

Standard Chartered: “Live from Anfield” contest

The brief: Standard Chartered, the main sponsors of Liverpool Football Club ran a blogging competition for fans to get a chance to visit Anfield, the home of Liverpool FC. “Live From Anfield” was a contest through a Facebook app. When one enters the contest, a scenario where Liverpool FC is in the thick of action is given and participants have to complete it within 100 words. The stories can be funny, tragic, or involve the spirits and lots of magic. In fact, the whackier they are, the better the chances. The objective was to get qualified entries for the contest.

The execution: We gave Standard Chartered a complete online promotional solution which included Advertising, Social, E-mailers and Editorial.

Ad on our website which was promoting the contest

Post across our FB presence of 1.5 million football fans (50 across a week)

E-mailers were sent to our database of 20,000 fans as well as 1,000 football bloggers

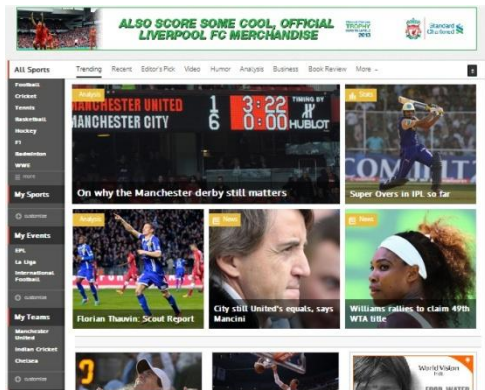
10 tweets were posted over a week on Sportskeeda’s official twitter handle which has approximately 10,000 followers

Articles of the event on garnered an average of 1500 reads.

Total Duration: One week

Result: The campaign successful to quote both the client and agency. During the course of week we served more than 3 million impressions with almost 2500+ clicks. Leading to receiving 500+ qualified entries.

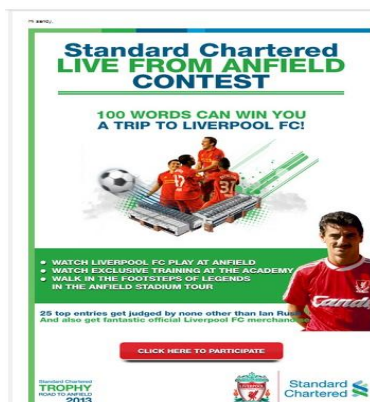
Advertising on the website



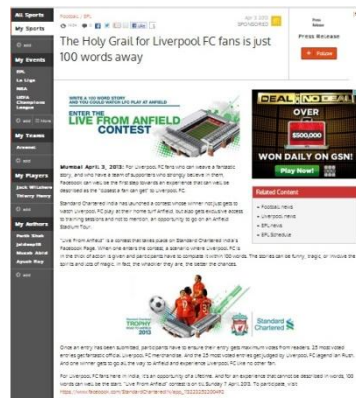
Promotions on Social Media



E-Mailer



Editorial



Star Sports 2: Launch

The brief: Star Sports was all set to launch a new channel, especially for the Indian sub-continent keeping in mind the growing need of the Indian sports fan showcasing live and non-live events across sporting categories—cricket, soccer, tennis, motor racing and golf.

The execution: High impact 960*90 expando banners across the website on all pages featuring footballing superstars Cristiano Ronaldo and Lionel Messi on it. Total duration: 7 days

Result: We served around 1 million impressions and we received around 7000 clicks at a CTR of 0.69.



Pepsi: “Change the Game”

The brief: Pepsi after years of focusing and aligning with cricket, decided to focus on football too. This was highlighted with the campaign “Change the Game”. Brought alive by an activation, 5v5 T20 football tournament across cities. The objective was to drive city specific traffic to these events.

The execution: Sportskeeda created a microsite which provided information on the event and promoted banners linking to the microsite across all contextual pages. This was supported through a targeted (city specific) emailer and further amplified through header branding across our Facebook football presence exceeding 1 million fans and engagement rates exceeding 25%. Total duration: 50 days

Result: Through this exercise the micro site averaged a 1000 clicks/day and we sent 100000+ fans to the site, making it the largest contribution from any digital execution for this campaign!

