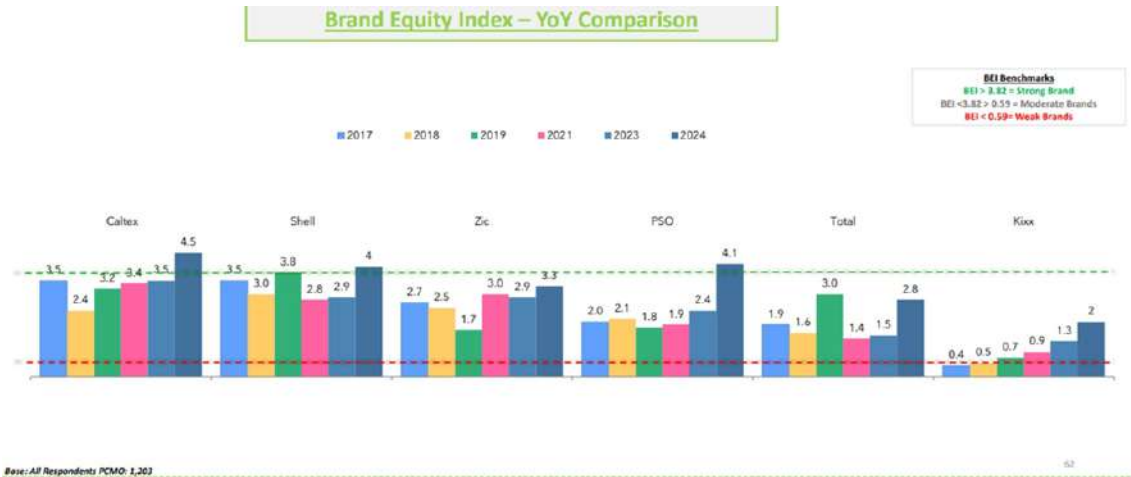
- **TOM:** Increased by 10%
- **BUMO:** Increased by 4%
- **Sales:** Increased by 29%

Significance of Results:

These results are pivotal for Carient, as they highlight the success of the campaign in boosting engagement, consideration, and sales. The campaign's focus on empowering automotive enthusiasts with the "Unleash the Predator Within" message deeply resonated with the target audience, driving substantial increases in brand awareness and sales. The outcome also reinforces Carient's ability to disrupt the premium lubricant market, establishing itself as a major competitor.

The campaign's success was measured using 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)



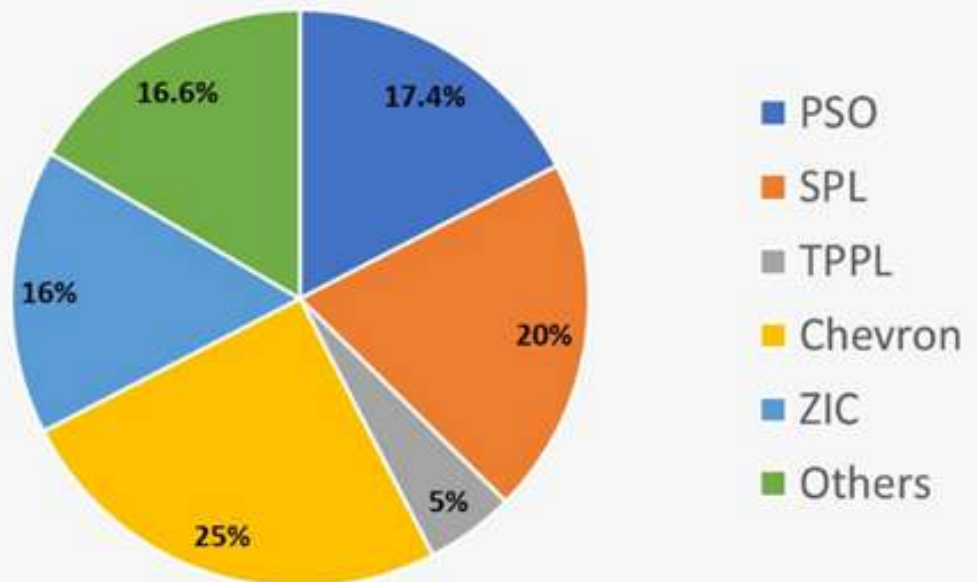


CALTEX	26%
PSO	20%
SHELL	14%
Honda	14%
TOTAL	5%
ZIC	7%
KIXX	5%
Others	9%

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]

PCMO Industry Contribution



Business Objective Results

Provide results that correspond to each of your objectives from Question 1C here. You are required to provide a result for each objective.

To re-order the way your objectives/results appear, return to Question 1C and re-

1

Objective - Overview & KPI

State your objective here.
(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%).

order your objectives using the 'nudge' button.

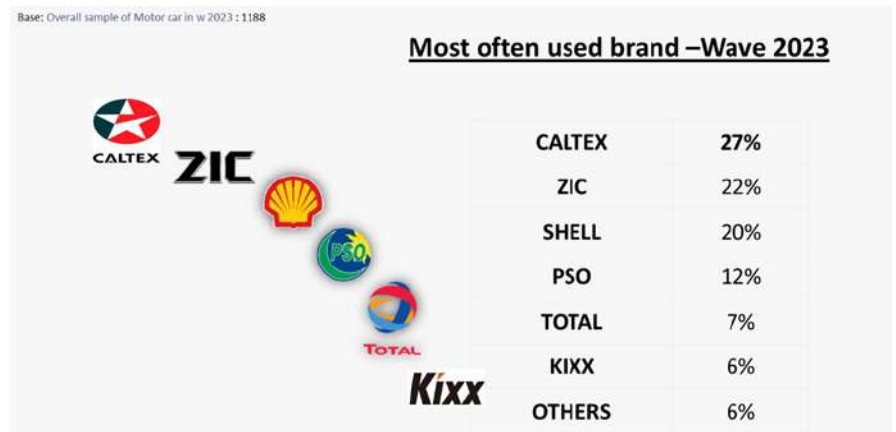
For each result, you may include up to 3 charts/graphs.

