
ENO CRICKET CAMPAIGN

INDIAN PREMIER LEAGUE IN INDIA IS CRICKET'S PINNACLE EVENT



INSIGHT
FANNING THE FANDOM













ENGAGE CRICKET ENTHUSIASTS BEYOND THE STADIUM

CHALLENGE

- IPL CLUTTER
- No broadcaster tie-up
- Daily agile creative execution

STRATEGY

- FAN-FIRST APPROACH
- Humour & rivalry-driven creative

Meta

Meta Moment Maker
To gain instant traction & relevance in a time-sensitive and high-engagement event

Built high reach & freq. amongst our TG with high cricket affinity.
Also targeted premium audience with CTV presence

Collaborating with top-performing team's fan pages on social platforms

SAMSUNG Ads

Reaching the growing FAST (Free Ad-Supported TV) viewership on Samsung TV Plus


ENO
PRESENTS
GAME
ON
Chennai
Mumbai

And with this ENO eased the IPL ACIDITY DRAMA

+70 bps

YTD MS Gain

+40%

E-com channel Growth during the campaign

60% - TOMA
90% - SPONT

Brand health at ALL-TIME HIGH