

# E-1384-020

## New Energy

Product	Category Entered
Scania	Multi-Market: Business-to-business

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 1 January 2024 - 31 March 2025. Your effort must have run at some point during the eligibility period in Europe. Results must be isolated to Europe.

**Results that illustrate the effectiveness of the case can be collected outside of the eligibility period but must be tied directly to the marketing activity within the eligibility time frame.** Results directly tied to work are eligible throughout the entry season (no date cut-off).

Review full eligibility information at the **Effie Europe website**.

### ***\*Sustained Success Entries:***

Entrants must include work and results from the **initial year**, at least one **interim year**, and the **current competition eligibility time period** (the current competition eligibility time period is 1 January 2024 and 31 March 2025). If presenting more than three years of success, provide results here for the full spectrum of years presented in the case and the creative examples. Data must be isolated to Europe. Work that ran after the cut-off period may not be submitted. Results that fall after the end of the eligibility period and are directly tied to the work submitted are fine to submit. Test efforts are not eligible.

## 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 01/01/24 - 31/03/25. Results that illustrate the effectiveness of the case can be collected outside of the eligibility

period but must be tied directly to the marketing activity within the eligibility time frame. Results directly tied to work are eligible throughout the entry season (no date cut-off).

- 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**
- **EFFIE EFFECTIVENESS EXPLAINED**
- **CASE STUDIES**
- **MORE RESOURCES**

## ENTRY DETAILS

### Brand Name

*List the specific brand name here (not the parent company name)*

Scania

## Brand Description

Provide a brief (1-5 words) description of the type of product/service entered. Do not include the brand name. Examples: Airline; Cosmetic, Credit Card; Streaming Service.

Electric trucks

## Dates Effort Ran (Total)

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

Date From	2023-11-20
Date To	2024-12-01

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

## Dates presented in this case

List the start/end dates for the effort, as it pertains to the data presented in this case.

Date From	2023-11-23
Date To	2024-12-13

## Regional Classification

Select all that apply.

Please note that if your effort is Multinational, your entry must be isolated to adhere to the eligibility parameters for your Effie program.

Multinational

## Countries Presented in This Case

Please select only the countries presented in this case.

France

Sweden

Please indicate all countries where this work ran.

France

Poland

Sweden

United Kingdom

## Industry Sector

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

Transportation

## Industry/Category Situation

Select one.

Growing

## MARKET / LOCAL NUANCE BACKGROUND

Please explain any relevant cultural or local trends, unique to your market(s), 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. You can also use this space to address the competitive landscape in your market(s). This general background will help the judges better understand and evaluate the more specific story you tell in the remainder of your entry.

This question should be crafted with the judges in mind. While judges are European marketers, they may not be familiar with the unique nuances within the market(s) in which your case ran. Provide them with any context

The logistics and transport sector in Europe faces growing pressure to decarbonize. Sustainability is firmly on the agenda - but electrification still meets widespread skepticism.

Fleet operators are pragmatic by nature. With tight margins, long planning cycles, and complex day-to-day operations, a shift to electric isn't just about swapping trucks. It's about rethinking infrastructure, routes, and service models. For many, electric vehicles still seem costly, complicated, and uncertain. Concerns about range, charging access, and unclear ROI continue to dominate decision-making.

Scania holds a strong position across northern Europe - built on decades of trust in its powerful combustion engines. But in the electric space, that legacy doesn't translate. Here, Scania starts on equal footing with everyone else.

that will help them  
better understand your  
local challenges and  
marketplace.

---

## 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: 20 words) To accelerate sustainable transport, Scania needed skeptical fleet owners to believe electrification was relevant to them here and now.

---

### The Insight:

(Maximum per line: 20 words) Electrification feels out of reach because it's seen as all-or-nothing, when, in reality, just one truck is a great start.

---

### The Strategic Idea/Build:

(Maximum per line: 20 words) Reframe electrification as an easy first step by hijacking the industry term "new energy".

---

### Bringing the Strategy & Idea to Life:

(Maximum per line: One sentence - 20 words) A seven-part comedy series where a Scania electric truck joins a logistics company as "the new hire" bringing new energy.

---

### The Results:

(Maximum per line: 20 words) Openness to electrify rose among 66%, Scania EV interest increased among 63%, and 66% reported higher purchase intent.

---

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

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

(Maximum: 150 words)

The transport industry urgently needs to move away from diesel toward electric and alternative fuels. Everyone agrees. But change is slow. Too slow. Why? Most fleet managers still see electrification as something for others, or for the future. For Scania, a leading truck manufacturer investing heavily in sustainable transport, that's a serious problem.

