

# CREATIVE REVIEW > CARIBBEAN PREMIER LEAGUE 2018



ACTIVATIVE

---

CREATIVE & STRATEGIC INTELLIGENCE FUELLING GAME-CHANGING SPORTS & SPONSORSHIP MARKETING

---

---

< UNDERSTANDING THE PAST  
UNLOCKING THE FUTURE >

**We deliver creative and strategic intelligence to fuel game-changing sports and sponsorship marketing.**

Inspire your teams with the world's most innovative sports brand campaigns, rights-holder marketing, sponsorship activations, tech & trends. **Contact@activative.co.uk**

---

---

# Contents

---

## [Welcome >](#)

P5.

## [Overview >](#)

P7. Cricket's Biggest, Loudest Party

P7. History & Background

P9. Broadcast & Digital

P10. Sponsors

## [Activation Highlights >](#)

P15. Hero

P17. Digicel

P21. KFC

P25. El Dorado

P28. Carib

P31. Yello

P34. Dafabet

P36. Caribbean Airlines

## [About Us >](#)

P40. Activative (Contact/Subscribe)

Welcome





Welcome to the 'Caribbean Premier League 2018 Creative Review': the latest of our sports marketing and sponsorship activation property reports.

We identify, explore and analyse the key strategies, tactics, themes and trends, as well as showcase stand out creative, the key campaigns and best practice marketing from the tournament.

Our work is designed to help you stay ahead of the widespread disruption and the revolutionary change in sports and sponsorship marketing: it broadens and deepens creative and strategic knowledge through learnings derived from the world's best work.

At Activative we focus on the brave, innovative and original sports and sponsorship marketing work driving, shaping and responding to the socio-cultural, economic and technology-led changes across the landscape.

We believe you'll find plenty of ideas, insights and inspiration to help fuel your game-changing sports



and sponsorship marketing.

This creative review brings to life the key activations and campaigns from the 2018 Hero Caribbean Premier League: analysing, exploring and showcasing the key marketing campaigns from the tournament's sponsors.

---

# Overview

---



## Cricket's Biggest, Loudest Party

**Built around a dual proposition as the 'The Biggest Party In Sport' (relating to the fans and the atmosphere) and 'Cricket Played Louder' (relating to the cricket and the cricketers), the 2018 Hero Caribbean Premier League (CPL) season saw the tournament continue to go from strength-to-strength.**

It is now not only leading the region's cricket resurgence, but is also establishing itself as a serious international sporting property.

The 2018 iteration of the Caribbean's premier sports event, won by the Trinbago Knight Rider, produced its best audience metrics in its short history.

Ticket sales were up an impressive 23% on 2017, while a record 17,000 fans attended the sell-out final in Trinidad's Brian Lara Stadium and the tournament's cumulative reach is now greater than 200 million.

The six team, franchise-based T20 tournament is now, according to recent Cricket West Indies research, the number one sports property in the region.

It focuses on combining two of the most compelling aspects of Caribbean life and culture - 'dramatic cricket' and a 'vibrant carnival atmosphere'.

Indeed, it is this energetic, loud party atmosphere that creates a unique fan experience and a distant style of attacking cricket which sits at the heart of the CPL's positioning in relation to other rival properties.

"The CPL is promoted as the 'Biggest Party In Sport' and it certainly doesn't lack for atmosphere - the vibe in the grounds is tremendous," says Barbados Tridents' partnership manager Omar Khan.

This party and entertainment positioning makes the CPL unique and helps it cut through the increasingly cluttered T20 tournament landscape.

"Cricket is often described as a dying sport,

but the CPL T20 games have breathed new life into the sport," said Jamaica Tallawahs Cricket Foundation marketing manager Shantell Hill. "The various activities have been able to pull more youth and the young at heart to either watch it or attend the actual matches."

Indeed, Hill believes that the multiple elements of performance entertainment within the CPL's overall package plays a key role in attracting audiences and sponsors to the tournament.

Indeed, for the 2018 competition, the CPL teamed up with its sponsors to refresh the entertainment package strategy shifting from a primary focus on half-time performances to more ongoing, in-strand fan interaction.

This partly reinforces the CPL's overall party positioning, but also reflects the fact that the speed of T20 games continues to move up a gear, half-times are shorter and thus there is less space for more traditional, staged music sets.

Thus there is more emphasis on ongoing, always-on, responsive and participatory in-crowd entertainment.

Sponsors such as Carib Rum, El Dorado Rum, Foska Oats, Nestle and Sunshine Snacks also all engaged fans in the stands with a focus on fun and entertainment.

A vignette of this fresh approach was evident at the 14 and 15 August games at Jamaica's Sabina Park.

While stars such as Sizzla, Bugle and Ding Dong, plus DJ Sanjay, Fame 95 FM's Franco and CPL party stand host Marlon Musique all brought music led entertainment directly to the fans by pumping music throughout Sabina Park during the matches, other performers ranging from stilt walkers, fire-breathers, drummers, carnival dancers and the hand-picked CPL cheerleaders all entertained the crowds by walking and performing amongst the fans.

This year's competition also offered fans in-stadium and following across online channels more opportunities to win more prizes and also to get out on the field of play to interact with the players for activities such as 'bat-and-bowl' and awarding fans catching balls in the stands.

## Statistics Snapshot

### Cumulative Audience

2013 > 36m

2014 > 66m

2015 > 93m

2016 > 134m

2017 > 198m

2018 > 200m+

### Total Number Of Sponsors

2018 > 18

### Ticket Sales

2018 > +23%

### 2017 Cumulative Audience Split

Total Broadcast > 150m

Total Digital > 48m

In-Stadium > 250K (75% capacity)



**Hero**  
**CPL T20**  
Caribbean Premier League







## CPL History Background

**Combining broadcast and digital viewership, over 197 million fans watched the 2017 season - making it one of the fastest growing leagues in world cricket.**

Unusually in the sport's world, rather than being owned by the national cricket governing body it is in fact only 'administered' by the WICB and is actually is a private company majority owned by founding partner Digicel.

The tournament was born in 2013 when it replaced the West Indies Cricket Board (WICB)'s own Caribbean Twenty20 (itself a replacement for the Stanford 20/20 which ran from 2006 to 2008) as the pre-eminent T20 competition in the region.

Indeed, on 13 December 2012, the WICB announced it had finalised an agreement with Verus International's Ajmal Khan ( a Barbados-based financial organisation), for the funding of the new franchise-based Twenty20 league.

The CPL is played between six teams and is divided into a group stage and a knockout stage and the 2018 tournament ran from 8 August to 16 September.

The six franchises that contested this year's tournament were the Barbados Tridents, Guyana Amazon Warriors, Jamaica Tallawahs, St. Lucia Stars, St Kitts and Nevis Patriots and Trinbago Knight Riders.

The tournament features 34 matches between the six franchises: with each team playing five home matches. (The Jamaica Tallawahs play three of their home games in Lauderdale, Florida - ensuring that the CPL keeps its three-year foothold in USA).

The playoff stage culminates with two semi-finals and a final in Trinidad.

In 2017 the Hero CPL signed a three-year agreement with Trinidad & Tobago to host the finals in the country's famous Brian Lara Cricket Academy.

