



vivo

IPL 2021

SPECIAL
COVERAGE

Wavemaker

POWERED BY



IPL MESH 2021



Tournament coverage

2
PHASES

60
MATCHES

PHASE 1
INDIA
9TH APRIL -
2ND MAY 2021

PHASE 2
UAE
19TH SEPTEMBER -
16TH OCTOBER
2021

MESH is
Wavemaker
Real Time Data
Intelligence
solution that
reads real time
environmental
signals.




Wavemaker

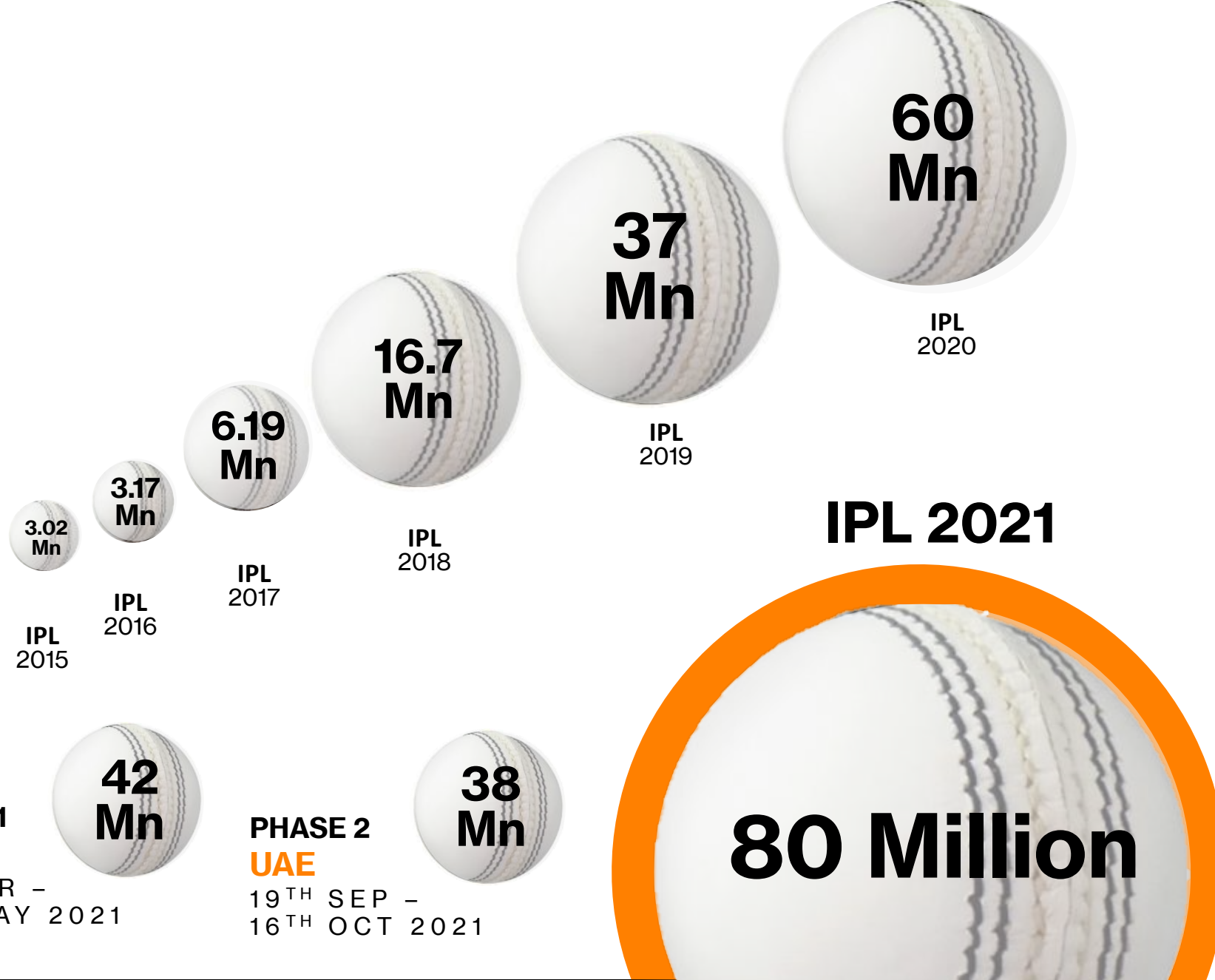


IPL MESH 2021 METHODOLOGY



- **MESH is a Wavemaker Real-Time Data Intelligence solution that reads real-time environmental signals**
- **The analysis is based on multiple data points collated to create meaningful and actionable Insights**
- **This season report has data sources from multiple consumer touchpoints across the Digital ecosystem ranging from Social Listening, Video analytics in partnership with Intuitive Intelligence, Interaction data points collected from**    

