

# WC 2007 vs Twenty 20 2007

Analysis by: TAM Media Research

Non TVC highlights

# A whopping 40 common brands on *Instadia* between both events 4 common brands for *Onscreen* between both events

'Pepsi' led the list of top common advertisers on Instadia & Union Bank on Onscreen

Common Brands - Instadia
Pepsi
Hero Honda
Fly Emirates
Dilmah
Standard Bank
Gatorade
Ihsan
Saba
Ad

Common Brands - On Screen
Union Bank
Nokia
7UP
Pepsi

Between the World Cup 2007 and T 20 2007, there were 40 common brands (Instadia) and 4 common brands (Onscreen)

Base: Non TVC inventory

Note: Rank are based on Secondages

# Top 10 Brands on WC'07 & Twenty20-*Onscreen*

'Hutch' in WC'07 & 'Union Bank' in Twenty20 tops the list of advertisers

## WC'07

Brands	% share
Hutch	21%
Union Bank	19%
Tiger Diwana	7%
LIC	6%
BSNL	6%
Monster.com	6%
Jaquor	2%
Western Union	2%
99acres.com	2%
Nokia 6300	2%

## Twenty 20

Brands	% share
Union Bank	55%
Reliance Mobile	12%
Nokia	9%
Pepsi	6%
Emaar MGF	6%
Havells	5%
Hero Honda Splendor NXG	3%
Pepsi Mycan	1%
Hero Honda Karizma	1%
Fly Emirates	1%

Union Bank was the only brand present in top 10 list of WC'07 and Twenty 20

**Base: Non TVC inventory**

Note: Rank are based on Secondages

# Top 10 Brands on WC'07 & Twenty20-Instadia

'LG' in WC'07 & 'Pepsi' in Twenty20 tops the list of brands

## WC'07

Brands	% share
LG	22%
Hutch	21%
Pepsi	20%
Hero Honda	16%
Hero Honda CBZ	4%
Indian Oil	2%
VISA	1%
Indian Oil Servo	1%
Dilmah	1%
Fly Emirates	1%
Indian Oil Xtrapremium	1%

## Twenty 20

Brands	% share
Pepsi	21%
Nokia	19%
Reliance Mobile	18%
Emaar MGF	18%
Sahara	4%
Fly Emirates	3%
Reebok	2%
Nike	2%
Standard Bank	2%
Travelex	1%

Pepsi was the only common brand in the top list of WC'07 and Twenty 20

Base: Non TVC inventory

Note: Rank are based on Secondages

# On-Screen advertising during WC'07 & Twenty20

## Max. exposure of Action Replay and Push Backs

### WC 2007

Platforms	% share
Pop Up	45%
Scroller	34%
Push Backs	7%
Animation	7%
Super 4's	6%

### Twenty20

Platforms	% share
Action Replay	55%
Push Backs	20%
Batting Cards	8%
Score Card	7%
Bowling Cards	4%

Push Backs exposure/match during Twenty20 grew by 18% compared to the WC 07

**Base: Non TVC inventory**

Note: Figures are based on Secondages

# *Instadia* advertising during WC'07 & Twenty20

## Perimeter Board and Ground Painting claiming the Top 2 slots in both events

### WC 2007

Platforms	% share
Perimeter Board	31%
Ground Painting	25%
Stage Sticker	22%
Commentators Box Sticker	8%
Sight Screen	6%

### Twenty20

Platforms	% share
Perimeter Board	30%
Ground Painting	25%
Rope	20%
Arm Sticker	12%
Sight Screen	4%

Base: Non TVC inventory

Note: Figures are based on Secondages

Thanks