

SONY
TEN 2

SONY
TEN 3

FIFA WORLD CUP RUSSIA 2018



WHAT IS THE FIFA WORLD CUP?



**MOST
PRESTIGIOUS &
WIDELY
FOLLOWED**

32

**FINALISTS OUT
OF 200
QUALIFIERS**



**TRULY
BEST vs BEST**



WHAT'S FOOTBALL LIKE IN INDIA?

2nd
MOST POPULAR SPORT
IN INDIA

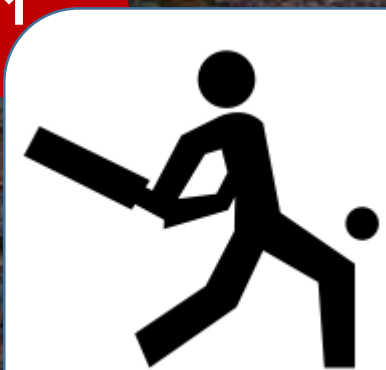
300 MN
VIEWERS TUNED IN
ACROSS ALL FOOTBALL
GAMES IN 2017



SUPPORT FOR INDIAN SPORTS

SONY
TEN 2

SONY
TEN 3



CRICKET

2



KABBADI

4



BADMINTON

5



HOCKEY

INDIA HAS A ROOTING INTEREST IN MOST OF THE TOP SPORTS BY WAY OF NATIONAL REPRESENTATION

HERE'S THE CHALLENGE

1

2

3

4

5



FOOTBALL

HOWEVER, IN FOOTBALL, OUR NATIONAL TEAM DOES NOT FEATURE ON THE BIGGEST STAGE. AND YET, THERE IS INTEREST IN THE FIFA WORLD CUP.....

CONSUMER INSIGHT

SONY
TEN 2

SONY
TEN 3

***Begani Shaadi
Mein Abdulla
Deewana***

Apolo Sales

SONY
TEN 2

SONY
TEN 3

THE CAMPAIGN THOUGHT?



#MERIDOOSRICOUNTRY

TWITTER TAKE-OVER BY SACHIN ON IPL FINAL DAY + SUSTAINED COMMUNICATION DURING THE TOURNAMENT

STRATEGIC SITES IN SELECT MARKETS TO INCREASE AWARENESS

DIGITAL

OUTDOOR

IMPACT ANNOUNCEMENT AD ON WC LAUNCH DAY

PRINT

TRADE

VISIBILITY ACROSS KEY MEDIA AGENCIES + SUSTAINED COMMUNICATION VIA TRADE MAILERS



360 DEGREE CAMPAIGN PLAN

ROBUST & EFFECTIVE ALL-INDIA TV PLAN

TV

CONSUMER ENGAGEMENT

LIVE SECOND SCREEN ACTIVITY ON THE SONYLIV PLATFORM

SONY

TEN 2

SONY

TEN 3

DIGITAL

OUTDOOR

PRINT

TRADE

**360 DEGREE
CAMPAIGN
PLAN**

**CONSUMER
ENGAGEMENT**

TV

**ROBUST &
EFFECTIVE ALL-
INDIA TV PLAN**

SONY

TEN 2

SONY

TEN 3

#MERIDOOSRICOUNTRY

CAMPAIGN FILM SHOWCASED THE “DOOSRI COUNTRY” PHENOMENON IN INDIA DURING THE FIFA WORLD CUP

I ♥ INDIA
+
Germany

IDENTIFIED THE 3 KEY FOOTBALL MARKETS IN INDIA AND DEVELOPED FILMS THAT REFLECTED REAL SENTIMENTS FROM THOSE REGIONS



OPPOSITES - KERALA

THE STORY OF HOW A MAN'S LOVE BRAZIL INFLUENCED HIS WIFE'S DECISION TO ADOPT BRAZIL AS HER DOOSRI COUNTRY



TRADITION - KOLKATA

THE STORY A FATHER AND SON'S RELATIONSHIP OVER FOOTBALL (MORE SPECIFICALLY ARGENTINA) AND HOW THAT PASSED DOWN A GENERATION



PAYING GUEST - KOLKATA

THE STORY OF A PAYING GUEST WHO WAS ACCEPTED INTO A GOAN HOUSEHOLD AND AS A RESULT WENT FROM SIMPLY SUPPORTING PORTUGAL TO FIT IN, ADOPTED THEM AS HIS DOOSRI COUNTRY

