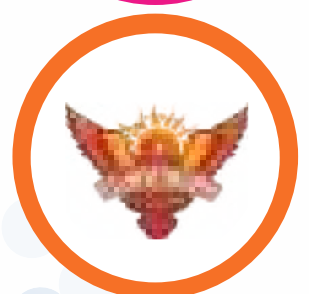
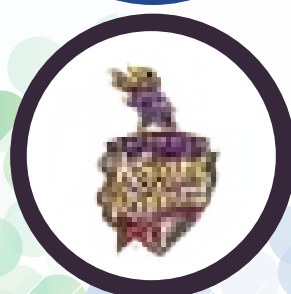


IPL BRANDS INSIGHTS BOOK 2019







FOREWORD



JASAL SHAH

Managing Director/CEO

Dear Readers,

8 Teams, 9 Venues, 50 Days, 100+ Sponsors, 190+ Players, 200+ Brands Advertised, 2000 Cr. Ad Investments, 462 Mn Indian Viewership, \$ 6.3 Bn Brand Value* – that's IPL 2019 for you in a nut-shell.

These staggering numbers reflect the magnitude of IPL as a sports event, which offers lucrative opportunities to players and brands, alike. Like every franchise has continuously strengthened their coaching staffs to navigate the challenges and formulate the right set of strategies for different oppositions, brands are no different. The stage is big for brands and they need to turn the heads of their target audience, but how?

Is it just promotions during IPL?

To make brand a cynosure, marketers can either base their strategy on gut or impactful insights! While interacting with numerous marketers, I realized there is a huge gap in addressing the challenges of marketing during IPL 2019. The choices they make, the decisions they take and the objectives they frame, are far from the 'ideal' ones. Primarily, this happens due to lack of insights that can act as a strategic guide and serve as a template for better marketing decisions. The need was to develop a comprehensive hand-out covering all the details and insights that a brand associated or willing to associate with IPL in 2020 needs.

**According to 2018 Data*

We bring you the first edition of IPL Brands Insights Book 2019 – Welcome & thank you for your patronage!

While the details of social media listening were there in public domain and it has been brilliantly done by a few, they could not gauge the sentiments of viewers watching TVCs, Ads on Video platforms like Hotstar, Social Media Campaigns of the brands, the art of Logo placements on players' jersey, Brand Persona of IPL teams – to name a few. Without such details, the brand performances would be in doldrums! To be precise, they will only have a sales number to validate the success or failure of their campaigns. Well, ultimately that is what matters! Many of us would argue.

Success and failure of a marketing campaign during a mega sports event like IPL are dictated by a plethora of factors. Putting the onus only on sales would diminish the power of marketing communication and ad effectiveness. Sales number going north is the ultimate glory but the path needs to be understood and deliberated. Similarly, failure to convert should not be seen as a campaign failure, alone rather a drill-down approach is best suited. What worked and what could have been better; Marketers fret over all such decisions after the event but what is most important to note is they still lack insights to substantiate the effect of marketing decisions taken before IPL 2019.

IPL Brands Insights Book can validate that.

I thank everyone from Velocity for putting around 2,000 man-hours of analytical thought & design in this study & report. I also thank all the respondents across the 11 centers who participated in this study and gave their perspectives. Above all, I thank all our clients who subscribed for this study and made it possible.

In the years to come, IPL Brands Insights Book (I-BIB) is going to be a yearly affair and the study would be launched a month before IPL every year and the report would be available 40 days after the IPL edition gets over.

With sincere hope that you have an insightful reading, we commit to bring you I-BIB every year for making better marketing decisions. Please drop a line on jasal@velocitymr.com and let me know your feedback.

INTRODUCTION



RAJESH BODKE

Director

Take a Sight into the Marketing Insights: A book that would seamlessly fit into your scheme of things

Like every household plans the shopping cart before a major festival, brands too buckle up for an extended splurge during more than a decade-old IPL festival built on sermons of a common religion that binds India to bond with the global world. Cricket, not just a sport but a religion in the country of 1.3 bn people provides a perfect fulcrum for IPL to support its exponential growth. No brand with the ambition of conquering Indian consumers can afford to overlook the spread-out canvas of IPL.

The 50-days cricket festival is a battle-ground for brands too and in this high decibel atmosphere, it takes both art & science to cut the ad-clutter and grab those eyeballs, which every brand jostles for! The concept of I-BIB (IPL Brands Insights Book) is taken from the problems faced by brands in grabbing those eyeballs and safeguard their interests by helping them understand the repercussions of good and bad marketing decisions. And we're proud to pioneer this initiative to gauge the consumers' impact of an event that generated around INR 2000Cr of ad revenue in its 2019 edition.

The Study Design

The study was conducted across 11 cities with a carefully chosen sample size of 2750 respondents and the profiles were matched on a weekly basis. The datachecks were done on a daily basis along with logic checks. Moreover,

the data was cleaned to ensure consistency, representation & reliability. A team of four researchers kept a close watch on social media and related posts throughout the IPL, and social media listening tools were also used to maintain a tight vigil. To ensure a quality output, team leaders from Research, MarCom and Tech team were involved at every stage of the study.

There were numerous hypotheses that were brainstormed and data was tested against all of them to validate a few. Furthermore, we're pleased to introduce the 'Mother of All Insights', the Impact Scores for every IPL team that is developed by senior managers and statisticians, and covers four important aspects – details are in the report.

The Holy Grail for Marketers doing brand promotions during IPL

Imagine more than 20 brands fighting hard to find a space on players' jersey & kit! Isn't it too much for a jersey to hold logos of various brands and compromise the actual display of its fibre? Well, that's how IPL works! What is that one spot that gets the most attention and hence the benefits on your investment? This is just one of the instances, browse through the Holy Grail, IPL Brands Insights Book & become better with your marketing decisions and smarter with your choices.

