

Pro Kabaddi League Season 11 Best Multilingual Campaign

DKL

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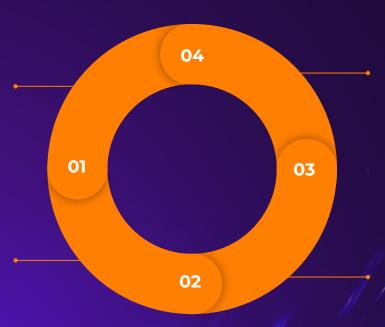
Objectives

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.

MASHA

Target Audience

01

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Core Market Regional Fans

Strong Kabaddi enthusiasts from core market - Maharashtra, Tamil Nadu, Karnataka & Telangana.

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.

18th Oct - 29th Dec 2024



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.



Digital Media Campaign

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



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 phythe 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 <u>Rise of a Star</u> 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.

S11: 14th Aug to 27th Dec 2024

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



MASHAL

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:
Playoff & Final:

Playoff & Final:

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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 -







A day with PKL Players **



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:







140K+ Interactions Playoff & Final:



5.2M+

Reach



5.27+

Views



33K+ Interactions







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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 -





Social Media

(Platform wise breakdown)

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

- 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

18th Oct - 29th Dec 2024



PKL Insider

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



407 Videos



3.8M+ 47M+ Interactions Video Views *cumulative of IG, FB, X, & YT

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.



Whoever wins, this first-time sperience is very exciting for m



18th Oct - 29th Dec 2024

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

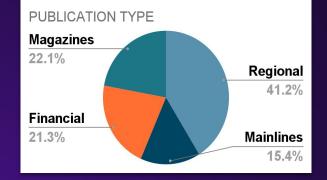
• Panga Roundtable: Media across the country joined on Zoom prior to the playoffs. Publications that covered this playoffs launch include: Dainik Bhaskar (Hindi), Dinamani (Tamil), Divya Bhaskar (Gujarati), Hosadigantha Daily (Kannada), Loksatta (Marathi), Namasthe Telangana (Telugu),



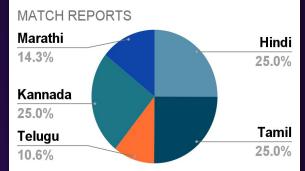
PR Coverage - Impact Numbers

LANGUAGE BY NUMBERS Marathi 23.8% Kannada 16.9% Telugu 16.2% Tamil 11.7%

- 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.



PR Coverage - Key Snapshots

हरियाणा स्टीलर्स पहली बार बना पीकेएल चैंपियन



कित्तेता त्यापी के साथ हरियाणा स्टीलर्स की टीम 🔿 आगोतक

नई दिल्ली, जेएनएन : प्रो कबडडी सपने को चर कर दिया था। इस मैच को हरियाणा के डिफेंडर्स लीग के 11वें सब का फाइनल मकाबला रविवार को बालेवाडी बनाम पटना के रेडर्स का मकाबला यगेन्य कांग्लेक्य में खेला गया। कहा जा उहा था और हरियाणा के निर्णायक मैच में हरियाणा स्टीलर्स डिफेंडर्स ने 11 के मकाबले 16 की टकर तीन बार की चैंपियन अंकों के साथ अपना वचस्वं साबित पटना पाइरेटस से हई। अपने किया। इस दौरान उन्होंने पटना के डिफेंडर्स के ज्ञानदार पटर्जन की दोनों स्टार रेडर्स- देवांक (5) और बदौलत हरियाणा स्टीलर्स ने पटना अयान (३) को परी तरह रोके रखा। पाइरेटस को 32-23 के अंतर से पटना के डिफेंडर गरदीप ने सबसे हराकर पहली बार खिताब जीता। अधिक 6 अंक लिए। हरियाणा हरियाणा टीम पिछले साल भी के लिए शिवम पतारे (9) और फाइनल में पहुंची थी, लेकिन पुनेरी मोहम्मदरेजा शादलु (7) ने दोनों पल्टन ने उन्के खिताब जेतों के विभागों में कम्पल टिखाया।

