

Indian Premier League (IPL) – 2013

The brief: Indian Premier League, India's yearly cricket extravaganza was in its 6th season and there was a massive interest from brands all across the country to be involved with the event and associate their brands with the event. This provided us with an opportunity to give the brands a sports centric platform for them to showcase themselves to a specific target audience. Innovative branding solutions for the brands were provided across the website with the ad units getting maximum visibility. With over 6 million page views a month and with an average time of over 10 minutes per visit, the campaigns that ran on Sportskeeda around the IPL fetched maximum brand recall value for the brands that advertized.



The execution: The brands were spread across various ad units on the website as mentioned below:

- 1) 728x300<90 – Page push down
- 2) 728x90 – Standard banner
- 3) 600<300x250 – Expando banner
- 4) 300x250 – Video banner
- 5) 980x25 – Top banner
- 6) Pre-roll video ad
- 7) 320x50 – Standard mobile ad
- 8) 250x250 – Square mobile ad

Total Duration: 2 months

Result: All the campaigns were successful. We served a total of over 11 million impressions with a CTR ranging from 0.15 to 0.80.

Advertising on the website

Page Push Down:

The screenshot shows the top of the sportskeeda.com website. At the top left is the sportskeeda logo and a search bar. To the right are navigation links for 'Submit', 'T20 Fantasy', and 'Calendar', along with a user profile for 'sandy'. A large red-bordered advertisement for Vodafone is positioned at the top, featuring a white cartoon character and the text 'Vodafone Internet brings you games power to you'. Below the ad is a navigation menu with 'All Sports' and 'My Sports' highlighted. The main content area shows a news article titled 'Emirates sponsorship deal renewed by Paris Saint Germain' dated May 20 2013. A user profile for 'Revati' is visible on the right.

Expando:

This screenshot shows a different page on sportskeeda.com. The top navigation bar includes the sportskeeda logo, a search bar, and links for 'Submit', 'T20 Fantasy', and 'Calendar'. A row of partner logos (Dairy Milk, Vodafone, YouTube, NWSA, Honda) is displayed. The main content area features a news article titled 'Interview: Rajeev Ganpule - the first Indian to clear WBF Level 1 coaching course' dated April 18 2013. A large advertisement for the Honda Amaze is overlaid on the article, showing a red car and the text 'The amazing new Honda Amaze is here'. A user profile for 'suhridbarua' is visible on the right.

Video:

This screenshot shows a news article on sportskeeda.com about tennis players Murray and Berdych. The article title is 'Murray, Berdych suffer shock defeat; Nadal, Djokovic stay the course'. A large image of a tennis player is shown. A video player is embedded in the article, showing a scene with the text '#ShubhAarambh' and 'Dairy Milk'. Below the video is a red banner for 'Watch CAPTAIN KOHLI Live in action.' The user profile for 'Anand Datta' is visible on the right.

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

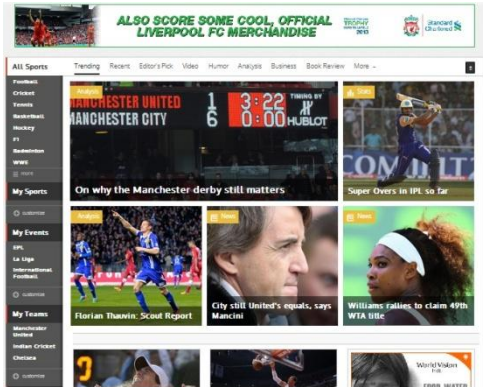
10 tweets were posted over a week on Sportskeeda’s official twitter handle which has approximately 10,000 followers

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.

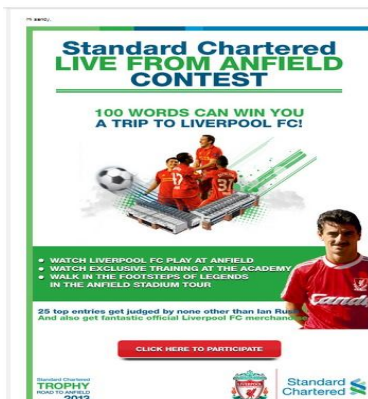
Advertising on the website



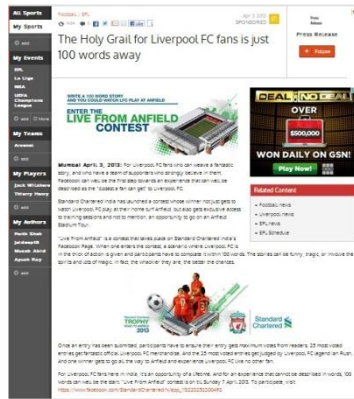
Promotions on Social Media



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!

