



Amazon #ChonkpurCheetahs – IPL Campaign



Objectives



Objectives

In the digital space, our objective was to amplify the on-air campaign to provoke conversations, have a high share of voice amongst all the brands latching onto the IPL to have a high top of mind recall amongst our audience and to be the most memorable and loved campaign on IPL 2017.



Social Channels



Social Channels

- **Facebook**
- **Twitter**
- **YouTube**
- **Instagram**
- **ScoopWhoop**



Activities



How did we launch?

Teasers

On April fool's day, we floated teasers to the campaign via **ScoopWhoop** where the Coach sir looks for a new team name, anthem & the logo...



This Video Suggests That We Might Just See A New T20 Team This Season. Legit Or April Fools' Prank?

Apr 01, 2017 at 10:00



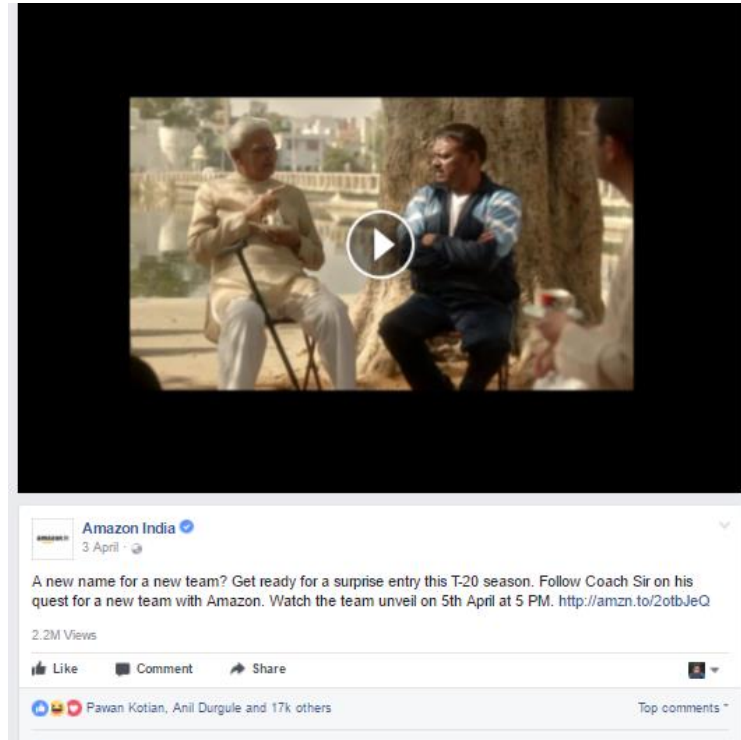
The Unknown T20 Coach Is Now Looking For A Team Anthem And We Still Don't Know What To Make Of It All

Apr 02, 2017 at 11:03



Teasers

On the 3rd Day, Amazon took responsibility of the New T20 team & published the teasers from our owned channels.



Teasers

Twitter influencers popularized the teaser films & #AmazonT20Team trended in India



Is Trend @IsTrnd · Apr 4
#amazont20team is now trending in India

trendsmap.com/r/IN_qabjvb

#amazont20team - Trending in India

Amazon preparing a new team of their own????
#amazont20team Really????
What do you guys think it will be?
@Dang_Akbar

Firstly name, then anthem and now logo, these videos are making me curious to know more! #AmazonT20team
@GeorgeSagraw2

Watch the @scoopwhoop video and find out what's gonna be new logo of new IIT team. #AmazonT20team
@Senthilraj

New Twist again @ #AmazonT20team this is getting serious
<https://t.co/SY9C1Z7R6U>
@Divyadev

Amazon preparing a new team of their own????
#AmazonT20team Really????
What do you guys think it will be??
<https://t.co/lyYk04>
@Geeg3603f

This Video Suggests That Amazon Is Building Their Own T20 Team This Season. And We're Excited About It!
<https://t.co/lyYk04>
@scoopwhoop

Akbar Kazi on Twitter
@akbar_kazi

This Video Suggests That Amazon Is Building Their Own T20 Team This Season. And We're Excited About It!
<https://t.co/lyYk04>
@scoopwhoop

Twitter / @ScoopWhoop: This video suggests that A...
@ScoopWhoop



Prince Sanghvi @princesanghvi · Apr 4

Team Cheetah going to make their debut as new #AmazonT20team



This Video Suggests That Amazon Is Building Their Own T20 Team ...
The mysterious coach is on to something big.
scoopwhoop.com



Nikhil @NikhilChopra · Apr 4

Team Cheetah going to make their first appearance as new #AmazonT20team
bit.ly/2nTkWfN



Revealing the Team Name

The team name got revealed along with the logo in 3D animation...



The Online Launch

On 5th April before the TV launch on IPL, the TVC was released through yet another ScoopWhoop featured post alongside posting on owned platforms.

The screenshot shows a ScoopWhoop news article. At the top, there is a navigation bar with the ScoopWhoop logo and links for NEWS, LIFE, CULTURE, VIDEOS, and MORE. A search bar is located on the right. Below the navigation is a banner for COOLWINKS sunglasses. The article is dated 'Apr 05, 2017 at 19:15' and has the headline 'Amazon And Coach Sir Have Finally Come Out With Their T20 Team And We're Psyched!' by Aley Bagge. Social media sharing icons for Facebook, Twitter, and Email are present. The main text discusses a mysterious T20 coach and team, mentioning 'numerous videos on Amazon's YouTube Channel'. A video player is embedded with the title 'Introducing Chonkpur Cheetahs!'. To the right, there is a sidebar with the heading 'via ScoopWhoop News' and several news snippets with images, including one about a village in Budgam and another about a dog attack.

Apr 05, 2017 at 19:15

Amazon And Coach Sir Have Finally Come Out With Their T20 Team And We're Psyched!

by [Aley Bagge](#)

So, over the past 5 days, we've seen a mysterious T20 coach appear in **numerous videos on Amazon's YouTube Channel**, trying to launch his own T20 team. We had no clue as to which place this team would represent or what they would look like. But after watching the latest, a seemingly conclusive video by Amazon, the mystery has finally been resolved. We now know what the team looks like, what their jerseys look like and the place where they hail from.