Social Mentions for IPL 2021 grew 33% from last year



PHASE 1
INDIA
9TH APR –
2ND MAY 2021

PHASE 2
UAE
19TH SEP –
16TH OCT 2021

The Mesh Social Media XI

Leading Player Index Leader Board

BATSMAN



ALL
ROUNDER



WICKET
KEEPER



BOWLERS



C

**VIRAT
KOHLI**

CAPTAIN

Index Score 100



**RAVINDRA
JADEJA**

Index Score 87



VC

**M S
DHONI**

VICE
CAPTAIN

Index Score 94



**RASHID
KHAN**

Index Score 59



**ROHIT
SHARMA**

Index Score 97



**KEIRON
POLLARD**

Index Score 74



**HARSHAL
PATEL**

Index Score 45



**YUZHVENDRA
CHAHAL**

Index Score 40



**SURESH
RAINA**

Index Score 89



**DAVID
WARNER**

Index Score 81



**DEEPAK
CHAHAR**

Index Score 45

4th time IPL
winner **CSK**
were the
buzziest
team in IPL
2021

Finalist KKR
was the 4th
buzziest Team
this IPL



13.8 Mn
MENTIONS



9.4 Mn
MENTIONS



5.7 Mn
MENTIONS



ADVERTISER LEADERBOARD



Buzziest Sponsors

Leader board Ranking - IPL 2021

PHASE 1



In phase 1 of this IPL season (April-May 2021), Telecom Brand Vi emerged as Buzziest Advertiser on IPL.

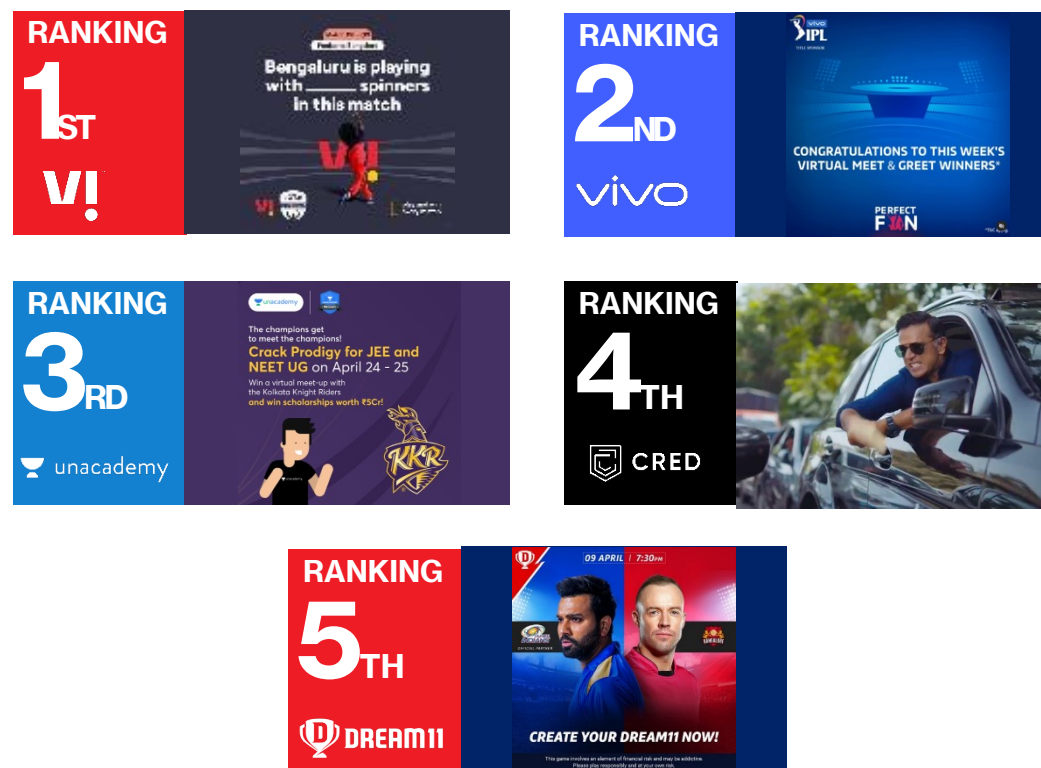


Vi continued to engage Fans with 'Fan of the Match' activity during IPL hours.



