

# E-502-419

## Tomorrow's Water

Product	Category Entered
Reckitt-Finish	Best of Europe: Positive Change

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 category has two tracks. We welcome 2020 Gold/Grand Effie Winners, as well as entries from countries without an Effie programme that ran between **1 January 2019** and **31 March 2021**. Results must be isolated to **Europe** & no results may be included after the end of the eligibility period. Review full eligibility information on the [Effie Europe website](#).

## FORMATTING REQUIREMENTS & REASONS FOR DISQUALIFICATION

- Failing to adhere to the Effie Eligibility rules. Data presented must be isolated to Europe, and the Effie eligibility period is 01/1/19-31/03/21. No results after 31/03/21 may be included.
- Entry does not meet category definition requirements.
- Agency names/logos 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 DETAILS

## NATIONAL EFFIE PROGRAM

Effie Turkey

## ORIGINAL CATEGORY

Environmental and Social Good, Home Care

## EFFORT START AND END DATE

Provide the full time span for the entire effort, even if it began before or ended after Effie's eligibility period.

Date From

2019 Mar 22

Date To

**If your effort is ongoing, please leave the end date blank.**

## REGIONAL CLASSIFICATION

Select all that apply.

National

Multinational

Local

## INDUSTRY SECTOR

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

Household Supplies

## INDUSTRY/CATEGORY SITUATION

Select one.

Growing

# MARKET BACKGROUND

## MARKET BACKGROUND:

Please explain any relevant trends unique to your market that generally shape the marketing environment and/or influence audience response to marketing efforts. (For example, if the government controls all the major media outlets, this may mean that the audience regards products/services they see advertised in this media as having some form of government approval.) Be sure to explain why these factors are relevant. This general background will help the judges better understand and evaluate the more specific story you tell in the remainder of your entry.

*(Maximum 250 words)*

**Turkish women are pretty obsessive about cleaning their dishes, they find different solutions to increase the effectiveness of the cleaning like pouring bleach into the dishwasher. Rinsing the dishes before putting into the machines is one of them. 42% of women in Turkey has the habit of rinsing and the dishes are practically washed before they go into the machine. (Source 1)**

**The Calgonit brand, which has communicated on shine for years, re-launched the brand with a brand new name as of 2010: Finish.**

**Along with the name change, another challenge comes from the competition. With the P&G Fairy brand disrupting the category through a local communication strategy, offering a world built on Turkish women's cleaning sensitivities, Finish was losing ground both in perception and market share.**

# 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.

## CASE SUMMARY:

Provide a snapshot of the effectiveness of your case. The case summary will be published in the Effie Awards Journal and Effie Case Study Database. It may also be used for promotional purposes. The summary should be written as though it will be judged. Using at least three complete sentences summarise the case and its goal. Indicate objectives and how the evidence of results directly relates to those objectives (concrete numbers or percentages vs. general terms like "record sales" or "significant success"). Think of the case summary as a mini-case or an elevator speech.

**In a category where performance is seen as indispensable, Finish was losing its market position. It now faced a world where the competitor had made a difference through a local insight-driven, celebrity-studded, localized communication strategy.**

**The competitor was ahead of us in all brand KPIs:**

- TOM Awareness
- Brand I love
- Brand I trust
- An 8,5% market share difference

**We knew that promoting performance using the same tactics would not be enough to bring our market strength back. We had to find another way out. Studies have shown that 42% of Turkish women habitually rinse the dishes before placing them in the machine, using approximately 57 liters of water every time. (Source 1)**

**WWF Turkey, in partnership with HSBC and İstanbul Bilgi University, prepared Turkey's Water Hazard Report. The findings state that Turkey is in dire danger of becoming water-poor within 11 years because specific water basins in Anatolia are exhausted due to unconscious water use.**

**Considering that we operate in a category that contributes to unconscious water use, as Finish, we decided to take action about this issue. As a brand that works to leave a bright future for children, we reconsidered our brand position to go beyond brightness in dishes.**

**At the end of our campaign, we convinced Turkish women not to wash their dishes before putting them in the machine. So we helped save Turkey's water resources, regained our place in their hearts and market leadership from our competitor.**

## TOP THREE COMPETITORS:

Enter your brand's top three competitors. If no competitors exist, write "No Competitors".

