

# CONQUERING THE HIGHLY COMPETITIVE INDIAN CRIC MARKET @ SABA SPORTS

Industry: Sports Industry



## What is Saba Sports and what do they do?

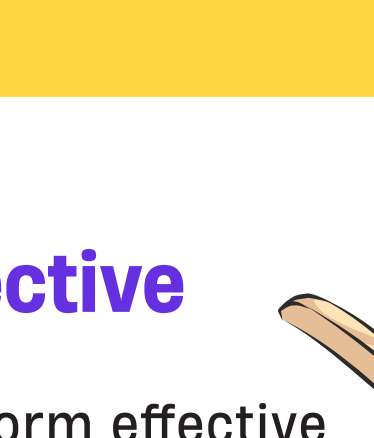
Saba Sports is a Taiwan-based news company that offers Live Scores, News Updates & Match Highlights on their website for four primary sports – Soccer, Basketball, Cricket, and Tennis.



Soccer



Basketball



Cricket



Tennis

## Campaign Objective

Saba Sports wanted to perform effective market research to understand their positioning in the highly competitive Indian cricket market. They wanted to create brand awareness in the Indian Cricket Market for Instagram and Facebook and to increase their website traffic.

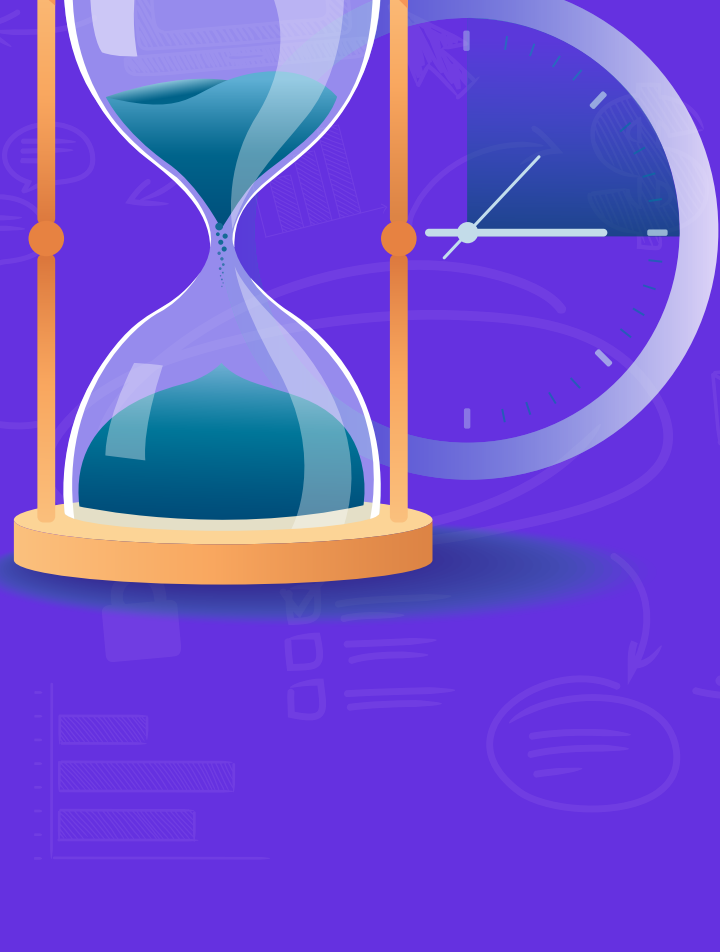


## Strategy

Formulated a robust digital strategy that steadily increased digital engagement for the brand.

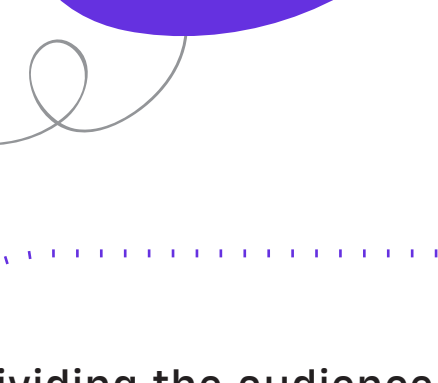
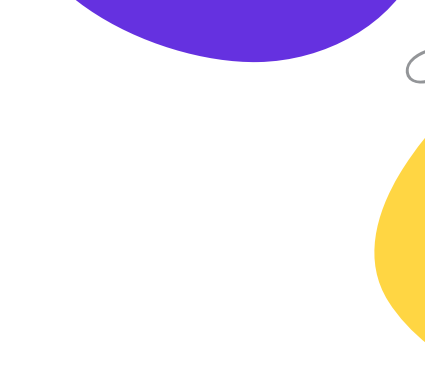
Worked on dissecting the Indian audience across the spectrum by effectively engaging in market research and intentionally understanding the various segments of the audience.

Ran ad campaigns that combined the efficacy of strong content, impactful analytics, and accurate segmentation in order to overcome the competitive nature of the Indian cricket market.



