

Example of a Written Section PDF.

THE CAMPAIGN SUMMARY

Campaign Title: #ChangeTheCourse

Client Name: Lifebuoy Shampoo

Entry Category: Best Cause, Charity Marketing Or Public Sector Campaign

The Summary Statement

In a paragraph, state why you believe your Campaign should win in the entered Category.

Pakistan is one of the world's largest youthful populations of which approximately 49% are females. However, the incredible potential of this demographic remains untapped because young Pakistani girls are deprived of basic education. While male education is seen as an investment for the future, female education is seen as a waste of money.

Already hindered by this mindset, the less than 15% of girls who reach higher secondary schools are taught from textbooks that refuse to acknowledge them and their potential. As of 2021, males were portrayed more often as leading characters and made up 73% of those represented in 30 biographies included in school textbooks. With this lack of representation of women in classrooms, it comes as no surprise that there is an underrepresentation of females across sectors in Pakistan.

To change the future, changing the narrative and giving female students in Pakistan more female role models and representation in the educational system is crucial. Alongside powerful advertising campaigns, we had to identify and action the right grassroots level canvas that redefined how the girl child viewed herself for the generations to come by including her narrative in education.

Campaign Strategy: Representing 20% of the score

Describe the Marketing situation. How was the brand positioned within the Market? What Marketing Objectives was this Campaign meant to achieve; creating new customers, increasing sales, subscriptions, awareness, trial, switching, loyalty, supporting trade partners, launching a new product, increase market share, etc. What factors were important for the success of the Campaign. What strategy was used to address the Marketing Objectives, and why. Was the strategy sound for the brand and target audiences. Any parameters/issues were faced in planning? The Judges will be looking for appropriateness, relevance and quality of strategic thinking.

Acknowledging that over 85% of Pakistani girls don't finish secondary school, Lifebuoy Shampoo chose Education as its purpose pillar in 2017. The brand worked with local NGOs to enroll thousands of girls in schools across Pakistan.

However, a review of the government school curricula revealed a more insidious issue: for the millions of Pakistani girls going to government schools, classrooms offered no female narrative. They only spoke of men in aspirational positions and told stories solely from the male point of view.

This wasn't a time for buildup, we had to flip the narrative on its head to increase female representation in textbooks from an insignificant 7%. We needed to:

- Take the first step toward increasing female representation in education systems turning classrooms into more inclusive spaces.
- Influence brand perception as an authentic and empowering brand for young girls that goes beyond mere product promises

Primary Audience: Every girl child in primary school in Pakistan and their parents

Barriers:

- Government textbooks for schools severely underrepresent females, leaving them unable to relate to the presented role models. In their young minds, this cements the deadly stereotype that goals and ambitions are not for girls.
- An overwhelming majority of Pakistan's girl students go to government schools and we had to compound our coverage and reach out to more girls and parents by enlisting support from digital campaigns and NGOs.

Secondary Audience: General Pakistanis who would see Lifebuoy as an inclusivity change maker

Strategy:

Partnering with the Government of Punjab to introduce a revolutionary narrative for the female students in Pakistan and implement it in textbooks to create long-term change.

Campaign Concept: Representing 30% of the score

Describe your concept. How did it evolve. Which technique/s were chosen, and why. The Judges will be looking for originality, creativity, aptness and an ability to achieve the Marketing Objectives.

#ChangeTheCourse rethought one of the most iconic and popular children's poems which spoke only to the male children "I'm a small boy but I'll do great big things", and into Pakistan's first girl-child anthem: "I'm a small girl but I'll do great big things". Carefully crafted by Zehra Nigah, one of the nation's leading women poets, it spoke of the marvels girls can achieve.

Government schools in Pakistan are a widespread network teaching millions across the country. By signing an MOU with the Ministry of Education to increase female representation in the government education systems in the country, we took the first of many steps with the government approving the girl-child anthem to be included in 1000+ schools, taught to over 300,000 girls. A dam was broken with the signing of this MOU, with the Education Ministry's receptiveness and enthusiasm to increase female representation promising a more inclusive future.

Campaign Execution: Representing 30% of the score

How was the Campaign executed. How did it stand out. How was the Campaign promoted to involve the target audiences. The Judges will be looking for how well the Campaign was executed, the quality of the messaging, and the quality of the target audience participation.

