

HOW NOVA POST PACKED THE SKY

E-1389-050

Product

Nova Post, Come Back Alive

Category

Best of Europe: Positive Change - Brand

Recognising brands and non-profits that are promoting the greater good through marketing communications. Both, environmental and social good submissions are accepted.

Awards Program

2025 Effie Awards Europe

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.

To be eligible, work must have run in Europe and data must be isolated to the country(ies) in Europe presented in the case. The entered work must have run at some point between 1 January 2023 and 31 March 2025. Work that ran after the cut-off period may not be submitted. Provide results for the eligibility time period, as well as results and data prior to the eligibility time period that will help judges evaluate the success within the time period. In addition, results that fall after the end of the eligibility period that are

directly tied to the work submitted are fine to submit through the entry period. Test efforts are not eligible.

Best of Europe - Effie Partner Track: Gold & Grand winners from 2024 Effie programs in the Effie Europe region (see eligible markets in the 2025 Effie Europe Entry Kit) may enter. To enter, case must have run during the 2025 Effie Europe eligibility period and should provide updated work and results for the new eligibility timing.

Best of Europe - non-Effie markets: Markets without an Effie program are welcome to participate. Any effective marketing effort that ran in a country in the Effie Europe region that you can tell a great results story about should be considered. Specifically, any campaign that ran between 1 January 2023 and 31 March 2025 may be submitted.

Review full eligibility information at 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 01/01/24 - 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 & EXECUTIVE SUMMARY

ENTRY DETAILS

NATIONAL EFFIE PROGRAM (IF APPLICABLE)

Effie Ukraine

ORIGINAL CATEGORY (IF APPLICABLE)

Positive Change: Social Good - Brands

Brand Name

Nova Post, Come Back Alive

Brand Description

Fundraising campaign

Dates Effort Ran (Total)

Date From 2023-06-01

Date To 2023-12-26

Dates presented in this case

Date From 2023-06-01

Date To 2023-12-26

Regional Classification

National

Countries Presented in This Case

Ukraine

Please indicate all countries where this work ran.

Ukraine

Industry Sector

Delivery Services

Industry/Category Situation

Growing

MARKET / LOCAL NUANCE BACKGROUND

Protecting the sky during wartime is one of Ukraine's greatest challenges.

Every night, before going to sleep, Ukrainians check their air alarm apps and think, "God, please, no shelling tonight." Russia's massive air attacks is one of the gravest threats to civilian life. Enemy missiles hit people's houses.

Yet, Ukraine's Air Defense Forces lacked modern communication means and mobile command posts to respond swiftly and protect us effectively – especially as enemy tactics continued to evolve.

Come Back Alive is one of Ukraine's largest and most trusted military support foundations.

Since 2014, the foundation has been equipping and assisting the Ukrainian Armed Forces. They had a solution how to strengthen our air defence – but needed powerful financial resources.

Funding is one of Ukraine's biggest problems.

With the scale of war, our state cannot cover every cost alone. That's why businesses and people alike step

up in countless ways.

Nova Post is one of Ukraine's leading companies.

A national lovemark and leader in express delivery, Nova Post serves millions of customers and ranks among Ukraine's top 20 taxpayers. For the first time, the company chose to lead **the country's largest fundraiser to boost Ukrainian Air Defense and better protect the Ukrainian sky.**

Fundraising is one of the most competitive spaces in Ukraine's wartime.

Since the invasion began, donations have become part of everyday life, evolving fundraising culture. Charities, brands, and private volunteers all raise funds –creating a kind of “white noise” that competes for attention and resources in “red ocean”. Ukrainians felt war fatigue with constant bad news and donation burnout.

After every “arrival” (Ukrainian slang of massive missile attack from the sky) and news of another tragedy, society united in anger and donated. But chaotic donations to different “something” did not transform into building a systematic air defence. Nova Post wanted to change that – to unite Ukrainians around a clear, powerful goal: everyone's safety with stronger Ukrainian Air Defence Forces.

While most campaigns rely on fear, Ukrainian's nerves were already frayed. We needed the opposite: a fundraiser with a hopeful, unifying energy and a positive vibe.

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:

Involve millions of Ukrainians into \$8,900,000 country's largest fundraiser to strengthen Air Defense Forces within limited media budget

The Insight:

Ukrainians send 28 million parcels every month through Nova Post, and the box was the most recognizable brand attribute.

The Strategic Idea/Build:

Turn Nova Post boxes into the motivating fundraising symbol, and make the delivery of donations as easy as parcels delivery.

Bringing the Strategy & Idea to Life:

We turned post boxes into houses, not damaged, full of life, as a symbol of successful work of Air Defense.

