



PLAYER AUCTION

HSM x PKL Campaign I Executive Summary

- In a campaign duration of just 10 days, HSM's content campaign overachieved the overall campaign targets, with over 41 million views, 36.9 million impressions, and a reach of 32 million across various platforms.
- 135 pieces of content were published across 4 platforms with 5 content creators deployed for the campaign including 2 regional influencers, which effectively engaged incremental audiences in PKL fans and boosted overall interaction.
 - **What Worked:**
 - The content on Instagram as a platform worked the most as compared to Facebook and YouTube
 - Fan/Community driven content worked well for the campaign with a suggestion to scale up the output in forthcoming campaigns for PKL Season 11
 - **What Didn't Work:**
 - Some content on regional platforms, particularly in Gujarati, didn't perform as expected.
 - Short form content on YouTube as a platform did not perform well as compared to Instagram and Facebook

CAMPAIGN OBJECTIVE & STRATEGY



HSM x PKL Season 11 Auctions Campaign






Campaign objective:

To build hype and chatter around the Pro Kabaddi League season 11 auctions, utilizing the HSM network and inculcate the theme of 15th August and connect Kabaddi as the nation's game, and how the brand PKL has helped a sport close to Indians, grow over years

Strategy:

- HSM utilized multiple digital assets to produce and amplify relevant content for regional teams
- Focused on producing content which is fan-centric with an aim of building and interacting with the Indian Kabaddi community, capitalising on the existing fanbase of PKL in the country.
- Experimenting multiple content formats including fans, that helped with increased fan engagement on posts with a higher contribution of content shares

HSM x PKL Season 11 Auctions Campaign Summary

Metrics		Target	Achieved
Impressions		10 Mn +	36.9 Mn +
Reach		7.5 Mn +	32 Mn +
Views		5 Mn +	41 Mn +
Engagement		200 K+	484 K+
Content Pieces		73	135



- Target

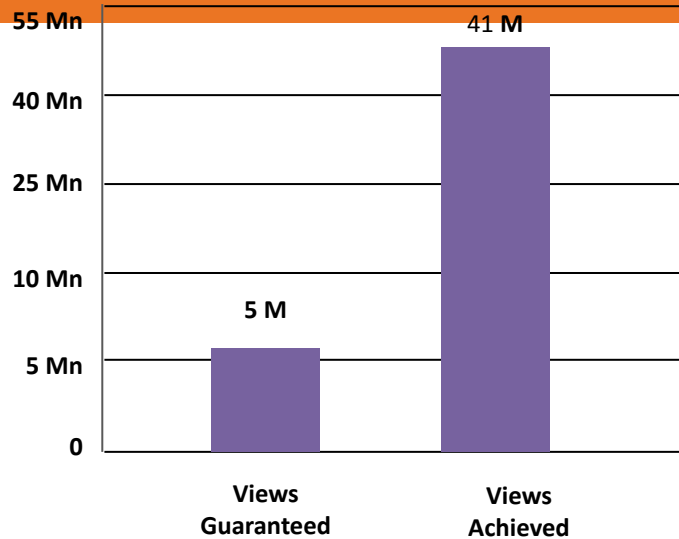


- Achieved

The report is for the content campaign executed between 7th & 20th August

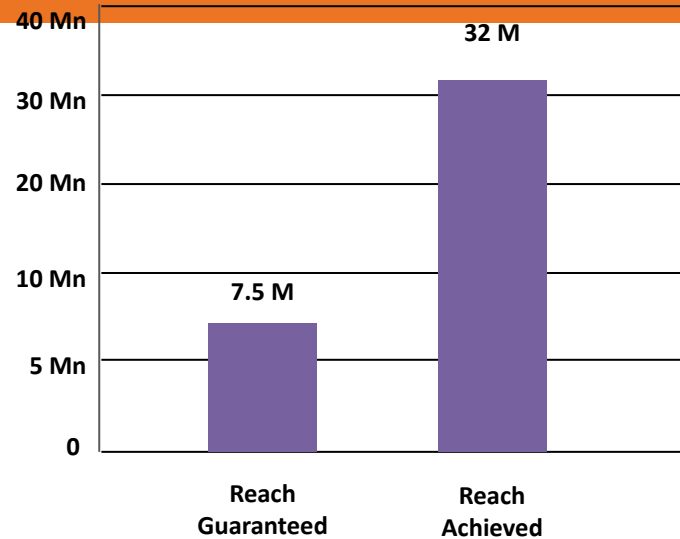
HSM x PKL Season 11 Auctions Campaign Summary

