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# Pro Kabaddi League Season 11

Best Multilingual Campaign

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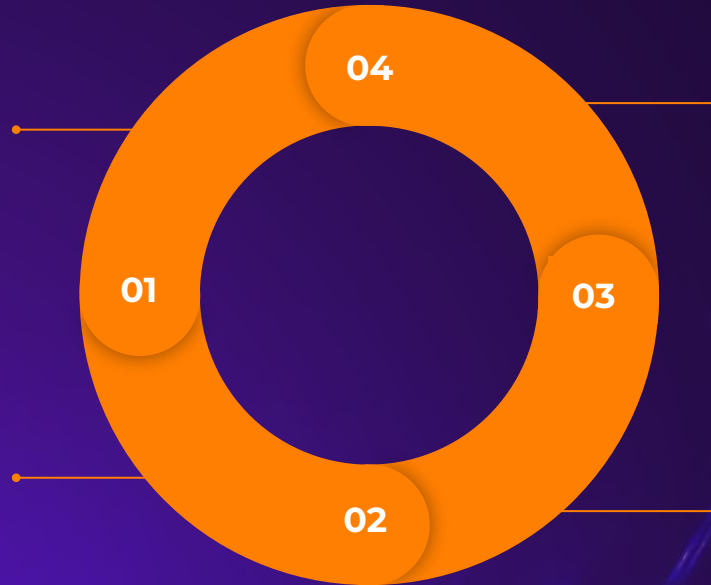
# Objectives

## Expand Reach & Awareness

Tap into regional markets by communicating in local languages, increasing PKL's visibility and attracting new audiences.

## Enhance Fan Engagement

Connect authentically with local fans through relatable content, boosting interaction and engagement on social platforms.



## Drive Viewership

Attract new viewers from regional markets by offering relatable and accessible content.

## Build Loyal Community

Strengthen regional fan communities by celebrating local heroes, teams, and fan moments.



# Target Audience

01	Core Market Regional Fans	Strong Kabaddi enthusiasts from core market - Maharashtra, Tamil Nadu, Karnataka & Telangana.
02	Casual Viewers	Potential fans who may not engage with English content can be drawn in through relatable regional narratives.
03	Non-Metro and Rural Audiences	Fans from smaller towns and rural areas, where regional languages prevail, support teams like the Tamil Thalaivas, Telugu Titans, Bengaluru Bulls, etc. establishing a strong local connection.

# Why Regionalization Is Essential for PKL?

- For any brand, regionalization is essential for enhancing **brand affinity**, promoting **deeper engagement**, and expanding overall **reach**.
- Kabaddi's essence lies in the grassroots, where local heroes rise to national fame. By embracing regionalization through localized content, engaging local fans, and promoting city-based team identities, PKL enhances its **core fan base**, making the league **more relatable**, **accessible**, and **celebrated throughout India**.
- The regional audiences are the backbone of PKL, driving **60-70% of total viewership** from our core markets - **Karnataka, Maharashtra, Telangana/AP, and Tamil Nadu**.
- To deepen this connection, we strategically embraced **Kannada, Marathi, Telugu, and Tamil** as our regional content languages, ensuring fans experience PKL in a way that feels truly their own.
- With **Hindi** being the most spoken language in India, covering the widest geography making it a crucial part of our vernacular strategy to ensure PKL resonates with fans across regions while complementing our regional language outreach.

# Multilingual Approach

# Multilingual Content Strategy

Season 10 marked a game-changing moment as we introduced vernacular content for the first time, bringing PKL closer to its regional fanbase.

In Season 11, alongside Hindi, Tamil, Kannada, and Telugu, we introduced Marathi, recognizing Maharashtra's deep-rooted kabaddi culture and its significance as a core market.

## Key Highlights -

- Tapping into **regional influencers** was a key part of our strategy to drive viewership and expand our reach to local audience.
- The **Rise of a Star** was introduced to spotlight young talent, giving them the recognition they deserve, with their journey narrated in their own regional language, making it even more personal and impactful.
- Creating **compelling content** through exclusive interviews, player & team stats, memes, and other engagement-driven content that resonate with the local audience.
- Leveraged **regional coverage through leading publications** in multiple languages, strengthening local fan engagement and amplifying PKL's presence across key markets.
- We strategically invested in our core markets - Karnataka, Maharashtra, Telangana, Andhra Pradesh, and Tamil Nadu, through localized **digital campaigns** to maximize reach and views.



