

E-3884-476

Tapal Danedar | Jeevay Jeevay Pakistan

Product	Category Entered
Tapal Danedar	Beverages - Hot

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

ELIGIBILITY

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

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

FORMATTING REQUIREMENTS & REASONS FOR DISQUALIFICATION

- Failing to adhere to the Effie Eligibility rules. Data presented must be isolated to Pakistan, and the Effie eligibility period is 01/7/23-30/9/24. No results after 30/09/24 may be included.
- Entry does not meet category definition requirements.
- Agency names/logos are published in the entry form or in the creative materials. Do not include any agency names in your sources – this includes agency names other than your own.
- Data not sourced.
- Including screen grabs or other images of your creative elements in your written entry form.
- Directing Judges to External Websites.
- Missing Translation.
- Violating Creative Example (Reel, Images) Rules.

TOP TIPS

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

RESOURCES

Review the key resources before starting your entry:

- ENTRY KIT
- EFFECTIVE ENTRY GUIDE
- SAMPLE CASE STUDIES

ENTRY DETAILS

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

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

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

Date From	2024-08-03
Date To	2024-09-10

Regional Classification

Select all that apply.

National

Industry Sector

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

Food & Beverages (Non-Alcoholic)

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)

Fostering brand love in a saturated and competitive tea market.

The Insight:

(Maximum per line: One sentence - 20 words)

Chai symbolizes togetherness, and music moves us. Together, they can create a fresh, heartfelt connection to reignite patriotic pride.

The Strategic Idea/Build:

(Maximum per line: One sentence - 20 words)

Merging chai's communal spirit and music's emotion, along with Danedar into a symbol of unity and patriotism.

Bringing the Strategy to Life:

(Maximum per line: One sentence - 20 words)

Build a 360° campaign around a contemporary “Jal-tarang” rendition of a classic patriotic song using a spoon and iconic Danedar mug

The Results:

(Maximum per line: One sentence - 20 words)

Increased brand love (+7%)

Higher TOM awareness (+2%)

Reinforced Tapal Danedar's leadership position with a 0.9% volume share increase

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)

To reinforce Tapal Danedar's dominance in a saturated market, the brand strategically leveraged cultural insights, emotional storytelling, and patriotic themes to create a campaign that transformed a national holiday into a unique brand-building opportunity with content that resonated deeply with consumer sentiment.

The campaign excelled by integrating a 360° amplification plan, spanning TV, digital, and on-ground activations, and, despite economic challenges and stagnant category growth, clearly superseded defined objectives:

- 0.9% increase in national share
- BHT score positioning Danedar as Pakistan's tea +7%
- Total awareness +4%
- TOM: +2%
- 22.4M views,
- 1.2M engagements

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.

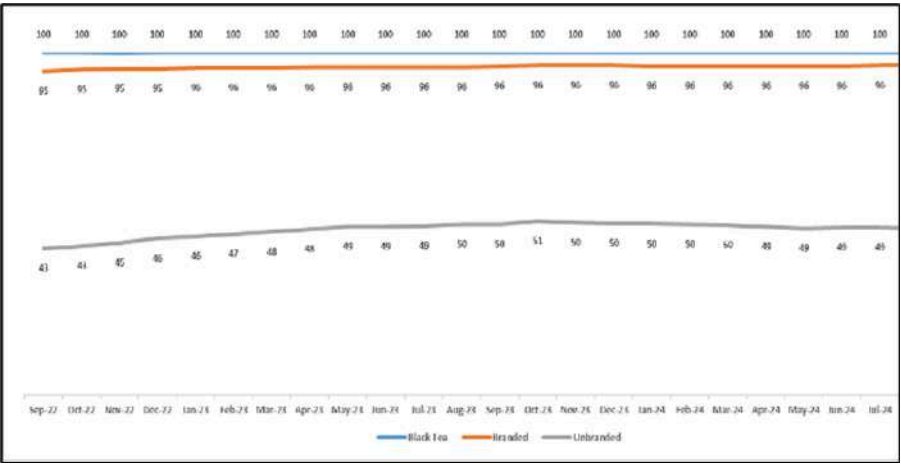
What was the strategic challenge that stemmed from this business situation and the degree of difficulty of this challenge?

The tea category in Pakistan is highly penetrated and fiercely competitive, with black tea standing at 100% penetration. The branded tea category is operating at 96% and unbranded at 49%.

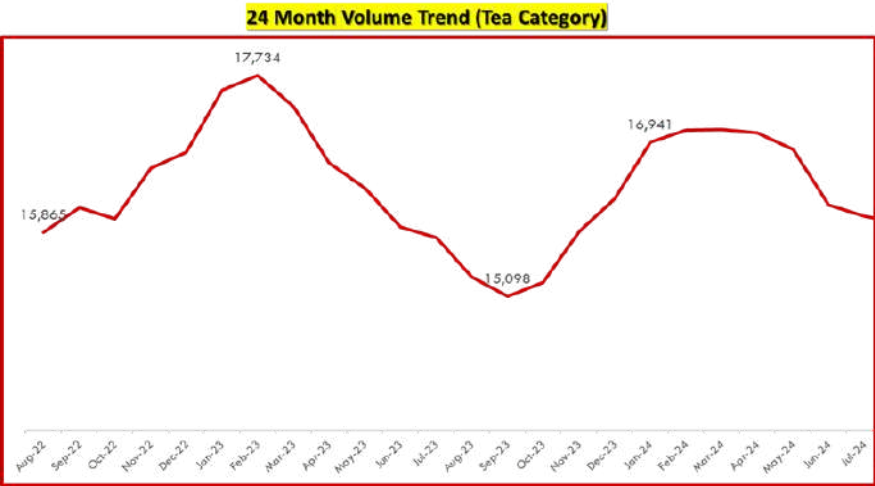
Context to consider including: characteristics or trends in the

market (e.g. government regulations, size of market, societal trends, weather/environmental situations, etc.), competitor spend, position in market, category benchmarks, barriers.

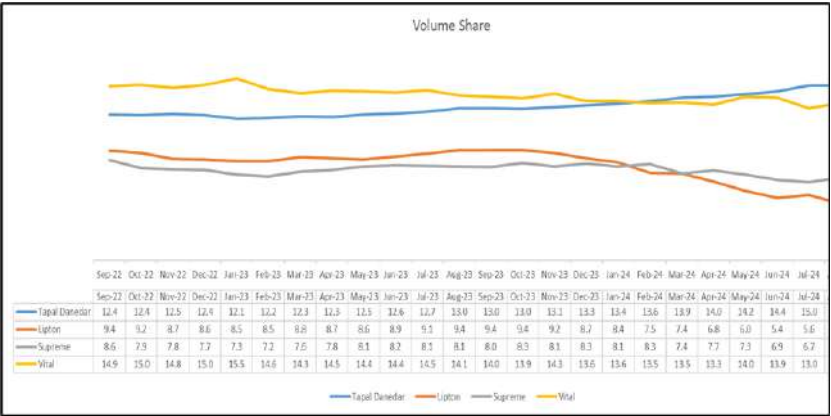
(Maximum: 275 words; 3 charts/visuals)



The current economic landscape has led to a noticeable decline in tea consumption, as reflected in 2024 trends, despite chai being a cultural staple.



