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IPL 2022: Campaigns queuing up to establish high brand engagement

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Authored by Chandan Bagwe, Founder and Director, COM Digital

3 MINUTES TO READ

APR 30, 2022

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News in the domain of Advertising,

Indian Premier League (IPL) is unarguably one of the most captivating and sought-after cricket leagues in the country and even world-over. Year after year, IPL’s popularity has climbed the upward ladder, and more so after a two-year gap caused due to the COVID-19 pandemic. The last two years have been relatively gloomy for IPL supporters, as the matches had to be scheduled in venues outside India and without spectators amid the emergence of the second wave

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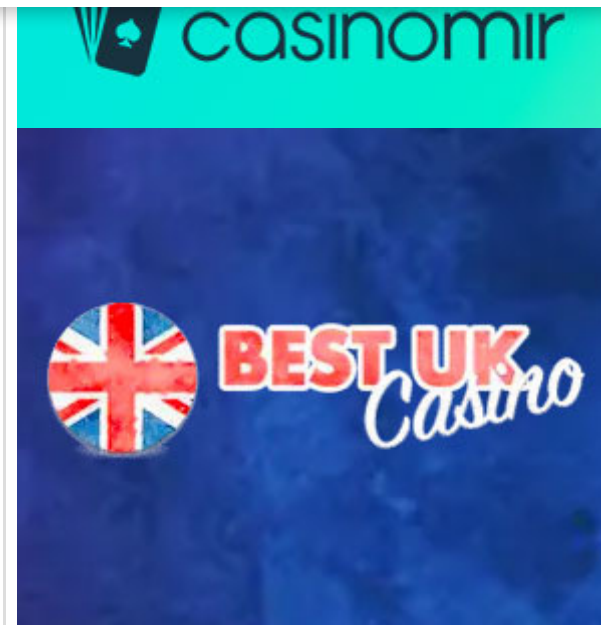
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However, the 2022 edition is back home bigger and better than ever before. The data is a clear indicator of its grandiosity. As per the market reporter, the brand value of IPL has increased by 7 percent from last year. The post-pandemic IPL version has recorded a valuation of \$4.7 billion, even though the last two seasons were held in the UAE; and this unrivalled demand has evoked brands from across different categories.

The frenzy around the cricket league has prompted an increase in viewership, sponsorships, TRPs, and most importantly, investments. From Rapido looping in Allu Arjun and Ranveer Singh for the IPL campaign to shopping platform Meesho becoming the trouser partner for Mumbai Indians, Rajasthan Royals, Royal Challengers, and Gujrat





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Discussing the list of sponsors, to [redacted] brands like Swiggy Instamart, OLX Autos, Pri [redacted] dcliff, StockGro, Astral, Vedantu, boAt, and Sunstone Eduversity have made it through the associations. There's so much that remains unexplored, so let's dive deeper into the game and gauge the strategies behind the grand opening of IPL.

A restart in the 'Homeland'

The IPL 2022 version is going to be the first of many – let it be the fact that 10 teams are competing against each other for the first time since 2011, TATA Group has taken over as the title sponsor and replaced Vivo, or 29 startups have invested in the cricket league. In fact, this being the 15th season of IPL, two new franchises, Lucknow Supergiants, and Gujrat Titans, have joined, which has all the more grabbed the attention of the ranking. Not to forget, the board members can breathe a great sigh of relief as IPL is being held in India after a two-year-long gap.

Banks, Fintech and digital brands on the driver's seat

Unexpectedly and yet interestingly, a total of 29 startups, comprising digital and fintech brands, have signed up as lead



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Consider the initiative of ICICI bank [REDACTED] launched a branded credit card in association [REDACTED] Super Kings (CSK), which happens to be amongst the top two teams. This card will facilitate sports enthusiasts to connect with their preferred teams and also avail benefits of a credit card. In the case of the involvement of digital players, RuPay, the leading product of the National Payments Corporation of India, is the authorized partner for TATA IPL. Likewise, Fino Payments Bank is the official digital payments partner for Rajasthan Royals.

IPL 2022 seems like a great opportunity for fintech companies, in particular, to tap the millennial consumer from urban, as well as rural areas, and present avenues for them to explore the new-age payment offerings. For digital brands, online marketers have never failed to leverage the IPL for its ability to create high brand impact in a limited time as compared to other genre of content.

Campaigns queuing up to establish high brand engagement



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list of brands striving to engage with viewers is quite huge. Celebrities like Anushka Sharma, Shahrukh Khan, Karishma Kapoor, Farhan Akhtar, and many more remain a hit through a number of campaigns.

Check them below:

TATA IPL 2022: Ye Ab Normal Hai

Cadbury Dairy Milk: Unacknowledged Superstars of Cricket

CRED: Play it Different

To sum it up

This year's IPL is all about new-age brands, celebrity endorsements, the embracement of new entrants, and narratives of nostalgia. The gap of two years has left cricket fans stirred emotionally, and they are turning no stones unturned to demonstrate their devotedness to both cricket and IPL.



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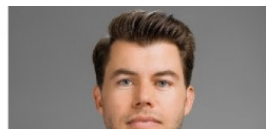
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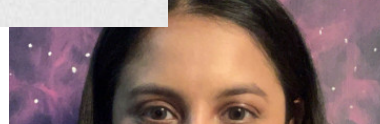
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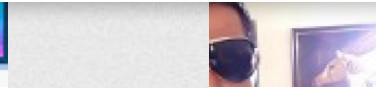
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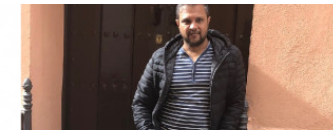
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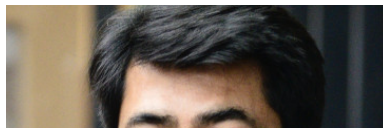
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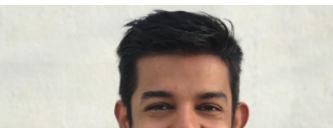
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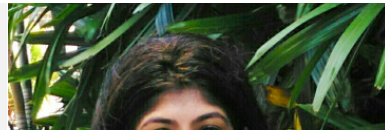
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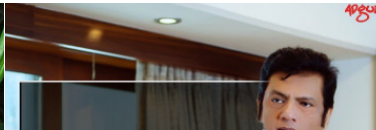
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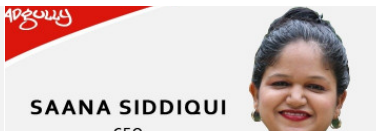
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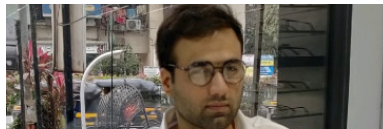
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