# Multilingual Content Pillars

These content pillars strategically engaged fans, enhanced brand visibility, and strengthened fan community, driving the overall success of season 11.



## Rising Star

Strengthening the league by nurturing emerging talent, highlighting their journey in their own regional language and building a more diverse fan base that supports new players.



## Influencer Marketing

Leveraged the power of influencers to amplify PKL's reach and engagement. By collaborating with meta creators & various other regional-based digital creators, we created buzz, drove conversations, and attracted new audiences to the league.



## Meme Marketing

Collaborating with regional meme pages and tapping into local humor to create UGC, viral, relatable content that resonates with regional fans.



## PKL Insider

The face of the Pro Kabaddi League "PKL Insider" offered a fresh perspective with exclusive BTS content & updates in Hindi and Tamil that drew fans closer to the action.



## PR Coverage

Amplifying PKL's reach through regional online & print publications, ensuring deeper fan connection in core markets.



## Digital Media Campaign

Targeted media spending to promote key matches and rivalries, maximizing views, reach, and traffic in core regions.



# Phased Approach for Multilingual Strategy



## Pre Season & Launch - Awareness

- **Rise Of A Star:** Highlighting the unique journey of emerging talent throughout the season created anticipation for fans to watch out for these players in the matches.
- **Influencer & Meme Marketing (Phase 1):** Expand brand visibility and engage with audiences across India.

## In-Season - Fan Engagement & Drive Viewership

- **Compelling Content:** To enhance fan engagement by targeting diverse regional audiences with localized content.
- **PKL Insider:** Increase brand recall and curate interactive content and connect with more local fan base.

## Playoffs & Final - Boost Ticket Sales

- **Influencer & Meme Marketing (Phase 2):** Amplify PKL's digital presence and drive ticket sales via Book My Show by creating engaging content that resonates with local audiences.

- Digital Media spends were done in all three phases focusing on the high-impact matches.
- PR coverage was strategically executed throughout the season, ensuring consistent visibility across regional and national media.

# Content Breakdown

# Rise Of A Star

**Spotlighting Emerging Stars** - Young players in the PKL have been delivering impactful performances, and we saw an opportunity to amplify their game and showcase their rising talent.

**Solution** - The **Rise of a Star** content bucket was created to shine a spotlight on these emerging talents, highlighting their unique journeys in their own regional language, making it even more personal and impactful.

## Objective -

- To recognize and elevate young players.
- To inspire the next generation of kabaddi players
- To create a stronger emotional connection between the fans and emerging stars.

## Value to the League -

**Increased Player Visibility:** Gave young stars the recognition they needed to gain fan support and media attention.

**Deeper Regional Connection:** By including players from various regions, the league attracted a wider audience, thereby increasing the regional fan base.

**League Growth:** Strengthened the league by nurturing emerging talent and building a more diverse fan base that supports new players.



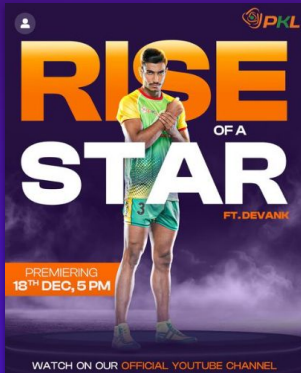


# Rise Of A Star

## Execution -

- **Announcement Post:** A captivating post introducing the series, creating anticipation for fans to follow the journey of young stars.
- **Player Stats:** Shared impressive statistics to showcase their on-field performance and potential.
- **Journey Videos:** Told the story of each player's, capturing their struggles, training, and breakthroughs in the league.

**Languages Covered** - Hindi, Kannada, Tamil, Marathi



## Result -



2.7M+  
Video Views



536.3K  
Interactions



118  
Posts across platforms

\*cumulative of IG, FB, X, & YT



# Influencer Marketing



**Objectives** - Amplify brand reach and engagement by leveraging influencers to authentically connect to local audiences and build excitement during PKL Season 11.

