

## IPL BRANDS INSIGHTS BOOK 2020

























## Viewership Vent: Solving the Geo-Conundrum & Frequency Arithmetic for Brands

**IPL VIEWERSHIP TRENDS** 

Average number of matches watched

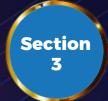
**Weekly Trends** 

PERCENTAGE & SHARE OF VIEWERSHIP
IMPACT OF PERFORMANCE ON VIEWERSHIP AND POPULARITY
POPULARITY ANALYSIS

Loyalty Lead: Translating the Franchisee Patronage into Brownie Points for brands



**LOYALTY ANALYSIS** 



Brand Biome - Dig deeper into the science of Brand Analysis

**BRAND RECALL** 

Top 10 Brands & Weekly trends

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BRAND PLACEMENTS ON JERSEY
BRAND SPEND VS RECALL ANALYSIS
ENGAGING THE VIEWER - FAN CONTESTS
BRAND IMPACT SCORE

**Deep Dive into facts: Team and Sponsor Analysis** 



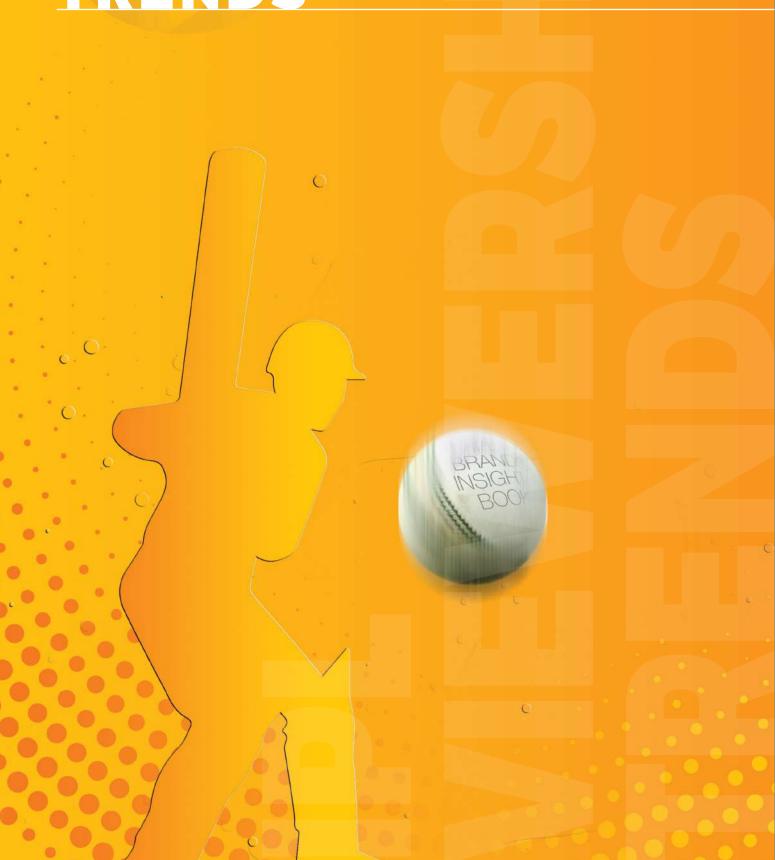
STAR PLAYERS OF THE TOURNAMENT WEEKLY HIGHLIGHTS
TEAM PORTRAITS & RETENTION RATE
TEAM SPONSORSHIP PATTERN

# VIEWERSHIP VENT: SOLVING THE GEO-CONUNDRUM



# & FREQUENCY ARITHMETIC FOR BRANDS

# IPL VIEWERSHIP TRENDS



## MARKETING QUESTION

Which platform has the maximum viewers? Are they my brand's TG?

## MARKETING INSIGHTS

Just like the previous season, IPL 2020

was also widely watched on TV.
Viewership on all other media
platforms significantly decline
probably because most of the
viewers were at home due to the
ongoing pandemic & subsequent

lockdown.

**VELO** 

And in-line with the above observation, the viewership is high at home i.e. majority have watched IPL with family.

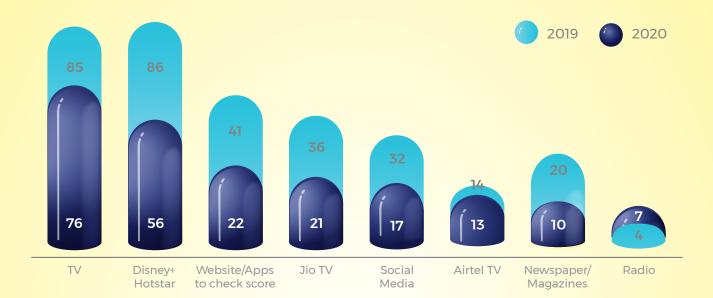
IPL viewers watching matches with Office

Colleagues or Friends tend to watch an entire match/most of it than those watching alone or with family. And majority of viewers watching with colleagues/friends also seen to

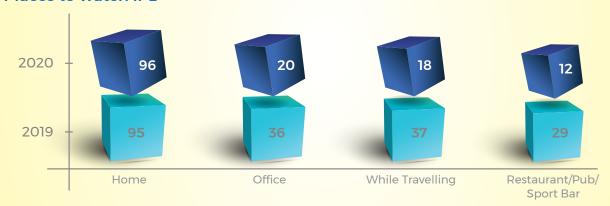
be watching matches played by all teams equally.

This could mean an increase in viewership base (i.e. more number of people could have seen IPL as it was watched with family) but fan viewership has declined (Watching IPL with friends/ colleagues and watching the matches in Cricket Stadium).

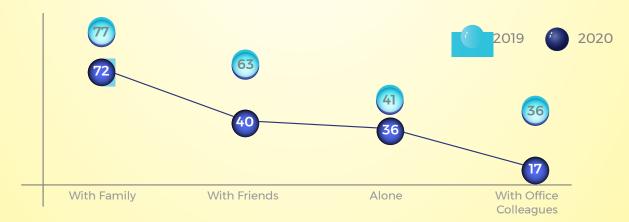
# SUPPORTING



#### Places to watch IPL

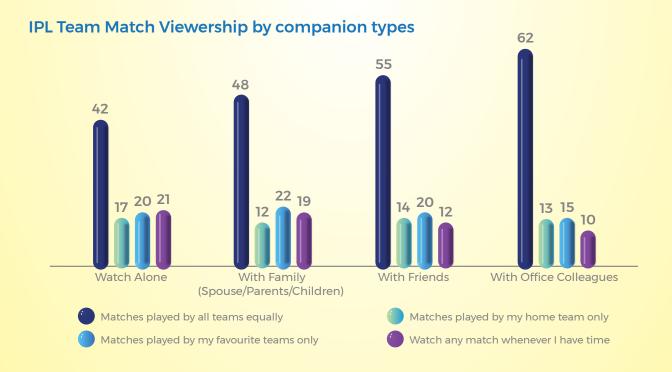


#### Companion to watch IPL with





#### **IPL Match Viewership by companion types** 63 51 47 44 32 11 10 9 10 Watch Alone With Family With Friends With Office Colleagues (Spouse/Parents/Children) I watch an entire match always or most of the time I generally watch most of the match but not all of it I generally watch a few overs of a match I may sometimes watch an entire match and sometimes only a few overs in a match depending on my level of I mostly watch the highlights of the matches interest in the match or the teams playing it (I do not watch the live match)





# DATA<br/>INTERPRETATION

- With the pandemic situation not withstanding, family viewership on TV was bound to be on the top as compared to on-the-go audience. Watching matches with family at home on Television has scored higher this year.
- Although the consumption of digital content has been on the rise since the pandemic & lockdowns, viewership on Disney+ Hotstar platform has reduced by
- 30%. This could be due to the drop in 'onthe-go' audience and paid subscription model of Disney+ Hotstar. This could also be the same reason for dip in viewership on platforms like JioTV & Airtel TV.
- Disney+ Hotstar viewership stands second with a lesser viewership as compared to 2019. Hence, brands aiming mainly at digitally evolved audience can choose to advertise on Disney+ Hotstar.



# AVERAGE NUMBER OF MATCHES WATCHED

### MARKETING QUESTION

I want to advertise my brand during the matches which have high viewership. Which team and which city has the highest IPL viewership?

#### MARKETING INSIGHTS

SPAND

VELOCITY

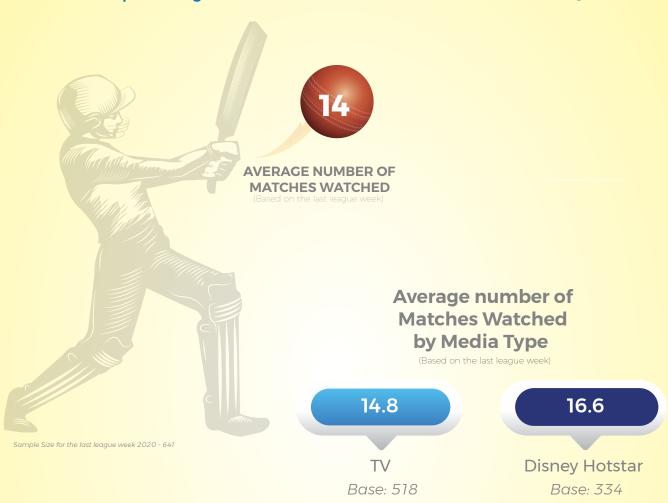
On an average, 14 matches have been watched in the current IPL season with most number of matches being watched on TV followed by Disney+ Hotstar.

IPL viewers in Bangalore followed by Mumbai were seen to have watched more number of matches during IPL 2020. Poor performance of CSK in this season could possibly explain the average viewership in Chennai.

Average number of matches watched is high among fans of Delhi Capitals and Sun Risers Hyderabad.

# SUPPORTING

IPL Viewership - Average Number of Matches watched (Based on the last league week)



Average Number of Matches Watched by Cities (Based on the last league week)





#### **VIEWERSHIP TRENDS**

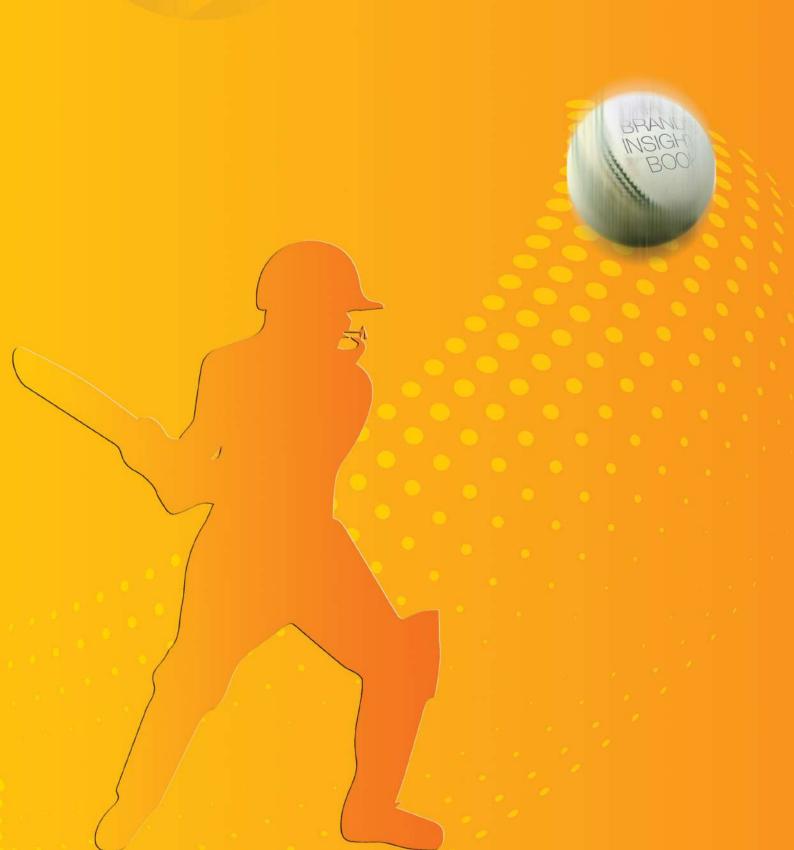


## DATA<br/>INTERPRETATION

- The opening match of IPL 2020 between Mumbai Indians and Chennai Super Kings registered the highest viewership, i.e., 71% among all the matches in this season. In all the weeks, the most watched match has either been MI, CSK or RCB. These 3 teams drive high viewership.
- IPL viewership marginally declines after first week and in week 5 there is a slight increase - However in week 6, after CSK failed to get into playoffs for the first time in the IPL history the viewership declines significantly.



# PERCENTAGE & SHARE of VIEWERSHIP



## MARKETING QUESTION

I advertised during my team's matches. What is the split of viewership my team has?

