



CHENNAI SUPER KINGS
BRAND CHAMPIONSHIP CHALLENGE



Factfile

- IPL's most consistent performers
 - Winner of IPL 2010 & 2011
 - Winner of Champions League 2010
 - Runners up in the 1st edition and semi finalists in the 2nd
 - Only team to win 2 IPL finals
 - Only team to make it to all 4 semi-finals
 - The only team to win the fair-play award thrice.
 - Ranked by BrandFinance as the most valuable IPL team in 2010



THE CURRENT SUPER STARS



Murali
Vijay



Dwayne
Bravo



Suresh
Raina



Subramaniam
Badrinath



Albie
Morkel



Scott
Styris



Ben
Hilfenhaus



Ravichandran
Ashwin



Francois
Du Plessis



Doug
Bollinger



And of-course
the captain and the biggest superstar

MS DHONI



Team Values

- The brand values are
 - Fire in the belly
 - Honour
 - Self-esteem
 - Team spirit & sportsmanship
 - Unwavering focus on the sport
- Brand personality is
 - Fearless Entertainers who play to win



Marketing Approach



Innovative & Out-of-the box thinking

The Super Kings have always been perceived as an innovative IPL team with several unique and never-before initiatives and to its credit.

Namely

- First team to crowd-source the naming of an IPL team through a public contest
- First IPL team to launch a comic book series
- First IPL team to open-source the creation of a fan video
- First IPL team to enable fans to hold flash-mobs



The No-glamour rule

Managed by India Cements, a company with a long-standing and abiding interest in cricket, all marketing initiatives focus on the sport itself rather than on glamour. Care is taken that the initiatives do not intrude on player time

- The only IPL team to launch a limited edition jersey based on Muthiah Muralidharan's cricketing record of 800 wickets by making it the number on his playing jersey- which received acclaim from critics and huge airtime during matches
- A hugely successful reality-show based on cricket in association with Vijay TV to choose the Super Kings Junior team which was well received in the state.
- The team-speak blog gives fans an inside view to the Super Kings' game-room strategy ,making the game more personal. It was first anchored by V.B.Chandrashekar and currently by the team player Faff du Plessis.



The grass-root connect

For the Super Kings, connecting with the roots is pivotal to all marketing initiatives.

- It is with this approach in mind, that “Whistle Podu” was coined. Drawing from the uniquely Tamilian expression of appreciation and admiration that cuts across socio-economic divides.
- The local connect also permeates through all brand communication done by the Super Kings.



Business Model



How it works

Cash Outflow

- Franchisee Fee
- Player Cost
- Advertising/ Promotion Cost
- Administration Cost

Cash Inflow

- Central Sponsorship*
- Franchise Sponsors
- Ticket Sales for matches
- Merchandise and other non-ticket sale income

The Super Kings have been profitable since IPL 2011.

*Central Sponsorship refers to the revenue earned out of sale of IPL as a media property by IPL. This is a fixed fee.



Current Cash Inflow streams in detail



Media Tie-ups

Ticket Sales

Sponsorships

Fan Club memberships

Merchandise Sales

Chennai Super Komics

Licensing



Ticket Sales

- The team earns income through the sale of tickets for all domestic matches.
- With the exception of the inaugural year, there are no season ticket packages.
- Tickets are currently sold at the stadium and via the team website

Strength: Cricket crazy Chennai ensures a 60% stadium occupancy, especially on the back of consistently good team performance on the home ground

Limitations: Fixed seating capacity at the stadium



Franchisee Sponsorships

- Currently the 2nd highest source of income, the teams current strategy is to segment sponsors into 3 tiers- Title sponsors, Lead sponsor and Retail Sponsors with a descending order of sponsorship privileges commiserate with the sponsorship fee. Sponsorship ties, especially for Title association comes with a lock-in duration of 3-5 years

Strength: On the back of consistent good performance, the team has managed to tie-up a wide range of sponsors

Limitations: Getting more national brand tie-ups is a challenge. Increasing the number of sponsors also implies increasing demand on player time for their marketing initiatives and must therefore be approached cautiously



Fan Club

- Launched in the inaugural year, the Kings club memberships are available in two denominations- Regular and Junior. The memberships include an exclusive goodie bag containing team merchandise and priority ticket booking facility for members

Strength: Despite the lack of a concerted marketing initiative to promote memberships, the club has been steadily growing in size

Limitations: Lack of range in terms of member benefits.



Merchandise

- Launched 2 years ago, the merchandise comprises a range of fan gear such as t-shirts and caps, collectibles like keychains and waterbottles and a range of in-stadia fan goodies like horns and binoculars

Strength: Unofficial reports indicate that Super Kings is the highest grossing in terms of merchandise sales among IPL teams

Limitations: Rampant availability of cheap fakes and no access to a ready-made distribution channel



Comics

- The recently launched Chennai Super Komics is planned as a monthly focusing on children aged 8-15. Priced at Rs.40/- per issue, it is currently available in select bookstores. Apart from book sales, ads from sponsors in another income source

Strength: First and only IPL team to launch such an initiative

Limitations: Weak distribution plagues the comics industry as a whole and also affects the reach of Chennai Super Komics. Visibility and awareness are other issues



Licensing

- The team has tied up with Reebok for sporting apparel in a fixed fee+ profit share model. Same format has also been extended to school stationery with BILT.

Strength: Good visibility for the brand and no distribution hassles

Limitations: Seasonality affects demand for merchandise adversely



Media Tie-ups

- The team every year ties up with television channels, newspapers radio stations and portals to offer exclusive content in exchange for media space + a fixed fee

Strength: Higher media visibility for the brand at a very low cost

Limitations: Media tie-ups typically tend to be regional in nature.



Brand properties currently
under leveraged



Whistle podu

- What started as an online fan video has now come to be ranked as one of the strongest marketing initiatives by an team in the IPL. Not just ranked as one of the best ads of IPL 2010 by NDTV but also entering the popular jargon of the day.
- The unique whistle podu dance step has been adopted in a host of ads and movies including the IPL ad, Airtel DTH ad and even the latest Kollywood blockbuster “Mankatha”.
- The official videos have crossed over 6 lakh views online and have given birth to over 40 fan inspired uploads including the latest- an international whistle podu video shot across 5 cricket playing nations in the world.



Website

- Rated as the best IPL website in 2010 by PC Quest, the website has been growing in popularity.
- Keeping in line with this growing popularity are the team's facebook and twitter presence.



Mascot

- Developed in 2009, the mascot has not been leveraged in any media except in-stadia.
- In 2011, one of the sponsors has been tied-up for the mascot.



The Challenge

To increase the team's brand valuations to be on par with the best in the world and increase revenues through the creation of new brand assets and leveraging existing ones to take them to the next level.



Thank you!

For more details about Chennai Super Kings, visit
www.chennaisuperkings.com