So, go ahead and check out the CHONKPUR CHEETAHS here:

Introducing Chonkpur Cheetahs!

Subscribe to ScoopWhoop

via ScoopWhoop News

The Village in Budgam Where Der Was Turned into A Human Shield, Refutes Major Gogoi's Claims

Angry Landlord Attacks 32 Dogs With Acid, Mechatas & Axe In Chandigarh's Animal Shelter

After Legal Notice To Arnab Over 'That', Economic Times Calls Him #ArnabConSwami

Bengal CM Mamata Banerjee's Guards Come To The Rescue Of A Trapped Baby Monkey

NEXT-GEN FORD FIGO **SURPRISINGLY AFFORDABLE!**
Even 5th Year Service Cost As low as ₹3453

The Online Launch

Chonkpur Cheetahs were introduced throughout social channels through TVCs, Channel Cover etc.



The Dream Anthem

T20 teams are incomplete without an anthem. And, we had a really good one indeed.

Over 6 Million views on Facebook, Twitter & Instagram

1.27 Lac people engaged with it.

Over 37 Million Impressions on social media platforms



The Dream Anthem

The anthem was promoted through social contests where people were asked to share their version of the anthem dance steps.



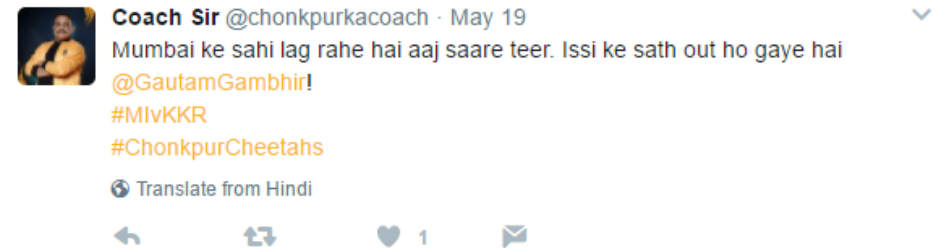
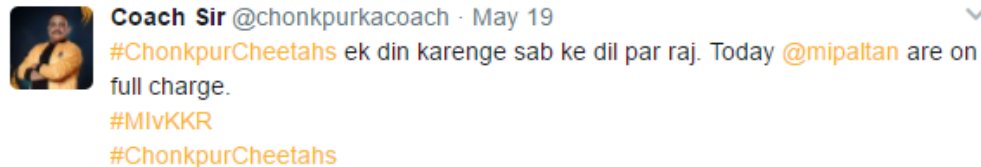
Coach Sir Twitter Profile

The character of coach was quite interesting & to utilize his humor style & have fun with it a separate Twitter profile was created.



Coach Sir Twitter Profile

He gave live commentary during each of the matches in his own unique style of rhyming & the tweeples reacted to them lovingly.



Baba V/S Coach

The tonality of the coach was very much in the zone that Baba Sehgal is loved/hated for. Hence a banter between the 2 was a lot of fun.

The activity was also supported by influencers who suggested cup-lets to the coach & lucky ones were chosen to win CC merchandise.

It was a Twitter based activity but was cross promoted across platforms.

The screenshot shows a Twitter thread from April 8, 2017. At the top, Baba Sehgal (@OnlyBabaSehgal) posts a tweet in Hindi: ".@ChonkpurKaCoach Doodh hai meri diet, hum juice nahi peetay, Maidan par kab utareng Chonkpur ke cheetay? #ChonkpurCheetahs". Below it, Coach Sir (@chonkpurkacoach) replies in Hindi: "@OnlyBabaSehgal My favourite fruit is kiwi, what are you saying? We are already on TV! youtube.com/watch?v=akH-5a... #ChonkpurCheetahs twitter.com/OnlyBabaSehgal...". The tweet has 2 retweets and 9 likes. Below this, Coach Sir posts another tweet in Hindi: "Silver se precious hota hai gold, lo ho gaya #RPS ka pehla batsman clean bowled! #ChonkpurCheetahs #KXIPvRPS". This tweet has 2 retweets and 5 likes. At the bottom, Baba Sehgal replies to Coach Sir: ".@ChonkpurKaCoach Subah subah I clean my teeth with dental floss, pehle match mein KXIP has won the toss. #ChonkpurCheetahs #KXIPvRPS". This tweet has 1 retweet and 5 likes.

Baba V/S Coach

The hashtag #BabaVCoach trended across India on Twitter & got some really good quality engagement.

The hashtag got over 13Million impressions across. It also generated around 10,000 engagements(RTs, Likes, Clicks, Replies)

 **Baba Sehgal** ✓
@OnlyBabaSehgal Follow

bartender bar lagayega, driver car lagayega,
RCB ki nayya ab jadhav hee paar lagayega
👉 #RCBvDD #ChonkpurCheetahs

Coach Sir @chonkpurkacoach
Movie ke show ke baad hum khayenge dinner, kya #RCB hoga aaj ki match ka winner?
#RCBvDD
#ChonkpurCheetahs

RETWEETS 6 LIKES 10

8:48 AM - 8 Apr 2017

3 6 10

 **Coach Sir**
@chonkpurkacoach Follow

Baat kya kahi thi aapne khoob, par #Jadhav
ki toh naiyya gayi doob.
#RCBvDD #ChonkpurCheetahs
#BabavCoach

Baba Sehgal ✓ @OnlyBabaSehgal
bartender bar lagayega, driver car lagayega, RCB ki nayya ab jadhav hee paar lagayega 👉 #RCBvDD #ChonkpurCheetahs twitter.com/chonkpurkacoac...