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ರ್ಥೊತ್ರಾಹಿಸುತ್ತಾರೆ. ಕ್ಷೇವೆ. ನಾವು ಖಂಡಿತವಾಗಿ ಉತುಕರಾಗಿದೇವೆ, ಪಂದ, ಮುಗ

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ರೇಷರ್ ಗಳನು ಹೊಂದಿದವು. ಈಗ ನಾವು ಮಾತ್ರವಲ್ಲದೆ, ವಿಶ್ವದ ಅತ್ಯುತ್ತಮ ರೇಷರ್ ನಿರಾಶೆಗೊಳಿಸುವುದಿಲ್ಲ. ಮತ್ತು ಉ ಳೆದ ಋತುವಿನಲ್ಲಿ ನಾವು ಮಾಡಿದ ವಿಭನ್ತಸನ್ನವೇಶಗಳಲ್ಲಿ ಅನೇಕ ಸ್ನಾನಗಳಲ್ಲಿ ಕೂಡ. ತಪ್ಪಗಳದ್ದರೂ ಟಗಳನು ಸರಿಪಡಿಸುವಕ ಗಮನ ಆಡಬಲ ಹೆಚ್ಚಿನ ಆಟಗಾರರನ್ನು ನಮ್ಮೆಲ್ಲರನ್ನೂ ಂದ್ರೀಕರಿಸಿದೇವೆ. ಡಿಫೆಂಡರ್ ಗಳು ಹೊಂದಿದೇವೆ. ಕಳೆದ ಋತುವಿನಲ್ಲಿ ತಂಡದ ಸದಸ್ಯರು ಕೆಲವೊಮ್ಮ ಈ ಅವರನು ಮಿಸ್ ಮಾಡಿಕೊಳುಷೇವೆ. ಕೊನೆಯಲ್ಲಿ ನಮ್ಮ ವಿಷಯಗಳನ್ನು ಒಟ್ಟಿಗೆ ಚರ್ಚಿಸುತ್ತೇವೆ . ಈ ಮತುವಿಶಲ್ಲಿ ಯಾವ ತಂ ಮತ್ತು ರೇಡರ್ ಗಳು ಮಾಡಿದ ತಪ್ಪಗಳನ್ನು ರಕ್ಷಣಾತ್ರಕ ಸವರ್ತಿಸದಿರಲು ಯೋಜಿಸಿದ್ರವೆ. ಸಂವಹನವು ಉತ್ತಮವಾಗಿರಲಿಲ್ಲ ೇಆಪ್ ಗೆ ಆರ್ಪಕೆ ಪಡೆಯಲು ದಿನ ಮೊದಲು ಧ್ವವಾಗಲಿಲ್ಲ. ಇದಕ್ಕೆ ನಾವು ಪರಸ್ಪರ ಸೇರಿಕೊಂಡರು. ಇದು ಸಂಯೋಜನೆಗೆ ಭಾವದಿಲ್ಲ. ಇದು ಸಾಮೂಹಿಕೆ ಹಿನಡೆಯಾಯಿತು.ಈಗನಾವ ಕೋಜ್ ಜಾಂಪಿಯನ್ ಷಿಪ್ ಸಿಕ್ರಮ ಪದರ್ಶನ ನೀಡಿದೆ. ಆದರೆ ನಿತ್ರಿನ ರಾವಲ್ ಮತ್ತು ಪದೀಪ್ ತುಂಬಾ ಅವರೊಂದಿಗೆ ಆಭಾಸ ಮಾಡುತಿದು. ಉತಮವಾಗಿರಲಿಲ್ಲ ಈಗ ನಾವೆ ಅದೇ ಯುವ