The tournament's six franchises each have a squad of 15 contracted players: which includes a maximum of five international players, four players under the age of 23 and each team also has one local player and one international franchise player.

The players who have put themselves forward for availability are bid for during a draft process that takes at the beginning of March.

As of 30 December 2015, the each CPL team has a total salary cap of US\$780,000 per season per team (an increase implemented from the previous cap of US\$600,000).

This year's CPL featured plenty of international cricket super stars.

Amongst the big names were the likes of Chris Gayle, Andre Russell, Sunil Narine, Dwayne Bravo, Kieron Pollard, as well as former Australian skipper Steve Smith and David Warner, New Zealander Mark Chapman, as well as the likes of Hashim Amla and David Miller.

This format and structure has seen plenty of rivalries build up as part of the tournament excitement.

For example, Dwayne Bravo and Kieron Pollard have a long-standing rivalry while facing each other in the CPL - complete with dancing send-offs and sarcastic goodbyes (to name but a few of their moves), while arguably the two of biggest rivals from last season's tournament were Chadwick Walton vs Kesrick Williams - who animatedly took notes when they scored runs or took wickets (see bottom video opposite).

The story of CPL5 2018 culminated with the Trinbago Knight Riders beating the Jamaica Tallawahs (see top video opposite).

## Broadcast & Digital

With a total, global TV broadcast reach of more than 150m, the CPL has multiple deals around the world and the 2018 tournament saw something of a shake-up in its TV partner stable with new, big player partners in major markets such as India and the UK.

The Digicel-owned broadcaster SportsMax holds the umbrella Caribbean broadcast rights with various other broadcasters in the region also airing the games in certain Caribbean countries (eg CNC3, TV Guyana and TVJ).

But with only 7 million people living in the Caribbean, it is particularly important to appeal to international cricket fans beyond the host region through international broadcast partners and social channels.

The 2018 strategy was based around leading broadcasters in core cricket markets alongside targeted OTT platforms.

For example, in the world's other major cricket markets, the CPL's former broadcaster in India, Sony Six, was replaced by Star Sports which signed a new two year deal in August 2018.

While in the UK and Ireland, pay-television broadcaster Sky acquired rights (from previous incumbents BT Sport and Dave/UKTV). Sky also has the rights in New Zealand, while Foxx broadcasts the tournament in Australia, Willow in the USA, OSN in the Middle East and EcoNet / KweseTV in sub-Saharan Africa.

One particularly interesting 2018 broadcast deal was with micro-blogging social network Twitter (this followed on from the CPL's groundbreaking 2017 deal with Facebook Live - the first time an international cricket league supplemented its existing broadcast deals using the Facebook Live platform - and which reached 5.3m viewers).

Twitter and the CPL signed a media rights deal live stream all matches of the 2018 season in 54

## Broadcast/Digital Snapshot

2017 Total Broadcast > 150m

India (Sony Six) > 82m

UK (Dave/UK TV) > 2.5m

USA (One World Sports) > 743K

2018 Key Broadcasters

Caribbean > SportsMax (+CNC3, TVJ, TV Guyana..)

India > Star

UK > Sky Sports

USA > Willow

New Zealand > Sky Sports

Australia > Fox Sports

Sub-Saharan Africa > EcoNet / KweseTV

Middle East > OSN

2017 Total Digital Reach > 48m

Facebook > 43.7m

YouTube > 2.3m

Twitter > 2.1m

Facebook Live Broadcast > 5.3m

markets around the world.

This marked the first time that many cricket fans in these countries were able to watch full matches on Twitter and join in the live conversation at the same time.

As well as live games, viewers could watch highlight video clips via an in-video sponsorship collaboration with the CPL's title sponsor Hero MotoCorp

The idea is based around the insight that the global, public conversation around cricket happens on Twitter.

"Strengthening our partnership with Hero CPL is the in-stream video sponsorship with Hero for the second year running," said Aneesh Madani, Head of Sports Partnerships, Asia Pacific, Twitter.

"Together, we're excited to offer cricket fans a unique experience to take in the games, highlight video clips and the conversation, all in one place on Twitter."

The live stream was available to logged-in and -out cricket lovers on the micro blogging platform and connected devices via @CPL on Twitter.

Twitter's in-stream video sponsorship enables publishers/property owners like CPL to monetise video content while making it easy for advertisers such as Hero MotoCorp to reach engaged audiences and sponsor exclusive content.

"Hero CPL is the biggest party in sport and we're proud to partner with Twitter to become the first T20 league to give fans access to cricket streaming live on the platform," CPL Head of Digital Vishnu Kumar.

"In addition to the games, the highlight clips on Twitter thanks to our title sponsor Hero will ensure that fans don't miss a single moment, just like Fabian Allen's stunning catch last season. Our goal is to engage the cricket community even more deeply and this partnership will make it big, especially as our star players are popular on Twitter,"

Digital and social, of course, is also a big part of the international strategy and in 2017 the CPL's combined digital reach was 48 million: Facebook 43.7m, YouTube 2.3m and Twitter 2.1m).

The online strategy stretches far beyond CPL match action: it mirrors the tournament's over-

# Sponsor Structure

Title Sponsor  
Hero

Founding Sponsor  
Digital

Official Partners  
Carib, Dafabet, El Dorado,  
Guardian Group & Republic Bank

Official Sponsors  
Caribbean Airlines, Dixee, EZone, KFC  
Nescafe, Rainforest Seafoods, Sunshine Snacks,  
Trinidad & Tobago Tourism & Yello

Official Fantasy Partner  
Dream 11

Official Energy Partner  
Repsol

all positioning in terms of focusing on the 'loud' and the 'party' - with a video-led approach that includes fun and celebration both on and off the pitch and amplifies CPL related content from beyond the tournament itself to the wider world of West Indies international cricket.

## Sponsors

**The Hero CPL 2018 completed its sponsorship sales process on 4 August with a stable of 18 brand partners (plus additional team-specific sponsors.**

"It is a great pleasure to announce that the CPL sponsorship programme is fully subscribed in 2018, and to give heartfelt thanks all of our Partners without whose support CPL literally could not happen," commented CPL commercial director Jamie Stewart.

"I would urge all CPL fans to extend their support to the companies and brands that make the Caribbean's greatest sporting spectacle possible."

Partners come from a range of categories.

The Indian two-wheel motorbike and scooter manufacturer (and one of the world's leading biggest sports promoters), Hero MotoCorp Limited continued as the title/principal sponsor.

While part-owner, mobile network provider Digicel is the tournament's Founding Partner.

The top-tier 'official partners' include Carib (beer), Dafabet (betting), El Dorado (spirits), Guardian Group and Republic Bank (finance).

The stable of official sponsors are Caribbean Airlines (travel), Dixee (biscuits), EZone, KFC (restaurant), Nescafe (hot drink), Rainforest Seafoods (food), Sunshine Snacks (snacks and sweets), Trinidad & Tobago Tourism, Viva (water) and Yello (digital and print advertiser).

Dream 11 is the official fantasy partner and Repsol the official energy partner.

"The CPL has been successful in attracting a broad church of sponsors from global brands with cricketing heritage like Hero and KFC, to pan-Ca-

ribbean brands such as Carib, El Dorado and Caribbean Airlines, as well as professionals services such as Guardian Group," explains Barbados Tridents' Khan.

