

# A Study of Marketing Strategies Adopted by IB Cricket in Establishing their Global Brand

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## Abstract

This executive summary focuses at IB Cricket's creative techniques at the merging of branding and virtual reality games, which are transforming the VR environment. Highlighting the vital role of brand identification in building market presence, it goes into immersive experiences inside virtual reality gaming, addressing Virtual Infocom's issues in the Indian gaming industry. The article develops a thorough literature review approach based on research on managing virtual brand communities in eSports. Data research from user surveys highlights the importance of social media in brand discovery. Examining user preferences and influencer cooperation, it argues for a broad content strategy that maximizes social media effect through strategic partnerships and engaging activities. This book is a useful resource, providing practical ideas and a plan for organizations handling branding, virtual reality gaming, and strategic marketing in the digital age.

## Introduction

A brand is a company's identity and story that differentiates it from competitors offering similar products or services. It refers to how people perceive a company or product, including things like its name, logo, identity, mission, values, and voice. A brand is created through design, packaging and advertising features that differentiate the product from its competitors. A successful target can bring great value to the company and give it a competitive advantage. In the context of IB cricket, **IB Cricket** is a brand associated with **ProYuga Advanced Technologies Limited**, providing VR cricket information and is in the VR gaming Industry.

IB Cricket has firmly established itself as the leader in VR gaming, offering a virtual reality experience that sets it apart. The company has partnered with various cricket teams to provide fans with a unique opportunity to experience virtual matches with their favorite players. This initiative not only increases user engagement but also supports IB Cricket's position as a provider of authentic and exciting virtual sports experiences. One of IB Cricket's successful initiatives includes the introduction of the Mixed Reality VR Cricket League, featuring the participation of 12 cricketers from around the world. This new league adds an extra layer of excitement, allowing users to compete with or against their cricket idols.

These groundbreaking efforts demonstrate IB Cricket's commitment to pushing the boundaries of virtual gaming and setting new standards in the industry. The company's efforts have not gone unnoticed and are reflected in the accolades it has received, including the prestigious Startup India Business of the Year VR Technology Award.

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## Objectives

- To find out how IB CRICKET engage with its audience and build a community around its brand
- To find out how IB CRICKET uses social media to engage with its audience
- To find out what are the promotional strategies adopted by IB CRICKET to establish their brand

## Scope

- Virtual reality games have gained immense popularity not only in India but also globally, offering a wide array of experiences and benefits that attract players from various demographics.
- The growth of virtual reality in the Indian gaming industry signifies more than just a passing trend; it represents a significant shift in the importance of social networks and technological advancements.
- India's gaming industry is poised for substantial growth, with an anticipated compound annual growth rate (CAGR) of 27%. This growth is fueled by factors such as the country's large youth population and its status as the second-largest population globally.
- IB Cricket, a virtual reality game, is capitalizing on this burgeoning trend by providing cricket enthusiasts with an immersive gaming experience. It has garnered fame not only in India but also in other countries, leveraging the widespread appeal of the sport.
- The success of IB Cricket underscores the potential for virtual reality games to resonate with diverse audiences and tap into the lucrative Indian market, which boasts significant economic potential.

## Review of literature

### **“Strategic brand management RH Elliott, R Rosenbaum-Elliott, L Percy, S Pervan – 2015”**

In their 2015 work "Strategic Brand Management," RH Elliott, R Rosenbaum-Elliott, L Percy, and S Pervan explore the key aspects of brand management through a literature review. They delve into various perspectives on brand meaning, brand identity, and brand relationships, highlighting the importance of understanding customer perception and emotional connection in building strong brands. The review also examines the strategic frameworks and processes involved in effective brand management, emphasizing the need for a long-term vision and an integrated approach across various marketing channels. Overall, the authors provide a comprehensive overview of the theoretical foundations and practical considerations crucial for successful brand building and management.

### **“The new strategic brand management: Creating and sustaining brand equity long term JN Kapferer – 2008**

"The New Strategic Brand Management," published in 2008 by Jean-Noël Kapferer, serves as a reference source for brand strategists. It delves into the latest brand management practices, addressing contemporary challenges faced by brands in a dynamic marketplace. Through the book's exploration of brand architecture, market adaptation, and positioning strategies, Kapferer equips readers with the necessary knowledge to navigate the evolving landscape of brand building.