## MARKETING INSIGHTS

Owing to their previous victories and popularity, team CSK and MI have high share of viewership making them the most preferred franchises to advertise.

#### SUPPORTING DATA

















Share of Viewership

13.9

13.7

12.8

12.3

12.2

12

11.6

11.5



## DATA INTERPRETATION

- Team CSK has the highest percentage as well as share of viewership. Its previous victories have turned out to be in its favour in terms of viewership though the team has had a poor season in 2020.
- MI, the winners of IPL 2020, is very close to CSK in terms of viewership share.
- RCB and DC who qualified for the top 4 teams have good share of viewership.
- RR and KXIP, with their low performance have registered lower share of viewership.



# IMPACT OF PERFORMANCE ON VIEWERSHIP & POPULARITY



# MARKETING

Does the performance of a team have an impact on its Viewership and Popularity?



### MARKETING INSIGHTS

Let's look at the performance of 3 teams with contrasting expectations.

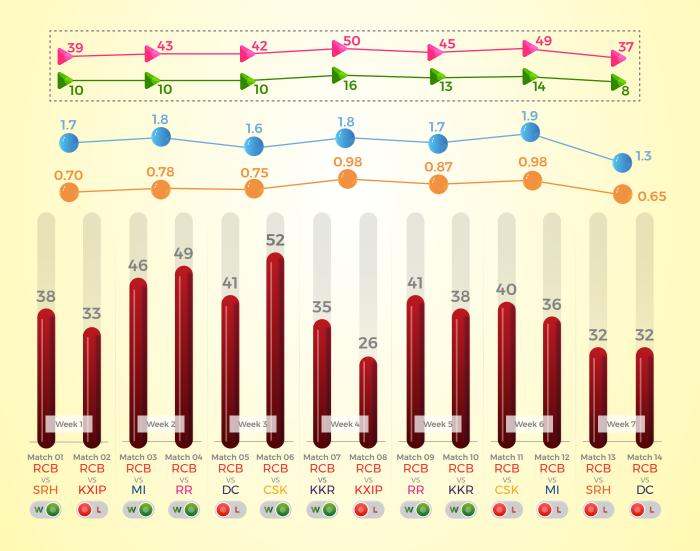
- CSK, generally a consistent performer; RCB, a team which generally delivers underwhelming results and DC, a team with mediocre expectations but growing gradually in terms of performance & popularity.
- Even though CSK and RCB started the tournament with good popularity, in due course of time it started to decrease along with their performances.
- On the other hand, team DC which started with less popularity, eventually showed a very healthy and a promising growth.



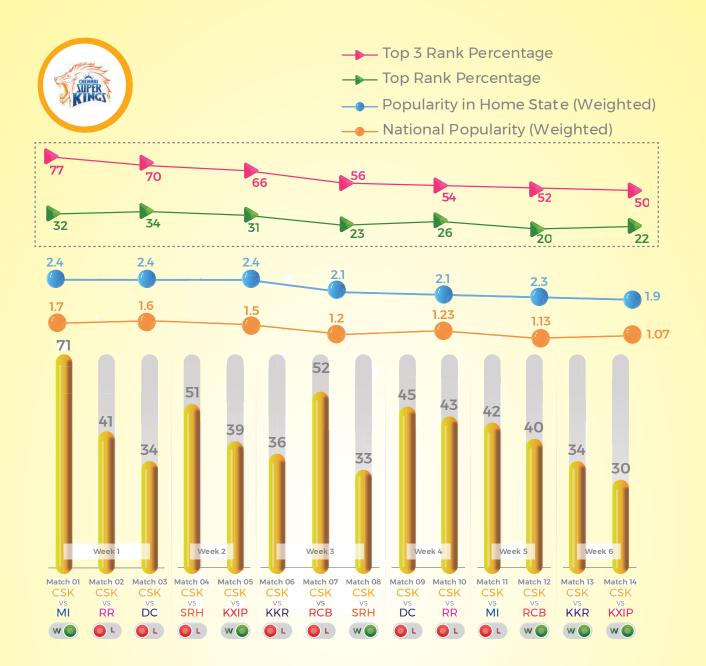
#### SUPPORTING DATA



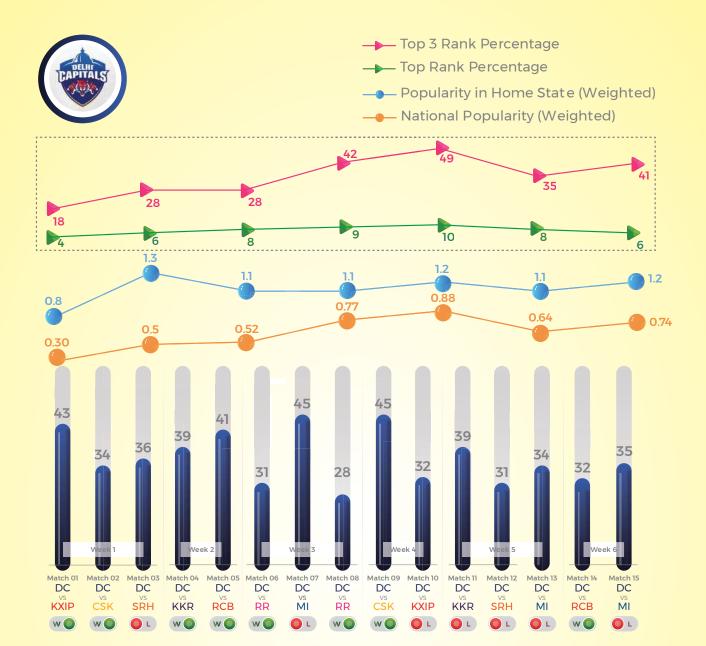
- Top 3 Rank Percentage
- → Top Rank Percentage
- Popularity in Home State (Weighted)
- National Popularity (Weighted)













## DATA INTERPRETATION

- RCB was placed well with 7 wins out of the first 10 matches but lost the next four matches losing their chance for the finals. In line with this the viewership and popularity also showed a decline in the last week of IPL.
- Although the previous victories ensured high popularity for CSK in the beginning, it gradually started to decrease as their performance declined.
- Poor performance has cost them a 10% drop in 'Most favourite team' and 27% drop in 'Top 3 teams' from week 1 to week
   6 of IPL (pre-finale week).
- Delhi Capitals, which started with lower popularity, witnessed a significant increase among 'Top 3 teams' - a 23% jump from week 1 to week 6. Their thrilling victories ensured a jump in their popularity.



## POPULARITY A N A L Y S I S



### MARKETING QUESTION

Which IPL teams have more popularity?



# MARKETING

Top 3 Teams (based on weighted popularity scores):

Usually people follow their favourite teams and watch most of their matches. Hence, it is important to know which all teams are quite popular among Indian audience.

- MI, CSK and RCB are the most popular teams in IPL season 2020.
- CSK's popularity scores dropped after 1st week whereas DC gained significantly after 1st week.

Teams Popularity in different cities (based on weighted popularity scores):

Which teams have higher popularity in cities apart from their home cities?

- Apart from high popularity in its home city, Mumbai Indians has strong popularity in Delhi, Kolkata and Cities of Punjab as well.
- CSK has significant popularity scores in Mumbai, Delhi and Hyderabad.

Non-IPL team States (based on weighted popularity scores):

Which teams have more popularity in non-IPL team states?

 Mumbai Indians is the first preference whereas Chennai Super Kings managed
 2nd position in both the non-IPL team states - Gujarat and Madhya Pradesh.

**Impact of Performance on Popularity** 

- Performance and Popularity are strongly correlated, which has been clearly noticed in IPL 2020, between two teams: CSK & DC.
- CSK's popularity dropped after 1st week whereas DC's popularity increased from the 2nd week.
- CSK won only 6 matches and DC won 8 matches in this season as compared to 2019 where both CSK and DC managed 9 wins each.



#### SUPPORTING DATA

Mumbai Indians, Chennai Super Kings and Royal Challengers Bangalore remain the top 3 teams.

Mumbai Indians gains significantly during the last 4 weeks of the season.

#### Favorite IPL Team - RANK 1











## DATA INTERPRETATION

- Mumbai Indians is leading in terms of most popular team.
- CSK's popularity is gradually decreasing after the second week of IPL. However, it still remains one among the top 3 teams for IPL watchers.
- Royal Challengers Bangalore noticed an increase in week 4, and the momentum continues till week 6.
- Kolkata Knight Riders seems to be popular in the beginning of the season but shows a gradual decrease every week, just like in 2019.



#### Favorite IPL Team - RANK 1



### DATA INTERPRETATION

- Delhi Capitals has a consistent weekly growth in terms of favorite team, similar to 2019, where DC went up from 3% in the beginning to 7% in the final week.
- Popularity of RR and KXIP has remained low in comparison to other teams.

#### Favorite IPL Team - RANK 1+2+3

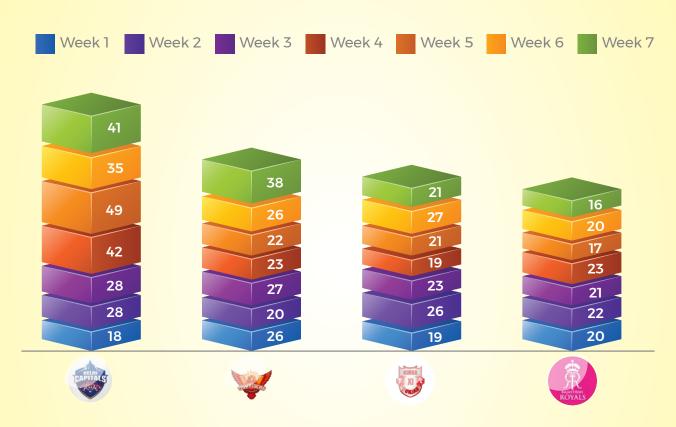




#### DATA INTERPRETATION

- Mumbai Indians, Chennai Super Kings & Royal Challengers Bangalore remain the top 3 teams.
- Chennai Super Kings has shown a significant decrease after the first week whereas Royal Challengers Bangalore has shown increase in popularity till week 6.

#### Favorite IPL Team - RANK 1+2+3



### DATA INTERPRETATION

- Delhi Capitals has gained significantly after the first week.
- Sunrisers Hyderabad have gained high popularity in the final week.



#### **Popularity Scores of all IPL teams**

ASPECT	INDIANS	KINCL					Total Name	ROYALS			
Weighted Popularity Share (Based on Top 3 Teams Ranking)	1.43	1.32	0.81	0.56	0.63	0.50	0.39	0.35			
Weighted Home City Popularity (Based on Top 3 Teams Ranking)	2.13	2.16	1.68	1.78	1.11	1.61	1.46	1.30			
NON IPL STATES —											
Gujarat	1.92	1.11	0.66	0.50	0.65	0.30	0.41	0.45			
Madhya Pradesh	1.70	1.56	0.80	0.46	0.52	0.31	0.35	0.28			

#### **Calculation of Popularity scores**

Question asked: Which are your top 3 favorite IPL teams?

In this scenario, If respondents give 1st rank to a particular team, say Team ABC, it is given a weight of '3', similarly 2nd rank is given a weight of'2' and 3rd rank is given a weight of '1' and the weighted average score is calculated.

This chart represents the weighted popularity scores for every team. For example, If every IPL viewer says this is my top team for one specified team, the team gets a perfect score equal to 3.



#### Favorite IPL Team (Rank 1+2+3) - Weighted Ranking Score

	Mumbai	Chennai	Bangalore	Delhi	Kolkata	Hyberabad	Chandigarh /Mohali/ Ludhiana	Jaipur/ Jodhpur/ Udaipur
(ADIANS)	2.13	1.18	1.12	1.34	1.31	1.11	1.28	1.12
	1.43	2.16	1.14	1.20	1.04	1.18	1.00	1.11
<b>6</b>	0.58	0.63	1.68	0.60	0.71	0.75	0.80	0.83
	0.57	0.57	0.53	1.11	0.45	0.54	0.67	0.56
	0.40	0.38	0.42	0.50	1.78	0.27	0.36	0.22
	0.31	0.50	0.46	0.31	0.24	1.61	0.28	0.32
	0.27	0.35	0.40	0.47	0.22	0.27	1.46	0.54
(R)	0.31	0.24	0.25	0.48	0.26	0.28	0.15	1.30

## DATA<br/>INTERPRETATION

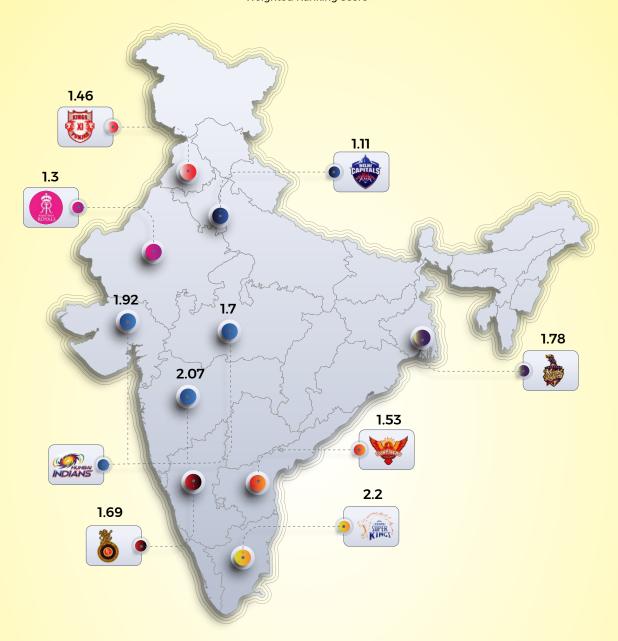
- Apart from its popularity in Mumbai,
   Mumbai Indians has strong popularity in
   Delhi, Kolkata and Chandigarh as well.
- Delhites have greater preference for Mumbai Indians and Chennai Super Kings than their own home team.



