

IPL 2023
UNVEILING
THE ROAR
A Social Listening Report



Player controversies fueled social media, captains led the buzz, and young talent was praised in IPL 2023

Team Performances

42M
Mentions

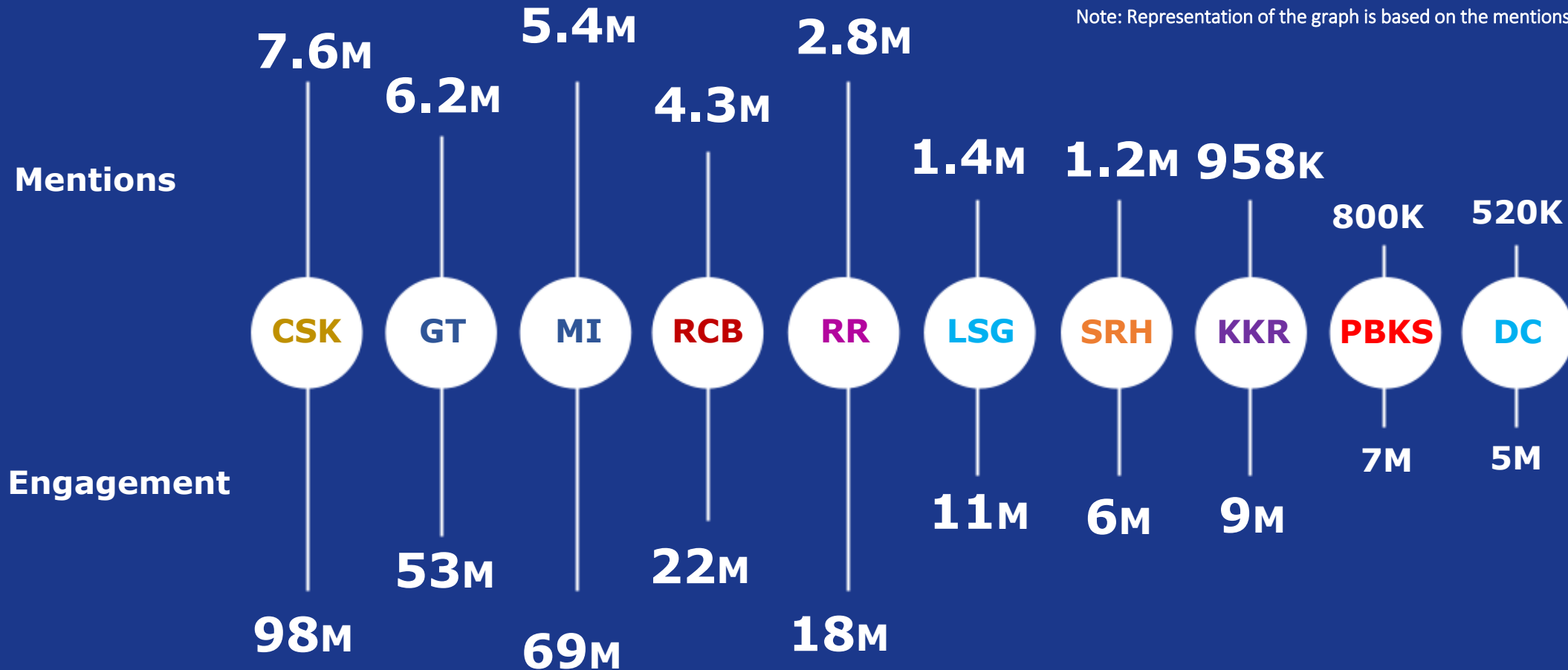
460M
Engagement

38%
Positive

8%
Negative

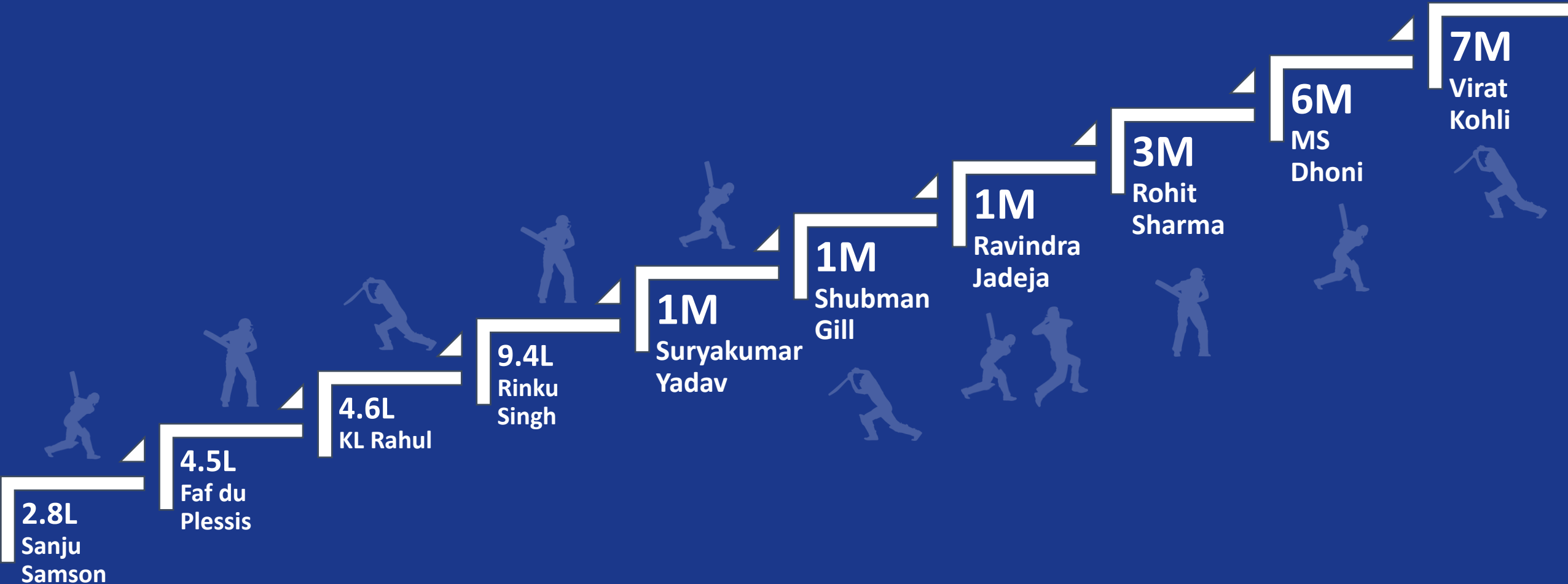
66%
Net Sentiment

Note: Representation of the graph is based on the mentions for each franchise



Top Players by Popularity Quotient

Top players based on the number of social media mentions across IPL 2023



The Most Liked & Disliked Moments