To get skeptical decision-makers interested, we reframed electrification as a simple first step: just one electric truck. Anchored in the double meaning of "New Energy," we launched a seven-part humour series where a Scania truck joins a logistics company as "the new hire."

The results exceeded all objectives. Openness to electrify increased among 66%, interest in Scania's electric range rose among 63% and purchase intent climbed among 66%. Additionally, 50% visited Scania.com, and 40% contacted the company directly. Even a big change can start small, sometimes with just a dry joke.

## 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.

Please provide the necessary context on your industry category, competitors, and brand/asset 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.**

(Maximum: 400 words; 3 charts/visuals)

The transport industry urgently needs to move away from diesel toward electric and alternative fuels. Everyone agrees. But change is slow. Really slow. And most fleet operators still see electrification as something for others – or something for the future<sup>1</sup>.

For Scania, a Swedish truck manufacturer investing heavily in developing more sustainable vehicles, that's a serious problem. Of all the orders in 2022, only a tiny fraction were electric – a long way from the 10% target for 2025.

So why the hesitation?

Infrastructure and cost are part of it. But Scania's research revealed a deeper issue: mindset. Many fleet companies that *actually can* electrify today don't believe they're ready. The first wave of early adopters – the visionary few – made the switch long ago. But the next wave, the more pragmatic majority, don't even realise they are next in line.

This mental block creates a major barrier. If decision-makers don't believe electrification is relevant or realistic, they won't listen to our messaging, and will not be open to start exploring how it can happen.

So when Scania prepared to launch its updated electric trucks for regional and urban transport – making electrification a viable option for far more operators – the challenge was clear:

**Strategic challenge:**

To grow its electric vehicle business, Scania needed to get skeptical decision-makers in Western Europe to realise that electrification is relevant to them now, and make them open to take the first step.

**Primary objectives:**

- \* Openness to electrify: +25%
- \* Interest in Scania's EV offer: +20%
- \* Purchase intent for Scania EVs: +15%

---

1B. WHAT WERE THE BUSINESS, MARKETING AND CAMPAIGN/ACTIVITY OBJECTIVES THAT YOU SET TO ADDRESS YOUR CHALLENGE? WHAT WERE THE KEY PERFORMANCE INDICATORS (KPIs) SET AGAINST EACH OBJECTIVE? PROVIDE SPECIFIC NUMBERS/PERCENTAGES FOR EACH AND BENCHMARKS WHEREVER POSSIBLE.

RESPONSE FORMAT

*List each objective individually.*

- *We have allowed for:*
  - *one key business objective (required)*
  - *up to 3 Marketing (Customer) and Activity (Comms.) objectives (1 required, 3 maximum for both types).*

- If you had fewer marketing and activity objectives, that is fine, please leave the fields blank.
- For each objective, provide brief context for why you chose it, state the KPIs and benchmarks.

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.

### Reference 1

#### Objective - Overview & KPI

State your objective here.  
(Max: 30 words)

To support long-term category growth, drive “openness to electrify” among 25% of the target audience within 12 months of campaign launch.

#### Rationale - Why the objective was selected and what is the benchmark?

(Max: 75 words, 3 charts/graphs)

While increasing EV sales is Scania’s long-term goal, actual purchase volumes are affected by external factors like infrastructure, incentives, and regulation. To isolate marketing’s contribution, we instead focused on growing interest, openness, and intent - early indicators of future adoption. Benchmarks were based on previous internal studies on attitudes towards EV adoption<sup>1</sup>.

#### Measurement - How did you plan to measure it?

(Maximum: 30 words)

By tracking changes in attitudes through standardized post-campaign evaluations in selected priority markets.

#### Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Brand or Business Transformation

Category Growth

Environmental/social impact (e.g. sustainability/purpose/diversity/CSR)

# Marketing Objectives

1

## Objective - Overview & KPI

State your objective here.  
(Max: 30 words)

Increase interest for Scania's electric offering (20%) and intent to choose Scania when choosing a electric vehicle provider (15%), within 12 months from campaign launch.

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

(Max: 75 words, 3 charts/graphs)

These measures are important attitudinal measures that indicate the interest towards Scania's EV offering in particular.

## Measurement - How did you plan to measure it?

(Maximum: 30 words)

By tracking changes in attitudes through standardized post-campaign evaluations in selected priority markets.

## 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.

Consideration

# Activity Objectives

1

## Objective - Overview & KPI

State your objective here.

Achieve a campaign liking score above 52% (benchmark), with above-average ratings on “entertaining” and “inspiring”.

