

## **By whom and how was World Cup Cricket watched?**

**Which Advertisers or Brands were  
noticed and remembered in the clutter?**



A never-before-done study covering Creative inputs,  
Media investment and Impact assessment.

A Customised report for each subscriber.

### **Which Advertiser won the World Cup?**

The World Cup Broadcast saw thousands of crores of investment in advertising. There were more than 200 advertisers on this World Cup, competing for the attention of the viewer. By any measure this was a highly cluttered advertising environment.

The TV/OTT channels sold the World Cup on the basis of audience delivered. The Advertisers enthusiastically participated.

The question should be asked - which of the advertisers managed to break through the clutter and leave a strong impact on the audience? What was the actual advertising environment? What can we learn and apply for future advertising investments in such events?



## Advertising Impact Measurement

AIM is an all-encompassing study. It gives a full view of what actually happened during the World Cup from an advertising standpoint.

a) What was the clutter?

e) What was the impact of the advertising?

b) How, and by how many, was the Event watched?

d) What was the advertising investment?

c) What were the Creative messages and variations?

### a) What was the clutter?

- 1) How many Sponsors advertised on TV and Digital?
- 2) How many Brands were advertised?
- 3) What was the Total advertising investment?
- 4) How many seconds of advertising took place?
- 5) How many creative messages were exposed including; edits, versions, and languages?
- 6) What is the total number reached (Demographics- Gender, Age, NCCS, Geography)?
- 7) What was the Total Time Spent?

### b) How, and by how many, was the Event watched?

- 1) On what screens/devices was the World Cup watched?
- 2) What was the distribution between TV, Mobile, and Connected TV?
- 3) Where was the event viewed? At home, out of home, public place?
- 4) With whom was the event viewed? With family & friends, or alone?
- 5) What was the concurrent viewership on TV and Digital (Hotstar)?
- 6) What was the extent of women viewership?
- 7) What was the average time of viewing per match?
- 8) In which Language(s) were the matches viewed?
- 9) How did viewing change when India was batting or fielding?
- 10) When was the ad viewed - pre-match, during the match, in the break, or post-match?
- 11) What was the highest, lowest, and average TVR per match?
- 12) What was the Cumulative reach at both aggregate and individual Match level?
- 13) What was the total TV and OTT reach?

### c) What were the Creative messages and variations?

- 1) What was the Creative used?
- 2) What was the split of the Creative used?
- 3) How many edits were used?
- 4) Did the ad(s) have Celebrity?
- 5) What was the average duration of the Commercial?
- 6) What was the average number of edits used?
- 7) Did the communication have Language versions? If yes how many and which languages?



## d) What was the advertising investment?

- 1) What was the Investment by various brands/advertisers?
- 2) What was the measure of GRPs by brand?
- 3) What was the total number of seconds advertised across India matches, semi-finals, and finals?
- 4) What was the brand-wise distribution of secondage to GRPs?
- 5) What was the brand-wise GRPs against investments, compared to other advertisers?
- 6) What is the benchmark for threshold GRP?
- 7) How were the spots placed - within a break, between overs, fall of wicket?

## e) What was the Impact of the advertising?

- 1) What was the brand's Top of Mind and Spontaneous awareness recall?
- 2) How did the brands fare relative to each other?
- 3) What is the rank order of brands by recall measure?
- 4) What was the Awareness at the beginning vs end of the tournament for a brand?
- 5) What is Awareness by product category?
- 6) What is the Awareness by sponsorship tier?
- 7) Which advertising element resulted in Spontaneous awareness? TVC, on the ground, on the jersey, etc.
- 8) What was the unduplicated awareness across advertising elements?
- 9) Which brands outscored on measure of impact vis-à-vis investment made? How and why?

## The scope of the Impact measurement

The study was conducted online across 12 matches, including all India Matches, Semi-finals, and final matches. The total sample size is 6,000 respondents across 17 centres, age groups, gender, and NCCS.

Our proprietary tools like Cheetah Online Panel have been used along with extensive scanning and measure of brand advertising. These form the basis for an 'Aggregate Report' followed by cross-tab analysis across variables for a customized report for a brand.

## How will this report help?

The findings of AIM will help advertisers assess how their investment fared compared to others? The advertiser will get insights on what worked and what can be improved.

AIM will help advertisers be more efficient and effective with their investment in cricket. It will enable media owners to appropriately price their cricket offerings.

## How much does this report cost?

**Rs. 9,90,000/- + GST.**

This includes one Online presentation and PDF of the Customised report.

**Early Bird offer.**

Book and pay before 15<sup>th</sup> December '23. Get Rs. 90,000/- off.

**AIM** is brought to you by the **R K SWAMY Centre for Study of Indian Markets (CSIM)**, a think tank to conduct large-scale studies to shed light on the nuances of the Indian market. It brings together the methodology & field work by **Hansa Research** and inputs on media spending & viewership assessment by **R K SWAMY Media Group**.

Contact: rkscsim@rkswamy.com