Audiences' point of view throughout IPL 2023

Kohli's misbehavior 24%
Heated argument with Gambhir & Naveen-ul-Haq

#BoycottStarSports 12%
Munawar Faruqui's hosting

Impact Player Rule 11%
Injustice for players

Krunal's retired hurt 10%
Tactical move

Breaching code of conduct 8%
Unethical behavior

Base: 639K

Rinku's winning knock 18%

Akash Madhwal's 5 wicket haul 16%

Shubman Gill's 100 against RCB 12%

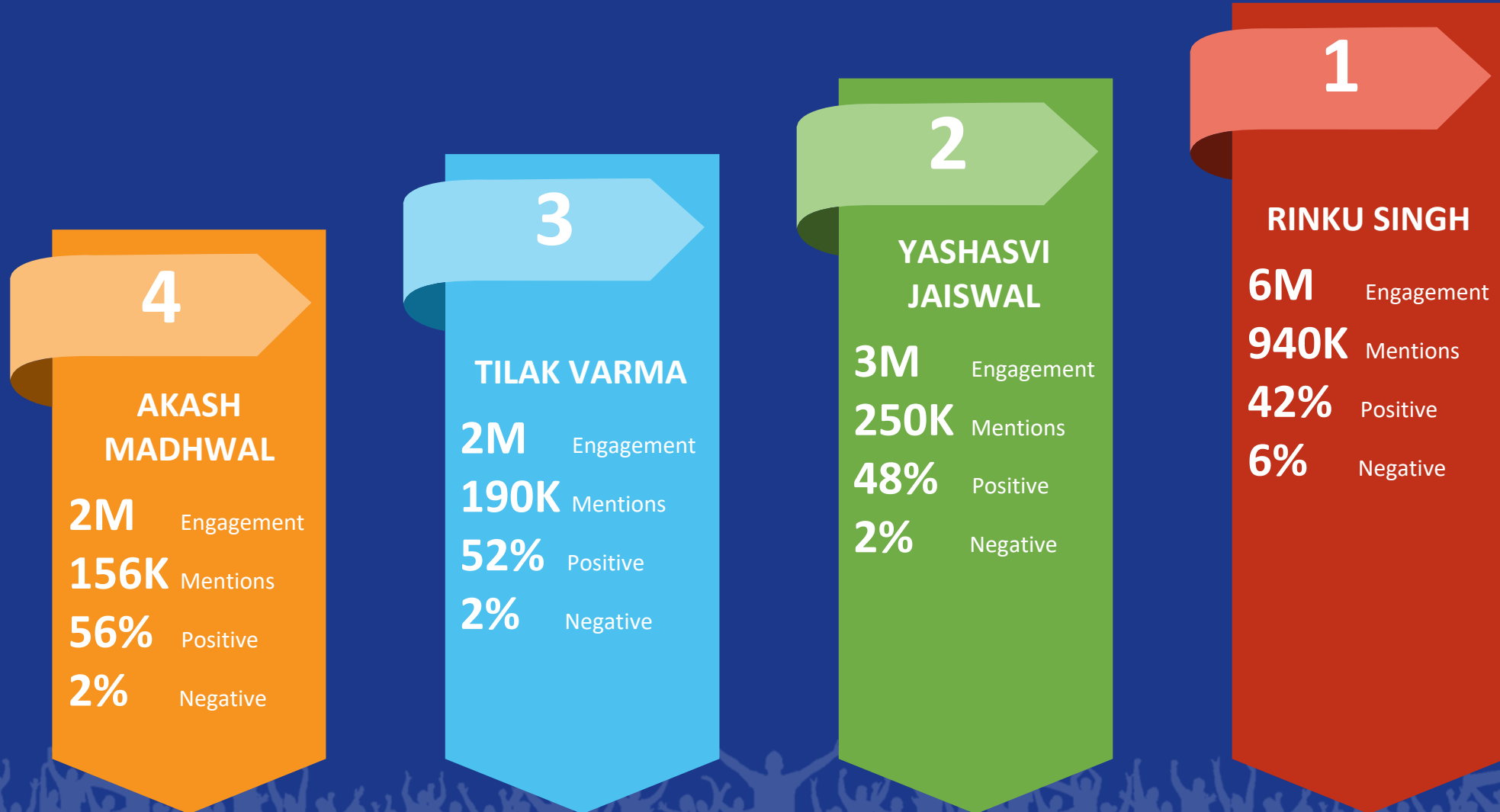
Chennai into the finals 11%

Kohli's consecutive 100s 9%

Base: 1.27M

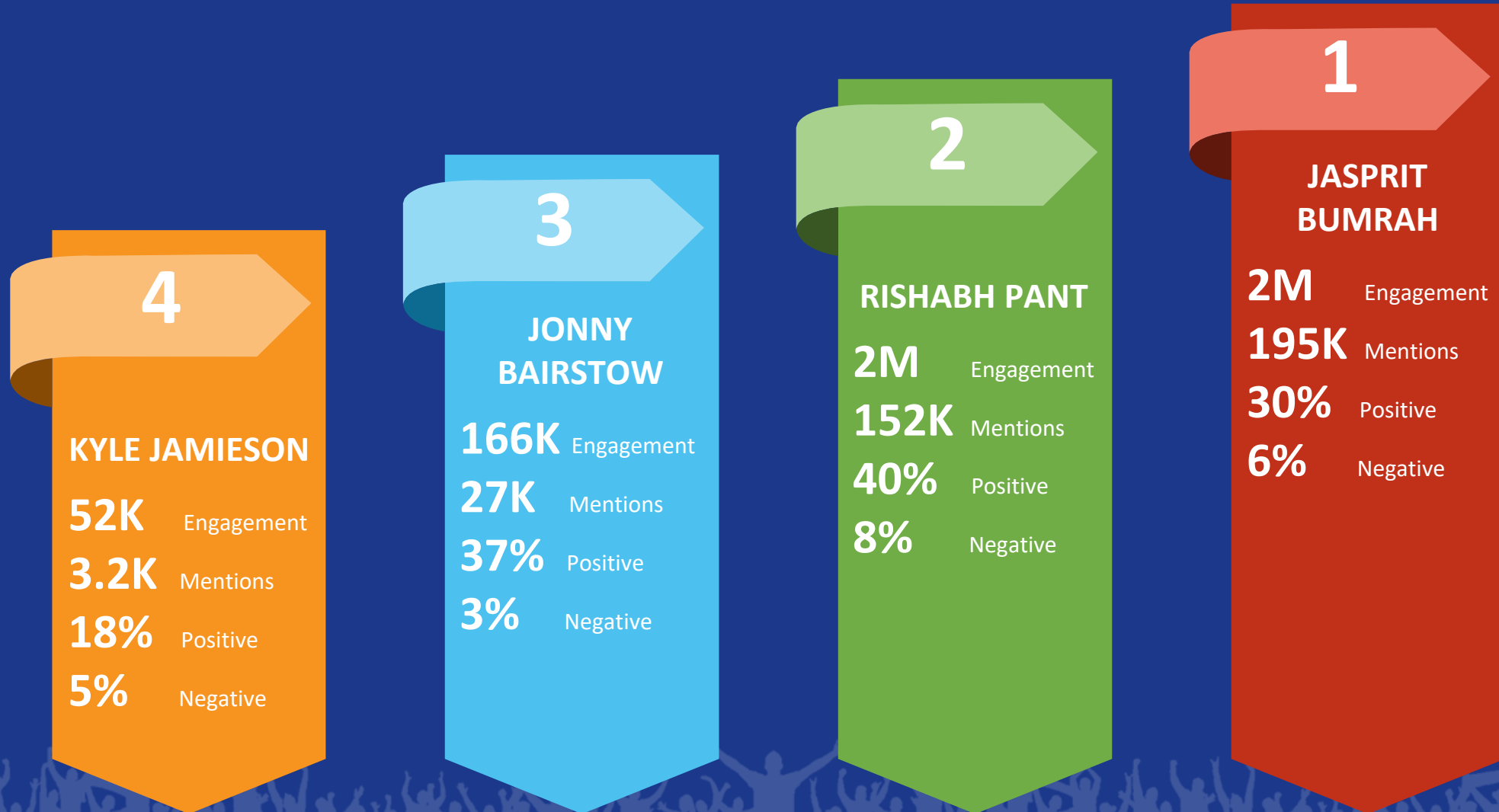
