

# **Smashing Records, Winning Hearts**

## **A Social Listening Report on #CWC23**

# Social chatter highlights of ICC Men's Cricket World Cup '23

**44.6M**  
Mentions

**476M**  
Engagement



**Virat Kohli**  
Top Batsman  
**8.3M** Mentions

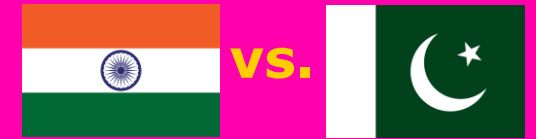


**Mohammed Shami**  
Top Bowler  
**1.6M** Mentions



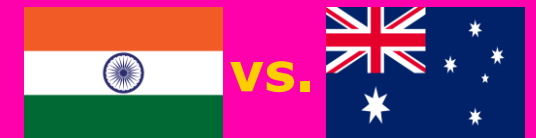
**Glenn Maxwell**  
Top All-Rounder  
**1M** Mentions

**Most Discussed**



**2.7M** Mentions  
**23.4M** Engagement

**Most Engaging**



**2.6M** Mentions  
**28.7M** Engagement

# A tournament of smashing records



Virat Kohli – Most centuries in ODIs (50)

**816K**  
Mentions

**370K**  
Mentions

Glenn Maxwell – First-ever double century in an ODI chase



Shami's best ODI bowling figures by an Indian (7/57) and fastest-ever to 50 wickets in the world

**306K**  
Mentions

**254K**  
Mentions

Virat Kohli – Most runs in a single edition of the Men's Cricket World Cup (765 runs)