**Fairy**

## THE CHALLENGE:

(Maximum per line: 20 words)

**Changing "pre-rinsing dishes before putting machine" habit by raising awareness about very critical but mostly ignored water issue in Turkey.**

## THE INSIGHT:

(Maximum per line: 20 words)

**Saying people "do not pre-rinse" would not be enough; we should make people being part of larger cause: water issue.**

## THE IDEA:

(Maximum per line: 20 words)

**Raising awareness about water issue and mobilize the target group to be part of water cause by changing their behavior.**

## BRINGING THE IDEA TO LIFE:

(Maximum per line: 20 words)

**Multi-layered campaign launched to make public "see" problem, "think" on their habits and "do" some behavioral changes to save water.**

## THE RESULTS:

(Maximum per line: 20 words)

**People has started to talk about water issue and quit "pre-rinsing" and Finish consolidated its position in the market.**

## SPECIFIC TO THE CATEGORY YOU ARE ENTERING, WHY IS THIS CASE WORTHY OF AN AWARD FOR MARKETING EFFECTIVENESS?

Because Effie has no predetermined definition of effectiveness, it is your job to propose why this case is effective in this entry category: why the metrics presented are important for your brand and business/organisation.

**With this campaign, we not only made mostly unaddressed and underestimated issue of "water" issue become a popular topic in the daily life of Turkish consumers, but also we mobilized Turkish households to do something to secure the water in the lakes. With the campaign, we managed to convince 365,000 people to promise to use less water for rinsing their dishes . With this positive change we have saved 15 million tons of water, which is crucial given the level of draught Turkey experiences today.**

If you are entering this effort in multiple categories, your response to this question is required to be different for each category submission.

(Maximum: 100 words)

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

This section provides the judges with the background to your challenge & objectives. In this section, judges evaluate whether they have the necessary context about your industry category, competitors, and brand to understand your entry and the degree of challenge represented by your 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. Be thorough and provide context for judges unfamiliar with your industry to understand the scope of your effort.

### 1A, BEFORE YOUR EFFORT BEGAN, WHAT WAS THE STATE OF THE BRAND'S BUSINESS AND THE MARKETPLACE/CATEGORY IN WHICH IT COMPETES?

Max: 275 Words; 3 charts/graphs

**The creator of the dishwasher detergent market, formerly Calgonit, has been known as Finish since 2010; it had been the leader of the category for years. (Source 2) For a long time, the market dynamics were guided by two leading brands.**

**Research has shown that Turkish women's expectation from the category was performance. Finish and competitors in the market were trying to gain more shares by stating that their products offered better performance. Additionally, recent research has shown that performance was becoming a consumer non-negotiable. (Source 3)**

**Finish had differentiated itself in the category over the promise of brightness. Its closest competitor had paired up with a celebrity adored and trusted by women to carry its performance promoting communication. The communication's focus was removing tough stains and the content was based on Turkish dishes and different oils to create more resonance with the consumer.**

**Our research has shown that communications made by the competitor are very successful in establishing emotional bonds with consumers and Finish lost its position in the perception of consumers as a leader brand.**

**The loss in perception started to reflect on market share. While its market share was 36.5% in January 2019 and the difference with its closest competitor was down to 2 points. By March, it had fallen more than four**

points, to 32.3%. Bringing the difference between Finish and its closest competitor to a difference never seen: 8.5 points.(Source 1)

For Finish to become market leader, to regain its share of the market and people's hearts, it had to rewrite the segment's communication rules and get the consumer to see performance as a natural element and look beyond.