Tapal Danedar continues to dominate the market, despite the decline in consumption, with the largest volume share. However, with limited room for category growth, the only way forward for Tapal Danedar is to capture market share from competitors and drive visibility—leading to a battle for higher TOM, awareness, and BUMO.



In this battle for visibility and resonance, Independence Day presented an ideal opportunity to reinforce Tapal Danedar’s cultural significance and deepen its emotional connection with the nation, especially at a time when national sentiment was at an all-time low, and 70% of people identified inflation as the most pressing issue (Source: Ipsos | Consumer Confidence Index | Q3 2024). Hence, the challenge was to creatively integrate patriotism in a way that not only enhanced brand identity but also solidified Tapal Danedar’s iconic status as the choice for every Pakistani.

“Hamari Nationalitea” has been running successfully as a patriotic brand theme for the past six years, but to ensure higher recall and top-of-mind (TOM) awareness in 2024, a fresh approach was needed.

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)

Reinforce Tapal Danedar's leadership position in the Pakistani tea market by tapping the deep-rooted love for country and tea.

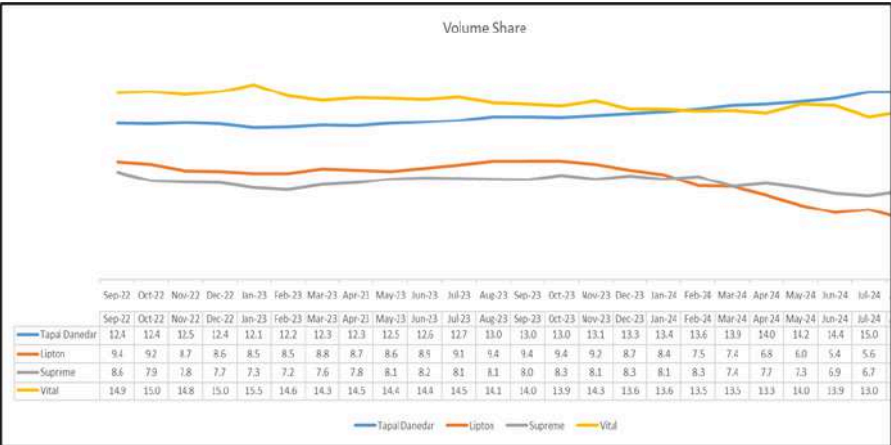
- KPI: Volume Share

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)

To solidify Tapal Danedar’s market dominance in a competitive and economically challenging environment. By leveraging the emotional connection Pakistanis have with their country and chai, the campaign sought to create a stronger bond with consumers. This approach aimed to not only reinforce brand loyalty but also convert national pride into tangible results. The benchmark was to retain or increase volume share, ensuring Tapal Danedar's continued leadership in the tea category.



Measurement - How did you plan to measure it?

(Maximum: 30 words)

Increase in national volume share

Tagging - What keywords best describe your objective type?

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

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

Marketing Objectives

1

Objective - Overview & KPI

(Maximum: 30 words)

Build positive brand sentiment as "Pakistan's Tea" by integrating a strong national identity with the brand.

- KPI: BHT imagery score for positioning Danedar as Pakistan's tea

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

(Maximum: 75 words; 3 charts/visuals)

This objective was selected to strengthen the brand's cultural relevance and emotional connection with the audience, in an economically challenged landscape. By aligning with national sentiments and reinforcing Tapal Danedar's identity as a symbol of national pride, the campaign aimed to elevate brand loyalty. The benchmark for success was a 5% increase in BHT imagery score (the highest ever increase recorded in the past all waves), standing at 56% as of Jun'2024.

National sentiment was at an all-time low. Optimism had decreased from **18% to 11%** in Q3.*

70% of people found increase in inflation the most worrying issue.*

Only **1 in 10** Pakistanis believed that country was headed in the right direction.*

Measurement - How did you plan to measure it?

(Maximum: 30 words)

We measured success through BHT imagery scores, reinforcing Tapal as "Pakistan's Tea."

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Salience / Awareness

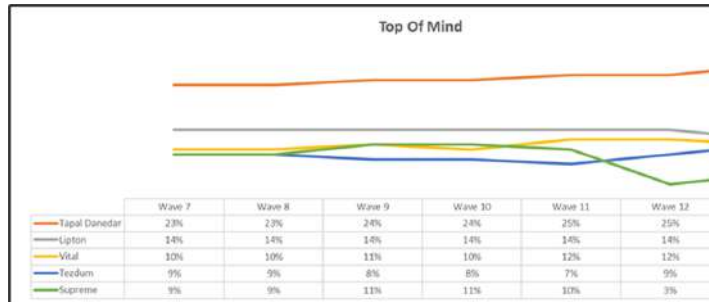
2

Objective - Overview & KPI

(Maximum: 30 words) Increase brand recall and awareness among the audience.
KPI: TOM recall and awareness

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

(Maximum: 75 words; 3 charts/visuals) Ad recall and awareness were pivotal to strengthening Tapal Danedar's leadership in a saturated market where competitors were fighting for visibility. By aligning the campaign with emotional and patriotic themes, we aimed to surpass the so-far highest 25% TOM recall and 90% awareness W12 (M/J'24) BHT scores.



Measurement - How did you plan to measure it?

(Maximum: 30 words) BHT – Increase in TOM and Total Awareness in BHT's following wave 13 (A/S'24)

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Salience / Awareness

TOM Recall

Activity Objectives

1

Objective - Overview & KPI

(Maximum: 30 words) Amplify the campaign's reach via a 360° amplification plan to achieve at least 85% coverage of the target audience.

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

(Maximum: 75 words; 3 charts/visuals) A 360° approach ensured the campaign reached diverse demographics (TG ranging from SEC A-D, aged between 18-45) through multiple touchpoints, including TV, digital, social media, and on-ground activations. The benchmark for similar campaigns was 85% reach, and surpassing this was essential to drive maximum visibility.

Measurement - How did you plan to measure it?

(Maximum: 30 words) Reach was tracked using platform analytics (impressions, views, shares, engagement) across digital, TV, and OOH boards, focusing on unique audience counts who've seen the ad at least once.

Tagging - What keywords best describe your objective type?

(1 Required, No
Maximum)

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

2

Objective - Overview & KPI

(Maximum: 30 words)

Break through the media clutter by creating a unique and engaging campaign that stands out.

KPI: Impact via BHT Epic Model (Score to be 3.5)

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

(Maximum: 75 words; 3
charts/visuals)

In a competitive media environment with every brand fighting for visibility, it was crucial to cut through the noise and capture attention. The objective aimed to evoke strong emotional connections with consumers, differentiate Tapal Danedar as Pakistan's national tea, and increase ad recall and emotional resonance. Benchmark: Global benchmark

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Ad recall and media clutter breakthrough were measured through post-campaign surveys and BHT studies, tracking recall percentages.

Tagging - What keywords best describe your objective type?

(1 Required, No
Maximum)

Popularity / Fame / Social Discourse

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.