#### Weighted scores for Popularity across 10 states

#### **Statewise**

Popularity of IPL Teams in their Home States (Rank 1+2+3) Weighted Ranking Score



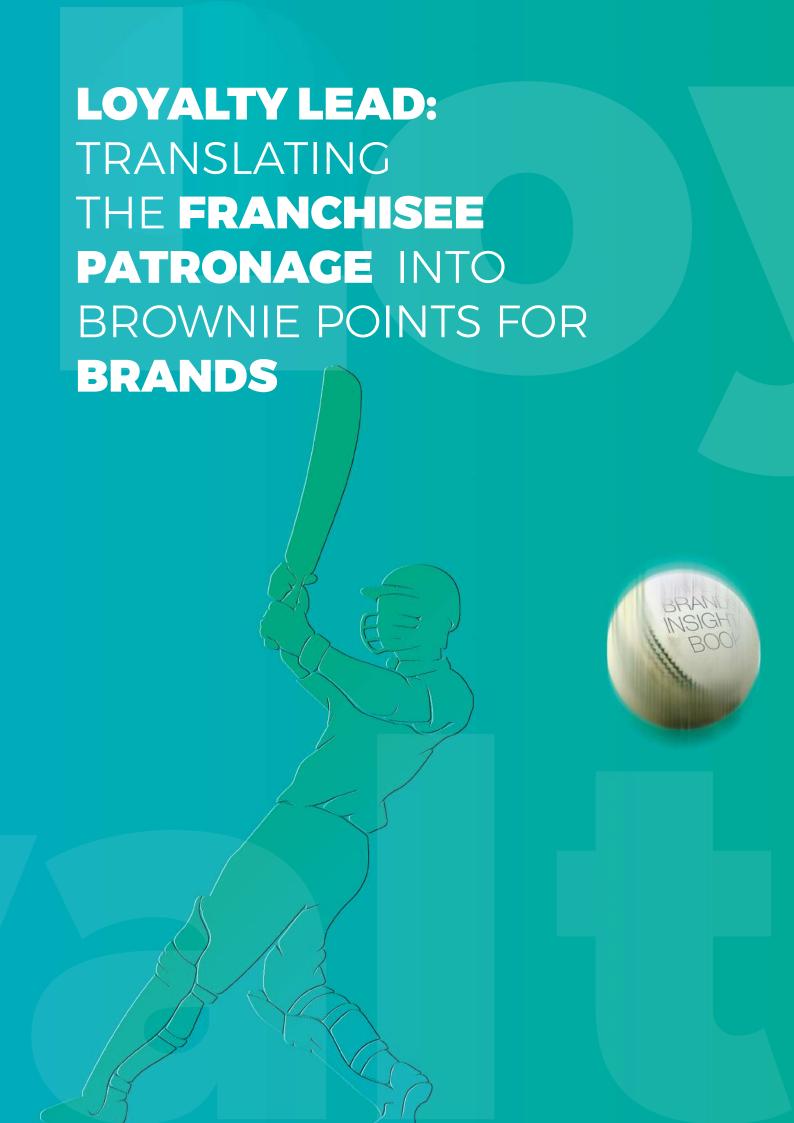
# DATA INTERPRETATION

- When it comes to the most popular home team, Chennai Super Kings leads the season followed by Mumbai Indians and Kolkata Knight Riders.
- Mumbai Indians has higher popularity
- in non home states Gujarat and Madhya Pradesh.
- Two non home states have also been shown viz. Gujarat and Madhya Pradesh.

Scores are based on total of 7 weeks data







LOYALTY A N A L Y S I S

# MARKETING QUESTION

Which team has the highest home city loyalty and how can I leverage it?

# MARKETING INSIGHTS

The top teams by Increase in Loyalty Proportion (By home city) are:

- 1. KKR (81%)
- 2. SRH (78%)
- 3. KXIP and RR (77% each)

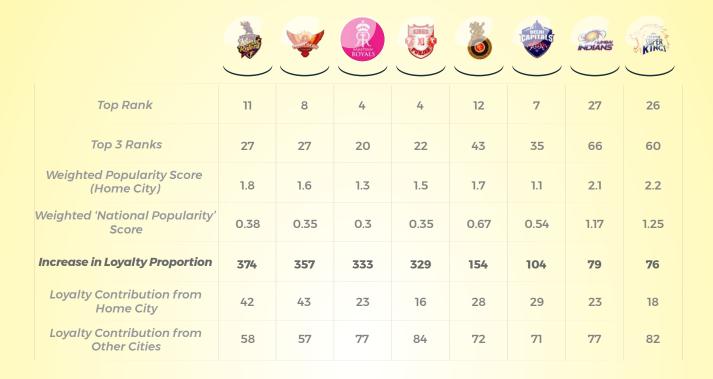
As compared to 2019, popularity of the teams have undergone a major change.

The other teams have high inclination towards their home cities. Hence brand campaigns targeting the people of West Bengal, should focus on team KKR, and likewise for AP/Telangana, brands should focus on team SRH.

Team MI & CSK are best suggested for brand campaigns which are more focused on cities across the nation.







## DATA<br/>INTERPRETATION

- Team KKR has the highest increase in loyalty proportion, followed by SRH, RR and KXIP.
- The loyalty proportion increase for DC is a testament to its rising popularity across the nation.
- When it comes to loyalty contribution from other cities, MI and CSK are rolling high with contribution from other cities, which ensures they have nation-wide popularity. (Teams RR and KXIP might have high scores because of relatively lower base)



## CALCULATION OF INCREASE IN LOYALTY PROPORTION

On basis of the top three ranks given to a particular team in their home city, weighted popularity scores are calculated against the total base of the specified city.

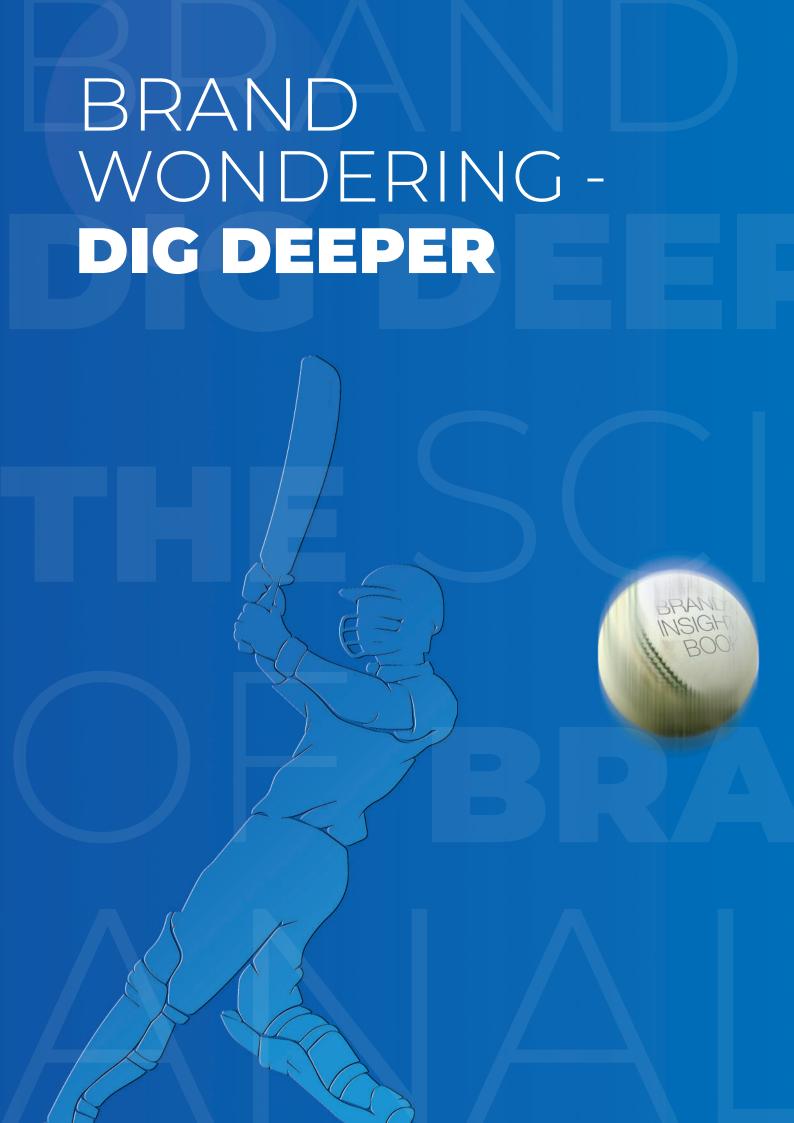
The weighted popularity score of the same team is calculated on all the other cities (against their respective base), excluding its home city.

The difference between these two scores are calculated.

Increase in loyalty proportion is then calculated by taking a ratio of this difference vs. weighted score of the team in other cities excluding the home city.







SCIENCE OF BRAND ANALYSIS

## BRAND RECALL





#### MARKETING QUESTION

Which brands are recalled by IPL viewers throughout the event? What is the weekly trend? Which platform is resulting in maximum brand awareness?



BRAND

#### MARKETING INSIGHTS

- It is not just about heavy investments or heavy spends, but also about fan contests and engagement on social media.
- Campaigns across different platforms work better than just having presence on one medium. A combination of

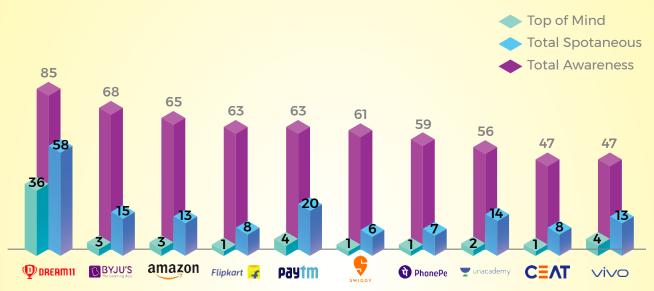
traditional, digital and social engagement works well.

SAMOUNG

Fan and consumer engagement contests/ offers/schemes add to the impact.



#### BRAND RECALL - TOP TEN BRANDS



Base: 3495

## DATA INTERPRETATION

- Dreamil being the title sponsor this year has garnered the highest awareness followed by Byju's and Amazon.
- Unacademy, with its first year in an IPL event, has managed to come in the top ten recalled brands. This can be backed
- by the brand's marketing activities throughout the event.
- VIVO being the ex-IPL title sponsor has some lasting impact on the viewers and 47% still associate Vivo with IPL.

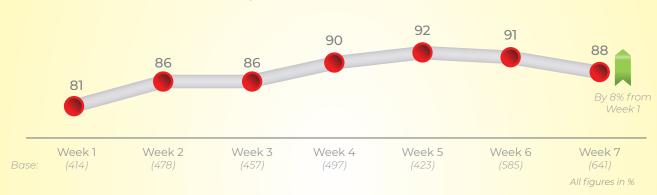


## BRAND RECALL - WEEKLY TREND FOR TITLE SPONSOR AND ADVERTISERS



#### **KEY POINTS:**

- ► Title Sponsor
   ► Fan engagement campaigns on mobile app
- ▶ TV commercial
- ▶ Ads on different social media platforms





#### **KEY POINTS:**

- ▶ Official strategic timeout partner
- ▶ Series of innovative campaigns on digital media
- ▶ TV commercials featuring Aamir Khan
- ► CEAT 'In-control moments' with videos covering smashing boundaries, fantastic wickets etc.





