



By **VINEET KUMAR**  
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# IPL

The impact media property  
*that impacts brands the most.*

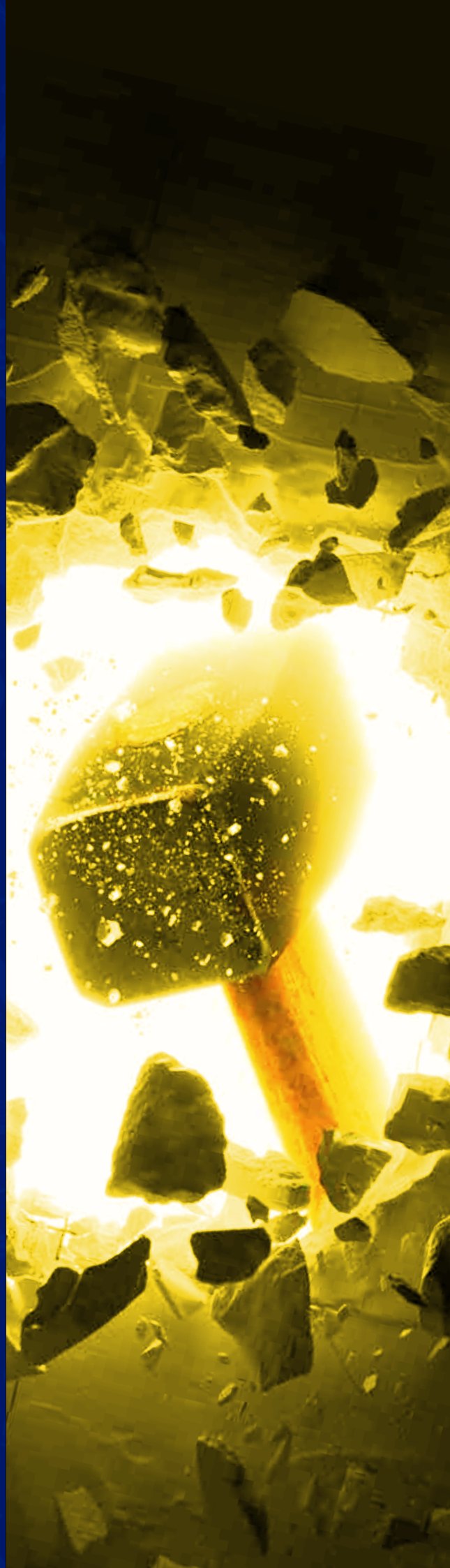
## SAU SONAR KI, EK LOHAR KI

### The importance of Impact

Impact is a great device to speed up brand growth. It's unlike slow burn, where marketers wait for the communication to simmer over a period of time and make a mark.

**Impact is boom! Instant!** You reach most with a single shot. You convey indirectly that I'm the big one – you build stature as one of the bonuses. Because, a transactional brand can't afford a big ticket, low ROI proposition.

Figuratively, impact is the hard blow compared to the slow tap. And we intuitively know that what a hard blow can do that not even a million taps can achieve. However, the hard blow comes at a cost. In advertising we call that CPRP or CPM. Typically, impact properties are 3x to 7x costlier than the efficient media options. So, **impact is more about efficacy than efficiency.** The same number of eyeballs could be reached at a lower cost sans impact. Hence, impact should be judged by the power it holds to reach maximum in a limited period of time and not by efficiency, i.e., CPRP or CPM.



# ZAROORAT HAI, ZAROORAT HAI, SAKHT ZAROORAT HAI

## The need for Impact

Impact shows, packaged and marketed as flagship programming by broadcasters, attract viewers, and that translates into higher ratings. For marketers, this needs to be seen from a strategic perspective to rationalize investment.

The brands that are advertising on impact properties are not looking at sustained advertising. They want an immediate impact on sales, and to do that, they need reach. And impact properties bring reach and new consumers.

Businesses that engage in impact advertising are more likely to firmly establish themselves in the market because they can create a lasting psychological impact on the audience, and a positive association with their product. The brand witnesses a healthy uplift in brand metrics in terms of recall and awareness.