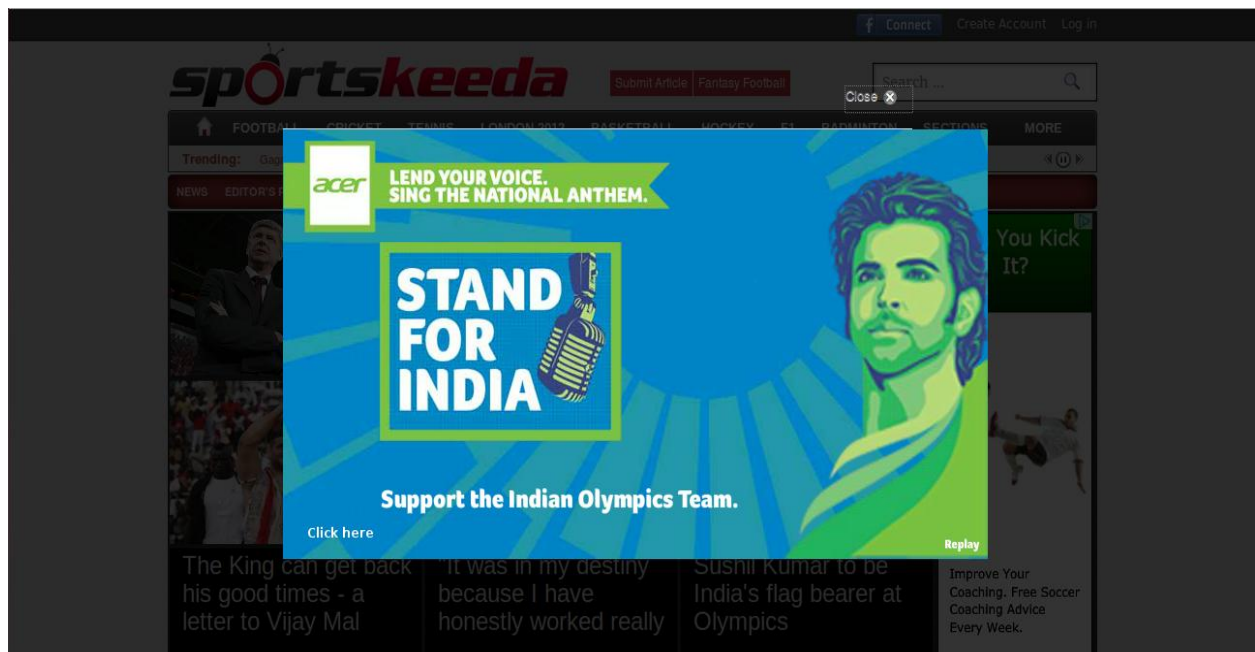


ACER: “Stand for India”

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.



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 navigation tabs for various sports: FOOTBALL, CRICKET, TENNIS, LONDON 2012, BASKETBALL, HOCKEY, F1, BADMINTON, SECTIONS, and MORE. A "Trending" section lists "French Open", "Joey Barton", "Tendulkar", "Eden Hazard", and "Euro 12". A "News" section lists "WWE news round-up". The main content area features a Toyota logo with the slogan "Quality Revolution" and a black Toyota Corolla Altis Aero. The text "AERO BY NAME. DYNAMIC BY CHARACTER." is displayed in red and white. Below this, it says "PRESENTING THE SPORTY NEW COROLLA ALTIS AERO." and "TEST DRIVE NOW!". A "Replay" button is also visible. The billboard is set against a background of a grid of sports-related images, including a tennis player, a cricket player, a soccer player, and a group of soccer players. On the right side of the billboard, there is a profile for "Ayaz Memon" with a photo and the text "Now on Sportskeeda" and "Famous as the Cricketwallah".