### **Singh and Kumar (2022) investigates trends within the burgeoning Indian gaming industry**

The research highlights a rapidly expanding market dominated by mobile gaming, leading to a significant demand for skilled professionals in the industry. The authors emphasize the need for universities to adapt their programs by integrating gaming elements into the curriculum, ultimately preparing graduates for the evolving landscape of the Indian gaming industry. However, it is crucial to acknowledge that this review solely relies on a single source, and incorporating additional resources would provide a more comprehensive understanding of the topic.

## "Rethinking the Business Strategy in the Gaming Industry in India: The Case of Virtual Infocom" by Chattopadhyay (2018)

A general framework for a short literature review can be provided. The review could introduce Virtual Infocom and the challenge of rethinking their strategy within the Indian gaming landscape. Key themes explored in the case study might include the state of the industry, potential business strategies like game development or continued focus on training, and considerations for long-term success in the evolving market. It's important to acknowledge the potential limitations of the case study's time-sensitivity and consider incorporating insights from similar studies or industries when forming a comprehensive understanding. Remember, this framework is speculative and should be adapted based on the specific content of the case study itself

### Research Methodology

The research methodology for examining "Marketing Strategies Adopted by IB Cricket to Establish Their Brand" employs a robust dual-pronged approach. Primary data collection utilizes meticulously designed surveys distributed to IB Cricket's user base, probing perceptions on brand awareness, engagement, and promotional effectiveness. Concurrently, a thorough review of existing research papers and online sources provides secondary data, contextualizing global and regional trends in sports marketing, especially cricket. Qualitative analysis of interview data and quantitative scrutiny of survey responses ensure comprehensive insights.

### Survey Results and its analysis

#### 1. How did you hear about the IB cricket?

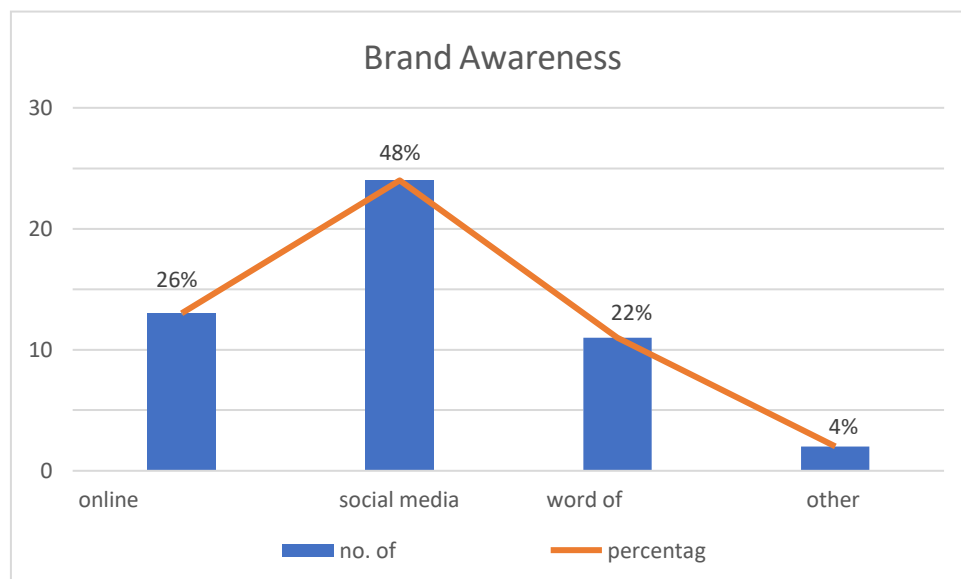


Figure no. 4.1

## INTERPRETATION :-

Table shows how individuals learnt about the **IB Cricket**. **Social media** was the most popular outlet, attracting **50%** of the audience. Furthermore, **online advertising** and **word of mouth** both played important roles, informing **23.68%** of participants. A tiny percentage (**2.63%**) decided not to respond, indicating variation in respondent disclosure. Overall, the chart demonstrates the dynamic interplay between digital media, personal recommendations, and individual preferences in broadcasting tournament information..