Top Emerging Players

Exceptional fighting spirit for the team made these players stand out



Players Missed This Season

Fans were disappointed with the news of Jasprit Bumrah being ruled out this season



Top Controversies

Heated argument between Kohli-Gambhir-Naveen

NEWS

● ECONOMY ● BUSINESS ● TECHNOLOGY ● CULTURE

Naveen-ul-Haq and Virat Kohli's verbal spat led to Gautam Gambhir's interference and created on-field drama post an RCB vs LSG match



270K



4M

Rohit Sharma's dismissal against RCB

NEWS

● ECONOMY ● BUSINESS ● TECHNOLOGY ● CULTURE

Unusual DRS review decision by the 3rd umpire against Rohit Sharma's leg before wicket in a MI vs RCB match



112K



2M

Handshake controversy: Virat-Ganguly

NEWS

● ECONOMY ● BUSINESS ● TECHNOLOGY ● CULTURE

Sourav Ganguly ignored Virat Kohli for the post-match handshake after losing in a RCB vs DC match



56K



966K

On-Field Funny Moments

Funny banter between Jadeja and Warner

NEWS

● ECONOMY ● BUSINESS ● TECHNOLOGY ● CULTURE

Ravindra Jadeja and David Warner got into an on-field funny banter during a CSK vs DC match