A new era for female inclusion in Pakistan began when we signed a Memorandum of Understanding with the Ministry of Education to include the Girl-child Anthem in government school curricula. Textbooks containing the poem are being printed and distributed to 1000+ government-funded schools across Pakistan. As the government rolls out this poem to more and more schools, millions of Pakistani girls in government school will get the license to dream.

To amplify this change in narrative and on-board support from the masses, an accompanying film, showcasing the impact of a young female student reading a poem that encourages her to dream of a future where she achieves big things, was released. The

launch film was soon followed by an Anthem of the re-written poem. Sung by a well-known female artist, Zeb Bangash. The Anthem film shows the coming to life of every day girls and their dreams to become a pilot, a teacher, an astronaut and a doctor. The campaign was launched on mass media including TVCs, social media platforms, print, and prominently placed billboards nationwide. This kicked off organic online conversations on FB, Instagram and Twitter – with the likes of Mukhtar Mai (a human rights activist) and Zainab Abbas (Pakistan's first female cricket commentator) lauding the brand and the govt for their efforts and pledging their support.

Campaign Results: Representing 20% of the score

#ChangeTheCourse created history by enlisting the government's support and featuring the girl-child anthem in a nationwide education system that had ignored her for over seven decades:

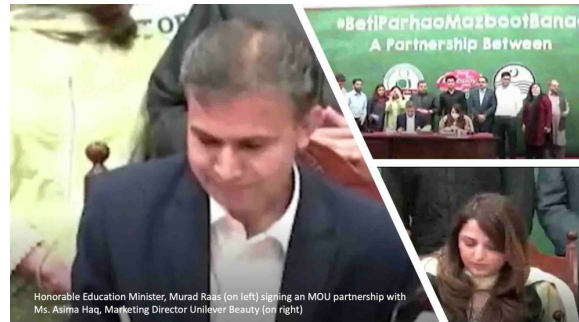
- The roll-out includes more than 1000+ government schools, reaching hundreds of thousands of female students in Pakistan.
- Further initiatives include comic books created by female artists that showcase the many professions that girls can aspire to enter.

#ChangeTheCourse revolutionized how the Pakistani girl-child views herself by showing her that she can conquer the world. The initiative not only gained international coverage from The Drum, Campaign Asia, but also got widely picked up by local TV & print media from all 4 provinces of Pakistan.

Some material Confidential

This is the first step of a long journey, now that Pakistani females have started to see themselves in their textbooks, further work is being done to ensure they become an equal part of it.

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Hero image. Jpeg, around 1MB



The advertisement features a young girl in a white school uniform with a green sash, standing in a classroom and writing on a green chalkboard. The text on the chalkboard reads: "I AM A LITTLE GIRL BUT I WILL ACCOMPLISH GREAT BIG THINGS IN LIFE". In the top left corner, the Lifebuoy logo is displayed with the word "Shampoo" below it. On the left side, a bottle of Lifebuoy shampoo is shown with the text "HERBAL" and "WITH LONG" above it, and "BETI PARHAO MAZBOOT BANAO" below it. At the bottom of the advertisement, a green banner contains the text: "Lifebuoy Shampoo has taken a pledge to make space for girls in schools' curriculum".

Example of a Written Section PDF

Honda - Life saver boards

Campaign Summary

Ganesh Chaturthi is one of the most popular Indian festivals, especially in Maharashtra India. The devotees believe that Ganesha comes to visit them every year and take away all their troubles and weaknesses. Every year, this festival has been the epitome of social brotherhood, piety, joy and sharing.

The excitement for this 10-day long festival begins weeks before Ganesh Chaturthi, with several people making clay idols of Lord Ganesha and painting them especially in Maharashtra (City of Mumbai) One of the strongest associations with Ganesh is the fact that he is the **remover of Obstacles**. He's also called as "**Vighnaharta**" meaning "**the remover of all obstacles**"

In Mumbai alone, over **200,000 homes** and puja pandaals host these Ganpatis during the festival. Pandaals are like make-shift temples hosted by local neighbourhood committee. On the 11th day, the celebrations come to an end by immersing Lord Ganesha into a waterbody and marking the culmination of the festival.

