



# WOMEN'S CRICKET WORLD CUP 2025

# AGENDA

- ❖ **WOMEN'S CRICKET GAINING POPULARITY**
- ❖ **ABOUT THE TOURNAMENT**
- ❖ **VIEWERSHIP ON THE RISE**
- ❖ **BENCHMARKING THE WOMEN'S WORLD CUP**
- ❖ **MAXIMIZE BRAND IMPACT**
- ❖ **REACH YOUR AUDIENCE**
- ❖ **WOMEN'S CRICKET WORLD CUP – PERFECT OPPORTUNITY FOR YOUR BRAND**
- ❖ **BRAND NARRATIVES**

# WOMEN'S CRICKET GROWING IN POPULARITY



**103%**

Growth in **online search** for women's cricket last year <sup>1</sup>



**121%**

Growth in **on air viewership** for WPL 2025 vs last season



**21%**

Growth in **# advertisers** for WPL 2025 vs last season



**Record breaking stadium viewership for  
Ind-Pak in T20 WC'24 <sup>2</sup>**



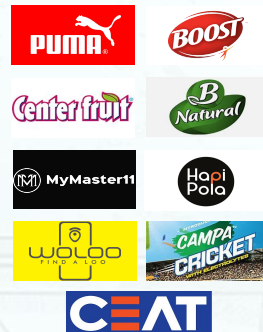
# INDIAN WOMEN CRICKETERS EMERGE AS HOUSEHOLD NAMES AND ROLE MODELS



**SMRITI MANDHANA**



**HARMANPREET KAUR**



**JEMIMAH RODRIGUES**



## ACCOLADES

BCCI Best International Cricketer - 2025  
Wisden's 5 Cricketers of the year - 2023

BCCI Cricketer of the year - 2021  
ICC Women Cricketer of the Year - 2021

Jagmohan Dalmiya Award - Best Domestic  
Junior Women's Cricketer - 2017-18





## STELLAR SHOW BY WOMEN IN BLUE AT GLOBAL STAGE

**SILVER**  
CWG 2022

**GOLD**  
ASIAN GAMES 2022

**WINNERS**  
ASIA CUP 2022

**SEMI FINALISTS**  
T20 WORLD CUP 2023

**FINALISTS**  
ASIA CUP 2024

Since beginning of 2025, India W have won **9 out of 11** bilateral ODI matches





**OUR TURN TO RALLY BEHIND THE WOMEN IN BLUE AS THEY CHASE  
GLORY AT THE WOMEN'S CRICKET WORLD CUP 2025**

# WOMEN'S CRICKET WORLD CUP IS BACK WITH A BANG IN INDIA AFTER 12 YEARS!



The **13<sup>th</sup>** *edition* of Women's CWC to be hosted by *India and Sri Lanka*

