



2019

CRICKET SEASON **PROMO** REPORT

» Insights for planning powerful promos this cricket season

INTRODUCTION

May 30th marks the beginning of the most-awaited cricket extravaganza – The ICC Cricket World Cup 2019 preceded by IPL warming up cricket fans from 23rd March onwards. As per ICC, more than a fifth of human population watched the biggest cricketing event: World Cup 2015. With this level of engagement, it's only obvious that brands want to leverage this opportunity. Is your brand ready for one of the world's biggest sporting event?

We at BigCity decided to gather actual insights for the cricket season by surveying consumers. These insights will help brands (and us) plan more impactful promos, sweepstakes and contests, and not commit avoidable mistakes. We're now **ready to score big** - on delight for consumers and results for brands!

METHODOLOGY

We surveyed and collected approximately **1000** responses in **December 2018** to understand consumer behaviour around promotions and the upcoming cricket season. The questions asked revolved around, offer discovery, preferences for medium of participation, choice of rewards, engagement levels with cricket and more across retail, FMCG and consumer electronics sectors.

*Usage of the word 'promo' in this report implies assured experiential rewards, contests and sweepstakes.

CONSUMER DEMOGRAPHICS

» **100%**

surveyed consumers are aware of promos and sweepstakes

Gender: Male and Female

Age: 18 to 55 years

Geography: Tier I and Tier II cities all India



WHAT THIS REPORT REVEALS?

The report in summation helps brands take the right decisions to plan their cricket season promos to get maximum results. The combined and split results for male and female consumers have been graphically represented below. The report is arranged in a manner where it sequentially addresses the following questions.

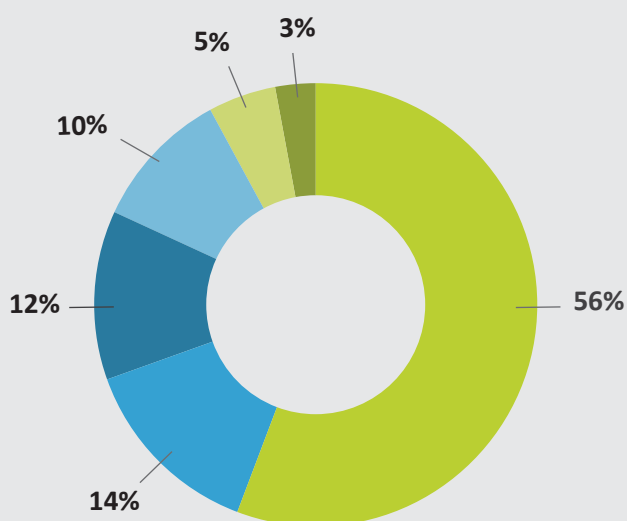
- 1 Where do consumers discover offers?
- 2 What medium of participation do consumers prefer?
- 3 What are some typical consumer behaviours your brand could leverage?
- 4 What kind of offers do consumers find attractive?
- 5 What kind of rewards to give away during cricket season?

OFFER DISCOVERY BATTING ORDER



In our 12+ years of running promos for brands, we've learnt that getting offer discovery right determines the success of a promo. Get it wrong, and even a great promo doesn't create the impact that it potentially could. What do we mean by offer discovery? It's basically the channels/medium the brand uses to target their audience and communicate about the promo. Therefore, we decided to ask consumers where they usually discover offers; 54% women and 56% men said that they mostly discovered offers on social media.

WHERE DO YOU USUALLY DISCOVER OFFERS AND PROMOTIONS?



- Social Media
- Through Friends & Family
- Newspapers & Radio
- On-pack
- TVC
- Billboards & Hoardings

Gender	Percentage	Channel
Female	54%	Social Media
Male	56%	Social Media
Female	15%	Newspapers & Radio
Male	12%	Newspapers & Radio
Female	10%	TVC
Male	13%	TVC

Gender-wise top 3 preferences for offer discovery

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WHAT THIS MEANS FOR BRANDS:

Social Media is the best place to communicate offers and promos, which can be seamlessly linked to the next step, that is, offer discoverability. Every activity or promo run by a brand offline, needs to have a call-to-action online which makes the promo socially shareable. This behaviour of sharing can be seamlessly integrated with instant rewards to build virality. Moreover, with programmatic media buying now becoming popular in the Indian markets, brands can target their audience online more accurately, thus enhancing the discoverability of the offer and achieving conversions.