58K



1.1M

RR fielders collide before Trent Boult completes the catch

NEWS

● ECONOMY ● BUSINESS ● TECHNOLOGY ● CULTURE

In a bizarre and funny incident, 3 RR fielders collided with each other in an effort to grab a catch, which was finally caught by Trent Boult in an RR vs GT match



43K



3.1M

Wriddhiman Saha wears his trousers wrong way around

NEWS

● ECONOMY ● BUSINESS ● TECHNOLOGY ● CULTURE

Wriddhiman Saha wore his pants the wrong way around during a GT vs LSG match



23K

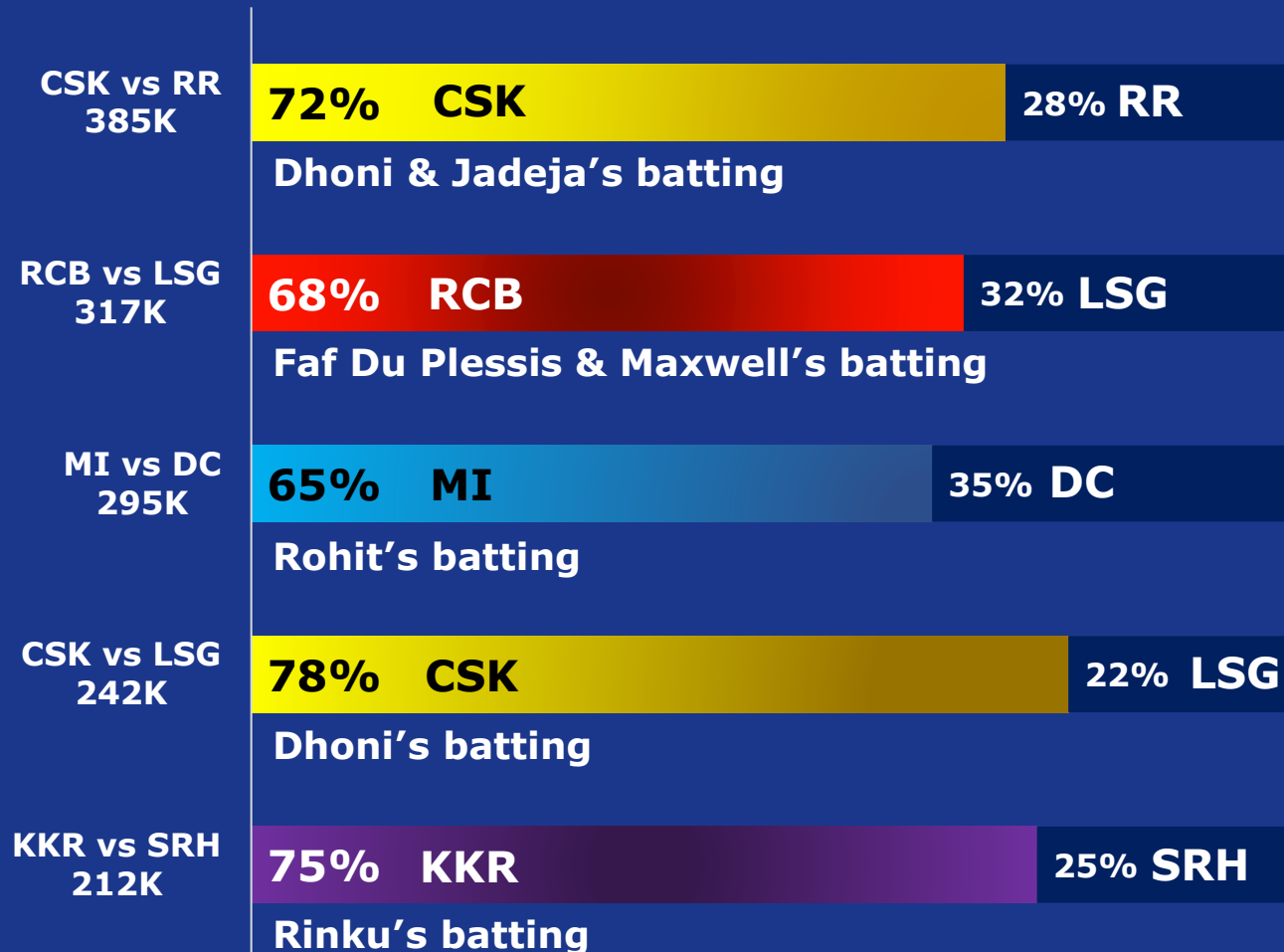


1M

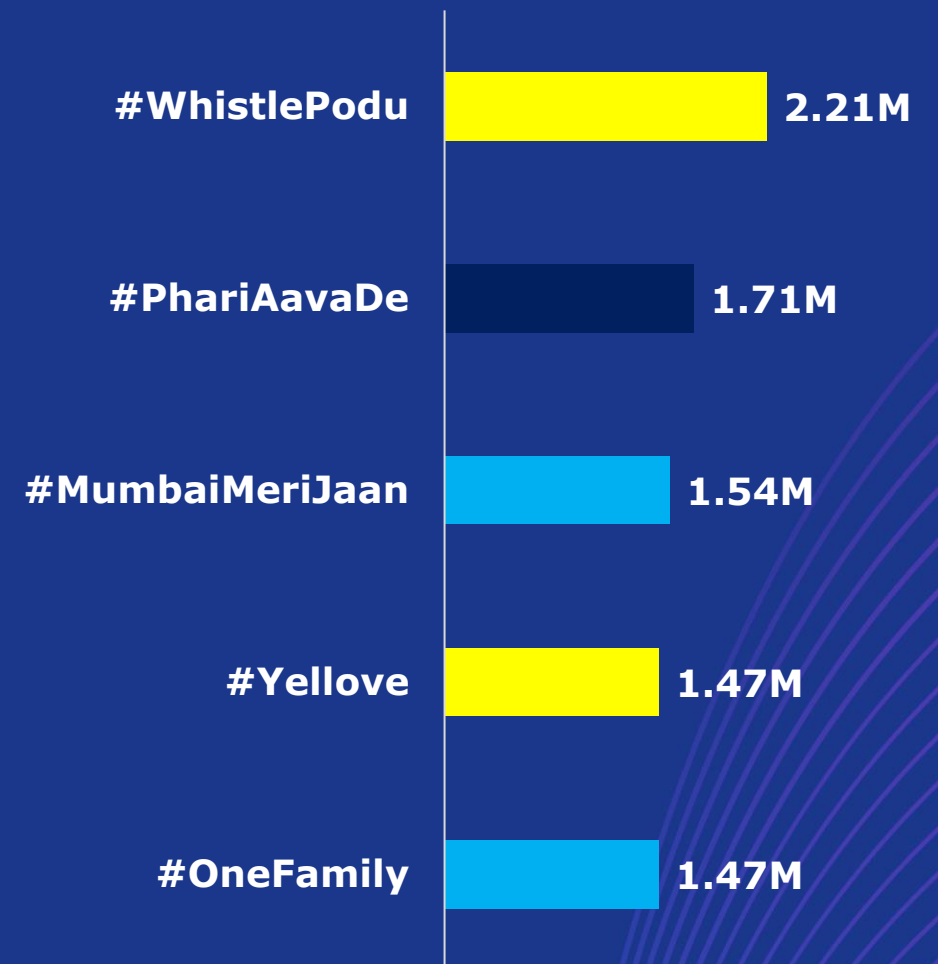
Top Rivalries

CSK mentions spiked whenever MS Dhoni came to bat

Top Matches



Top Hashtags



Top Roars of the Season

Controversies between players led the social media buzz this season



Current/former captains of top franchises drove maximum buzz



Young talent received much praise from the audience



Kohli's on-field brawl with Gambhir and Naveen-ul-Haq was the key driver of negative conversations