The Results:

We told every Ukrainian about the fundraiser, received 231 million impressions, and raised \$8,900,000 to protect our sky

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

Nova Post delivers tens of millions of parcels monthly. It is the backbone of business and life in Ukraine. But no one feels safe when missiles are falling and destroying homes. The company felt it together with Ukrainians. Nova Post ofces and parcel lockers are located in the same houses where people live.

Nova Post and Come Back Alive Foundation made the country's largest fundraiser to better protect the sky.

Thanks to the effective use of the well-known brand attributes and resources, we told every Ukrainian about the fundraiser 6 times on average, got 231 million media impressions, and raised \$8,900,000 for new Air Defense equipment. We "packed the sky" with a powerful rate – \$43,000 per day!

This campaign has significantly strengthened both Ukrainian Air Defense Forces and the Nova Post brand.

SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES

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.

With the beginning of Russia's full-scale invasion of Ukraine, strikes from the sky became the greatest threat to the lives of Ukrainians. Rockets brought death to our homes.¹ During the first year of the war, about **4,750 Russian missiles**² of various types attacked Ukraine. Over **150,000 Ukrainian's houses**³ were destroyed or damaged.

Protecting the sky was a strategic challenge of the country.

Paradoxically, in a country where there is a modern Nova Post that can deliver parcels the same day, there is old air defense technical equipment that can not respond to air threats in time. Due to the lack of modern communication means, our military need minutes to intercept missiles, while their countdown was seconds.⁴ They could not react quickly and often became the target of enemy attacks themselves.

Ukraine's largest army aid foundation, Come Back Alive⁵, developed a solution to this problem together with the Air Defense Forces. However, the price of equipment was quite **high - UAH 330,000,000 (\$8,900,000)**.

Nova Post decided to assist protect the Ukrainian sky.

First, Nova Post is the backbone of business and life in Ukraine which delivers tens of millions of parcels monthly⁶. But no one feels safe when missiles are falling from the sky and destroying homes. The brand felt it together with Ukrainians. Nova Post offices and parcel lockers are located in the same houses where people live.

Second, it was urgent to provide the air defence forces with effective equipment. And who in the country knows better about fast delivery than the leader of express delivery?

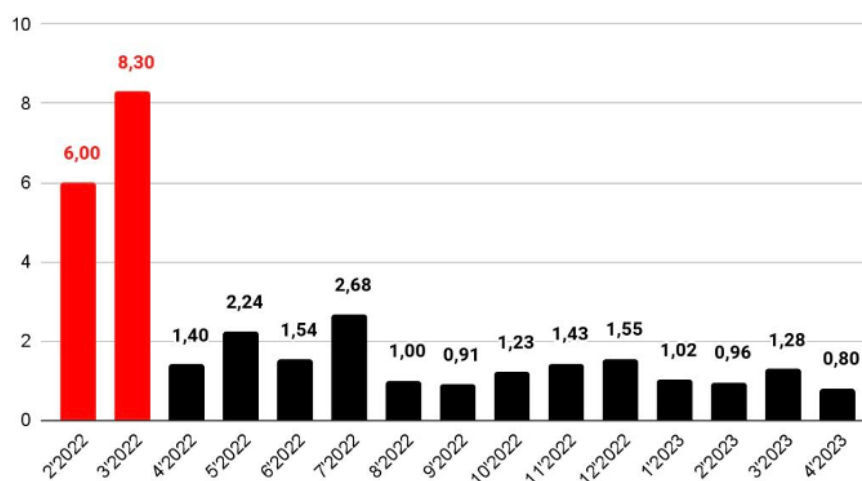
Nova Post and Come Back Alive Foundation announced the country's largest fundraiser to boost Air Defense Forces with modern equipment⁴.

Taras Chmut, Head of the Come Back Alive Foundation, said: 'For the first time, the Foundation, together with big business, is implementing a project to comprehensively modernise communications, control and targeting equipment for the Air Force. We will improve missile and air defence against cruise missiles, ballistic missiles, and Shahed drones.'⁷

But at that time **donation volumes had decreased** almost tenfold compared to the first months after the invasion **and reached their "bottom point"**. (Histogram 1)⁸.

Histogram 1. Dynamics of donations in Ukraine during Feb 2022-Apr 2023

Dynamics of donations in Ukraine, Feb 2022-Apr 2023, bln. UAH



Challenge:

How to engage millions of Ukrainians in the largest country's fundraising when donations have fallen to a record low

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

Reference 1

Objective - Overview & KPI

For the first time, make the country's largest project to strengthen Air Defense with new modern equipment by raising \$8,900,000 with Ukrainians from June 1 to December 31, 2023.⁷

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

1. In terms of the size, the fundraiser was in TOP-3 Ukraine⁹, 2023. We had to effectively unite millions of Ukrainians to achieve the huge goal.

2 In terms of Air Defense aim, innovation and complexity, it was #1.⁹

3. Air Defense forces needed the equipment urgently. To speed up its delivery, we had to raise money in parallel, and produce and supply the equipment as we raised it.