DIGITALLY POWERED PARTICIPATION FOR DIGITAL INDIA

The term 'Digital India' was reinforced for us when most consumers chose online mechanics, as opposed to offline mechanics like SMS or missed call to participate in promos. With rapidly increasing number of internet users who predominantly experience internet on their mobile phones, brands now need to design mobile-first promos and offers to maximize reach.

HOW WOULD YOU LIKE TO PARTICIPATE IN A CONTEST OR A PROMOTION?

69%
Online



31%
Offline

	ONLINE	OFFLINE
	71%	29%
	67%	33%

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The rise of mobile internet users in India

The number of mobile internet users in India has reached over 478 million as of June 2018. Handset manufacturers have been producing more affordable smartphones while telecom service providers are now offering better connectivity at more affordable prices. The report estimated 291 million urban mobile internet users, with 187 million rural users as of June 2018.

(Source: Joint report by IAMAI and KANTAR-IMRB)

WHAT THIS MEANS FOR BRANDS:

Buoyed by cheaper smartphones, faster connectivity and affordable services, the number of mobile internet users in India are growing exponentially. This fact proves that being mobile-first should be a priority and everything else is a good to have. Moreover, designing mobile-first promos makes it easy to integrate with innovative tech like gamification, AR and more – thereby scoring engagement for your brand.



BOWLED OVER WORD-OF-MOUTH

A very useful insight that we came across was over 90% of respondents (equally split between men and women) talk about offers with friends and family. People talk! They talk when they find a good offer and they talk even more when they experience a bad offer. If your brand is looking to acquire customers or increase offtakes this season – this is a very important insight for you. With simple measures, virality can be easily built into a simple value offering.

DO YOU SHARE EXCITING OFFERS WITH YOUR FRIENDS AND FAMILY?

90%
Say Yes



10%
Say No

	YES	NO
	90%	10%
	91%	9%

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Nothing like word-of-mouth publicity

Consumers around the world continue to see recommendations from friends and online consumer opinions as by far the most credible. 92% of people trust recommendations from friends and family over any other type of advertising.

(Source: Global Trust in Advertising and Brand Messages Report by Nielsen)

WHAT THIS MEANS FOR BRANDS:

1. Make it very easy for customers to participate in promos and avail your offers, especially online, which increases their propensity to share this with others.
2. Brands with the objective to acquire new customers this season can leverage this behaviour by rewarding referrals.
3. Since we've already established that online is the medium of choice for offer discovery and participation for consumers – build a positive instant gratification model for your customers. Removing unnecessarily long steps will keep customers engaged for a longer time and also make the promo offer more shareable.



ASSURED REWARDS SCORE A BOUNDARY



We asked consumers what kind of reward/offer they find attractive? To our surprise, it was the guarantee of getting an **assured reward** that was more important to consumers compared to the size of the reward. Assured experiential rewards like movie tickets, salon experiences and dining gift vouchers were rated much higher than price-offs or discounts.

WHICH KIND OF REWARD/OFFER DO YOU FIND MOST ATTRACTIVE?





Assured Experiential Rewards
63%



Price Offs
22%



Contest Prizes, Low chances of winning
15%

		
59%	69%	Assured Experiential Rewards
16%	12%	Price Offs
25%	19%	Contest Prizes, Low chances of winning

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WHAT THIS MEANS FOR BRANDS:

1. Replace discounts with assured rewards. They mostly come at a lower cost to brands and offer double the value to customers compared to discounts.
2. Keep it simple with assured rewards rather than offering rewards where consumers have lower chances of getting the reward. Or better yet, mix it up! If you're running a contest to create a buzz, add assured rewards in the mix so that 'everyone wins'.
3. Offering an assured reward is the best strategy to achieve a desired behaviour, like, repeat purchase, referral or increasing average spends.