## Concept -

- We followed a more streamlined approach by emphasizing humor, offering exclusive access to the stadium to capture live moments, generating hype for key matches, and boosting ticket sales that tapped into real-time excitement, and driving immediate viewership, making fans feel like they are part of the action.
- Influencers from various languages, including English, Hindi, Marathi, Tamil, Kannada, and Telugu, were part of the league to engage local audiences and enhance PKL's digital presence.

## Timeline -

**Season Launch:** 16th Oct - 19th Oct 2024

**Playoffs & Final:** 21st Dec - 29th Dec 2024

# Influencer Marketing

## Result -

### Launch:



7  
Influencers



3.54M+  
Views



219K+  
Interactions

### Playoff & Final:



14  
Influencers



8.2M+  
Views



178K+  
Interactions

## Value To The League -

- **Enhanced Brand Reach:** Multilingual influencers expanded PKL's reach, engaging diverse regional audiences across India.
- **Deeper Fan Engagement:** Authentic content and humor resonated with fans, boosting interactions and building a stronger community.
- **Localized Fan Engagement:** Connecting with fans in their native languages created a more relatable and authentic fan experience.
- **Boost Ticket Sales:** Influencers' promotions created urgency and hype, effectively driving ticket sales and footfall.



# Meta Partnership

**Objectives** - Drive influencer marketing for PKL through a Meta barter partnership by leveraging WhatsApp Channel effectively.

## Strategic Alliance -

- Meta provided us with 15 top regional creators (11.5M follower reach, estimated ₹1 Cr value) that included Hindi and Tamil.
- PKL facilitated the start of a WhatsApp channel for five teams: Bengal Warriorz, Haryana Steelers, Patna Pirates, Tamil Thalaivas, and Puneri Paltan, with support from Meta.
- PKL curated exclusive content for the WhatsApp channel to drive more engagement and encourage fans to follow the channel.

## When Creators Took on the Mat - Epic tackles, hilarious fails, and Gold Content!

- PKL teamed up with 15 top creators for an epic Creators vs. PKL Stars friendly match which also gained broadcast visibility.
- Creators curated their own humorous content with PKL Stars to build excitement for Season 11.
- They captured all the behind-the-scenes madness into vlogs that turned into a viral spectacle, introducing millions of new fans to the sport.



# Meta Partnership



## Value To The League -

- **Massive Reach & Creator-Led Amplification:** Gave access to regional influencers, expanding PKL's visibility beyond its core audience.
- **Expanding The Digital Ecosystem:** The use of WhatsApp as a new fan engagement tool has set the stage for future innovations in sports marketing.
- **Strengthening the Fan Community:** Fans received direct access to exclusive updates and interactive content, enhancing fan engagement and fostering stronger team-fan relationships.

## Result -



15  
Creators



7.8M+  
Views



450K+  
Interactions



# Meme Marketing

**Objectives** - Drive engagement and virality by collaborating with regional meme pages to create relatable, language-specific content that resonates with diverse fan communities.

**Concept** - Leverage the popularity of regional meme pages to create humorous, relatable, and viral content that connects with fans in their local language while promoting key PKL moments, rivalries, and players.

## Timeline -

**Season Launch:** 14th Oct - 19th Oct 2024 (Collaborated with **336 meme pages** across various languages including, English - **7**, Hindi - **18**, Marathi - **85**, Tamil - **98**, Kannada - **102**, and Telugu - **26**).

**Playoffs & Final:** 21st Dec - 29th Dec 2024 (Collaborated with **105 meme pages** in English - **35**, Hindi - **20** and Marathi - **50** pages basis the teams who made to the Playoffs and Final.

## Result -

### Launch:



829K+  
Reach



856K+  
Views



140K+  
Interactions

### Playoff & Final:



5.2M+  
Reach



5.27+  
Views



33K+  
Interactions



# Social Media



**Objective** - To build deeper fan engagement by catering to diverse regional audiences through localized content, increasing interactions and viewership

**Strategy** - Leverage vernacular content to expand reach, connect with regional fan bases, and drive conversations around PKL Season 11. Focus on creating content that resonates with local audiences by using regional languages and featuring local heroes.