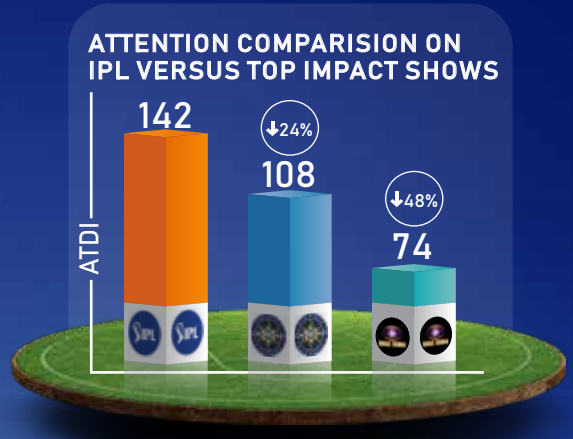
# CLEAR HAI

## Your options for Impact

Impact properties in India can easily be bucketed under Cricket and Non-Cricket. IPL is the flagship for Cricket impact. And for Non-Cricket impact, we have mostly reality shows, e.g., KBC, Big Boss, The Kapil Sharma Show etc.

As we said earlier, Impact should not be judged on efficiency. Impact should be judged on what it does or is capable of doing.

If we talk about the engagement, i.e., attention span on TV, IPL is the clear leader.

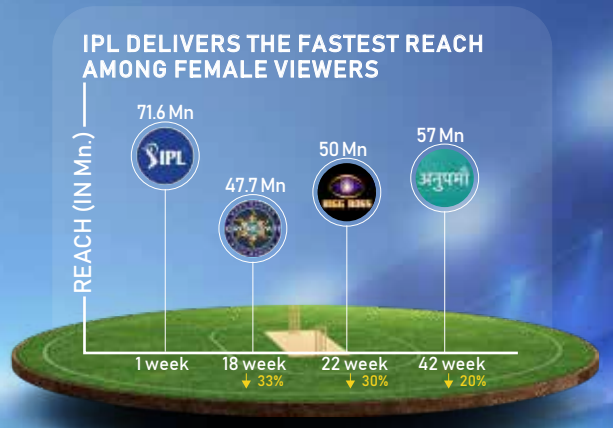


ATDI (ATTENTION INDEX) = INDEX OF EYES ON SCREEN/DURATION OF AD  
Source: Television Attention Study

## IPL - A male and female magnet

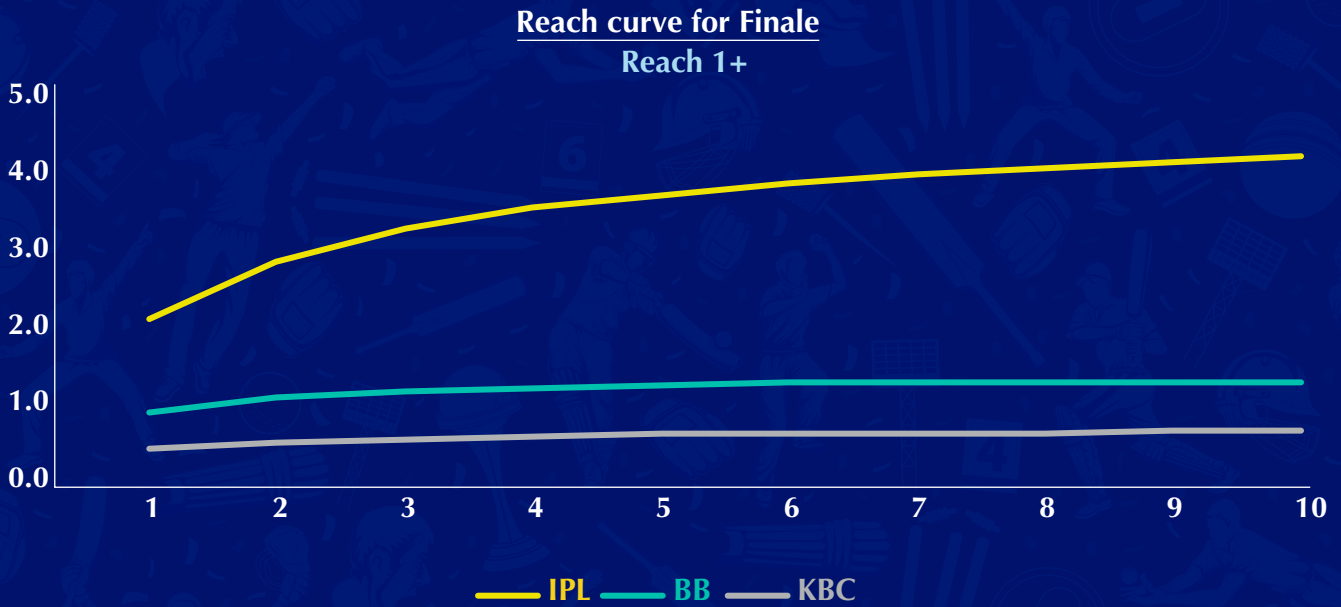
Typically, sports is considered to be primarily consumed by males. Surprisingly, IPL is able to attract more females than even a top serial on GEC channels.