(Max: 30 words)

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

(Max: 75 words, 3 charts/graphs)

To ensure our audience didn’t disregard our campaign as “not for them”, we needed a campaign that stood out from typical electrification messaging. The goal was to create a campaign that not only informed, but entertained and emotionally connected. Benchmarks were based on previous campaign evaluations in the category.

## Measurement - How did you plan to measure it?

(Maximum: 30 words)

Post-campaign evaluation among decision-makers in two selected markets.

## 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.

Positive Sentiment / Emotional Resonance

2

## Objective - Overview & KPI

State your objective here.

Drive at least 10% of the audience to seek more information from Scania’s electric offering.

(Max: 30 words)

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

(Max: 75 words,  
3 charts/graphs)

While this campaign aimed to stimulate long-term category interest and growth, we knew immediate interest and curiosity would be a signal of success, which is why we aimed to evaluate the immediate response of our assets.

## Measurement - How did you plan to measure it?

(Maximum: 30  
words)

Post-campaign evaluation among decision-makers in two selected markets.

## 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.

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

## Section 1: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data

1. Internal study on electrification attitudes, Scania, 2022
2. Scania New Energy Campaign Evaluation 2024, conducted by Dynata. Fieldwork in Sweden (Sept 11–17, 2024) and France (Dec 5–13, 2024), among 202 respondents in logistics and transport with purchase influence roles. The campaign evaluation was carried out in Sweden and France – two countries selected because they represent markets within the targeted region of Western

provided in your responses above, do not include any other information.

### **Recommended**

**Format:** Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

---

Europe, with very different attitudes toward both the Scania brand and electrification as a topic.

## **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. Did your audience change over time? If so, describe how and why.**

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

By this stage in the electric transport category, the early adopters (the most visionary companies) were already on board. They were testing, piloting, or operating electric trucks. But to drive meaningful, sustainable category growth, Scania now needed to reach the much larger segment of skeptical operators who could electrify today, but don't see themselves as ready.

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)

Many of the companies within this wave of adoption are mid-sized logistics companies in Western Europe, operating diesel-heavy fleets. Not driven by vision, but by pragmatism, they view electrification as something for the future, and for others. And while many have the technical and operational capacity to begin electrifying, they don't really see that. Electrification simply seems too complex, too uncertain, and too expensive for them at this point in time.<sup>1</sup>

This self-perception creates a communication barrier. These operators tune out typical EV messaging because they don't view it as targeted toward companies in their situation. They've mentally categorized electrification as "not for us, not yet." So, our task was to develop an electrification message and campaign that they would 1) even pay attention to and not dismiss as not for them, and 2) would shift their perception of electrification, making them interested.

## TARGET GROUP

### Primary

- Decision makers within transport companies - Mainly in Western Europe
- Large to medium-sized companies with a fleet of 20-30 trucks and above

### Secondary

- Customer's customer

#### Regional BEV

- Temperature control transport such as food that requires refrigeration. Delivers from factory to central warehouse
- Bulk transport such as cement powder, sand, grain, petrol
- Waste disposal
- Construction - lighter transport for deliveries to construction sites - Skip loader & Tip loader
- General cargo
- Volume goods

#### Urban BEV

- Waste disposal
- Construction
- Temperature control transport - From warehouse to store



## THE TARGET GROUP'S KNOWLEDGE AND ATTITUDES

A survey among 460 customers in Sweden, Germany, France and Spain gives us the following knowledge:

- Customers think that sustainability is important and that it will become even more important in the near future
- Customers understand that they won't be driving trucks with conventional powertrains within 10 years but don't know which way to go, much less which way is the "right" way

"Electrification will come but it's not for me here and now"

"The technology doesn't work and if it did, it's not financially possible"

"short range"

"Complicated and problematic to charge"

"The trucks are too expensive"

"All this is too complicated - don't know where to start or what to do"

"Our customers are not willing to pay more for our services"



## 2B. Explain the thinking that led you to your insight(s). Clearly state your insight(s) here.

Clarify how the insight(s) were directly tied to your brand, your audience's behaviors and attitudes, your research and/or business situation. How would this unique insight(s) lead to the brand's success and how did it inform your strategic idea.

*(Maximum: 300 words; 3 charts/visuals)*

Our audience didn't need convincing that electric trucks are the future. They needed help to feel that they were the ones that could (and should) be starting their electrification journey, right now. Operationally they had the capacity, but mentally electrification felt like an overwhelming massive shift.