## 1B. DEFINE THE TARGET AUDIENCE(S) YOU WERE TRYING TO REACH. WHY IS THIS AUDIENCE IMPORTANT TO YOUR BRAND AND THE GROWTH OF YOUR BRAND'S BUSINESS?

Describe your audience(s) using demographics, culture, media behaviours, etc.

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

(Max: 200 Words, 3 charts/graphs)

**18-55 Turkish men and women - primarily women, who are mainly responsible for the housework.**

**Washing the dishes is one of the most time-consuming and tiresome works in the kitchen. Although the dishwasher decreases the workload, the habit of pre-rinsing of dishes before putting into the machines is still a common practice among Turkish women. 42% of Turkish women regularly pre-rinses the dishes to get them clean better. Even adding additional hygiene products to the machine other than detergent is popular.**

**Spotless dishes from the machine are our target audience's pride and joy and, as such, their ultimate focus. They have used Finish for years, but lately, Fairy's recent solid communication built on maximum performance both hand or machine wash, featuring a local celebrity, Berna Laçın, has made them wonder. Fairy wins their heart even more by emphasizing that they're expert in making oily dishes and stains spotless. At this point, Finish starts to lose its share to Fairy as a more foreign brand focused on shine to a more local toned brand.**

**Finish is determined to end a wasteful habit that consumes water resources with a high-performing product that meets expectations.**

## 1C. 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: Business, Behavioral, Perceptual/Attitudinal. It is the entrant's responsibility to explain why their particular objectives are important to the business/organisation and challenging to achieve. Judges will expect to see context, including prior year benchmarks where possible, around the goal set – why are these goals challenging? If relevant to your case, explain how these goals relate back to the overall brand or organisation'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 100 words; 3 charts/graphs).

Then, you will list out each objective individually and select the type of objective. For each objective, you may provide context, including category background and/or prior year benchmarks, 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.](#)

## 1C. OBJECTIVES OVERVIEW

Set up your objectives & share any overarching explanation of your objectives & KPIs.

(Max: 100 words, 3 charts/graphs)

**We determined our objectives as listed below:**

**1- To make unconscious water consumption one of the most talked-about topics in Turkey.**

**2- To converse 10 million tons of water by convincing 100 thousand people to not pre-rinse their dishes.**

**3- Gaining meaningful increase in brand scores to differentiate.**

**4- Bringing significant number of visitors to the campaign site.**

## OBJECTIVES

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.

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Reference 1

### OBJECTIVE TYPE

*(Select One)*

Awareness

### STATE OBJECTIVE

*(Maximum: 25 words)*

**To make unconscious water consumption one of the most talked-about topics in Turkey.**



## CONTEXT

Here, you may provide context, including category background and/or prior year benchmarks, for why the objectives were important for the brand and the growth of the business.

(Max: 50 words; 3 charts/graphs)

**Turkish public was mostly was not aware of the dangers of water scarcity and how our unquestioned habits get the problem worse day by day.**

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Reference 2

## OBJECTIVE TYPE

*(Select One)*

Consideration

## STATE OBJECTIVE

*(Maximum: 25 words)*

**To save 10 million tons of water by convincing 100 thousand people to not pre-rinse their dishes.**

## CONTEXT

Here, you may provide context, including category background and/or prior year benchmarks, for why the objectives were important for the brand and the growth of the business.

(Max: 50 words; 3 charts/graphs)

**Pre-rinsing the dishes is a popular habit among women In Turkey. Pre-rinsing means unnecessary consumption of the water. We have decided to change this habit by making people aware of water scarcity.**

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Reference 3

## OBJECTIVE TYPE

*(Select One)*

Purchase

## STATE OBJECTIVE

*(Maximum: 25 words)*

**Gaining meaningful increase In brand scores to differentiate.**

## CONTEXT

Here, you may provide context, including category background and/or prior year benchmarks, for why the objectives were important for the brand and the growth of the business.

