# The SSE500

E-1629-212

**Product**

SSE Riga Alumni Association Fundraising

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**Category**

Best of Europe: Marketing Innovation Solutions

In this category, innovative single marketing & business activities or entire marketing programmes will be awarded. You can submit any actions or business idea that has had an exceptionally positive impact on the market position of a brand, product or service. If communication was a significant element of marketing mix, work should be submitted in another competition category of Effie. Examples of eligible activities in this category include: product/service innovation; change in packaging, both in terms of its appearance and size; design, technology or ux innovation; consumer involvement in product development; operation change; introduction/change of a loyalty program, introduction of a new distribution channel, etc.

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**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)**

**ORIGINAL CATEGORY (IF APPLICABLE)**

**Brand Name**

SSE Riga Alumni Association

**Brand Description**

University alumni association

**Dates Effort Ran (Total)**

Date From 2024-10-29
Date To 2024-11-09

**Dates presented in this case**

Date From 2024-10-29
Date To 2024-11-09

**Regional Classification**

Multinational

**Countries Presented in This Case**

Latvia

**Please indicate all countries where this work ran.**

Latvia

**Industry Sector**

Non-Profit

**Industry/Category Situation**

Flat

**MARKET / LOCAL NUANCE BACKGROUND**

Latvia is a small market with unique philanthropy dynamics. Unlike the United States or Western Europe, alumni giving is not a cultural norm in the Baltics. Philanthropy here is traditionally driven by family networks or visible corporate sponsorships, not by individual alumni communities.

This context is particularly acute for SSE Riga. Unlike other Latvian universities, SSE Riga students do not receive state sponsored scholarships. Because the school is not under the Ministry of Education, it is not eligible for government-funded support. Since 2010 SSE Riga has been owned by a foundation established by the Stockholm School of Economics, the University of Latvia, and the SSE Riga Alumni Association. As a result, the scholarship fund depends directly on alumni donations. Without them, access for underserved students is at risk.

The school itself has a distinctive profile. It is small and highly selective, admitting only a limited number of students each year. Around 100 students graduate each year, and there is only one main bachelor program thaught. The curriculum is taught entirely in English. Together with its mother school, the Stockholm School of Economics, it is consistently ranked as the top business school in Latvia and among the best in Europe. Alumni go on to hold senior positions in companies generating almost ten percent of Latvia's GDP.

Disposable income levels in the Baltics are lower than in Western Europe, making European alumni donation benchmarks feel out of reach. Alumni are spread across Latvia, Lithuania, Estonia, and abroad, making traditional outreach difficult. The school's database was incomplete, and with no media budget, mass awareness channels were unavailable.

In this environment, achieving participation at scale was far harder than in markets where alumni giving is normalized.

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# 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.

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**The Challenge:**

Latvia's most influential alumni failed to fund scholarships, exposing a broken model of alumni giving at SSE Riga.

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**The Insight:**

Leaders give when seen. Status, rivalry, and peer comparison drive alumni action, not sentiment or obligation.

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**The Strategic Idea/Build:**

Reframe donations as investments. Create the world's first charity stock index where scholarships act as tradable, price reactive assets.

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**Bringing the Strategy & Idea to Life:**

We built SSE 500, an interactive platform with real time pricing, leaderboards, and visible donor recognition tiers.

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**The Results:**

Raised 10 times annual total in 12 days. Average donations 24 times larger. 93% cohorts activated. No paid media.

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

Results exceeded ambitious targets. €94,556 was raised in 12 days against a goal of €50,000 and a baseline of €9,500. The average donation was 24 times higher than before. 26% percent of donors gave more than once. 93% of graduating cohorts were activated. At stake was the scholarship fund for underserved students. The challenge was not lack of awareness but a broken system that treated alumni as passive donors. We built a new model that transformed giving into a performance system where donations acted like investments. Alumni could see their impact, compare against peers, and gain visible recognition. The platform proved that status mechanics and real time rivalry drive stronger behavior than sentiment or duty. This was not a new message. It was a new system tested against hard benchmarks, and it worked.