Measurement - How did you plan to measure it?

The total amount \$8,900,000.⁴

The intermediate stages and the final deadline are according to the plan.

We focused on the average rate of about \$41,500 per day.

Tagging - What keywords best describe your objective type?

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

Marketing Objectives

1

Objective - Overview & KPI

To become the main fundraiser for Ukrainians in 2023: to draw attention to the project at least 4+ times, to get 150,000,000 media impressions.¹⁰

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

We wanted to get people talking to each other: "Yes, I heard about this collection and have already made a donation."

These target parameters were chosen to reach as many Ukrainians as possible at a sufficient frequency, to achieve the awareness and the intended fundraising results within limited budget.

Measurement - How did you plan to measure it?

The sum of quantitative indicators of media impressions from publications, TV, radio, digital resources, and other media.

Media frequency.

Limited media budget - not more than 2% of fundraising amount.

Tagging - What keywords best describe your objective type?

Consideration

Frequency

Lead Generation

Salience / Awareness

Activity Objectives

1

Objective - Overview & KPI

To engage active Ukrainians to support the fundraiser in social media, get at least 10,000 posts and more than 100,000 reactions¹⁰

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

We sought to make people with an active social position ambassadors of the project to increase the resonance.

These goals were set as the minimum required metrics for the organic spread of information about the national campaign.

Measurement - How did you plan to measure it?

Number of posts.

Number of engagement reactions (likes, shares, comments).

Creative user-generated content (UGC).

Tagging - What keywords best describe your objective type?

Advocacy / Recommendation

Popularity / Fame / Social Discourse

Positive Sentiment / Emotional Resonance

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

Recall (brand/ad/activity)

Section 1: Sourcing

1. "Slovo i Dilo" analytical portal, article "Real figures are much higher: losses among the civilian population of Ukraine according to the UN", 20.04.2024.
2. SUSPILNE NEWS. Article 'The GUR told how many missiles Russia produces per month', 19.05.2023.
3. KSE Institute, "Report on direct infrastructure damage from destruction as a result of russia's military aggression against Ukraine within a year since the start of the full-scale invasion", March 2023.
4. Data Come Back Alive Foundation, 'Air Defence Force Support Project', March 2023.
5. NV, article "Ten reliable helpers. On the occasion of the Volunteer Day, NV presents charity projects that make the most significant contribution to helping the army", 05.12.22
6. Nova Post official website, section "About the company" / "Nova Post" today, 2023-2024
7. Come Back Alive Foundation website. News, Article 'PACK THE SKY - BOOST AIR DEFENCE! RAISING UAH 330 MILLION FOR AIR DEFENCE COMMUNICATIONS', 01.06.2023.
8. OpenDataBot - How much and to where Ukrainians donated in 2022-2023, May 2023
9. Come Back Alive Foundation website, Annual report for the year 2023, December 2023
10. Data of Media Agency, Media Strategy, April 2023

SCORING SECTION 2: INSIGHTS & STRATEGY

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.

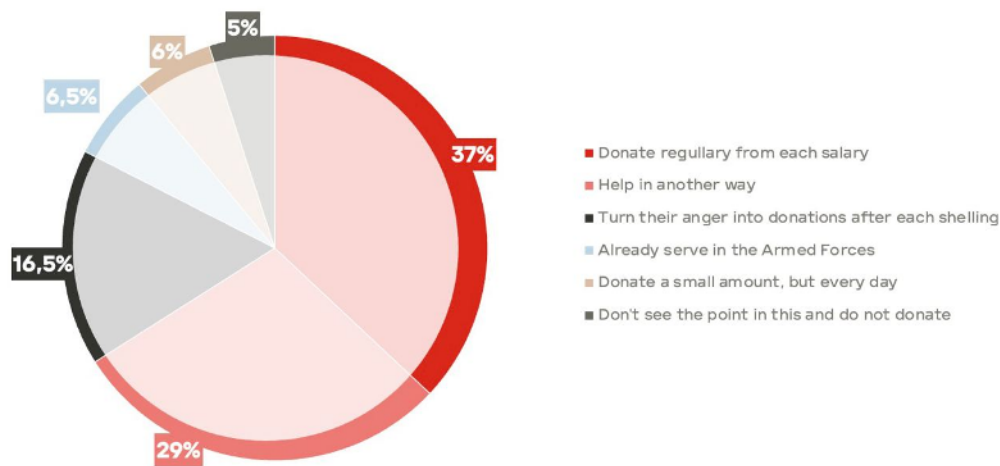
Almost every Ukrainian has ever used or is using the services of

Nova Post for more than 20 years of the brand in Ukraine¹.

Therefore, we aimed to reach the entire Ukrainian audience who know us. And to involve everyone who has a habit of donating or who can join fundraising even one time.

