The IPL 2016 Social Media Round-Up
The ninth season of the Indian Premier League, or IPL as it’s prominently known, just concluded with the Sunrisers Hyderabad taking their maiden IPL victory against the Royal Challengers Bangalore last night. We’ve been tracking much of what’s been happening around the IPL this year to get an idea of how sport and marketing work hand in hand.

Marketing goes way back in the sporting industry with Tennis, Sailing and even Golf paired with watch brands. Today, practically every sport is associated with a brand, be it food, clothing, accessories, music, airlines – well, you name it. Right before the SuperBowl, there’s always a slew of different ads and promotions for products and brands that one could say are almost made to make headlines, especially on Social Media these days. Be it Budweiser that tugged at heartstrings with an ad about the friendship between a horse and a dog in 2014, or McDonald’s who made an ad around ordinary people with extraordinary football skills for FIFA 2014, brands have more often than not banked on these events to promote their products.

Like any other big sporting event, brands have also used the IPL here at home to promote themselves. Being one of the biggest, most viewed events in India, it is understood that promotions related to this theme or during this time would result in greater awareness of not only the sport but also the brand being associated with it. For example, Amul, a brand that’s actually not related to the IPL as a sponsor, did a series of illustrations with their popular Amul Butter Girl based on cricket and added the element of their products as well! You can Google those, but here’s what we found out about brand marketing during the IPL!
Promotion of IPL starts during Jan-Feb.

Every team has their own Jersey, Theme song, Tagline.

Awards Provided by IPL –
1. Orange Cap
2. Purple Cap
VIVO introduced an IPL app which helped promote them as a brand and also helped promote IPL and the teams. This app would give a user all the information regarding matches, teams, players, social media pages, and so on.
A relook at the top campaigns of last year

1. Vodafone Speed Quiz: In 2015 Vodafone India used #VodafoneSpeedQuiz on Twitter. Using this interactive quiz to stay with the campaign theme, the brand scored high engagement. The brand tweeted over 550 times about the campaign with the hashtag #VodafoneSpeedQuiz. There were over 32,000 Retweets and 26,000 Favorites. The Twitter community used the hashtag close to a quarter of a million times.

2. Yes Bank Maximum Guess The Team: This was a contest in which the fans required to identify team logos for a chance to win amazing prizes. On Twitter the brand tweeted over 350 times and garnered over 16,000 Retweets and 7,000 Favorites. The hashtag was used over 32,000 times by followers. The hashtag usage spiked during match days.

3. Roar With Shopclues: Shopclues supported Chennai Super Kings. They used the hashtag #RoarWithShopClues for their IPL campaign contest. The brand itself used the hashtag over 180 times while the Twitter universe used it close to 16,000 times. This campaign received 4,000 Retweets and 3,500 Favorites.
#GlamShot: During the launch of Vitara Brezza by Maruti Suzuki they announced people to predict the best shot of the match. This has 87677 people who used this on Facebook.

#EkIndiaHappywala: Sony India launched this ad for the IPL. Even though the ad doesn’t relate much to IPL it worked on Facebook as it got 92K Posts whereas on Instagram there were just 1191 Posts.

Freecharge #ScoreKyaHoga: Freecharge had done a campaign where people have to predict the score of the match. There were around 100 Tweets. On Facebook it didn’t work because of the negative reviews and not much of promotion was done on any platforms.
Team Highlights
Social Platforms & Performance:

- Facebook: 8,502,887 Likes
- Twitter: 1,361,990 Followers
- Instagram: 608k Followers
- YouTube: 148,958 Subscribers

Engagement Snapshot:

Associated Brands:

- Acer
- Ola
- LYF
- Kingfisher
- DNA

Engagement Snapshot:

- 8,502,887 Likes
- 1,361,990 Followers
- 608k Followers
- 148,958 Subscribers
#GameMaariChhe

## Celebration Videos

## Selfies with players

## Match and interview stills

### Associated Brands:
- [Gujarat Lions](#)
- [ASTRAL](#)
- [T Series](#)
- [bookmyshow](#)
- [LAWMAN Pg3](#)

### Social Platforms & Performance:
- **Facebook**: 960,690 Likes
- **Twitter**: 66,483 Followers
- **Instagram**: 73.7k Followers
- **YouTube**: 2,536 Subscribers

### Engagement Snapshot:

![Engagement Snapshot Image]
Social Platforms & Performance:
- Facebook: 960,690 Likes
- Twitter: 688,781 Followers
- Instagram: 194k Followers
- YouTube: 5,652 Subscribers

Engagement Snapshot:

Associated Brands:
Social Platforms & Performance:

- Facebook: 7,713,605 Likes
- Twitter: 851,477 Followers
- Instagram: 298k Followers
- YouTube: 33,002 Subscribers

Engagement Snapshot:

- Match scores
- Match pictures
- Promotion of players
- Quiz videos
- Picture quizzes like “#GuessTheSher”

Associated Brands:

- Royal Stag
- Askme.com
- Valvoline
- HTC
- Idea 4G
DilSeIndian

- Pictures from matches
- Engagement in terms of comments
- Fans Pictures - tattoos
- Videos from the matches

Associated Brands:
- MUMBAI INDIANS
- Officers Choice
- JET AIRWAYS
- Pepsi
- Usha