## 2. Do you think IB Cricket effectively conveys its unique selling points through its branding and marketing efforts

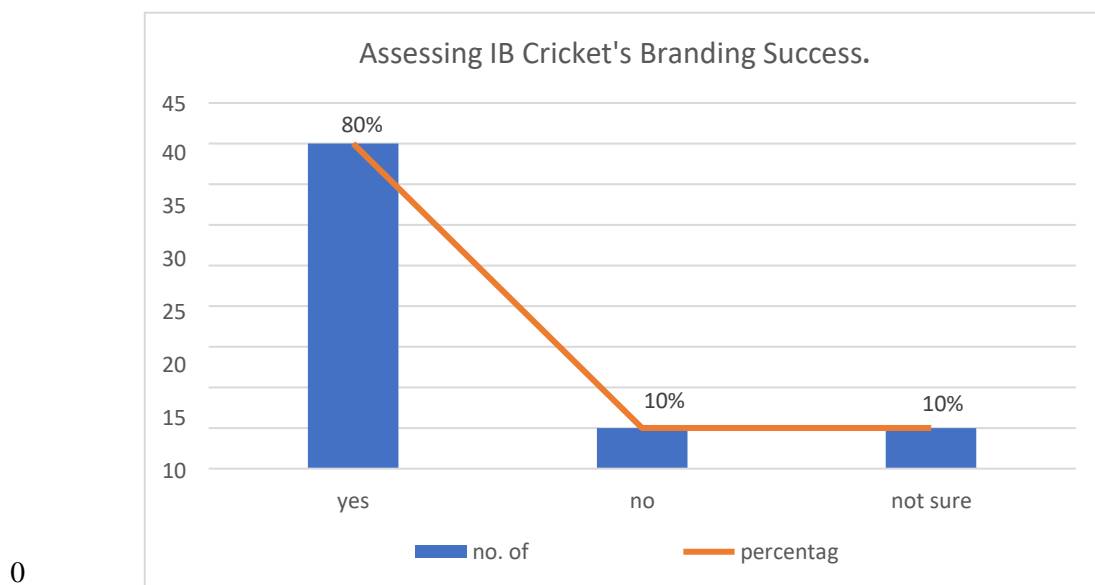


Figure no. 4.2

## INTERPPRETATION :-

The graph depicts public opinion on the efficiency of **IB Cricket's** branding and marketing incommunicating its unique selling qualities (**USPs**). When asked if they believe **IB Cricket** successfully conveys its USPs, **80%** responded with a confident "**yes,**" indicating success. Incontrast, **10%** indicated suspicion with a "**no,**" and another **10%** remained unclear, responding "**not sure.**" Despite the overwhelming positive view (**80%**), a significant **20%** have reservations or worries. This study gives significant insights for **IB Cricket** to improve their marketing approach.

### 3. What type of marketing content from IB Cricket do you engage with the most?

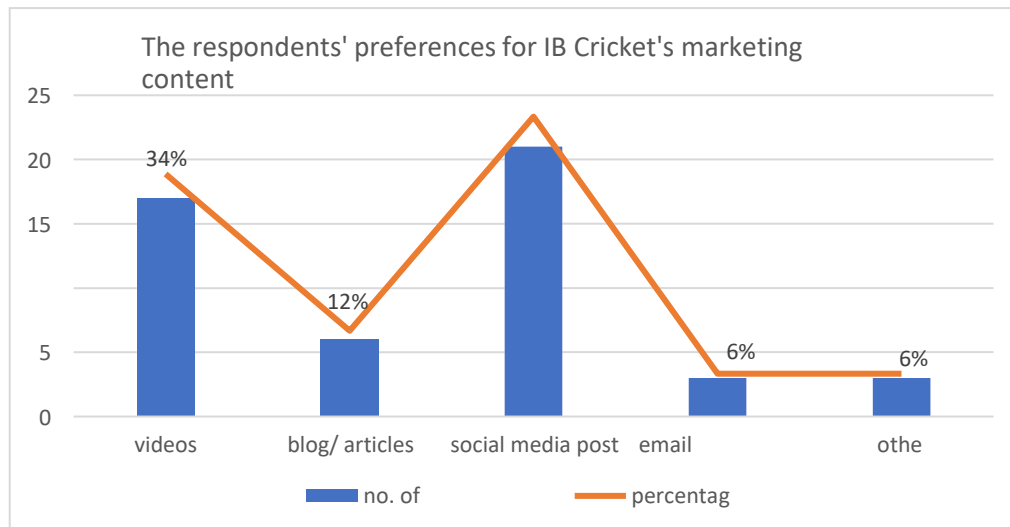


Figure no. 4.3

#### INTERPRETATION :-

The table classifies the respondents' preferences for IB Cricket's marketing content, demonstrating clear behaviors. For example, **34%** indicate a significant preference for **video material** with visual appeal. **Blogs and articles** generate **12%** interest, indicating a little but significant preference for written stuff. **Social media** posts lead at **42%**, indicating a popular preference for interactive information. **Email newsletters** resonate with **6%** of respondents, indicating a small but substantial percentage that values this communication route. A further **6%** select "**other**," indicating a wide variety of tastes. In summary, the table gives useful insights into the diverse content choices of respondents to IB Cricket's marketing activities.