VIEWS



720% Over Achieved

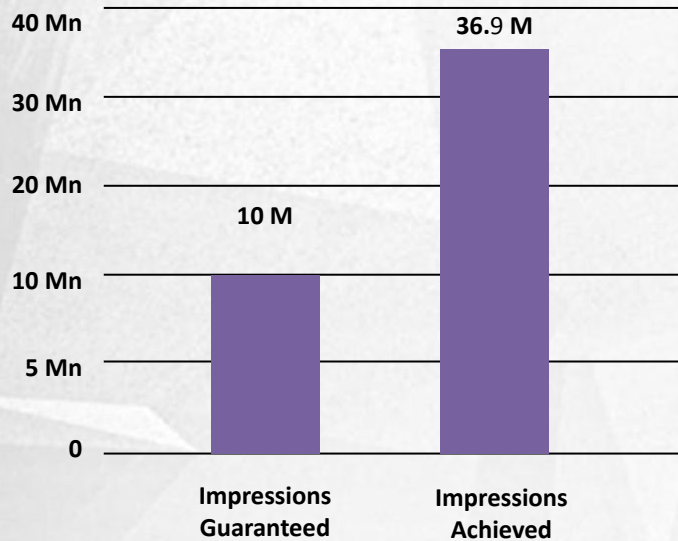
REACH



327% Over Achieved

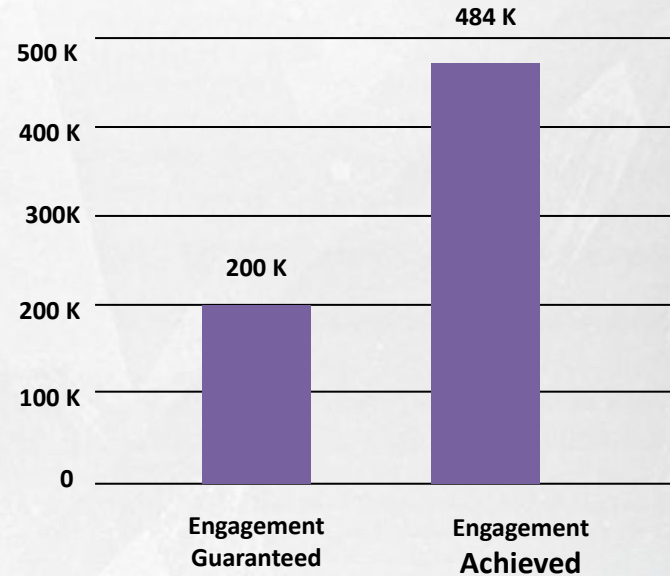
HSM x PKL Season 11 Auctions Campaign Summary