Precisely why we see a surge of women-centric brands on IPL.



(Source BARC 22+ F ABC India % indicates the ratio of show's reach vs IPL reach)

**Quickest reach build up.  
IPL builds fastest reach.**



**Efficacy, and efficiency too**

The icing on the cake is that IPL comes out as the clear winner in terms of CPRP as well. It's the most cost-efficient way to deliver Impact.

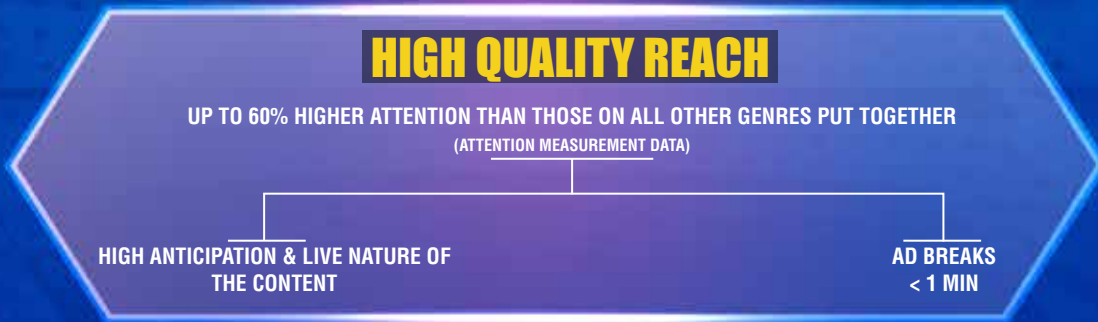
PROGRAM (2021)	BREAK TVR -UNIVERSE	RATE PER 10 sec	CPRP
IPL	2.8	12,50,000	442460
Bigg Boss	0.31	4,00,000	795411
KBC	0.38	3,50,000	937771



# JO JEETA WOHI SIKANDAR

## IPL over other properties

While GEC impact programs attract specific audience demographics, IPL draws an ocean of diverse viewers across demographics and geographies, and ensures high quality reach.



### Co-viewership & aggregation of audiences:

Enabling a complete family-viewing experience, it serves a great catalyst for advertisers to reach multiple stakeholders at same time, thus, facilitating a cultural imprinting of messages at scale, which is a big value driver for advertisers

### Brand building & brand recall:

60% higher attention than those on all other genres put together, as suggested by the Attention Measurement data.



This happens due to two factors. One, due to the high anticipation and live nature of the content, the viewer is mostly glued to the screen or around it. Plus, the ad breaks in cricket are around a minute only, and, at max, 2/3 ads play in those pods. Compare that to 4-10 minute breaks in other programming where most people then either leave the room or do something else before the content is back on, leading to very low attention to brands.

Unmatched reach across demographics & geographics

A network diagram showing various human avatars of different ethnicities and ages connected by lines, representing a wide demographic and geographic reach.


Co-viewership, scale & aggregation of audience

An illustration of a family sitting on a sofa watching a television. The TV screen shows a group of people, representing co-viewership and audience aggregation.

Brand building, brand recall

A word cloud where the word 'brand' is significantly larger and more prominent than other words, symbolizing brand building and recall.

