

INDIA'S FAVOURITE  
NEIGHBOURHOOD CAFÉ

S(#)CIAL

*A vibrant space where food, drinks,  
work, and culture seamlessly come  
together to foster engaging,  
community-driven experiences.*



**The #DoosraStadium campaign by SOCIAL transformed outlets into lively, stadium-like spaces during IPL 2024, targeting millennials and Gen Z. With endorsements from youth icons Suryakumar Yadav, Ruturaj Gaikwad, and Ishan Kishan, the campaign blended match-day excitement with a social atmosphere. Brand films featuring playful interactions between players and fans further strengthened the connection with SOCIAL's audience, boosting both in-store and online engagement.**

## WHY INDIA NEEDS A DOOSRA STADIUM?

**Cricket** is more than just a sport in India; it's a **binding and unifying force that resonates deeply with every Indian**. From gully cricket to packed stadiums, the game has always brought people together, regardless of background, age, or location. **It's a shared passion that unites the nation in joy, excitement, and celebration.**

**SOCIAL** serves as the **#DoosraStadium**—extending the magic of cricket beyond the field and into a vibrant community space where fans can gather, celebrate, and experience the thrill of the game. It's a place where the emotions of every boundary, every wicket, and every moment are felt collectively—just like in the gully cricket matches that bring us all together, no matter where we are. **SOCIAL** taps into that deep connection, making cricket an experience for every fan, everywhere.



## BUILDING CRICKET KA DOOSRA STADIUM

**Creating the #DoosraStadium experience goes beyond just watching a match; it's about immersing fans in a community where cricket's energy is palpable.** SOCIAL reimagines the stadium experience by turning its outlets into vibrant cricket hubs—places where fans come together to share in the highs and lows of the game.

From in-store cricket-themed décor to exclusive, cricket-inspired dishes on the "Stad-Yum" menu, **SOCIAL is designed to amplify the emotions of the game.** With dynamic digital content, celebrity collaborations, and tailored CRM initiatives, SOCIAL brings cricket closer to the fans—whether they're watching from the comfort of their home or enjoying the excitement in-store.

At SOCIAL, every game becomes a celebration, every fan becomes a part of the #DoosraStadium movement, and every moment of cricket is shared and experienced together.



## THERE IS A STADIUM BUT WHERE ARE THE CRICKETERS?

### *Youth Icons at the Center of #DoosraStadium*

To truly bring #DoosraStadium to life, we knew we needed to connect cricket fans with the stars they admire. That's why we **carefully selected youth icons—Suryakumar Yadav, Ruturaj Gaikwad, and Ishan Kishan—to anchor the campaign.** These cricketers weren't just faces in a campaign; they were the heartbeat of the experience, embodying the energy, passion, and camaraderie that young fans crave.

**By partnering with these influential players, we were able to break through the clutter and create a personal, relatable connection.** Their presence turned the campaign from a simple promotion into an authentic, fan-driven narrative. Together, we brought the #DoosraStadium to life.



## CREATIVE CONTENT

- SOCIAL's partnerships with cricket icons **Suryakumar Yadav**, **Ruturaj Gaikwad**, and **Ishan Kishan** were key to the #DoosraStadium campaign.
- Their presence aligned SOCIAL with the energy and authenticity of cricket, engaging millennial and Gen Z audiences.
- Each ambassador enhanced SOCIAL's credibility, making it the go-to destination for fans seeking an immersive and relatable cricket-watching experience.