## How did we pull it off?

We worked to ensure that we had a great understanding of the market by:



Engaging in effective segmentation so as to map out the wide variety of audiences across the spectrum.

Dividing the audience into distinct age categories and developing concepts for each segment, thus, laying a strong foundation for understanding the psyche of the people that we are targeting.

## Impact

Estimated Impressions  
**2,63,889**

Total Reach Achieved  
**10,41,251**

Estimated Clicks  
**2,097**

Total Clicks Achieved  
**5,639**

We worked to build and execute several effective digital campaigns on multiple platforms. The diversity of our campaign ideas was broad– we explored everything from Live Cricket Scores, Cricket News, and Fact-based Information, to giveaways! We also produced quality content for their YouTube channel in order to create snackable content for our audience.

## Our Approach to Facebook and Instagram

We deployed a variety of campaigns in order to broaden the audience and boost participation on social media- our giveaway campaign being one the most popular ones!

A/B tests were conducted for various types of content on Facebook and Instagram individually so as to ascertain which worked best when it comes to having a higher rate of engagement.

We also worked extensively on creating targeted ads. By tapping into the algorithms and studying our audience, we were able to post during peak hours, thus finding a way to increase reel views and likes on Facebook and Instagram.



## Giveaway Campaign

Reach  
**8,50,000+**  
Impressions

Impressions  
**9,80,000+**  
Impressions

Link Clicks  
**3000+**  
Clicks

We engaged in in-depth creative analysis which made us understand the kind of content that our audiences preferred and we routinely monitored the performance of our campaigns and content with the help of several reporting tools.