**30<sup>th</sup> SEPTEMBER – 2<sup>nd</sup> NOVEMBER 2025**

**8**

NATIONS

**31**

MATCHES

**34**

DAY MEGA  
EVENT

**50**

OVERS  
FORMAT

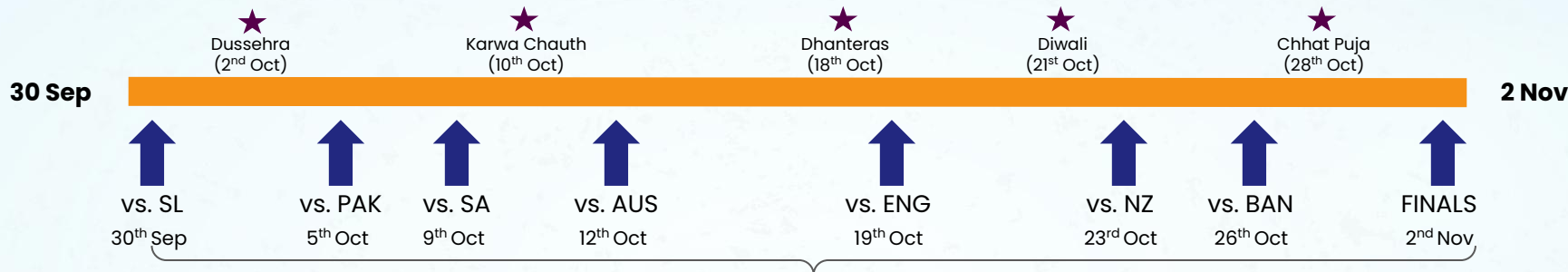


**Round Robin format** followed by **Playoffs between Top 4 teams**





# OWN THE FESTIVE SPOTLIGHT WITH THE BIGGEST PROPERTY – WOMEN'S CRICKET WORLD CUP 2025



## INDIA MATCHES EQUALLY SPREAD OUT DURING THE FESTIVE SEASON

### SPENDING AT ALL TIME HIGH DURING FESTIVE SEASON



**10X** growth in Apple iPad sales  
& **5X** growth in Samsung tablet  
during Amazon GIF 2024.<sup>1</sup>



**81%** audience planned to  
**spend > Rs. 30k** during the  
festive season.<sup>2</sup>

"... we have seen a **clear trend of premiumisation during AGIF 2024**. Again, this is **not limited to just top cities**..."

– Saurabh Srivastava, Amazon India Vice President



Right time to  
showcase your  
brand at the  
prestigious **Women's  
Cricket World Cup  
2025**