ALL FILMS WERE DUBBED IN ENGLISH, HINDI, TAMIL AND MALAYALAM AND WERE USED AS PART OF A ROBUST TV PLAN THAT FOCUSED ON KEY MARKETS WHERE CRICKET THRIVES WHILE ALSO ENSURE VISIBILITY WAS ACHIEVED IN MARKETS WHERE THE SPORT VIEWERSHIP HAD DROPPED

*THE TV PLAN HELPED US REACH OVER **63 MN VIEWERS***

SONY

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DIGITAL

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**CONSUMER
ENGAGEMENT**

**360 DEGREE
CAMPAIGN
PLAN**

PRINT

TV

**IMPACT
ANNOUNCEMENT AD
ON WC LAUNCH DAY**



TOI FRONT PAGE IN MUMBAI, DELHI & BANGALORE

SPORTS PAGE WRAP IN HT (DELHI/NCR, MUMBAI, PUNE & LUCKNOW)

FRONT PAGE IN REGIONAL PUBLICATIONS (KEY MARKETS) – WB, TN & KER

HIGH IMPACT PRINT PLAN ON WORLD CUP LAUNCH DAY

SONY

TEN 2

SONY

TEN 3

**TWITTER TAKE-OVER BY SACHIN
ON IPL FINAL DAY + SUSTAINED
COMMUNICATION DURING THE
TOURNAMENT**

DIGITAL

OUTDOOR

PRINT

TRADE

**360 DEGREE
CAMPAIGN
PLAN**

TV

**CONSUMER
ENGAGEMENT**



330K FOLLOWERS
 2.9MN PAGE LIKES

vidya balan @vidya_balan

I've never watched football /FIFA but this [#MeriDoosriCountry](#) ad makes me feel like i should start 😊...
I think its the the feeling of sharing an experience with others that has been captured so beautifully ..just watch it..Mazaa aa gaya 🏆!!
youtu.be/OTTnSaixa1Y

4:02 PM - 16 May 2018

56 Retweets 358 Likes



34.7M FOLLOWERS

Amitabh Bachchan @SrBachchan · Jun 6

T 2829 - the World Cup in Russia .. football which has become a religion almost .. ! the craze and the following .. watch it on Sony !!

1:15 66.2K views

193 552 6.2K

STAR STUDDED LAUNCH



HIJACKING THE IPL FINAL

ON 27TH MAY, WHEN EVERYONE LOGGED ON TO TWITTER TO GET #IPLFINALS UPDATES, THE FIRST TWEET SEEN WAS OUR FIFA WC FILM FT. SACHIN! THIS HELPED REACH 600K USERS AND THE VIDEO WAS WATCHED BY OVER 500K USERS



Sachin Tendulkar @sachin_rt · May 27

Dhunn wahi rehti hai sirf inke desh badal jaate hai. 4 saal mein aisa ek hi baar hota hai :-) #FootballWConSonyTen