Regular track of ROI, increase in app downloads/users, traffic

An illustration featuring a large Indian Rupee symbol (₹), a stack of coins, a money bag, and a laptop with a bar chart, representing financial metrics and app performance.

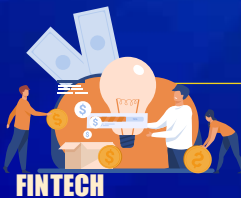
Customized messages & localised content with vernacular feeds

A word cloud containing the names of various Indian languages: Hindi, Bengali, Gujarati, Telugu, Kannada, Malayalam, Tamil, Odia, Assamese, Marathi, and Urdu, representing localized content.

# BADE MIYAN, CHHOTE MIYAN

## Big brands and emerging brands leveraging through IPL

While the effectiveness of this gala event in increasing any brand's value is already established, emerging brands and start-ups with limited outlay, taking into account the visibility that IPL provides for a few weeks, too find huge traction for their business in IPL. The exposures in the relatively lesser time duration are also good enough to give their brand and many new categories debuted in IPL, especially start-ups catering to younger audiences. Brands that advertised through lower levels of spot buys have also seen tremendous success.



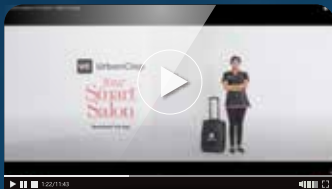


# DUS KA DUM

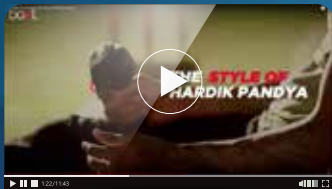
## How 10 Brands did it!



Lenskart rolled out its first-ever campaign during the IPL last year and saw an 81% jump in brand recall, 25% increase in business at its stores and a 10% jump in its online business.



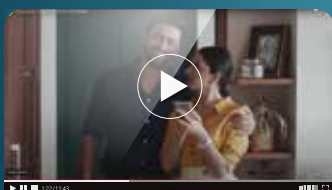
Urban Company witnessed an instant 20% increase in overall website visits.



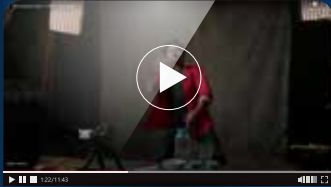
BOAT reportedly witnessed a 50% rise in Google search during the tournament, in comparison with pre-IPL days.



Spotify is another success story of a brand that recorded a 29% growth in daily downloads



Housing.com saw a tremendous 50% traffic boost. It gained market share in topline revenues, and a spike in app installations by 50-60%. Furthermore, the number of homeowners doubled and broker supply increased 1.7x.



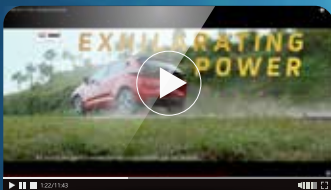
Cred witnessed a jump in their app metrics, gaining over 100 million user visits on the Cred app during IPL.



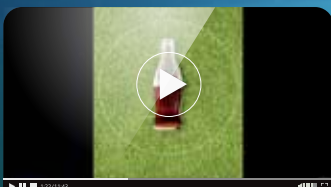
Pristyn Care, an online healthcare brand, popularised its key proposition of 'surgery on demand' with IPL. The brand obtained stellar results, both in terms of business impact and key brand metrics: 5x increase in patient interaction, 1.9x increase in awareness and 1.8x increase in brand consideration.



Upstox got 40% increase in app downloads, 65% increase in brand awareness and 54% increase in consideration.



Tata Altroz had its highest sales during IPL.



Companies like Coca-Cola and Nescafe strategically featured their portfolio of products on regional feeds and garnered significant engagement and visibility.

