

BRAND EQUITY

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The build-up has all the ingredients of an eyeball-popping dud on the cricket field. On the one hand is the 50 over version of the game an event that is — yet again — being pegged as India's best chance to repeat the 1983 triumph. On the other, waiting patiently for the month of April, is an event that's become a ₹100 crore plus property — The Indian Premier League. Fans may argue there's no competition, for the format is different. The ICC World Cup is a nation game, while the IPL is about cities or clubs, almost a reality show packed with drama, entertainment and lot of course, a game of 20-over cricket. The World Cup happens every four years and is the most coveted trophy for any test playing nation and hence, incompatible to the IPL.

However, for brands looking to ride on cricket, it's not an easy choice. The marketer, like the captain, has to assess the pitch and then chalk up a strategy. Not a simple task considering that millions of marketing dollars are at stake. A senior marketer of one of the consumer durable brands that has committed huge budgets for the World Cup, now admits that a larger chunk should have been earmarked for the IPL.

There of course the middle ground between social strategy and a silent prayer for India from marketers who have bet on the World Cup. Those with the budgets are adopting a horse-for-coverage approach. Sandeep Singh Arora, EVP - marketing, PepsiCo India says "We are looking at a presence both of course, it's just enough being present in either the World Cup or the IPL. It's about maximising the platform to communicate the big idea." For Reebok, the focus is the World Cup and a sales and marketing executive director — marketing and sales at Reebok says that the IPL is a key highlight for the sports brand. "As far as the World Cup is concerned, it's a very realistic strategy. We're concentrating more on our products, and the fact that the players on the field will use them, it's more integrated for us with the World Cup."

Media planners say that dividing the marketing budgets in terms of a competitive presence on both the properties is not possible. The cost per rating point (CPR) according to ITRA Gurukul, MD, Media's on of a World Cup match is double that of an IPL match. "Because there are fewer India matches in the World Cup," she says. She adds that the

For the next few months, India will be living cricket — with the ICC World Cup and then the Indian Premier League. **BC** brings you the pitch report, right from the toss to the post-match analysis between the World Cup and the IPL.



direction right now at least for the MediaCom clients seems skewed towards IPL. Though the cost of both properties is huge, certain categories like telecom players have no option but to invest in both World Cup and IPL. Both events will become platforms for telecom service providers to talk about number portability as well as, etc. Both properties are expensive, but they are impact buys. So one has to pay a premium," remarks a media manager from a telecom service provider. Even for consumer durables and financial services players, presence in both events is important. I.K. Gupta, CEO, LG Electronics says the World Cup allows a large range of consumers to be connected, while for the IPL, the durable brand is only a broadcast sponsor. "With the World Cup, we're concentrating more on on-ground activation. Whereas, for the IPL, it's more of TV spots," says Gupta. "If anyone ties up with the ICC for the World Cup only as broadcast sponsors, it is a big risk. With the IPL, there is a certain minimum ROI and one knows what one is getting into. At least, there will be a minimum ROI. There is no such thing for the World Cup," he adds. Indeed, this time around for the World Cup the emphasis seems to be more of on-ground activation to connect with the audience and attempt to break the on-air clutter (Read Pitch Report on Page 2).

TOP 10 ADVERTISERS Commercial Advertising

Rank	Top 10 Advertisers	Top 10 Advertisers
	ICC WC 2007	IPL 8
1	Nokia Corporation	Vodafone Essar
2	PepsiCo	Samsung India
3	Hero Honda Motors	Tata TeleServices
4	Maruti Suzuki	Hyundai Motor India
5	ITC	Shree Anil
6	Aditya Birla Group	PepsiCo
7	Motorsola	LG Electronics India
8	LG Electronics India	Vodafone Idea
9	Bharti Airtel	Hindustan Unilever
10	Hyundai Motor India	Novelty India

One key aspect critical to the World Cup's success as a marketing platform is India's performance in the event and the lean period in-between when the national team doesn't play any games. A certain media agency head cautions writing epitaphs on World Cup. "If India and India we will see the interest sky-rocketing for the World Cup," he says.