According to the research², almost all Ukrainians have helped the Ukrainian Armed Forces in some way (Diagram 1). Among them, **37%** donated from each salary, **6%** sent micro-donations daily, and **16.5%** donated as “outraged” people during massive attacks.

Diagram 1: How Ukrainians support the Ukrainian Army.



Almost 60% of Ukrainians donated, but it was a challenge to collect donations. Why?

1. There was **high competition for attention** - the information space was overcrowded with calls for help. Drones, pickup trucks, mavics, walkie-talkies, thermal imagers, and thousands of other requests. Eventually, all fundraisers of charitable organization and commercial brands together with even more quantity of private volunteer initiatives merged into "white noise". Unfortunately, there are no aggregate statistics of all initiatives in Ukraine to fully demonstrate the scale. However, the fact that the **number of charitable organizations has almost doubled³** and the **number of volunteers increased by 2,5 times**, already gives an understanding of what was happening. In that variety of fundraisers people could not help everyone at once. They often felt discouraged and exhausted, which influenced donation volumes to drop down⁴.

2. **Incomes of 66% of the population were decreasing⁴**. The most popular size of one-time donation was under \$2,7 (100 UAH). However, even micro-donations were not easy to attract, as not everyone believed small donations could be effective.⁵

How to make the project noticeable, motivating and easy to join for everybody?

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

About the symbol

We have analyzed large successful fundraisers in Ukraine: Azovstal bracelets, which became a symbol of resilience; "OKO za OKO (Eye for an Eye)" fuel, which became a symbol of revenge brought by OKKO gas stations, and others⁶. We realized that

To make the fundraiser noticeable we had to find a powerful symbol that is close to everyone and gives hope.

A symbol associated with Nova Post that inspires – like “tomorrow will be”. This was the slogan of the last Nova Post's image campaign, which broadcast nationwide and just wrapped up – with people passing parcels from one to another.

Let's put aside the intrigue...

We are talking about **Nova Post boxes**, the most recognizable attribute of the big brand⁷. They are well-known to all Ukrainians.

About the mechanism

Through Nova Post 28,000,000 parcels are sent monthly⁷.

This embraces many customers, from Instagram shops that only have a page on social media to large businesses, that interact with the whole world. Ukrainians order online clothes, household goods, car accessories, and anything else. Relatives send funds to the soldiers at the front, and volunteers send help. Simple decision:

Raising money using simple mechanism – via services that Ukrainians already use.

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?

Turn Nova Post boxes into a motivating symbol of the fundraiser and make the delivery of donations as simple as Nova Post delivery of parcels.

Section 2: Sourcing

1. Client's Overview Report, data provided by Nova Post, March 2023.
2. Rakuten Viber research, January 2023
3. OpenDataBot - The register of volunteer has grown 2.5 times within a year, 15.12.2023

4. Gradus Research "SOCIO-POLITICAL CLIMATE DURING THE FULL-SCALE WAR OF RUSSIA AGAINST UKRAINE", 8th edition, April 2023.

5. Kyivstar Business Hub. Article "Donation matters. Selection of charitable foundations to help", 10/22/2022.

6. Agency Research, April 2023.

7. Data provided by Nova Post, March 2023.

SCORING SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE

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.

The entire project strategy included 3 components:

1. PROTAGONISTS

We made Nova Post boxes a symbol,
a donation, a message, and a media. All in one.

We created a limited edition packaging design that symbolized the protection of our homes and was familiar to every Ukrainian. It was also reflected on envelopes and briefcases that deliver millions of documents across the country.

Every limited edition parcel became a donation, which was a part of the price. And then the package became a media and served as a message to the recipient. More and more people learned and donated.

For a large-scale campaign with different channels, having a protagonist gives noticeable advantages. **The boxes helped us to brand this fundraising for Nova Post and make it visible.** Do people post pictures of the boxes in stories? It is immediately obvious that it is Nova Post. Have you come to TV show "Breakfast with 1+1"? There is a box on the table, and you can immediately see that it is Nova Post. Do we involve influencers? It's immediately clear what to send them so that their audience knows about our fundraising. With the boxes, we have always had a clear media manifestation.

2. DONATIONS

“Just choose your way to join”

To engage millions, we offered many different ways to donate via our services and assets that everyone could easily join (Table 1)¹:

Table 1. Options to donate.

Option to donate	Donation Amount
Parcel in limited edition envelope (donation included in price)	5 UAH (\$0,135) per parcel
Parcel in limited edition briefcase (donation included in price)	5 UAH (\$0,135) per parcel
Parcel in limited edition box (donation included in the box price)	10 UAH (\$0,27) per box
Shipment via parcel lockers (Nova post automatically pays for you 10 UAH)	10 UAH (\$0,27) per shipment
Limited edition merchandise collection (full price of each piece is a donation)	180+ UAH (\$4,8) per piece
Direct donations in the Nova Post app	No limits
Direct donations on the project's website	No limits

3. MEDIA COMMUNICATION

With a limited media budget, we relied on the approach:

More owned media. Less paid media.

