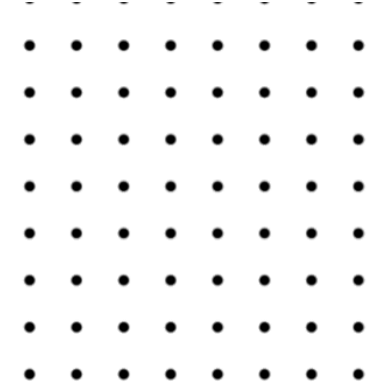


## SPORT MARKETING STRATEGY & IMPLEMENTATION

Owned by Nestlé, Milo is the world's leading chocolate malt beverage that can be prepared with milk or water. Milo's guiding belief is that **sports not only ensures a healthy active lifestyle for children, but also teaches invaluable life lessons.**



# APPROACH



**#WINNINGENERGY**



(April 2019 – March 2021)

## OFFICIAL PARTNER

### Athletics Federation of India

India's Biggest Sports Federation,  
with over **26,000** registered athletes

## LEAD SPONSOR

### Senior National Team

- Brand logo on athlete apparel
- Logo / Athlete Image Rights
- Branding / Sampling Rights across all AFI competitions

## TITLE / LEAD SPONSOR

### National Inter District Junior

**Athletics Meet** – World's Largest  
Grassroots Athletics scouting program  
reaching 500+ districts

# OVERVIEW

- NIDJAM (NATIONAL INTER DISTRICT JUNIOR ATHLETICS MEET) was **instituted in 2003 by AFI** to provide a **professional platform for talented athletes** across the country
- In association with **SAI & MoYAS**, talent identified at NIDJAM will be **trained and groomed by expert coaches at National Camps**, with **Olympics 2028 & 2032** as milestones



## DISTRICT LEVEL

**505**

**DISTRICT  
MEETS**

**JUNE**



**65000+**

**U-14 & U-16**  
Girls & Boys

**6 MONTHS**



**10**

**DISCIPLINES**

**NOVEMBER**

## NATIONAL LEVEL

**450**

**DISTRICTS  
REPRESENTED**

\*BASIS TIMING CUT-OFF

**~4500**

**GIRLS & BOYS**  
+ 2000 COACHES &  
PARENTS

**600**

**U-14 & U-16**  
ATHLETES SELECTED FOR THE  
KHELO INDIA PROGRAMME

# IMPACT (2019)

- Lead initiative under the **Fit India Movement**
- Awareness & active engagement with **65k+ kids** (U-14 & U-16, Boys & Girls), across **500+ districts**
- Dedicated digital community with **year-round engagement**
- Significant editorial coverage - **INR 3.5 cr. MEV**
- **200 athletes** supported under the **Khelo India** talent development prog
- **42,000 units** of Milo sampled / sold

**Outlook**  
THE NEWS SCROLL

Shaili, Vidhi rewrite meet records on opening day of National Inter-District Athletics



The past few days have seen Shaili Singh and Vidhi Singh rewrite meet records on the opening day of the 1st National Inter-District Athletics Meet (NIDJAM) here on Saturday.

The 15-year-old Shaili Singh, from Durgam, made 100m the fastest time ever for her age group, as she explored the track with a long 19.14m before the end of the day.

"Shaili is the fastest girl ever," said the national coach, Dr. Biju Kumar.

Shaili, 15, is a student of St. Xavier's School, Durgam, and is a member of the National Inter-District Athletics Meet (NIDJAM) team.

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IAAF World Championship: India unveils kit with new sponsor



hindustantimes

The Hindu Times

Sports Minister Rijiju lauds corporate support in talent hunt scheme that produced Neeraj, Dutta

The Minister of Sports, Government of India, Mr. K. V. G. Srinivasan, today lauded the corporate support in the talent hunt scheme that produced Neeraj Kumar and Dutta.

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Jun'20 - Sep 20

**Conceptualized and implemented Nestlé Milo's biggest digital campaign in India, to encourage parents to adopt fitness as a regular routine, for themselves and their children in the pandemic where physical activity had taken a backseat**



July – Sep

# INFLUENCER MARKETING

**6** Elite Athletes  
**4** Macro Influencers  
**10** Micro Influencers  
**35** Nano Influencers

## ORGANIC REACH

**9.1 Mn+**

## PAID REACH

**40 Mn+**

## TOTAL REACH

**49 Mn+**

## ORGANIC IMPRESSIONS

**8.2 Mn+**

## PAID IMPRESSIONS

**57 Mn+**

## TOTAL IMPRESSIONS

**65 Mn+**

## CAMPAIGN VIEWS

**1.85 Mn.+**

## VIEW TIME

**100K Mins. +**

**HIGHEST ORGANIC REACH ~ 0.50 Mn**  
**POST ENGAGEMENT RATE ~ 22%**



Campaign closed with a Facebook LIVE session - [Milo Energy Hour](#)

**10 lucky kids** and their parents who participated in the HOMEGROUND challenge, interacted with **R. Ashwin** and other guests