And that's the paradox. For the industry at large, electrification is indeed a massive transformation. But for an individual operator, starting that journey can be as simple as testing one electric truck within their existing fleet. In fact, trialing vehicles is already standard practice for fleet managers with mid-sized fleets as they regularly test different truck types from different brands to find the best fit for their needs. And their electrification journey could begin in exactly the same way – not with a massive shift, but with trying out just one electric vehicle within their existing operations.

This helped us realize that the perception of electrification as a massive, all-or-nothing transformation was actually creating an unnecessary barrier to entry. Our target audience was psyching themselves out of something they were already equipped to handle.

### **Insight:**

Electrification feels unachievable because it's imagined as an "all or nothing" transformation when in reality, it can start with just one truck.

### **Unlocking to a clear creative task:**

Show that electrifying your fleet doesn't have to be a massive (and pretty daunting) transformation. It can be to take a manageable first step by adding just one electric truck to your company.

---

## 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)*

We built our idea around the well-known industry term "**New Energy**" – commonly used to describe full-battery electric vehicles, plug-in hybrids, and fuel-cell trucks. But "new energy" is also a quality given to people who are new to a company: "This is Janet and she's gonna bring a lot of new energy to this place!" Something that an electric truck will do for a logistics company – literally!

So, in a weird and wonderful combination of these two expressions, we brought this idea to life through a seven-part mini-series. The series features a traditional logistics company (reflecting the target audience), that welcomes an

electric truck Scania as “the new hire” – bringing both literal and figurative new energy to the company.

By tapping into that double meaning of New Energy, we found a way to make electrification feel less intimidating, more human, and more doable. Because the message was simple: you don't have to go all in to get started. You can begin with just one truck. One new hire.

---

## Section 2: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

### ***Recommended***

***Format:*** Use footnotes in your responses above and list each source numerically below.

We recommend each source include the following information:

Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

---

## 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 optimisation.

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.

3A. Describe the key elements of your plan that activated your strategy. Outline any components that were active in the effort e.g. all integral communications, promotions, CRM program, customer experience, pricing changes, etc. that were a part of your effort.

(Maximum: 300  
words; 3  
charts/visuals)

Our creative idea of “New Energy” came to life as a seven-part humorous mini-series, built around bite-sized content tailored for YouTube and social media.

The episodic structure was ideal for sequential rollout and media planning, and made it easy to adapt content based on local market needs and priorities.

To maintain momentum and create weekly anticipation, we released one episode per week, much like a streaming series. Episode 01, “*The Walk*”, where the electric truck is introduced by HR, launched Nov 16. Episode 06, “*The Party*”, was released just before the holiday season on Dec 19. And “*Gym Talk*”, the final episode, landed on Dec 27 - perfectly timed with New Year’s fitness resolutions.

To ensure a strong connection to Scania’s product benefits – answering to any perceived barriers of adoption – we wove key features into the storylines:

- Newness (E01–E02)
- Cloud Connectivity (E04 & E05)
- Silent Operation (E05)
- Tech Feel (E04)
- Load Capacity (E07)
- Charging Ease (E03)

This integration allowed each market to spotlight the episodes most relevant to their customers - aligning brand storytelling with product relevance and business priorities.

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 optimised the creative while the activity was running.

*(Maximum: 300 words, 3 charts/visuals)*

**Not your typical electrification campaign**

Electrification messaging often follows a predictable formula: glowing light bulbs, drone shots, futuristic cities, and plenty of neon. But, as one key challenge for us was that our target audience tends to tune out of this type of messaging – believing it’s not relevant for them – we needed to adopt a different approach.

So instead of going bigger, we went closer. We swapped out sci-fi aesthetics for everyday humour. Our story unfolded in a regular logistics company, filled with relatable office moments and dry jokes instead of sparkles and space stations.

The result was a campaign that didn’t look or sound like any other in the electric vehicle space - and that’s exactly why it broke through the noise.

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 optimisation.

*(Maximum: 400 words; 3 charts/visuals)*

Our comms tactics was simple: grab attention with entertainment, guide action with clarity.

