

Cricket Advertisers

Case Studies

Campaign Name -



Campaign Ideation

- Premium Entertainment, Social Networking are the most relevant categories. Viewers are the right frame of mind on these sites, to target for cricket advertisers.
- Facebook, Hi5 & MySpace were used under Social Networking to target different age-groups.

Key Learnings

- Besides Cricket; News, Entertainment, Education and Social Networking gave high CTR.
- Regional sites too provided high CTR. Cricket is a universal game in India, and followed everywhere.
- Best possible category for Consumer Goods Branding.



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