# CRICKET MEETS PRIME TIME – wCWC 2025 FIXTURES PERFECTLY TIMED FOR WEEKEND VIEWING



10

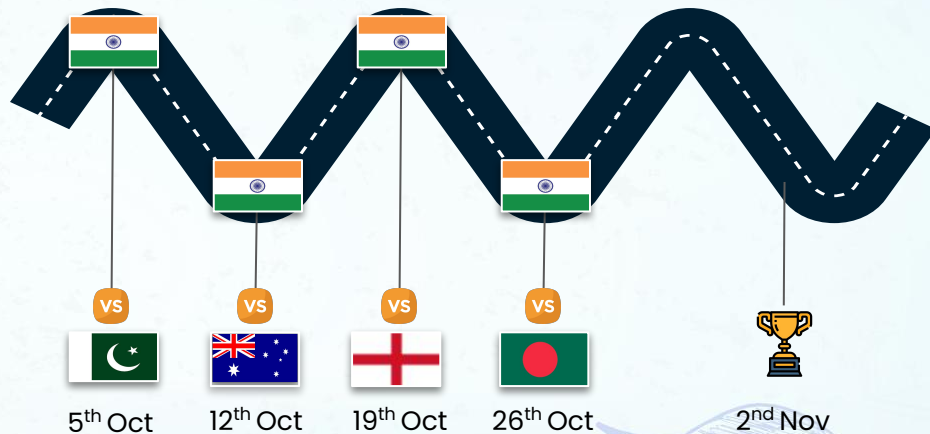
**INDIA + KO GAMES**

97%

**PRIME TIME**  
(3-10pm)

57%

**INDIA MATCHES ON WEEKENDS**



**5 SUPER SUNDAYS**  
**5 SUPER GAMES**

# WOMEN'S CRICKET WORLD CUP 2025 EXPECTED TO REACH

# 230

Mn

on



**145** Mn

Viewers



**85** Mn

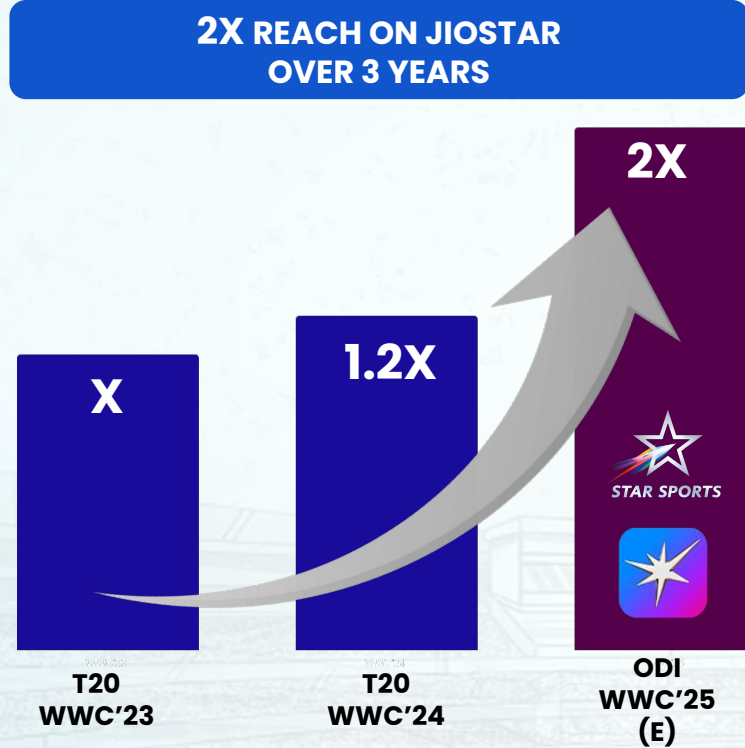
Devices





# VIEWERSHIP ON WOMEN'S CRICKET GROWING BY LEAPS AND BOUNDS

400  
300  
200  
100  
0



# WOMEN'S WORLD CUP OUTPACING COMPETITION ACROSS REACH AND VISIBILITY

## TWICE THE REACH



**>2X**

Reach achieved on  
T20 WWC'24  
vs Impact and GEC  
shows

LTV

## QUICK SCALE UP



**~2X**

Audience expected on  
wCWC'25 in the same  
duration  
vs Impact show

Digital

## LESS CLUTTER



**4.3X**

Brand clutter

**3.3X**

Category clutter  
vs other genres  
(News, GEC, Movies,  
Impact)

LTV

# CAMPAIGNS ON WOMEN'S CRICKET GARNER SIGNIFICANT UPLIFTS IN BRAND METRICS



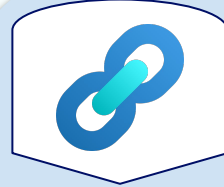
**74%**

**AIDED  
AWARENESS**  
Uplift



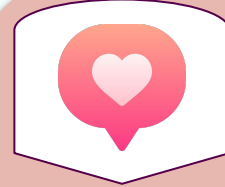
**142%**

**AD  
AWARENESS**  
Uplift



**82%**

**MESSAGE  
ASSOCIATION**  
Uplift



**138%**

**BRAND  
FAVORABILITY**  
Uplift

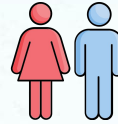


**115%**

**PURCHASE  
INTENT**  
Uplift



# LTV: VIEWERSHIP ON WOMEN'S CRICKET DRIVEN BY PREMIUM, URBAN VIEWERS



**55% | 45%**

Male | Female



**62%**

NCCS AB Viewers



**~72%**

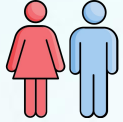
HSM Viewers



**~60%**

Urban India

# DIGITAL: VIEWERSHIP ON WOMEN CRICKET DRIVEN BY YOUNG, AFFLUENT VIEWERS



**75% | 25%**

Male | Female



**85%**

NCCS AB Viewers



**~77%**

<35 years of age



**80%**

HSM Viewers



# WOMEN'S CRICKET DRAWS AFFLUENT, TECH-SAVVY AUDIENCES WITH GREATER DISCRETIONARY SPENDING THAN TRADITIONAL VIDEO VIEWERS



## DISCRETIONARY SPEND CATEGORIES



**WCWC**



**INVEST IN  
STOCKS & MFS**



**ONLINE FOOD  
ORDERING**



**OWN A 5G  
SMARTPHONE**



**ONLINE CAB  
BOOKING**



**ACCESS TO  
PAID OTT**

**VS**

**HINDI GEC**

**REGIONAL GEC**

**HINDI IMPACT**

**2.5x**

**2.0x**

**2.0x**

**1.9x**

**1.5x**



# WOMEN'S CRICKET IS GAINING MOMENTUM AMONGST ADVERTISERS



**90+ Brands | 50+ Categories** have associated on Women's World Cup in the past 3 years

only  
**NATURAL  
DIAMONDS**  
Natural Diamond Council

**L'ORÉAL**

**WELLA**  
PROFESSIONALS

**LOTUS**  
HERBALS

**JOY**  
beautiful by nature

**PCJ**  
Jeweller for generations  
PC Jeweller

**BRITANNIA**

**marico**

**Vini**

**Dazler**

**Himalaya**  
SINCE 1930

**Amul**  
The Taste of India

**NIRMA**

## PRESTIGE OF ICC AT SMARTER VALUE

Gain the prestige of ICC World Cup association at lower cost vs. Men's Cricket sponsorship