# 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.

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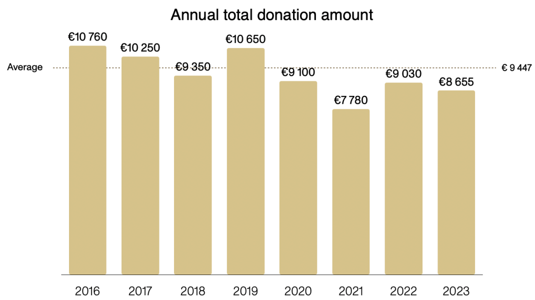
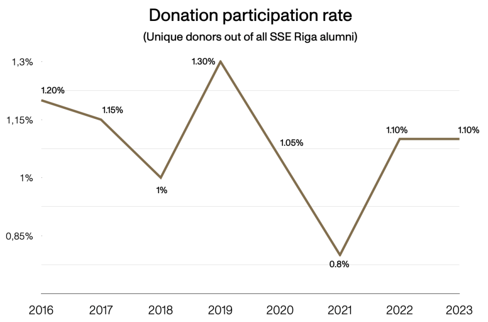
**1A. Before your effort began, what was the state of the brand's business and the overall category in which it competes? What was the strategic challenge for your business? Provide context on the degree of difficulty of this challenge.**

SSE Riga is the leading economics and business school in the Baltics. Alumni work in companies that together generate more than €11 billion in revenue, almost ten percent of Latvia's GDP[1]. Yet this influence did not translate into alumni giving. In 2023, total donations reached only €9,500. The average donation was €17, and only 1% of alumni participated[2].






By comparison, peer institutions in Europe typically achieve 1-4% participation and donation amount averages range from hundreds to several thousands[3,4].
Multiple attempts to lift engagement had failed. Annual emails, events, and class appeals created no more than 1% uplift. Alumni described the experience as irrelevant. As one put it, "I saw the email every year, but it never made giving feel important."

The risk was real. 10 scholarships for underserved students were funded through alumni donations. SSE leadership warned that if giving levels did not recover, cuts would be necessary.
Reachability was also weak. The school lacked an updated contact base. Many graduates had no verified email on file or had changed jobs and addresses. With no paid media budget and limited first party data, an email led campaign was structurally constrained.
**The challenge was clear. We had to motivate practically minded alumni, who viewed giving as inefficient charity, to act without paid media or a reliable database.** Our hypothesis was that this audience responded to visibility, comparison, and status more than to guilt. We therefore set out to reframe giving as an observable investment. The answer would be a live market with real time pricing, class leaderboards, and recognition that spread peer to peer. In this way, even with weak data and no media, participation could spread cohort to cohort.

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## 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**

Raise €50,000 in 12 days, 5 times the baseline, to validate SSE 500 as a scalable revenue model.

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

Annual alumni giving was €9,500, which can cover tuition for 2 students. Tuition fee for one student is €5,000 and our goal was to guarantee scholarships for 10 students.

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

Stripe donation database tracked average contribution per user and benchmarked against historical records.

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

Brand or Business Transformation
Revenue (growth/maintenance/easing decline/value share)

## Marketing Objectives

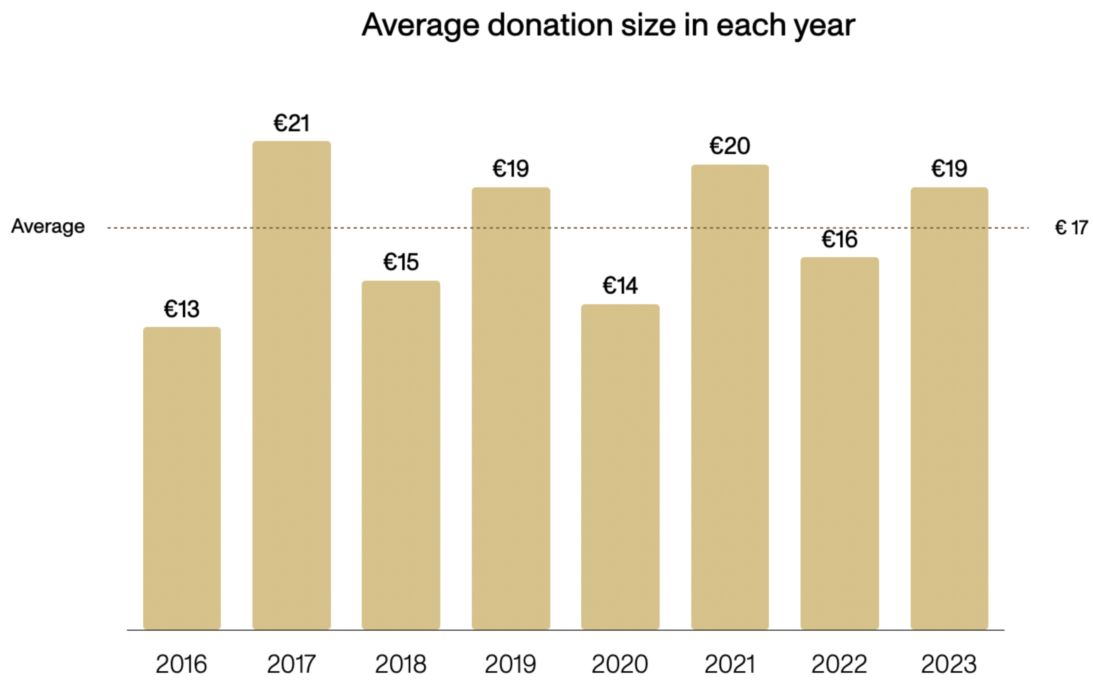
### 1

**Objective - Overview & KPI**

Increase average donation to €170, 10 times baseline, measured by average donation value across all donors.

