



*IPL 2017*

maxus



Social Partnership for IPL 2017 (Maxus MESH)

May 25<sup>th</sup> 2017

group<sup>m</sup> WPP

# Objectives



- ❑ Week wise buzz of IPL 2017
- ❑ **To understand the categories that generated maximum buzz during IPL 2017**
  - ✓ Event unfolding
  - ✓ Top Teams
  - ✓ Top Players
  - ✓ Top Team Hashtags
  - ✓ IPL and Mood of the Nation – Maxus Kaleidoscope
  - ✓ Advertisers leaderboard

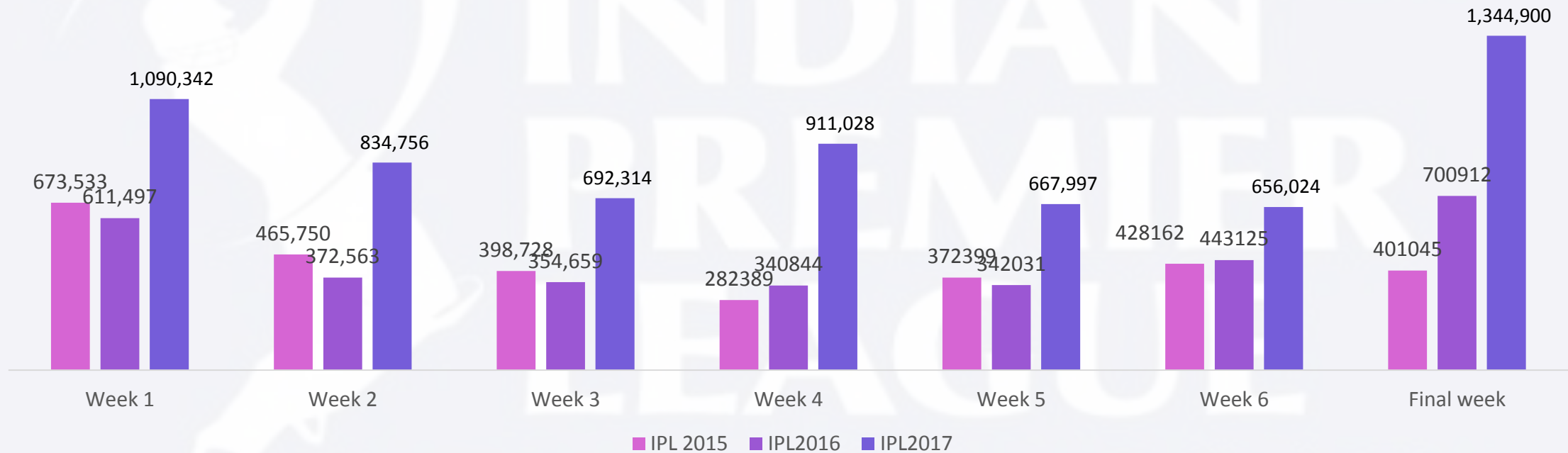
# Methodology



The analysis has been done by Maxus Mesh - our marketing command center and dialogue engine that reads environmental signals in real-time. Also, part of the analysis comes from Maxus proprietary tool – Maxus Kaleidoscope which enables location based Mood planning of audiences in India basis social media conversations. It uses near real-time posts from Twitter & Instagram to bucket across 8 broad moods. The moods are extrapolated onto a map of India from where these posts emerge thereby giving us a literal Map of the mood of a place.

- The social conversations measures impact of IPLT20 in India region.
- Detailed keyword analysis is conducted to identify social chatter around various aspects of IPLT20.

# SOCIAL BUZZ IPL 2017 – 6,490,666



- 2017 has been most buzziest IPL year in past decade. 2017 was 2X buzzier than 2016 edition.

