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At NEO, we believe there are three kinds of audiences that watch cricket in India. The first group is the purists, who revel in analysing the finer points of the game and are usually armchair statisticians. The second group is the passionate Indian cricket fans — these people are unusually optimistic individual who watch the game only when India is playing and are highly opinionated about players, selectors and the cricketing infrastructure in the country. The third group comprises of the flirts, who usually switch on the game when India plays and there is enough buzz around a particular match or tremendous peer pressure. There is a definite risk in putting monies on cricket events with multiple teams because ratings are high only in matches where India is playing. High profile bi-lateral series like an India-Australia series is definitely a better bet for advertisers as each match will obviously feature India and it will be played on the home turf, thus generating higher ratings. This year Australia plays seven ODIs that start from October 25 on NEO Cricket, so advertisers can easily better manage their investments in this series.

Brands that advertise on GECs usually reach out to female audiences in Hindi speaking markets. If you are a brand that is looking at pan India reach or specifically targeting males, then cricket is definitely the best bet, especially if you are launching a new brand. Marketing investments are made keeping in mind a particular time frame. So if a programme fails, the opportunity is definitely lost. The risk is very high and if one analyses new show launches on GECs, the success rate is not a very respectable number. Advertising on either platform is based upon business objectives of a given brand. If I am a cosmetics brand targeting housewives, then GEC is the obvious choice and if I am an automobile brand, then cricket is a good choice.