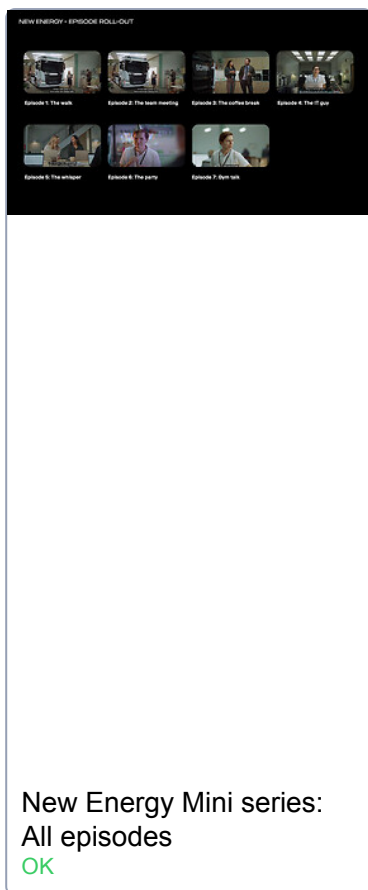
We used YouTube and social media to launch a seven-part series that looked more like a sitcom than a sales pitch - built to engage a skeptical, pragmatic audience.

Then, all traffic was directed to a dedicated electrification hub on Scania.com and local sites, where fleet managers found practical guidance, clear answers to key questions, and direct access to Scania sales reps.

## Key Visual

You have the option to upload a single image to accompany your explanation in this section to show how you brought your strategy and idea to life. It may be a media plan, a marketing mix visual, a flowchart, a calendar, a storyboard, etc.

You do not need to upload a copy of any of your creative images for judging here, as judges will view those on the creative examples tab.



## Section 3: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

### **Recommended**

**Format:** Use footnotes in your responses above and list each source numerically below.

We recommend each source include the following information:

Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

---

## SECTION 4: RESULTS - 30% OF TOTAL SCORE

This section relates to your results. Here you need to be able to demonstrate the impact your effort has had on your business/brand/cause objectives - attributable to the activity and its elements and taking into account other factors. You will need to provide a result corresponding to each objective listed in your response to question 1B.

### **4A. Over the time period of your case, how do you know it worked?**

**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 400 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.

### **ELIGIBILITY REMINDERS**

1. Provide a clear time frame for all data shown – either within your response or via the sources box.
2. All results must be isolated to Europe.
3. Work must have run in the eligibility window of 1 January 2024 – 31 March 2025.\*
4. All results must correspond to a data source.

*\*Sustained Success Requirement: Entrants must include work and results from the initial year, at least one interim year, and the current competition eligibility time period (the current competition eligibility time period is 1/1/24-31/03/25). If presenting more than three years of success, provide results here for the full spectrum of years presented in the case and the creative examples.*

*Work that ran after the cut-off period may not be submitted. Results that fall after the end of the eligibility period and are directly tied to the work submitted*

are fine to submit. Test efforts are not eligible.

## Results Overview

(Maximum: 400 words, 5 charts/visuals)

Our humour-driven mini-series performed way beyond expectations, with all time high results on liking, entertainment, inspiration and campaign-induced actions. The full results are as follows:

### Campaign liking and attitudes:

- 77% of the target group **liked** the campaign<sup>2</sup> (25% above target of 52%, and well above benchmark of 45%<sup>3</sup>)
- 77% found it **entertaining** (more than double the category benchmark of 33%<sup>3</sup>)
- 71% found it **inspiring** (nearly triple the benchmark of 25%<sup>3</sup>)

Additionally, 65% said the campaign was *"the best they've seen in advertising for electric trucks"* and 48% reported having talked about the campaign with others<sup>2</sup>.

### Openness to electrify:

66% of the target audience reported becoming more open to including electric trucks in their fleet (well above the target of 25%)<sup>2,1</sup>.

### Brand interest and purchase intention:

- Interest in Scania's electric offering increased in 63% of the audience (35pp above target of 30%)<sup>2</sup>
- Purchase intention for a Scania electric truck increased among 66% of the audience (48pp above target of 15%)<sup>2</sup>

### Campaign actions:

In addition to shifting attitudes, the campaign drove immediate action:

- 50% visited Scania.com for more information<sup>2</sup>
- 40% contacted Scania directly about their electric truck offering<sup>2</sup>

Scania's sales organisation reports that the campaign triggered several serious customer discussions. Given the long sales cycles in this category, impact on order volume is expected to materialize in 2025–2026.<sup>4</sup>

# ATTITUDE EFFECTS



Percentage that agree with the following statements.

**66%**

The campaign makes me more open towards including electric vehicles in the vehicle fleet

**70%**

The campaign makes me more positive about electric vehicles from Scania

**63%**

The campaign increases my interest in Scania's e-mobility offering

**66%**

The campaign increases the likelihood that I would evaluate Scania if we were to buy an electric vehicle

# ACTIONS



**40%**

Contacted Scania about their electric offer after seeing the campaign

**50%**

Visited [scania.com](https://www.scania.com) for more information after seeing the campaign

Scania New Energy Campaign Evaluation 2024, Dynata. Fieldwork in Sweden (Sept 11–17, 2024) and France (Dec 5–13, 2024), among 202 respondents in logistics and transport with purchase influence roles.