*(Max: 50 words; 3 charts/graphs)*

**Main competitor of our brand was gaining market share and it started to become more popular among target groups. So we need consolidate our brand's position in the minds of the consumers.**

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Reference 4

## OBJECTIVE TYPE

(Select One)

Loyalty

## STATE OBJECTIVE

(Maximum: 25 words)

**Bringing significant number of visitors to the campaign site.**

## CONTEXT

Here, you may provide context, including category background and/or prior year benchmarks, for why the objectives were important for the brand and the growth of the business.

(Max: 50 words; 3 charts/graphs)

**To achieve the perceptual and behavioral change about water issue we needed a platform that will provide information and invite people to make commitments.**

## 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.

**Source 1: Ipsos, Usage & Attitude of Dishwasher Machine Report, F2F CAPI quantitative research with 1007 people in 12 regions, November 2018**

**Source 2: Nielsen Retail Audit, market share data, total automated dishwashing Sunday, quantitative, Q4 2018**

**Source 3: Ipsos, Brand Health & Ad Tracking, Istanbul-Ankara-Izmir annual 2400 sample F2F (face-to-face) quantitative research, 2019**

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

Judges encourage third-party data where available.

[View detailed guidelines here.](#)

## SECTION 2: INSIGHTS & STRATEGIC IDEA - 23.3% OF TOTAL SCORE

This section prompts you to explain your strategic process and thinking to the judges. Your idea should be borne from these unique insights. Judges will evaluate how inventive and effective the idea and strategy are in meeting the communications challenge.

### 2A. STATE THE INSIGHT THAT LED TO YOUR BIG IDEA. EXPLAIN THE THINKING THAT LED YOU TO YOUR INSIGHT.

State the insight that led to your big idea. Explain the thinking that led you to your insight. Some insights come from research, data, and analytics. Others come from inspiration. Describe yours here. Keep in mind, an insight is not merely a fact or observation based on research; it is the strategic insight, unique to your brand and audience, that was leveraged to help meet your objectives. Your insight may be a consumer insight, a channel insight, marketplace insight, etc.

(Maximum: 200 words; 3 charts/graphs)

**We knew that the "you don't need to rinse" message wouldn't get across to our audience if we based it on performance.**

**Therefore, we decided to focus on how pre-rinsing affects the environment, show its impact and then connect it to our product.**

**Approximately, the daily amount of water spent by pre-rinsing in Turkey wastes about medium-sized lake (over 130 million tons).**

**Thus, we were able to quantify the direct impact and help them visualize the cost of a seemingly innocent habit on Turkey's diminishing water sources. However, a statistical explanation wouldn't have been enough to persuade our consumers to change behavior.**

**Beyond all data on the damages of pre-rinsing, real point matters for women were endangering children's future. Our previous research demonstrated that Turkish women valued their children's future the most. (Source 4). Unconscious water consumption was preparing a future nobody would want for their children. So, we had to show them what the destruction of our natural resources meant for our children.**

**We designed two-phased campaign inspiring women to act now for their children's tomorrow.**

**1-To raise awareness of the looming water issue among community leaders and society**

**2-To inspire women to mobilize around this issue**

## 2B. STATE YOUR STRATEGIC BIG IDEA.

What was the core idea that drove your effort and led to the breakthrough results?

What was at the very heart of the success of this case?

The big idea is not the execution or tagline.

Provide a one-sentence answer. (Max: 20 Words)

**Make a promise today for tomorrow's water.**

## 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.

[View detailed guidelines here.](#)

**Source 4: Ipsos, Finish Big Idea research, quantitative & qualitative total sample 149 people, August 2018**

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

This section relates to how and where you brought your idea to life – including your creative, communications and media strategies and the work itself. Judges are looking to understand why you chose specific media channels and how they relate to your strategy and audience. Judges will be providing their score for this section based on the

information you provide in [Question 3](#), [the Media Addendum](#), and [the creative work as presented in the creative reel and creative images](#). Between the creative examples and your response to this question, the judges should have a clear understanding of the creative work that your audience experienced and how the creative elements worked together to achieve your objectives.

