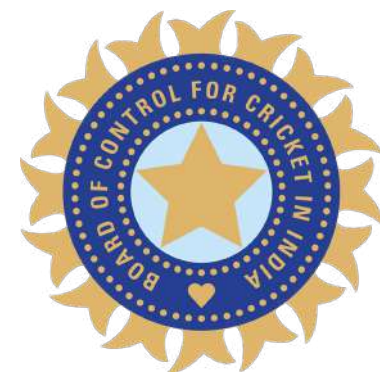




VS



WHAT

ITW was responsible for enhancing visibility and generating brand awareness for GoldMedal by partnering with the Indian Cricket Team for the India vs WI series and Asia Cup.



OBJECTIVES

The main business objectives of the Gold medal were to Increase Brand Recall, Tap into Indian and Asia Cricket Audiences, and increase brand visibility by becoming the Title sponsor for the India tour of West Indies, and Associate Sponsor of Asia Cup,2022 which was supplemented with on-ground activations. ITW supplemented this with advertising on OTT for the Gold Medal. Increase Dealer engagement through planned activations in these tournaments.

EXECUTION



INDIA TOUR OF WEST INDIES:

We established a partnership with GoldMedal to have a Title Sponsorship of the India Tour of West Indies. This partnership offered a significant platform for the brand to connect with the diverse and engaged customer base of cricket lovers, allowing us to enhance our visibility and generate brand awareness effectively.



ASIA CUP CAMPAIGN:

With this association as Associate Sponsor of Asia Cup-The Goldmedal Electricals, Gold medal aimed to reach a large audience beyond India via Asia Cup to tap into the TG of sports enthusiasts and potential customers.This helped to build brand associations with values such as teamwork, excellence, and success, which enhanced the brand's image and reputation.

RESULTS

1. Google searches for Goldmedal saw a steep rise during the campaign, spiking during the Asia Cup.
- 2.The viewership for the first contest between India and Pakistan during the Asia Cup touched the **225 million mark**, split as **200 million on TV** and **25 million on OTT**. The corresponding numbers got better for the recent outing, with over **202 million viewers on TV** and over **27 million on OTT**, rounding it off to a staggering **230 million** combined viewership numbers. For context, when the two teams last met before the tournament – at the T20 World Cup in 2020– the viewership numbers were **147 million for TV** and **20 million for OTT**, totaling **167 million viewers overall**.
- 3.The Asia Cup sponsorship helped to increase Gold Medal's brand awareness among its target audience. The company's logo was prominently displayed providing significant visibility for the brand.