

# eDART-IPL'24 INSIGHTS

**ASSESSED VIA DAY AFTER RECALL TRACKING**

A JOINT INITIATIVE OF:

**Kadence**   
International

**crisp**  
Fresh insights, served bite-size

**eDART**   
**IPL'25**



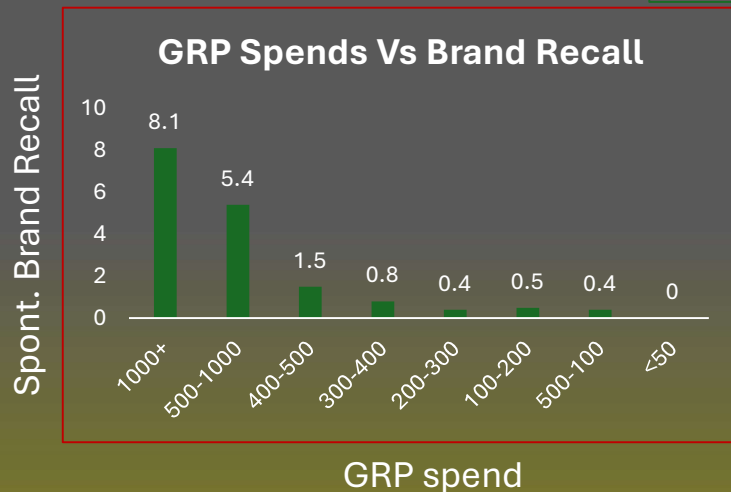
# Rol for the Brands



For more details, write to  
[eDARTIPL@crispinsights.io](mailto:eDARTIPL@crispinsights.io) or [India@kadence.com](mailto:India@kadence.com)

# 200+ GRPs Required to Drive Recall

**100+** brands advertised on the IPL,  
**~10** dominated with over 500 GRPs

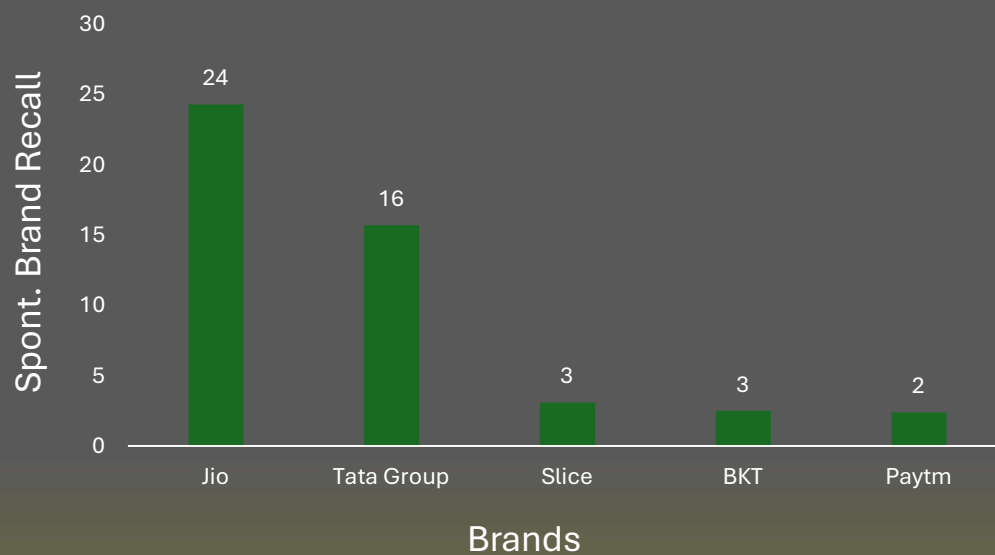


*Below a threshold visibility, viewers do not register brands*

While well over a 100 brands advertised on Television across the various channels showing the IPL, only 30 garnered more than 200 GRPs and these are the ones more likely to get noticed.