# CAMPAIGN IMPRESSIONS



**75%**

Found it interesting

**68%**

Found it relevant to them

**78%**

Found it unique

**77%**

Found it entertaining

**76%**

Felt that it incited curiosity

**71%**

Found it inspiring

Scania New Energy Campaign Evaluation 2024, Dynata. Fieldwork in Sweden (Sept 11–17, 2024) and France (Dec 5–13, 2024), among 202 respondents in logistics and transport with purchase influence roles.

# 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: 30 words)

To support long-term category growth, drive “openness to electrify” among 25% of the target audience within 12 months of campaign launch.

## Rationale - Why the objective was selected and what is the benchmark?

(Max: 75 words, 3 charts/graphs)

While increasing EV sales is Scania’s long-term goal, actual purchase volumes are affected by external factors like infrastructure, incentives, and regulation. To isolate marketing’s contribution, we instead focused on growing interest, openness, and intent - early indicators of future adoption. Benchmarks were based on previous internal studies on attitudes towards EV adoption<sup>1</sup>.

## Measurement - How did you plan to measure it?

(Maximum: 30 words)

By tracking changes in attitudes through standardized post-campaign evaluations in selected priority markets.

## Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Brand or Business Transformation

Category Growth

Environmental/social impact (e.g. sustainability/purpose/diversity/CSR)

## List Result

(Maximum: 30 Words)

66% of the audience reported greater openness to electrification (+41pp above target of 25%)<sup>2</sup>.

## Context

Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

The campaign significantly shifted attitudes among fleet decision-makers, with 66% reporting they became more open to including electric trucks in their fleet. This represents a +41 percentage point increase above the original 25% target. These findings demonstrate strong progress toward Scania's long-term category and brand growth goals, driven by attitudinal change rather than direct sales KPIs - due to known infrastructure and regulatory limitations.

## Marketing Objectives Results

# 1

### Objective - Overview & KPI

State your objective here.  
(Max: 30 words)

Increase interest for Scania's electric offering (20%) and intent to choose Scania when choosing a electric vehicle provider (15%), within 12 months from campaign launch.

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

(Max: 75 words, 3 charts/graphs)

These measures are important attitudinal measures that indicate the interest towards Scania's EV offering in particular.

### Measurement - How did you plan to measure it?

(Maximum: 30 words)

By tracking changes in attitudes through standardized post-campaign evaluations in selected priority markets.

### 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?

Consideration

View  
guidance  
here.

## List Result

State your  
corresponding  
result here.

Interest in Scania's electric offering increased in 63% of the audience and purchase intention for a Scania electric truck increased among 66% of the audience<sup>2</sup>.

## Context

Explain, with  
category,  
competitor,  
and/or prior year  
context, why  
these results are  
significant for the  
brand's business.

63% of the audience reported increased interest in Scania's electric offering (+33pp above 30% target), and 66% reported higher intent to choose Scania as an EV provider (+51pp above 15% target). These results show the campaign successfully drove deeper engagement with Scania's specific offering, not just general category interest.

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

## Activity Objectives Results

# 1

### Objective - Overview & KPI

State your  
objective here.

Achieve a campaign liking score above 52% (benchmark), with above-average ratings on "entertaining" and "inspiring".

*(Max: 30 words)*

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

(Max: 75 words,  
3 charts/graphs)

To ensure our audience didn't disregard our campaign as "not for them", we needed a campaign that stood out from typical electrification messaging. The goal was to create a campaign that not only informed, but entertained and emotionally connected. Benchmarks were based on previous campaign evaluations in the category.

## Measurement - How did you plan to measure it?

(Maximum: 30  
words)

Post-campaign evaluation among decision-makers in two selected markets.

## 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.

Positive Sentiment / Emotional Resonance

## List Result

State your corresponding result here.

77% liked the campaign (+25pp above target); 77% found it entertaining; 71% found it inspiring<sup>2</sup>.

## Context

Explain, with [category](#), [competitor](#),

To ensure our audience didn't disregard our campaign as "not for them", we needed a campaign that stood out from typical electrification messaging. The result: 77% of the target audience liked the campaign

and/or prior year context, why

these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

(+25pp above 52% target), 77% found it entertaining (vs. 33% benchmark), and 71% found it inspiring (vs. 25% benchmark). The campaign successfully combined information and entertainment to emotionally connect with a rational and skeptical audience.

