OPPO Presents CT2017

THE INDIA CRICKET TEAM SPONSOR

BRANDING OPPORTUNITY DRIVES ENGAGEMENT

A Case Study with

FIRSTPOST.

CROWDYNEWS

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> We, at Firstpost, are always on the prowl for innovative initiatives which enable elegant solutions for our advertisers. This year for the Cricket Champion's Trophy 2017, we brought Crowdynews on board partnering with OPPO Mobiles. Crowdynews was the perfect ingredient for a Champion's Trophy promotion, boosting user engagement and time spent on the page.

- Azim Lalani
Business Head, Firstpost

The Champions Trophy is to Cricket as the Confederations Cup is to football. Pakistan won the eighth International Cricket Council (ICC) Champions Tournament on 18 June, 2017. Competing for the trophy were the eight top-ranked One Day International (ODI) teams in the world including England, Australia, India, South Africa, New Zealand, Sri Lanka, Bangladesh, and Pakistan. Similar to the Confederations Cup, England (like Russia) automatically qualified for the tournament as the host country.

Pakistan won the trophy for the first time with a 180-run victory over India in the final match. The margin of victory was the largest by any team in the final of an ICC tournament in terms of runs. Other firsts included the West Indies failed to qualify for the first time and Bangladesh returned to the tournament for the first time since 2006.

Social Media Branding Opportunity

Knowing that coverage of the tournament would be intense, OPPO Mobiles, an official sponsor of ICC and Team India, promoted their newly launched mobile device in conjunction with the ICC campaign and Firstpost. Using the hashtag #CT17SelfieExpert, cricket fans captured images and selfies enjoying the Champions tournament.

Social media posts were discovered, filtered, and displayed in a social media stream embedded in the new OPPO phone on Firstpost's website. Posts included in the horizontal stream (below) were created by fans, team's official handles, and the ICC; anyone who posted selfies using #CT17SelfieExpert.

The vertical social media stream (right) captured live updates from the stadiums where the matches were played based on geo-tracking.