**Languages** - Hindi, Telugu, Tamil, Kannada, & Marathi

**Result** -



1.6K+  
Posts



25M+  
Views



9.5M+  
Interactions

\*cumulative of IG, FB, & X

# Social Media

## (Platform wise breakdown)

Platform	Views	Interactions
Instagram	22.1M	9.1M
Facebook	3.1M	350K
Twitter	-	39.6K
<b>Total</b>	<b>25.3M</b>	<b>9.5M</b>

- The vernacular content strategy showed substantial growth in views (18.2%) compared to Season 10.
- Vernacular content accounted for about 5% of total video views and 12% of overall interactions.

# Social Media

## (Content Buckets)



**Memes** - Humorous, relatable content in regional languages to entertain and engage fans.

**Player Stats** - Presenting key player stats in regional languages to boost engagement.

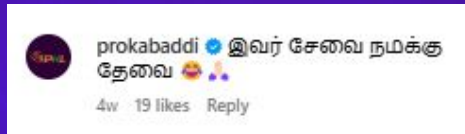
**Player/Coach Interaction** - Insights and quotes from coaches and players shared in regional languages for deeper fan connections.

**Milestones** - Celebrating PKL career milestones and key achievements during the season.



# Social Media

## (Content Buckets)



**Live Tweets & Polls** - Real-time engagement during matches, capturing local fan opinions and reactions.

**Promotions / Callout** - Announcements and promotional content tailored to resonate with regional audiences.

**CRM** - Personalized communication and fan management using local languages to enhance loyalty

**Local Fan Interactions** - Showcasing fan voices and experiences from the heart of local communities.

# PKL Insider



**Objective** - Increase brand recall & perception through long-term association.

**Concept** - To build the face of the Pro Kabaddi League, the PKL Insider who will offer a fresh perspective with exclusive behind-the-scenes content, insider scoops, and updates!

In collaboration with **Shyam Vasudevan** we curated various content pieces in Hindi & Tamil such as:

- Short-form fun content
- Information- led content
- Fan-led activations
- PKL Unplugged
- Players & coach interaction

# PKL Insider

**Result** - PKL Insider made a remarkable impact, accounting for an impressive **8.6%** of total views on Instagram.



407 Videos



3.8M+  
Interactions

\*cumulative of IG, FB, X, & YT



47M+  
Video Views

## Value To The League -

- **Enhanced Brand Recall:** The consistent presence of the PKL Insider strengthened brand visibility and built a relatable, authentic image.
- **Fresh & Engaging Content:** Offered unique behind-the-scenes access, insider scoops, and real-time updates, keeping the audience engaged throughout the season.
- **Sustained Fan Interest:** Provided a steady stream of exclusive content, keeping the excitement alive even beyond match.





# PR Coverage



# PR Plan

## Pre-season

- **Media Day interactions with regional media:**
  - PKL tapped into media like Saamna (Marathi), Divya Bhaskar (Gujarati), Kannada Prabha (Kannada), Dainik Jagran (Hindi), Rajasthan Patrika (Hindi).
  - Total coverage in Regional media: **30 (Print + Online)**
  - This included both Print and Online media, showing a varied level of interest across all regions of the country.
- **Pre-season Press Conferences:**
  - The Press Conference hosted in Hyderabad, tapping into the media in Telangana, Hyderabad, Andhra Pradesh, Karnataka, Tamil Nadu.
  - Regional media in attendance: **51**
  - Coverage in regional media: **91 (Estimated)**
  - The season launch in Hyderabad highlighted the sport's strong presence and the passion of its fans in the region. These conversations helped us establish a connection with media across the country.



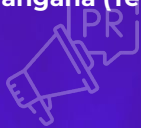
# PR Plan

## League Stage

- Dissemination of match reports in different languages. These help cover a different regions across the country which ensured better coverage in core markets. The match reports were issued in the following languages - **Tamil, Kannada, Hindi, Marathi and Telugu.**
- Building on different digital IPs of the PKL, like the **Rise of a Star** videos – which were disseminated to different regions basis the players tapped. These regions are:
  - Aslam Inamdar – Hindi, Marathi
  - M Sudhakar – Hindi, Tamil
  - Narender Redhu – Hindi
- **Pre-leg Press Conferences:**
  - **Noida:** Hindi media tapped in for the Noida pre-leg Press Conference. Publications include **Hindustan, Navbharat Times, Jansatta**
  - **Pune:** The Press Conference effectively promoted Maharashtra pride by being conducted primarily in Marathi and featuring Maharashtra-based players like Vishal Tate & Shivan Patare (Haryana Steelers), Akash Shinde (Puneri Paltan) & Ajit Chouhan (U Mumba). Media outlets from Mumbai – including **Navshakti, Dainik Bhaskar, Sakal, and TV9 Marathi** – were specifically invited to strengthen this regional connection.