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

The baseline was €17[2]. European benchmarks are around €200[5]. Elevating donation size meant shifting alumni from donation giving to meaningful investment.




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

Stripe donation database tracked average contribution per user and benchmarked against historical records.

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

Weight / Value of Purpose

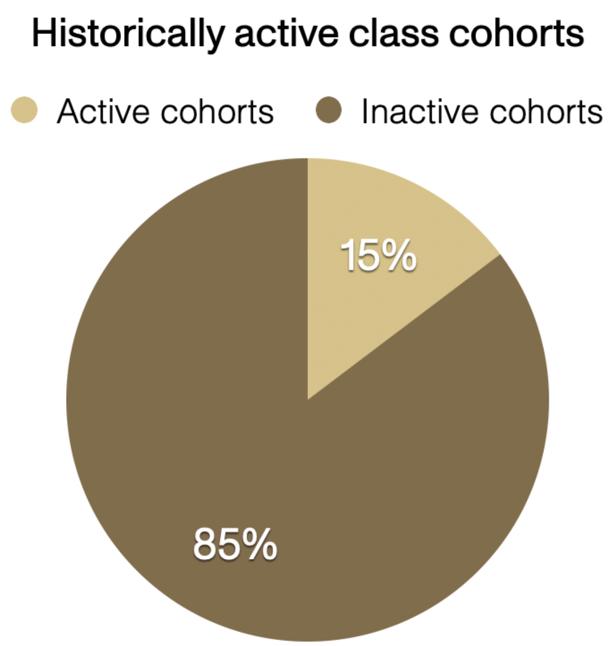
**2**

**Objective - Overview & KPI**

Engage at least half (>50%) of graduating cohorts with one donor per cohort during the 12 day window.

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

One donor per cohort signaled participation, made giving visible, and created rivalry. This seeded competition and spread awareness without media. Historical cohort activation averaged 15% or 5 out of 29 cohorts[2].




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

Platform class year participation. Cohort defined as one or more donors per graduation year.

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

Penetration / Acquisition

**3**

**Objective - Overview & KPI**

Increase repeat donation rate to at least 10% of first time donors.

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

Repeated donations were rare. Donors participated mostly once a year, and repeated donations were from less than 1% of participants[2]. A status driven audience repeating donations within days would validate that prestige mechanics reshaped behavior.

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

Stripe user IDs and timestamps to track first donation followed by repeats.

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

Renewal / Retention / Lifetime Value

## Activity Objectives

**1**

**Objective - Overview & KPI**

Stimulate at least 300 people to attend the fundraising event where top donors would be announced.

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

The event allowed live donations and public recognition, stimulating more giving by showing peers in action. It also reinforced networking.

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

Number of participants attending the event.

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

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

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**Section 1: Sourcing**

(1) Stockholm School of Economics in Riga, Report "SSE Riga Graduates: Impact on the Latvian Economy," authored by Anete Pajuste and Miks Dzedons, published October 2024.

(2) SSE Riga Alumni Association internal data, historical donation data, data from 2016-2023

(3) Décisions Marketing, Article "How to Raise Funds from Alumni: State of the art …", journal issue 2021/1 No 101, pages 235–253, published 2021

(4) CASE-Ross Support of Education Survey: United Kingdom and Ireland, Survey report "CASE-Ross 2020 Report," data covering academic year 2018–19, published 2020

(5) CASE Insights on Alumni Engagement, Report "CASE Insights on Alumni Engagement 2022 Key Findings", survey data covering September–December 2022 (Asia Pacific extended through February 2023), published 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.

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**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.**

SSE Riga has produced a high achieving alumni base, ages 21 to 55, mostly in Latvia, Lithuania, and Estonia. They are analytical, entrepreneurial, and competitive.

Yet giving was stagnant. Participation was only 1.1%. Most did not even open the annual emails. Emotional stories and student appeals failed to work.

The issue was not awareness but relevance. Giving felt like a quiet, sentimental gesture, misaligned with an audience wired to perform, compare, and compete.