Household panel (HHP) - volume share

Consumer Confidence Index | Q3 2024

BHT Tracker (Q1 2023-Q2 2024)

BHT Epic Model (2024)

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)

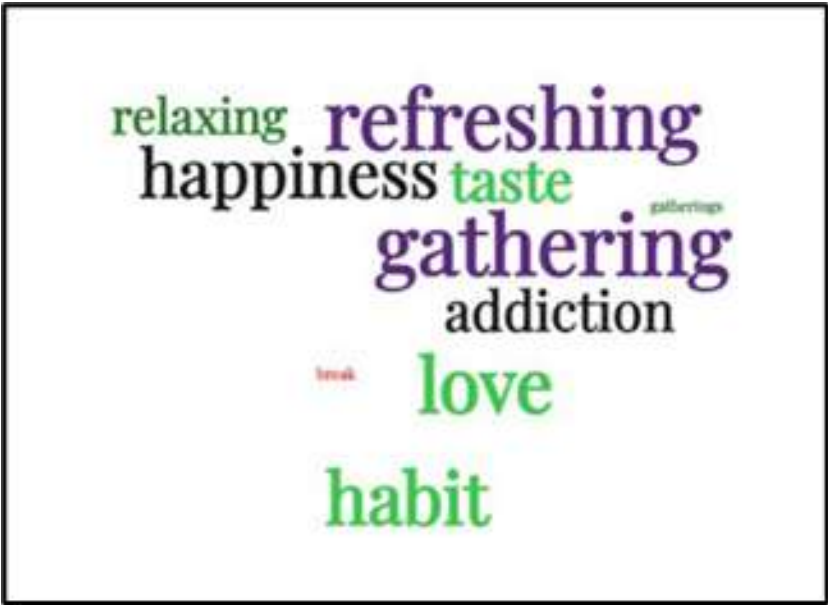
Tea is an integral part of Pakistani culture, consumed daily across all demographics. The primary focus was on young adults, ages 18-34, who account for over 52% of the population. These individuals are active digital natives, influential in shaping trends, and driving household purchase decisions. They fall primarily within SEC A, B, and C, where disposable income is higher, making them the key group for Tapal Danedar's growth. Young adults are particularly relevant because they engage actively on social media and respond to campaigns that resonate with their cultural values and identity. This group is more likely to connect with content that evokes national pride.

At the same time, the campaign sought to engage traditional tea drinkers, typically within SEC B and C, aged 35+, who have strong associations with tea as a daily ritual and cultural symbol. This audience is loyal but could be further engaged through a modern approach to reinforce the emotional ties to the brand. For shoppers, the focus was on making Tapal Danedar the go-to choice during tea purchase. The campaign aimed to drive deeper emotional engagement with the brand across all regions and generations, ensuring it remains the preferred tea for Pakistani's.

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.

The core insight behind this campaign was rooted in the deep cultural significance of chai in Pakistan.



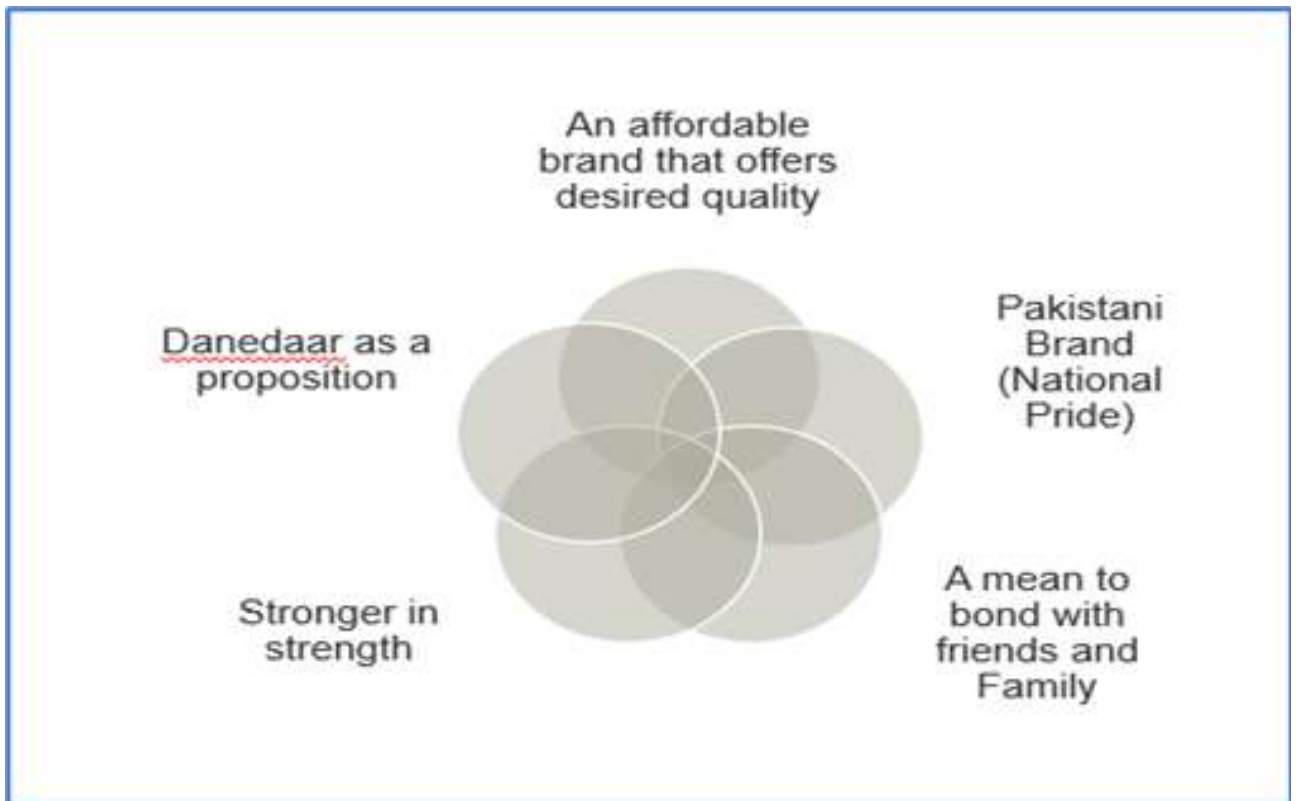
(Maximum: 300 words; 3 charts/visuals)

At a time when national spirits were low, chai stood strong as a beloved cultural bond, deeply rooted in the everyday lives of Pakistanis. It's more than just a cup of tea—it's a symbol of togetherness. Whether it's shared with loved ones during joyful gatherings or enjoyed alone in a quiet moment of reflection, chai is a tradition that brings warmth and connection. It weaves its magic into our

shared moments, uniting people from all walks of life.

Tapal Danedar's positioning of "Aik Cup Aur" celebrates these precious moments, making tea not just a beverage, but an experience that prolongs time spent together. This aligns with the need for an emotional bond with the audience.

Tapal Danedar's perception



Music holds profound emotional significance for Pakistanis, especially during national celebrations like Independence Day, when patriotism and unity are at their peak. This presented a unique opportunity to merge two cultural cornerstones—tea and music—into a campaign that deeply resonates with the audience.

Recognizing that **Tapal Danedar** is more than just a tea brand, we positioned it as a symbol of cultural unity. By intertwining the emotional power of tea and music, we sought to strengthen its connection with young adults aged 18–34, a socially active demographic that values national pride and contemporary cultural expressions. These individuals gravitate towards shareable, emotionally engaging content that fosters pride and a sense of belonging.

Leveraging Independence Day as a moment of national togetherness, we reinforced Tapal Danedar's identity as the preferred tea for all generations. This approach fostered meaningful engagement, evoked a sense of unity, and strengthened enduring brand loyalty.

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)

With the aim of increasing Tapal Danedar's brand love, we harnessed the cultural power of both chai and music while aligning with the national sentiment surrounding Independence Day.

