

## WHAT

Wonder Cement, is one of India's leading cement manufacturers. ITW facilitated the title sponsorship deal for Wonder Cement during the India tour of Sri Lanka and India tour of South Africa.



## OBJECTIVES

The main objective of Wonder Cement was to enhance brand visibility across the subcontinent and globally. They aimed to be recognized for their key USPs: high quality, advanced technology, and engage their extensive dealer network ensuring better product accessibility.

## EXECUTION

Wonder Cement were the title sponsors for India Tour of Sri Lanka (ODI and T20I) and India Tour of South Africa (T20). The brand logo were seen on the presentation backdrop, LED screens, winners trophy, stumps, 3D pitch mat & player of the match cheques.

### The partnership was enhanced through multiple initiatives & activations:

**Neev Foundation:** - An initiative by Wonder Cement helping underprivileged children through education and sports. To raise awareness about the program, Wonder Cements via Neev Foundation donated cricket kits to young cricketers during India tour of Sri Lanka and South Africa. This reflected the brand's commitment to fostering sports as an inclusive platform for everyone to succeed.

**Wonder Shakti Program:** The program empowers and educates dealers wives about the cement industry and helping them understand their spouses' roles better. Wonder Cement organized a trip for the dealer wives to watch the matches in Sri Lanka and South Africa. 52 wives travelled to Sri Lanka, and 32 wives travelled to South Africa.

**On-Ground Match Engagement:** During the National Anthem, children accompanied the players wearing t-shirts featuring the Neev foundation logo.

**Social Media:** Regular match updates were posted on Instagram Stories to engage cricket fans.



## RESULTS

Wonder Cement garnered substantial visibility across television and OTT platform.

### • India Tour of Sri Lanka, 2024.

The cumulative reach for T20 matches - 96.90 million & ODI matches - 121.19 million  
The broadcast exposure in perimeter LED boards, static perimeter, sight screen, pitch mat, stump, tshirts, toss mat, dugout and backdrop during ODI and T20I totalled- 16,021 seconds.

### • India Tour of South Africa, 2024.

The cumulative reach for the T20 series (4 matches) - 204.30 Million  
The broadcast exposure in perimeter LED boards, static perimeter, sight screen, pitch mat, giant screen, wicket, placard, dugout and backdrop during T20I totalled- 11,793 seconds.

Wonder Cements were awarded **Silver** at the **e4m Indian Marketing Awards, 2024** for **Best Use of Sponsorship/Partnership**.