@SPNSportsIndia

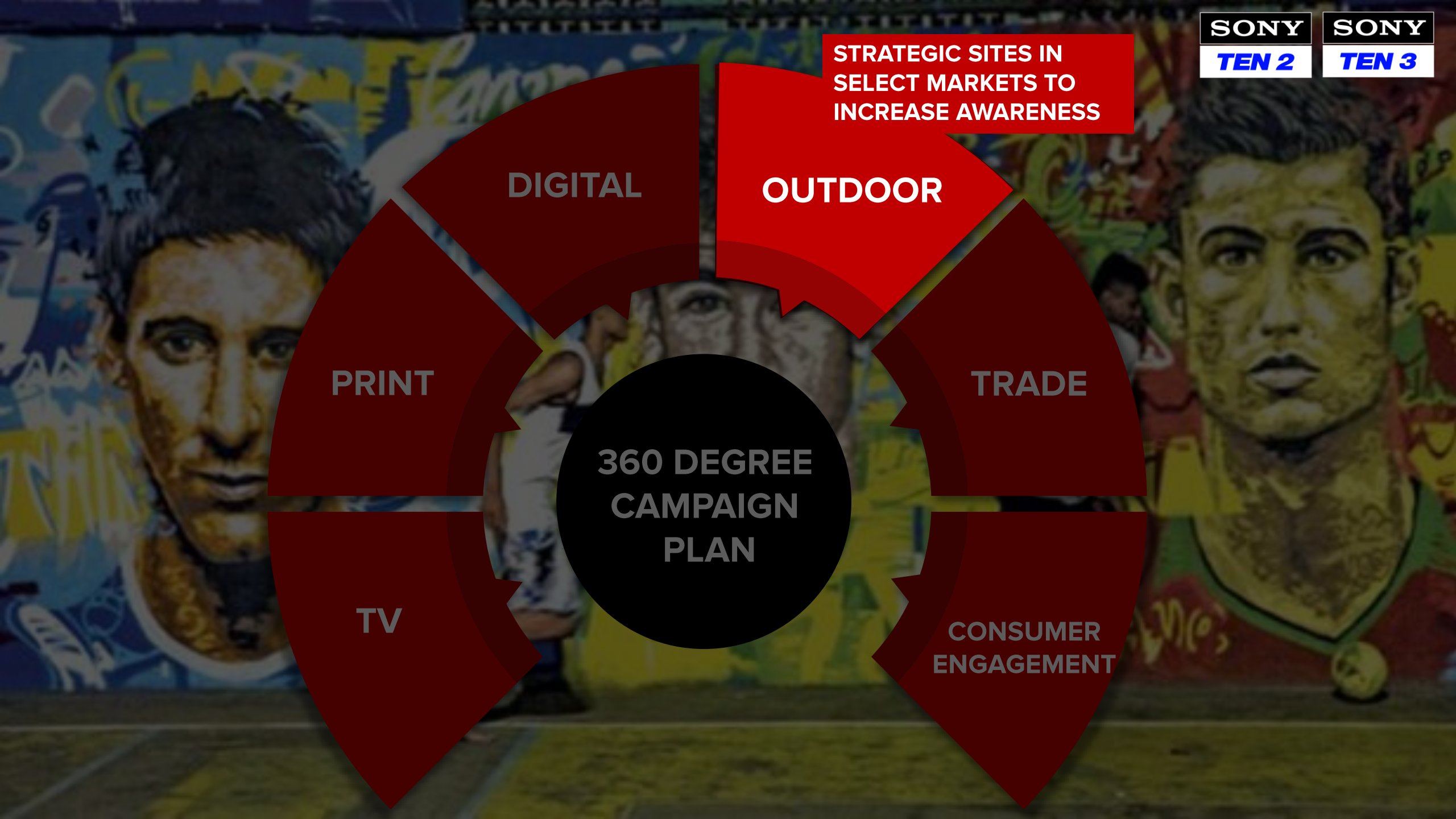


103 752 12K



TOTAL CAMPAIGN REACH: 141MN | TOTAL CAMPAIGN ENGAGEMENT: 9 MN

**STRATEGIC SITES IN
SELECT MARKETS TO
INCREASE AWARENESS**



SONY

TEN 2

SONY

TEN 3

2018 FIFA
WORLD CUP

#MERIDOOOSRICOUNTRY

OFFICIAL BROADCASTER

SONY
TEN 2

ENGLISH

SONY
TEN 3

4K HD

SONY
ESPN

REGIONAL LANGUAGES*

ALSO AVAILABLE IN HD

14th June - 15th July

STRATEGIC OUTDOOR SITES IN KEY LOCATIONS IN ORDER TO RAISE
AWARENESS OF THE TOURNAMENT

GLOBAL

GLOBAL

HBO Amal UBER Indeed

SONY

TEN 2

SONY

TEN 3

DIGITAL

OUTDOOR

PRINT

TRADE

VISIBILITY ACROSS KEY MEDIA AGENCIES + SUSTAINED COMMUNICATION VIA TRADE MAILERS

**360 DEGREE
CAMPAIGN
PLAN**


TV

**CONSUMER
ENGAGEMENT**

SONY
TEN 2

SONY
TEN 3

BECAUSE PASSION
DOESN'T NEED A PASSPORT



2018 FIFA WORLD CUP RUSSIA™
14th June – 15th July

SONY TEN 2 | FIFA WORLD CUP RUSSIA 2018 OFFICIAL BROADCASTER | SONY TEN 3

THE WAIT IS
ALMOST OVER

7 DAYS TO GO

#MERIDOOSRICOUNTRY

2018 FIFA WORLD CUP RUSSIA™
14th June - 15th July

SONY TEN 2 | FIFA WORLD CUP RUSSIA 2018 OFFICIAL BROADCASTER | SONY TEN 3

PRIMETIME KICK-OFF | COMMENTARY AVAILABLE IN 6 LANGUAGES | 64 LIVE MATCHES

CO-PRESENTING SPONSOR HERO

#MERIDOOSRICOUNTRY

2018 FIFA WORLD CUP™
STARTS TONIGHT, 7PM

ALSO AVAILABLE IN HD

SONY TEN 2 | SONY TEN 3 | ESPN