RETWEETS 8 LIKES 6

8:56 AM - 8 Apr 2017

19 8 6



Popularizing the players

- While Coach sir had his on Twitter channel, other players too needed to be talked about as all the characters were written uniquely.

- To achieve this, each player had their own signature style of playing.

Ex. Captain's Talwar Shot, Puppi's Kangaroo shot etc.

Hence we introduced each of them individually and had specific profile videos.

Player Profiles

A simple video that described the player & his style of playing.

The videos got over 1.1 Million impressions & 2 Lacs views with an engagement close to 15 thousand.



Match the outline posts

The posts which got the maximum engagement were the match the outline which didn't even have an incentive for the users but it's quite evident people love catching up with gifs.

Over 8 lacs of impression & 50k+ engagements at **engagement rate of 14.27% all organically.**



Chonkpur Ke Chowk Se

Weekly webisodes were published as LIVE on Facebook & later promoted across platforms.

A total of **10 episodes** were broadcasted including Brett Lee, Baba Sehgal, Anu Malik etc.

- **135 Million Impressions**
- **1 Million Engagement**
- **31 Million Views**





Results



Overview of Engagement

Add channel wise engagement % and also comparing the 45 days IPL campaign to 45 days prior data. Check if we can get Aur Dikhao campaign numbers for comparison. Page likes reached 6M during the campaign.



Audience Conversations

Audience Conversations

Tanmay Deep @tanmay_deep · May 7
@chonkpurkacoach Looking forward to see you in next season of #IPL20 Shaabaaashh!



CHONKPUR CHEETAHS TEAM TO REPLACE RCB

IN NEXT IPL

aditya @adiyashraj · May 7
#ChonkpurCheetahs are ready to replace @RCBTweets next @IPL @chonkpurkacoach #rcb #IPL2017 #ipl 🙌

Mohtarma 😍 @_Mohtarma_ · May 16
We Will Miss You @chonkpurkacoach

Cricketwallah @cricketwallah · May 8
Who have Rashid Khan and Mohammed Nabi been coached by?

Cricket Spotter @cricketspotter

[Follow](#)

Replying to @cricketwallah
The one and only @chonkpurkacoach

LIKE 1
8:25 AM - 8 May 2017

CricFit @CricFit · May 5
RCB vs Chonkpur Cheetahs ! #IPL 🙌



DEAR RCB TEAM...

ONE MATCH PLEASE !

मंदार पाटील @mandarpatil44

Replying to @CricFit @chonkpurkacoach and 2 others
Chubbaa 😂😂😂😂

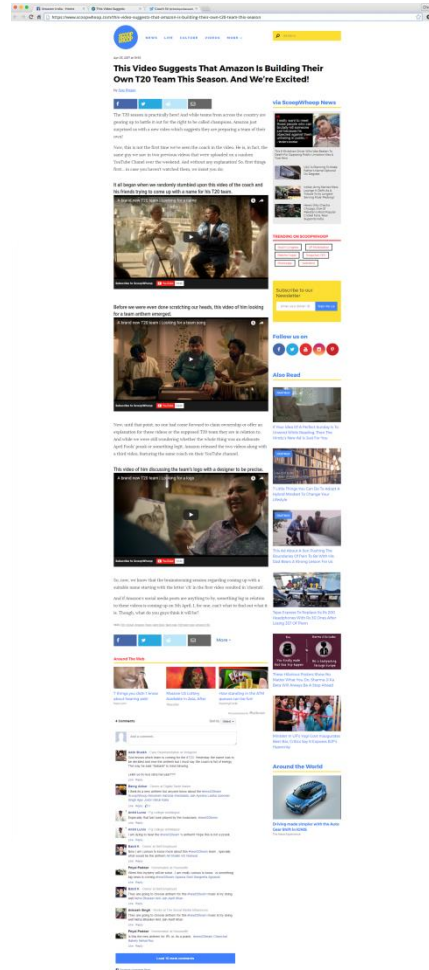
7:54 PM - 5 May 2017



Media Coverage

Across Platforms and add snapshots

Media Coverage





Twitter Banters

Banter with Baba Sehgal

This banter was with the King Of RAP, Baba Sehgal. It was a poetic war between him And Chonkpur Ka Coach. Three rounds of battle were fought between them, of which Chonkpur Ka Coach was the Winner.

Coach Sir @chonkpurkacoach

Bhaagte to kayar hai, hum to hai cheetey, jab hum utare maidan pe, ho hi nahi sakta ki koi aur jeetey! @OnlyBabaSehgal #ChonkpurCheetahs

Baba Sehgal @OnlyBabaSehgal
@ChonkpurKaCoach jangal mein sher, bollywood mein kher, withdraw karle jaldi varna kar doinga dher 😂😂😂 #KXIPvRPS #ChonkpurCheetahs

Translate from Hindi

RETWEETS 101 LIKES 15

5:34 AM - 8 Apr 2017

32 101 15

Coach Sir @chonkpurkacoach

Compact Disc hoti hai CD, to burn some calories roz chadha karo seedi. Are you smoking a beedi? #ChonkpurCheetahs #RCBvDD

Baba Sehgal @OnlyBabaSehgal
@ChonkpurKaCoach demand draft bhi DD, delhi doordarshan bhi DD, batting kar raha hai RCB aur bowling voh bhi DD 😂😂😂 #RCBvDD #ChonkpurCheetahs

RETWEETS 57 LIKES 38

8:33 AM - 8 Apr 2017

285 57 38

Coach Sir @chonkpurkacoach

Ram aur Laxman hai Dashrath ke bete, match khelne waale ticket nahi lete. #ChonkpurCheetahs #KXIPvRPS #BabavCoach

Baba Sehgal @OnlyBabaSehgal
maxwell ki team ney le li hai pehli wicket, ab agle season mein aapko nahi milegi ticket 😂 #ChonkpurCheetahs #KXIPvRPS twitter.com/chonkpurkacoac...