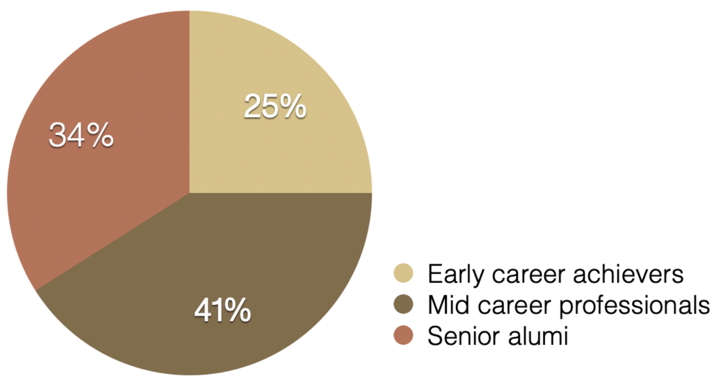
We used university's alumni research to segment the audience[1]:

Early career achievers, about 25 percent: digital natives driven by recognition and visibility.

Mid career professionals, about 41 percent: impact oriented and influenced by peer norms and cohort action.

Senior alumni, about 34 percent: reputation minded leaders motivated by class pride and legacy.

## Target audience segmentation




Across all segments one insight was consistent. Alumni gave when they saw peers giving. Not out of guilt but out of rivalry and recognition.

If no one saw you donate, it did not feel like leadership. It felt like nothing.

Strategic insight: In a school built on performance, invisible giving had no value. To engage alumni, we needed to make giving public and peer visible.

Strategic reframe: Stop treating alumni as passive donors. Start treating them as active competitors. Do not ask them to give. Invite them to lead, and to be seen doing it.

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

We began with a harder question. Not why alumni were not giving but why they never had.

SSE Riga had tried every approach: heartfelt stories, end of year appeals, even gamified nudges. None made a difference. Giving remained at one percent. Most ignored donation requests. The problem was not tone or copy. It was invisibility.

**Our hypothesis: for a performance driven, status sensitive audience, giving must be seen to be meaningful.**

**Core insight: Alumni do not give to feel good. They give when giving becomes a visible act of leadership. It must be seen, compared, and counted.**

This was not about messaging. It was about status mechanics. The entire giving experience had to be reengineered to match how leaders behave.

The alumni network is full of people who watch each other closely. They compete in business, careers, and recognition. If they cannot see each other's donations, the act carries no value. If they can see it, the act becomes a form of leadership.

This unique insight tied directly to SSE Riga. The school was built on performance and competition. Its alumni built careers by measuring themselves against peers. Making donations visible and competitive was the only way to align giving with how they already think and act.

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**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?**

Alumni giving had never truly started. For more than a decade campaigns leaned on obligation, emotion, and loyalty. None worked.

The breakthrough insight, that leaders give when seen by other leaders, demanded more than new messaging. It required reinvention of the act itself.

We built SSE 500, a prestige powered platform where donations became public, ranked, and competitive. Every donation was framed as a stock purchase. Every donor received a rank. Class cohorts rose and fell in a live leaderboard. Giving was no longer invisible. It was a visible signal of leadership.

The system was designed for all segments. Early career alumni gained digital recognition. Mid career alumni acted when peers acted, amplifying network behavior. Senior alumni used giving to reinforce class pride and legacy.

SSE 500 turned giving into a reputation system.

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**Section 2: Sourcing**

(1) Stockholm School of Economics in Riga, internal data, data from 2005-2024

# 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.

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**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 campaign was built around a custom platform called SSE 500. Alumni could invest in student scholarships framed as stocks. Every donation triggered real time changes to personal and class rankings. Names and amounts were publicly visible, creating peer pressure and social proof.

Public recognition reinforced the system. A Leaderboard Wall of Top Investors was announced for installation in the school's main hall, turning digital recognition into physical prestige. The final leaderboard reveal was shared on alumni social media channels.

The launch was led by the school's most respected lecturer, who explained the system in a video posted on social media. This ensured credibility and attention at the start.

Throughout the campaign daily or every second day updates were posted on social media. These showed class rankings, top donors, and comparisons such as total donations by gender. Each post stimulated new competition.

The final event reinforced urgency. Alumni could donate during the event itself. The campaign closed during the event, creating pressure to act in the moment. The presence of peers and public recognition drove higher giving.

Together these elements created a self sustaining system where visibility and rivalry spread without media spend.

**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.**

The creative approach was to design the platform as a performance system, not as an advertisement.

The interface mirrored tools alumni already trusted, such as Bloomberg terminals, crypto dashboards, and investment apps. Deep blues and blacks. Minimal typography. Real time motion. Every donation triggered a visible change. Stock prices ticked up. Leaderboards shuffled. Market caps recalculated.

Form followed ambition. Alumni were not reading a message. They were watching a performance where their name, class, and impact were visible in real time.