## CONNECT WITH WOMEN VIEWERS THROUGH CRICKET

Associate with women in sports, women viewers and inspire the next generation of women athletes/cricket lovers

## REACH AUDIENCE HIGH ON PURCHASE INTENT

71% cricket viewing audience have made a purchase basis the ads seen on cricket

## HIGH VISIBILITY, LESS CLUTTER

With fewer advertisers, garner high visibility and recall

## OBJECTIVE



### NEW LAUNCH

(Speed to Market)

## WHY wCWC'25 ON JS?



*Instant national reach* and  
hype in short span of time



*Multi touch point* presence  
across viewer journey

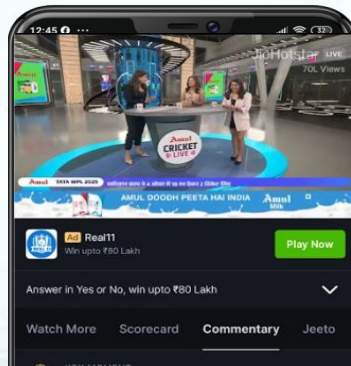
## AD FORMATS



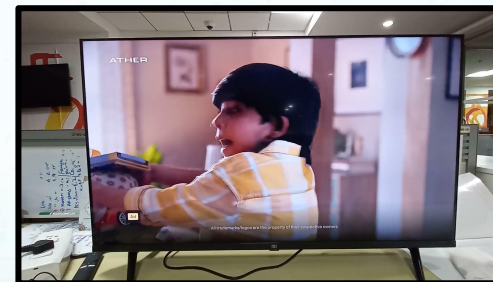
Midroll | Preroll |  
Masthead | PPL



The Taste of India



Amul came onboard as **Title Sponsor on PPL** on WPL'25 and showcased its products with various ad formats – midrolls, PPL and squeeze ups across platforms and also **launch its new line of product 'Amul tru'.**



Ather leveraged **Midrolls** on T20 WWC'24 to launch its new bike Rizta –  
Made for your family.

## OBJECTIVE



### DRIVE SUSTENANCE

(Sustained exposure over a long duration)

## WHY wCWC'25 ON JS?



Brand visibility over an **entire month** of wCWC'25



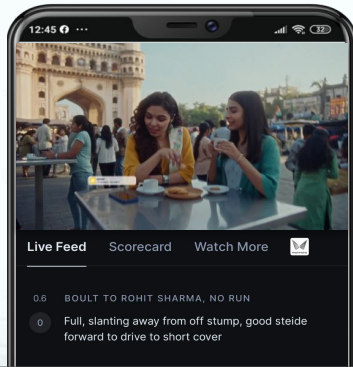
Deliver an average **frequency of 6+** to reinforce brand message

## AD FORMATS

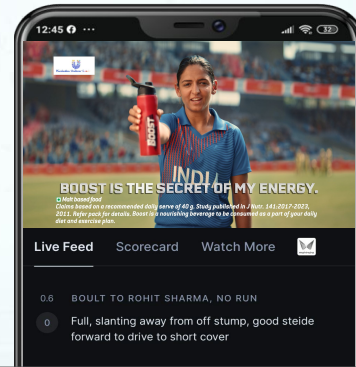


Midrolls | Prerolls | L-bands | Squeeze Ups

# Bumble



Bumble partnered on T20 WWC '23 as a sponsor to **reach female audiences** and **drive its message** of 'Make the First Move'.



Boost was a co-presenting sponsor on T20 WWC'23 and leveraged **midrolls** throughout the tournament to **drive top of the mind** for its consumers.