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.

We turned boxes into houses – intact and undamaged, full of life inside.

These houses are a symbol of the successful work of the Ukrainian Air Defense. And destroyed houses are an opposite symbol of Russian attacks.

We painted the houses as ordinary Ukrainian residential blocks, with cute stories in the windows. And large murals on the ends of the boxes, which showed all the fundraising goals: radio communication kits, mobile command posts, integrated communication equipment and portable command and staff kits. On the side of the house was a shield that symbolised its protection by air defence forces. There was also a QR code, which could be used to go to the project's website and get more information about the project.

The name and call-to-action of the project was derived **from the donation method "Pack a parcel" to the goal "Pack the Sky – Boost Air Defense!"**. The more parcels we pack, the more protected sky we have.

The news of the original house-boxes spread across Ukraine and created a media buzz with media coverage and people's reactions. Nova Post drew attention to the country's efforts to protect the sky, and at the same time strengthened its position as a national brand that is always close with Ukrainians.

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.

Since June 1, the entire business of Nova Post turned into a big donation platform to strengthen Air Defense.

OWNED RESOURCES²:

- Released Nova Post **limited edition packaging** - 3 mln units
- Created **merchandise collection** in collaboration with famous Ukrainian artists: hoodies, raincoats, T-shirts, backpacks, waist bags, foams, and chevrons. It was a new experience to release own merchandise for sale.
- We launched a **project webpage** with goals and ways to donate.
- Updated the functionality of the Nova Post **mobile app** for communication and donations.
- Sent 8,482,861 **push notifications** to customers.
- Communicated on the **websites and social pages** of Nova Post and Come Back Alive Foundation, which embrace 4 mln followers.
- Engaged friends-**influencers** (Ukrainian tennis player Evelina Svitolina, TV host Dmytro Komarov, head of the "Come Back Alive" Taras Chmut) with 5+ mln media reach
- Placed **POSM** in branches.
- Branded 150 **parcel lockers** in crowded locations.
- Placed on **outdoor** spaces and office windows.
- Branded **Nova Post trucks**.
- Implemented a **motivation program for employees** to spread awareness.
- Integrated into **Nova Post Marathons** events.

To scale the communication we engaged external media.

EARNED & PAID MEDIA³:

We chose media to expand coverage for free or with minimal cost:

- **206 publications** in mass media.
- **4 pieces of a special section on the national TV** "How Air Defense Works". Videos revealed the secrets of Air Defense operations with military personnel sharing technical information.
- **digital** advertising (video, banners).

- **1155 radio spots.**
- **2 live streams** on the YouTube channel "Lions on Jeeps" with 1,5 million views.
- **55 situational integrations in Telegram** channels, popular among Ukrainians. We created them all the days when missile attacks have occurred, highlighting the number of shot-down missiles and the importance of modern equipment for Air Defense.
- **events:** Underground Standup, SUP Day, SUP Picnic, Kyiv Book Weekend, Kyiv Book Fest, Ukraine's Independence Day.
- **"Sky on Shoulders"** podcast with stories of air defense heroes.

Every Ukrainian learned about the fundraiser.

Many people became ambassadors.⁴

SOCIAL MEDIA:

People expressed their support, surviving every missile attack with us, and sharing photos and stories. They also shared ideas for using the **house-boxes at home, giving them a "second life."** Our boxes became homes for cats, dogs and children's toys, a money box or a place for documents. We were even more touched when people regretted that the house-boxes were already finished and were willing to buy them second-hand from others, such as on the OLX website.

Key Visual

Section 3: Sourcing

1. The website of the project "Pack the Sky - Boost Air Defense!", section "How to join the donation", June 2023.

2. Data provided by Nova Post, Report on the results of the project "Pack the Sky - Boost Air Defense", January 2024.

3. Media Agency Data, January 2024.

4. Data provided by Nova Post, Report on the results of the project "Pack the Sky - Boost Air Defense", Social Media Results based on Social Listing, January 2024.

SCORING SECTION 4: RESULTS

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. 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 350 words and 5 charts/visuals to set up your results. Then, for each objective provided in Question 1B, you are required to provide a corresponding result.

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 2023 and 31 March 2025. Results after 31 March 2025 that are directly related to work that ran in the eligibility window can be included until the entry deadline.
 4. All results must correspond to a data source. Include results and data prior to the time period that helps assess effectiveness during the time period.
-

Results Overview

On December 26, it was announced¹:

THE SKY IS PACKED!

This news was like a Christmas gift for everyone.

We closed "PACK THE SKY" the country's largest fundraiser to boost Air Defense.