Total Awareness

#### **BRAND RECALL - WEEKLY TREND**

New entrant Unacademy successfully bagged a place in top ten with its innovative digital and TV campaigns. IPL ad film by the name 'Cracking the game' which perfectly blended key moments with it's main offerings, topped social media trends on the date of release



- ▶ Umpire partner
- ▶ Festive banner ads and commercials
- ▶ Ads & campaigns on different social media platforms







#### **KEY POINTS:**

- ▶ Official partner
- ▶ Brand based campaigns & contests throughout the event 'Cracking the game campaign'
- ▶ Digital activations like 'Unacademy ask the expert', 'Fan of the match' etc.





#### **SOURCE OF BRAND AWARENESS-**

TRADITIONAL, DIGITAL AND SOCIAL MEDIA (1/2)

	Фоненти	BYJU'S The Learning App	amazon	Flipkart 👍	paytm	SWIGGY	† PhonePe	unacademy	C≣AT	vivo
Base	2985	2384	2269	2191	2209	2128	2051	1972	1636	1649
TV	70	72	22	19	65)	24	69	65)	21	66)
Internet Browsing	52)	53)	14	13	53	12	51	51)	9	49
Video Streaming sites like Netflix/ Hotstar/Amazon Prime etc.	50	49	14	12	46	12	45	48	10	45
Bottom or side of the screen advertisement on TV/App	45	41	7	6	40	7	36	39	6	37
Newspapers/Magazines	41	44)	11	9	45)	8	41)	40	7	43)
Email	36	33	10	8	41	7	35	35	4	31
Heard on Radio	34	32	6	5	34	4	31	29	4	31
In Retail Stores	28	31	7	5	44)	5	40)	27	5	38

## DATA<br/>INTERPRETATION

- TV worked as the key source of awareness for the brands followed by Internet browsing.
- Traditional method of Newspaper/
  magazine ads worked for Paytm, Byju's,
  Dream11, PhonePe and Unacademy.
- As expected, Paytm and PhonePe both garnered awareness through In-retail stores promotions.



#### **SOURCE OF BRAND AWARENESS -**

**IN-STADIA DISPLAYS** 

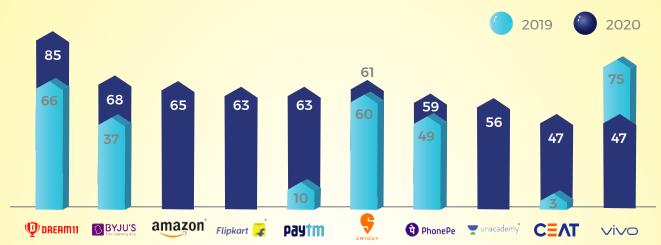
	<b>Q</b> DRERMII	BYJU'S The Learning App	amazon	Flipkart 👍	paytm	SWIGGY	t PhonePe	unacademy	C≣∧T	vivo
Nett In-Stadia Awareness Score	71)	72	13	12	72)	13	66	74)	12	69
Boundary line	43	35	4	5	40	4	32	39	6	36
Brand specific awards during the post match presentation ceremony	41	33	5	5	36	4	31	36	5	32
Pitch mat/Ground	40	31	4	3	33	3	25	33	3	31
In-Stadia Displays	38	33	4	4	37	3	31	36	4	34
Presentation/Interview Backdrop	37	34	4	4	36	4	29	35	4	31
Live commentary	44	33	4	4	34	4	30	38	4	32

## DATA INTERPRETATION

 Unacademy, PayTM, Byju's and Dream 11 lead in generating awareness through Instadia displays, activities and post match awards.



#### BRAND AWARENESS - 2019 VS. 2020



\* Brands not covered/included in 2019 edition at an Aided level



Base: 2750

- Compared to last year, the total awareness scores for top brands this year have increased significantly except for Vivo.
- An interesting observation is that there exists a residual effect for VIVO.
- Swiggy manages to retain its level, while
- PhonePe benefits from its 'Aamir Khan' campaign.
- There are several new brands in the top ten this year which includes Byju's, Amazon, Flipkart, Unacademy and CEAT.



## DATA<br/>INTERPRETATION

- Dream 11, Byju's, Amazon, Flipkart and PayTM are the most recalled brands in IPL 2020.
- Dream 11 gained highest awareness followed by Byju's and Amazon.
   Dream 11 ran multiple activities like fan engagement campaigns on mobile app, TV commercial, and Ads on different social media platforms.
- 3. Byju's has the second highest awareness after Dream 11 in this IPL season, it used multi platform campaigns to draw attention during the IPL. Co-presenting partner, on-air advertisements for newly launched product 'Byju's classes' with a celebrity endorser and Ads running on different social media platforms are the key reasons for the gain.
- 4. Byju's, PayTM, Unacademy, and CEAT are new names in the top ten recalled brands for IPL 2020 edition.
- 5. It is interesting to note that these brands resort to strategies like directly associating with IPL, TV commercials and other campaigns with renowned celebrities to garner awareness among viewers.
- 6. CEAT has managed to gain 47% awareness in IPL through various activities like official strategic timeout partner, series of innovative campaigns of digital media, TV commercials featuring Aamir Khan and CEAT 'In-control moments' with videos covering smashing boundaries, fantastic wickets etc.
- 7. VIVO being the ex-IPL title sponsor has a residual effect and 47% associate VIVO with IPL.
- 8. TV and internet browsing were the key source of awareness for the brands.
- 9. In-stadia presence was effectively leveraged by the key sponsors of IPL 2020.



## BRAND PLACEMENTS ONJERSEY



## MARKETING QUESTION

Which is the best position on IPL Jersey to place my brand? Is it enough to place it in the center of the jersey to gain high recalls?

#### MARKETING INSIGHTS

The center position on the jersey, reserved for the principal sponsor of the team, has generated high recall for a lot of brands. However, a lot of other sponsor brands have also bagged high levels of recall through a blend of jersey placement, advertisements and social media activities.

Principal sponsors like Samsung, MPL, Muthoot Fincorp, Ebix Cash and TV9 have the highest recall among their respective teams. For the teams CSK, DC and SRH, other associate sponsors have gained higher recall as compared to their principal sponsor.

Brands like Ralco, Apollo Steel tubes and Gulf were benefited by their social media activities and long term association with the team or key player.

Ralco, in spite of sponsoring for a sports team for the first time, has managed to gain the highest brand recall among SRH sponsors. This could be due to their strong social media presence and engagement driven through superfan contest.

Apollo Steel Tubes, who have positioned themselves as the 'Inner strength' of Delhi Capitals were able to gain the highest recall among DC sponsors with a combination of social media presence and promotional videos on Delhi Capital player's fitness routine.

Gulf has been associated with CSK for a long time now and MS Dhoni being their ex brand ambassador added to its brand recall.



#### **SPONSOR ANALYSIS - MI**



	USHA	Colgate	Jio	ASTRAL PIPES	<b>टिक</b> ए	colors	MARRIOTT BONVOY	SAMSUNG	Dairy Milk.	WILLIAM LAWSON'S
Total	34	33	64	62	54	57	68	73	37	50
Week 1	27	24	56	56	45	57	56	70	35	43
Week 2	39	38	67	73	57	57	69	72	36	47
Week 3	41	39	68	58	61	58	79	76	40	60

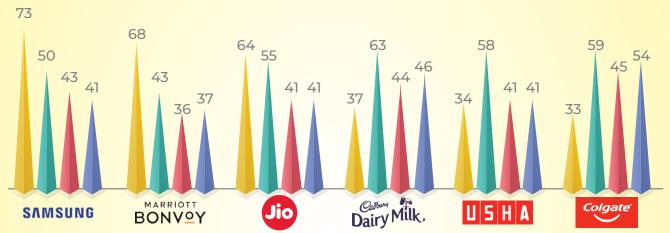
All figures in %

\*Data is based on first three weeks of IPL 2020 tournament



#### MI SPONSORS - SOURCES OF AWARENESS





\*Data is based on first three weeks of IPL 2020 tournament

## DATA INTERPRETATION

#### **Mumbai Indians**

- It can be observed that Samsung being on the center of the jersey, has the highest brand recall followed by Mariott Bonvoy.
- Though associated for the first time with an IPL team, Mariott Bonvoy has the second highest recall among MI Sponsors, possibly due to its loyalty programs and virtual fanfares.
- The brands appearing on both the arm tops, Jio & Astral Pipes have similar levels of brand recall, surpassing that of 'Colors' on the back of the jersey.
- ESA i.e. Education & Sports for All has a pretty good recall, which might be due to its social contributions.



#### **SPONSOR ANALYSIS - SRH**



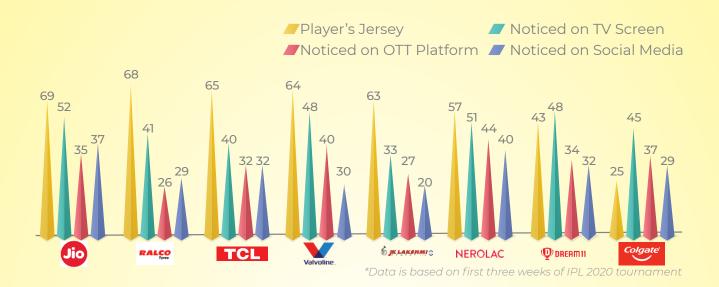
	NEROLAC	Colgate	(io	RALCO	Valvoline.	TCL	<b>P</b> DREAM11	<b>§ ТКТЧКЕНИТЭ</b>	Jai Raj Steel * re 200 fmf (hers : tissinate roo (as feed)	TYKA
Total	43	25	69	68	64	65	57	63	30	33
Week 1	50	23	59	58	50	56	52	63	45	56
Week 2	25	25	73	67	75	65	56	67	17	22
Week 3	50	31	74	77	71	72	61	58	17	22

All figures in %

\*Data is based on first three weeks of IPL 2020 tournament



#### SRH SPONSORS - SOURCES OF AWARENESS



## DATA INTERPRETATION

#### **Sunrisers Hyderabad**

- Jio, the official telecom partner for SRH, has the highest brand recall among all the sponsors for the team.
- Also, it is seen that Jio benefited from SRH sponsorship as it enjoys the highest brand recall from Hyderabad team out of all the teams, outweighing Mumbai Indians who have been associated with the brand for a long time.
- Ralco Tyres, who entered the sports team sponsorship for the first time through SRH team have successfully managed to grab

- the second highest recall among all the SRH sponsors, inspite of being placed at the back of the jersey. This could possibly be the result of the Ralco Superfan contest.
- of the jersey, has managed to gain brand recalls at par with that of Valvoline and JK Lakshmi Cement, which are placed on the front of the jersey. TCL, which held multiple fan engagement activities like Toss master, Diwali Giveaway, Merchandise contest has used the social media platform efficiently to gain higher recalls.



### BRAND SPEND VS R E C A L L ANALYSIS



#### MARKETING QUESTION

Is there a linear relationship between investments and brand awareness?

#### MARKETING INSIGHTS

#### **Growth in Awareness:**

Brands have gained in multifold when it comes to spontaneous brand recall, we have seen huge jump in growth percentage in terms of brand recall.

CEAT, CRED, Tata Altroz and Unacademy have managed to gain decent popularity.

CEAT, CRED and Tata Altroz have grown by 200 plus percentage from week 1 to week 7 during IPL 2020.

Unacademy has gained more than 150 percentage when it comes to spontaneous brand recall.

#### **Investments vs Output:**

CEAT has achieved highest growth percentage even with lesser investments as compared to top sponsors.

Reasons which contributed on CEAT's growth would be –

- CEAT continued to be a strategic timeout partner in IPL 2020 and launched SecuraDrive range of premium car tyres campaign.
- CEAT also launched an another social media campaign titled, 'The Unsung Heroes'.

CRED used a tongue-in-cheek advertising approach (terminology used in the advertising industry) that has helped the



- The ads starring iconic celebrities from the 90's are hailed on social media as one of the best ads of an IPL season in terms of advertising.
- The financial services startup CRED was trending on Twitter for its campaign.

Tata Altroz showcased the car in the stadium at all three venues in the UAE, throughout the tournament.

The batsman with the highest strike-rate of the tournament won the Tata Altroz.

Dream 11 (highest spender) already had high brand awareness at the starting week of IPL, however brand has gained double digit growth in spontaneous recall at the end of the season.



#### SPENDS VS RECALL (IN RECALL)



Dream11 spent around INR 222 Crores in IPL. For a proper graphical representation we have shown ₹0 crores which is again highest among all brands mentioned in the graph.