RETWEETS 84 LIKES 73

3:45 AM - 8 Apr 2017

54 84 73

Banter with Brett Lee

This banter was done with the Bowling Master Brett Lee to build up and promote Chonkpur Ka Coach Team.

Coach Sir
@chonkpurkacoach

Replying to @BrettLee_58 @bowlingmaster_ @amazonIN

This map of Chonkpur you see. What time you come sir? I call my friends also.
- Dhyaani #ChonkpurCheetahs



LIKES
2

8:48 AM - 28 Apr 2017

1 2

Coach Sir
@chonkpurkacoach

Replying to @chonkpurkacoach @BrettLee_58

Dhyaani bhैया! Kyun lete ho tension itna. Har problem ka hai na humare paas solution. #SapnoKiApniDukaan @amazonIN #ChonkpurCheetahs



RETWEETS
2

LIKES
75

Coach Sir @chonkpurkacoach · Apr 28

Hum Dhyaani ke liye dhund rahe hain koi specialized bowling coach, ho koi aapki nazar mein toh hum karein approach.
#ChonkpurCheetahs



Brett Lee

7 9 144

Banter with Anu Malik

The particular banter was done with the famous Singer to build up with the episodes on the weekend.

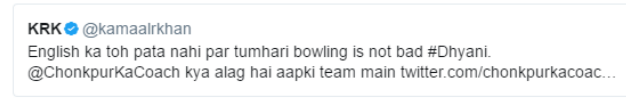


Banter with KRK

This was the last Twitter banter built up with the summary of all other banter and included all the promotions. Also it was the closure for Chonkpur Ka Coach.



Namaste! main **#Khusbu** 1st woman wicket-keeper in the history of T20! Watch here: youtube.com/watch?v=d4toJM...
#ChonkpurCheetahs

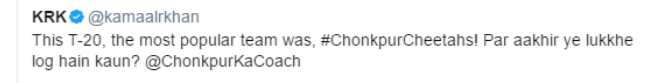


RETWEET 1 LIKES 6

4:25 AM - 20 May 2017



Hum aaye iss T20 main ek sapne ke saath, ye dekhiye hume aur aap bhi kahenge kya baat! youtube.com/watch?v=akH-5a...
#ChonkpurCheetahs



RETWEET 1 LIKES 10

3:07 AM - 20 May 2017



KRK sir, myself **#Dhyani**. My game is great and my English is very better! Check out me here: youtube.com/watch?v=DyKjlx...
#ChonkpurCheetahs



LIKES 4

4:14 AM - 20 May 2017



#SapnoKiApniDukaan Contest

Contest On Facebook and Twitter

The contest was about asking the audience about their dreams by tweeting and commenting using the hashtag #SapnoKiApniDukaan and make them come true.

Amazon.in @amazonIN · May 19
If you have a dream, we can make it come true. Just tweet to us with #SapnoKiApniDukaan and stand a chance to see them come to life.



149 72 161

Amazon.in @amazonIN · May 18
Do you have a dream? We can make it come true. Just tweet to us with #SapnoKiApniDukaan and stand a chance to make your dreams, a reality.



153 82 119

Amazon India
May 18 at 2:30pm

We know that every dream is special and we strive to make each one of it come true. Send in your entries in the comments below using the #SapnoKiApniDukaan and stand a chance to see it come to life.



Amazon India
Published by What's Your Problem | 11 · May 19 at 4:13pm

If you have a dream, we can make it come true. Comment below your dream with #SapnoKiApniDukaan and it might come true.





IPL Final Report

Content Buckets	Impressions	Organic Impressions	Reach(Not Available for Twitter)	Organic Reach	Engagement	Engagement Rate(%)	Total Views	Organic Views
Chonkpur Cheetahs Teasers (Consolidated)	19839034	1478572	17492253	774602	55617	1.53	5999279	198432
Presenting Chonkpur Cheetahs	26673312	879290	14517839	352954	58565	3	7861547	149635
Puppi Lucky Bracelet TVC	26618947	882812	14518739	535609	171193	3.92	10566082	315945
Dhyani English TVC	24580829	1095360	17077550	547513	127990	3.05	6681477	180747
Khushbu - Wicketkeeper TVC	27653958	1429293	18622507	360454	112612	3.09	7497159	232015

Content Buckets	Impressions	Organic Impressions	Reach(Not Available for Twitter)	Organic Reach	Engagement	Engagement Rate(%)	Total Views	Organic Views
Dhyani Birthday Gift TVC	13330221	882380	11866469	624851	74266	2.20	3253172	130687
SKAD - Final TVC	72416262	1341349	39463256	513432	338394	2.13	12073658	207128
Chonkpur Cheetahs Anthem	37831314	1535431	25365202	378830	127879	3.00	6178840	154666
Anthem Dance Contest (Instana)	72337	72337	28400	28400	1053	2.83	10799	10799
CKCS Teasers	1490519	1490519	985348	985348	9153	1.52	1203296	1203296
Chonkpur Ke Chowk Se Episode 1	10540599	917981	8769169	539294	55666	0.72	2881407	114419

Content Buckets	Impressions	Organic Impressions	Reach(Not Available for Twitter)	Organic Reach	Engagement	Engagement Rate(%)	Total Views	Organic Views
Chonkpur Ke Chowk Se Episode 2	8206247	979955	7255489	497725	73370	0.81	2354295	122788
Chonkpur Ke Chowk Se Episode 3	4433816	613903	3963508	362374	49508	0.82	1087277	108377
Chonkpur Ke Chowk Se Episode 4	10274888	690166	8523433	394273	117128	1.05	2535631	97406
Chonkpur Ke Chowk Se Episode 5	19014847	980518	16058373	429961	145309	0.76	4306942	110460
Chonkpur Ke Chowk Se Episode 6	14352015	426231	11463919	154708	84656	0.81	5241818	60632
Chonkpur Ke Chowk Se Episode 7	11657926	285782	9364630	144860	75167	0.73	3255715	3220507