## OBJECTIVE



## MOMENT MARKETING

(Build emotional connect)

## WHY wCWC'25 ON JS?



**Contextual messaging** during  
high stake moments

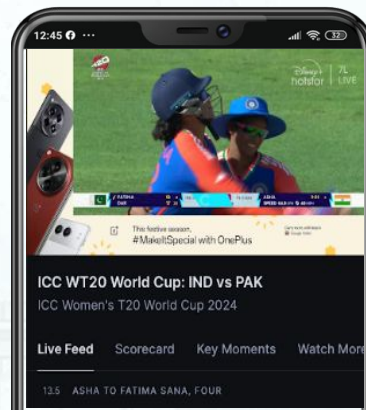
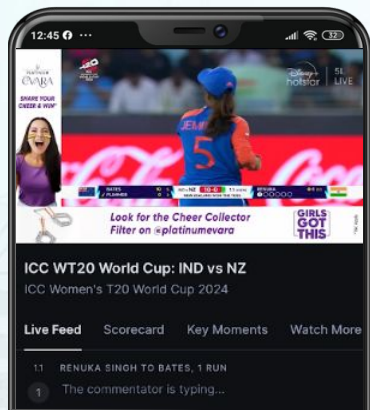


Shared **festive cricket viewing**  
with timely ads

## AD FORMATS



L-Bands | Squeeze-Ups



Platinum Evara leveraged multiple moments like  
– **Jemimah on screen, Captain on screen and death overs** to create emotional connect with audience

Oneplus leveraged **Fall of Wickets** feature on T20 WWC'24 on digital to drive its message of festive sale on its products.

## OBJECTIVE



### HABIT FORMATION

(Consistent messaging at same time)

## WHY wCWC'25 ON JS?

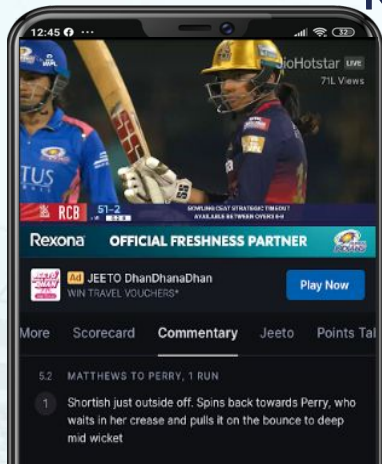


Opportunity to reinforce your **brand message by showing your ads at a fixed time on matches everyday**

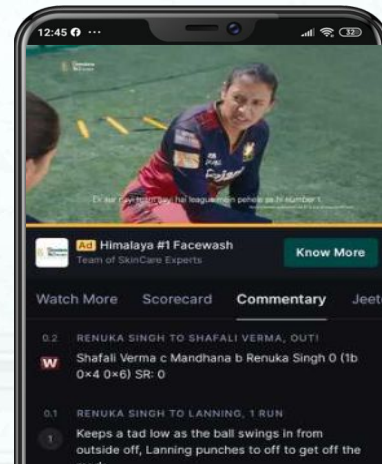
## AD FORMATS



Midrolls | L-bands | Squeeze Ups



Rexona leveraged **L-bands and midrolls** to drive its message of 'Stay Fresh All Day' on WPL'25



Himalaya leveraged **midrolls** on WPL'25 to drive its message of face washing with Himalaya face wash for every skin care need.

## OBJECTIVE



### DRIVE CONSIDERATION

(Showcase products to build preference)

## WHY wCWC'25 ON JS?



Cricket captures **unmatched audience attention**



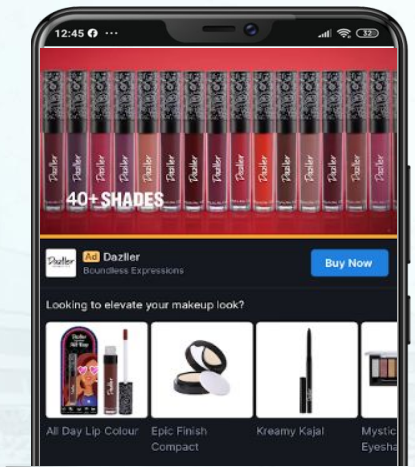
Interactive ad formats to **drive engagement**

## AD FORMATS



Takeovers | Carousels | Click to Engage | Lead Gen

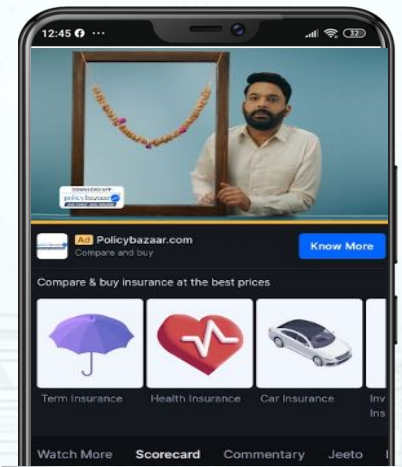
# Dazller



Dazller successfully showcased its products with **midrolls with carousel** on T20 WWC'24