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)

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%).



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)

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.

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

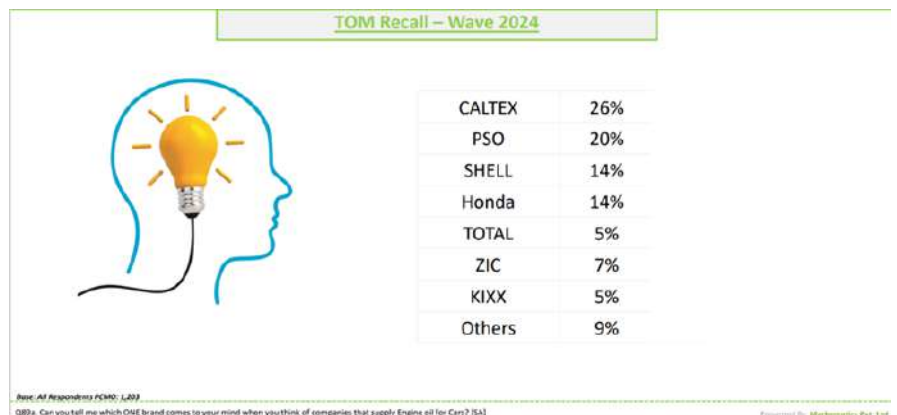
(Maximum: 30 words)

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.



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

Salience / Awareness

List Result

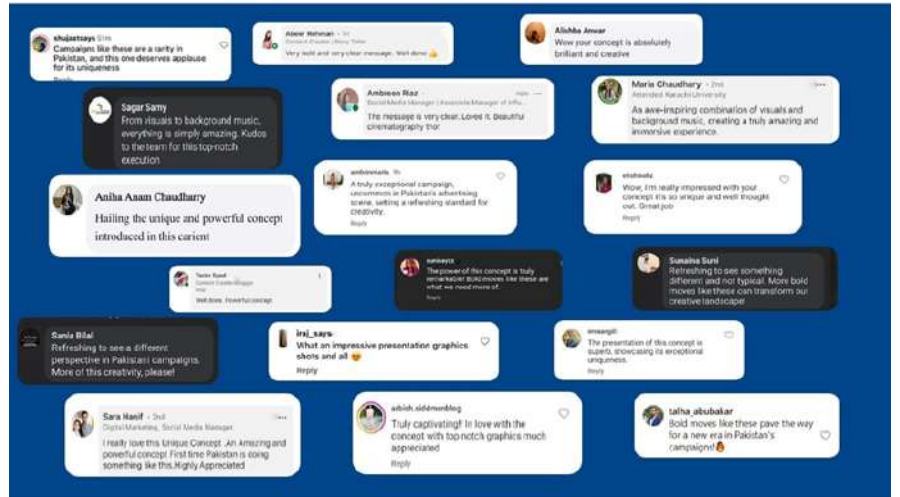
(Maximum: 30 words)

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
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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 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)

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 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)

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

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.

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.

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.

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

The campaign had a total budget of PKR 155 million, including production costs, with a strategy aimed at engaging the target audience across multiple platforms. The budget breakdown was as follows:

- **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)

Traditional media remained essential, despite the rise of second-screen experiences in Pakistan, due to its broad reach. Insights from the BHT study helped drive consumer awareness and trial, particularly through e-commerce and on-ground activations.

Key results included:

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

(Maximum: 100 words)

- **TV:** +25% GRPs, +12% premium placements, PKR 9 million in FOC exposure.
- **Digital:** +27% impressions, +30% views.
- **OOH:** Reached 46% of the target group.
- **On-ground activations:** Achieved +500% increase in trials, far surpassing objectives.

This strategy drove significant engagement and trial, enhancing the campaign’s impact.

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),

Yes : Carient's campaign effectively utilized digital platforms, including the corporate website and social media channels, to amplify engaging content and boost visibility. These digital assets were instrumental in showcasing compelling visuals, sharing success stories, and providing valuable information to the target

that acted as communication channels for case content. (Maximum: 100 words)	audience. To complement the digital efforts, forecourt displays and point-of-sale materials were strategically deployed at retail outlets. These materials reinforced the campaign's messaging while promoting the brand in high-visibility locations, ensuring a cohesive and immersive brand experience. This integrated approach strengthened the connection between Carient and its audience, driving awareness and engagement.
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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
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Elaboration on Sponsorships and Media Partnerships

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

Investment Overview: Data Sources

Provide sourcing for all data provided in the Investment Overview. Use superscript in your responses above to link data points and sources.	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.
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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
☐	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"



Carient Renaissance
OK

Creative Examples Presented in the Creative Reel - Select All

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

*Entries in the Sustained Success category only: 4 min

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

User Generated Content & Reviews

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 SP

OK



Carient FS

OK



Carient UL

OK



Carient PL

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 bd0eccaa5978b4a36914516529315aaf