Every detail reinforced the identity of alumni as leaders. They saw their name rise. They watched their cohort overtake rivals. They were tagged in updates.

The platform was designed to make giving worth doing. For this audience, value came not from private satisfaction but from visible performance. If others could see your impact, it mattered.

Why it worked: the platform was not a campaign overlay. It was a reputation interface.

This was the building block of all creative executions. It ensured that every message, from emails to posts, matched the experience. Lean, competitive, and real time.

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**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.**

We built SSE 500 as a behavioral engine where every touchpoint signaled identity, status, and influence.

The communications strategy was to trigger action through visibility. We abandoned guilt and obligation. Instead, we emphasized competition, peer comparison, and recognition. Alumni were invited to act like investors, not donors. The tone was lean, competitive, and real time.

The experience strategy was to make every donation shift something visible. The platform acted like a Bloomberg terminal. Leaderboards, student charts, and market signals updated live. Every act was a performance.

The channel plan was structured as owned, then earned, then peer. With no paid media budget, alumni themselves became the medium.

Owned channels included dynamic email flows triggered by behavior, a custom website interface, and the final fundraising event.

Earned and peer channels amplified the effect. Organic posts on Meta and LinkedIn gave daily updates, tagging donors and rival classes. Alumni influencers shared links and screenshots in LinkedIn groups and

WhatsApp chats.

Offline recognition added weight. The planned Leaderboard Wall of Top Investors at the school became a status object that made giving tangible.

We optimized throughout. CRM triggers were adjusted based on leaderboard shifts. Social content timing was aligned with donation peaks. Email segmentation was refined by career cohort.

Together, these elements created a system where alumni could see their impact, spread the message, and compete with peers. The strategy matched how they already think. And it worked.

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**Key Visual**

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**Section 3: Sourcing**

No sources

# 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**

Before the campaign, alumni giving was stagnant. Participation was around 1%. The average annual total was €9,500[1]. Donations were anonymous, and fundraising relied on duty based emails.

The campaign transformed the experience. Giving became a public act of leadership. In just 12 days, €94,556 was raised, almost ten times the yearly average[2]. This was more than all alumni fundraising combined in the previous six years.

The average donation jumped to €415[2], twenty four times the historical benchmark of €17.

28 of 30 class cohorts, 93% participated[2]. The platform turned silence into rivalry and created breadth never seen before.

26% of donors gave more than once[2]. This proved that prestige mechanics and leaderboards sparked repeat actions within days, validating habit formation.

The results cannot be explained by external factors. There was no media spend. There were no incentives. Alumni numbers remained the same. The only variable was the new system.

Every KPI mapped to a specific behavior. Social proof increased average donation size. Leaderboards created cohort rivalry. Real time recognition encouraged repeats.

The campaign worked because it matched how SSE alumni see the world. They act when they can see performance, compare against peers, and lead publicly.

This was not just about raising money. It was about proving a new system. The campaign showed that status, not sentiment, can unlock dormant alumni value.

## Business Objective Results

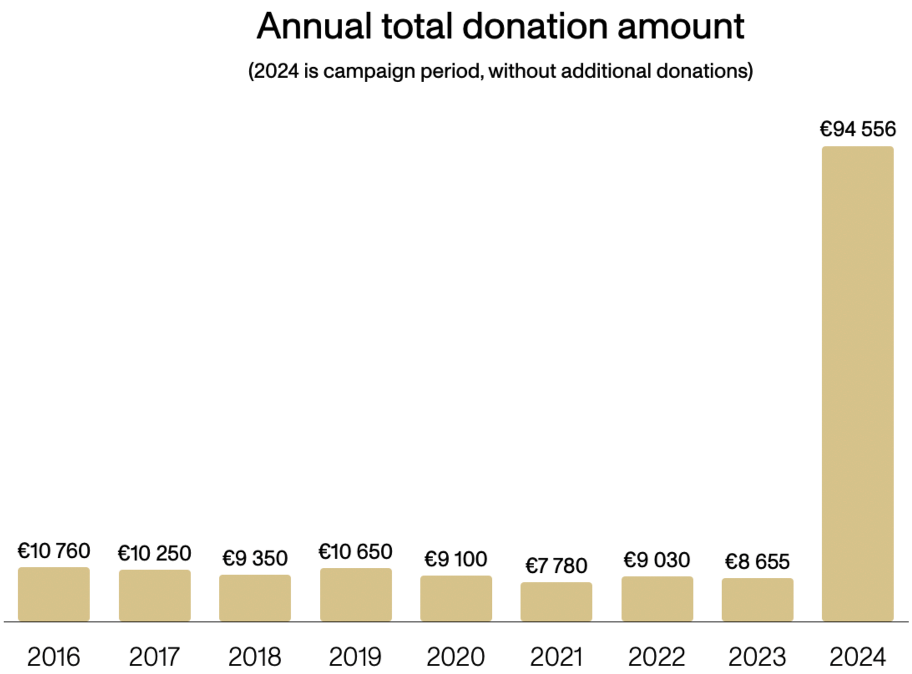
**1**

**List Result**

€94,556 raised in 12 days[2], ten times baseline and 189% of the goal.