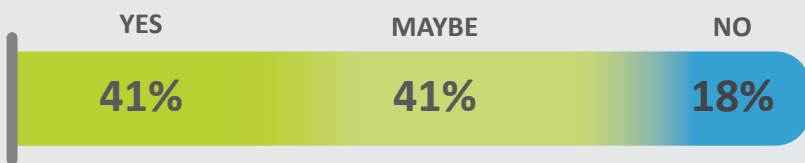


SWITCH HIT YOUR WAY TO ACQUISITION



Can a great offer from a competing brand convince your presently loyal customer, to switch to your competitor? 82% of the times... the answer is 'Yes or depends on the offer'. When we asked customers if they would switch from their regular brand – 41% said 'yes' and another 41% said it depends on the offer/incentive.

WOULD YOU SWITCH TO ANOTHER COMPETING BRAND FROM YOUR REGULAR BRAND?



	YES	MAYBE (Depends on the offer)	NO
	40%	38%	22%
	42%	42%	16%

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79% of Indian customers would cheat on their favourite retailers

Majority of Indian consumers are now in less committed relationships with their favourite retailers than ever before, with only 21% feeling devoted towards their preferred retail brands.

(Source: ET Brand Equity, November 2016)

WHAT THIS MEANS FOR BRANDS:

1. Brands need to consider this with a pinch of salt, that 82% of their customers are up for grabs and therefore, creating a compelling offer with value will have a big win this season.
2. If a brand is looking to retain their existing customers, keeping an eye on competition and proactively offering loyal customers a greater value proposition can keep them from switching.





PRIZING SCORECARD



During most sporting events, it is a popular practice for brands to give away cricket memorabilia and physical merchandise via promos and sweepstakes. This is the “go-to” giveaway for the season. But when we surveyed consumers and asked them to pick a prize that would excite them the most during cricket season – physical merchandise came in last.

Surprisingly, women (35%) have said that ‘meet and greet with cricket players’ as a prize would excite them the most. Whereas, male consumers have voted travel and match tickets as the most exciting experiential reward they would want to receive followed by utility-based assured rewards like mobile recharge and cashbacks.

WHAT ACCORDING TO YOU IS THE MOST EXCITING CRICKET-THEMED PRIZE DURING A CONTEST?

Rank	Cricket-themed Prize		
1	Match tickets and full-expense paid trips	29%	41%
2	Meet and greet sessions with cricket players and sports celebrities	35%	22%
3	Utility-based assured rewards (Example: mobile recharge and cashbacks)	18%	25%
4	Fine dining experiences and online food delivery vouchers	14%	7%
5	Cricket memorabilia and physical merchandise	4%	5%

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WHAT THIS MEANS FOR BRANDS:

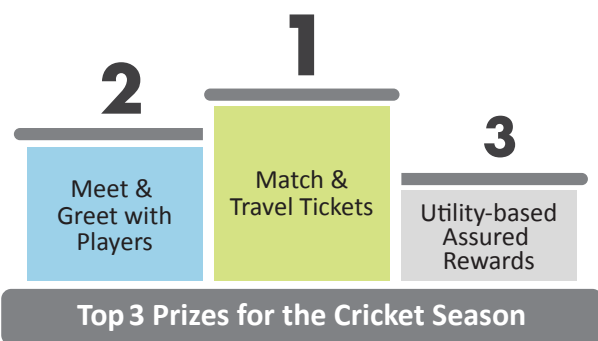
1. Brands need to invest in giving away experiences that are better and more valuable than physical gifts like cricket merchandise.
2. Utility-based rewards, for example, mobile recharge and cashbacks are also a great way of rewarding customers this cricket season.
3. Experiential rewards like travelling, match tickets or meeting a cricket sports star have become more exciting and aspirational for consumers due to their intangible value.