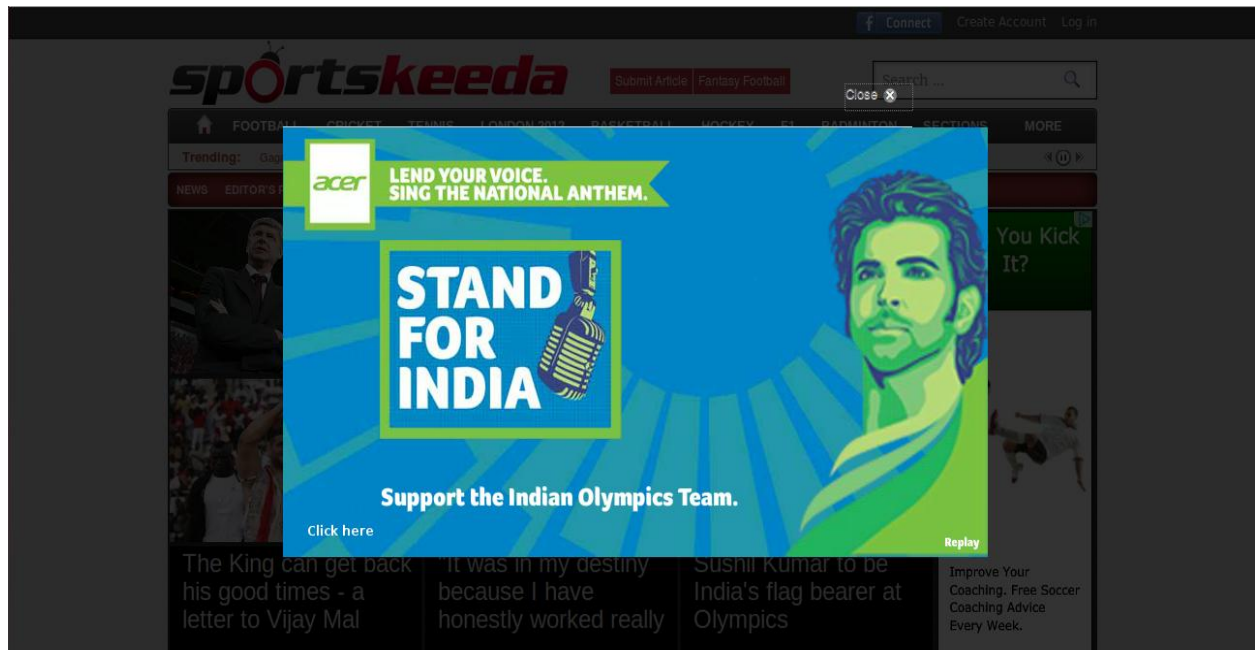


ACER: “Stand for India”

The brief: Acer were worldwide partners for the London Olympics and wanted to leverage this association in India. This was promoted through the “Stand for India” campaign where fans could submit recordings of themselves singing the Indian national anthem on the standforindia.in microsite. The objective was to drive traffic across our digital presence to this microsite.

The execution: Sportskeeda had the best coverage of London 2012 Olympics and this was amplified across our page “Team India at London Olympics” on Facebook, the largest Indian page for the Olympics with more than 1.2 million fans. A display banner was hosted across the site along with optimized promotional messages across our social presence. Total duration: 15 days.

Result: Serving close to a million impressions resulted in around 18000 click leading to close to 500 submissions.



The image shows a screenshot of a Sportskeeda website with a prominent banner for the "Stand for India" campaign. The banner features the Acer logo in the top left corner, followed by the text "LEND YOUR VOICE. SING THE NATIONAL ANTHEM." in white on a blue background. Below this, the words "STAND FOR INDIA" are written in large, bold, white letters, with a microphone icon integrated into the letter "I". To the right of the text is a stylized, high-contrast portrait of a man with dark hair and a beard, wearing a white shirt. At the bottom of the banner, the text "Support the Indian Olympics Team." is displayed in white, with a "Click here" link below it. A "Replay" button is visible in the bottom right corner of the banner area. The background of the banner is a vibrant blue with a sunburst pattern. The website's navigation bar at the top includes the Sportskeeda logo, a search bar, and links for "Connect", "Create Account", and "Log in". Below the navigation bar, there are various sports categories like FOOTBALL, CRICKET, TENNIS, LONDON 2012, BASKETBALL, HOCKEY, FI, and BADMINTON. The main content area below the banner shows several article teasers with titles like "The King can get back his good times - a letter to Vijay Mal", "It was in my destiny because I have honestly worked really", "Sushil Kumar to be India's flag bearer at Olympics", and "Improve Your Coaching. Free Soccer Coaching Advice Every Week."

Toyota – 10TH Anniversary Altis

The brief: Toyota was celebrating its 10th year anniversary in India with special limited edition sedan (Altis).

The execution: Given the showcase nature of the product and topicality of driving we created a 'digital billboard' display unit with stood out of its uniqueness and salience and broke the template mould. Total duration: 1 month.

Result: We served around 2 million impressions and we received around 2000 click through.

The image shows a digital billboard for the Toyota Corolla Altis Aero, displayed on the Sportskeeda website. The billboard is framed by a black border with the text "THE SPORTY NEW COROLLA ALTIS AERO" on both sides. The top of the billboard features the Sportskeeda logo, navigation links (Forum, Submit Article, Pepsi Change The Game), and a search bar. Below the logo, there are links for "Trending" (French Open, Joey Barton, Tendulkar, Eden Hazard, Euro 12) and "News" (WWE news round-up). The main content of the billboard is a promotional banner for the Toyota Corolla Altis Aero, featuring the slogan "AERO BY NAME. DYNAMIC BY CHARACTER." and the text "PRESENTING THE SPORTY NEW COROLLA ALTIS AERO." and "TEST DRIVE NOW!". The banner includes a "Replay" button. Below the banner, there is a grid of sports-related images: a tennis player, a soccer player, a tennis player, a cricket player, a soccer player, a soccer player, a soccer player, a soccer player, a soccer player, a soccer player, a soccer player, and a soccer player. On the right side of the billboard, there is a profile for Ayaz Memon, with the text "Now on Sportskeeda" and "Famous as the Cricketwallah".