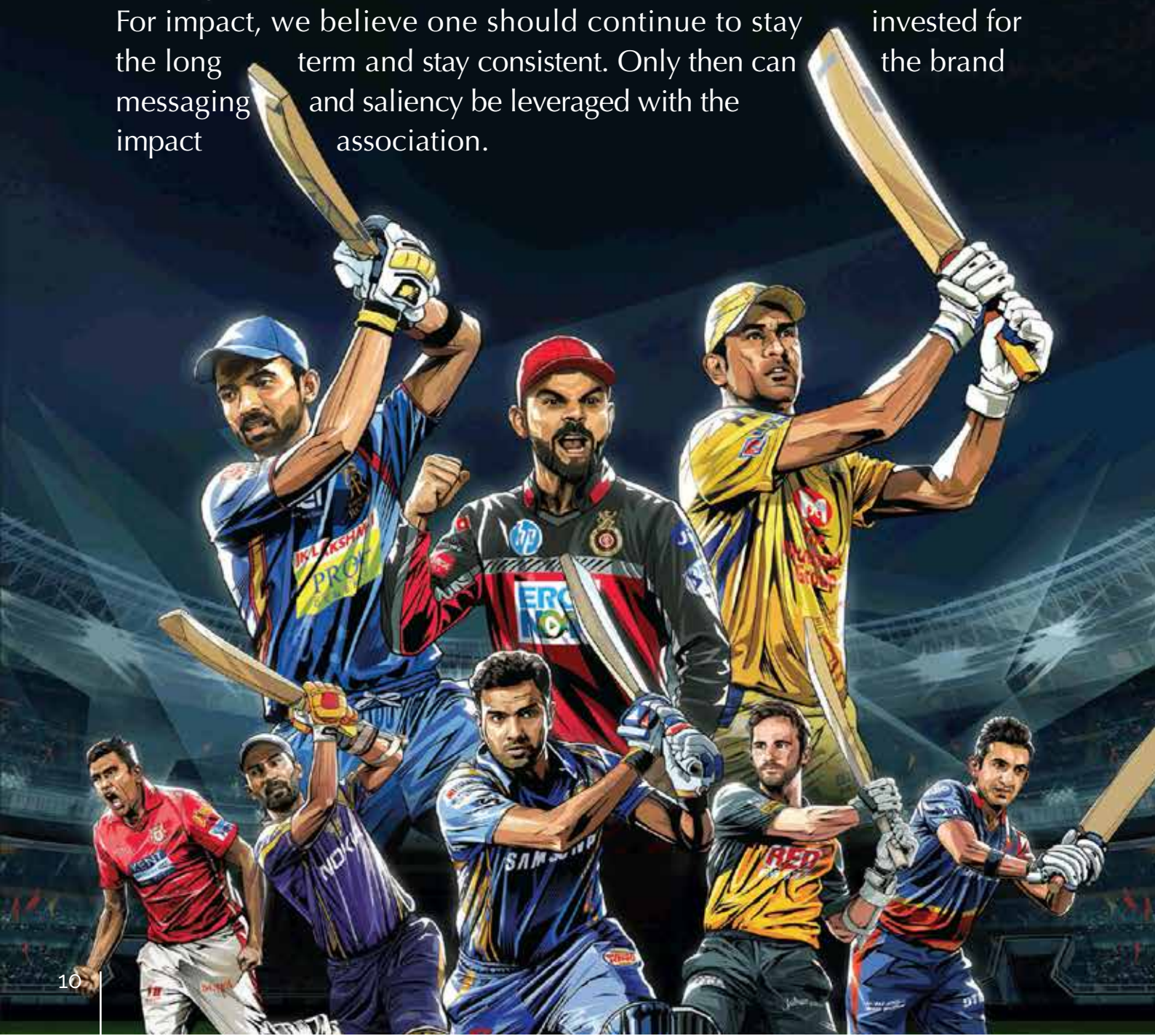
# CHALTE CHALTE

## Our conclusions

With a reasonable TV advertising investment in IPL, the ROI is significant.

An ad during IPL drove positive outcomes for brands, including spontaneous awareness, key message delivery and purchase intention. It seamlessly fulfilled brand and business objectives, ranging from high SOV and high OTS for advertisers to making aggressive plays, from driving category building initiatives to seeding new concepts and shaping new attitudes.

For impact, we believe one should continue to stay invested for the long term and stay consistent. Only then can the brand messaging and saliency be leveraged with the impact association.



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