# SOCIAL BUZZ IPL 2017 – 6,490,666



The Final – MI vs RPS



- The final match between #MI vs RPS was most buzziest match which alone generated around 5 lac mentions

## Social Team Leadership Board – Overall



**KKR**  
1,344,508 mentions



**Mumbai Indians**  
922,847 mentions



**Royal Challengers**  
906,298 mentions



**Rising Pune**  
419,581 mentions



**Sunrisers Hyderabad**  
364,223 mentions



**Kings XI Punjab**  
321,667 mentions



**Gujarat lions**  
262,147 mentions



**Delhi Daredevils**  
169,029 mentions

**KKR dominated the popularity through out the IPL 2017 season, ahead of winner Mumbai Indians.**

## Social Player Leadership Board - Overall



**M S Dhoni**  
522,170 mentions



**Gautam Gambhir**  
490,495 mentions



**Rohit Sharma**  
252,014 mentions



**Suresh Raina**  
180,531 mentions



**David Warner**  
143,645 mentions



**Yuvraj Singh**  
136,264 mentions



**Virat Kohli**  
136,107 mentions



**Steve Smith**  
114,185 mentions

- Dhoni was most popular player this IPL season, followed by Gautam Gambhir and Rohit Sharma
- Last year favourite Virat Kohli could manage with 7<sup>th</sup> spot due to poor performance
- David Warner is the most popular (Non –Indian) player to be featured in top 8 leaderboard for both 2016 and 2017 IPL edition.