**Context**

The previous record was €9,500 annually. The campaign achieved 10 times more in less than two weeks than annual total, with zero media spend, guaranteeing scholarships for the total of 19 students.




## Marketing Objectives Results

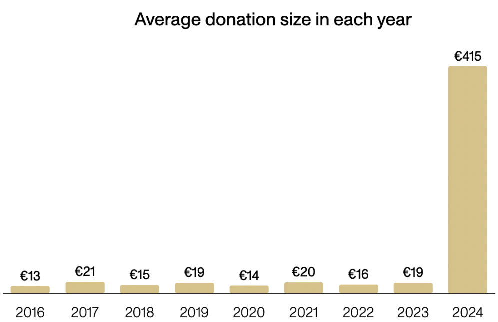
### # 1

**List Result**

Average donation €415[2], 24 times baseline of €17.

**Context**

This exceeded the CASE Europe alumni benchmark of €200[3]. Alumni shifted from donations to leadership investments.



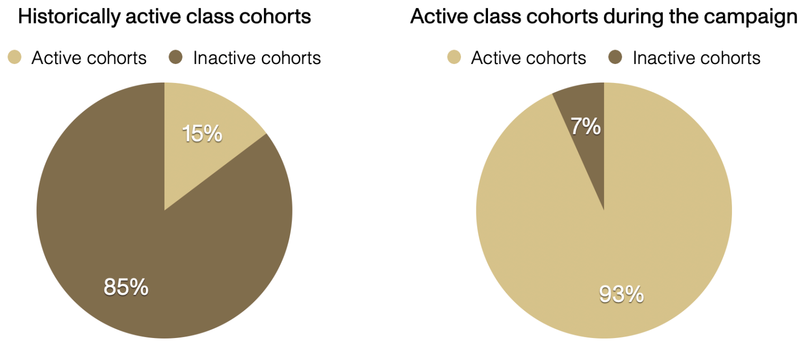
# 2

**List Result**

Activated 28 of 30 cohorts, 93% percent[2].

**Context**

Baseline was around 15%. The platform created competition that spread across generations without paid media.



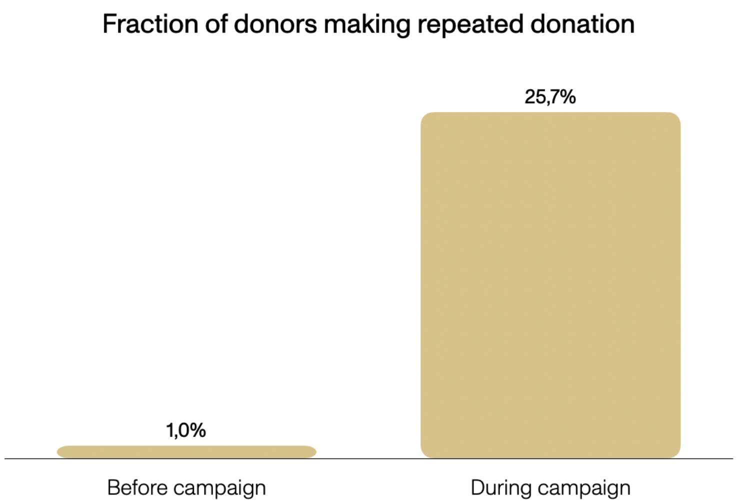

# 3

**List Result**

26% percent of donors made repeated donations[2].

**Context**

Repeat rate was previously less than 1%. Leaderboards and peer recognition drove repeat actions in days.



## Activity Objectives Results

**# 1**

**List Result**

The event drew 1,100 participants[2], one third of the alumni base of 3,200.

**Context**

The event became a live forum for recognition and giving. The presence of peers amplified the urgency to donate.

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**Additional Results**

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**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?**

No Other Factors

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

The results were not caused by external factors. The alumni base did not change in size. The broader economic climate was stable. There were no new incentives, tax changes, or structural shifts in philanthropy.

The only difference was the system. We created a new structure for giving. A platform where alumni could see their impact, compare against peers, and gain recognition.

Agency support was focused on design and execution of the platform and campaign. Media spend was zero. No external promotions were bought. All reach came through peer networks and owned channels.

The event at the end reinforced the momentum but was part of the planned system. Attendance was high because of peer interest in recognition, not external draw.