For **207 days** we packed parcels and sent donations. The way to the goal was long, but at a powerful rate **\$43,000 per day**.² In a long-term project, we managed to stay on schedule and constantly keep

people's attention.

After 110 days, we reached the “equator”, having raised 50% of the amount. We invested in production and soon delivered the first batch of mobile communication kits, reported to the Ukrainians, and continued. On the 130th day, we had already raised 60% of the amount and were preparing the second part of the equipment. Then the third, fourth, fifth and sixth batches².

The Ukrainian Air Defense Forces have become stronger and better equipped. The Center Command has received modern equipment. It can be deployed in any condition and used quickly.³

For security reasons, we cannot disclose the quantitative details. However, we'd like to note that we are talking about **hundreds** of backpacks for mobile fire teams and communication kits, **dozens** of complex communication units and mobile command posts.

Summary

“The new equipment has helped the air defense forces to better cover Kyiv, Vinnytsia, Zhytomyr, and Poltava, among others. The Foundation plans to scale up similar project to other air commands in Ukraine.

This was the most complex project implemented by the Come Back Alive Foundation. We are reducing the response time of air defense forces from minutes to seconds,” said Taras Chmut, director of the Foundation.⁴

Aftershot

As the components of the project were developed in-house by Ukrainian Air Force and the Foundation, we were able to **significantly optimise costs and save \$1,34 million out of the \$8,9 million raised.**⁵

These funds were used to buy 50 pick-up trucks for the Eastern and Southern Air Commands, which cover Odesa, Mykolaiv, Kherson, Dnipro and Kharkiv regions.

This is how Nova Post, the Come Back Alive Foundation and Ukrainians "packed the sky" against enemy attacks.

Business Objective Results

List Result

On December 26, 2023, the largest fundraiser to provide the Ukrainian Air Defense Forces with new equipment for \$8,900,000 was announced completed¹

Context

Contribution Results²:

56% from Nova Post delivery services, incl. packaging and merchandise,

36% came from people directly via the app and the project web,

8% from Ukrainian businesses.

Thanks to well-known brand attributes and resources we united Ukrainians around a big goal and did the project on time. Just think about **the pace: \$43,000 per day!**

Marketing Objectives Results

1

List Result

On average, every Ukrainian learned about the project 6 times, and in total we received 230,810,753 media impressions⁶.

Context

The objective was exceeded with a limited budget. With our media approach **\$628 media costs per day were spent to communicate with millions and raise \$43,000 donations per day.**

Free publications about the unexpected packaging design of well-known brand, posts by friendly influencers, constant reporting to Ukrainians on each individual batch of supplied equipment, and well-placed situational integrations into the news during periods of missile attacks significantly helped to achieve results above the plan.

Activity Objectives Results

1

List Result

On social media we got 14,080 posts and 258,325 reactions, with a lot of inspiration and gratitude from people.⁷

Context

Ukrainians expressed their support for the project, took a keen interest in the work and needs of the air defense forces, and helped to increase resonance. We received a lot of unique content from people from which we learned about the life of Nova Post house-boxes in their homes.

Additional Results

“Pack the Sky” has become **the most important SCR project of the year which significantly strengthened both – Ukrainian Air Defense and Nova Post brand**. This social campaign positively influenced the brand image and made its input in the total shipment growth, together with other brand activities⁸.

In 2023, Nova Post delivered 412,000,000 shipments, which is 30% more than in 2022.⁹

Nova Post became the most valuable Ukrainian brand in ranking 2023. According to estimates by MPP Consulting, only the name of the popular express delivery company – along with everything associated with it – is valued at approximately \$192 million.¹⁰

This project proved so success for Nova Post both – in social and business results – that the company decided to make strengthening of air defense its longterm initiative. In 2024, Nova Post launched new large-scale fundraiser to help air defence from Russian reconnaissance drones.¹¹

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?

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

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

Massive missile attacks, Christmas time

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

Negative factors

1) **53% of Ukrainians indicated a decrease in incomes in 2023.**¹² That did not help to collect donations and made our campaign more challenging.

Positive factors

2) On the days of **massive missile attacks** people became more angry and more motivated to donate for the protecting the sky. So, in those periods being on air with situation-based communication helped involve all "outraged" donors.⁸

3) In the 2nd half of 2023 we **opened new Nova Post offices in Germany, Estonia, Latvia, Hungary, and Italy**, we communicated international shipments to new destinations to Ukrainians with promo campaigns. It helped us to sell limited edition parcels and merchandise better because Ukrainians liked to share patriotic things with their relatives abroad. We also involved recipients from other countries in the project.⁸

4) **Christmas time.** In December Ukrainians bought more of our "Protect the sky" merchandise for Christmas gifts and sent more parcels.⁸

Section 4: Sourcing

1. Posts on the project's website, official social media pages of Nova Post and the Come Back Alive Foundation, 12/26/2023.