- Calculation of Net Growth Spontaneous and aided brand recall questions were asked every week. While calculating net growth, we have taken change in percentage from Week 1 to Week 7 awareness of all the brands

#### DATA INTERPRETATION

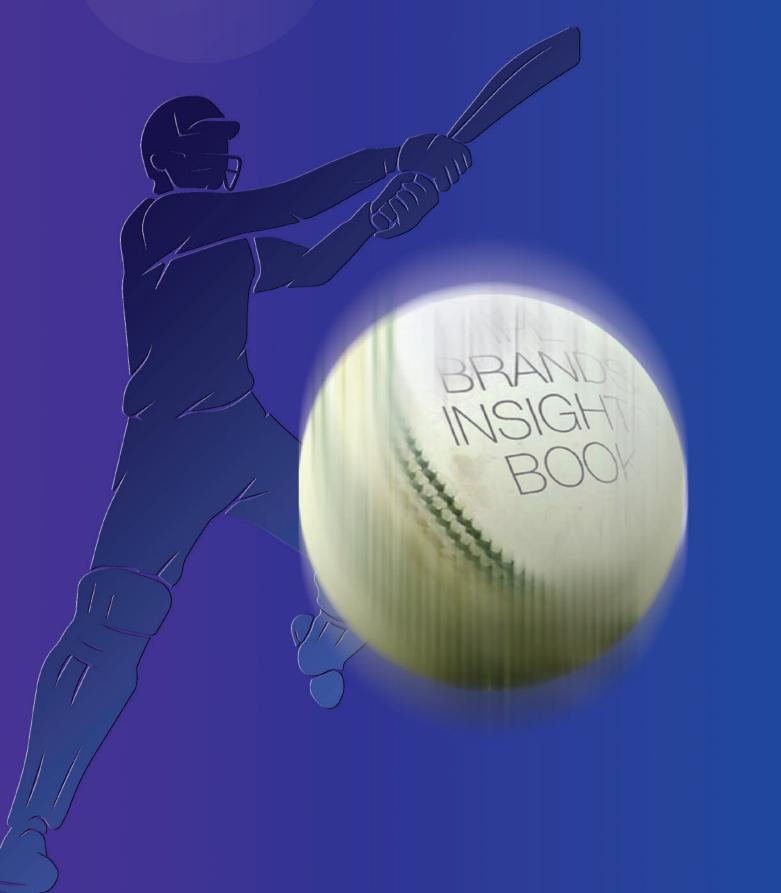
- **CEAT has shown a higher growth in** spontaneous awareness even after spending lesser as compared to top spenders Unacademy, Tata Altroz and CRED in IPL 2020.
- CRED and Tata Altroz got higher brand awareness growth on its investments.
- Unacademy has managed to gain more than 150% growth on its awareness in

Week 7 as compared to Week 1.

- Dream 11 already had high awareness even before IPL 2020 was launched hence there is no major change in its spontaneous awareness. However, it gained 21% growth on Week 7 as compared to Week 1.
- **CRED and Unacademy have got higher** absolute increment in brand awareness.



# ENGAGING THE VIEWERSEAN CONTESTS



#### MARKETING QUESTION

How effective are contests / games as a brand campaign during IPL?

#### MARKETING INSIGHTS

#### **Contests or Campaigns:**

The contests and games add to the impact as viewers / fans get more involved and engaged compared to a TVC.

#### **Brand recall:**

Brand recall of those brands who conducted contest are higher compared to the brands who just ran campaigns either online or offline. This shows that brands which involve the participation of fans have higher chances of being recalled by the fans.

#### Games:

Contests which involve games that give fans an experience of being part of the tournament are more popular among them. e.g.: Dream 11, Paytm First Games, etc.





## SUPPORTING

#### **PARTICIPATION IN DIFFERENT CONTESTS**



Base: 2146

## DATA INTERPRETATION

- The title sponsor of IPL 2020, Dream11, has successfully managed to get almost 1/3rd of the viewers to participate in their contest.
- Similarly on an average 17% of the respondents participated in PayTM/PayTM First Games contest.
- These contests involved participants making their own team and winning prizes based on the performance of their team.



## BRAND IMPACT S C O R E



## MARKETING QUESTION

Which are the teams that have strong impact scores?

#### MARKETING INSIGHTS

We have calculated a single impact score which combines four main components:

**Share of viewership:** More exciting teams tend to attract viewers to watch more of their matches – CSK, MI and RCB are the most frequently watched teams.

Appeal in Home City: Provides the regional/local loyalty. MI and CSK are ahead of the others in terms of local appeal. They are followed by SRH, Kings XI Punjab and KKR.

**National Appeal:** Signifies the popularity of the team across India (excluding its home city). Only two teams have a truly national appeal. This year MI takes pole position followed by CSK.

**Share of Brand Recall:** How many brands do consumers associate with the team? This score is impacted by two key aspects:

The team's overall presence on social media and the number of ads and brand endorsements they do.

The team's overall viewership – number of brands recalled for a team increases as viewers watch more matches of that team.

The three most watched teams – which also have a strong social media following – lead in this area. CSK garners the highest share followed by MI and RCB.

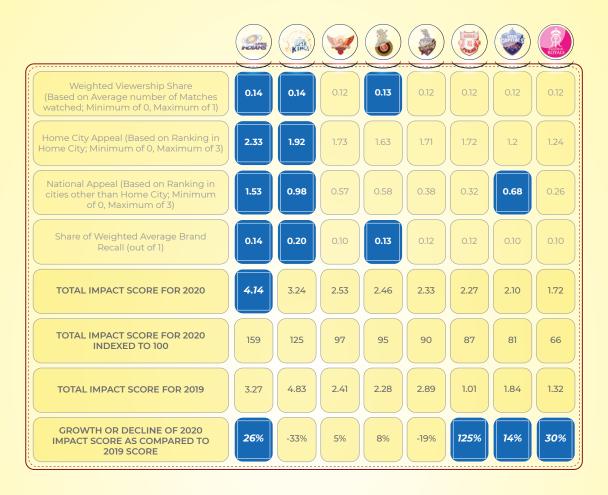
**Total Impact Score:** Given their extremely strong showing in the 2020 IPL edition, MI dominates the impact scenario with a score that is 28% ahead of its closest rival, CSK followed by SRH, RCB and KKR.

The Rising Star: MI is the team to consider for a national presence. Though CSK does generate nationwide popularity, their star seems to be waning. It is time for the new kid on the block to step up at a national level – DC, a team with a good blend of youth and experience, hugely popular players, a strong fan following and consistent performances.



## SUPPORTING

#### **BRAND IMPACT SCORE OF ALL TEAMS**



## DATA INTERPRETATION

- MI dominated on field proceedings in this year's IPL. This is reflected in their Impact Scores which register an increase of 26% over last year.
- Viewership shares are high for CSK, MI and RCB – the three most watched teams. This impacts their Brand Recall Share as well.
- DC is the star to watch out for. Strangely, they did not attract as strong local favouritism as their performances deserved
- but they managed to generate increasing numbers of followers across the nation. With three of their core players viz. Shreyas lyer, Shikhar Dhawan and Rishabh Pant also having a good media presence and a number of brand endorsements, DC is definitely a team to bet on.
- 4. Note: KXIP's increase is also due to Mohali and Chandigarh being added in this year's survey. In last year's research study, Delhi had been taken as a surrogate home city.

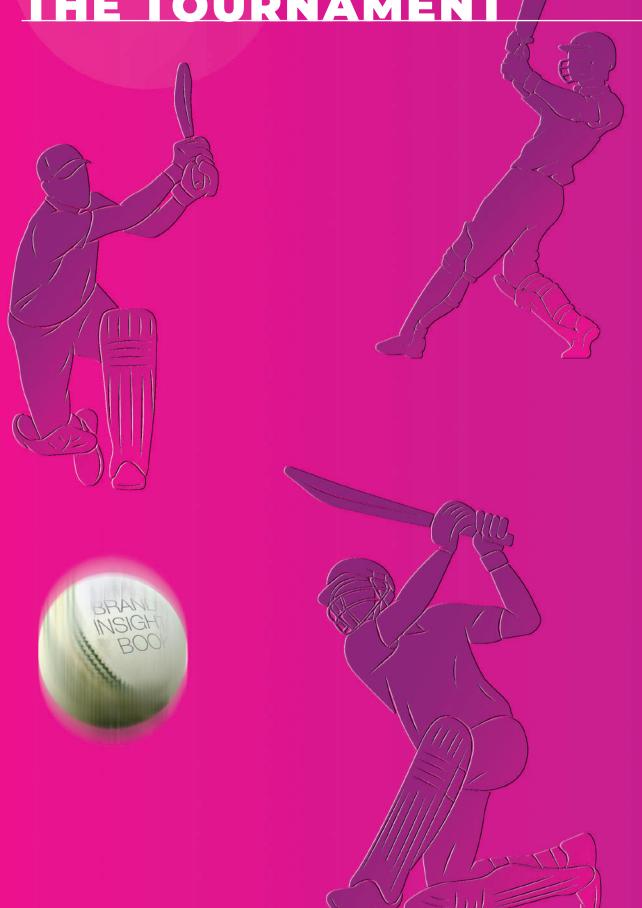


# DEEP DIVE INTO FACTS:



# TEAM & SPONSOR ANALYSIS Secondary Research

# DREAMII IPL 2020 STAR PLAYERS OF THE TOURNAMENT



#### IPL 2020 STAR PLAYERS



#### **Lokesh Rahul**

- ▶ Most Runs
- ▶ Highest Individual Scores
- ▶ Most Fifties



#### **Shikhar Dhawan**

- Most Hundreds
- **▶ Most Fours**



#### Kagiso Rabada

▶ Most Wickets



#### **Deepak Hooda**

▶ Highest Average - Batting



#### Ishan Kishan

▶ Most Sixes



#### **Varun Chakravarthy**

Most Five-wicket hauls



#### **Kieron Pollard**

▶ Highest Strike Rate



#### **Jasprit Bumrah**

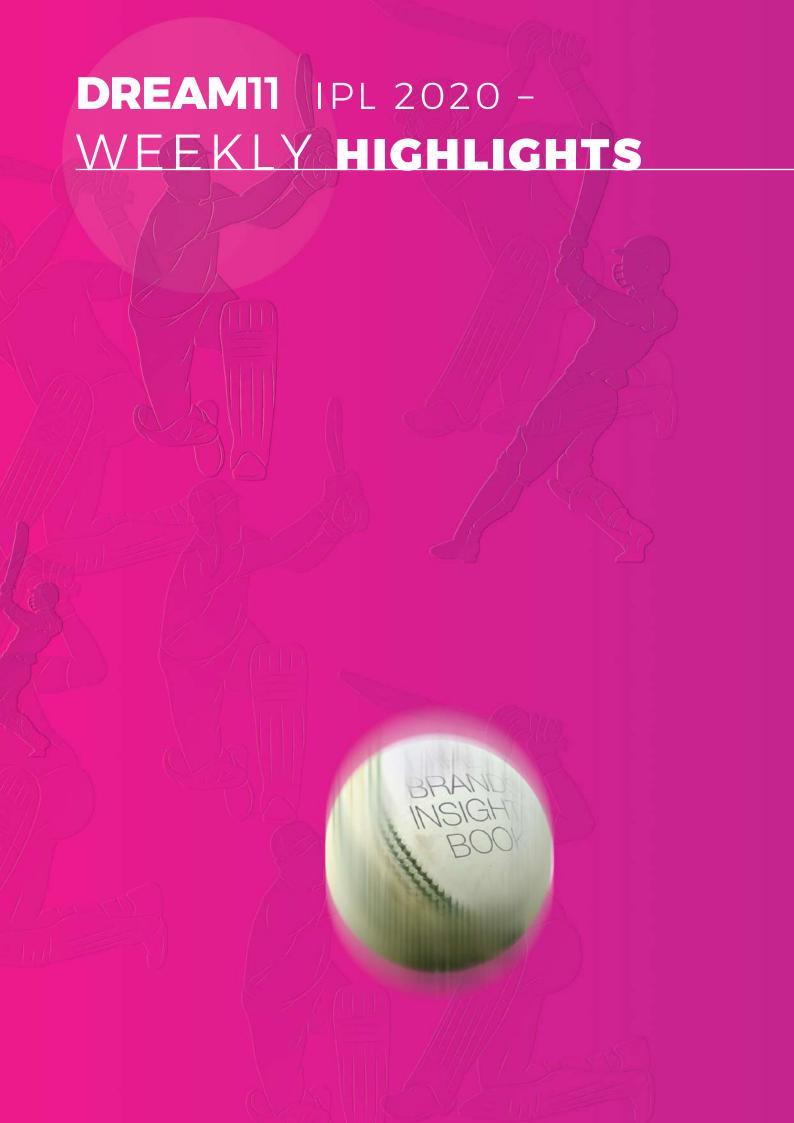
▶ Best Average - Bowling



#### **Rashid Khan**

▶ Best Economy









#### DC vs KXIP Super-over Thrill

The IPL 2020 reached the optimum level of intensity and thrill only in the second match of the season when the cricket fans saw Delhi and Punjab going into a Super Over.