Readers could scroll through the social media posts within the stream, clicking to enlarge and engage with a post such as liking, sharing, or re-posting the selfie to their own feed.
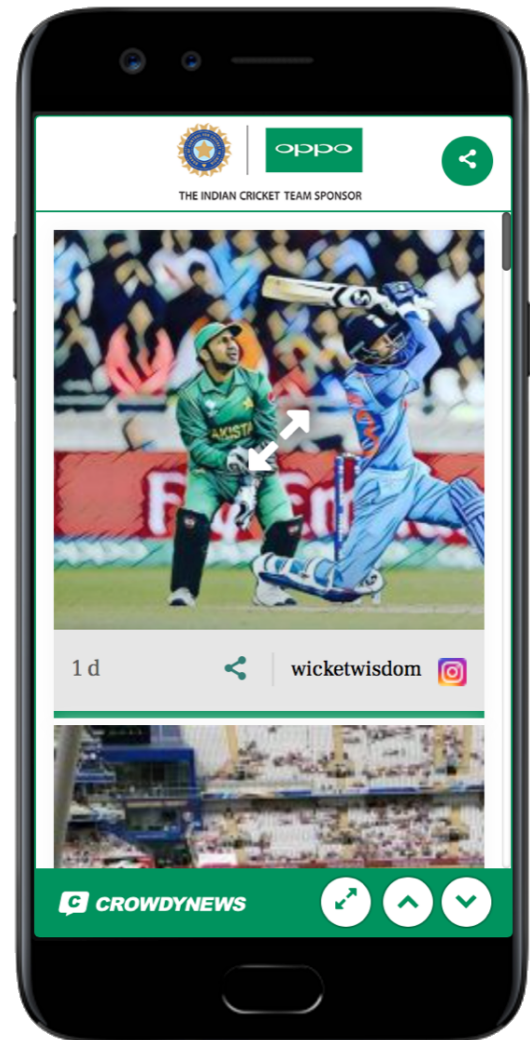
Vertical social media stream with OPPO branding
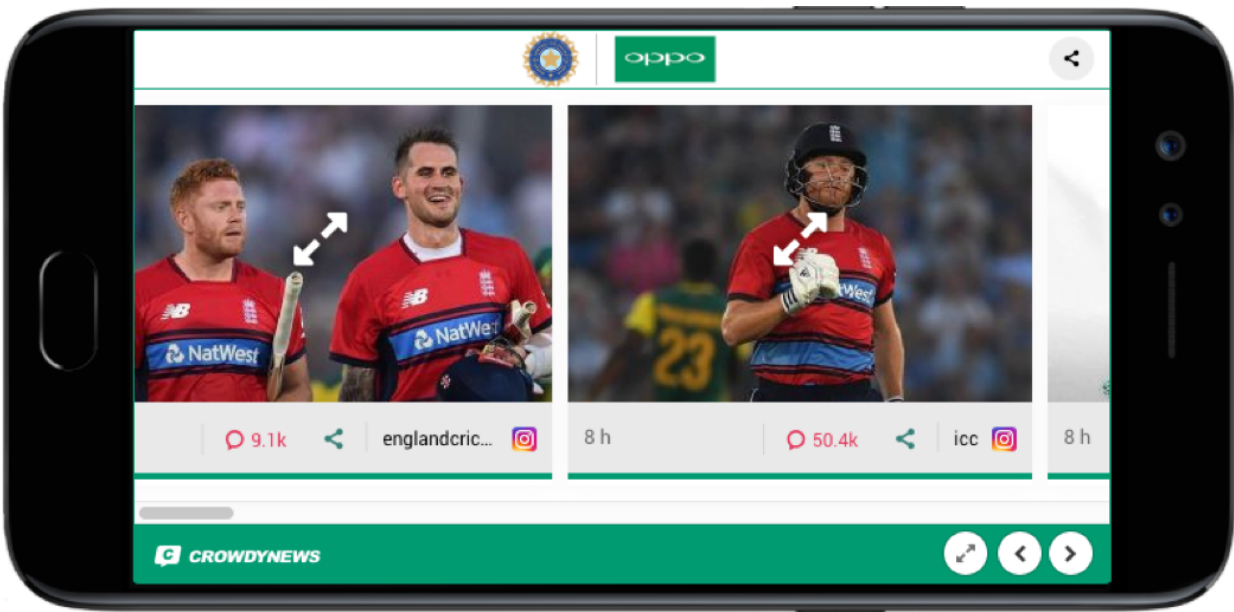
> The technology is a class apart with a great backend. The Crowdynews team helped us make this campaign a success. The technology gave us an edge over other solutions. With all the social conversations captured in one place the user cannot help but spend time in the social media stream.

- Hemanth Kumar

National Sales Head, Firstpost

Social Media Branding Results

Both Firstpost and OPPO Mobiles were pleased with the results of the campaign. Specifically, significant interaction with the OPPO sponsored social media stream was realized on Firstpost. Almost 10% of readers who viewed the social media stream on the Firstpost website clicked on a post to view it in a larger format. And, those people who clicked to view the enlarged post scrolled through the stream viewing, on average, an additional one and a half social media posts making this select group of readers highly engaged.

Safe, Relevant & Real-time

Advanced filtering, including white and black listing and profanity blocking, automatically excludes posts that are deemed **offensive**.

In addition, Firstpost's's social media editors can manually reject posts, for example to exclude fuzzy pictures, or items that don't fully represent the story. Crowdynews' **predictive moderation module** monitors this curation behavior and learns – the next time a similar post is processed, the system will auto-moderate it out of the stream. Editors may unblock the post later at their discretion; however, auto-moderation **saves time and effort** on repeatedly screening out the same type of content.

ABOUT CROWDYNEWS

Crowdynews helps content reach its full potential by creating more **credible**, more **encompassing**, and more **valuable** connections between content creators and content consumers. We are the one-stop shop for automating the inclusion of **relevant**, **real-time**, and **safe social content** from Twitter, Facebook, Instagram, YouTube, Vimeo, and more alongside content developed by news media and brands. Using artificial intelligence & natural language processing, we enable our customers to tell **"the whole story"** by augmenting their own content with photos, videos, eyewitness reports, and opinions shared through social media. To learn more visit **www.crowdynews.com**.