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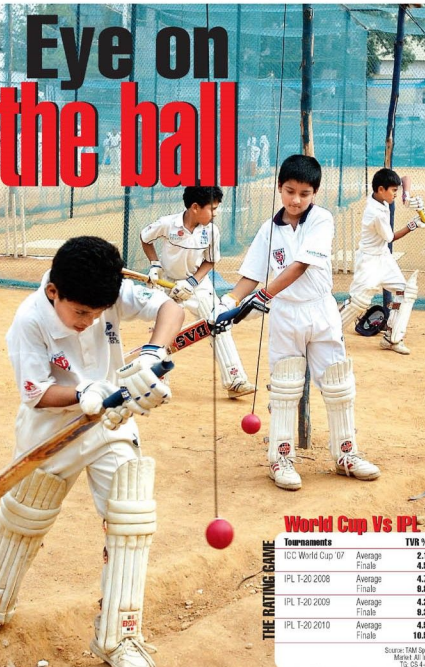
← CONTINUED FROM PG 1

Sure, the mega event is coming back to India after more than a decade and there's buzz all over the subcontinent, but on team India's shoulders rest not only the hopes of a billion Indians but millions of marketing dollars. "World Cup is serious cricket, while IPL is entertainment, clubs and spectators. The interest level in the World Cup hinges on India's performance," says Harish Shrivastava, managing partner, GMM. "The World Cup is high risk, high return. If India drops out, then it's a sink event," agrees Gurukul of Bhaskar. Market observers say that World Cup's official broadcaster ESPN reduces the and the strategy of selling packages is a wise move. They also understand the budget pressure of a client as IPL follows immediately after the World Cup, says a senior marketer. Industry sources indicate that despite IPL, licensing large, ESPN is looking to garner ₹750 crore in sales. With joint presenting sponsors paying ₹55 crore and associate sponsor shelling out ₹5 crore, the channel is charging ₹5.5 lakh for 10 seconds, say sources. Alok Malik, MD, ESPN Software says that they're quite positive about the World Cup. "The response we've received from brands for the World Cup is very encouraging. In fact, we're almost sold out." (Read full interview below).

But Purnima Arumugam, Group CEO, Madison World, says that though the World Cup is a larger event as far as scale is concerned, IPL spots are selling at a premium this year when compared to last year. "The IPL is more or less sold out. They (the broadcasters) hardly have 200-400 seconds left. The World Cup is slowly but surely taking up now," Rishi Gupta, president, Sony Entertainment Television is also confident that IPL will be a bigger play than the World Cup. "All sponsorships of IPL were sold six months in advance and because of the overwhelming response that we got this year we had to increase the sponsorship fees from ₹10 to ₹15," says Gupta. (Read full interview below).

But it certainly won't be a level field between the two properties and observers believe there are clues in IPL's success as well. With the World Cup providing a full two months of cricket, the Indian subcontinent will have the strategic to another two-month cricket carnival. IPL will have 7 matches and the length of the match cricket may impact IPL, and it may reflect in the ratings," says another media manager from a leading consumer brand. "This is not just the Indian cricket team that's busy strategising, but marketers too are visiting and re-visit their game plan. If it's some consolation to the marketers, the World Cup falls inside the current financial year, while the IPL is in the next. Hence, marketing budgets get divided and so does the risk. But it's known to be a game of global uncertainties and one can never be sure until the last ball."

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World Cup Vs IPL

Tournaments	Average	TRP %
ICC World Cup '07	Average: 2.1	Finals: 4.8
IPL T-20 2008	Average: 4.7	Finals: 8.1
IPL T-20 2009	Average: 4.2	Finals: 8.8
IPL T-20 2010	Average: 4.5	Finals: 10.5

Source: TAM Sports, Mumbai, Oct 2010 to Oct 2010

Pitch Report

In a cluttered ad space, on-ground activation could provide marketers the 'bang for the buck'

This World Cup, marketers want to have a conversation with the target audience. Not that it's any different on any other occasion, but cricket is with its high-fied marketing spends requires that kind of engagement, creating excitement around multiple touchpoints. For PepsiCo, activation means reaching out to two sets of consumers. One set is touched upon by a thematic campaign across print, television and others, while another set is a more involved one. PepsiCo has come up with a reality show in partnership with a music channel that allows consumers to participate and share their experience of watching India at the World Cup. "So they will watch and share their experience online," says Sandeep Singh Arora, EVP - marketing, PepsiCo, adding that social and digital media have come into their own this World Cup. Similarly, LG Electronics is using digital media to drive an activation involving school children across India, Sri Lanka and Bangladesh. These children get to lead the players on to the ground before the start of every match. I.K. Gupta, CEO, LG Electronics says they have earmarked around ₹80 crore for the World Cup. For Reebok, the activation revolves around the players of the team, says executive director - marketing and sales, Sajid Shamsani. "The brand," he says, has launched three different products with the World Cup in mind and is using both traditional and new media for brand promotion.

The use of technology or platform like social media is a no-brainer for marketers, as these media are where the target audience is also present. "There are 17 million users of social networks in India and it only has grown 10 times since 2009." Be it online or ground level activation, brands are upping their ante for the World Cup. After all, it is the cup that everyone wants to win.



Pitch Report

Broadcast Bosses

Confessions of a Media Buyer

Pg 3

BE Straight Talk

THE PITCH DISCUSSION PART TWO

"In my time, we were respected a lot more."

BALDIY COPY

Pg 4

Snapshots