### 3. HOW DID YOU BRING THE IDEA TO LIFE? EXPLAIN YOUR IDEA AND YOUR OVERALL COMMUNICATIONS STRATEGY. IF APPLICABLE, HOW DID YOU OPTIMIZE AND ADAPT THE STRATEGY?

Elaborate on your communications strategy, including the rationale behind your key channel choices. Why were your channel choices and media strategy right for your specific audience and idea? Your explanation below must include which specific channels were considered integral to your media strategy and why.

(Max: 475 Words, 3 charts/graphs)

**We launched our campaign on March 22, Water Day, at Uludağ Economic Summit, Turkey's most prominent economic forum. We designed five different glasses for the summit reflecting the remaining water levels in our five endangered lakes. The participants used these glasses and personally experienced the gravity of the problem.**

**We partnered with National Geographic in the raising awareness phase. We produced Turkey's first half-fiction documentary, 25 Liters, based on the minimum amount of water needed for basic needs, calculated by WHO. In our documentary, we told the fictional story of a woman trying to live on 25 liters of water a day in a possibly near-future version of Istanbul. It also featured a celebrity, Gökhan Özoğuz trying to do the same.**

**Then by showing currently withered lakes, we showed the danger that awaits. Through the struggle of a girl trying to protect her future, we highlighted that we waste the resources of next generation. We informed our target group that they could save a lake by not pre-insing the dishes and symbolizing it with a faucet's closing. While promising performance with our product, we directed women to our website to promise to change their habits.**

**On our website [www.yarininsuyu.com](http://www.yarininsuyu.com), visitors could access the "Water: New Diamond" report, learn tips on how not to waste water, and promise to reduce consumption by measuring their water footprint. Those shared their reduced water bill received unique gifts.**

**We also started rehabilitating, the Kuyucuk Lake. We built a sondage pump reached 140 meters underground. The sondage supplemented the lake's surface water loss to help replenish its sources and home 233 bird species in its ecosystem again.**

**We announced the return of the birds to the village residents on February 14, Valentine's Day, with bird sounds through the village loudspeakers.**

**As a media strategy, the funnel strategy was adopted to convey the message to consumers by using different media at different stages. Tomorrow's Water website were used in the "See" phase to increase consumer awareness. We reached consumers through the Finish Promise commercial, Instagram posts, Tomorrow's Water: Footprint calculator, ATL activities such as advertorials on TV channels, and at events such as the Local Chains Meet Migros Good Life Festival and Carrefour Water Saving**

**Conferences. In this phase, the number of access to Promise commercials, the number of water footprint calculations, Finish and TomorrowsWater interaction numbers were determined as the primary metrics. In the "Do" phase, we announced that Finish Quantum would deliver perfect cleaning and shine without rinsing and save 57 liters of water with using central message on social media and outdoor ads. At the same time, activities with commercial partners and Denebunu sample events supported the campaign. The TOM score was the primary metric used in sales value influence.**

## 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.

[View detailed guidelines here.](#)

# 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 question 1C - objectives will appear above your response to 4A 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.

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?

Explain, with category and prior year context, why these results are significant for the brand's business. Tie together the story of how your work drove the results. Prove the results are significant using category, competitive, prior year, and brand context. Why were these metrics important to the brand?

Results must relate to your specific audience, objectives, and KPIs. When providing engagement/social metrics, detail what these meant for the brand and business/organisation.

## RESPONSE FORMAT

You have up to 250 words and 3 charts/graphs to set up your results. Then, for each objective provided in Question 1C, 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 1C, 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.
- All results must be isolated to Europe.
- It is critical to provide sources for all results provided.