*These dynamic videos capture each cricketer's playful, behind-the-scenes camaraderie, bringing fans closer to the stars they love in SOCIAL's unique stadium-inspired setting.*



Click here to watch the videos: <https://drive.google.com/drive/folders/1XoC4EvdJyC-qKbWohiiOUZy0GMtpTGV9?usp=sharing>

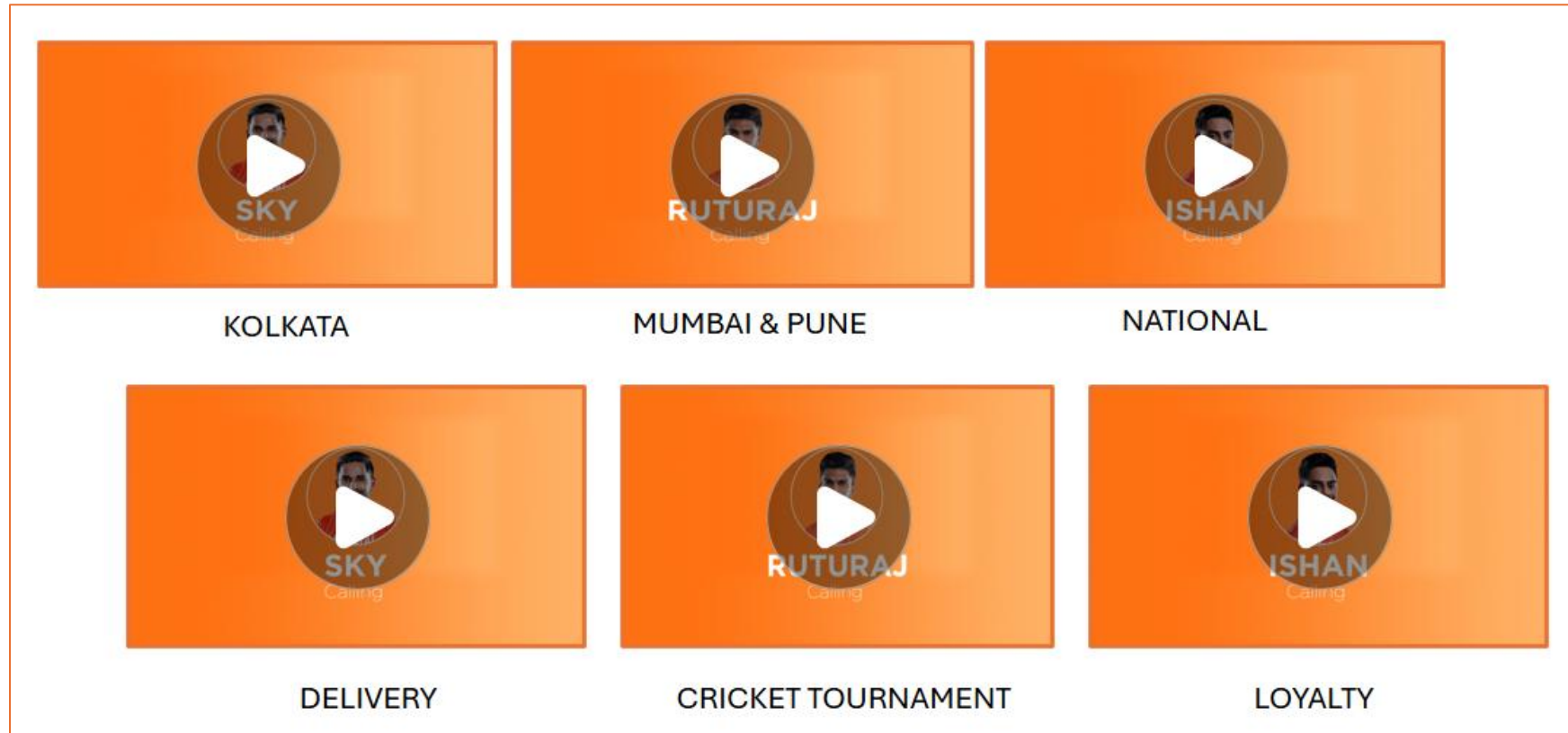
## BRINGING ALIVE THE STADIUM LIKE EMOTIONS



These videos broke through the noise by capturing the playful, off-field camaraderie that young fans admire, showing each player in light-hearted interactions with fans. Amplified on platforms like Jio Cinema and SOCIAL's digital channels, these films were more than just celebrity endorsements—they were stories that brought fans closer to the game and the stars they idolize. This authentic connection and shared excitement generated a buzz that resonated deeply with audiences, drawing them to SOCIAL both online and in-store as the ultimate venue to watch a cricket match with fellow fans.