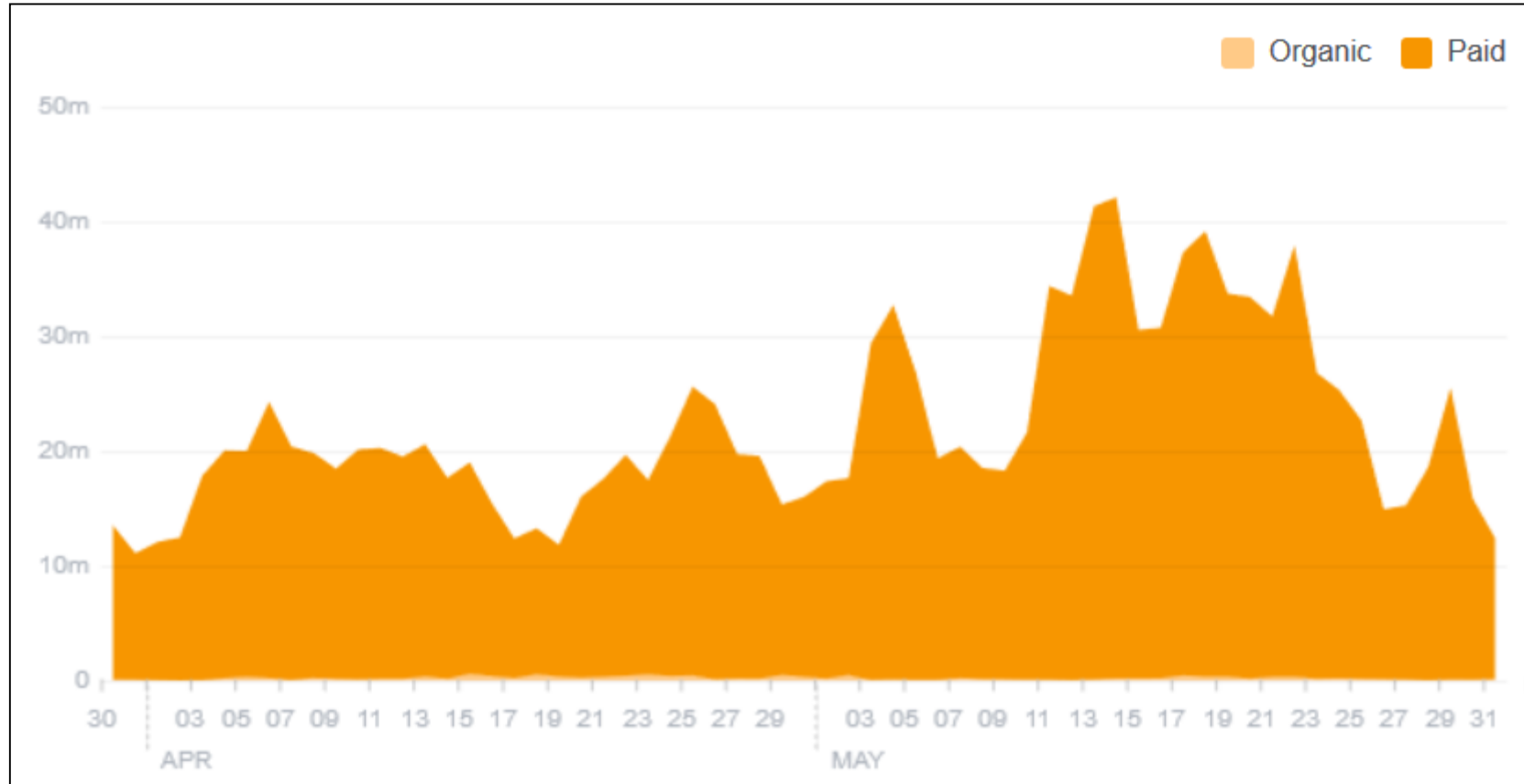
Content Buckets	Impressions	Organic Impressions	Reach(Not Available for Twitter)	Organic Reach	Engagement	Engagement Rate(%)	Total Views	Organic Views
Chonkpur Ke Chowk Se Episode 8	16210896	512570	12853077	162260	208747	1.86	3894926	77692
Chonkpur Ke Chowk Se Episode 9	18644683	303290	13307722	129648	60827	0.48	2490140	26471
Chonkpur Ke Chowk Se Episode 10	21575645	371569	14901810	220085	139898	0.90	3075673	29287
Player Profiles(Consolidated)	1194278	1194278	640910	640910	14981	2.37	201797	201797
Match the Outline GIFs (Consolidated)	834158	834158	430710	430710	51552	14.27	NA	NA
Sapno Ki Apni Dukaan Contest	213487	213487	44119	44119	2238	3.21	8923	8923

Content Buckets	Impressions	Organic Impressions	Reach(Not Available for Twitter)	Organic Reach	Engagement	Engagement Rate(%)	Total Views	Organic Views
Naagin Dance Contest	86788	86788	40888	40888	925	2.15	8114	8114
Cheetah Dance Contest	90742	48542	33504	33504	856	2.03	6108	6108
Coach Sir Twitter Handle	494500	494500	NA	NA	22740	2.1	9148	9148
Grand Total	388332248	20041061	267588824	9327312	2180290	2.36	96283223	6985479