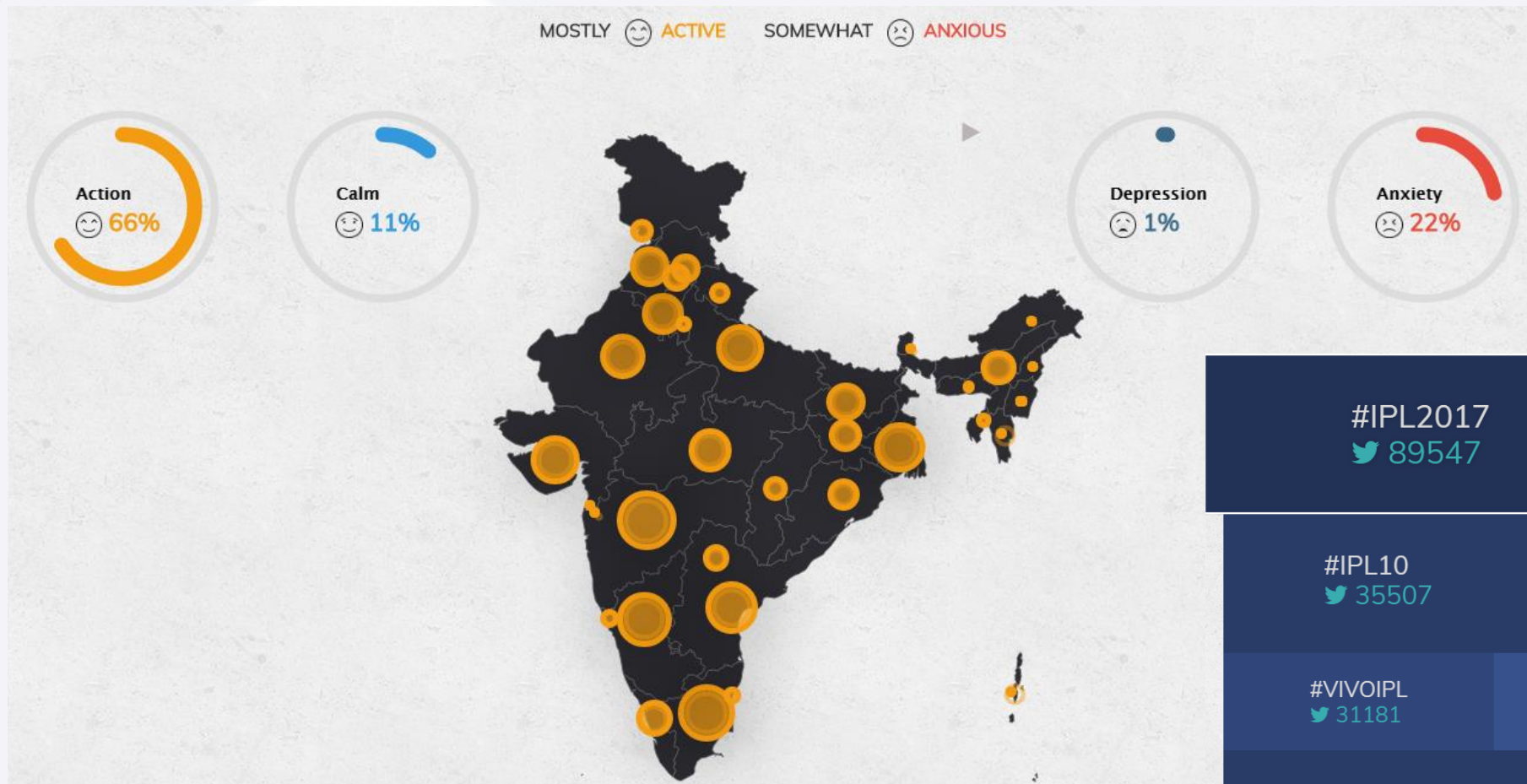
## Teams and Hashtags



			Rank this season
Mumbai Indian	#cricketmerijaan	295,053	1
Kolkata Knight Riders	AmiKKR	264,063	2
Kolkata Knight Riders	#duskidahaad	133,932	3
Royal Challengers Bangalore	#playbold	96,589	4
Sunrisers Hyderabad	#orangearmy	90,287	5
Gujarat Lions	#rangwahijungnayi	68,266	6
Rising Pune Supergiants	#Gamemaarichhe	48,879	7
Kings XI Punjab	#livepunjabiplaypunjabi	33,812	8
Delhi Daredevils	#DilDilliHai	18,998	9

**#CricketMeriJaan by Mumbai Indians was the most chanted Team hashtag in the tournament**

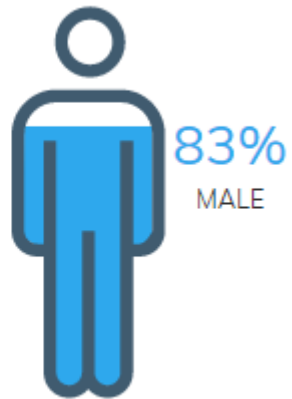
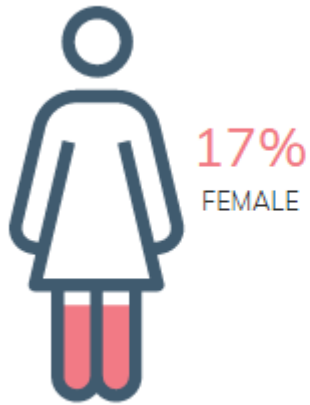
## IPL and Mood of the Nation



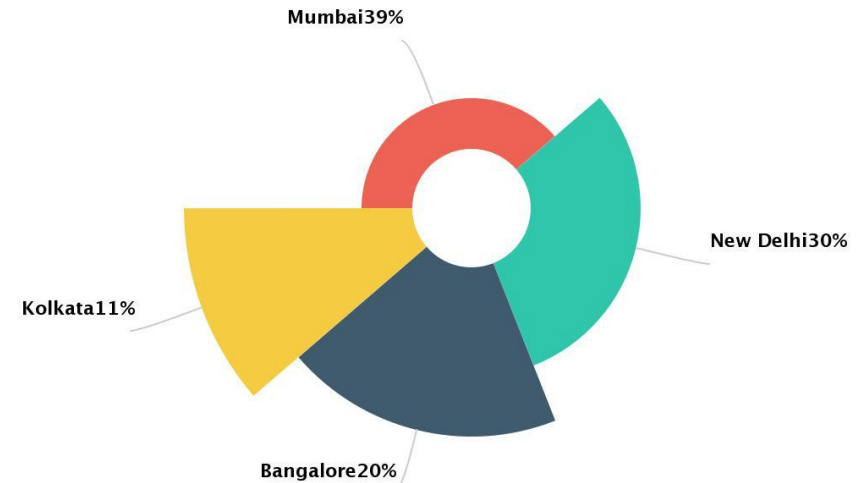
THE MOOD AROUND THE INDIAN PREMIER LEAGUE IS LARGELY ACTION ORIENTED.



## Demographic of IPL Audience



MEN FAR OUTSHOUT THE WOMEN  
WITH RESPECT TO IPL  
CONVERSATIONS



WHILE DELHI ACCOUNTS FOR THE SECOND MOST  
NUMBER OF TWEETS AROUND THE TOPIC, THEIR  
TEAM DOESN'T FEATURE IN THE MOST SPOKEN ABOUT  
TEAMS.

MOST TALKED ABOUT  
TEAMS - 2017



## Advertisers Leaderboard



Vivo is most buzziest brand due to title sponsorship –VivoIpl.

Apart from Official sponsors this IPL, the Amazon Chonkpur Cheetah ads were the most watched ad on digital this IPL season .



Vodafone had most engaging brand content story this IPL season. The cute Zoo Zoo ads and the old couple ad went viral and was the most liked and shared story this IPL season. Also, was most watched ad amongst Official sponsors to the event.





# Thank You

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