#### The IPL 2020 Six-fest

The IPL 2020 has also witnessed a six-fest in all three venues for the tournament in the first week only.

#### **The Umpiring Howlers**

During the second match (DC vs KXIP), the ICC elite panel umpire Nitin Menon had called a run short when Chris Jordan took a couple of runs off Rabada in the 19th over. It clearly cost Punjab the match as it went to Super Over and Delhi managed to win it.

#### **KL Record-Breaking Rahul**

In another interesting match between Punjab vs Bangalore on Thursday, the 6th match of IPL 2020, an unbeaten 132-run knock was hit by none other than Punjab's skipper KL Rahul.

#### Week 2

#### Rahul Tewatia's Heroic Comeback

Tewatia stuck five sixers of Sheldon Cottrell in a single over, and brought the game back for his team.

#### MI's Blockbuster Batting at the Death

The team was 87-3 in the 14th over, and it looked as though, a score of around 170 was on the cards. Hardik Pandya and Kieron Pollard blasted 62 runs off the final three overs against KXIP and helped the team reach a challenging total of 191.

#### Super Over No. 2 – MI vs RCB

The maximum number of Super Overs held in a single season until this edition were two. With a Super Over already happening in Week 1, very few had expected another to follow in the subsequent week. However, MI and RCB had other ideas as they met in the second Super Over of the season.

#### **Record Run-chase**

Riding on Tewatia and Samson's brilliant innings, the Rajasthan Royals also broke their own record for the highest run-chase in the history of the tournament.

#### Source:

- a) https://indianexpress.com/article/sports/ipl/ipl-2020-first-week-round-up-from-super-over-thrill-to-six-fest-andan-amazing-hundred-6616676/
- b) https://www.ak4tsay1.com/exclusive-top-5-key-moments-from-week-2-of-ipl-2020/



#### Week 3

#### King Kohli Arrives

Royal Challengers Bangalore captain Virat Kohli lastly introduced his return to cricket type, as he slammed an unbeaten 90 off 51 balls in opposition to CSK to steer the facet to a cushty victory.

#### The 'Rahuls' turning up the Warmth!

Rahul Tripathi scored 81 off simply 51 deliveries as he held one finish for a big a part of the KKR innings, finally aiding the facet to an aggressive whole of 167. The facet gained the match by 10 runs.

#### By the Barest of Margins!

With seven runs wanted off the final ball, Glenn Maxwell performed a lofted drive off Narine's supply, and the ball fell merely inches from the boundary line as KKR gained by two runs.

#### Ashwin's Surprise

In the match in opposition to RCB, Ashwin determined not to 'Mankad' Aaron Finch who was considerably away from the crease earlier than the ball was bowled. Instead, the off-spinner warned the Australian captain.

Week 4

#### Mr.360 on FIIYYAAAHH!

AB de Villiers remained unbeaten on 55 off just 22 balls smashiang Jaydev Unadkat for three successive sixes in the 19th over to grasp the game from Rajasthan Royals' jaws and leading RCB to a thrilling win.

#### Tewatia's Heroics & Riyan Parag's 'Bihu'

Tewatia and Parag enjoyed an unbeaten 86-run partnership, steering the Royals to another memorable win.

#### Nortje's Speed

Anrich Nortje broke the speed barrier in this edition of the tournament on many occasions during Delhi Capitals' match against Rajasthan Royals on October 14. He bowled the fastest delivery of the tournament (156.2 kph) to Jos Buttler - which was also the fastest in IPL since 2012.

#### 'Gabbar' Breaches Three Figures

On October 17, Shikhar Dhawan finally ended a long wait for his first T20 century. The Delhi Capitals opener slammed an unbeaten 101 off 58 deliveries against the Chennai Super Kings, steering the side to a 5-wicket victory.

#### Source.

https://newschant.com/sports/ipl-2020-from-king-kohlis-terrific-return-to-ashwins-surprise-top-moments-from-week-3/ https://www.indiatvnews.com/sports/cricket/ipl-2020-kkr-eoin-morgan-captain-chris-gayle-ab-de-villiers-rcb-top-moments-week-4-657845



# Week 5

#### Varun Chakravarthy's Five-fer

The KKR spinner became the first bowler to take a five-wicket haul in the ongoing season of IPL.

#### Shikhar Dhawan's Successive tons

Delhi Capitals' veteran opener, Shikhar Dhawan became the first cricketer in the history of the tournament to score successive centuries

#### Jofra Archer (RR vs MI)

Producing a jaw-dropping moment during the high-voltage clash, RR fiery fast bowler, Archer plucked a stunning catch to dismiss set batsman Ishan Kishan in the 10th over of Mumbai's innings.

#### The Collapses

KKR and Chennai Sauper Kings suffered some of the most embarrassing batting collapses in this week of the tournament..

#### Week 6

#### Chris Gayle's Enthralling Show

Defying his age, Chris Gayle proved why is he still labelled among the best T20 batsmen. The Univers Boss produced a whirlwind 99 off just 63 deliveries on a tricky surface at Abu Dhabi.

#### Ben Stokes' Record Ton

Stokes, slamming his second IPL hundred, scored 107\* off just 60 deliveries to grab two vital points for Royals.

#### Chennai Super Kings' Heartbreak

The three-time champions, Chennai Super Kings (CSK), after a below-par performance in this edition, hogged the headlines after failing to book playoffs berth for the first time in the IPL history.

## Chris Morris, Hardik Pandya & Gayle Breach Code of Conduct

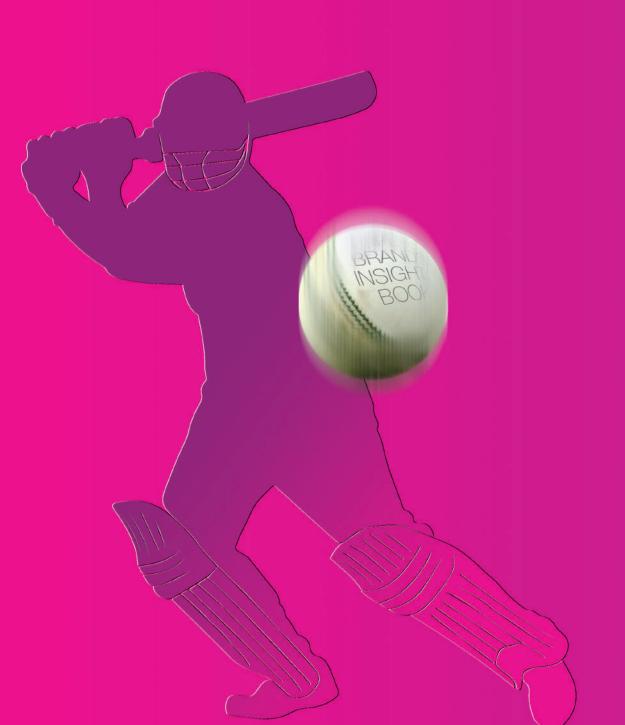
Following the encounter between Mumbai Indians (MI) and Royal Challengers Bangalore (RCB), Hardik Pandya and Chris Morris grabbed headlines for being reprimanded due to their on-field altercation.

#### Source.

- a) https://cricshots.com/ipl-2020-top-5-moments-of-the-fifth-week-this-season/
- b) https://www.indiatvnews.com/sports/cricket/ipl-2020-ben-stokes-chris-gayle-shine-with-bat-while-csk-fail-to-make-playoffs-top-moments-from-week-6-661546



# TEAM PORTRAITS & RETENTION RATE



# MUMBAI INDIANS



#### **CAPTAIN**



#### **Rohit Sharma**

2015, 2016, 2017, 2018, 2019, 2020

Name of Players	Number of Times being a Key Player	Year of Being Key Player	Success Rate (in %)
Jasprit Bumrah	5	2016, 2017, 2018, 2019, 2020	83
Rohit Sharma	3	2015, 2016, 2018	50
Lasith Malinga	2	2015, 2017	33
Kieron Pollard	2	2015, 2019	33
Mitchell McClenaghan	2	2016, 2017	33
Hardik Pandya	2	2018, 2018	33
Suryakumar Yadav	2	2018, 2020	33
Quinton de Kock	2	2019, 2020	33
Corey Anderson	7	2015	17
Vinay Kumar	7	2015	17
Krunal Pandya	7	2016	17
Ambati Rayudu	7	2016	17
Mitchell Johnson	7	2017	17
Parthiv Patel	7	2017	17
Evin Lewis	7	2018	17
Rahul Chahar	7	2019	17
Ishan Kishan	7	2020	17
Trent Boult	7	2020	17

Source: https://cricketaddictor.com/cricket/ipl Success rate= No. of times being a key player\*100/No. of seasons (6)

2015	20
Aditya Tare	Adity

Aditya Tare	Aditya Tare
Aaron Finch	Anmolpreet Singh
Abhimanyu Mithun	Anukul Roy
Aiden Blizzard	Chris Lynn
Ambati Rayudu	Dhawal Kulkarni
Shreyas Gopal	Digvijay Deshmukh
Corey Anderson	James Pattinson
Harbhajan Singh	Ishan Kishan
Hardik Pandya	Hardik Pandya
Jasprit Bumrah	Jasprit Bumrah
Unmukt Chand	Jayant Yadav
Keiron Pollard	Keiron Pollard
Josh Hazlewood	Krunal Pandya
Lasith Malinga	Mohsin Khan
Lendl Simmons	Nathan Coulter-Nile
Marchant de Lange	Prince Balwant Rai Singh
Mitchell McClenaghan	Quinton de Kock
Nitish Rana	Rahul Chahar
Rohit Sharma	Rohit Sharma
R Vinay Kumar	Saurabh Tiwary
Parthiv Patel	Sherfane Rutherford

#### **RETENTION RATE**



O Retained Players

Retention Rate = No. of players who played in 2015 and 2020\*100/Total No. of players per year = 5\*100/21=24%



# **DELHI CAPITALS**

Name of Players	Number of Times being a Key Player	Year of Being Key Player	Success Rate (in %)
Shreyas Iyer	3	2017, 2018, 2019	50
Quinton De Kock	2	2015, 2016	33
Zaheer Khan	2	2016, 2017	33
Amit Mishra	2	2016, 2018	33
Rishabh Pant	2	2019, 2020	33
Kagiso Rabada	2	2019, 2020	33
Shikhar Dhawan	2	2019, 2020	33
Yuvraj Singh	7	2015	17
JP Duminy	7	2015	17
Kedar Jadhav	7	2015	17
Mohammed Shami	7	2015	17
Chris Morris	7	2016	17
Carlos Brathwaite	7	2016	17
Sanju Samson	7	2017	17
Pat Cummins	7	2017	17
Shahbaz Nadeem	7	2017	17
Avesh Khan	7	2018	17
Vijay Shankar	7	2018	17
Ishant Sharma	7	2019	17
Anrich Nortje	7	2020	17
Marcus Stoinis	7	2020	17
Axar Patel	7	2020	17









**Zaheer Khan** 2016, 2017



**Gautam Gambhir** 



**Shreyas Iyer** 

2018, 2019, 2020

2015

2020

Albie Morkel	Ajinkya Rahane
Amit Mishra	Amit Mishra
Angelo Mathews	Alex Carey
CM Gautam	Anritch Nortje
Dominic Muthuswamy	Avesh Khan
Gurinder Sandhu	Axar Patel
Imran Tahir	Daniel Sam
Jayant Yadav	Harshal Patel
Jaydev Unadkat	Ishant Sharma
JP Duminy	Kagiso Rabada
Kedar Jadhav	Keemo Paul
Yuvraj Singh	Lalit Yadav
Zaheer Khan	Prithvi Shaw
Manoj Tiwary	Mohit Sharma
Marcus Stoinis	Marcus Stoinis
Mayank Agarwal	Ravichandran Ashwin
Mohammed Shami	Rishabh Pant
Nathan Coulter-Nile	Sandeep Lamichhane
Quinton De Kock	Shikhar Dhawan
Saurabh Tiwary	Shimron Hetmyer
Shreyas Iyer	Shreyas Iyer

**RETENTION RATE** 

2018



O Retained Players

Retention Rate = No. of players who played in 2015 and 2020\*100/Total No. of players per year = 3\*100/21=14%