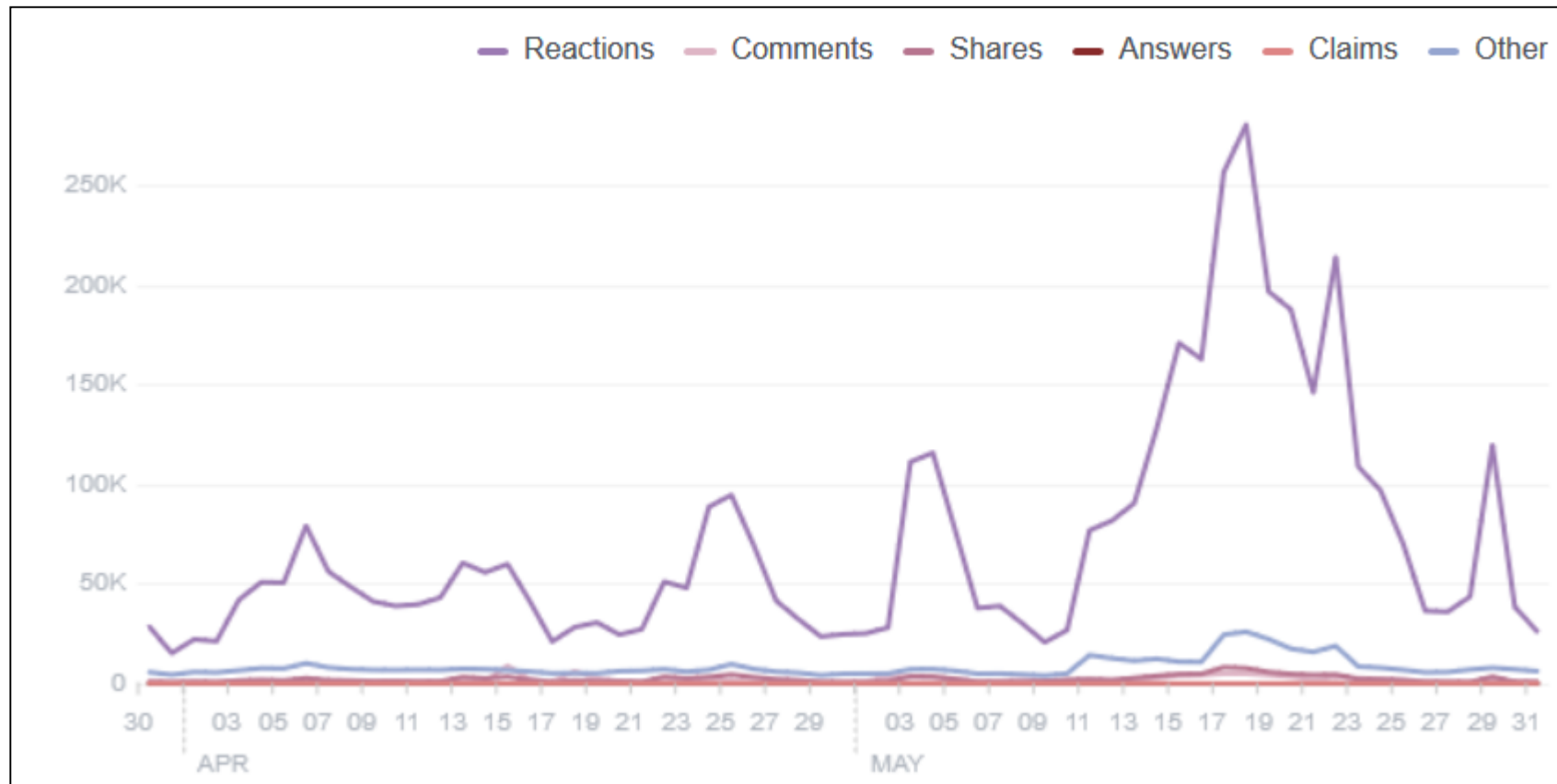
Reach

Post Reach



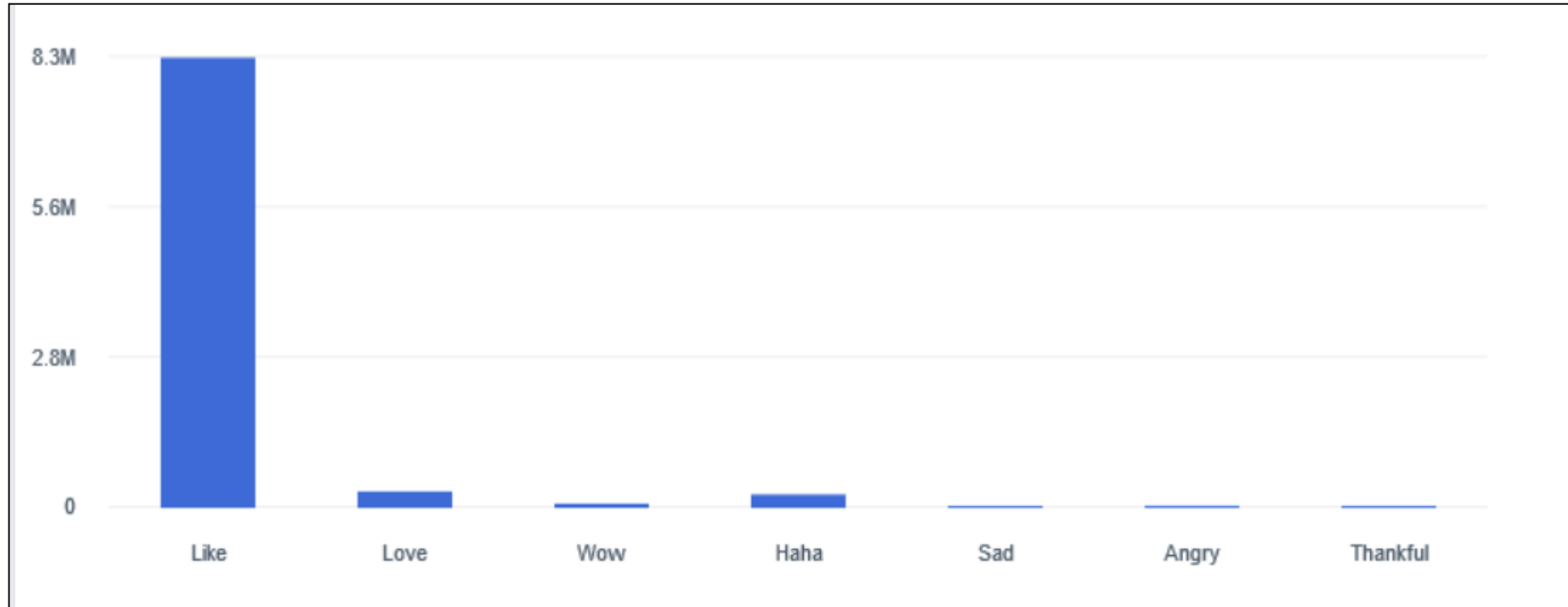
The number of people your posts were served to.