# policybazaar.com

HAR FAMILY HOGI INSURED



Policy Bazaar leveraged **midrolls with carousel** to showcase its insurance offerings on WPL'25

# Country Delight














Live better















Country Delight leveraged **Fence ads with carousel** to showcase its products on WPL'25



# BRAND NARRATIVE SUMMARY (1/2)

SECTOR	BRANDS	BRAND OBJECTIVE	TOURNAMENT	MEDIUM	RESULTS
 <b>INFRA</b>		Boost Brand Visibility & leveraged WWC'24 massive's reach for deeper fan engagement		LTV+HHW	<b>+73%</b> Ad Recall <b>+80%</b> Tagline Association <b>1.2X</b> Search Interest <b>1.3X</b> Website Traffic
 <b>AUTO</b>		Drive Key brand metrics amongst Women's Cricket World Cup Viewers		LTV+HHW	<b>1.8X</b> Brand Awareness <b>2.3X</b> Consideration <b>3.2X</b> Preference <b>+57%</b> Website Traffic
 <b>AUTO</b>		Aimed to Strengthen its emotional connect with a growing sports audience & to leverage cricket's mass appeal to drive visibility		LTV+CTV	<b>1.6X</b> Brand Awareness <b>1.9X</b> Consideration <b>3.7X</b> Preference <b>+24%</b> Website Traffic
 <b>GAMING</b>		Establish brand awareness , App Downloads & Engagement through Women's Cricket World Cup Association		LTV+CTV	<b>+ 66%</b> Daily App Downloads <b>+35%</b> Google Search Interest
 <b>HANDSET</b>		Establish brand awareness within Handset category to drive Consideration and increase Purchase Intent		HHW+CTV	<b>28%</b> Aided Awareness <b>37%</b> Purchase Intent <b>70%</b> Recall Amongst Exposed Audience

