

## CASE STUDY

# Punjab Kings Score with New Name and Social Buzz



The Punjab Kings teamed up with Conviva, the continuous measurement platform for streaming and social media, for a competitive edge to monitor their new name change and build the most inclusive social community for their fans.

## Problem

When the Indian Premier League franchise retired their old name Kings XI Punjab (KXIP) in favor of Punjab Kings (PBKS) in 2021, they did so without focus groups or media investments but a purely organic campaign. The team sought to measure the reception from fans to their new name and branding and pinpoint additional promotion opportunities.

## Solution

With Conviva Social Insights, the organization monitored the adoption of the new hashtag (#punjabkings) and compared mentions for the refreshed name versus the predecessor. Any brand refresh carries an element of risk, especially with active fan involvement, yet the marketing team observed the Punjab Kings name was quickly embraced by their fans with resounding positive sentiment and heightened engagement across each of the major social platforms.

“Conviva Social Insights let us instantly see how our new name was scoring with fans globally. With this transparency, we could make even more informed marketing decisions to better connect our fans and attract new ones.”

**Raghu Venkatraman**

Punjab Kings Head of Digital & Marketing

## Benefits

Another benefit of Conviva Social Insights was knowing what content would resonate most with their fans on social media and how they stacked up against other teams.

The tragic COVID-19 global pandemic upended the 2021 IPL season as the second half was abridged. Teams' social performances languished with no matches for weeks. The Punjab Kings could easily have been one of those teams, but they, as the saying goes, never let a crisis go to waste.

By leveraging Conviva's social leaderboards, the Punjab Kings didn't merely know their team's ranking in the IPL, but also that of their social brand, so they could make more of social content that wins over fans.

“Thanks to Conviva, we had a key competitive advantage and could make course corrections other teams could not to evaluate what was gaining traction and what was not.”

**Raghu Venkatraman**

Punjab Kings Head of Digital & Marketing

“By knowing the social posts our fans really want from us, we can have an even more dynamic conversation with our Punjab Kings family, and we look forward to growing this relationship even more next season.”

**Raghu Venkatraman**

Punjab Kings Head of Digital & Marketing

The franchise built benchmarks of their content performance and account growth of the new Punjab King brand across Facebook, Instagram, Twitter and YouTube. They gained a comprehensive view of how the Punjab Kings stack up versus IPL competitors and more than 80 industry averages.

With this knowledge, the marketing team quantified and validated the impact of their Instagram campaigns. Then, they realized YouTube was a largely underutilized social media platform by their rivals. They ramped up their YouTube investments to further differentiate the team and cut through the noise.

**Learn more** about how [Social Insights](#) can help you improve content and grow your audience.