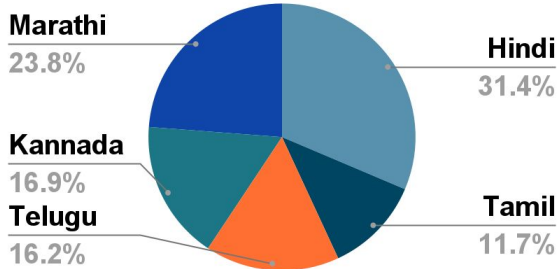
## Playoffs & Final

- **Panga Roundtable:** Media across the country joined on Zoom prior to the playoffs. Publications that covered this playoffs launch include: **Dainik Bhaskar (Hindi), Dinamani (Tamil), Divya Bhaskar (Gujarati), Hosadigantha Daily (Kannada), Loksatta (Marathi), Namasthe Telangana (Telugu),**

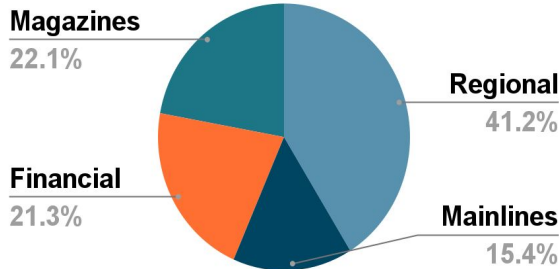


# PR Coverage - Impact Numbers

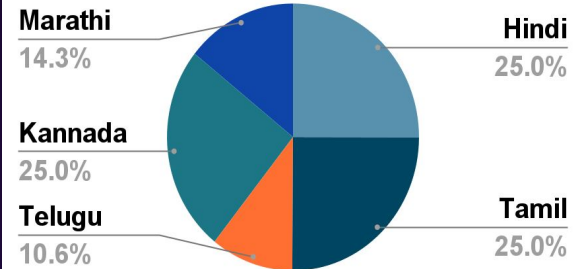
LANGUAGE BY NUMBERS



PUBLICATION TYPE



MATCH REPORTS



- These percentages show a varied difference in the pickups by the media across **different languages**, in addition to English.
- While Hindi rules the pack, the likes of Telugu and Kannada are equally heavy with the coverage that have come out.
- A similar trend can be witnessed with the **Publication Type** with almost double the pickups coming in regional publications.
- Match reports that were translated across the five regional languages, did well with the regional media.
- With over 120 Match Reports disseminated, this means that over **400 reports** were issued across the five different markets, showcasing how important these regions were to the growth of PKL.







# Digital Media Campaign

# Digital Campaign



**Objective** - The digital media campaign aimed to expand PKL's reach across core markets, drive views, and boost web traffic by promoting high-impact matches & key players.

## Strategy -

- Digital media spends were aimed at promoting key matchups and rivalries in core markets - Karnataka, Maharashtra, Telangana/AP, and Tamil Nadu.
  - **Launch:** YouTube Bumper, Promos on IG, GDN, Affle, Think result
  - **Sustenance:** IG Views and GDN traffic were mainly done for revenge week.
  - **Playoffs & Final:** YouTube Views, GDN, Affle, and IG

## Result -



95.8M+  
Reach



485.5M+  
Impression



37.2M+  
Video Views



CPM:  
INR 14.6



CPR Achieved  
0.08



# Key Takeaways

### Boost In Video Views

Vernacular video content, such as memes, fan interactions, promotional videos, and Rise Of A Star, increased shareability, thereby showed substantial growth in views **(18.2%)** compared to Season 10.

### Broader Reach

Content in local languages reached untapped audiences, expanding brand visibility with the help of engaging content, influencer collabs, PR Coverage, and media spends.

### Real-Time Engagement

Live tweets, interactive polls, memes, score updates, and milestones in regional languages increased fan engagement and amplified live match conversations.

### Impact Of Regional Influencers & Meme Pages

Collaborating with local influencers expanded the campaign's reach **(Over 20M)** and credibility, leading to significant follower growth.







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# Thank You

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