ಮತ್ತು ಹಿರಿಯರಾಗಿ ಯಾರಾದರೂ ಈ ಬಲಿಷ್ಠವಾಗಿದೆ? ಸಾಕವಗಳಿಂದಾಗಿ ಕಳೆದ ಬಾರಿ ನಾವು ಕೆಲವು ಆಟಗಾರರು ಪಂದ್ಯಕೆ ಒಂದು ವಿಷಯಗಳನು ಹೇಳಿದಾಗ ಅದು ದೊಡ ನಾವ ಎಲಾ ತಂಡಗಳೊಂದಿ ಯಕ, ಹಿಂದಿನ ಋತುಗಳಲ್ಲಿ ನಾನು ಮತ್ತು ನನಂತಹಹಿರಿಯ ಆಟಗಾರರಾದ ಪ್ರಯತ್ರಿಸುವುದು ನಮ್ಮ ಸಂದೇಶವಾಗಿದೆ.

ವಗಳನು ಮಾಡಲು ಬಯಸುವುದಿಲ್ಲ ಉ್ ಇ ಸುತಿದೇವೆ



Kannada

	शी पुणेरी पलटण-यू मुम्बा	लढताच आकषण
णे : प्रो-कबड्डीच्या निर्णायक सब्रव्या टेण्यासाठी पुणे सञ्ज झाले अस्युन, हा टच्या आजणायुन श्वेट बजेता ठरविण्यापर्यंत पालणार आहे. बिजेतेपदांची लढत १९ इसेंबरला होणार आहे. म्हाद्वेरी बालेखाडी येथील जी		oGrad
कारण्डण्याते क्रीसः शंदुरुवनावित त्रिवेश्वर वीर्वम्भवदे निर्मेष्ठ स्वार्थे क्रिस्टन वीर्वम्भवदे निर्मेष्ठ स्वार्थे क्रिस्टन वीर्वम्भवदे स्वार्थे क्रिस्टन वीर्वम्भवदे स्वार्थे वीर्वदेश्वरात्र सेप्रियत्र स्वार्थे क्रिस्टन वीर्वम्भवदे स्वार्थे काराप्रदात्रिक स्वार्थे क्रार्थे काराप्रदात्र क्रिस्ट स्वार्थे क्रिस्टन वार्थे क्रार्थ्य क्रार्थे काराप्रदात्र क्रांध्य स्वार्थे काराप्रदात्र क्रांध्य स्वार्थे काराप्रदात्र कार्ये कार्यक्रा क्रांध्य काराप्रदात्र कार्यक्र स्वार्थ कार्य काराप्रदात्र कार्यक्र स्वार्थ कार्यक्र काराप्रदात्र कार्यक्र स्वार्थ कार्यक्र काराप्रदात्र कार्यक्र स्वार्थ कार्यक्र काराप्रदात्र स्वार्थकार्यक्र स्वार्थकार्यक्र	वाताने ताल्याचात, तर वु प्रभाव सेने हाला गे रेणावाची उत्पादा का संस्थ हाला गे रेणावाची उत्पादा का संस्थ हिरुद्धा दोन्सी संरथांत पुरस्का वालावाद देणावां सेने कारे. लोगादाती पुरस्का संस्था संस्था रोपालका प्रभावना संस्था रोपालका प्रभावना देशा संस्था राज्यात्वी परिक्रम देशा सेने कार प्रकार कार्य कार्य कार्य संस्था स्थार कार्य कार्य कार्य संस्था स्थार कार्य कार्य संस्था स्थार कार्य संस्था स्थानिका स्थान स्थार कार्य स्थान संस्थान स्थार कार्य संस्था स्थानका स्थानका स्थार कार्य संस्थान सिर्वे स्थान स्थार कार्य स्थानका स्थानका स्थानका स्थानका स्थार कार्य स्थानका स्थानका स्थानका स्थानका स्थार कार्य स्थानका स्थानका स्थानका स्थानका	भेईल,'' आसे गोरव सांगिलले. आमरवा संघ गतीव आर्ग विश्वेताव राहा जवरदर्दा विषयास पुगेसि प्रेशिक्स को से रसेश र केला. घरच्या मैदानावस देखावणार वृत्, सार्पा फा खेळाडू अन्युरक उपयार रसेश बग्धार्थ प्रजिद्ध के प्रया स्वीरेष आर्थक प्रतिकृत के आर्थवा प्रतिकृत के प्रिया स्वार्थना, बाज्य मिवाना करू, मुध्यसी प्रेशिक्स मुख्यसी प्रेशिक्स