By leveraging the universal appeal of music, the campaign creatively blended the patriotic fervor of Independence Day with the iconic "Jeevay Jeevay Pakistan" melody. The core idea drew inspiration from the **Jal Tarang**, a musical instrument that uses bowls filled with varying levels of liquid to produce different notes. This concept was reimaged by creating a musical rendition of the national song

using a spoon tapping on a Tapal Danedar mug, symbolizing both national pride and the essence of the brand.

Thus, the campaign merged the communal power of chai with the emotional power of music, transforming them into a unified symbol of patriotism and unity.

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. Digital Dashboards for Google, YT and Meta | Aug-Sept 2024

2. Positioning Study – Brand Perception | 25th March 2024

SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE - 23.3% OF TOTAL SCORE

This section relates to how you built a compelling creative and channel plan i.e. how and where you brought your strategy to life. And how you tested for ongoing optimization.

Help the judges evaluate your entry by demonstrating how you created work that targeted and motivated customers effectively. Outline how your creative and channels plans worked together to drive results.

The score for this section will be based on your responses to the below questions, your creative work (as presented in the creative reel & images), and the context provided in the Investment Overview. Your responses to all elements of this section should complement one another and tell a cohesive story.

3A. Describe the key elements of your plan that activated your strategy.

Outline any components that were active in the effort e.g. CRM program, SEM, display advertising, native advertising, affiliate marketing, new technologies (e.g. AI), customer experience, pricing changes as well as promotions and communications.

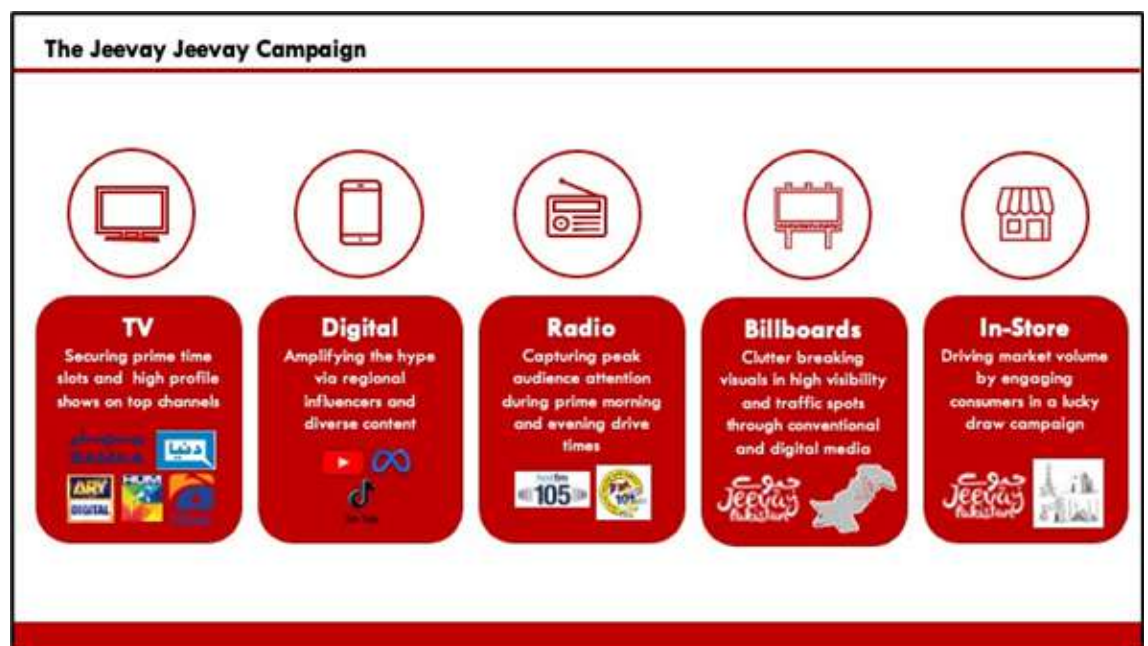
(Maximum: 200 words; 3 charts/visuals)

The strategy was brought to life through a multi-platform campaign emphasizing music, patriotism, and chai to connect with our audience:

- **TV Integration:** prime-time spots across 27 leading channels, including integrations with *Tamasha*, live news, and morning shows.
- **Digital Campaign:** Collaborations with regional influencers to amplify reach. Behind-the-scenes content featuring Ali Hamza and user-generated recreations of the melody to boost authenticity and shareability.[AS1]
- **Radio Activation:** *Tapal Danedar Azaadi Week* aired during peak morning and evening hours across 15+ stations in 8 cities for optimal reach.
- **Billboards:** High-visibility placements on conventional and digital billboards across traffic hotspots.

- **In-Store Promotions:** A Lucky Draw campaign conducted at the top 67% of stores nationwide.
- **Creative Element:** Introduced the *Jal Tarang* concept, creating a rendition of *Jeevay Jeevay Pakistan* using tea mugs to produce music, symbolizing unity and patriotism.

Each element worked cohesively to drive engagement, reinforce brand love & celebrate Independence Day.



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)

Celebrating National Pride with Tapal Danedar

The campaign's creative strategy seamlessly blended patriotism with Tapal Danedar's brand identity, delivering a heartfelt tribute to Independence Day.

Endline & Call-to-Action

"Har Pakistani ke dil main basta hai Hamari Nationalitea ka pyaar. Tou hojaye... Pakistan ke naam, Tapal Danedar ka Aik Aur Cup!"

Building on the brand mantra *"Aik Aur Cup,"* this endline celebrated the nation's love for chai, evoking a deep sense of pride and unity.

Film Execution

At the heart of the campaign was a visually captivating film showcasing the youth celebrating Independence Day, brought to life by Ali Hamza's soulful rendition of *Jeevay Jeevay Pakistan*. The performance incorporated the traditional *Jal Tarang* technique, where Tapal Danedar mugs were featured as part of the melody. This beautifully reinforced the connection between music, tea, and national pride.

Behind-the-Scenes Brilliance

The *"Making of the Sound"* BTS video offered an authentic glimpse into the intricate process behind the unique melody. It featured Ali Hamza creatively using mugs and tapping tea cups to craft a resonant rhythm. This innovative approach attracted attention from notable publications, further amplifying the campaign's impact.

Optimized Digital Assets

- **YouTube:** A 6-second unskippable ad targeting high-intent audiences.

- **TikTok:** 15-second DVCs tailored to Gen Z and millennials, featuring celebratory visuals.
- **Meta Platforms:** 10-second impactful DVCs designed for quick engagement.

Each platform-specific asset delivered vibrant visuals, celebratory tones, and the iconic national jingle, fostering an emotional connection with viewers.

This strategic campaign not only celebrated national pride but also deepened Tapal Danedar's bond with its audience, strengthening unity and brand love across all 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)

Uniting Patriotism and Chai Culture with Tapal Danedar

The campaign sought to seamlessly fuse patriotism with Tapal Danedar's essence, positioning the brand as a symbol of unity and pride. Anchored by a unique rendition of *Jeevay Jeevay Pakistan* performed using the **Jal Tarang** and iconic Tapal Danedar mugs, the strategy combined emotional and cultural connections with a robust multichannel execution plan to maximize reach and engagement.

Communication Strategy

At the heart of the campaign were the iconic Tapal Danedar mugs—a key brand element designed to enhance brand recall and foster emotional connections with consumers.