This proves that results were directly linked to the innovation in mechanics and strategy, not outside factors.

**Section 4: Sourcing**

(1) SSE Riga Alumni Association internal data, historical donation data, data from 2016-2023.

(2) SSE Riga Alumni Association internal data, campaign donation data, data from 2024

(3) CASE Insights on Alumni Engagement, Report "CASE Insights on Alumni Engagement 2022 Key Findings", survey data covering September–December 2022 (Asia Pacific extended through February 2023), published 2023

# 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)**

Under €50 Thousand

**Paid Media Expenditures (Prior Year)**

Not Applicable

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

Less

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

About the same

**Media Budget Elaboration:**

There was no paid media budget. This was not a choice but a constraint: the school had no budget for advertising, and alumni contact data was incomplete, making traditional media channels ineffective. All impact came from owned, earned, and peer-driven communication.

Owned media included the SSE Riga website, alumni email database, and social channels. These were used to host the platform, send automated reminders, and publish class rankings and donor updates.

Earned and shared media came through organic amplification. Alumni shared leaderboard updates in LinkedIn groups, WhatsApp chats, and personal posts. The platform itself was designed to stimulate this sharing by making donations visible and competitive.

The event acted as a live owned channel, creating urgency and recognition in a physical setting.

Because no paid media was used, results were entirely attributable to the innovation in system design and the amplification by alumni themselves.

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## 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.

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**Production & Other Non-Media Expenditures**

Under €50 Thousand

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

The only expenditures were the development of the SSE 500 web platform and the agency fee for creative and strategic support. No money was spent on paid media, sponsorships, or large-scale production. All resources were focused on building the system itself, proving that results came from innovation rather than spend.

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## OWNED MEDIA

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

(Maximum: 100 words)

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

Yes : Digital, newsletter, website, WhatsApp

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## 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)

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**Sponsorships**

Not Applicable

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**Elaboration on Sponsorships and Media Partnerships**

There were no sponsorships or paid media partnerships involved in the campaign. The only collaboration was with a highly respected SSE Riga lecturer, regarded as a legendary figure among alumni. He introduced the platform in a video at launch, which gave the initiative credibility and attention. This was not a paid partnership but an internal contribution, done as part of his faculty role. The fact that such an influential figure endorsed the effort without cost reinforced authenticity and strengthened alumni engagement.

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## SOURCES

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**Investment Overview: Data Sources**

No sources

## 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. – Email/Chatbots/Text/Messaging
Digital Mktg. – Short Video (:15-3 min.)
Digital Mktg. – Social: Organic
Events
Interactive / Website / Apps

## 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**

Interactive / Website / Apps

**Main Touchpoint 2**

Digital Mktg. – Email/Chatbots/Text/Messaging

**Main Touchpoint 3**

Events

# SOCIAL MEDIA PLATFORMS

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

**Social Media Platforms**

Facebook
Instagram
LinkedIn
Twitter
YouTube

# 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.

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

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

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**Creative Reel**


SSERIGAALUMNIASSOCIATION_THESS
E500

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

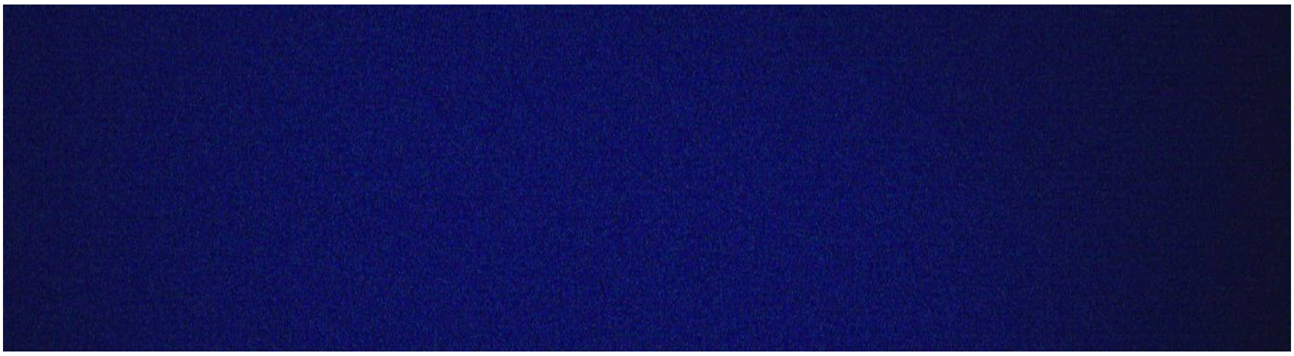
Digital Mktg. – Short Video (:15-3 min.)
Digital Mktg. – Social: Organic
Events
Interactive / Website / Apps