2. Data published by Nova Post on the official social media pages of Nova Post , "We raised UAH 330 millions and completed the fundraiser "Pack the Sky - Boost Air Defense", 12/26/2023.

3. Channel 11 News, publication "Pack the Sky - Boost Air Defense". A joint project of the Come Back Alive Foundation and Nova Post, 02/29/2024.

4. Come Back Alive Foundation website, the annual report for the year 2023, January 2023.

5. Nova Post website, "Pack the Sky - Boost Air Defense" project webpage, July 2024.

6. Media Agency Research, January 2024.

7. Data provided by Nova Post, Report on the results of the project "Pack the Sky - Boost Air Defense", Social Media Results based on Social Listing, January 2024.

8. Data provided by Nova Post, December 2023.

9. Data provided by Nova Post, official website of Nova Post, About the Company, January 2024.

10. NV News, publication "They are widely recognized. Which Ukrainian brands rank among the top ve most valuable – and which holds the highest valuation?", 11/10/2023.

11. Come Back Alive Foundation website, the "Let's Ground the Enemy" project announcement, September 2024.

12. NV News, publication "Counting the money. How Ukrainians' incomes and expenses have changed recently according to their own estimates", 12/11/2023.

INVESTMENT OVERVIEW

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)

€50-200 Thousand

Paid Media Expenditures (Prior Year)

Not Applicable

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

About the same

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

More

Media Budget Elaboration:

Our task was not to spend money, but to raise money. However, it would have been challenging to implement a national-scale fundraising campaign with 7 months duration without a budget. So, we had a budget, but limited.

In order to optimize costs, we relied as much as possible on owned, earned, and shared media and expanded coverage with paid media. As a result, the total **media budget amounted to 1.5% (\$130,000) of the fundraising amount**, even less than the planned expenses of 2%.¹

The project was innovative, it was our first national fundraiser of such type and scale, so we can't compare the current campaign budget with the previous year.

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

€50-200 Thousand

Elaboration on the Production & Other Non-Media Expenditures

Production expenses amounted to 1.1% of the total fundraising amount.¹

They included the website, packaging and creative materials design, POSM, branding of parcel lockers and trucks, merchandise production. Most importantly, we chose the design of limited edition packaging, which did not require additional investment in production and saved a significant amount of money. SMM and PR were created by the Nova Post team. Influencers were involved on a pro bono basis.

Video materials for TV stories and radio spots were produced by the Come Back Alive Foundation using its own resources and advertising volunteers.

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?

Yes : We used the entire arsenal of our owned resources - from digital (website, app, social media, SMS and email newsletters) to physical (packaging, post offices, parcel lockers, trucks, staff and events). Our partner, the Come Back Alive Foundation, did the same, using its website, social media, newsletters, events, and personal involvement of businesses in charity.¹

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

Sponsorship – Live Activation

Elaboration on Sponsorships and Media Partnerships

We were partners of Underground Standup, SUP Day, SUP Picnic, Kyiv Book Weekend, Kyiv Book Fest.

SUP Day, SUP Picnic, the events for owners and CEO, helped us to attract significant donations from companies. Kyiv Book Weekend, Kyiv Book Fest, Underground Standup are mass consumer events that helped us draw attention and involve participants to donate better.¹

SOURCES

Investment Overview: Data Sources

1. Data provided by Nova Post, Report on the results of the project “Pack the Sky - Boost Air Defense”, January 2024.

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

Digital Mktg. – Display Ads
Digital Mktg. – Email/Chatbots/Text/Messaging
Digital Mktg. – Short Video (:15-3 min.)
Digital Mktg. – Social: Organic
Digital Mktg. – Social: Paid
Digital Mktg. – Video Ads
Direct Mail
Events
Influencer/Key Opinion Leader
Interactive / Website / Apps
Internal/In-Office Marketing
OOH – Billboards
OOH – Other Outdoor
Packaging & Product Design
Public Relations
Radio
Retail Experience: Digital
Retail Experience: In Store
Sponsorships – Entertainment
TV
User Generated Content & Reviews
Merchandise