The campaign featured a unique auditory link: the rhythmic sound of spoons tapping against Tapal mugs, crafting a melody that evoked both patriotism and chai culture. The narrative celebrated moments of shared joy and pride,

emphasizing Tapal Danedar’s role in Pakistani households as the nation’s “*Nationalitea*.” Messaging highlighted the brand’s ability to bring people together, particularly during Independence Day celebrations.

Experience Strategy

To evoke strong emotional resonance, the campaign spotlighted a youthful narrative featuring Gen Z and millennials celebrating Independence Day with chai and music. Tapal Danedar was showcased as more than just a beverage—it was a unifying symbol of Pakistani culture.

By incorporating the traditional **Jal Tarang** in a modern context, the campaign bridged the gap between tradition and contemporary expressions of patriotism, appealing to diverse audiences nationwide.

Channel Plan

Television:

- Prime-time slots across 27 leading channels, including integrations with *Tamasha* and morning shows.

Digital:

- **TikTok:** 15-second DVCs featuring pre-Independence Day celebratory content, tailored for younger audiences.
- **YouTube:** 6-second skippable ads designed for high impressions.
- **Meta Platforms (Facebook & Instagram):** Platform-specific assets optimized for engagement and reach.

Radio:

- Independence-themed programming across 15+ stations in 8 cities during peak hours, extending regional reach.

Billboards:

- Conventional and digital billboards placed strategically in high-traffic areas.

In-Store Promotions:

- Lucky Draw campaigns in top-performing stores nationwide to incentivize purchases and drive engagement.

Optimization

Performance metrics informed mid-campaign adjustments to maximize impact. TikTok’s strong engagement with younger audiences led to increased focus on the platform, while YouTube’s short ads ensured widespread impressions. Regular evaluations of channel performance enhanced overall efficiency and engagement.

This cohesive, multi-platform approach effectively deepened emotional connections, amplified brand love, and achieved significant reach across Pakistan.

Key Visual

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



Section 3: Sourcing

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

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

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

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

Judges encourage third-party data where available.

See Entry Kit for details.

TV Integration: KANTAR | Aug - Sept 2024

Digital Campaign: Digital Dashboards | Google, Meta, and Tikok | Aug - Sept 2024

Billboards: MOVE

In-Store Promotions: Internal Sales Data

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)

Transforming Challenges into Opportunities: Tapal Danedar’s Independence Day Campaign

Amidst economic challenges and stagnant category growth, the campaign turned a national holiday into a powerful brand-building opportunity, delivering a message that deeply resonated with consumer sentiment.

By creatively associating Tapal Danedar with Independence Day, the campaign enhanced brand recall and recognition, reinforcing its position as the nation’s favorite tea during moments of pride and celebration.

The 360° amplification plan, encompassing TV, digital, and on-ground activations, exceeded its defined objectives, driving key metrics: increased volume share, heightened brand recall, and impressive reach.

Results and Impact

The campaign achieved measurable success, with notable improvements in brand health metrics (BHT), ad recall, and top-of-mind (TOM) awareness, further cementing Tapal Danedar’s leadership in the tea category:

- **0.9% increase** in national share post-campaign.
- **7% growth** in BHT imagery score for positioning Tapal Danedar as *Pakistan’s tea*.
- **4% increase** in total awareness and a **2% increase** in TOM awareness (Week 13).
- **22.4M video views** with an impressive **26% View-Through Rate (VTR)**.
- **1.2M engagements** across digital platforms.
- **88% ad recall**, highlighting the campaign’s strong resonance with audiences.

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)

Reinforce Tapal Danedar's leadership position in the Pakistani tea market by tapping the deep-rooted love for country and tea.

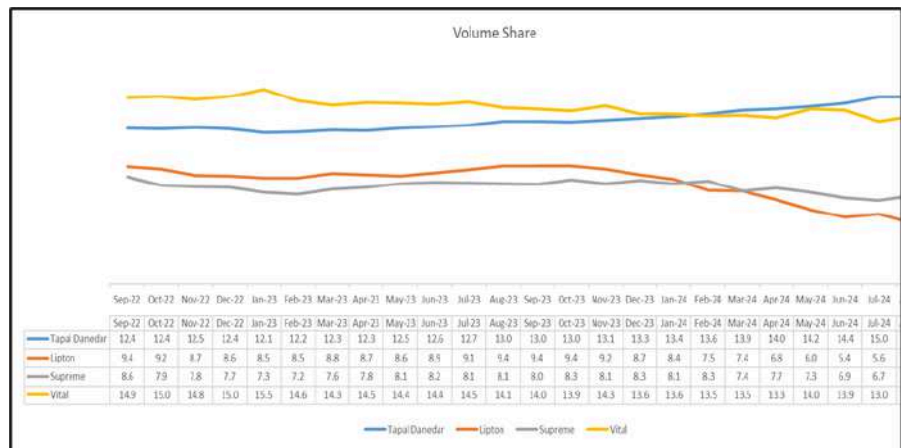
- KPI: Volume Share

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)

To solidify Tapal Danedar’s market dominance in a competitive and economically challenging environment. By leveraging the emotional connection Pakistanis have with their country and chai, the campaign sought to create a stronger bond with consumers. This approach aimed to not only reinforce brand loyalty but also convert national pride into tangible results. The benchmark was to retain or increase volume share, ensuring Tapal Danedar's continued leadership in the tea category.



Measurement - How did you plan to measure it?

(Maximum: 30 words)

Increase in national volume share

Tagging - What keywords best describe your objective type?

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

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

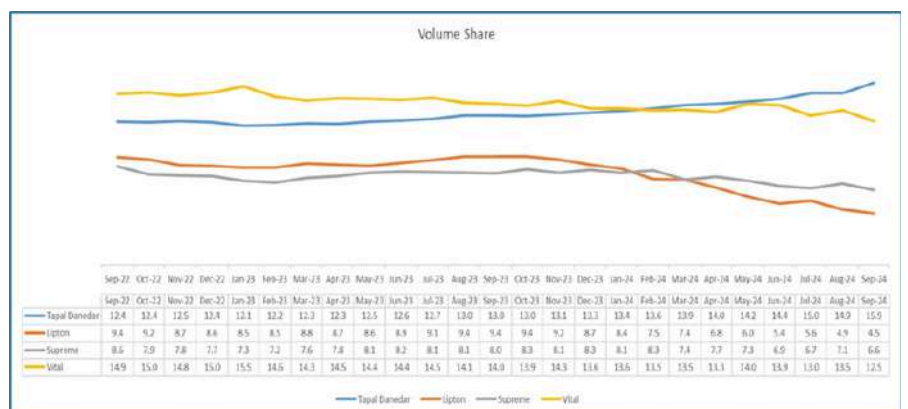
List Result

(Maximum: 30 Words)

KPI: 0.9% increase in national share post Nationalitea in a saturated tea market while all competitors are declining.

Context

(Maximum: 75 words; 3 charts/visuals)



Despite a declining trend in tea consumption, where competitors struggled to maintain their market share, Tapal Danedar achieved a remarkable 0.9% growth in national volume share.

While competitors faced declines from July to August—**Vital** down by 0.5%, **Supreme** down by 0.1%, and **Lipton** down by 0.9%—Tapal Danedar maintained its leadership position, showing a consistent performance increase of 0.9%.