After Vi, it was Vivo, Unacademy, Cred and Dream11 which created Buzz on Advertiser Leader board.

PHASE 1 – 9th April to 2nd May 2021



Data Source: Social Listening (Twitter, Facebook, Instagram, YouTube, Blogs, Forums and News)

Buzziest Sponsors

Leader board Ranking - IPL 2021

PHASE 2



In phase 2 of this IPL season (Sep Oct 2021), Dream11 emerged as Buzziest Brand on the leader board.

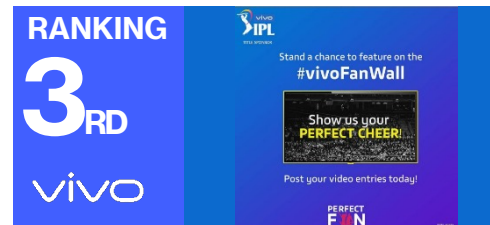
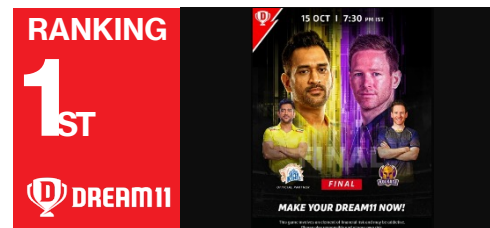


Vivo, Unacademy, and Dream11 maintained their leader spot in top 5 across both phases of this IPL.



On the leader board we find new advertisers Paytm, and CEAT in top 5 buzziest advertisers.

PHASE 2 – 19th September to 16th October



Data Source: Social Listening (Twitter, Facebook, Instagram, YouTube, Blogs, Forums and News)



Wavemaker























Most Viral Ads

Leader Board Ranking – Phase 1

PHASE 1

9th April to 2nd May 2021

VG SCORE 08	RANKING 1ST 		Great for the good ft. Rahul Dravid CRED	VG SCORE 57	RANKING 2ND 		This is how we Roar
VG SCORE 104	RANKING 3RD 		Virat Kohli	VG SCORE 107	RANKING 4TH 		#KheITakaTak
VG SCORE 117	RANKING 5TH 		Ovvoru kadaiyilum	VG SCORE 144	RANKING 6TH 		Video Conferencing
VG SCORE 147	RANKING 7TH 		#KheITakaTak	VG SCORE 150	RANKING 8TH 		Takku Takku Transfergal
VG SCORE 169	RANKING 9TH 		We are what we do consistently	VG SCORE 189	RANKING 10TH 		#KheITakaTak

*VG Rank: Is Viral Grade Rank of a Video in comparison to similar competing content. It is rank-ordered, so a VG of 1 is the best performing content and VG of 10,000 is poor.
Data Partner: Intuition Intelligence*

Most Viral Ads

Leader Board Ranking – Phase 2

PHASE 2

19th September to 16th October

VG SCORE 66	RANKING 1ST <i>Cadbury</i>		#GoodLuckGirls	VG SCORE 232	RANKING 2ND <i>SNF</i>		Stronger Together
VG SCORE 765	RANKING 3RD <i>DREAM11</i>		#Dream11peDi maag - Boss	VG SCORE 959	RANKING 4TH <i>DREAM11</i>		#Dream11peDi maag - Bukhaar
VG SCORE 1011	RANKING 5TH <i>DREAM11</i>		#TeamHaiToh MazaaHai - Paani	VG SCORE 1015	RANKING 6TH <i>DREAM11</i>		#TeamHaiToh MazaaHai Batti
VG SCORE 1097	RANKING 7TH <i>DREAM11</i>		#TeamHaiToh MazaaHai	VG SCORE 1184	RANKING 8TH <i>KINGFISHER</i>		Kya Plan Hai
VG SCORE 1229	RANKING 9TH EXIDE		Fitness Freak	VG SCORE 1326	RANKING 10TH <i>DREAM11</i>		#Dream11peDi maag – Ice Cream