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

Packaging & Product Design

Main Touchpoint 2

Public Relations

Main Touchpoint 3

Interactive / Website / Apps

SOCIAL MEDIA PLATFORMS

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

Social Media Platforms

Facebook

Instagram

LinkedIn

TikTok

Twitter

YouTube

Telegram

CREATIVE EXAMPLES

CREATIVE REEL

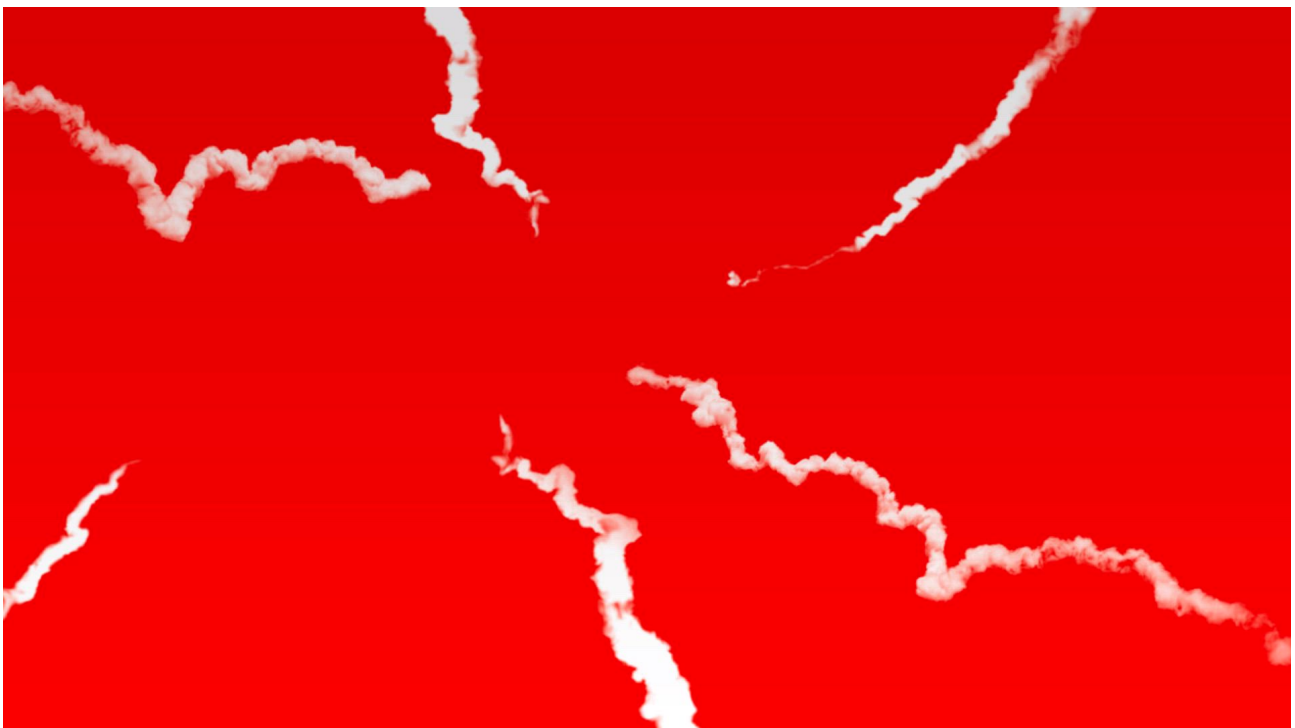
The Creative Reel is the entrant's opportunity to showcase the creative work that ran in front of their audience to the judges. The reel is NOT a video version of the written case. Judges recommend spending at least 70% of the creative reel's time on examples of creative work.

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



Nova Post_How Nova Post Packed the
Sky_Reel

Creative Examples Presented in the Creative Reel - Select All

Digital Mktg. – Influencers
Digital Mktg. – Social: Organic
Digital Mktg. – Social: Paid
Events
Influencer/Key Opinion Leader
Interactive / Website / Apps
Internal/In-Office Marketing
OOH – Billboards
OOH – Other Outdoor
Packaging & Product Design
Public Relations
Retail Experience: Digital
Retail Experience: In Store
Sponsorships – Entertainment
TV
User Generated Content & Reviews

Raw Creative Examples as Originally Aired - For Research Purpose



NP Pack the Sky – Boost Air
Defense_Video movie

In what language the raw creative example aired?

Ukrainian

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

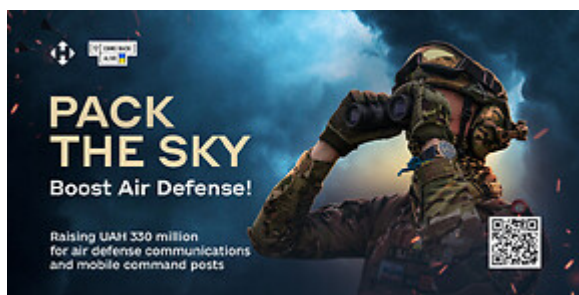
Images of Creative Work



Nova Post_Pack the Sky_WebSite Eng



Nova Post_Pack the Sky_Merchandise_Banner Eng



Nova Post_Pack the Sky_Outdoor Eng

Translation of Non-English Creative Work (If Applicable)

CASE BACKGROUND

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.

COMPANY & INDIVIDUAL CREDITS

How long have the Lead Agency and Advertiser team worked together (Select 1)?"

2 - 4 Years

JUDGING VIEW - PDF Version of the Written Entry for Judges
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