Marketing Objectives Results

1

Objective - Overview & KPI

(Maximum: 30 words)

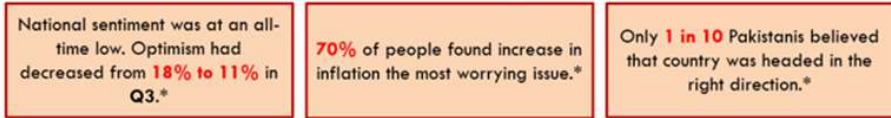
Build positive brand sentiment as "Pakistan's Tea" by integrating a strong national identity with the brand.

- KPI: BHT imagery score for positioning Danedar as Pakistan's tea

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

(Maximum: 75 words; 3 charts/visuals)

This objective was selected to strengthen the brand's cultural relevance and emotional connection with the audience, in an economically challenged landscape. By aligning with national sentiments and reinforcing Tapal Danedar's identity as a symbol of national pride, the campaign aimed to elevate brand loyalty. The benchmark for success was a 5% increase in BHT imagery score (the highest ever increase recorded in the past all waves), standing at 56% as of Jun'2024.



Measurement - How did you plan to measure it?

(Maximum: 30 words)

We measured success through BHT imagery scores, reinforcing Tapal as "Pakistan's Tea."

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Salience / Awareness

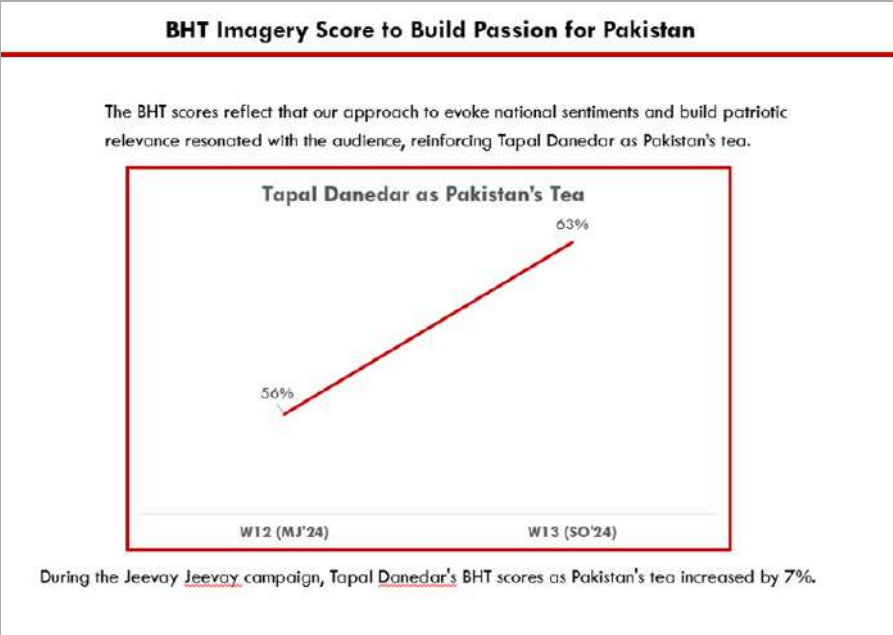
List Result

(Maximum: 30 words)

BHT imagery score for positioning Danedar as Pakistan's tea increased by 7%

Context

(Maximum: 75 words; 3 charts/visuals)



The BHT imagery score as Pakistan's tea increased by 7%, surpassing our set benchmark.

2

Objective - Overview & KPI

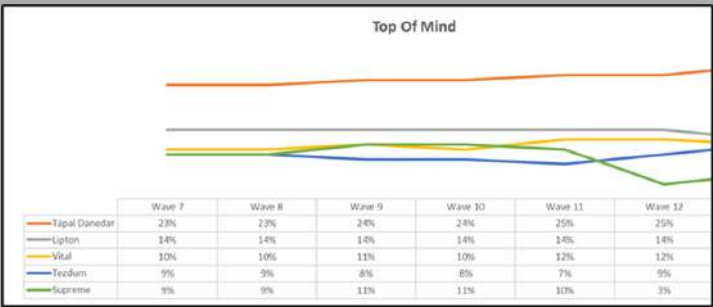
(Maximum: 30 words)

Increase brand recall and awareness among the audience.
KPI: TOM recall and awareness

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

(Maximum: 75 words; 3 charts/visuals)

Ad recall and awareness were pivotal to strengthening Tapal Danedar's leadership in a saturated market where competitors were fighting for visibility. By aligning the campaign with emotional and patriotic themes, we aimed to surpass the so-far highest 25% TOM recall and 90% awareness W12 (M/J'24) BHT scores.



Measurement - How did you plan to measure it?

(Maximum: 30 words)

BHT – Increase in TOM and Total Awareness in BHT's following wave 13 (A/S'24)

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Salience / Awareness

TOM Recall

List Result

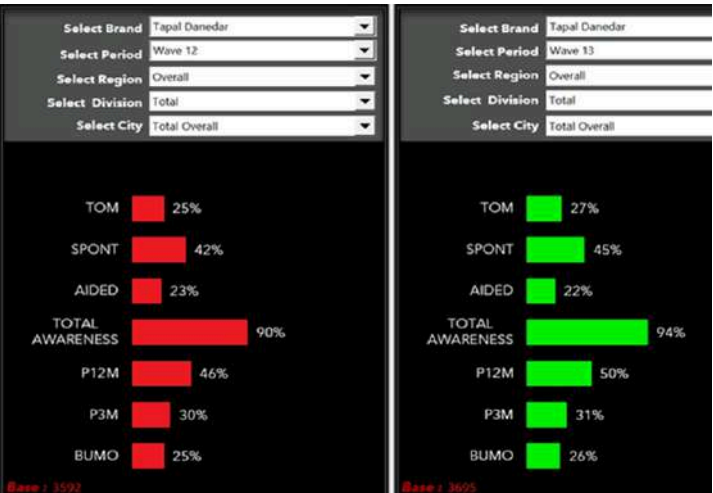
(Maximum: 30 words)

- Achieved a 4% increase in total awareness and 2% increase TOM in W13
- Top-of-Mind (TOM) for competitors declined from W12 (M/J'24) to W13(A/S'24)

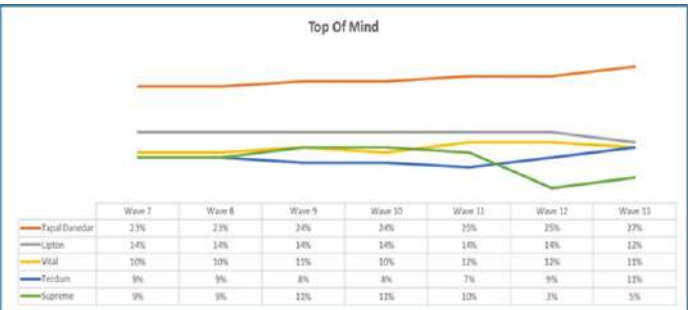
Context

(Maximum: 75 words; 3 charts/visuals)

With our efforts to amplify the market and reinforce Tapal Danedar's leadership position, increasing TOM and awareness were key marketing objectives. This initiative led to a 2% increase in Top-of-Mind (TOM) recall and a 4% growth in total awareness (M/J'24 to A/S'24), successfully enhancing brand recall and reach.



Achieved a 2% increase in TOM recall for Tapal Danedar from W12 to W13 (M/J'24 to A/S'24), outpacing competitors like Lipton and Vital, whose TOM recall declined.



