

IPL  
BRANDS  
INSIGHTS  
BOOK  
**2023**

A MARKETING COMPENDIUM TO TRACK CAMPAIGN PERFORMANCE DURING IPL







Our journey started in 2019 as we took charge and ventured into the field of brand marketing analysis during IPL. Today we proudly launch the 5th edition of our IPL Brands Insights Book with the aim of throwing light on marketing dilemmas hidden away from plain sight. With this Book, we serve brands with crucial insights regarding the campaign ROI, ad effectiveness, viewership analysis, etc. on a silver platter to aid their marketing efforts in the upcoming IPL. The IPL thrill is only growing and so will our passion to uncover all the branding insights. Get answers to all your marketing queries to make effective strategies and better marketing decisions.

# FOREWORD



Jasal Shah

MD/CEO

Dear Readers,

July 24, 2019 – the day we pioneered an untraveled territory by launching the first edition of IPL Brands Insights Book! Little was known back then that an idea to help marketers would go a long way, with many other research organizations creating an offshoot to address this segment.

We Pioneered. We're Propelling!

Since the first edition, we've been tirelessly working to help marketers and brand custodians better understand their campaigns' impact and thus provide an insightful cushion to the marketing budgets. Having helped 56 brands and evaluated ads worth 88.4\$ Mn, we at Velocity MR are glad to introduce the fifth edition of the IPL Brands Insights Book 2023.

In this edition, we embark on a fascinating journey to uncover the secrets behind the IPL 2023 success stories, the methods that propel companies to superstardom, and the pulse of the ever-changing IPL ecosystem. Because of the fast-paced nature of the game, marketers must race against the clock, constantly reacting to shifting consumer dynamics and forging meaningful connections with their target audience.

There are stories of triumph, moments of glory, and many obstacles brands face in the ever-competitive cricket extravaganza- the IPL. It has won millions of hearts and minds, transcending sports into a cultural phenomenon.

But beneath the surface is an enthralling story of brands competing for attention and vying for a special place in the hearts of sports followers. Through rigorous research, deep analysis, and expert viewpoints, we are successful in gauging the symbiotic symphony of IPL and brands, we investigate how brands use their association with teams, players, and the league itself to form meaningful connections with their customers, both on and off the pitch.

My sincere gratitude goes to our partners and clients whose inspiration has fueled our journey year after year, allowing us to bring you the latest IPL insights in the 5th edition of the IPL Brands Insights Book. Last but not least, I thank my team and all the respondents across various cities who actively participated in our research, contributing their experiences to shape the IPL Brands Insights Book 2023. Their feedback lies at the core of this research, and by providing a platform for their voices to be heard, we foster deeper connections between brands and consumers, nurturing enduring relationships that stand the test of time.

I invite you to immerse yourself in this insightful marketing handout and discover the stories that have left an indelible mark, gain insights from the success strategies employed by industry pioneers and explore the untapped potential for your brand ahead in the Indian Premier League. Your feedback is valuable to us; feel free to drop a line at [jasal@velocitymr.com](mailto:jasal@velocitymr.com) and share your thoughts.

Kind Regards



# INTRODUCTION



## Rajesh Bodke

Director

In a world where attention is the most valuable currency, brands must constantly push boundaries to capture the imagination of their audience.

I am thrilled to present the much-awaited 5th edition of the IPL Brands Insights Book, a comprehensive guide that delves into the world of marketing during the Indian Premier League. Since its inception in 2008, the IPL has undergone phenomenal growth, transforming into the second most valuable sport in scale and value. As a result, it has become a grand festival for brands, offering unparalleled visibility and a lasting impact on their target audience. Brands recognize the immense potential of the IPL and have continuously sought to capitalize on it. Success in this highly competitive space requires more than just financial investments; it necessitates thoughtful planning, precise execution, and a deep understanding of consumer behaviour.

Over the years, brands have reaped substantial benefits by associating themselves with the IPL through sponsorships and advertising. It has not only led to heightened brand awareness but also remarkable increases in sales figures. However, the success or failure of marketing campaigns during such a monumental sports event is influenced by a myriad of factors that go beyond mere sales statistics. To understand the profound impact of effective marketing communication and advertising strategies, the IPL Brands Insights Book aims to empower brands with actionable insights and enhance their decision-making prowess. IPL Brands Insights Book is a syndicated study conducted across 15 states with a carefully chosen sample size of 4500 respondents. The data quality checks were done daily, along with logic checks. Moreover, the data-cleaning was done regularly to ensure consistency, representation, and reliability of outcomes. With the use of different mathematical and statistical techniques, a number of hypotheses were generated and evaluated against the data gathered.