Each little quarter of the town, each family with its adherents, each little street corner organises a procession of its own, and the poorest may be seen carrying on a simple plank their little idol or of paper mâché. Devotees bid a grand and emotional farewell to Lord Ganesh as thousands of his idols, both public and domestic, were taken to seashores, lakes and rivers in colourful processions across the state for immersion

However, the all-pervasive festive mood, every year is spoiled to an extent by several incidents of devotees either getting drowned or going missing during "visarjan" (immersion). Many steps

have been taken by the local corporation to safeguard people but very little has actually been implemented on ground.

Honda has always believed that safety comes first. And stemming from that belief an idea was born to protect all the devotees during Ganesh Visarjan

Campaign Strategy

"**Safety for Everyone**" represents Honda's unique approach to safety

The main objective of the campaign was to **depict Honda's safety attribute**. The campaign was rolled in Mumbai during Ganesh Visarjan, when people throng the beaches for the immersion of their favourite deity.

Certain city beaches like the Versova beach, Juhu beach and Girgaum Chowpatty were selected for the activity. The brand strategy was simple, we made a local festival connect with safety for which the brand is known for and its brand belief of "**safety for everyone**".

The idea that has easy acceptability & integrates nicely with the religious sentiment.

As a part of its drive to promote "Safety for Everyone" during the ongoing Ganesh Festival, Honda made the necessary preparations with setting up of **163 safety booths** at various locations and educated around **2lac people** of how to Practice safe visrjan.

Since people don't take professional help from appointed swimmers and lifeguards for the immersion of their deity, the idea was to distribute 'life saver boards' to everyone who came for immersion of the idols. Boards protected people from drowning, even in the deep waters; and this branding glued Visarjan visitors to its creativity and significance.

The campaign stood out for its social responsibility, while the prominent brand logo and the tagline "Vighan freee visrjan" was impactful throughout the celebration.

Campaign Concept

Honda has always believed that safety comes first and stemming from that belief an idea was born to protect all the devotees during Ganesh Visrjan. Honda created **Life Saver Boards** : a unique concept that helped keep devotees afloat during visrjan to avoid any untoward incident.

Instead of immersing Lord Ganesha on the conventional wooden board (known as a 'path' in Marathi), Honda provided special boards to devotees before immersion. These boards could be used to save you from drowning or drifting off into the sea.

The board came equipped with printed instructions on how to use the board. The boards could be tied to hands to keep devotees secure and afloat until they came to safety zone. The boards were created big enough to hold most household Ganesh idols.

And for people who didn't want to compromise on the religious sentiments behind immersion on the wooden platform- We urged those families to place the wooden 'path' on top of these special boards during immersion. These boards were mass-produced and distributed to people going for visrjan across pandals and waterbodies in Mumbai and Pune.

20,000 boards were distributed every day at Pandals, Seaside and River side and several people were seen using it at the time of immersion in Mumbai and Pune. While Lord Ganpati is known as a Vighna Harta, Honda ensured that people celebrated this Ganesh Chaturthi by ensuring Vighna Free Visarjan in Mumbai and Pune at select locations.

From the world's largest confluence of humanity to every town and village in Maharashtra, Honda vows to ensure everyone is safe this Ganesh festival.

Campaign Execution

Honda2 Wheelers India kicked-off a safety awareness campaign in line with the Mumbai police campaign 'Vighna Free Mumbai', asking people to be responsible and ensure there is no inconvenience during Ganpati Utsav. As Mumbai is the largest buyer of the idols, Maharashtra Police took extra steps to convey the message.

As part of the initiative, the two-wheeler manufacturer organised a host of activities at various puja pandals, beaches, RWA societies to elucidate the importance of safe visrjan. The campaign was rolled in Mumbai during Ganesh Visarjan, when people throng the beaches for the immersion of their favourite deity.

We reached out to more than 200 pandals (makeshift temples) and 163 safety booths were setup across Mumbai. These boards were mass-produced, and **20,000 boards** were distributed every day at Pandals, Seaside and River side and several people were seen using it at the time of immersion in Mumbai and Pune.

The initiative is aimed at creating a positive change in the society and educate people to follow safety rules, thus enabling them to be more cautious for sake of their own safety and of others.

Campaign Results

This campaign was a testimony that a small social engagement has the power to bring about an ocean of change. People from every part of Maharashtra appreciated the cause and so did the media. More than **20,000 boards** were distributed every day at Pandals & Mumbai beaches, Seaside and River side and several people were seen using it at the time of immersion in Mumbai and Pune.