CONCLUSION

This year is one of the biggest years for cricket in India... With such a large consumer base engaged in the sport for over 4-5 months, the opportunity to increase sales and acquire new customers is huge. A brand with the marketing muscle coupled with the right promo construct and delivery – will win the game. Here are three key takeaways from this report to help brands hit it out of the park.

» GET WITH THE INTERNET & MOBILE-FIRST ROUTINE

The internet has rapidly become the first-place consumers discover offers and participate in promos, predominantly on their mobile phones – this trend is only growing. This is great news for brands, since they can now run far more engaging promos using tech and gamification. A step ahead - digital rewards from across categories like utility, entertainment and lifestyle can be seamlessly integrated for instant redemption and delight. Also, given that most consumers talk about offers to friends and family and discover offers on social media, offline promos should have a digital call-to-action. Using this CTA, consumers can be rewarded on sharing the promo offer - a great tactic to boost your offer communication and build virality.

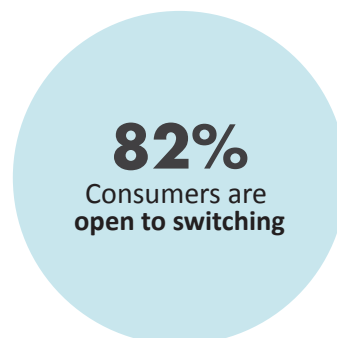


» KEEP REWARDS INCLUSIVE & EXPERIENTIAL

Size doesn't matter when it comes to rewards... It's the 'guarantee or assurance' that matters. For promos, most consumers opted for 'assured' rewards versus cash discounts and physical gifts. Also, for sweepstakes and contests, a chance to win experiences such as travel, match tickets and meet & greet with sports stars were the most popular among aspirational prizes. This brings focus to the fact that for consumers, the intangible value of experiences is very important.

» LEVERAGE THESE CONSUMER BEHAVIOURS

An aspect of consumer behaviour we uncovered was their propensity to switch from regular brands, mostly when offered better rewards by competitors. With 82% consumers ready to switch... Any brand that offers personalized experiential rewards instantly, can win big this cricket season.



ABOUT BIGCITY

We are a brand's answer to acquisition, engagement, sales and loyalty. With multi-faceted combination of services, rewards and tech, we deliver powerful results for brands and unparalleled value to customers.

We're turning 12 years old this year and bring with us an experience and best practises of having worked on over 5000 campaigns spanning sectors. Here are a few of the 200+ top brands that trust BigCity.



For more information, reach out to us at marketing@bigcity.in or 080-4055 4844

WHAT CAN WE DO?

Assured Rewards

Offer customers high perceived value rewards with every purchase. Replace price offs with assured rewards.

Curated assured rewards for cricket season:

- Online food delivery apps and dining vouchers
 - Cricket sessions
 - LIVE match screening
- Free mobile data to stream matches

Loyalty Programs

Customized loyalty program to drive engagement and retention of your customers and trade partners.

Types of loyalty programs suited to your requirements:

- App based programs with gamification
- Web based loyalty programs
- Offline loyalty programs

Contests & Sweepstakes

We provide a complete solution from ideas, tech, gamification, prizing, auditor certification to winner management.

Programs to engage your audience and create a buzz:

- Lucky draws
- SMS to win
- Instant wins (every sec/hr)
 - Predict and win
- Skill based contests

Campaign Fulfilment

Already have a campaign in mind for the cricket season? Perfect! Let us take care of the rest as your fulfilment arm.

We provide a complete service from:

- Rewards & Alliances
 - Tech
- Winner management
- Auditor integration
- Logistics & concierge

Promo Tech

Use our reward tech platform to create a buzz using gamification/AR integrated with our extensive rewards catalogue.

Our tech is built for mobile and requires no app downloads, no hassles:

- LIVE scores-based promo
 - Digital loyalty cards
- Customized mobile games
- Scalability & quick deployment
- Fully integrated redemption platform

Channel & Employee Rewards

Engage and delight your trade channel or employees with curated experiential rewards.

Kind of trade and employee programs we run:

- Scratch cards to drive multiple purchase
- Sales/slab-based rewards
 - Sweepstakes
- Occasion-based rewards