## 4A. RESULTS OVERVIEW

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

**The result of our campaign is listed below:**

**1- The unconscious water consumption became one of the most talked-about topics in Turkey. The campaign reached 18.3 million views in total. 1 million people visited the site between April and September. It earned 8 Million TL in PR value. (Source 7)**



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)

**2- We had aimed to convince 100 thousand homes not to rinse the dishes to conserve 10 million tons of water in 2 years. With the "Promise" campaign, a total of 365,000 people have promised to save 15 million tons of water. (Source 6)**

**3- Gaining significant increase in brand scores that will help to differentiate**

- **Finish's "Environmentally Sensitive" category brand value increased by 6 points from 2018-2019. (Source 10)**
- **Finish became the first brand that comes to mind in water conservation in Turkey with 43%. (Source 9)**
- **Finish's "Brand I Trust / Brand I Trust" category brand value increased by 10 points from 2018 to 2019. (Source 10)**
- **Finish organic searches went up by 140% compared to the pre-campaign period. (Source 8)**

**4- 1 million people visited our Tomorrow's Water website through our campaign. Our Youtube masthead ad for traffic generation got 2,5 million clicks. (Source 5)**

## 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.

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Referencia. 1

### **OBJECTIVE TYPE**

Awareness

### **STATE OBJECTIVE**

**To make unconscious water consumption one of the most talked-about topics in Turkey.**

### **CONTEXT**

**Turkish public was mostly was not aware of the dangers of water scarcity and how our unquestioned habits get the problem worse day by day.**

## STATE RESULT

State your corresponding result here.

**The unconscious water consumption became one of the most talked-about topics in Turkey. The campaign reached 18.3 million views in total. (Source 7)**

## CONTEXT

Prove the results are significant using category, competitive, prior year, and brand context.

*(Maximum: 75 words, 3 charts/graphs)*

**The campaign made mostly unaddressed water issue of Turkey a popular topic. It was covered on 11 national television channels. 23 national newspapers featured it. More than 100 websites and blogs wrote about our campaign.**

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Referencia. 2

### **OBJECTIVE TYPE**

Consideration

### **STATE OBJECTIVE**

**To save 10 million tons of water by convincing 100 thousand people to not pre-rinse their dishes.**

### **CONTEXT**

**Pre-rinsing the dishes is a popular habit among women In Turkey. Pre-rinsing means unnecessary consumption of the water. We have decided to change this habit by making people aware of water scarcity.**

## STATE RESULT

State your corresponding result here.

**Campaign made mostly unaddressed water issue of Turkey a popular topic. was covered on 11 national television channels. 23**

national newspapers, more than 100 websites.

## CONTEXT

Prove the results are significant using category, competitive, prior year, and brand context.

*(Maximum: 75 words, 3 charts/graphs)*

**The campaign made mostly unaddressed water issue of Turkey a popular topic. It was covered on 11 national television channels. 23 national newspapers featured it. More than 100 websites and blogs wrote about our campaign.**

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Referencia. 3

### **OBJECTIVE TYPE**

Purchase

### **STATE OBJECTIVE**

**Gaining meaningful increase In brand scores to differentiate.**

### **CONTEXT**

**Main competitor of our brand was gaining market share and it started to become more popular among target groups. So we need consolidate our brand's position in the minds of the consumers.**

## STATE RESULT

State your corresponding result here.

**Our brand gained significant increase in brand scores and achieve to differentiate itself and consolidate its position.**

## CONTEXT

Prove the results are significant using category, competitive, prior year, and brand context.

*(Maximum: 75 words, 3 charts/graphs)*

**Finish's "Environmentally Sensitive" category brand value increased by 6 points from 2018-2019. (Source 10)**

**Finish became the first brand that comes to mind in water conservation in Turkey with 43%. (Source 9)**

**Finish's "Brand I Trust / Brand I Trust" category brand value increased by 10 points from 2018 to 2019. (Source 10)**

**Finish organic searches went up by 140% compared to the pre-campaign period. (Source 8)**

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Referencia. 4

#### **OBJECTIVE TYPE**

Loyalty

#### **STATE OBJECTIVE**

**Bringing significant number of visitors to the campaign site.**

#### **CONTEXT**

**To achieve the perceptual and behavioral change about water issue we needed a platform that will provide information and invite people to make commitments.**

#### **STATE RESULT**

State your corresponding result here.