*Click here to watch the videos:* <https://drive.google.com/drive/folders/1XoC4EvdJyC-qKbWohiiOUZy0GMtpTGV9?usp=sharing>

## BUILDING RELEVANCE WITH HYPERLOCAL CONTENT



Click here to watch the videos: <https://drive.google.com/drive/folders/1XoC4EvdJyC-qKbWohiiOUZy0GMtpTGV9?usp=sharing>

## EXECUTION

- **Interactive Content:** SOCIAL created relatable content with cricket stars, blending humor and emotion to make the campaign fan-centric.
- **Digital Engagement:** Leveraged Meta, YouTube, and Jio Cinema to share exclusive videos, amplifying #DoosraStadium's appeal to Millennials and Gen Z.
- **Targeted CRM:** SMS and WhatsApp campaigns drove footfall with personalized updates, bridging online excitement with in-store visits.
- **In-Store Promotions:** Dynamic displays of cricket stars on screens, pinboards, and menus created an authentic, cricket-themed atmosphere.
- **PR & Media:** Targeted PR and influencer campaigns highlighted SOCIAL as a top cricket-watching destination, enhancing visibility.
- **Stadium Experience:** SOCIAL's 52 outlets featured cricket décor, VR stations, and the "Stad-Yum" menu, with FanCode prizes enhancing the community experience.



## THE MATCH WINNING IMPACT

- **Cricket-Infused Experience:** The #DoosraStadium campaign merged cricket culture with immersive dining, setting new standards in experiential marketing
- **Interactive Content Success:** Videos with cricket stars resonated strongly, with Suryakumar Yadav's video alone reaching 1.67 Cr impressions
- **Revenue Growth:** Achieved ₹1.68 Cr in IPL revenue, surpassing the ₹1.5 Cr target and marking a 2% growth over IPL 2023
- **Digital Reach:** The campaign reached 18.43 million accounts and generated 49.1 million impressions, exceeding the 10 million target
- **Brand Visibility:** Partnerships and Jio Cinema amplification expanded SOCIAL's visibility, making it a favored spot for cricket fans
- **CRM Success:** SMS and WhatsApp campaigns achieved a 52.5x ROI, driving in-store visits and reinforcing customer loyalty
- **PR Reach:** 70 earned media stories secured in top-tier outlets and 30 + strong organic influencer collaborations



## THE MATCH WINNING IMPACT

- **Youth-Centric Strategy:** Leveraging cricket icons like Suryakumar Yadav, Ruturaj Gaikwad, and Ishan Kishan connected SOCIAL deeply with Gen Z and millennials, making the brand relatable and authentic.
- **Immersive Fan Experience:** Transforming outlets with stadium décor, VR cricket stations, and a themed menu brought the excitement of live cricket directly to SOCIAL's spaces.
- **Hyperlocal Fan Engagement:** SOCIAL's #DoosraStadium campaign extended beyond physical outlets with tailored hyperlocal content, reaching fans at home. Each cricket ambassador was featured in delivery-focused content, allowing fans to experience SOCIAL's stadium vibe with in-home convenience.
- **Record-Breaking Impact:** The campaign surpassed reach and revenue goals, solidifying SOCIAL as a top destination for India's cricket-loving youth.



## FROM CAMPAIGN TO CULTURE

### *Building a Successful IP*

The #DoosraStadium campaign began as a marketing initiative but quickly became a spirit that resonated with cricket fans. Engaging content, alongside celebrity endorsements from Suryakumar Yadav, Rituraj Gaikwad, and Ishan Kishan, transformed SOCIAL into the ultimate cricket fan destination. Their playful, relatable interactions with fans made the campaign feel authentic, not just promotional.

As a result, fans now flock to SOCIAL outlets, where the atmosphere mirrors the energy of a live stadium, offering a vibrant community experience that enhances the thrill of the game.

Today, #DoosraStadium is more than just an idea; it's a living, breathing culture that brings fans together, creating a sense of belonging and excitement.