*VG Rank: Is Viral Grade Rank of a Video in comparison to similar competing content. It is rank-ordered, so a VG of 1 is the best performing content and VG of 10,000 is poor.
Data Partner: Intuition Intelligence*



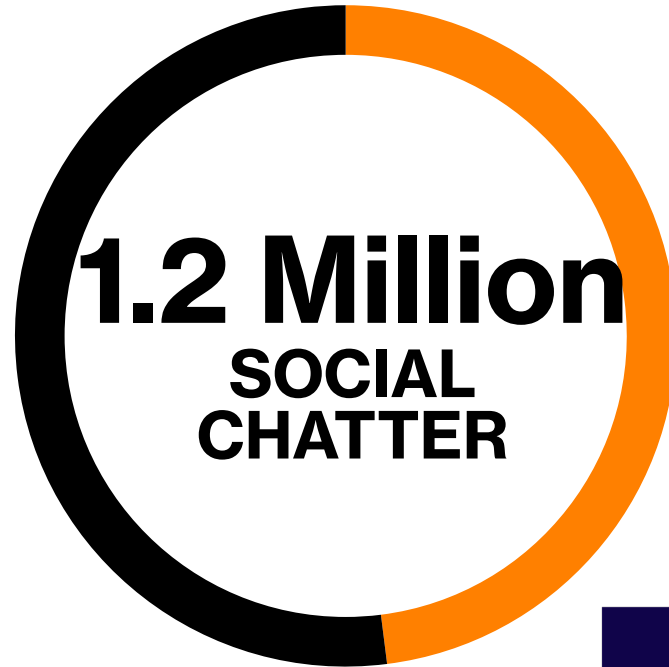
T20
ICC
MEN'S T20
WORLD CUP
2021

ICC 2021 Pre-Buzz

16th October - 24th October 2021

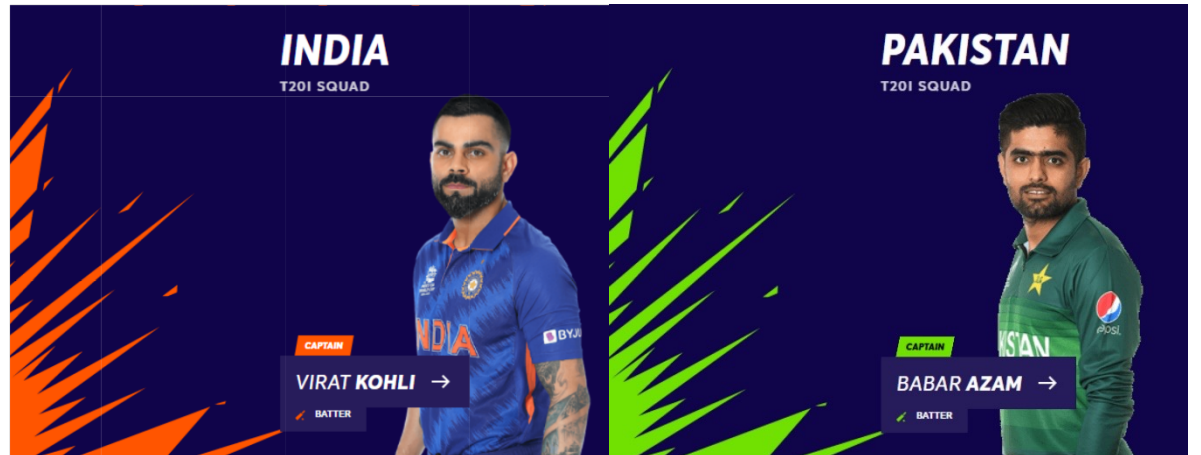
Shifting Gears to ICC WC 2021, the WC has already garnered

1.2 Million MENTIONS



48%
Ind vs Pak

48% of WC conversations were anchored towards India vs Pakistan match played on 24th October 2021



Time period: 16th Oct-24th Oct 2021

Data Source: Social Listening (Twitter, Facebook, Instagram, YouTube, Blogs, Forums and News)

The Mesh Social Media XI

Buzziest Player - ICC WC 2021

Shardul Thakur, Ishan Kishan, and Suryakumar Yadav owing to their popularity in IPL this season have also emerged as buzziest players, ahead of veterans like Ashwin, Bhuvi, and Bumrah. More surprises are expected ahead.