"At Tridents we're lucky enough to work with a rich mix of partners: from global consumer brands like Powerade and pan-Caribbean companies like Sol Petrol, to businesses looking to leverage the tournament's overseas reach such as Barbados Tourism, and partners of both the team and of the CPL like Carib, as well as well known Barbados brands such as our restaurant partner Chefette."

All 18 brands have rights packages that ensure partner presence in all the stadiums.

Plus, much like India's IPL, the rights packages include a number of exclusive, often directly game-related rights: such as title sponsor Hero's 'Fan Of The Match' & 'Maximums (6s)', founding sponsor Digicel's 'Man Of The Match', spirits partner El Dorado's 'Player celebration', finance partner Guardian Group's 'Volunteer Of The Day', betting partner Dafabet's 'Coin Toss', fantasy partner Dream 11's 'MVP Per Match' and snack sponsor Sunshine Snacks' 'Power Shot Of The Day/Match'.

The CPL's diverse sponsor stable led to a diverse array of activations in 2018 - many of with a focus on fan entertainment and the property's party positioning.

These ranged from bigger businesses like part owner Digicel's integrated CPL campaign, through well known regional brands like Sunshine Snacks which shot peanut treats into the crowds, to smaller, local companies such as Dixee, the official CPL biscuit which offered biscuit munchers a chance to win match tickets, hampers and other prizes via radio, in-store and social promotions.

What follows is a showcase of some of the key campaigns and the stand out marketing.

Most of the team themselves also ran their own pre-season and through-the-season promotional campaigns.

The Barbados Tridents, for example, ran a 2018 campaign based on messages about 'Bajan Pride'.

Running across radio, press, online and in-stadium, this campaign was built around the mix of Bajan players in the squad - fronted by West Indies





and franchise captain Jason Holder.

While team sponsors, of course, also ran matching local market campaigns - largely linked to local/national pride.

For example, Trident's drinks sponsor Powerade, according to Powerade marketer Martiza Ballack, aimed to build awareness and generate trial of the product through a partnership based on the 'Local Boys / Local Team' idea using the brand's global 'Always Forward' big idea and spanning radio, print, digital, experiential and in-stadium activation strands.

While Tridents restaurant partner Chefette, which some describe as the McDonalds of Barbados and is famous for its rotis and fried chicken - activated the partnership in ground and within their own restaurants using screens and point of sale to promote the association.

According to Chefette CEO Ryan Haloute, the partnership objective was to build brand awareness and association between two local Barbados brands (the Tridents and Chefette) and to reinforce the brand's umbrella objective of supporting local sports and encourages people to be active through its 'Promoting Active Lifestyles' programme.

The restaurant brand's integrated activation programme ranged from creating custom Tridents/Chefette branded snack box packaging and collector's cup (which included a match ticket linked voucher strand), as well as digital and social content pieces and the widespread use of the Chefette chain's in-restaurant digital screen network.



## CPL Channels

<https://www.cplt20.com/>

<https://www.facebook.com/CarnivalT20/>

<https://twitter.com/cpl>

<https://www.youtube.com/user/OfficialCPLT20>

<https://www.instagram.com/cplt20/>



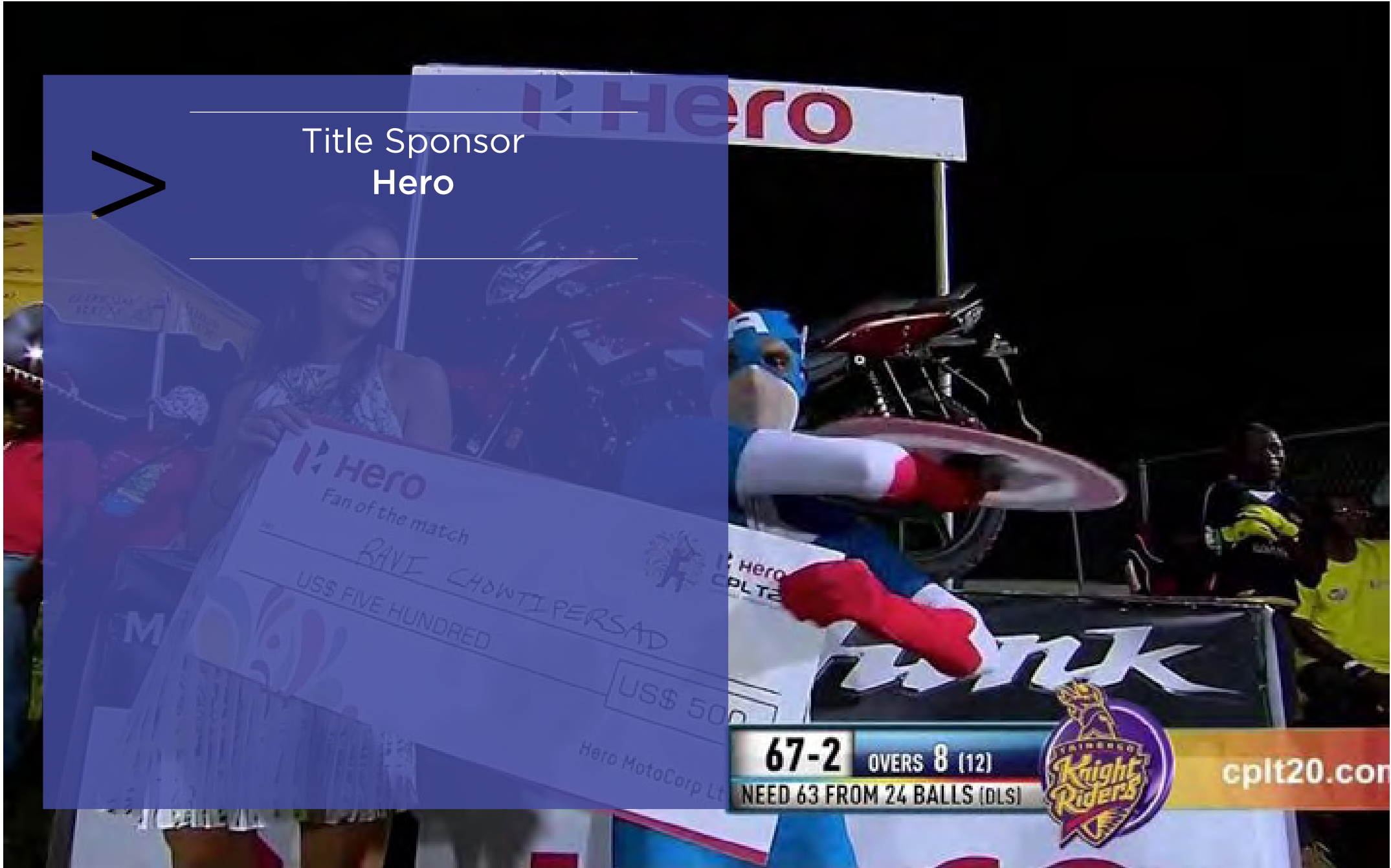




# Activations



Title Sponsor  
Hero





India's Hero MotoCorp, one of the world's most prominent sports sponsors - with a stable that ranges from golf, football, hockey and motorsports to cricket, as well as several athlete ambassadors - is the title sponsor of the Hero CPL.

