

SPORT MARKETING STRATEGY & IMPLEMENTATION

Oct 2015 – March 2020

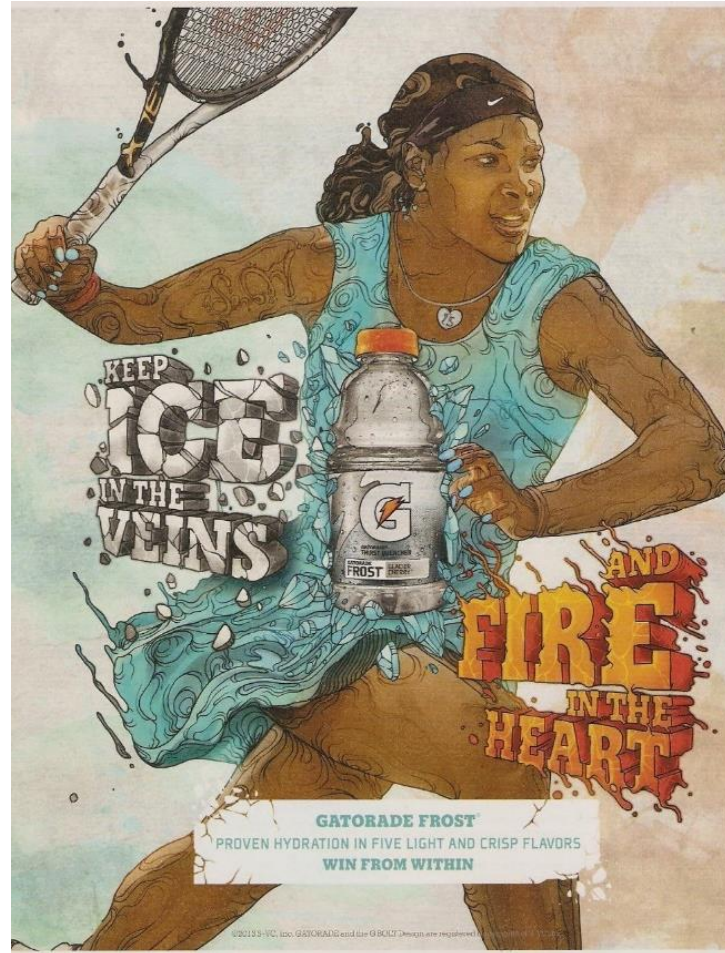


From the stable of FDC Ltd. *(one of India's leading pharmaceutical companies), Enerzal is an isotonic beverage that aids in effective hydration*



CHALLENGES

LEGACY BRAND IN INDIA



GLOBAL MARKET LEADER

INR 4 CR p.a.
(Including Sampling)



APPROACH

#PointOfSweat



AMATEUR

High recall &
emotional equity
with consumer

COMMUNITIES ENGAGED

ELITE

Properties / teams &
athletes that
enhance the fabric
of Indian Sport

GRASSROOT SPORT

PARTICIPATIVE SPORT

AMATEUR SPORTING EVENTS

ATHLETES

PROPERTIES

TEAMS



BRAND PARTNERSHIPS

ELITE AMATEUR

50+
PARTICIPATIVE
EVENTS



CONTENT MARKETING

EMPHASIS ON RICH STORY TELLING



[Click here for video](#)

**THE AUDACIOUS
PROJECT**



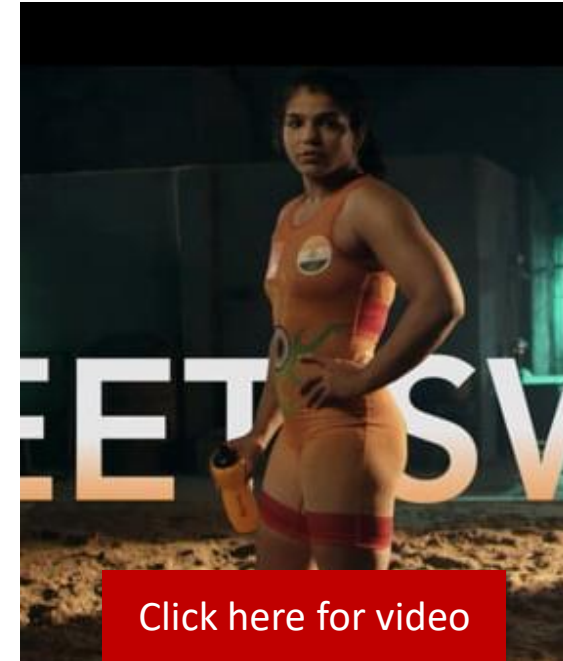
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**THE PERSEVERANCE
REQUIRED TO BE THE BEST**



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**THE BLIND CRICKET
WORLD CUP WINNERS**



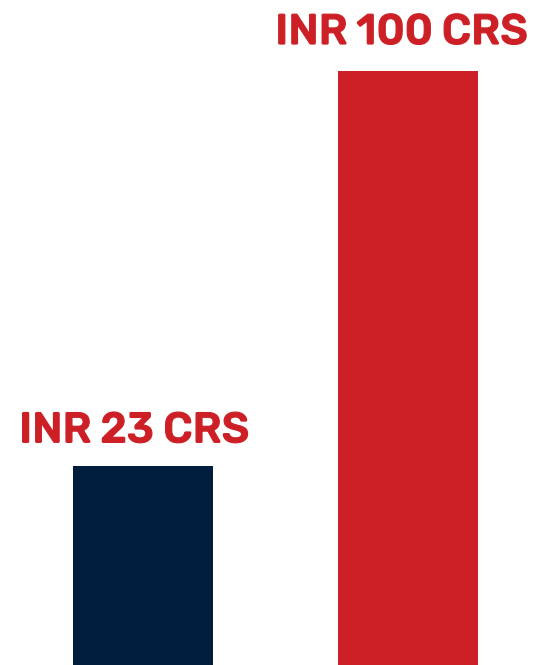
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**THE PRICE OF
GREATNESS**

IMPACT

SALES

■ 2015 ■ 2020



DIGITAL COMMUNITY*

■ 2015 ■ 2020