**1 million people visited our Tomorrow's Water website through our campaign. Our Youtube masthead ad for traffic generation got 2,5 million clicks. (Source 5)**

#### **CONTEXT**

Prove the results are significant using category, competitive, prior year, and brand context.

*(Maximum: 75 words, 3 charts/graphs)*

**The campaign site was designated to make people more informative about the water issue by using interactive tool like calculate your water print and make them commit to reduce their water consumption with tools like upload your water bill and make "promise".**

## 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)*

## 4B. 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.

**No Other Factors**

Explain the influence of the factors you selected above.

Max: 150 words; 3 charts/graphs

No other factors

## 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.

[View detailed guidelines here.](#)

**Source 5: Think with Google website, Youtube Ads Leaderboard, April 2019**

**Source 6: Ipsos, Household Panel, hand-held dishwashing detergent penetration, quantitative study with 14,000 households, 2019**

**Source 7: TNS Infosys television measurement, quantitative, 2019**

**Source 8: Google Search Data, May 2019**

**Source 9: Adgager water habits Research, Online Quantitative Research with 1000 people responsible for shopping in 63 provinces in 12 regions of Turkey, December 2019**

**Source 10: Ipsos, Brand Health & Ad Tracking, Istanbul-Ankara-Izmir Annual 2400 Sample F2F (Face-To-Face) Quantitative Research, 2015-2019**

## INVESTMENT OVERVIEW

The Investment Overview is reviewed as part of Section 3: Bringing the 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 for the current period (1 January 2019 - 31 March 2021) and the previous year.

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

€3-5 Million

## PAID MEDIA EXPENDITURES (PRIOR YEAR)

Campaign Period: Prior Year

€500-999 Thousand

COMPARED TO OTHER COMPETITORS IN THIS CATEGORY, THE BUDGET IS:

Select one.

Less

COMPARED TO PRIOR YEAR SPEND ON THE BRAND OVERALL, THE BRAND'S OVERALL BUDGET THIS YEAR IS:

Select one.

Less

## MEDIA BUDGET ELABORATION

Budget Elaboration: If not already addressed in your responses to Questions in sections 1-4, elaborate to provide judges with the context to understand your budget.

If you selected Not Applicable for either of the previous two questions, you are required to elaborate on your response.

**Media delivery of campaigns was mainly focused on high reach & frequency levels since campaign's first KPI was creating awareness on Target Audience. However, we also created events such as Uludağ Economic Summit to increase the impact with earned media. Mainly distribution strategy was screen planning for both TV and OLV. We also delivered media with different messages to the sub-segments in order to increase the engagement. Owned media also performed well after launch period in terms of detailed informations and being part of campaign with promising to lower water consumptions. Media buy was outperformed by Havas Turkey.**

## 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.

€2-3 Million

## ELABORATION ON THE PRODUCTION & OTHER NON-MEDIA EXPENDITURES

Referencia.

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

**The biggest produced creative over the whole campaign is Promise TVC spot and the related supportive visual and digital assets around it. Additionally, as a starting point of this awareness campaign we hacked the Uludağ Economic Summit with the uniquely designed 'Glasses of Drought'. We also generated a sound design of the bird species. Also, there is a specific amount of budget spared for the supportive creative assets around the '25 Litres' documentary, content creation of Tomorrow's Water web site.**

## OWNED MEDIA

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content. Owned media examples may include a corporate website, social media platforms, packaging, a branded store, fleet of buses, etc.

If owned media platforms were selected on the Touchpoints chart, judges will expect to see an explanation of those platforms in your response. Similarly, any owned media described here must also be selected in the touchpoints chart.