The Mumbai Visarjan Associates gave positive testimonies from their respective locations and highlighted the significance of the safety measures during such chaotic times. Honda life saver boards won the hearts of Lord Ganesh Devotees!

Example of a Support Material PDF



SUMMARY STATEMENT

Ganesh Chaturthi is one of the most popular Indian festivals, especially in Maharashtra. The devotion begins with Ganesh immersion in the sea every year and ends with all their rituals and traditions. Every year, this festival has been the epitome of social brotherhood, unity and sharing.

The excitement for this 10-day long festival begins weeks before Ganesh Chaturthi, with some people making clay idols of Lord Ganesh and passing them especially in Maharashtra City of Mumbai. One of the strongest associations with Ganesh is the fact that he is the removal of obstacles. He's also called as "Vighnaharta" meaning "the remover of all obstacles".

In Mumbai alone, over 200,000 homes and puja pandals from these Ganesh during the festival. Pandals are the make-up temples for Lord Ganesh and devotees. On the 10th day, the celebration comes to an end by immersing Lord Ganesh into a sea and watching the celebration of the festival.

Each little quarter of the town, each family with its members, each little corner or garden in the town to keep devotees and all around this come to a great place their 10th day of paper mache. Devotees take a grand and emotional farewell to Lord Ganesh in the form of his idols, clay idols, and ornaments, with their love, devotion, lakes and rivers in Maharashtra across the state for immersion.

However, the all pervasive festive mood, every year is spoiled to an extent by several incidents of accidents either getting drowned or going missing during "Ganesh" immersions. Many lives have been taken by the local communities to safeguard people but very little has actually been implemented or ground.

Honda has always believed that safety comes first. And steering from that belief an idea was born to protect all the devotees during Ganesh Chaturthi.

NCTV
National Crime Television Network

India Today
Daily News and Analysis

News 18
Daily News and Analysis

Handbook
Handbook of Information



CAMPAIGN STRATEGY

"Safety for Everyone" represents Honda's unique approach to safety.

The main objective of the campaign was to direct Honda's safety attention. The campaign was rolled out during Ganesh Chaturthi, when people immerse their favorite deity.

Certain city blocks like the Vastan, Borivli, and Dombivli and Dombivli were selected for the activity. The brand strategy was simple, we made a local festival centered with safety for which the brand is known for and its brand belief of "safety for everyone".

This idea that has easy acceptability & integrates nicely with the religious sentiment.

As part of the drive to promote "Safety for Everyone" during the Ganesh Chaturthi Festival, Honda made the immersion preparations with setting up of **100 safety boards** at various locations and educated around **200 people** on how to practice safe religion.

Since people don't take professional help from appointed swimmers and lifeguards for the immersion of their deity, Honda was to distribute "life saver boards" to anyone who came for immersion of their deity. Boards protected people from drowning, even in the deep waters, and this branding gained huge visibility to community and significance.

The campaign stood out for its social responsibility, while the prominent branding and the tagline "Vighna Hara Vighan" was impactful throughout the celebration.

23,000 IDOLS IMMERSED **200,000 HOMES & PUJA PANDALS** **452 CASUALTIES EVERY YEAR**



CAMPAIGN CONCEPT

HONDA LIFE SAVER BOARDS

Honda has always believed that safety comes first and steering from that belief an idea was born to protect all the devotees during Ganesh Chaturthi. Honda created Life Saver Boards - a unique concept that helped keep devotees safe during their immersion to avoid any untoward incident.

Instead of immersing Lord Ganesh on the conventional wooden board (known as a 'Bath' or 'Mandi'), Honda provided special boards to devotees before immersion. These boards could be used to carry puja from immersion or during the immersion.

The board came equipped with printed instructions on how to use the board. The boards could be used to keep devotees safe and all around this come to a great place to safety zone. The boards were created big enough to hold most Ganesh idols.

And for people who didn't want to compromise on the religious sentiments, Honda had a special edition platform. The special board featured the traditional 'Bath' or 'Mandi' on top of these special boards during immersion. These boards were made practical and did, instead of people going to local immersion pandal and immersion in Mumbai and Pune.


2000 boards were distributed every day at Dombivli, Borivli and Vastan and several people were seen using at the time of immersion in Mumbai and Pune. While Lord Ganesh is known as a Vighna Hara, Honda ensured that people embraced the Ganesh Chaturthi by ensuring Vighna Free Vighan in Mumbai and Pune at select locations.