# BRAND NARRATIVE SUMMARY (2/2)

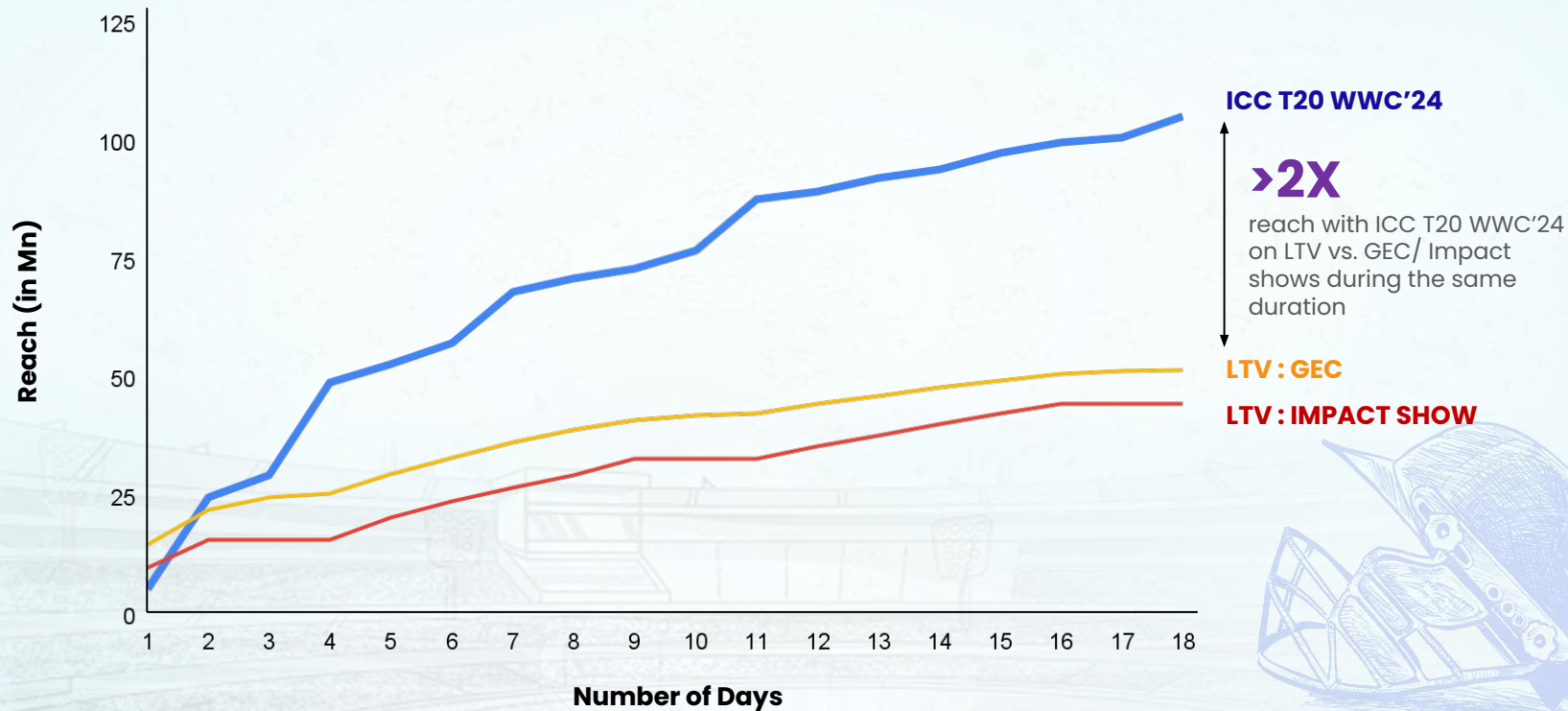
SECTOR	BRANDS	BRAND OBJECTIVE	TOURNAMENT	MEDIUM	RESULTS
 <b>BFSI</b>		Aim to drive key brand metrics across CTV + LTV through 20-sec video creative through WPL'25	 <b>WOMEN'S PREMIER LEAGUE 2025</b>	<b>LTV+HHW+CTV</b>	<b>+12%</b> Aided Awareness <b>+82%</b> Online Ad Awareness <b>67%</b> Brand Favorability <b>50%</b> Purchase Intent
 <b>CPG</b>		Drive Key brand metrics amongst Women's Cricket World Cup Viewers	 <b>WOMEN'S PREMIER LEAGUE 2025</b>	<b>LTV+HHW+CTV</b>	<b>+14%</b> Aided Awareness <b>+42%</b> Online Ad Awareness <b>19%</b> Brand Favorability <b>38%</b> Purchase Intent
 <b>BFSI</b>		Create awareness for PNB'S various offerings through Contextual Features , Frame Ads , Super 6 features to build brand salience through HHW	 <b>2024</b>	<b>HHW+CTV</b>	<b>+16%</b> Aided Awareness <b>+16%</b> Online Ad Awareness <b>24%</b> Brand Favorability <b>25%</b> Purchase Intent
 <b>AUTO</b>		Build brand love for the launch of Tata's new EV through Masthead , Squeeze Ups on CTV , spots on CTV & LTV	 <b>2024</b>	<b>LTV+CTV</b>	<b>+6%</b> Aided Awareness <b>+16%</b> Online Ad Awareness <b>9%</b> Brand Favorability <b>17%</b> Purchase Intent



**COME, PARTNER WITH US!**



# LTV: WOMENS WC 2024 DELIVERED >2X REACH BUILD-UP DURING SAME DURATION VS. MAJOR GEC AND IMPACT SHOWS



# DIGITAL: wCWC 2025 TO DELIVER HIGHER REACH vs. TRADITIONAL IMPACT SHOWS IN HALF THE DURATION



**~2X**

**AUDIENCE EXPECTED TO TUNE IN TO  
WOMEN'S WORLD 2025 IN SAME  
DURATION  
vs.  
IMPACT SHOW**



# WITH LOW CLUTTER & HIGH SOV, WOMEN'S CRICKET DELIVERS HIGH BRAND VISIBILITY & IMPACT vs OTHER GENRES



## HIGH CLUTTER ON OTHER GENRES vs. T20 WWC'24

4.3x

3.3x

BRAND CLUTTER

CATEGORY CLUTTER

### OTHER GENRES



NEWS



GEC



MOVIES



IMPACT