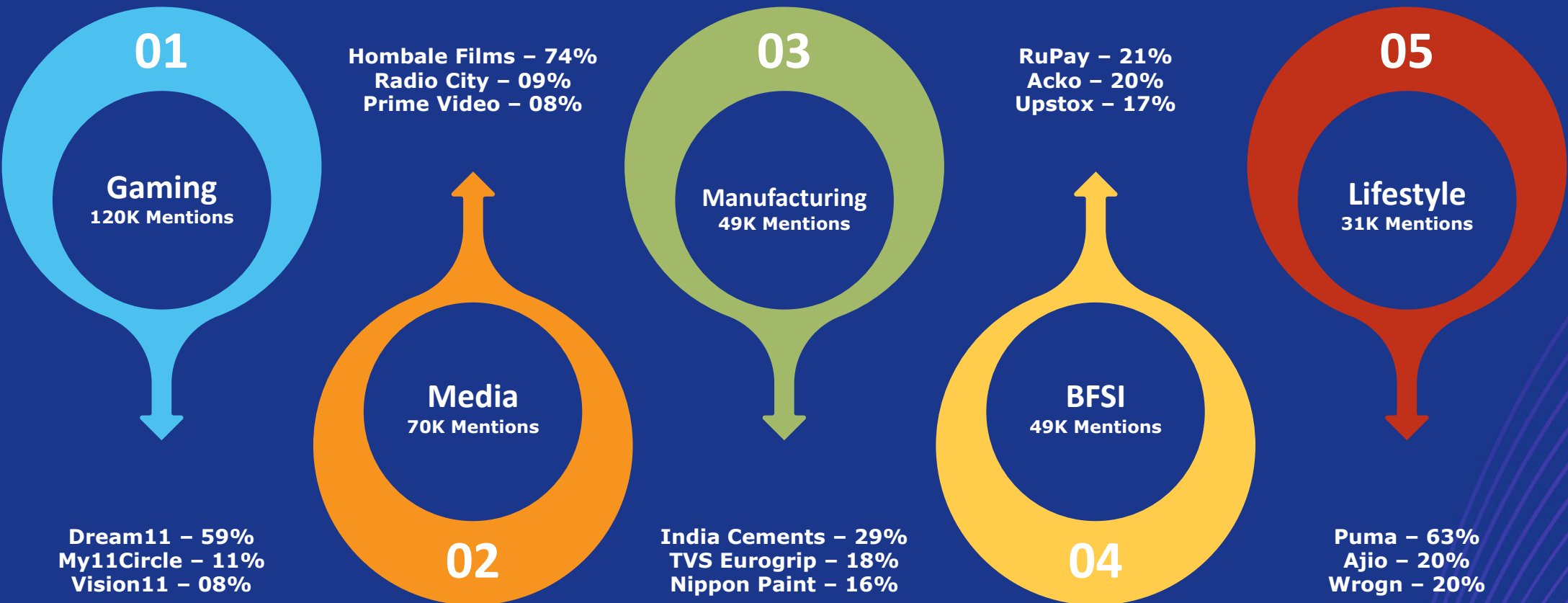


Despite GT reaching the final, Hardik Pandya failed to make it to the Top Players



Leveraging one of the largest festivals in India: IPL has become a strong catalyst for elevating brand perception

Gaming was the biggest category, primarily because of Dream11's tournament level partnership, followed by Media (Hombale Films and other brands)



Partnerships helped brands grow their social chatter exponentially during IPL 2023



IPL 2023 became a game-changer for brand perception

The India Cements

Pre - IPL
Positive Mentions

44% **36% higher** → 36%

During - IPL
Positive Mentions

PUMA

45% **26% higher** → 71%

QATAR Airways

31% **26% higher** → 57%

Vision 11

07% **26% higher** → 33%

Positive Chatter
up by **25%**

Negative Chatter
down by **8%**

Pre - IPL
Negative Mentions

05% **04% fall** → 01%

During - IPL
Negative Mentions

09% **06% fall** → 03%

17% **12% fall** → 05%

09% **05% fall** → 04%

While RCB was a brand favourite, CSK brought in commendable results with fewer brand partnerships

CSK

(18 partnerships | 84K mentions)

**Vision
11**

With only 10K mentions, Vision11 (Contests and quizzes on Twitter & live match updates) garnered 7.4M engagement

RCB

(30 partnerships | 112K mentions)