4. What is your opinion on IB cricket collaborating with influencers or celebrities to promote their brand on social media?

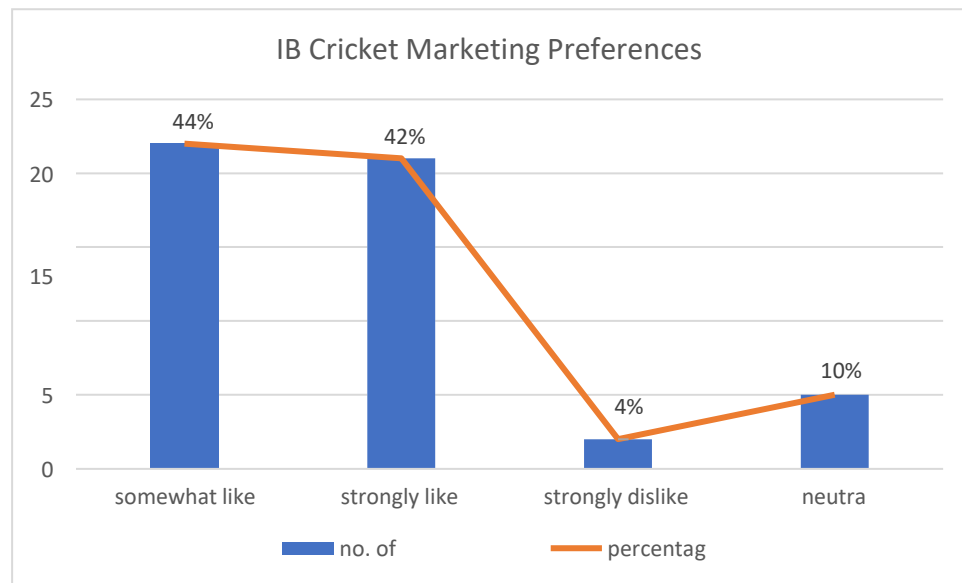


Figure No. 4.4

INTERPRETATION :-

The table below summarizes thoughts on **IB CRICKET**'s partnership with influencers or celebrities for brand promotion on social media. A remarkable **44%** of respondents express a moderately favorable opinion, showing considerable support for such cooperation. Furthermore, **42%** strongly like the notion, indicating a large **positive opinion** about **IB CRICKET** collaborating with influencers or celebrities for social media promotion. In contrast, **only 4% strongly reject the notion**, indicating a low degree of dissatisfaction. Approximately **10% of answers are neutral**, showing a lack of strong opinion on the subject. In conclusion, the majority of respondents favor approval, with many of them expressing great excitement for the partnership, while a minor fraction have a negative opinion and some stay indifferent.