From the world's largest confluence of humanity to every town and village in Maharashtra, Honda moved to meet everyone's safety needs during Ganesh Chaturthi.

200 PANDALS REACHED **20,000 BOARDS DISTRIBUTED** **163 SAFETY BOOTHS SETUP**



BEST INNOVATIVE IDEA OR CONCEPT



CAMPAIGN EXECUTION


Honda2 Wheelers India kicked-off a safety awareness campaign in line with the Mumbai police campaign 'Vighna Free Mumbai', asking people to be responsible and ensure there is no misbehavior during Ganesh Chaturthi. As Mumbai is the largest buyer of the bikes, Maharashtra Police took extra steps to convey the message.

As part of the initiative, the two-wheeler manufacturer organised a host of activities at various spots, beaches, with assistance to elucidate the importance of safe riding. The campaign was rolled in Mumbai during Ganesh Chaturthi, when people throng the beaches for the immersion of their favourite deity.


We reached out to more than 200 pandals (mashilhi temples) and 323 safety booths were setup across Mumbai. These boards were mass produced, and 2000 boards were distributed every day at Pandals, Seaside and their city and several people were seen using it on the line of immersion in Mumbai and Pune.

The initiative is aimed at creating a positive change in the society and educate people to follow safety rules, thus enabling them to be more cautious for sake of their own safety and others.

200 PANDALS REACHED **20,000 BOARDS DISTRIBUTED** **163 SAFETY BOOTHS SETUP**



BEST INNOVATIVE IDEA OR CONCEPT



CAMPAIGN RESULTS

The campaign received tremendous appreciation on national media, engaging more than 2,00,000 citizens and gaining over 3000+ impressions on social media.

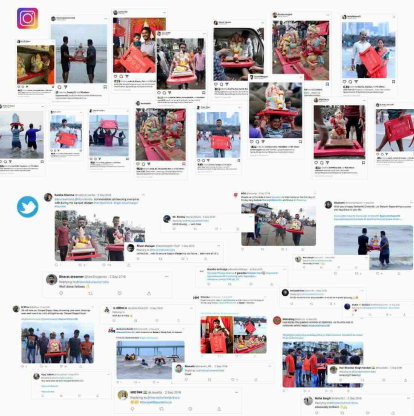
This campaign was a testimony that a small social engagement has the power to bring about an ocean of change. People from every part of Maharashtra appreciated the cause and to aid the media, more than 30,000 boards were distributed every day at Pandals & Mumbai beaches, Seaside and River side and several people were seen using it on the line of immersion in Mumbai and Pune.








The Mumbai Ganesh Chaturthi gave positive businessmen from their respective locations and highlighted the significance of the safety measures during such chaotic times. Honda life saver boards won the hearts of Lord Ganesh Devotees!

ENGAGED MORE THAN 2,00,000 CITIZENS

3000+ CONVERSATIONS ON SOCIAL MEDIA

3,00,000+ IMPRESSIONS MADE



BEST INNOVATIVE IDEA OR CONCEPT



CAMPAIGN PR COVERAGE











Hero image. Jpeg, around 1MB



Example of a Written Section PDF.

Campaign Title: Books That Keep on Giving

Client Name: ProMate

Entry Category: Best Cause, Charity Marketing, or Public Sector Campaign

Summary Statement:

In response to Sri Lanka's 2022 economic crisis, ProMate's 'Books That Keep on Giving' campaign addressed the critical educational needs of blind students, leveraging community support to bridge the resource gap.

In 2022, Sri Lanka faced its most severe economic crisis since independence, with acute foreign exchange shortages, skyrocketing inflation, and widespread civil unrest. To conserve foreign reserves, the government imposed stringent import restrictions, including a ban on paper. This measure profoundly affected various sectors, especially education, causing the price of paper to triple overnight.

The situation was particularly dire for blind students, who require roughly three times as much paper as their sighted peers due to the nature of Braille writing. The ban on importing paper severely disrupted their education, limiting access to essential learning materials and Braille books. Educational institutions struggled to provide adequate resources, further marginalizing blind students and worsening the educational divide during an already tumultuous period.

ProMate, a leading stationery brand in Sri Lanka, sought to bridge this divide by providing blind students with paper they could write on. Our idea rested on a simple insight: to a blind student, a used notebook is like brand new. After all, to a child who can't see, the markings left by previous owners of the notebook are invisible.