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

SSE 500 explanation video

# BIGGEST INVESTORS BY YEAR

#1 1997



SOCIAL MEDIA POST


Social media post 2

**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.

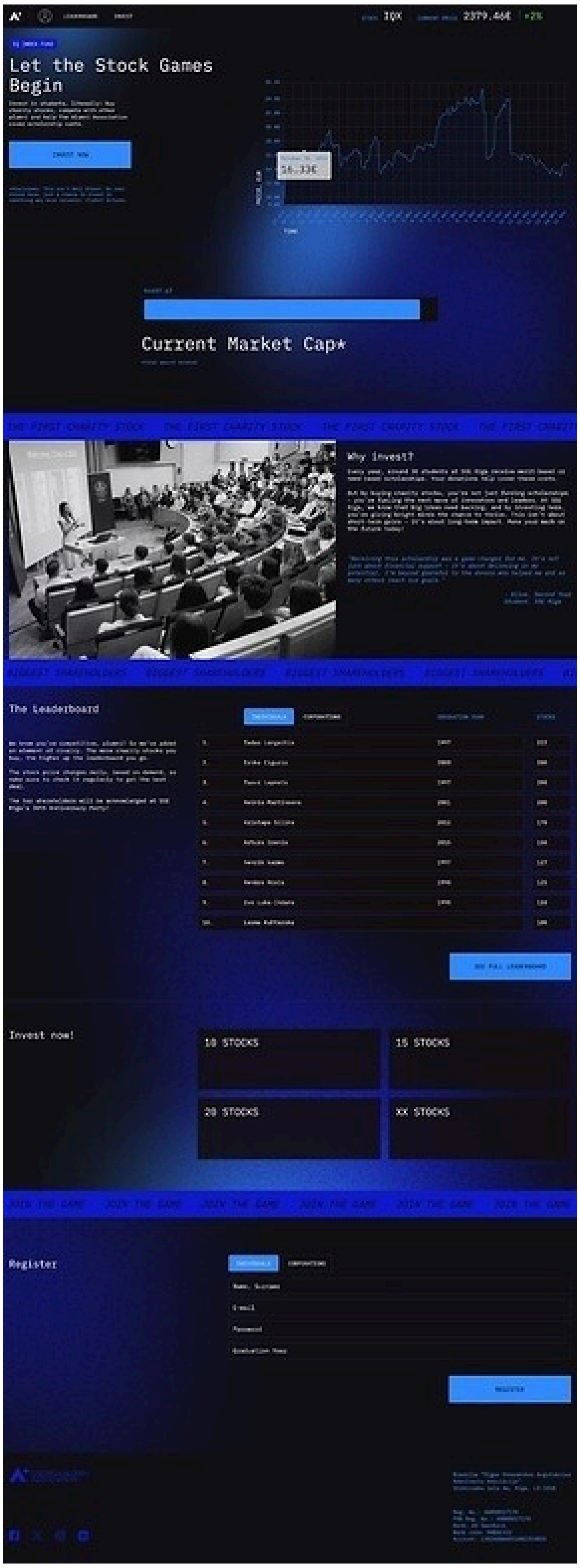
Judges review these images after they read your case and watch your creative reel. Images should complement your reel and help the judges better evaluate the creative elements that ran in front of your audience.

Images for Judging are an opportunity to:

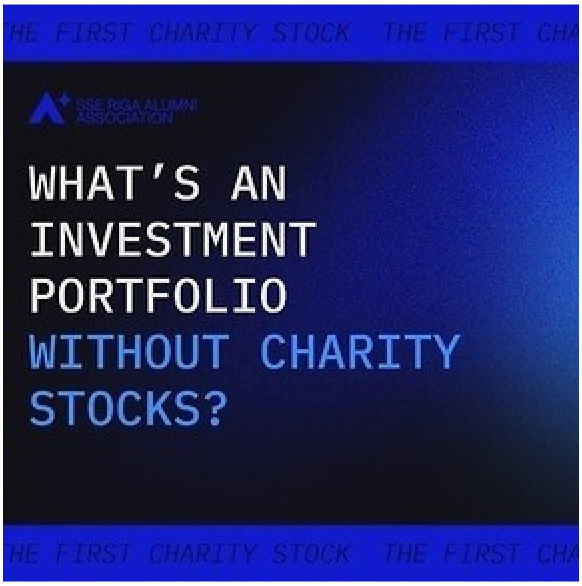
+ Showcase work that is better seen as a still image vs. video format

+ Draw further attention to key creative elements

## Images of Creative Work




Landing page




Social media post

IPO social media post

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**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)?”**

1 – 2 Years