5. Do you participated in IB cricket's virtual cricket matches?

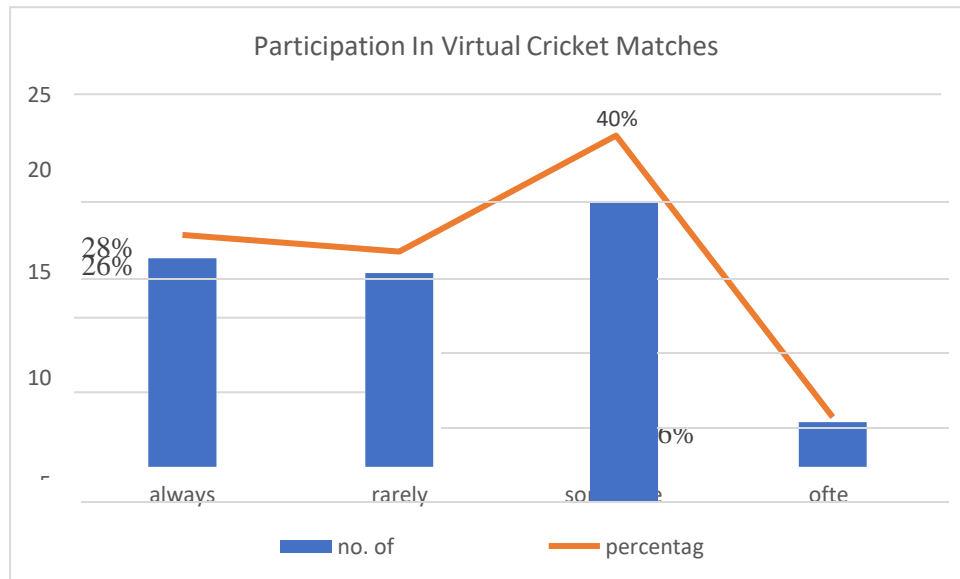


Figure No. 4.5

**INTERPRETATION :-**

This table gives an overview of how respondents participated in **IB CRICKET's** virtual cricket matches. A **significant 40%** of players attend these matches only sometimes, indicating a flexible and intermittent involvement pattern. Additionally, **28% often participate** in virtual matches, indicating a devoted and engaged element. In contrast, **26%** report sporadic engagement, which might be due to fluctuating interests or time restrictions. A smaller yet dedicated group, comprising **6%**, actively participates in virtual matches more regularly than the typical player. Overall, the data shows a variety of involvement patterns, with the majority engaging sometimes, a significant fraction consistently, and a committed minority engaged often.

6. How often do you engage with IB CRICKET'S intractive polls and quizzes onsocial media?

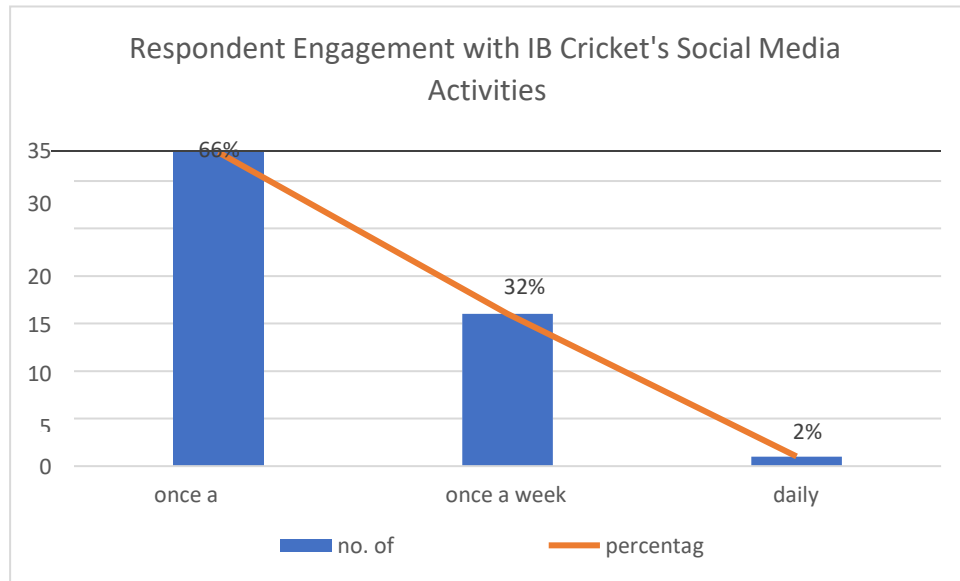


Figure No. 4.6

**INTERPRETATION :-**

This table shows how frequently respondents engaged with **IB CRICKET's** interactive polls and quizzes on social media. A sizable majority, **66%** of respondents, participate once a month, demonstrating a monthly interaction pattern with these appealing aspects. Furthermore, **32%** of respondents participate once a week, indicating a more consistent engagement with **IB CRICKET's** interactive material. A small but **significant 2%** of participants indicated daily participation, indicating a devoted group that regularly engages in **polls and quizzes** on a regular basis. Overall, the data shows a wide range of participation levels, with the majority participating monthly, a sizable number engaging weekly, and a dedicated minority engaging daily with **IB CRICKET's** interactive polls and quizzes on social media.