VIRAT KOHLI



ROHIT SHARMA



SHARDUL THAKUR



HARDIK PANDYA



RISHABH PANT



ISHAN KISHAN



KL RAHUL



RAVINDRA JADEJA



JASPRIT BUMRAH



SURYAKUMAR YADAV



R ASHWIN



VARUN CHAKRAVARTHY



RAHUL CHAHAR



BHUVNESHWAR KUMAR



MOHAMMAD SHAMI



Based on composite index score on social chatter, sentiment and popularity

Key Summary

Popularity and excitement around IPL in India continue to grow year on year. Social chatter around the Tournament **grew by 33% over last year** and crossed **80+million mentions** this season.

In a unique situation this year where the season had to be split in to 2, the phase 1 which was played in India garnered more mentions (42 million) than phase 2 (38 million) which was played in UAE recently.

PHASE 1
INDIA
9TH APR –
2ND MAY 2021

42
Mn

PHASE 2
UAE
19TH SEP –
16TH OCT 2021

38
Mn

CSK is the heart of the tournament and drives maximum chatter around the event & the matches.

We see a clear spike in matches where CSK is playing any other team.



VIRAT KOHLI



M S DHONI



ROHIT SHARMA

were most popular players this IPL season



DAVID WARNER



KEIRON POLLARD



RASHID KHAN

Favourites amongst International players

Key Summary



In phase 1 of the event, Telecom brand Vi was the buzziest brand in the season.



were amongst the buzziest brands on the leader board.



In phase 2 of the IPL this year, Dream 11 emerged as the buzziest advertiser.



Other brands on the leader board were



'Indiranagar ka Gunda hun main' famed ad of Rahul Dravid for Creds was the most viral advertisement this IPL season. According to Intuition Intelligence, our partner on creative analytics solutions, the ad received a Virality Grade of 8 which is amongst the most viral ad in the ecosystem. After Creds, the ad by Myntra 'This is how we roar' featuring MSD, Jadeja, and Bravo was second on the leaderboard with a VG score of 57.

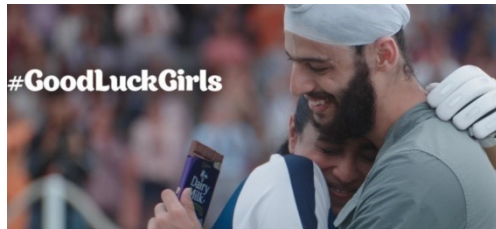


Key Summary



In phase 2, ad **#GoodLuckGirls** by Cadbury Dairy Milk which had the nostalgic feel on their ad in the 90s emerged as the most Viral ad.

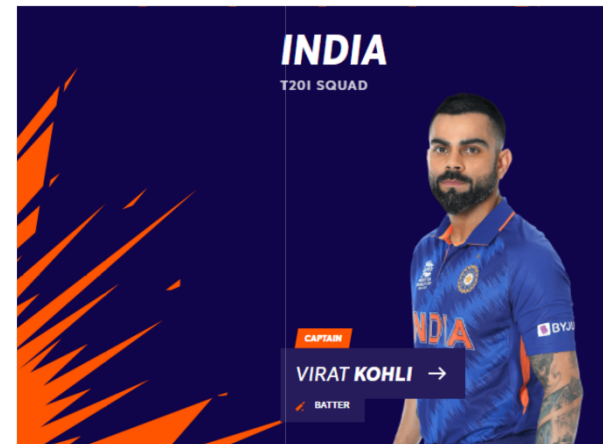
Cadbury



Amongst the top 10 viral ads on IPL in phase 2, 5 ads were by Dream 11 **#Dream11peDimaag lagao.**



With IPL over on 15th Oct, already mentions around ICC World Cup has started coming up. Since the end of IPL, there are almost 1.2 Million mentions around ICC WC 2021 with almost 48% mentions being on the Ind Vs Pak match played on 24th October 2021.



Wavemaker

Any questions, please contact

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