**QATAR
Airways**

PUMA

Qatar Airways and Puma (exclusive merchandise for 'Go Green' Initiative) together garnered 33K overall mentions with 500K engagement

Green Heroes: RCB players unite in Puma's 'Go Green' Campaign

67.2K
Mentions

1M
Engagement

17% ↑
Organic Traffic
to Puma.com

**Go
Green!**

Puma created an
exclusive 'Green' kit

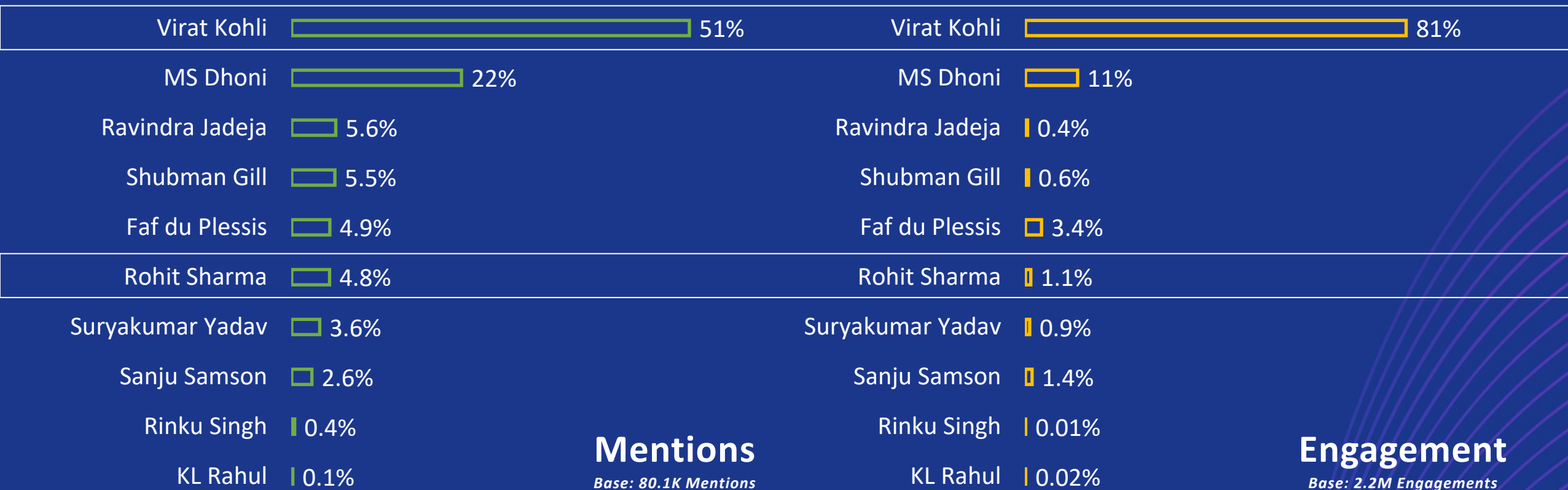
Made from 100% recycled
materials

Worn during a match against
Rajasthan Royals

- *Customers went crazy on social media enquiring about the availability of the Green Jerseys*
- *A lot of fans were also left disappointed as these Green Jerseys sold out amidst high demand*

During IPL, chatter around Virat Kohli in relation to brands was more than the next 9 players combined

While Rohit Sharma was consistently vocal about various CSR efforts, brands failed to leverage this opportunity



Mentions

Base: 80.1K Mentions

Engagement

Base: 2.2M Engagements

Top Roars for Brands

Partnerships helped brands double their chatter and improve brand perception



CSK drove the biggest impact for brands, likely due to their title win

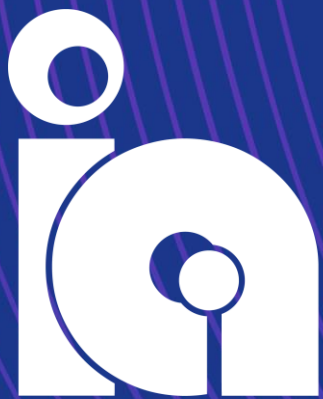


CSR activations can help brands go a long way



Virat Kohli drove maximum impact for brands





**interactive
avenues**

IPL 2023