7. **How often do you watch live streams or behind-the-scenes content shared by IBCricket on social media?**

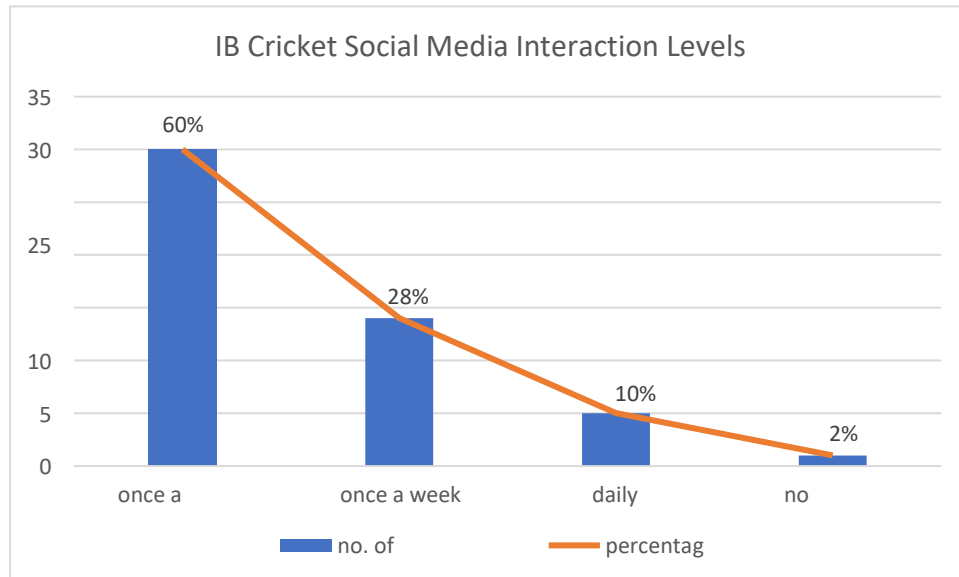


Figure No. 4.7

**INTERPRETATION :-**

The table shows the various levels of interaction with **IB CRICKET**'s live feeds and behind-the-scenes information on social media. A considerable **60%** of respondents tune in on a monthly basis, demonstrating a consistent contact habit. Additionally, **28%** interact weekly, indicating a more continuous readership. Notably, **10%** of participants watch these broadcasts every day, indicating a highly engaged audience. Importantly, **2%** did not respond. In summary, the data shows that engagement frequency vary, with the majority participating monthly, a large number interacting weekly, and a devoted minority checking in daily. This versatility demonstrates **IB CRICKET**'s ability to adapt to various audience interests and schedules while offering live and behind-the-scenes material on **social media**.

8. Have you ever contributed user-generated content (e.g., photos, videos) to IBCricket's challenges or shared your fan experiences on their platforms