## # 2

### Objective - Overview & KPI

State your objective here.

(Max: 30 words)

Drive at least 10% of the audience to seek more information from Scania's electric offering.

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

(Max: 75 words, 3 charts/graphs)

While this campaign aimed to stimulate long-term category interest and growth, we knew immediate interest and curiosity would be a signal of success, which is why we aimed to evaluate the immediate response of our assets.

### Measurement - How did you plan to measure it?

(Maximum: 30 words)

Post-campaign evaluation among decision-makers in two selected markets.

### 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.

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

## List Result

State your  
corresponding  
result here.

50% visited Scania.com and 41% contacted Scania directly<sup>2</sup>.

## Context

Explain, with  
category,  
competitor,  
and/or prior year  
context, why  
these results are  
significant for the  
brand's business.

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

While this campaign aimed to stimulate long-term category interest and growth, we knew immediate engagement would signal success. 50% of the audience stated they visited Scania.com, and 40% that they contacted Scania about the EV offering. These results indicate the campaign triggered real, short-term interest and conversion actions – a strong early indicator of long-term business impact<sup>2</sup>.

## 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: 250  
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 (or lack of influence) of these factors in the space provided. We recognise that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

Business Events (e.g. changes in supply chain, government regulations)

---

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

---

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

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

(Maximum: 200 words; 3 charts/visuals)

### **Societal or Economic Events**

While Scania runs ongoing brand and product marketing, this was the only campaign during the period focused specifically on electrification towards this target audience. To isolate the campaign's impact the post-campaign survey helps confirm that the right audience had been reached and that they actively responded.

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

Scania had ongoing brand and product marketing, but no other initiative targeted this specific audience with a message about electrification. Results are primarily attributed to this campaign, as multiple sources confirm its unique effect, from post-campaign surveys and analytics to direct customer feedback received by local sales teams.

## Section 4: Sourcing

You must provide a source for all data and facts presented

1. Internal study on electrification attitudes, Scania, 2022
2. Scania New Energy Campaign Evaluation 2024, conducted by Dynata. Fieldwork in Sweden (Sept 11–17, 2024) and France (Dec 5–13, 2024), among

anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

### **Recommended**

**Format:** Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

202 respondents in logistics and transport with purchase influence roles. The campaign evaluation was carried out in Sweden and France – two countries selected because they represent markets within the targeted region of Western Europe, with very different attitudes toward both the Scania brand and electrification as a topic.

3. Nepa Industry Benchmark Ad Evaluations 2024
4. Scania Internal information

---

## INVESTMENT OVERVIEW

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

## PAID & DONATED MEDIA EXPENDITURES

Select paid & donated media expenditures, not including agency fees or production costs, for the effort described in this entry. If there were no paid media expenditures, please select "Under €50,000" and elaborate below. If there were no donated media expenditures, please select "not applicable" If the case did not run the year prior, select not applicable and provide context in the elaboration area below.

## Paid Media Expenditure (Current Year)

Current Year/Time

Period: January 2024 €50-200 Thousand

– March 2025

## Paid Media Expenditures (Prior Year)

Campaign Period:

Prior Year €50-200 Thousand

## Compared to other competitors in this category, the budget is:

Select one.

About the same

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

Select one.

About the same

## Media 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

The campaign used a strategic mix of **paid, owned, and earned media**, with paid media as the primary driver across multiple digital channels.

**Owned media** included Scania's website, YouTube channel, and organic social channels, especially in local markets where content was adapted.

**Paid media** included Meta, LinkedIn, YouTube Shorts, TikTok, Programmatic OLV (online video), and premium CTV. Budget allocation was adapted based on real-time performance.

**Earned media** came through engagement with comments, shares and reactions across platforms. Especially, the YouTube and Meta videos have about 50k organic views per video, impressive considering the very niche audience.

Not Applicable to either of the previous two questions, explain why you selected Not Applicable.

(Maximum: 150 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 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.

€500–999 Thousand

---

### Elaboration on the Production & Other Non-Media Expenditures

Provide judges with the context to understand the selection outlined above. This is an opportunity to provide further context surrounding your budget, so judges have a clear understanding and do not question the information provided above.

For production budget of the assets including adaptations.

(Maximum: 100 words)

---

## OWNED MEDIA

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

(Maximum: 100 words)

---

### Was owned media a part of your effort?

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

Yes : Owned media included Scania's website(s), YouTube channel(s), and organic social content on X, Facebook and Instagram on several European markets.