Reactions, Comments, Shares and More



These actions will help you reach more people.

Reactions



Likes and other ways people react to your Page posts.

Total Reach

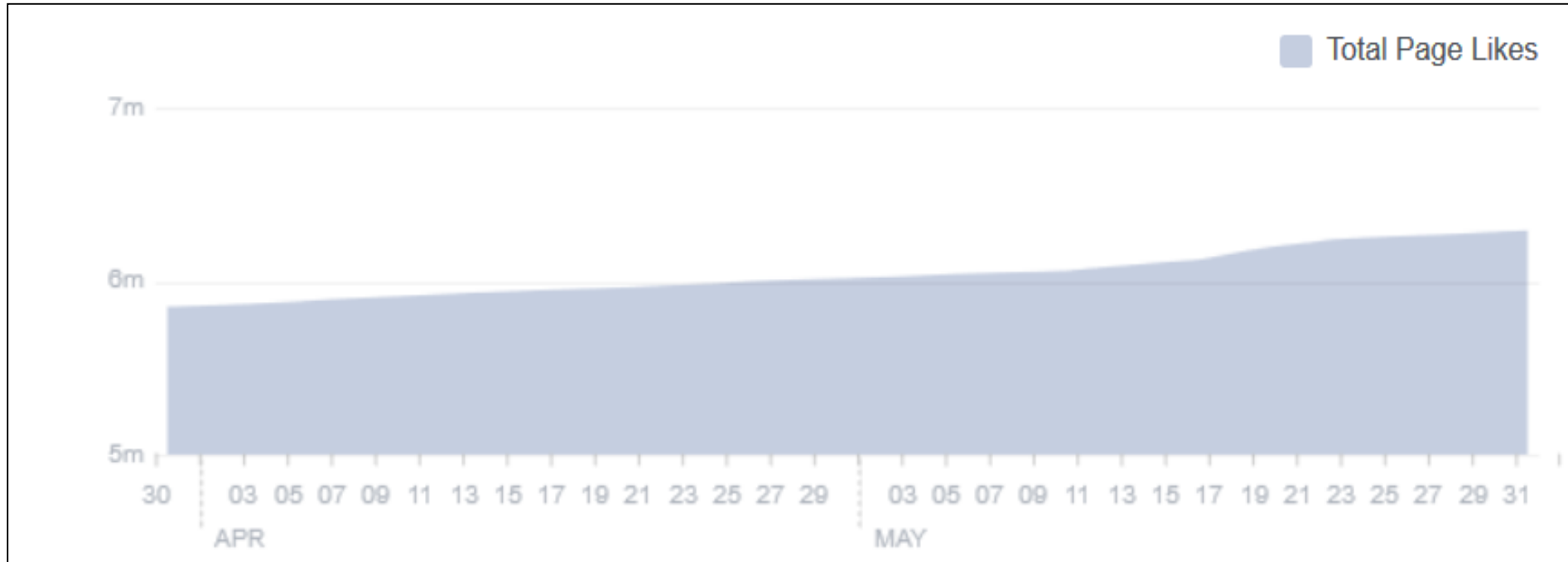


The number of people who were served any activity from your Page including your posts, posts to your Page by other people, Page like ads, mentions and check-ins.