IMPRESSION



269% Over Achieved

ENGAGEMENT



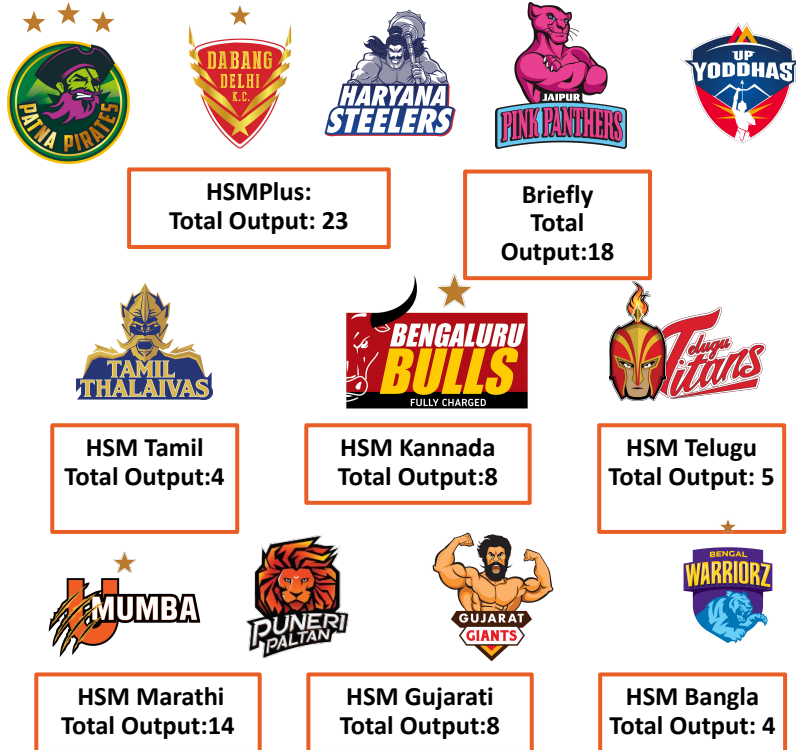
142% Over Achieved

Regional Output Breakup



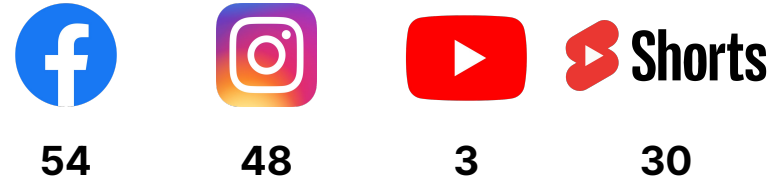
HSM Distribution & Amplification

HSM Vernacular Bifurcation x PKL Teams



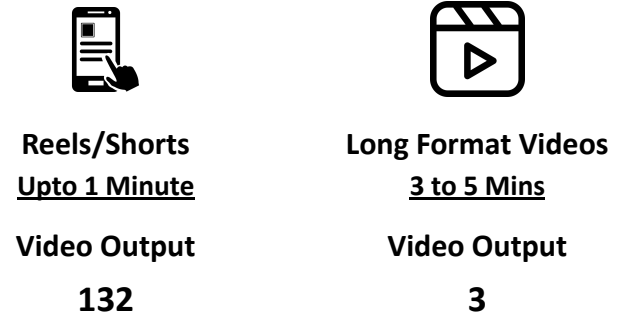
TOTAL REGIONAL VIDEO OUTPUT: 82

Social Media Platforms Utilisation



Platform Wise Video Output

Content Formats & Duration



CONTENT BUCKETS FOR THE CAMPAIGN



Content Buckets- Video References

Fans & Community Driven Content



PKL Auction Experience VLOG



“Game On FanSpace”
HSM Original podcast with PKL Superfans



Kabaddi Fan Interactions & Vox Pops

TOTAL OUTPUT: 34

Content Buckets- Video References

Auction Day Content Coverage



TOTAL
OUTPUT: 45

Studio Based Anchor Explainers



TOTAL
OUTPUT: 59

Stock/Image Based VO Explainers



TOTAL
OUTPUT: 42

Influencer Content



TOTAL
OUTPUT: 12

INFLUENCER INSIGHTS



HSM x PKL Season 11 Auctions Campaign Summary



5

Total
Content Creators



12

Total
Content Pieces



1.74 M+

Total
Views



86 K+

Total
Engagements



Stalin Mathias



Soumi



Deepanshu



Subrata Biswas



Guruprasad

Influencer Insights

- Out of the influencers deployed for the PKL season 11 auction campaign, **Deepanshu has been the standout influencer followed by Stalin**, owing to their Kabaddi fanbase followership, and the technical knowledge and knowhow of the sport
- The collaboration with influencers helped get **access to incremental audiences** of the larger Kabaddi fanbase in India, and with the influencers' own style of content, **helped create fan engagement** for the PKL Season 11 auctions, with voxpops, auction day coverage and explainer reels
- HSM needed **more regional influencers in the campaign with a stronger Kabaddi background/ follower base** that can help with an even higher fan engagement and viewership

SUPERFANS CONTEST & CONTENT COVERAGE



PKL Superfans Coverage

Superfans Contest Overview



8

Total
Content Languages



21

Total
Content Pieces



1.95 M+

Total
Views



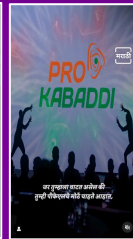
1.47 K+

Total
Reach

Content References



Studio Based Explainer



Regional Language Explainers Auction Day Interactions

PKL Superfans Contest Insights

- HSM promoted the superfans campaign via pre-buzz explainer reels for the contest, along with vernacular versions of the video across 8 languages
 - High content performance in video views and engagements in regional language videos for the PKL superfans contest
- Extended the superfans campaign with Auction Day fan interactions with the PKL superfans, giving fans a virtual superfans experience, thus highlighting the importance of fans/community for the league