విన్నర్... స్ట్రీలర్, పుణే: పోయిన ఏడాది ఫెనల్దాకా వచ్చి 3 పాయిం 🛛 (7) ఆదరగొటారు. దిఫెందరలో రాహంల్ 3, జెదీప్ రేడాతో (25-28) పుజేరి పల్లన్ చేతిలో ప్రా 2 పాయింట్లు చేశారు. పట్నా జట్టు తరపున అదేప పుడ్డీ లీగ్ లైటిల్ పాగాట్యకున్న హరియాణా నిగా పాయింటు సాధించేవారు కరువయ్యారు. స్టీలర్స్ జట్లు ఈ ఏడాది ఒడిని పట్టుకుంది. కూతలో ఆలేరాండర్ గుర్దేష్ (6), రెయిడర్ (5) మెరుగ్రా ఆదారంతే. మిగతా వాళ్లలో అయాన్ 3, దీపక్, అం

రియన్ పట్నా పైలేట్స్లను కంగుతినిపించింది. రెయి

దర్ శివమ్ అద్భుతంగా ఆదాడు. 12 సాధ్ర కూత

కెళిన ఆతను 9 పాయింటు తెల్పిపెటాడు. మరో

తొలిసాలి ప్రా కబడ్డీ లీగ్ టైటిల్ నెగ్గిన హరియాణా స్ట్రీలర్స్ ఫైనల్లో 82−28తో పట్నా పెరేట్స్పై గెలుపు • రాణించిన శివమ్, రెజా

లో హరియాజాకు దీటుగా బదులిచ్చిన పట్నా... తదనంతరం పటు నదలించింది. తాల్ ఆరభాగం ముగిసేసరికి హరియాణా 15-12తో మూడు ສຳໝວຍອ້ ສາຍາດກາ ໃນລີ້ໝ ສຳຜິດຍິດພ. కాసి ద్వితీయార్లంలో మాత్రం స్టీలర్స్ అటగాళ్ల స్కోరు వేగం పెంచారు. దీంతో హరియాజా ఓవెప్త పాయింట్లతో దూసుకెళుతుందగా, నిలకడగా పాయింట్ల చేయడంలో పట్నా వెనుకబడిపోయిం ర్జార్ వినయ్ (6), ఆల్రాంజర్ మొహమ్మద్ రెజా ది. రెండో అర్ధభాగమే ఫైనల్ మ్యాచ్ను ఏళపక్రం Sakshi Post

చిన స్టింగ్స్ గతరాది దైటిల్ కోసం జీవదారా పాటు దూ. 8 కోట్ల ప్రతిషన్ లవిందగా, నాటు చేరినే పైలేద్చ 2016, 2017 సీజన్లలో హ్యోటిర్ చేరన పైలేదస్ట్రీ.. దేబంగ్ రిఫ్లీ చేతలో ఒది దేవ్వర పోరాడి వివరకు రస్పరపోతో సరపట్టకున్న హరి - గోసారి దైటిల్ గెటర్లామని ఆశపరి రస్పరపోతో నది. దైటిల్లో, సోధించింది. 2016లోని - మూడు, ప్రతి సరపట్టకుంది.

్రుజీమనీ దక్కింది. పేకేఎల్లో పట్సాకు మంచి రికారు ఉంది. తాజా సీజన్ సహా ఐదుసార్లు పైనల్

నాలుగో సీజన్లు జరుగగా ఈ రెండు సార్లు పటా ్రనే విజేతగా నిరిచింది. మరుసటి ఏదాది జదో సేజనలోనూ ప్రెటీట్స్ గెలిదింది. 2021లో ఫైనల్



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 -





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.