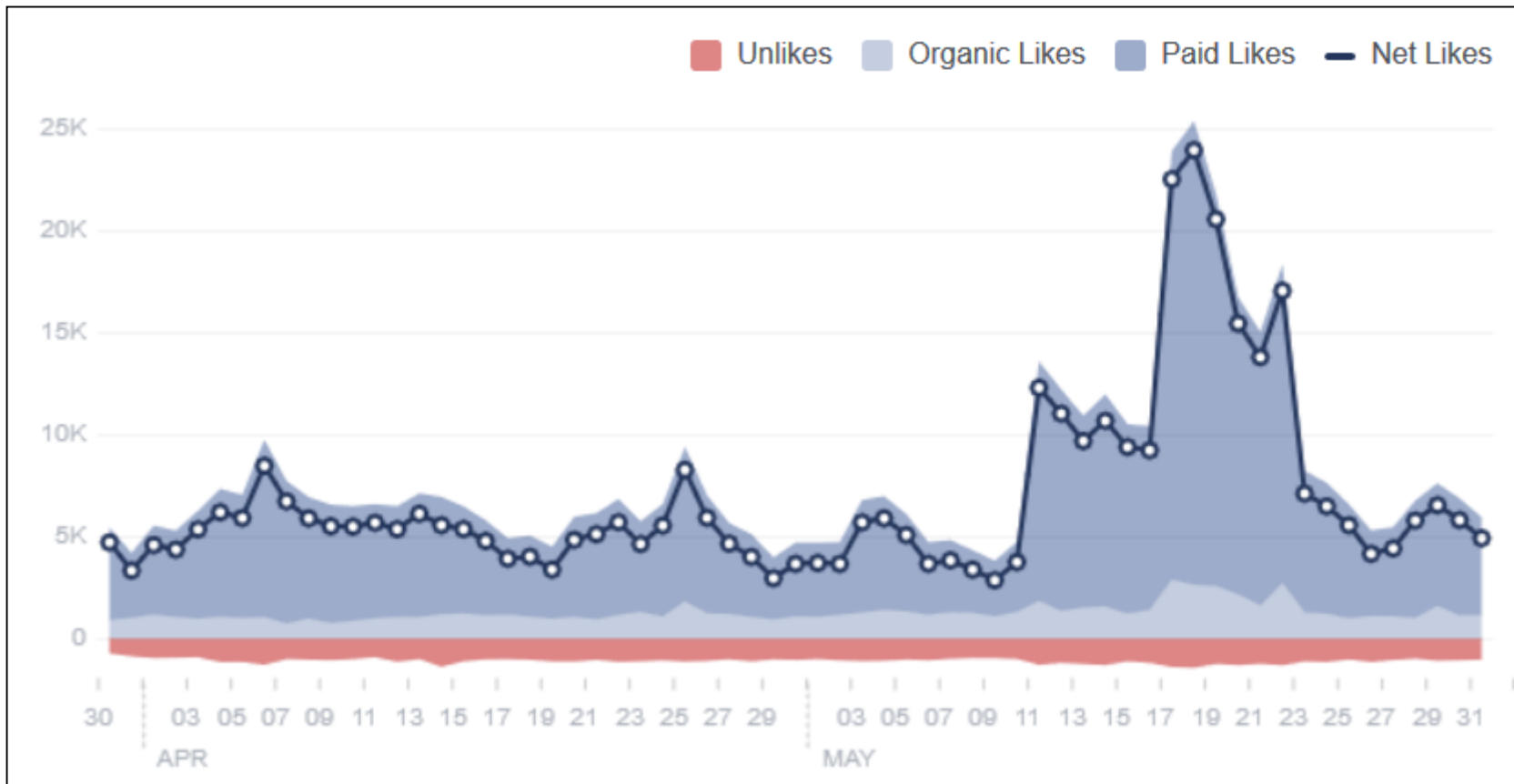


Likes

Total Page Likes as of Today: 6,363,116

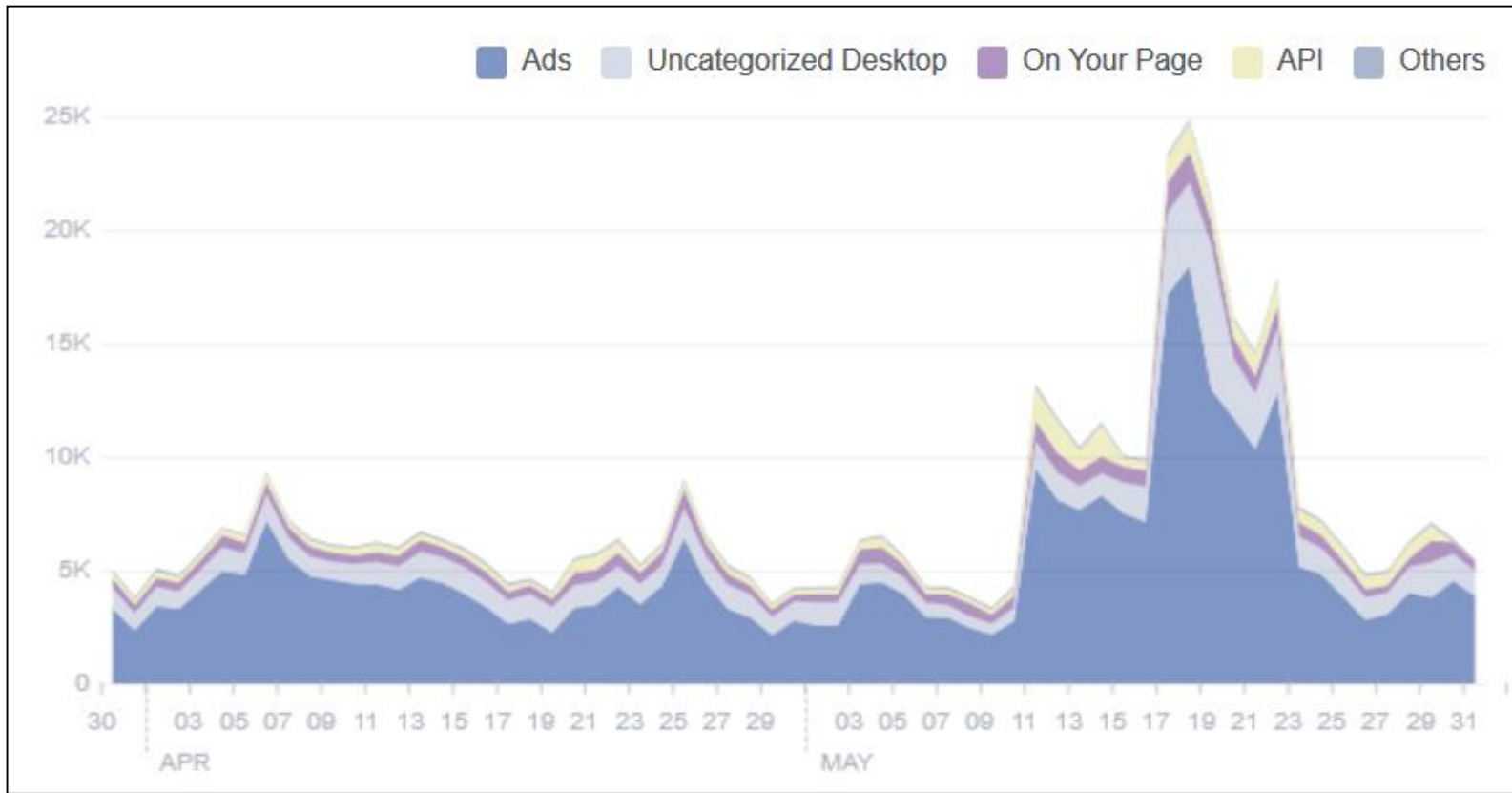


Net Likes



Net likes shows the number of new likes minus the number of unlike.

Where Your Page Likes Happened



The number of times your Page was liked, broken down by where it happened.



Videos

Performance





Summary

Overall impact on sales compared to either the Aur Dikhao campaign or 45 days prior data. Check if we can get word cloud of keywords during our campaign duration. Check Social Bakers and Keyhole for paid reports. 20\$