Understanding that nearly every Sri Lankan was reeling from the impact of the economic crisis and would be unwilling or unable to donate money for new notebooks, we launched a campaign to collect used notebooks.

Campaign Strategy:

Our campaign objective was clear: collect at least 41,904 used notebooks to fulfill the annual requirement of 873 blind students in Sri Lanka, ensuring that every blind student enrolled in a Sri Lankan government school had access to the necessary paper.

Given the country's financial situation and the pressures experienced by Sri Lankan companies during this economic crisis, we needed to achieve our campaign objective with a very limited budget.

With a media budget of exactly USD 165, we created a campaign with a strong emotional pull that resonated with sighted Sri Lankan students and captivated the nation, leading to organic sharing. This was achieved through a film that captured the attention and hearts of Sri Lankans.

Campaign Concept:

Our concept was based on a simple and powerful insight: for a blind student, a used notebook is as good as new. In a country with more than 4,000,000 sighted students enrolled at government schools, there are more than enough used notebooks to fulfill the needs of every blind student enrolled at a Sri Lankan government school. Our campaign concept? **Books that keep on giving.**

Execution:

Our execution was straightforward. We developed a film exclusively for social media, centered on the idea of “hand-me-downs”. Our film makes an emotional plea: once you’ve used your notebook, pass it on. Like a hand-me-down, the film was also designed to be passed on. The Call-to-Action was direct: drop off your used notebooks of any brand at one of our outlets.

Although virality can't be guaranteed, we crafted our film to maximize its chances:

- **Engaging Content:** Our video was designed to be emotional, featuring a ‘lump in throat’ moment when the viewer realizes the younger brother’s love for his elder brother.
- **Strong Hook:** We captured attention within the first few seconds by opening with a complaint from the younger brother.
- **Authenticity:** We insisted on authenticity, casting an actually blind child as the elder brother.
- **Uniqueness:** The film features a memorable twist when the viewer realizes the younger brother gets “hand-me-down” clothes from his older brother, who gets “hand-me-down” notebooks from his younger brother.

Campaign Results:

Our campaign was an overwhelming success.

The campaign collected 101,326 used notebooks, more than double the 41,904 used notebooks that we aimed for. In fact, we collected 59,422 more used notebooks than were required for the annual needs of every blind student in a government school. These excess notebooks won’t go to waste; we will be sending them to blind schools and students in Pakistan, Libya, and South Africa. The film’s viral success demonstrated the power of innovative, low-budget campaigns.

Our film recorded 7,124,041 impressions and 36,161 positive reactions on social media. It was shared 67,483 times on social media.

The average engagement rate in Sri Lanka for a video content posted on social media is 1% - 2%. Our film recorded an engagement rate of 4%, demonstrating just how captivating our film was.

12% of our viewership was generated from our film being shared, a testament to its virality.

Additionally, for most brands in Sri Lanka, traffic from external sources (i.e. outside of their social media pages) is usually only 1% of the total. In the case of our film, 14% of the traffic was generated from external sources – mostly WhatsApp – which proves just how shareable our content was.

Example of a Support Material PDF



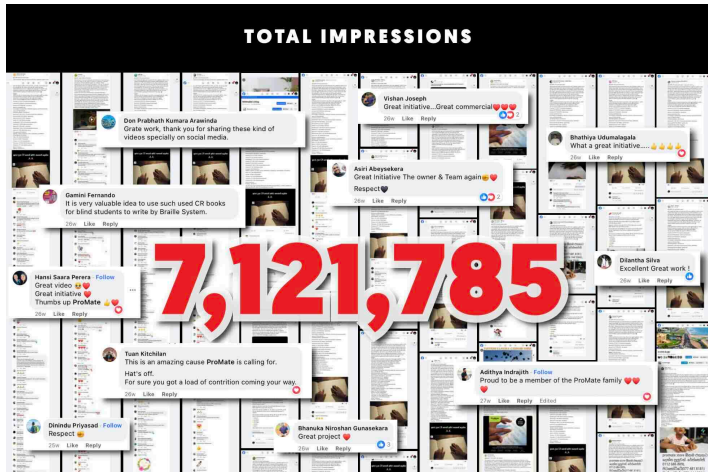
VIDEO LINK

<https://www.youtube.com/watch?v=5Af-wwVsbPI>



COLLECTED BOOKS





Hero image. Jpeg, around 1MB

