

THE UEFA CHAMPIONS LEAGUE – SONA MANA HAI

Context:

India is known to be a cricket-obsessed nation with all other sports coming in a distant second. Football over the years has emerged as the second most popular sport in India and has grown in terms of viewership.

As the official broadcaster of the UEFA Champions League, the biggest club football tournament in the world, we were faced with a challenge. The viewership of football overall may have grown however, the Champions League viewership numbers had plateaued. Through research, we understood that the average football fan who tunes in to big events like the FIFA World Cup, wasn't aware of the UEFA Champions League and given its late night timings, these fans had never tuned-in.

Through our campaign, we wanted to create a tongue in cheek rendition of the 'Fear Of Missing Out' phenomenon, highlighting the key aspects of the UEFA Champions League. The campaign aimed at giving fans/potential viewers a sense of what missing out on the UEFA Champions League may be like.

The campaign was received within the audiences as the UEFA Champions League garnering viewership of over 1MN in the first 4 months. On the digital platform, we saw incredible numbers – the total campaign reach hit a 18MN in comparison to the estimated 6MN

The Challenge:

The UEFA Champions League is by far the best club football tournament in the world. It is the ultimate prize for any football team and the best of the best compete every year to win it. The tournament features the best players in the world and the biggest football clubs. However, due to the European football structure, these matches begin as late as midnight IST on Tuesdays and Wednesdays. This gives rise to the challenge of pulling viewers outside of the hardcore fans.

Strategy:

In order for us to pull in newer audiences, we needed to give potential viewers a reason to tune-in. Hence highlighting the fact that the best players in the world play in the UEFA Champions League, was an obvious thought. However, our communication needed to break the clutter of the usual sport footage advertising.

This brought us to our campaign thought - #SonaManaHai. The idea here was to create a "taboo" around sleep during the UEFA Champions League since the matches kick off around mid-night and go on till 3 am.



Execution:

Given the comedic tone of the campaign, we cast popular comedian, Gopal Dutt as the lead character who makes the “cardinal sin” of falling asleep during the UEFA Champions League night and is subsequently chastised by society and friends.

This was further supported by a comprehensive 360-degree marketing plan that included a nationwide print plan and a radio campaign specific to football strong regions of West Bengal and Kerala.

Result:

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