Social Platforms & Performance:
- Facebook: 10,610,883 Likes
- Twitter: 1,401,433 Followers
- Instagram: 659k Followers
- YouTube: 19,625 Subscribers

Engagement Snapshot:
Associated Brands:

Pictures and Videos of the interviews

Promoting Players

Pictures of the scores

Engagement Snapshot:

Social Platforms & Performance:

Facebook: 14,316,495 Likes
Twitter: 1,644,915 Followers
Instagram: 216k Followers
YouTube: 44,529 Subscribers
Videos of matches
Videos of teams before the match
Contests
Promotion of play offs
Score Pictures
Promotion of Team players

#OrangeArmy

Social Platforms & Performance:
- Facebook: 4,305,756 Likes
- Twitter: 797,312 Followers
- Instagram: 105k Followers
- YouTube: 21,413 Subscribers

Engagement Snapshot:

Associated Brands:
DumKaNayaRang

Selfies with Fans
Official team merchandise
Videos about matches
Promotion on star Players

Associated Brands:

HiveMinds
Selfies with Fans
Official team merchandise
Videos about matches
Promotion on star Players

Social Platforms & Performance:
- Facebook: 1,422,847 Likes
- Twitter: 70,152 Followers
- Instagram: 88k Followers
- YouTube: 1,496 Subscribers

Engagement Snapshot:
Platform Highlights
Reposting Fan Pictures watching the IPL on team pages
Tagging die-hard fans on every post to amplify reach
Quotes from players and game strategies
Player Selfies post every match

Performance Score

- Performance Score for Team 1: 14,316,495
- Performance Score for Team 2: 10,610,883
- Performance Score for Team 3: 8,502,887
- Performance Score for Team 4: 7,713,605
- Performance Score for Team 5: 4,305,756
- Performance Score for Team 6: 3,668,269
- Performance Score for Team 7: 1,422,847
- Performance Score for Team 8: 960,690
Aggressive use of Twitter polls & quizzes aimed at followers

Capitalizing on player birthday wishes & congratulatory tweets

Official IPL Twitter handle retweets brand contests related to the IPL

Use of celebrities and team owners to amplify team

Performance Score

1,644,915

1,401,433

1,361,990

851,477

797,312

688,781

70,152

66,483
Videos by Players to promote their brands

Reposts of fan videos and Dubsmash

Behind the scenes pictures and videos of players from marketing campaigns

Performance Score

<table>
<thead>
<tr>
<th>Team</th>
<th>Score</th>
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<tbody>
<tr>
<td>Mumbai Indians</td>
<td>659 k</td>
</tr>
<tr>
<td>Royal Challengers</td>
<td>608 k</td>
</tr>
<tr>
<td>Kings XI Punjab</td>
<td>298 k</td>
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<tr>
<td>Knight Riders</td>
<td>216 k</td>
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<tr>
<td>Delhi Daredevils</td>
<td>194 k</td>
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<tr>
<td>Sunrisers</td>
<td>105 k</td>
</tr>
<tr>
<td>KKR</td>
<td>88 k</td>
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<tr>
<td>NCB</td>
<td>73.7 k</td>
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</tbody>
</table>
Anthem for every team is the primary video on the homepage.

Q&As with player families, guess and win contest videos and CSR related videos.
Case-in-point

Vodafone - The Good
This company is a great example of brand promotion during IPL as they promote the aspect of “SuperNet”. This hashtag is currently being used by more than 85 K people!

Hashtags used on social media and ads:
SuperCheer, SuperAlbum, SuperFan, FanArmy, SuperBuddy, SuperBrother

Garnier - The Not So Good
Garnier took the theme of cricket to promote their product, AcnoFight Facewash. The ad revolves around how, by using this product, your skin problems will go for a “six”. Only around 1 k people are currently using the hashtag #HitPimplesForASix and this could be due to the fact that this ad was not promoted in a major way. While having a celebrity and basing the ad around cricket, it did not have the elements of IPL or any of the star players being involved.
The IPL undoubtedly helps in increasing brand awareness, not only about the brand, but also about their products, offers, new launches and more. The event organizers and sponsors/brands have aggressively used Facebook, Twitter, YouTube, to reach fans and market themselves. Instagram, is soon catching up with player interviews, videos, selfies and brand contests being predominant. Despite massive promotions this season for the game itself the SMM strategy indicates larger focus towards individual players, which could be a reason why brands did not get much of the spotlight. Social media and marketing of the brands that were endorsed by players may have improved the reach of campaigns and also help in the promotion of the series itself. It was also very evident that teams that posted exclusively about the matches or their players did not do as well on Social as teams that posted videos, GIFs and contests. Therefore diversifying content was a key area that was not addressed. Star Players clearly worked this season! Key players like Virat Kohli proved helpful in promoting the team and brands.
What are your thoughts about the IPL this season in terms of marketing and Social Media strategies that stood out? Write in or tweet to us and we’d love to chat about it!

- Tweet to us @_hiveminds
- Like us on Facebook facebook.com/hiveminds
- Follow us on LinkedIn linkedin.com/company/hiveminds-innovative-market-solutions
- Follow us on Instagram @_hiveminds