As well as plastering its logo across the playing surfaces and perimeter boards, its bikes are showcased on the boundary and its logo also adorns the competition's wickets themselves.

Its rights package also includes the 'Hero Fan Of The Match' (chosen by the on-site CPL team for the most outrageous/impressive fan costume winning \$500 - and one of the six match winners winning a Hero bike too) and the 'Hero Maximums' (6s) which sees commentators on television, across social media and in-stadium (plus screens) describe all 6s as a 'Hero Maximum'.

Hero MotoCorp's other cricket tie-ups have included being a partner of the Indian Premier League (both at the central level and as a team sponsor of the Delhi Daredevils and Mumbai Indians) and of the ICC itself. It has also endorsed partnerships with several big name cricketers.

The latest of these deals sees Hero team up with Indian cricket captain Virat Kohli as its latest brand ambassador.

This new endorser deal kicks-off with a cricket-themed campaign promoting the brand's new Xtreme 200R premium motorcycle. The campaign, featuring Kohli on the Xtreme 200R, spans TV, print, outdoor and digital platforms.

"Hero stands for trust, excellence and resilience: the qualities that personify the charisma of Virat as a global icon," commented Pawan Munjal, Chairman, MD and CEO, Hero MotoCorp.

"He represents the youth of today which fears nothing and aims for the pinnacle - characteristics that have always defined Brand Hero. It is my pleasure to welcome Virat onboard the global family of Hero MotoCorp and wish him a lot of success and fun in this new innings."

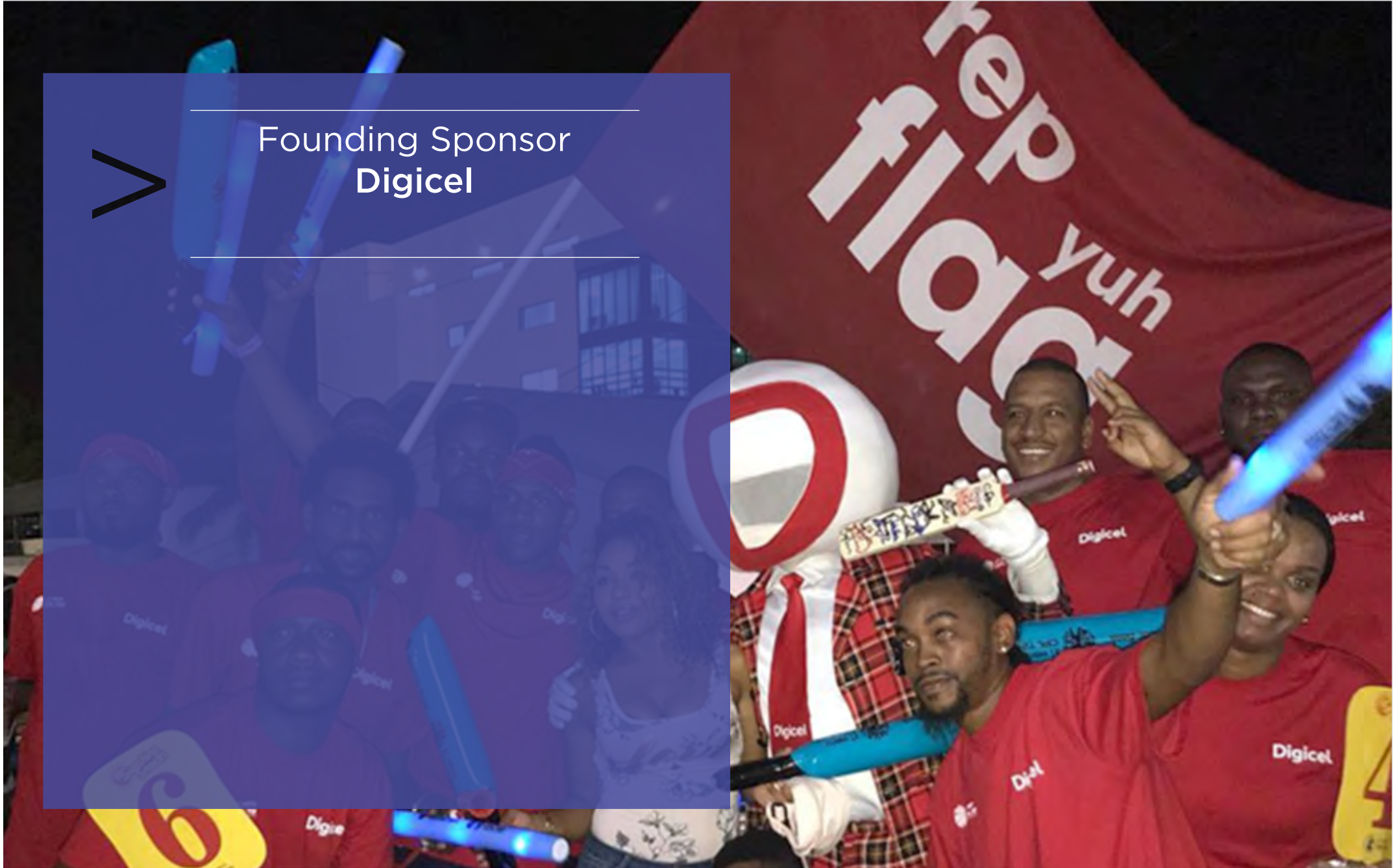
Other sports ambassadors in the Hero stable include 14-time major winner Tiger Woods, as well as fellow golfers Anirban Lahiri, Shiv Kapur, Daniel Chopra and Sharmila Nicollet, plus footballer Diego Simeone.







Founding Sponsor  
Digicel



**Caribbean mobile network Digicel was named as the first global sponsor for the inaugural 2013 tournament and beyond in a multi-year deal.**

As previous sponsors of the West Indies cricket team and the Digicel Caribbean Cup, the brand has considerable experience with sponsoring cricket and other sporting events throughout the Caribbean.

“The CPL is a perfect fit for Digicel. We’re huge fans of West Indies cricket and this is a great opportunity for us to invest not only in what will be an amazing event, but also in the young cricketers who will benefit from around the region,” stated Digicel Group Marketing Operations Director Kieran Foley.

In a seldom seen move in the sports sponsorship space, Digicel, the Bermuda-owned and Jamaica-based mobile network provider owned by the Irish billionaire Denis O’Brien, took a majority stake in the CPL back in 2013.

At the time, the deal saw Digicel (which operates in 31 markets with 14m wireless users) seriously expand its already substantial sponsorship cricket portfolio (which included already partnering with the CPL and West Indies Cricket, plus athlete ambassador deals with several star players such as Chris Gayle, Marlon Samuels, Sunil Narine and Kieron Pollard).

When the deal was signed, CPL founder Ajmal Khan and CEO of the Barbados/NY based global investment group Verus International said; “Since we launched the Caribbean Premier League in partnership with the WICB, we have been focused on attracting major strategic partners who will help build a world class tournament that stimulates the local economies of the Caribbean. I am delighted that my close partners at Digicel have shared so passionately the vision I have for the development of cricket and the unequalled opportunity that is provided by this tournament for the entire Caribbean region. I look forward to working with the WICB and Digicel to accomplish these goals.”