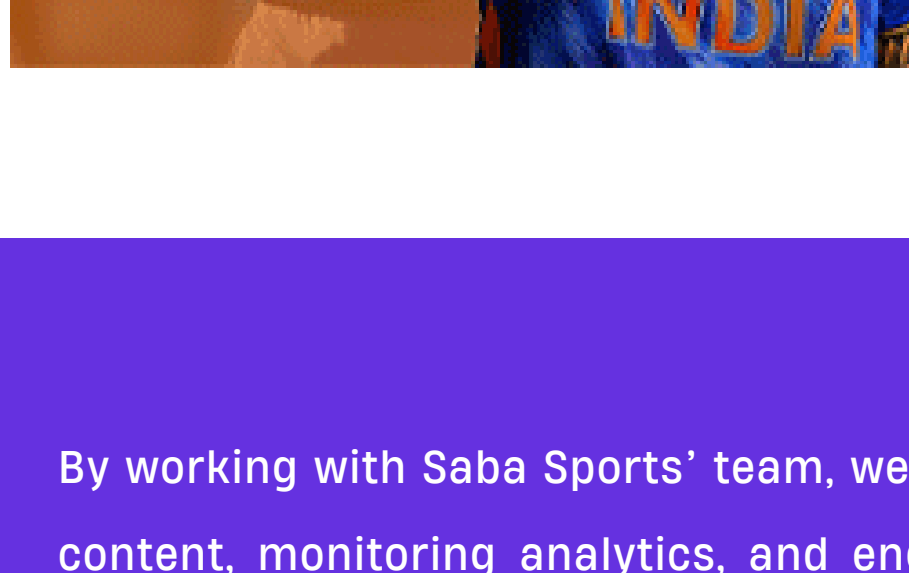
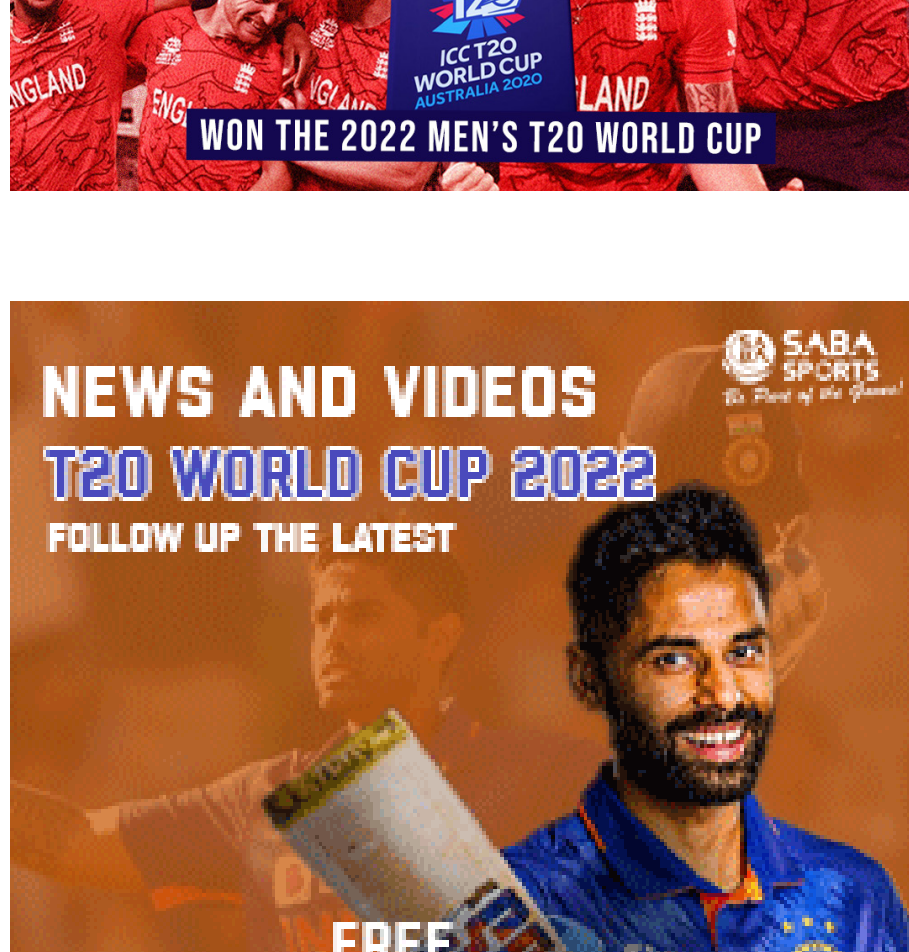
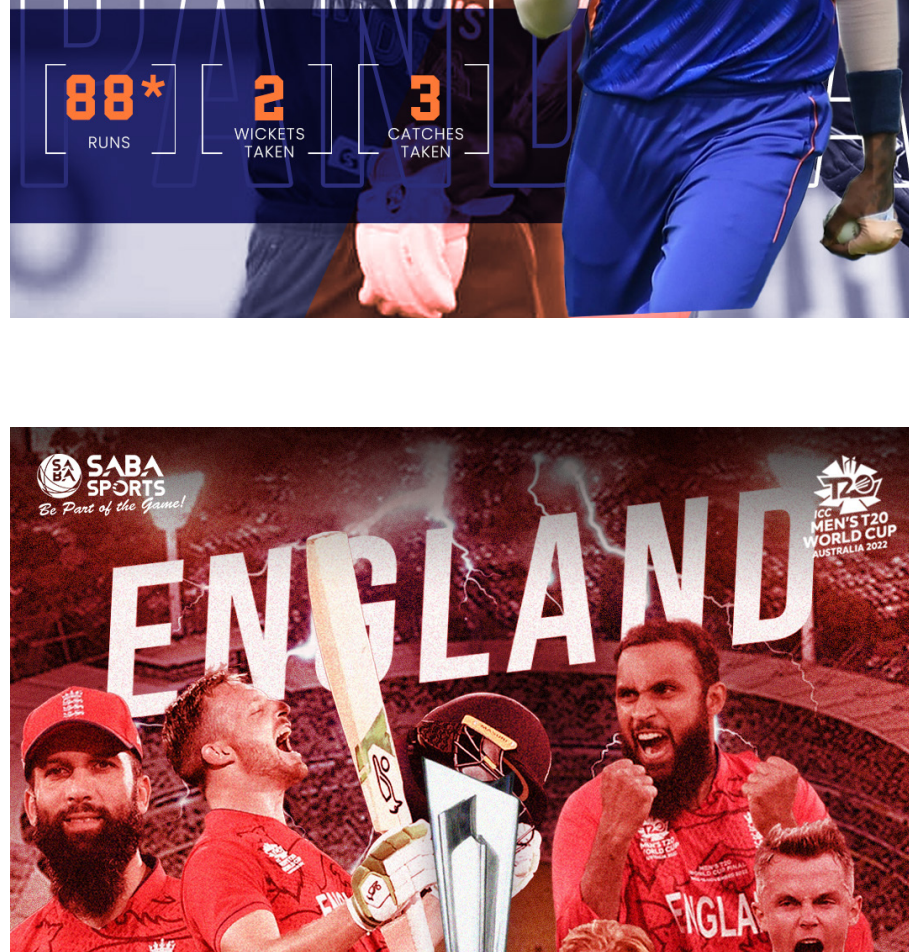
## Creative Insights and Analysis

Static creatives performed 70% better on Instagram than on Facebook while reels performed 60% better on Facebook compared to Instagram organically.

Memes were a great hit with the regional audience, and the reach was further bolstered with us feeding live updates, breaking news, cricket facts, and cricket history.

We tapped into the Story feature on Instagram and Facebook in order to build solid engagement- the number of posts was also increased during tournament-heavy periods, thus, highlighting the density and the importance of events in the larger ecosystem.

We were stringent with monitoring the reach of our efforts- with the help of various reports like the campaign reports, website traffic reports, ads report, and organic social media reach report - we were able to work closely with the client in order to create an effective feedback mechanism. This rigor was very helpful in enabling us to regularly tweak, update and elevate our content delivery to the audience!



By working with Saba Sports' team, we cracked their positioning by creating quality content, monitoring analytics, and engaging in deep market research! By closely studying our audience, we were able to equip the brand with impactful positioning, thus, enabling them to crack the super competitive Indian cricket market!