(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.

(Maximum: 100 words)

---

### Sponsorships

Select all that apply.

Not Applicable

---

### Elaboration on Sponsorships and Media Partnerships

Provide additional context regarding your

N/A

sponsorships and  
media partnerships.

(Maximum: 100  
words)

---

## SOURCES

---

### Investment Overview: Data Sources

You must provide a  source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above.

Entrants may not include any additional context or information in the below field.

#### ***Recommended***

***Format:*** Use footnotes in your responses above and list each source numerically below.

We recommend each source include the following information:

Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **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. Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why.

On the creative reel, you must show at least one complete example of each touchpoint that was integral to the effort's success. For example, if you mark 10 boxes below and 8 were key to the driving results and explained as integral in Question 3, those 8 must be featured on the reel.

## All Touchpoints

Select all that apply.

Branded Content – Editorial

Digital Mktg. - Programmatic Video Ads

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

Digital Mktg. – Social: Organic

Digital Mktg. – Social: Paid

Digital Mktg. – Video Ads

## MAIN TOUCHPOINTS

From the list outlined above, select the three most integral touchpoints for your effort. List in order of most integral to least integral.

### Main Touchpoint 1

Most integral touchpoint.

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

### Main Touchpoint 2

#2 Most Integral Touchpoint

Digital Mktg. - Programmatic Video Ads

## Main Touchpoint 3

#3 Most Integral  
Touchpoint

Digital Mktg. – Social: Paid

---

## SOCIAL MEDIA PLATFORMS

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

### Social Media Platforms

Select all that apply, or  
select Not Applicable.

Facebook

---

Instagram

---

LinkedIn

---

Twitter

---

YouTube

---

## 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.**

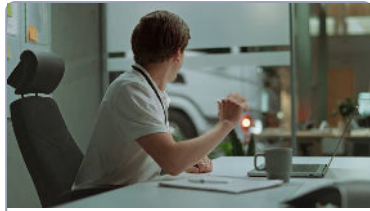
**Specific, quantifiable results, agency names/logos, and competitor logos/work may not be included anywhere in the video.**

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

## Creative Reel

3 min maximum (4 min for Sustained Success). 250 MB max., mp4 format.  
High Resolution: 16:9 at 1920x1080.

**Do not include any agency names in the file name or anywhere in the reel. Give each upload file a unique name.**



SCANIA\_NEWENERGY  
OK

## Creative Examples Presented in the Creative Reel - Select All

Select all that apply.

Digital Mktg. - Programmatic Video Ads

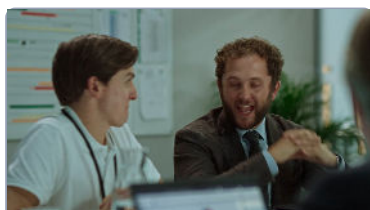
Digital Mktg. – Short Video (:15-3 min.)

Digital Mktg. – Social: Organic

Digital Mktg. – Social: Paid

Digital Mktg. – Video Ads

## Raw Creative Examples as Originally Aired - For Research Purpose



TeamMeeting  
OK



CoffeeBreak  
OK



ITGuy  
OK

## In what language the raw creative example aired?

English

# 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

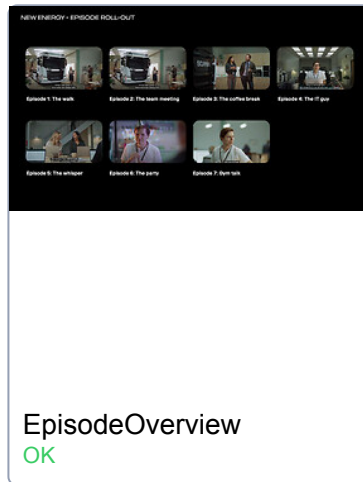
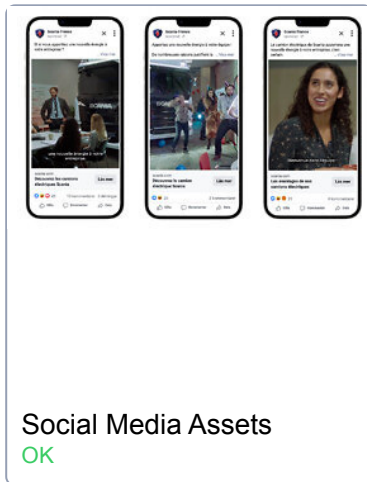
## Images of Creative Work

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 of Non-English Creative Work (If Applicable)

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.

Printed 2026-04-24 08:19:51 +0000

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