In terms of activation around CPL 2018, Digicel made the most of its usual on-pitch logo and at-ground hospitality rights (which this year saw

the mobile network provider set up retail outlets at each CPL game enabling fans to experience and purchase plans, bundles, credit and phones, pay bills and win tickets daily to the games.

Digicel’s leverage programme also included the ‘Man of Match Award’, while its ‘Digicel Flag Crew’ kept the energy up and the brand front of mind for fans at and around games.

Indeed fans who took selfies with the brand’s ‘Flag Crew’ and posted them to their social pages with hashtag#CPL2018#playgo and tag Digicel TT were entered into a competition for a chance to win prizes and tickets to the 16 September CPL Finals.

Digicel also leveraged its branded streaming plus highlights on the PlayGo app,

The founding partner brand also made it much easier to get tickets for the 2018 tournament as Digicel stores also acted as CPL ticket outlets.

“There’s nothing like being in the stands surrounded by people cheering with you for your team; and this, coupled with the carnival atmosphere of CPL makes it one of the hottest events for the summer. With 34 matches in seven countries over two months, it’s hard to catch all the games in person, so this year we’ve made it easy for our customers through our PlayGo CPL activation plans. Customers can opt for a season pass or a day pass and watch our dedicated CPL channel with 2018 tournament coverage as well as past CPL games. Best of all, when customers watch the CPL finals in Trinidad and Tobago”, said Tari Lovell, Group Sponsorship Manager at Digicel.

Damien O’Donohoe, CEO of Hero Caribbean Premier League said: “The Hero CPL is delighted with the support that Digicel has given us since the tournament started in 2013. Just like CPL, Digicel is a massive part of Caribbean culture and the Caribbean economy. Staying in touch is such an important part of us delivering a world-class event and Digicel and their communications network are how we make this happen. CPL would not be possible without the support of the number one communications network in the Caribbean. It has been a brilliant partnership for CPL and long may







it continue.”

Digicel’s social channels kept fans up to date on the match action and the tournament giveaways.

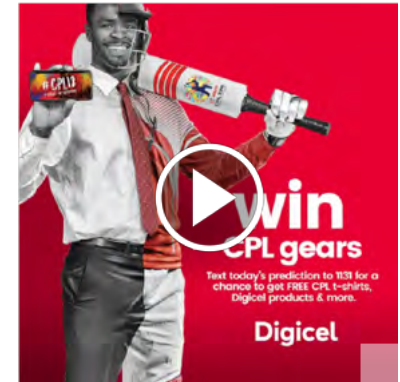
It also provided a behind the scenes look at the culture of each country through an online content series called ‘FanView’.

This digital video series saw each episode come from a different ground and focusing on a different match up – but always with a focus on the energy, the party and the fan experience.

Other strands of the Digicel rights package include hospitality and a series of social media led ticket and gear giveaways (including a puzzle piece promotion), plus digital list building exercises.

The brand also backed the impressive Caribbean Premier League (CPL) T20 entertainment package: a showpiece of this saw a brand backed Machel Montano concert during the 2018 semi-finals.

Digicel also emphasises the next generation and youth cricket in its activation and backs the ‘CPL Ambassador’ programme - which sees one lucky high school win an amazing opportunity to be coached and mentored by top CPL ambassadors - as well as supporting the ‘CPL Youth Series’ with events across the Caribbean.





the next generation  
step onto the field  
and into the game



Official Sponsor  
KFC





KFC and Hero CPL worked together to bring fans 'Chicken Played Louder' for its 2018 tournament campaign.

This activation saw KFC leverage its rights with the 'biggest party in sport' to bring the flavour of CPL cricket to their outlets and positioned KFC as the food of choice for fans leading up to, and during, the matches.

KFC introduced innovative sales promotions based on their involvement with CPL in the form of Big Hit Buckets and Big Hit Boxes.

Other ways for KFC customers to get involved came through the at-stadium 'Bucket Posse' and KFC in-store and social competitions with CPL prizes such as the 'Know Your Cricketer' promotion.

Simon Hardy, CEO of Prestige Holdings Ltd, franchise holder of KFC Trinidad and Tobago said: "The ethos of CPL is to bring the excitement and energy of cricket to the fans and create the biggest party in sport – at the game or while watching at home. At this year's CPL KFC brings the biggest flavour to this cultural extravaganza with our "Chicken Played Louder".

"This promotion promises to fuel our customers with not only our great tasting chicken in our Big Hit Bucket catering for families during the holidays but with captivating weekly prizes. Stay tuned for more exciting things to come."

Jamie Stewart, Commercial Director of CPL said: "KFC is a brand that is synonymous with T20 cricket via other sponsorships around the globe. It is an exciting moment for Hero CPL to welcome an iconic global brand like KFC, one whose cricket-centred fan promotions have won accolades globally, on board as a partner for the Biggest Party in Sport."







## KFC Brings More Flavour to CPL 2018

What happens when the biggest flavour in Trinidad and Tobago meets the biggest party in sport? "Chicken Played Louder!"

For CPL 2018, KFC is on board as an official sponsor which is great news for customers as they'll have a chance to make a Big Hit at restaurants with a great offer and exciting giveaways and promotions.

When the new campaign launches on the 1st of August customers will be able to enjoy The Big Hit Bucket; a value meal for \$99 with 6 pieces of chicken, 6 regular sides and a 2 litre drink throughout the innings.

Chief Executive Officer, Simon Hardy said, "The ethos of CPL is to bring the excitement and energy of cricket to the fans and create the biggest party in sport - at the game or while watching at home. At this year's CPL T20 cricket, KFC brings the biggest flavour to this cultural extravaganza with

our - Chicken Played Louder. This promotion promises to fuel our customers with not only our great tasting chicken in our Big Hit Bucket catering for families during the holidays but with captivating weekly prizes. Stay tuned for more exciting things to come."

KFC will bring even greater value to the public throughout the CPL Games. From August 1st to September 11th 2018 save the receipt from any KFC purchase of \$25 and over and enter at [kfc-bighit.com](http://kfc-bighit.com) for a chance to walk away a Big Hit champ. Weekly prizes include: a 58" Samsung UHD TV, VIP tickets to CPL matches held in Trinidad, the ultimate cricket set and Big Hit meal vouchers. Plus, a chance to view a match with the "KFC Bucket Posse" in the stands where fans can win even more giveaways.

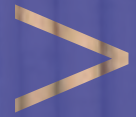
**With so much added value and anticipated fanfare, KFC is the flavour of CPL 2018!**



It's finger lickin' good







Official Partner  
El Dorado





**As the official spirit of the CPL, El Dorado runs a range of fan promotions as well as boasting at-game pouring rights.**

In 2018 it ran a broad set of tournament activations led by at-stadium branded spaces including the pitchside 'Rum Shack' (where match commentary and DJ'ing took place), as well as the 'El Dorado Party Stand'.

The rum brand also employed a team of in-stadium, at-seat servers and the 'Rum Girls'.

El Dorado also continued its 'El Dorado Celebrations' campaign - with the best player celebration of the tournament wins a 30-year-old bottle of rum

The Guyana-based El Dorado has sponsored the competition since its inception in 2013 and on 1 August 2018 it signed a long-term extension to its partnership with rum brand El Dorado.