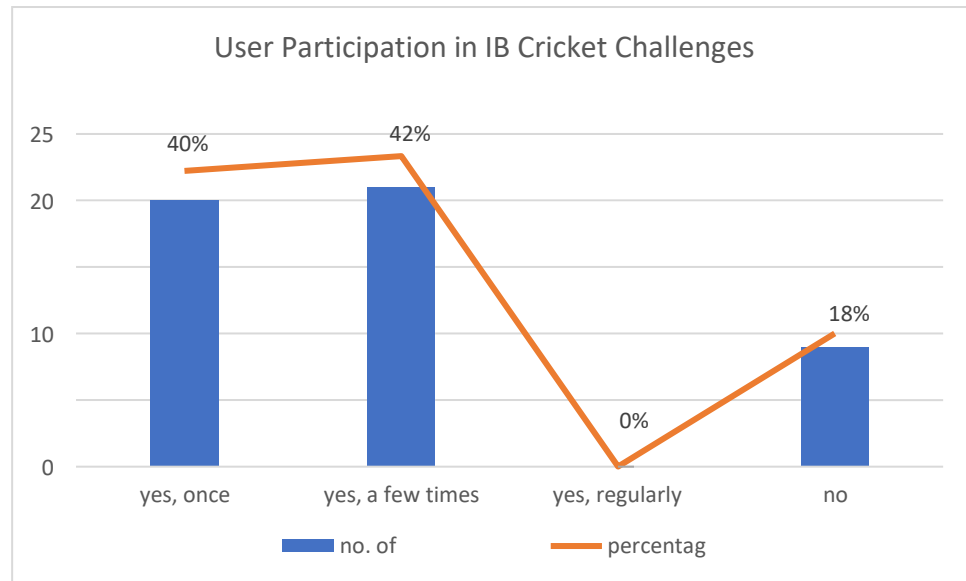


Figure No. 4.8

**INTERPRETATION :-**

The table shows different levels of user participation in submitting user-generated content to **IB Cricket** challenges or sharing fan experiences across their channels. Notably, **40%** of respondents reported a single donation, whereas **42%** engaged a few times, indicating recurrent engagement. However, there are no frequent contributors. Furthermore, **18%** of respondents did not participate in user-generated content submissions. This mixed involvement underscores the need for more consistent and diversified user participation in adding material to **IB Cricket's** issues and sharing fan experiences throughout their platforms.

## Findings

- IB Cricket awareness soared through social media (50%), complemented by online ads and word of mouth (23.68%), highlighting the dynamic blend of digital platforms, personal recommendations, and individual choices in tournament information dissemination.
- IB Cricket's unique selling qualities are highly regarded by respondents, with 80% confident in their effectiveness, while 20% express reservations, highlighting the need for improvement.
- Diverse content preferences for IB Cricket's marketing efforts emerge, with 42% choosing interactive social media, 34% preferring visually appealing videos, and 12% interested in textual information. These findings highlight the need of a comprehensive content strategy for effectively engaging the audience's diverse interests.
- A substantial majority (86%) of respondents are enthusiastic about IB CRICKET's engagement with influencers or celebrities for social media marketing, with 42% strongly supporting the idea and 44% having a moderately favorable impression. Dissatisfaction is low, with only 4% severely opposing the relationship, indicating widespread support for this marketing strategy.
- Respondents' engagement habits in IB CRICKET's virtual matches are diverse, with 40% interacting infrequently, 28% routinely engaged, 26% demonstrating sporadic involvement, and a devoted 6% actively participating more frequently. This variability illustrates the adaptability of player involvement, which can accommodate varying degrees of dedication and interest.
- The majority of respondents (66%) interact with IB CRICKET's interactive polls and quizzes on a monthly basis, with a substantial 32% participating weekly, demonstrating regular participation. Furthermore, 2% engage on a daily basis, indicating that a dedicated minority actively interacts with these features.
- The majority of responders (60%) engage monthly with IB CRICKET's live streams and behind-the-scenes information on social media, while 28% participate weekly and 10% tune in daily. This flexible frequency illustrates IB CRICKET's ability to accommodate to a wide range of audience choices and schedules while presenting a variety of interesting content.

## Conclusion

To sum up, the research offers a nuanced perspective on IB Cricket's brand perception and user engagement dynamics. The significant role of social media in promoting tournaments highlights the effectiveness of digital platforms, complemented by online ads and word of mouth, showcasing a dynamic interplay in spreading tournament information. Although a majority of respondents hold a positive brand perception, a notable portion expresses reservations, emphasizing the necessity for targeted improvements in the brand's marketing strategy. Diverse content preferences, including interactive social media, visually appealing videos, and written material, underscore the importance of a comprehensive content strategy to engage a varied audience. The widespread

enthusiasm for influencer collaborations and minimal dissatisfaction emphasize the positive impact of this strategy on user perception. Varied engagement habits, ranging from infrequent to daily participation, showcase IB Cricket's adaptability to diverse user preferences. The different levels of user-generated content participation signal an opportunity for IB Cricket to encourage more consistent involvement and capitalize on positive word-of-mouth and brand advocacy. In essence, these insights provide a roadmap for IB Cricket to refine its marketing approach, with a focus on content strategy, influencer collaborations, and user-generated content to strengthen positive user engagement and brand advocacy.

### Suggestions

- Invest in growing and upgrading IB Cricket's social media presence to boost reach and engagement.
- Address concerns regarding IB Cricket's USPs by making specific adjustments based on more research.
- Create a broad content plan that includes social media, videos, and textual content to appeal to different interests.
- Maximize the effect of social media marketing by strategically collaborating with influencers and celebrities.
- Increase Virtual Match Engagement: Use awards or special material to encourage frequent involvement in virtual matches.
- Encourage everyday involvement by scheduling interesting polls and quizzes and offering prizes.
- Encourage regular contributions by hosting thematic challenges, contests, or rewards for active participants.
- Increase favorable Recommendations Use referral programs, social sharing incentives, or testimonials to leverage favorable feelings and improve company reputation.

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