# Advertising is not a Necessary Condition for Recall

Top Recalled Brands that Did Not Advertise

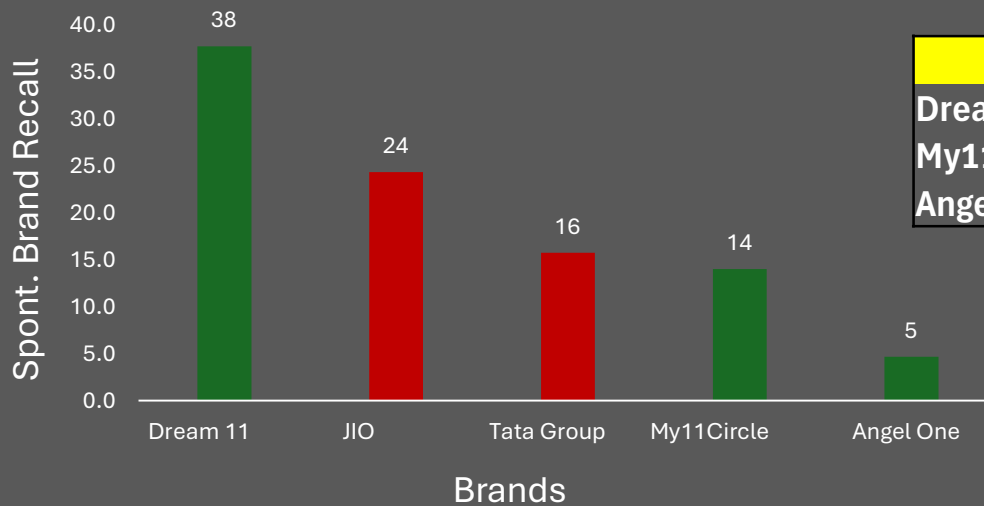


Being visible as part of the telecast via ground visibility, as a logo on the TV screen or even on the clothing of the players can help the brand get noticed by the viewer.

In fact, going by the recall of Slice (finance), BKT or Paytm, non-FCT visibility is easily worth ~ 200 GRPs - the threshold below which advertised brands are not recalled.

# Advertising However Multiplies Recall

Recall of Top IPL Partner and Team Partner Brands



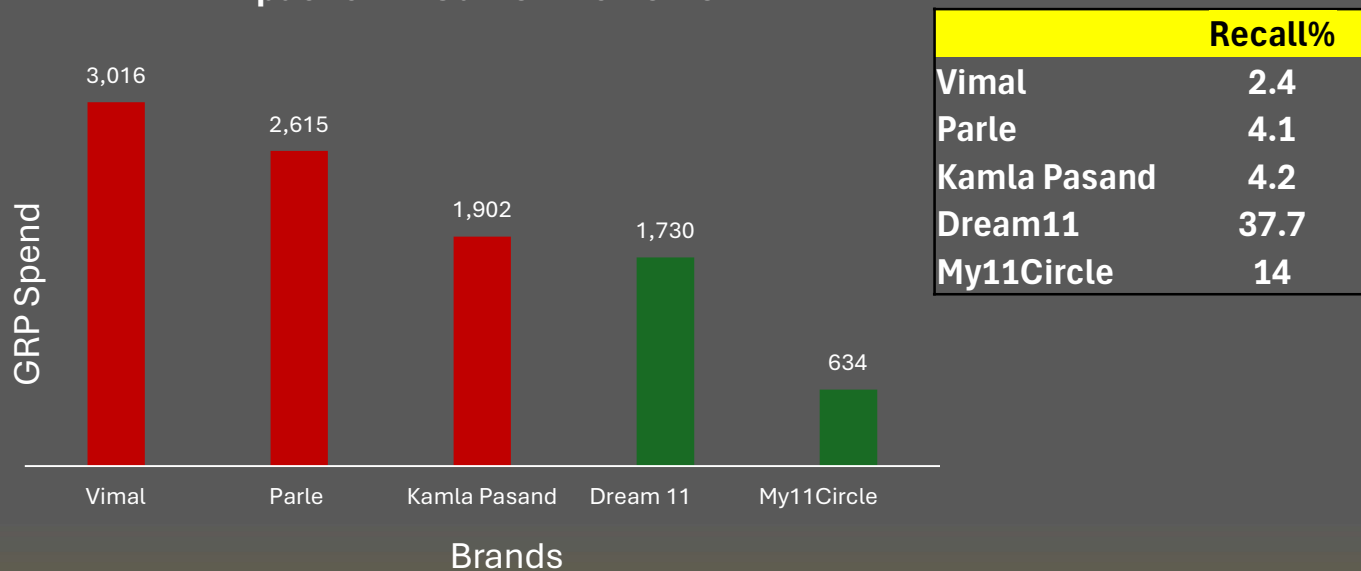
	GRPs
Dream 11	1730
My11 Circle	634
Angel One	344

Brands like Dream11 and My11Circle which spent on advertising apart from team sponsorship are recalled as much as the Telecast and Tournament sponsors; within the two, Dream11 which advertised 2.7 times more than My11Circle enjoys 2.7 times higher recall!

And Angel One in spite of garnering a third of the GRPs of its competitor Groww, enjoys far higher recall

# Equally, Sponsorship is a Force Multiplier for Advertising

Impact of In-Game Involvement



Brands like Vimal, Parle and Kamla Pasand spent more than Dream11 and My11Circle but do not enjoy recall that is anywhere near the levels these two enjoy.