The five-year deal, announced at a PR event fronted by cricketer Chris Gayle (the self-styled 'Universe Boss' who plays in the CPL for of the St. Kitts & Nevis Patriots) will run through to the end of the 2022 CPL season.

El Dorado is owned by Demerara Distillers Limited (DDL) and Chairman Komal Samaroo, said: "At DDL we aim for excellence and through our El Dorado Rum brand we offer the most premium portfolio of aged rums for consumers around the world to enjoy. Through our partnership with Hero CPL since the start of the tournament we are delighted to bring to numerous consumers in the Caribbean, the opportunity to enjoy their favourite sport while enjoying responsibly the superior quality of El Dorado Rum. The new five-year agreement confirms our desire to further contribute to the improvement of the quality of life for the people of the Caribbean and to market the Caribbean region to the rest of the world."

The CPL's commercial director Jamie Stewart said: "El Dorado have been with Hero CPL since when it was just an idea on a page. They have played a huge role in making Hero CPL the 'Biggest Party in Sport' and it is an absolute pleasure to continue the relationship with the brand consistently voted the world's best."









Official Partner  
Carib Beer





For the 2018 tournament Carib was once again the Official Beer of the 'biggest party in sport' and the brand set out to 'add to the electrifying potpourri of Caribbean flavour, merging the carnival atmosphere' that is the CPL.

The Trinidad based beer is established across the Caribbean (and other markets) and worked with the tournament's sponsorship team to deliver stand out, fan-centered events around the stadiums and the local area.

For example, on 18 August, Peter & Company Distribution (PCD), the local Carib distributors, ran a promotion around the CPL T20 St Lucia matches in order to capture the imagination of the island's consumers and fans.

Carib Beer 'lit up' Saint Lucia's Rodney Bay for a CPL 'Love In Our World' promotion press event at the Ultra Lounge: with several other bars and restaurants on the strip running Carib specials and promos in recognition of the 2018 CPL T20.

The promotion included a competition offering free tickets and even exclusive VIP passes, cases of Carib Beer and other related paraphernalia.

Carib Brand Manager Germaine Serieux said: "We at Carib recognize the importance of cricket to Caribbean people including of course Saint Lucians. And with the CPL T20 being the most exciting form of modern day cricket, it gives us great pleasure to come on board as the Official Beer and to stamp our flavour through the amazing promotions we have lined up for this year's event."

Carib Beer also produced limited edition CPL 2018 Finals cans.

But the most controversial aspect of Carib's 2018 activation was the roll out and then axing and apology for it 'Hit Them For 6' campaign.

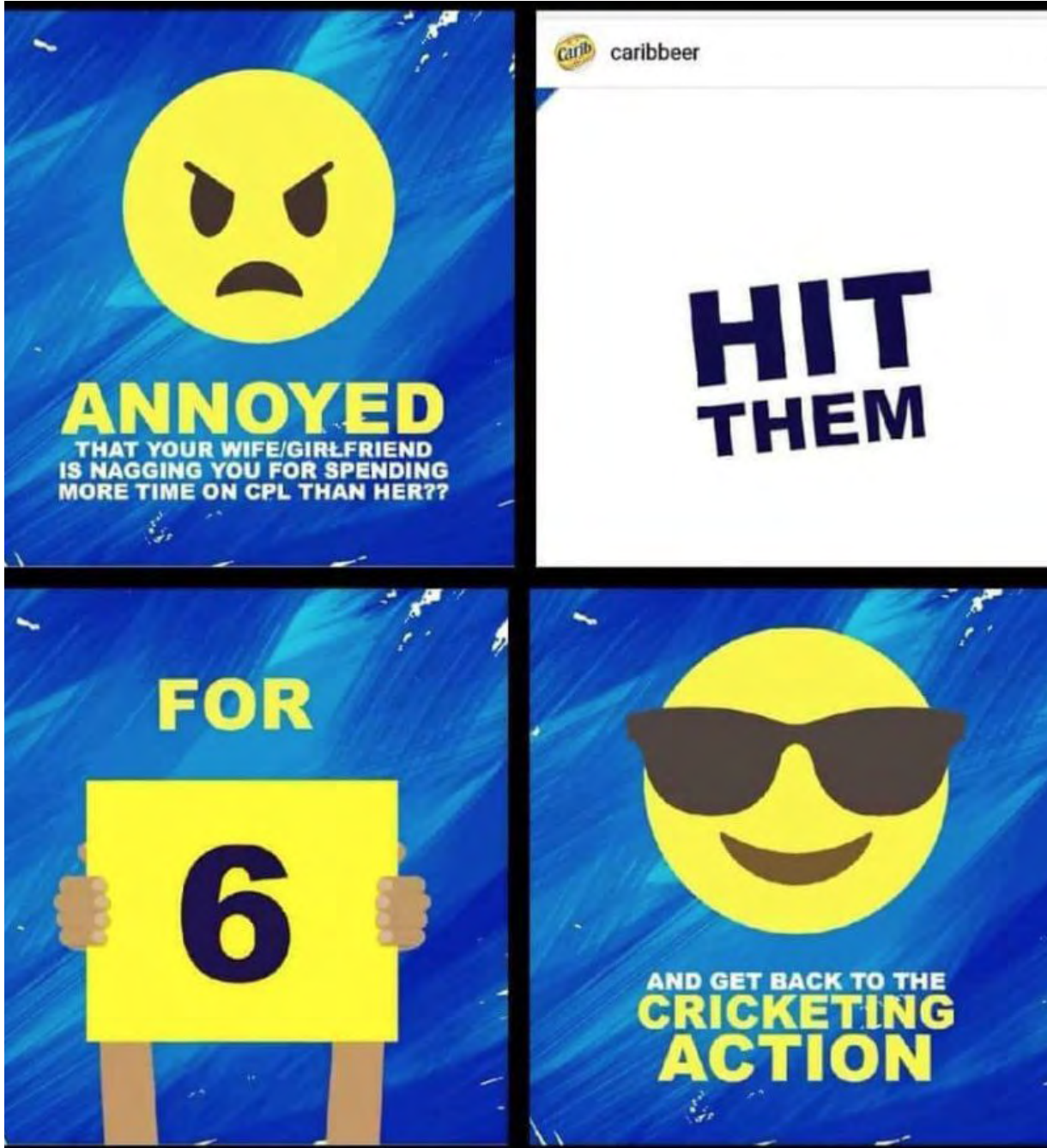
This social media initiative promoting its CPL 2018 affiliation targeted men and seemed to suggest men being nagged by their wives/girlfriends for spending too much time watching the cricket should 'hit them for six'.

Unsurprisingly, the brand quickly faced a serious backlash (that this ad encouraged domestic abuse) from fans, rights organisations and from the CPL itself and the post was deleted.

The company, which is known for its quirky, quick-witted social media marketing, made a public apology for the hurt caused to the public by the campaign and emphasised that it does not saying it does not condone domestic violence of any sort.







We, at Carib Brewery would like to apologize for the recent post on our Social Media platforms. We do not condone, support or tolerate violence of any kind including domestic violence in any form and sincerely regret this post. We will continue to work to ensure that our communications comply with the highest standards.