ENGLISH | HINDI | REGIONAL LANGUAGES

OFFICIAL BROADCASTER

CO-PRESENTING SPONSORS: HERO, BATA, AMUL, UBER, SONY, INDEED

THE WORLD'S BIGGEST
SPORTING SPECTACLE

FINAL
FRANCE vs CROATIA
15TH JULY, 7 PM

OFFICIAL BROADCASTER

SONY TEN 2 | SONY TEN 3 | ESPN

ENGLISH | HINDI | REGIONAL LANGUAGES

ALSO AVAILABLE IN HD

CO-PRESENTING SPONSORS: HERO, BATA, AMUL, UBER, SONY, INDEED

SUSTAINED COMMUNICATION TO TRADE VIA MAILERS COUNTING DOWN TO THE WORLD CUP & KEY MATCH UPS

SONY

TEN 2

SONY

TEN 3

DIGITAL

OUTDOOR

PRINT

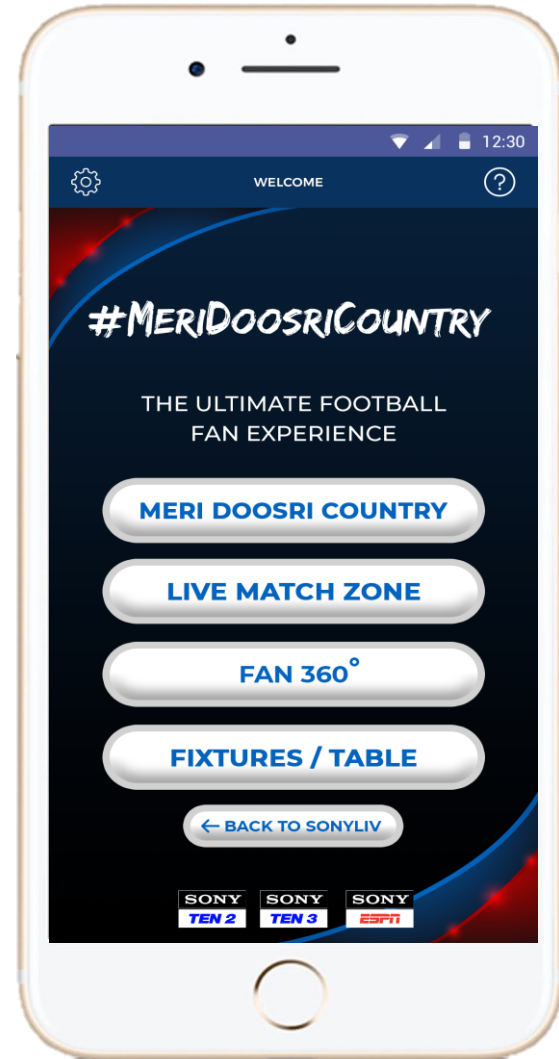
TRADE

**360 DEGREE
CAMPAIGN
PLAN**

TV

**CONSUMER
ENGAGEMENT**

**LIVE SECOND SCREEN
ACTIVITY ON THE
SONYLIV PLATFORM**



THE #MERIDOOSRICOUNTRY ZONE

DEVELOPED ON THE SONYLIV PLATFORM TO ENGAGE FANS DURING THE COURSE OF THE TOURNAMENT WHILE THE GAMES WERE LIVE, THE ACTIVITY ALLOWED FANS TO SHOW OFF THEIR FOOTBALL KNOWLEDGE BY WORKING OUT KEY MOMENTS OF THE GAME

TOTAL ENGAGEMENT: 100K USERS OVER THE COURSE OF THE TOURNAMENT

SONY

TEN 2

SONY

TEN 3

THE FINAL RESULT?



FIFA WORLD CUP™ FINAL 2018

SONY

TEN 2

SONY

TEN 3

A HISTORIC WORLD CUP

177.1 MN TOTAL VIEWERS

50 MN FEMALE VIEWERS

43.9 MN RURAL VIEWERS

70.7 MN LOCAL LANGUAGE FEED VIEWERS

**39 MN VIEWERS FOR FINAL MATCH –
HIGHEST REACH ON INDIAN TV FOR
ANY FIFA WORLD CUP MATCHES**