Activity Objectives Results

1

Objective - Overview & KPI

(Maximum: 30 words)

Amplify the campaign's reach via a 360° amplification plan to achieve at least 85% coverage of the target audience.

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

(Maximum: 75 words; 3 charts/visuals)

A 360° approach ensured the campaign reached diverse demographics (TG ranging from SEC A-D, aged between 18-45) through multiple touchpoints, including TV, digital, social media, and on-ground activations. The benchmark for similar campaigns was 85% reach, and surpassing this was essential to drive maximum visibility.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Reach was tracked using platform analytics (impressions, views, shares, engagement) across digital, TV, and OOH boards, focusing on unique audience counts who've seen the ad at least once.

Tagging - What keywords best describe your objective type?

(1 Required, No
Maximum)

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

List Result

(Maximum: 30 words)

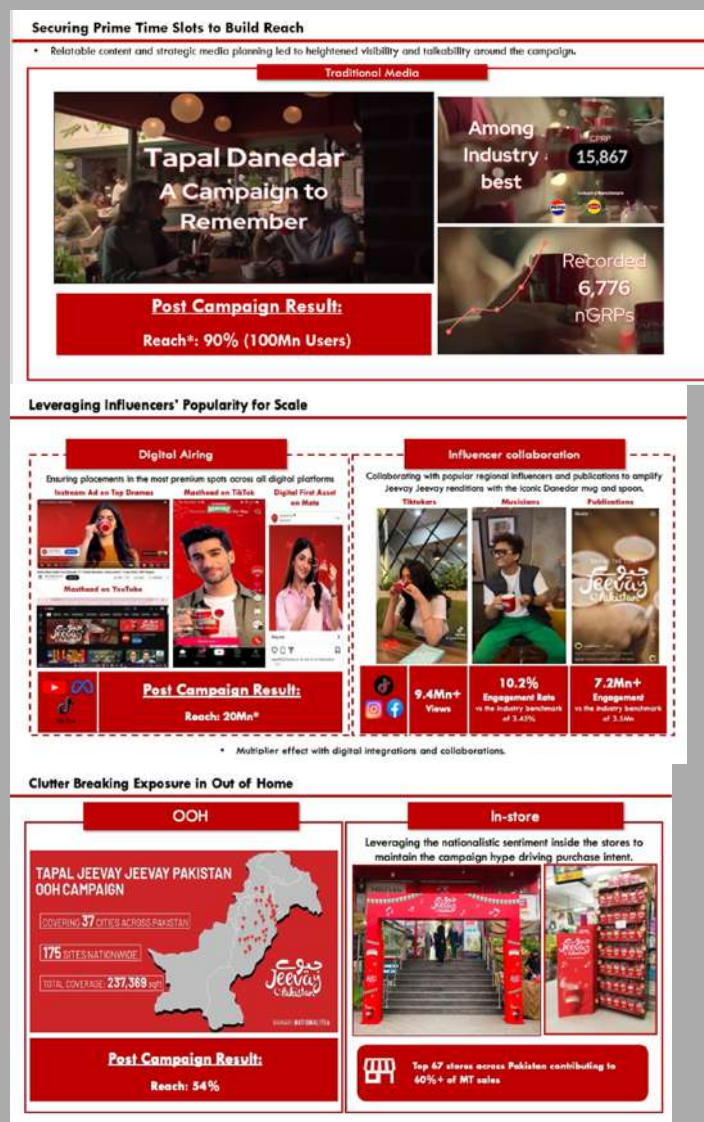
Total:

- 90% reach on TV, 20 Mn reach on digital and 54% OOH reach
- 22.4M views
- 1.2M engagements

Context

(Maximum: 75 words; 3
charts/visuals)

- The results below show that we've not only surpassed our planned impressions and reach but also exceeded industry benchmarks in driving visibility and reaching the target audience.



2

Objective - Overview & KPI

(Maximum: 30 words)

Break through the media clutter by creating a unique and engaging campaign that stands out.

KPI: Impact via BHT Epic Model (Score to be 3.5)

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

(Maximum: 75 words; 3 charts/visuals)

In a competitive media environment with every brand fighting for visibility, it was crucial to cut through the noise and capture attention. The objective aimed to evoke strong emotional connections with consumers, differentiate Tapal Danedar as Pakistan's national tea, and increase ad recall and emotional resonance. Benchmark: Global benchmark

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Ad recall and media clutter breakthrough were measured through post-campaign surveys and BHT studies, tracking recall percentages.

Tagging - What keywords best describe your objective type?

(1 Required, No Maximum)

Popularity / Fame / Social Discourse

Recall (brand/ad/activity)

List Result

(Maximum: 30 words)

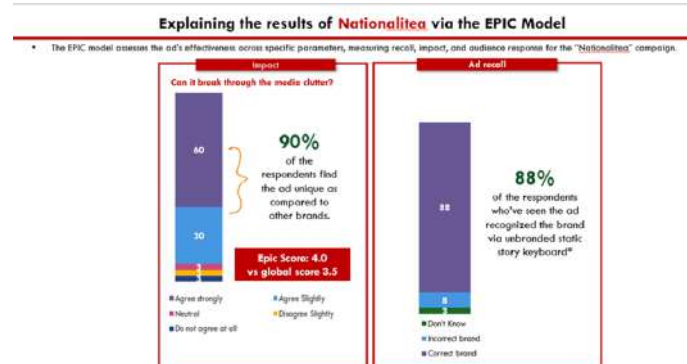
A BHT Study used the EPIC model resulting in:

- 88% ad recall via an unbranded static storyboard (logo hidden)
- 90% of the audience found the ad clutter-breaking (Score - 4)

Context

(Maximum: 75 words; 3 charts/visuals)

It is important to note that the ad surpassed the global benchmark of 3.5, achieving an EPIC score of 4. This reflects the ad's effectiveness in driving distinctiveness, ultimately leading to stronger recall.



Additional Results

You may use this space to provide additional results achieved that you may not have had an initial objective for. This space may only be used for additional results beyond those that align with your listed objectives.

(Maximum: 150 words, 3 charts/graphs)

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

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

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

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

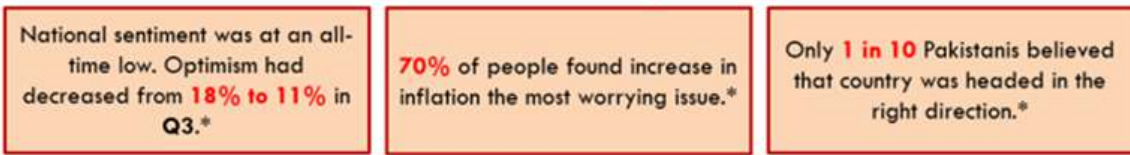
The chart provided is a sampling of marketplace activities, but your response is not limited to these factors. We recognize that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

(Maximum: 200 words; 3 charts/visuals)

In addition to surpassing initial objectives, Tapal Danedar's campaign achieved notable success in a challenging market, where overall tea consumption was on the decline. Despite competitors like Vital, Supreme, and Lipton experiencing drops in market share from July to August, Tapal Danedar achieved a remarkable 0.9% growth in national volume share. This outperformance highlights the strength of the brand's campaign in connecting with consumers during moments of national pride.