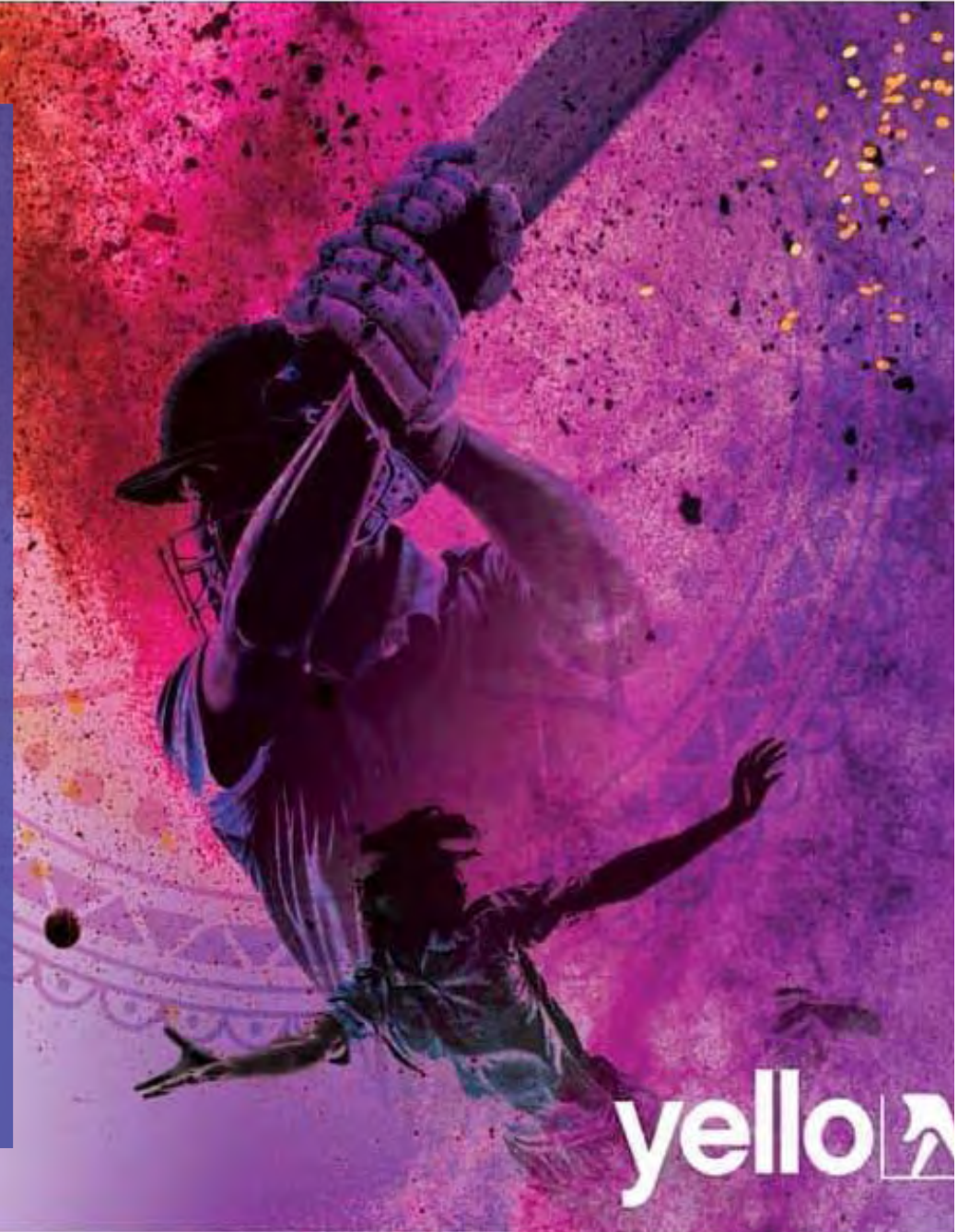


Official Sponsor  
Yello

MY YELLO

CRICKET  
CREW

SNAP YOUR CREW & WIN!





Activations

Caribbean digital and print advertiser Yello Media's three year CPL partnership aims to create community support, commerce, and engagement through cricket and the brand's 2018 activation revolved around its core marketing mantra of 'knowing and celebrating local'.

To bring its brand promise of 'knowing and celebrating Caribbean culture' to life, Yello provided match fixtures and profiles on players through its new mobile app and across its online platforms.

Yello's principle digital activity was a 28-episode online 'analyst match review' video series called 'Yello CPL Rewind 2018'.

Each came with both a teaser spot and a full episode amplified across the brand's YouTube channel and Twitter feed.

This series was supported by further tournament-related and action-linked social content including CPL blog pieces such as 'Is CPL the Son or the Stepchild of The Caribbean's Love Affair with Cricket?' and s 'CPL Crash Course For Beginners'.

Yello also launched an online campaign - with an IG Stories thread - giving fans an opportunity to win match tickets and special prizes in Yello's participating markets (Jamaica, Barbados, Guyana, St. Lucia and Trinidad & Tobago).

Other activations included a set of on-pitch and at-match entertainments led by the brand's 'Bowl n' Win' game station, included stilt walkers, street teams and the 'Man Of The Match' awards.

This regional sports partnership, a first for Yello since its 2017 rebrand, is part of the company's wider move to establish and support initiatives that 'celebrate Caribbean people and culture'.

"Cricket plays such an important role in Caribbean history and culture," explained Yello's marketing director Tshani Jaja.

"The CPL has in recent years driven a resurgence in the sport and has successfully engaged a wide subsection of support from all age groups, including young people. With this partnership Yello Media Group is able to introduce a more modern and digital take on a tradition that has been ongoing for generations".

CPL Commercial Director Jamie Stewart stated, when welcoming Yello as a sponsor of their Hero CPL for the next three years: "Fans can expect some fun

activities, both online and offline, with the opportunity to win tickets, merchandise, and unique experiences as the CPL gets closer,"

"We would like to thank the company for their shared vision, and invite fans to find what they need throughout the Caribbean with Yello."



**yello** We know... Jamaica

FAVOURITE | PRINT | SHARE

Written by Yello

## Is CPL the Son or the Stepchild of The Caribbean's Love Affair with Cricket?

It's a love story that has lasted more than a century. The sport of cricket is to the Caribbean, what baseball is to the U.S.A. and what football is to South America – the region's national pastime. It is woven deep in the fabric of West Indian culture and a distinct part of who we are, as a people. So how did this long and storied love affair even begin?

Like many aspects of West Indian culture, cricket is a British import. In its earliest days, the sport was exclusively played by the white colonialists on the island. It was particularly popular amongst the British Army soldiers who used it as a way to pass the time. It wasn't until the late 1800's, post-Emancipation, that non-whites, particularly the mostly black population, began actively playing the sport.

The first media reference to cricket in the Caribbean was by two separate local Barbados newspapers – The Barbados Mercury and The Bridgetown Gazette, in the early 1900's. And by the mid-1920's, Barbados, Guyana and Jamaica, all had local cricket associations. The sport continued to grow in popularity and relevance across the region, right up to what would be known as the Golden Age of West Indian cricket.