This book brings insights on a number of marketing aspects and each aspect is covered through an analysis that includes

- Plausible Marketing Question(s)
- Marketing Insights
- Supporting Data
- Data Interpretation

The above structure coherently flows, first to present the relevant questions that form the epicentre of problems in decision making followed by Marketing Insights along with supporting data and its interpretation. In short, marketers can delve deep through our analysis of a given marketing aspect. The different marketing aspects covered in the book is listed on the index page, which can serve as a quick reference for all the marketers looking to make the most of their investments in IPL 2020. Additionally, our team has the primary data for 100+ brands, which advertised or sponsored in IPL 2019 and our team can bring exclusive analysis and insights for each of the brands, on request.

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01

IPL VIEWERSHIP



PLAUSIBLE MARKETING QUESTION

I want to target those who watch IPL frequently and develop a regional media plan as well. Which of the cities should I target?

01 The most frequent viewers of IPL are from Delhi. A Delhiite watches 27 plus matches on an average as compared to the national average of 25 matches.

02 Regional Preferences:

→ Viewers in Chennai, Kolkata, Mumbai and Delhi have a strong preference for watching matches of their home team. Therefore, to target Tamil Nadu, West Bengal, Maharashtra and Delhi, it is advisable to have strong media plans for the matches of CSK, KKR, MI and DC respectively.

MARKETING INSIGHTS



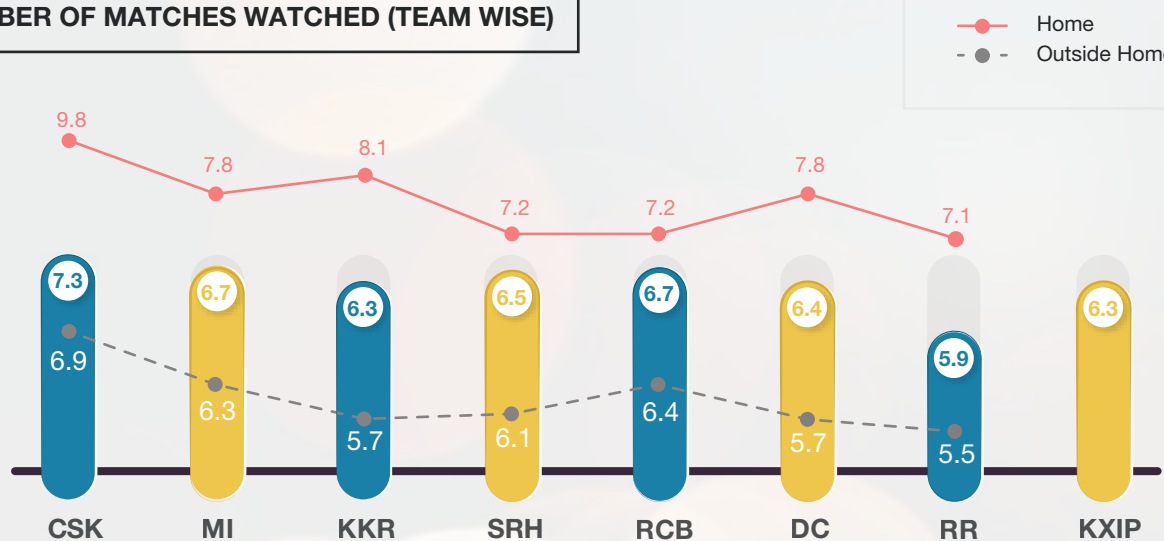
SUPPORTING DATA

25

AVERAGE NUMBER OF MATCHES WATCHED

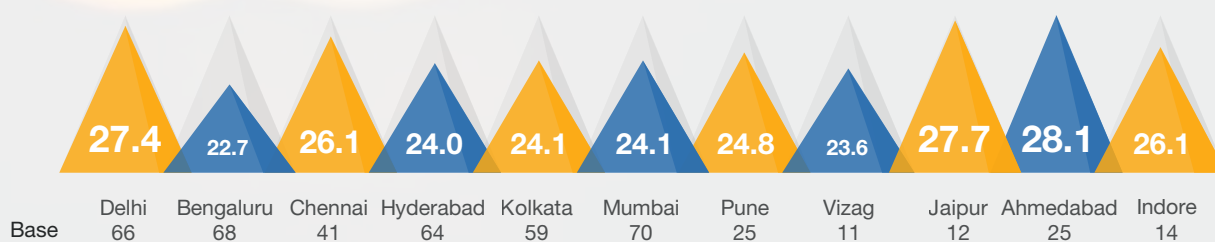
(based on the last league week)

NUMBER OF MATCHES WATCHED (TEAM WISE)



Note – The Home vs. Outside Home viewership hasn't been calculated for KXIP since Mohali wasn't a part of the sample design

NUMBER OF MATCHES WATCHED (CITY WISE)



Base (Week 6) - 455

DATA INTERPRETATION

- 01 On an average, 25 matches have been watched by a respondent with most number of matches being watched by Delhiites (sample sizes in Jaipur and Ahmedabad are small) which could be attributed to the improved performance of Delhi Capitals in the current season.
- 02 The viewership for CSK & KKR matches in their respective home centers is seen to be higher as compared to other centers. This can be attributed to the high loyalty these two teams command in their respective base cities.
- 03 Keeping in line with the fan followership, viewership for CSK matches is highest followed by that of MI & RCB. Additionally, these three teams also have a high viewership from other cities apart from their home cities. This corroborates the fact that their matches are watched by viewers across India.



Reference Image



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