External Influences:

While the campaign played a central role, broader market trends, such as fluctuations in consumer spending due to economic conditions, likely impacted the hot beverage category overall. However, Tapal Danedar's ability to maintain growth, while competitors struggled, can be attributed to its emotionally resonant messaging and strategic execution, effectively capitalizing on national celebrations and consumer sentiments around patriotism and unity.



In 2024, a challenging economic landscape and rising inflation levels led to a significant decline in national sentiment.

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

- 1. Digital Dashboards for Google, YT and Meta (AS'2024)
- 2. Household panel (HHP) - volume share trend (Q3 2023 - Q3 2024)
- 3. Brand Health Tracker (May'2024 - Sep'2024)
- 4. Kantar Data (AS'2024)
- 5. BHT Tracking Survey (Epic Model) (S/O'24)
- 6. Internal Data (AS'2024)
- 7. MOVE (AS'2024)

See Entry Kit for details.

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

For the *Jeevay Pakistan* campaign, the media budget was strategically allocated between TVC and Digital-First Content (DVC) assets. While the TVC assets played a key role as part of a broader campaign, the DVC content outperformed expectations, resonating more effectively with the target audience across all metrics. The DVC assets drove higher impressions, engagement rates, and complete views, showcasing the power of a well-planned media mix.

The TVC assets were strategically used to capture audience attention during the event, while the DVC content ensured sustained engagement in the post-event phase. By combining these assets with careful timing and a platform-specific strategy, we optimized our media spend to achieve strong campaign performance.

The success of this digital-first approach highlights the value of tailoring content to specific platforms, ultimately delivering greater impact and maximizing the effectiveness of an optimized budget.

(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.

Production Budget: 45M

In-store branding: 1-2M

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.

No

(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.

Sponsorship – Talent or Influencer

Elaboration on Sponsorships and Media Partnerships

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

For this campaign, we strategically leveraged **Sponsorship** through Talent and Influencers to maximize engagement and visibility. By partnering with well-known personalities, we enhanced reach and credibility, resulting in stronger engagement across multiple platforms.

SOURCES

Investment Overview: Data Sources

Provide sourcing for all data provided in the Investment Overview.

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

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

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

Judges encourage third-party data where available.

Internal media dashboards

SOURCING GUIDE OUTLINE

ALL TOUCHPOINTS AS PART OF YOUR EFFORT

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

Communications Touchpoints

Select all that apply.

Digital Mktg. – Audio Ads

Digital Mktg. – Display Ads

Digital Mktg. – Influencers

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

Digital Mktg. – Social: Paid

Digital Mktg. – Video Ads

Influencer / Key Opinion Leader

OOH – Billboards

OOH – Other Outdoor

OOH - Transportation

Public Relations

Radio

Retail Experience: Digital

Retail Experience: In Store

Sales Promotion, Couponing & Distribution

TV

User Generated Content & Reviews

MAIN TOUCHPOINTS

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

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

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

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

Main Touchpoint 1

Most integral touchpoint.

TV

Main Touchpoint 2

#2 Most Integral Touchpoint

Digital Mktg. – Social: Paid

Main Touchpoint 3

#3 Most Integral Touchpoint

Influencer / Key Opinion Leader

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
YouTube

CREATIVE EXAMPLES

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

CREATIVE REEL

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

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

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

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

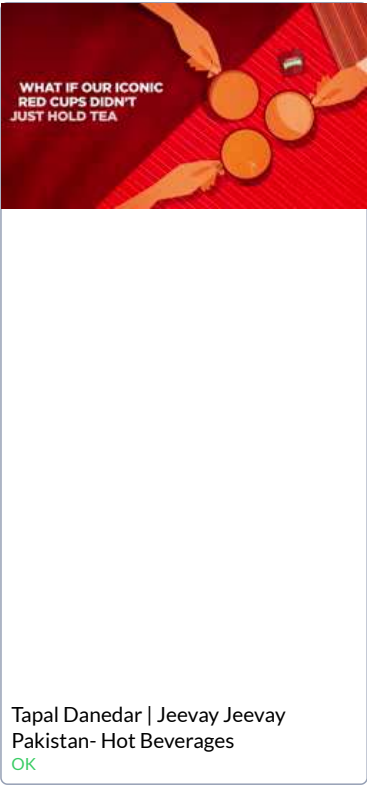
Creative Reel

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

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

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

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



Creative Examples Presented in the Creative Reel - Select All

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

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

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

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

Contests
Digital Mktg. – Affiliate
Digital Mktg. – Audio Ads
Digital Mktg. – Content Promotion
Digital Mktg. – Influencers
Digital Mktg. – Short Video (:15-3 min.)
Digital Mktg. – Social: Organic
Digital Mktg. – Social: Paid
Digital Mktg. – Video Ads
Influencer / Key Opinion Leader
OOH – Billboards
OOH – Other Outdoor
OOH - Transportation
Public Relations
Radio
Retail Experience: In Store
Sampling/Trial
TV

IMAGES OF CREATIVE WORK (2 Required, 6 Maximum)

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

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

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

Images for Judging are an opportunity to:

+ Showcase work that is better seen as a still image vs. video format

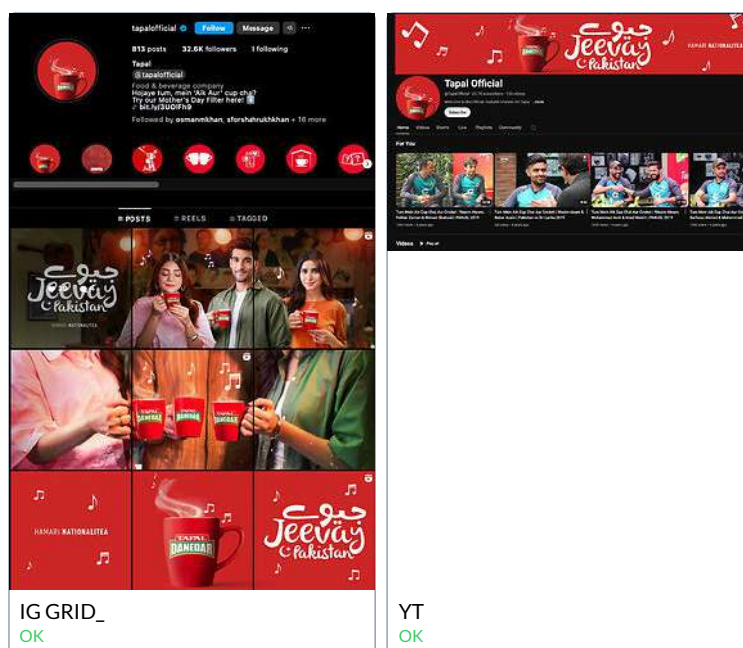
+ Draw further attention to key creative elements

Images of Creative Work

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

Technical Requirements:

.jpg/jpeg format



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.

Digital assets for the *Jeevay Jeevay Pakistan* campaign were strategically developed to maximize engagement. These included:

- A dynamic **Digital Video Campaign (DVC)** launch
- **Hype digital shoot assets**
- **TikTok "Pass the Cup"** content
- Assets focused on the theme of *Hamari Nationalitea*

These assets were further repurposed to create a heartfelt wish post for August 14th, featuring creative illustrations. TikTok amplification was enhanced through influencer collaborations and user-generated content (UGC), significantly boosting the campaign's reach and engagement.

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

PDF Fingerprint 26184fbfa0355cccea60fc3e5874ec36