# KINGSXI PUNJAB

Name of Players	Number of Times being a Key Player	Year of Being Key Player	Success Rate (in %)
KL Rahul	3	2018, 2019, 2020	50
Chris Gayle	3	2018, 2019, 2020	50
Glenn Maxwell	2	2015, 2017	33
Sandeep Sharma	2	2016, 2017	33
Wriddhiman Saha	2	2016, 2017	33
Mohammed Shami	2	2019, 2020	33
Mitchell Johnson	7	2015	17
David Miller	7	2015	17
Thisara Perera	7	2015	17
George Bailey	7	2015	17
Murali Vijay	7	2016	17
Marcus Stoinis	7	2016	17
Mohit Sharma	7	2016	17
Hashim Amla	7	2017	17
Akshar Patel	7	2017	17
Mujeeb Ur Rahman	7	2018	17
Andrew Tye	7	2018	17
Ankit Rajpoot	7	2018	17
Ravichandran Ashwin	7	2019	17
Sam Curran	7	2019	17
Mayank Agarwal	7	2020	17
Nicholas Pooran	7	2020	17



#### **CAPTAIN**



George Bailey



David Miller

2016



Glenn Maxwell

2017



R, Ashwin

2018, 2019



KL Rahul

2020





Anureet Singh	Arshdeep Singh
Axar Patel	Chris Gayle
Beuran Hendricks	Chris Jordan
David Miller	Darshan Nalkande
George Bailey	Deepak Hooda
Glenn Maxwell	Glenn Maxwell
Gurkeerat Singh Mann	Hardus Viljoen
Karanveer Singh	Harpreet Brar
Manan Vohra	Ishan Porel
Mitchell Johnson	Jagadeesha Suchith
Murali Vijay	Jimmy Neesham
Nikhil Naik	K Gowtham
Parvinder Awana	Karun Nair
Rishi Dhawan	KL Rahul
Sandeep Sharma	Mandeep Singh
Shardul Thakur	Mayank Agarwal
Shaun Marsh	Mohammed Shami
Shivam Sharma	Mujeeb ur Rahman
Thisara Perera	Murugan Ashwin
Virender Sehwag	Nicholas Pooran
Wriddhiman Saha	Sharfaraz Khan





Retained Players

Retention Rate = No. of players who played in 2015 and 2020\*100/Total No. of players per year = 1\*100/21=5%



# ROYAL CHALLENGERS

# **BANGALORE**

Name of Players	Number of Times being a Key Player	Year of Being Key Player	Success Rate (in %)
Virat Kohli	6	2015, 2016, 2017, 2018, 2019, 2020	100
AB de Villiers	5	2015, 2016, 2018, 2019, 2020	83
Yuzvendra Chahal	5	2015, 2016, 2018, 2019, 2020	83
Chris Gayle	7	2015	17
Mitchell Starc	7	2015	17
Adam Milne	7	2015	17
KL Rahul	7	2016	17
Shane Watson	7	2016	17
Pawan Negi	7	2017	17
Kedar Jadhav	7	2017	17
Samuel Badree	7	2017	17
Mohammed Siraj	7	2018	17
Umesh Yadav	7	2018	17
Moeen Ali	7	2019	17
Parthiv Patel	7	2019	17
Devdutt Padikkal	7	2020	17
Chris Morris	7	2020	17



2015	2020
AB de Villers	AB de Villers
Abu Nechim Ahmed	Aaron Finch
Adam Milne	Adam Zampa
Ashok Dinda	Chris Morris
Chris Gayle	Dale Steyn
Darren Sammy	Devdutt Padikkal
David Wiese	Gurkeerat Singh Mann
Dinesh Karthik	Isuru Udana
Harshal Patel	Josh Philippe
lqbal Abdullah	Moeen Ali
Jalaj Saxena	Mohammed Siraj
Manvinder Bisla	Navdeep Saini
Mitchell Starc	Parthiv Patel
Nic Maddinson	Pavan Deshpande
Rilee Rossouw	Pawan Negi
Sandeep Warrier	Shahbaz Ahmed
Sarfaraz Naushad Khan	Shivam Dube
Sean Abott	Umesh Yadav
Virat Kohli	Virat Kohli
Yogesh Takawale	Washington Sundar
Yuzvendra Chahal	Yuzvendra Chahal

14%

O Retained Players

Retention Rate = No. of players who played in 2015 and 2020\*100/Total No. of players per year = 3\*100/21=14%



# SUNRISERS HYDERABAD

Name of Players	Number of Times being a Key Player	Year of Being Key Player	Success Rate (in %)
David Warner	4	2015, 2016, 2017, 2019	67
Shikhar Dhawan	4	2015, 2016, 2017, 2018	67
Kane Williamson	3	2017, 2018, 2020	50
Rashid Khan	3	2017, 2018, 2019	50
Bhuvneshwar Kumar	2	2016, 2017	33
Dale Steyn	7	2015	17
Trent Boult	7	2015	17
Eoin Morgan	7	2015	17
Mustafizur Rahman	7	2016	17
Ashish Nehra	7	2016	17
Shakib Al Hasan	7	2018	17
Siddharth Kaul	7	2018	17
Jonny Bairstow	7	2019	17
Khaleel Ahmed	7	2019	17
Manish Pandey	7	2019	17
T Natarajan	7	2020	17
Wriddhiman Saha	7	2020	17
Jason Holder	7	2020	17
Marcus Stoinis	7	2020	17



2018, 2019

2015	2020
Trent Boult	Abdul Samad
Bhuvneshwar Kumar	Bhuvneshwar Kumar
Chama Miind	Abhishek Sharma
Dale Steyn	Billy Stanlake
David Warner	David Warner
Eoin Warner	Fabian Allen
Hanuma Vihari	Jonny Bairstow
Ishant Sharma	Khaleel Ahmed
Kane Williamson	Kane Williamson
Karn Sharma	Manish Pandey
KL Rahul	Mitchell Marsh
Laxmi Ratan Shukla	Mohammad Nabi
Moises Henriques	Priyam Garg
Naman Ojha	Rashid Khan
Parvez Rasool	Sandeep Sharma
Prasanth Padmanabhan	Sanjay Yadav
Praveen Kumar	Shahbaz Nadeem
Siddharth Kaul	Siddharth Kaul
Ricky Bhui	Wriddhiman Saha
Shikhar Dhawan	T Natrajan
Ravi Bopara	Vijay Sharkar

19%

Retained Players

 $Retention\ Rate = No.\ of\ players\ who\ played\ in\ 2015\ and\ 2020*100/Total\ No.\ of\ players\ per\ year\ =\ 4*100/21=19\%$ 



# **KOLKATA KNIGHT RIDERS**



#### **CAPTAIN**

Name of Players	Number of Times being a Key Player	Year of Being Key Player	Success Rate (in %)
Sunil Narine	4	2015, 2017, 2018, 2019	67
Gautam Gambhir	3	2015, 2016, 2017	50
Robin Uthappa	3	2015, 2016, 2017	50
Andre Russell	3	2016, 2018, 2019	50
Nitesh Rana	3	2018, 2019, 2020	50
Morne Morkel	2	2015, 2016	33
Pat Cummins	2	2015, 2020	33
Chris Lynn	2	2017, 2019	33
Shubham Gill	2	2019, 2020	33
Kuldeep Yadav	7	2016	17
Nathan Coulter-Nile	7	2017	17
Dinesh Karthik	7	2018	17
Piyush Chawla	7	2018	17
Eoin Morgan	7	2020	17
Varun Chakravarthy	7	2020	17







2015	2020

Aditya Garhwal	Ali Khan
Andre Russell	Andre Russell
Azhar Mohmood	Chris Green
Brad Hogg	Dinesh Karthik
Gautam Gambhir	Eoin Morgan
Johan Botha	Kamlesh Nagarkoti
KC Cariappa	Lockie Ferguson
Kuldeep Yadav	Kuldeep Yadav
Manish Pandey	Manimaran Siddharth
Morne Morkel	Nikhil Naik
Piyush Chawla	Nitish Rana
Pat Cummins	Pat Cummins
Robin Uthappa	Prasidh Krishna
Ryan ten Doeschate	Rahul Tripathi
Shakib Al Hassan	Rinku Singh
Veer Pratap Singh	Sandeep Warrier
Yusuf Pathan	Siddhesh Lad
Sunil Narine	Sunil Narine
Suryakumar Yadav	Shubham Gill
Umesh Yadav	Tom Bonton
Vaibhav Rawal	Varun Chakravarthy





O Retained Players

Retention Rate = No. of players who played in 2015 and 2020\*100/Total No. of players per year = 4\*100/21=19%



## CHENNAI SUPER KINGS



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Name of Players	Number of Times being a Key Player		Success Rate (in %)
Ravindra Jadeja	4	2015, 2018, 2019, 2020	100
MS Dhoni	3	2015, 2018, 2019	75
Ambhati Rayadu	2	2018, 2020	50
Brendon McCullum	7	2015	25
Suresh Raina	7	2015	25
Ravichandran Ashwin	7	2015	25
Shane Watson	7	2018	25
Lungi Ngidi	7	2018	25
Imran Tahir	7	2019	25
Deepak Tahir	7	2019	25
Harbhajan Singh	7	2019	25
Sam Curran	7	2020	25
Faf du Plessis	7	2020	25
Ruturaj Gaikwad	7	2020	25



Note: Chennai Super Kings was banned for the season 2016 and 2017

#### Andrew Tye Ambati Rayudu Ankush Bains Deepak Chahar Ashish Nehra Josh Hazlewood Shardul Thakur Baba Aparajith Brendon McCullum Imran Tahir **Dwayne Bravo Dwayne Bravo** Karan Sharma Dwayne Smith Eklavya Dwivedi Kedar Jadhav Faf du Plessis Faf du Plessis Irfan Pathan Lungi Ngidi Ishwar Pandey Mitchell Santner Kyle Abbott Monu Kumar Matt Henry R Sai Kishor Murali Vijay Michael Hussey N Jagadeesan Mithun Manhas Piyush Chawla Mohit Sharma **MS Dhoni MS Dhoni** Pawan Negi Sam Curran Pratyush Singh Ruturaj Gaikwad Ravindra Jadeja Ravindra Jadeja Ravichandran Ashwin Shane Watson

#### **RETENTION RATE**



Retained Players

Retention Rate = No. of players who played in 2015 and 2020\*100/Total No. of players per year = 4\*100/21=19%



## RAJASTHAN ROYALS



#### **CAPTAIN**

Name of Players	Number of Times being a Key Player	Year of Being Key Player	Success Rate (in %)
Sanju Samson	4	2015, 2018, 2019, 2020	100
Joe Buttler	3	2018, 2019, 2020	75
Jofra Archer	3	2018, 2019, 2020	75
Shreyas Gopal	2	2018, 2019	50
Ajinkya Rahane	7	2015	25
James Faulkner	7	2015	25
Shane Watson	7	2015	25
Steve Smith	7	2015	25
Krishnappa Gowtham	7	2018	25

7

Riyan Parag Ben Stokes

Rahul Tewatia

2019

2020

2020

25

25

25







Note: Rajasthan Royals was banned for the season 2016 and 2017

#### 2015 2020 Abhishek Nayar Varun Aaron Ajinkya Rahane Andrew Tye Aniruddha Joshi Tim Southee Barinder Singh Saran Anuj Rawat Ben Cutting Ben Strokes Chris Morris David Miller Deepak Hooda Jaydev Unadkat Dhawal Kulkarni Jofra Arche Dinesh Salunkhe Jos Buttler Dishant Yagnik Kartik Tyagi James Faulkner Mahipal Lomror Juan Thero Manan Vohra Karun Nair Mayank Markande Pardeep Sahu Oshane Thomas Pravin Tambe Riyan Parag **Rahul Tewatia Rahul Tewatia** Rajat Bhatia Robin Uthappa Stuart Binny Shashank Singh Sanju Samson Shreyas Gopal Shane Watson Tom Curran **Steve Smith Steve Smith**