The 1950's and particularly the 60's, saw the emergence of a now unified West Indian Cricket Team, with players representing multiple islands across the region, as a dominant force on the world cricket stage. Names like Sir Gary Sobers, George Headley, and Frank Worrell emerged and would go on to become legends of the sport. The "Windies" would continue being a dominant force in the sport of cricket throughout the 80's, all the way to the early 1990's. In fact, throughout the 80's and right up to

Search

Check out our Bowl if Win Game!

#CPLT20

**Yello Jamaica** @yellojm Follow

Hello delicious 🍷🍷 @jamaicatallawhs  
#CPLT20  
#cricketplayedlouder #cricket ift.tt/2BcDTIX

Translate Tweet

2:03 AM · 15 Aug 2018

1 Like



Official Partner  
Dafabet

dafabet

Hero  
IPL T20

dafabet

This year saw the Hero CPL partner with Dafabet as the official betting partner of the 2018 tournament.

The objective behind the new partnership is to enable fans to show support for their favourite teams more easily and get involved in the games in new ways.

Dafabet added the CPL to its host of online gaming products for the 2018 season - thus offering fans fresh and innovative ways to get involved in the action.

As well its on-pitch logo rights, Dafabet was the title sponsor of the pre-match coin toss,

Dafabet ran a CPL champions signed shirt social list building programme and it activated its rights through various tournament related social content and odds ads.

Damien O'Donohoe, Chief Executive Officer of Hero CPL said, "Hero CPL is all about passion, and this is just another way for our brilliant fans to get involved in the matches. A partnership with a fantastic company such as Dafabet is a natural synergy to enhance the fan experience. We are excited to be able to present this as an option to the fans."

John Cruces, Head of Sponsorships at Dafabet said, "Cricket is growing in coverage worldwide and the T20 format is arguably the most entertaining to watch for all fans, especially newcomers to the sport. To partner up with the rapidly growing Caribbean Premier League we believe will help put our brand in-front of more eyes around the world. We look forward to what no doubt will be an exciting tournament this year.

**CPL T20** @CPL

Match **2 6** odds from Official Betting Partner **@Dafabet**  
**@sknpatriots vs @BIMTridents**  
 For all the **#CPL18** odds visit **dafa.io/oddsapl**  
**18+** Only. Gamble responsibly.  
**#CricketPlayedLouder #BiggestPartyInSport #SKNPvBT**

6:26 PM - 4 Sep 2018 from Saint Kitts and Nevis

**CPL T20** @CPL

The Dafabet coin toss was won by the St Kitts & Nevis and they have decided to bowl.  
**#BTvSKNP #CPL18 #Biggestpartyinsport**

Gayle decides to send Tridents into bat.  
 The Dafabet coin toss was won by the St Kitts & Nevis and they have decided to bowl.  
**#BTvSKNP #CPL18 #Biggestpartyinsport**

8:40 PM - 25 Aug 2018

**Dafabet UK** @Dafabet

Congratulations to the **@TKRiders**.  
 2018 **@CPL** Champions 🌟🌟🌟  
**#CPL18 #CPLFinal #Biggestpartyinsport**

9:39 AM - 18 Sep 2018

8 Retweets 61 Likes

**Dafabet UK** @Dafabet

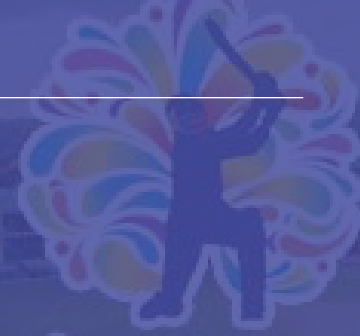
For the chance to win a signed shirt from the 2018 **@CPL** Champions the **@TKRiders**.  
 ✓ Follow **@Dafabet**  
 ↻ Retweet this post  
**18+** Only  
 🏆 Winner by 1st October 2018  
**#BiggestPartyInSport #CPL18**

7:25 AM - 25 Sep 2018





Official Partner  
Caribbean Airlines



Hero  
EPLT20



Caribbean Airlines, the official airline for the Hero CPL, transported plenty of fans as well as carrying all the teams and officials to matches and related activities through the 2018 tournament.

Perhaps its primary CPL 2018 marketing activation was ‘Show Your Caribbean Moves’: a fan competition search to find the best dance move by a supporter in the tournament with a prize of free flights and tickets to the final.

This thread was supported by an evolving set of tournament-related social content

Garvin Medera, Chief Executive Officer, Caribbean Airlines stated: “For the fifth consecutive year, Caribbean Airlines is the Official Airline sponsor for the Hero Caribbean Premier League T20 and it is our pleasure to connect cricket fans and teams throughout the Caribbean and North and South America to enjoy the excitement of this premier cricket league.”

“Caribbean Airlines understands the value of cricket in uniting the region and we look forward to sharing the warmth of the islands with the enthusiastic fans, teams and other officials,” Medera added.

CPL T20 commercial director James Stewart noted: “It’s a great pleasure to welcome the ‘Warmth of the Islands’ back as the Official Airline of Hero CPL. With 34 games in 40 days across seven countries, and this year in nine separate legs, the logistical challenges of getting players, officials and TV crews around these beautiful islands are challenging to say the least. CAL’s professionalism and commitment to helping our players be on the pitch at the right time, rested and ready to go, is greatly appreciated and we look forward to another successful CPL together.”













# ACTIVATIVE

## ***Get the most ACTIVATIVE thinking 365 days a year***

Subscribe to Activative for year round access to case studies, news and views focusing on activation excellence, innovative leverage strategies and effectiveness

Activative brings daily inspiration and learning to your sports marketing / rights-holder / sponsorship team. Between our flagship 'Source' online intelligence tool, our curated 24/7 digital 'Platform' magazine and our 'Insight' creative category reviews and property briefing reports, we connect the dots between game-changing creative activation, sponsorship objectives and real-world results.

Want a demonstration, presentation or more information?

Email us at [contact@activative.co.uk](mailto:contact@activative.co.uk)

**Subscribe To Activative >**

To subscribe to Activative's tripartite - Source, Insight & Platform - sponsorship and sports marketing activation/leverage insights and intelligence service for a year simply fill out the following form and send it to the contact details below, or go to our website at [www.activative.co.uk](http://www.activative.co.uk):

Name: .....

Position: .....

Company: .....

Email: .....

Tel: .....

Adress: .....

> Group License Tier One: Up to 25 users = £2,000.00

> Group License Tier Two: 26-50 users = £2,750.00

> Group License Tier Three: 51-100 users = £3,250.00

*\* Tick appropriate box*

Simply sign below

Signature: .....

and then scan and return this page by email:

[jeremy.edwards@activative.co.uk](mailto:jeremy.edwards@activative.co.uk)

or post to

Activative Ltd  
 New Hibernia House  
 Winchester Walk  
 London SE1 9AG

Then Activative will be in touch to activate your service.

**For more information about Activative please contact Jeremy Edwards at:**

- > [jeremy.edwards@activative.co.uk](mailto:jeremy.edwards@activative.co.uk),
- > T +44 (0)20 8144 5345
- > M +44 (0)78 1841 6572
- > [www.activative.co.uk](http://www.activative.co.uk)



WWW.ACTIVATIVE.CO.UK



ACTIVATIVE