The IPL Brands Insights Book by Velocity MR is not merely a collection of statistics; it is a strategic & insightful guide that equips brands with the knowledge and understanding needed to make the most of their association with the IPL. To achieve this, Velocity MR has carefully structured the book into four sections:

- ◆ Plausible Marketing Questions
- ◆ Marketing Insights
- ◆ Supporting Data
- ◆ Data Interpretation

As the IPL continues to grow and captivate audiences worldwide and brands embark on this exceptional marketing opportunity, Velocity MR remains committed to empowering them with the knowledge and tools needed to thrive in the IPL.

The fifth edition of the IPL Brands Insights Book is not limited to the IPL season alone. The insights provided have far-reaching implications that extend beyond the league. By analyzing the successes and failures of various marketing strategies during the IPL, brands can gain invaluable lessons that have implications across many more tournaments & sporting events, and marketing initiatives.

I invite you to discover the compelling narratives of brand evolution, innovation, and reinvention with IPL Brands Insights Book 2023. We eagerly anticipate the opportunity to forge a mutually beneficial partnership with your esteemed brand and contribute to your future marketing success.

# IPL VIEWERSHIP TRENDS

# 01

Explore the trends & factors influenced by the tournament's massive audience appeal

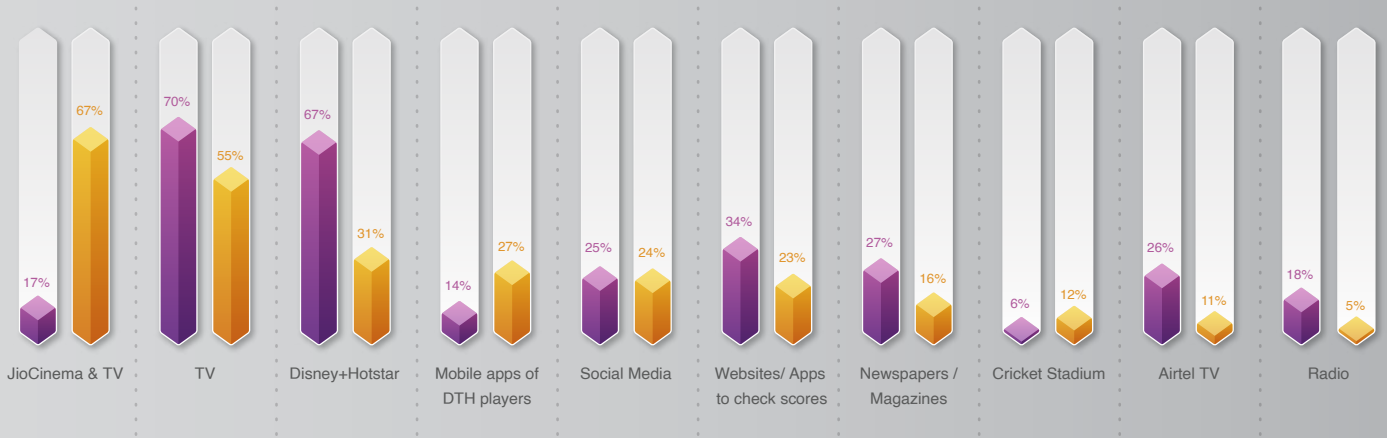
# IPL VIEWERSHIP TRENDS

## Plausible Marketing Question

Viewership Platform –  
Which avenue should you choose?

### SUPPORTING DATA IPL Viewing Avenue

◆ 2022    ◆ 2023



Base: 4219

## Marketing Insights

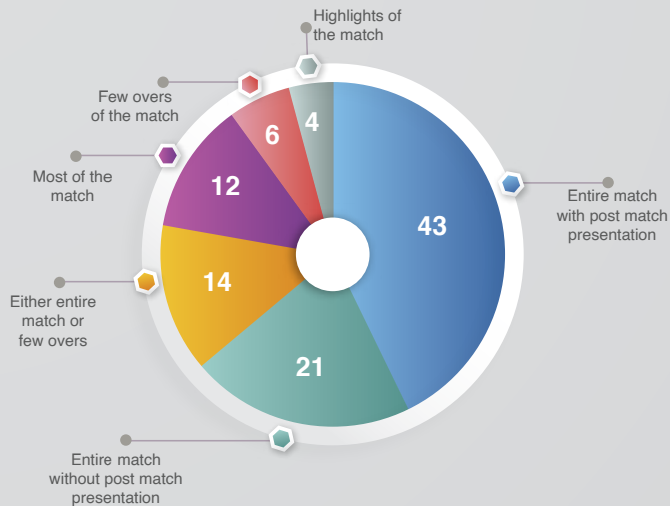
- ◆ For the first time ever, OTT viewership is leading, leaving behind TV viewership
- ◆ JioCinema is the preferred platform among netizens to enjoy the action of IPL, while Disney+Hotstar is preferred to catch up with the highlights of the match