#### **RETENTION RATE**

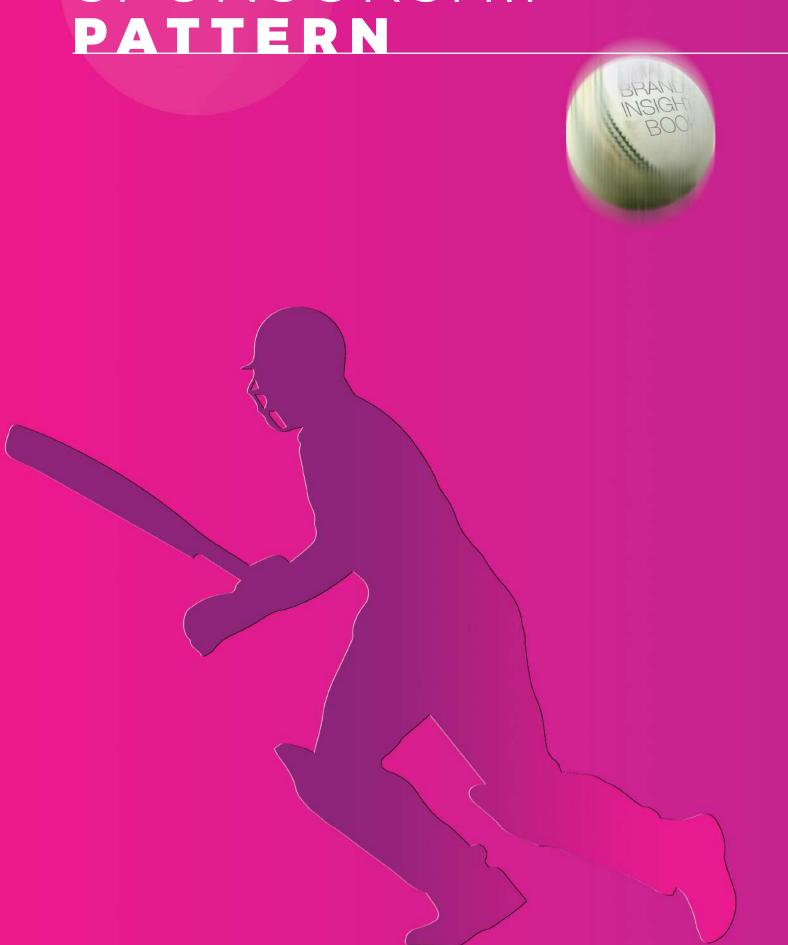


O Retained Players

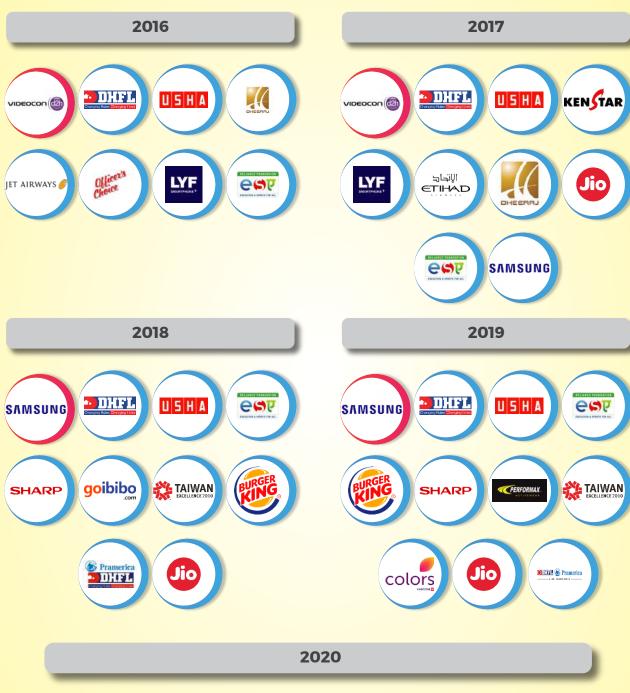
Retention Rate = No. of players who played in 2015 and 2020\*100/Total No. of players per year = 2\*100/21=10%



# TEAM SPONSORSHIP PATTERN



















































































































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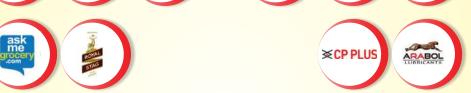
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# Bageshree







































































































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FM 93.5

































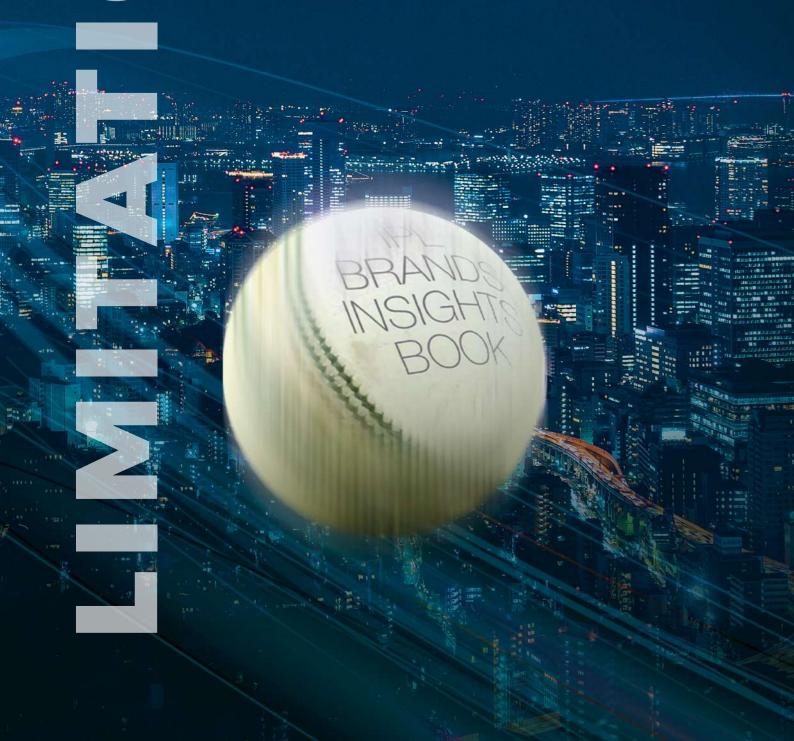








# TO THE STUDY



# LIMITATIONS

For this research study, Velocity MR has followed an online methodology of data collection. Hence missing out on people who can be targeted offline.

We have respondents coming from metros and tier 2 cities, who are relatively more evolved and their profile is SEC A/B, metros and tier 2 cities. This could lead to higher brand recall numbers than what might be obtained from a random offline survey covering different social classes.

When it comes to understanding the saliency of the brands associated with each team, we have taken the responses for top 2 teams mentioned by the respondents. This might have resulted in slight increase in the brand awareness and other saliency figures as respondents are only answering questions for their top teams. We have not asked the saliency/association questions for all the teams.



# CONCLUSION

#### Dear Reader.

Thank you on behalf of the entire Velocity MR IPL Team, for comprehending our book. We believe you found the book intriguing, insightful and valuable for your brand.

Given the pandemic situation this year, a ton of things about IPL have changed. Viewership trends have undergone a major change this year, reducing On-the-go audience.

As published in our IPL Book 2019, team DC's Brand Impact score has increased and also witnessed growth in terms of

performance, popularity and followership in IPL 2020. The team's consistent popularity scores across major cities and increase in Loyalty proportion is giving hints of its rising popularity in the upcoming seasons. It has also shown continuous growth in weekly viewership alongside its performance. The team is also expected to show a promising growth in IPL 2021, given its dynamic players and increasing popularity scores. This is a great news for brands looking at rising teams.

We are yet to witness a 'change' in CSK team which we spoke of in our IPL Book 2019. The franchisee must focus on including youthful & dynamic players, which will come across as a breath of fresh air to the team and its performances.

Principal sponsoring brands have gained awareness through central placement on the jersey of the players, while other brands have gained awareness by blending a few elements like jersey placement, fan contests, social media presence, etc., Few brands are turning towards In-Stadia promotion, which has actually delivered good results in IPL 2020 in spite of the matches being held on a foreign ground. Along with boundary line, pitch mat and presentation backdrop, innovative elements like playing brand jingle during special moments, brand mentions by

commentators for every extraordinary shot and brand specific awards to star players have been put to use by brands and are delivering incredible results. There is much to anticipate what's going to happen in IPL 2021 with respect to the Indian crowd and In-Stadia brand promotion.

MI & CSK remain the top teams with high National Appeal and KKR with high home appeal. DC is rising in terms of national appeal, which makes it attractive for the brands to invest in, to gain nationwide awareness.

Will the national appeal of these teams change in IPL 2021? Will RCB or DC or KXIP make history by winning their first trophy ever? What will the new norms for stadium crowd mean for a brand's In-Stadia promotions?

Let's wait and watch.

Vivek N. Wagle Senior Associate Director



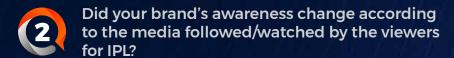


QUESTIONS OUR CUSTOMIZED REPORT CAN ANSWER!

# **SPONSORS**

#### I. Gauge your coverage throughout IPL

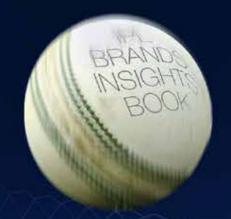




- Did your brand's performance get impacted in the week after a particularly highly viewed match?
- Did recall of your brand change by the week, by the center and by demographics? This can help you understand the impact of your media plans and activities?

#### II. Know your target's profile in a better manner

- Who were the most ardent followers of IPL 2020 and what is their profile?
- What are the profiles of those who: Recalled your brand during IPL 2019
  - · Ranked the team you are associated with as their favorite IPL team
  - Had your team among their top three teams
- Who were frequent viewers of your team's matches?
- Which is the preferred media for your targets?
- What was the IPL viewership pattern of your targets? 5
  - Matches followed/watched the most
  - Highly supported team





#### III. Understand your association with IPL team





- What is your team's top rank proportion and top three rank proportion at an overall level, by the center and by demographics?
- How does your week-on-week brand awareness change with respect to the performance of IPL team you are associated with?
- Did your brand perform better in terms of generating awareness among those who were frequent viewers of your team?
- How was your brand's performance vis-àvis other sponsors of the IPL team you are associated with?

# IV. Define your brand's marketing strategies – Addon learning for IPL 2020

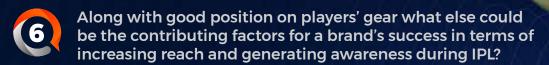
- What are the sources of awareness for your brand?
- Which of these sources/mediums worked well for your brand?
  - TV
  - Print
  - · OTT
  - Social Media
  - Your association with IPL Team/Player or
  - A combination of these
- What worked for other sponsors (of the team you are associated with) which didn't work for you or vice versa?
- As a sponsor, did the spot chosen by your brand on the players' gear manage to generate the awareness you were predicting?

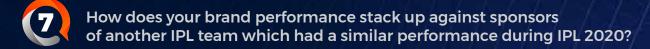




# IV. Define your brand's marketing strategies - Add on learning for IPL 2020







# **ADVERTISERS**

#### I. Gauge your coverage throughout IPL

- As an advertiser, how well your brand perform week-on-week during IPL?
- How did the awareness of your brand change according to the media that the viewer used to watch/follow IPL on?
- How did the overall awareness of your brand get impacted (Was there an increase or decrease) with respect to:
  - Frequent vs. Non-frequent viewers
  - Number of matches watched at an overall level
  - Region & Demographic
  - Highly viewed matches or matches which generated major key moments



#### II. Know your target's profile in a better manner



Who were the most ardent followers of IPL 2020 and what is their profile?



What are the profiles of those who recalled your brand during IPL 2020?



Which is the preferred media for your targets?



What was the IPL viewership pattern of your targets?

- Matches followed/watched the most
- · Highly supported team

# III. Define your brand's marketing strategies – Add-on learning for IPL 2020



What are the sources of awareness for your brand?



Who is the favorite player from each team? As an advertiser, it will help you in making a decision on whom should you choose for your brand's ads/promotions during IPL.



With which media/source, your brand generated highest recall among the viewers? Was it.

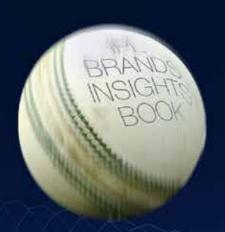
- TV
- Print
- OTT
- · Social Media
- · A combination of these



How well did your brand do against other advertisers?



# MEDIA & ORGANIZERS (TEAM/PLAYER)



- What is the Brand Persona of each team and their overall Impact Scores?
- Which are the most dependable teams for brands?
- How does the performance of brands which associated themselves with a high profile team/player get impacted?
- How does the performance of brands which associated themselves with a low profile team/player get impacted?
- What are the follower pro files for each teams?
- Which were the top brands and ads that were recalled during the IPL?
- Associating with a particular IPL team or associating with IPL on an overall level Which strategy worked better this year?
- What was the Impact of the number of matches watched?











#### **About Velocity MR**

# We are the new age digital insights provider

Catapulted by the thought of removing redundancies in research processes, with the power of technology Velocity MR aims to empower businesses with impactful insights that are available yet hidden, visible but under darkness and readable but incomprehensible.



#### Offices

#### **BANGALORE**

No 1873/38, 5th Main Road, R.P.C. Layout, Bangalore - 560040 Phone: +91 80 6112 6112

#### MUMBAI

201, Avior Corporate Park, off LBS Road, Mulund West, Mumbai - 400080. Landmark - Opp Johnson and Johnson Phone: 022-4976 7342/41

response@velocitymr.com | iplinsights.velocitymr.com

#### Conceptualized and created by the research and marketing teams of Velocity MR

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