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In The News

MEDIA AND ADVERTISING

Bowling 'em over

IS the time and money (an estimated Rs 1,500 crore) being spent on the World Cup worth it? If emerging data is to be believed, even if cricket is a game played by 11 multi-coloured fools and lapped up by 11 zillion more (with apologies to G.B. Shaw), advertisers are pretty wise not to ignore the sport.

Some things stand out if you look at the charts — the findings of an online survey by Cross-Tab Marketing Services on 551 netizens.

■ Most brand advertising carried out between overs during live match coverage seems to be doing well in terms of viewer recall, but LG and Pepsi overshadow others. Does it have anything to do with the amount of money these two companies spent or was it just good advertising? No one is very sure.

Meanwhile, the International Cricket Council may have had rulings on the issue but the ad recall shows that apart from these two brands, the other official sponsors — Hero Honda and South African Airlines — have been cleverly ambushed!

■ Max has made a serious attempt to ramp up cricket's entertainment value and get more people hooked on the sport. But for all the noise, hoopla, Mandira Bedi *et al*, roughly half the people surveyed still went back to an ESPN-Star Sports for serious analysis. For Sony's Kunal Dasgupta the interesting question would be: Was Kerry Packer the last guy to dumb down the sport? Is there nothing better that can be done to get it closer to the masses (read women and children)?

VANITA KOHLI

KEY FINDINGS

Channel on which match was seen

| | |
|---------------------------------|----|
| Primarily SET MAX | 69 |
| Primarily DD | 17 |
| Switched between DD and SET MAX | 14 |

Other cricket-related programmes seen on television

| | |
|---------------------------------|------|
| Extra Innings on SET MAX | 44 |
| Follow Through on ESPN Star | 21 |
| Taking guard on ESPN Star | 13.4 |
| Cricket highlights on DD sports | 8.9 |
| Cricket Show on DD National | 8.5 |

BRAND ASSOCIATION WITH WORLD CUP 2003

| Brand | Top of the mind recall (%) ¹ | Overall recall (%) ² |
|-----------------------|---|---------------------------------|
| Pepsi | 51.4 | 85.2 |
| LG | 27.1 | 61.4 |
| Reliance India Mobile | 4.3 | 18.6 |
| Hero Honda | 3.3 | 30.5 |
| Samsung | 3.3 | 14.3 |
| Coca Cola | 2.9 | 13.3 |
| Sahara | 1.9 | 2.9 |
| Hutch | 1.0 | 5.7 |
| Thums Up | 0.5 | 4.3 |
| Bajaj Pulsar | 0.5 | 3.3 |
| Pepsi Blue | 0.5 | 1.4 |
| SA Airlines | 0.0 | 5.2 |
| Others | 2.9 | — |

¹The first brand recalled²All the brands recalledTracked score
through a website

MEDIUM USED BY THOSE WHO DID NOT SEE THE MATCH LIVE