# IPL VIEWERSHIP TRENDS

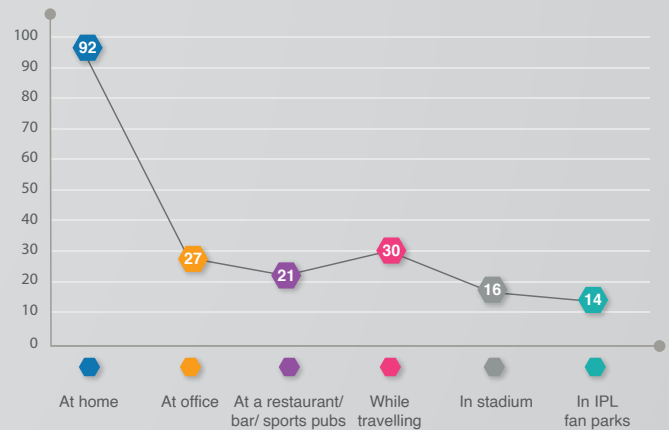
SUPPORTING DATA

## Match Viewing Pattern



SUPPORTING DATA

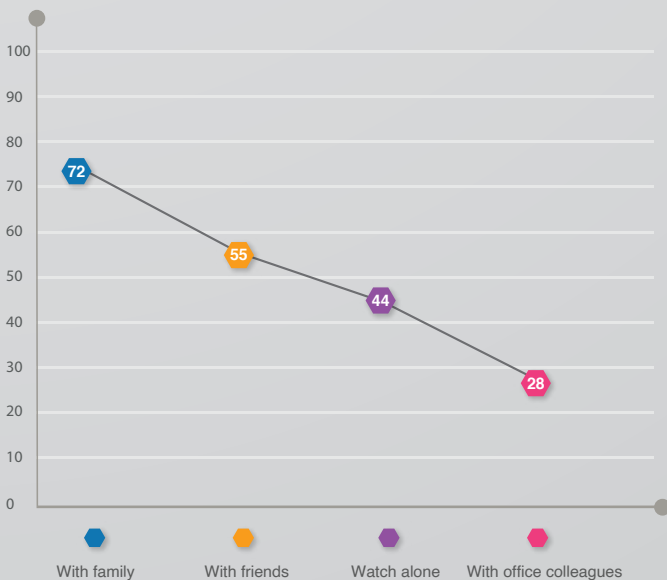
## Viewing Venue



Base: 4219 (All)

SUPPORTING DATA

## Viewing Companionship



## Marketing Insights

- ◆ It is observed that more than one-third of the viewers watch the entire match
- ◆ Viewers mostly prefer to watch the matches from the comfort of their home
- ◆ Around 2/3rd of the IPL viewers are seen to be accompanied by family while viewing IPL, while it is least viewed with office colleagues

What brings families together?  
Weddings and IPL!



# DATA INTERPRETATION

- ◆ The data suggests a significant shift in viewership patterns, with over-the-top (OTT) platforms surpassing traditional television as the preferred medium for entertainment. OTT viewership has taken the lead, indicating a growing preference for online streaming services over traditional TV channels
- ◆ Different platforms cater to different viewing preferences, as JioCinema is preferred for live matches and Disney+Hotstar is preferred to view highlights
- ◆ A large chunk of viewers have watched an entire IPL match, in which case they are likely to pay close attention to the match, including the commercials that air during breaks. By strategically placing ads during the IPL matches, brands can potentially reach a large and engaged audience, maximizing the visibility and impact of their advertisements. This high level of engagement also increases the likelihood of brand recall and positive associations with the advertised products or services
- ◆ Brands can leverage the family-oriented nature of IPL viewing, as highlighted in the data, to tailor their advertisements accordingly. Creating ads that resonate with the shared entertainment experience of families watching together can help build a positive brand image and foster emotional connections with the viewers



Reference Image



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