## WAS OWNED MEDIA A PART OF YOUR EFFORT?

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

Yes : Water for Tomorrow Website and it's Social Media Accounts

(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.

Unique Opportunity

## ELABORATION ON SPONSORSHIPS AND MEDIA PARTNERSHIPS

Provide additional context regarding your sponsorships and media partnerships.

**Kuzey Doğa Association (Northeastern Nature Association)**

(Maximum: 100 words)

## 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.

[View detailed guidelines here.](#)

# 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

---

Branded Content – Product Placement

---

Digital Mktg. – Display Ads

---

Digital Mktg. – Mobile

---

Digital Mktg. - Programmatic Video Ads

---

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

---

Digital Mktg. – Social: Organic

---

Digital Mktg. – Social: Paid

---

Digital Mktg. – Video Ads

---

Events

---

Interactive / Website / Apps

---

OOH – Billboards

---

OOH – Other Outdoor

---

Print - Magazine

---

Print - Newspaper

---

Public Relations

---

---

Radio

---

Retail Experience: In Store

---

Sponsorships – Unique Opportunity

---

TV

## MAIN TOUCHPOINTS

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

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

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

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

### MAIN TOUCHPOINT 1

Most integral touchpoint.

Branded Content – Product Placement

### MAIN TOUCHPOINT 2

#2 Most Integral Touchpoint

TV

### MAIN TOUCHPOINT 3

#3 Most Integral Touchpoint

Digital Mktg. – Social: Paid

# SOCIAL MEDIA PLATFORMS

Select all social media platforms utilized in your effort from the list below.

## SOCIAL MEDIA PLATFORMS

Select all that apply, or select Not Applicable.

Facebook

---

Instagram

---

Twitter

# 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 Media Addendum. 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

4 min maximum. 280 MB  
max., mp4 format.

For 4:3 aspect ratio, minimum size should be 640 x 480; for 16.9 ratio, 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".)



Finish\_PositiveChange\_Tomorrow'sWater

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

## CREATIVE EXAMPLES PRESENTED IN THE CREATIVE REEL - SELECT ALL

Branded Content – Editorial

---

Digital Mktg. – Display Ads

---

Digital Mktg. – Long Video (3+ min.)

---

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

---

Digital Mktg. – Social: Organic

---

Digital Mktg. – Social: Paid

---

Digital Mktg. – Video Ads

---

Events

---

Interactive / Website / Apps

---

OOH – Other Outdoor

---

Radio

---

Sponsorships – Unique Opportunity

---

## 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.

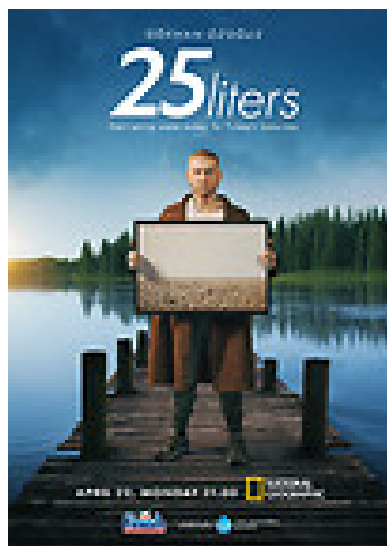
Technical Requirements:  
.jpg/jpeg format



Glasses of Drought KV



Promise Campaign KV



25 Litres KV

# TRANSLATION OF CREATIVE EXAMPLES (if applicable)

## TRANSLATION

If your creative examples include non-English work, you are required to include an English translation either via subtitles within the creative OR you may provide a translation in the text box below. This will not be counted towards your entry form page limit.

## MEDIA COMPANIES

Please list the top five most integral media companies/owners that were a part of your effort, whether or as a partner or a platform where your work ran. If no media companies were used in this effort, you may leave this question blank.

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With Print Set ENTRANT RECORDS - Judge Content - Includes Thumbnails

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