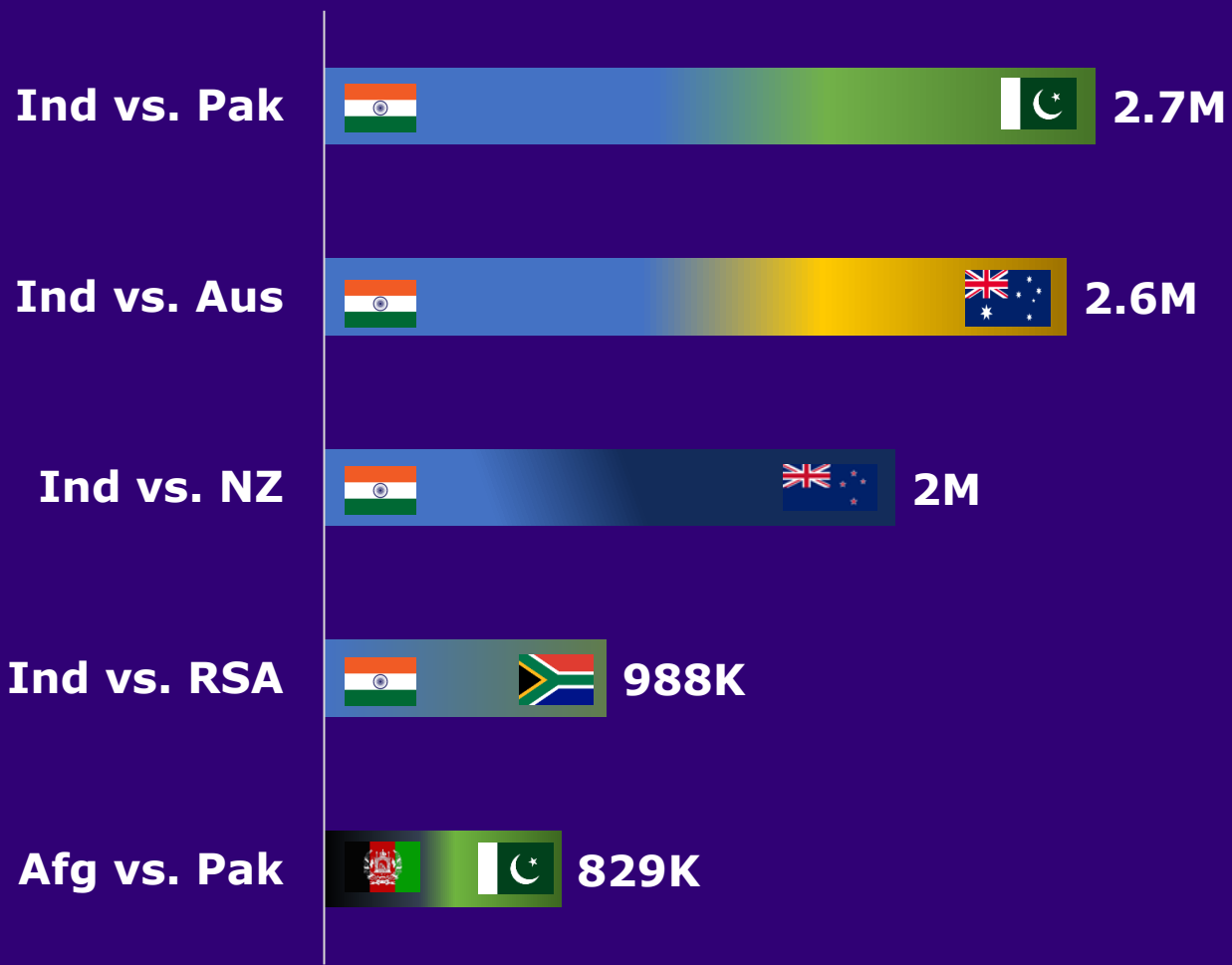


Rohit Sharma – Most centuries at the Cricket World Cup (7)

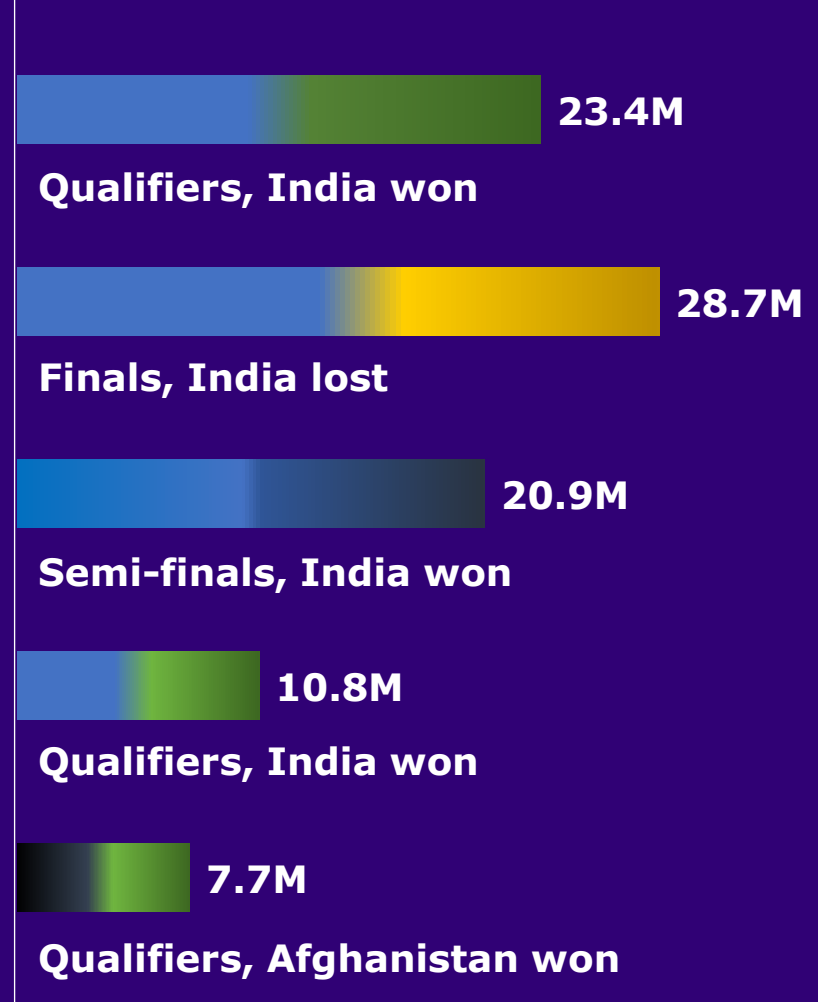
**117K**  
Mentions

# The matches that drew the masses

## Top Matches by Mentions

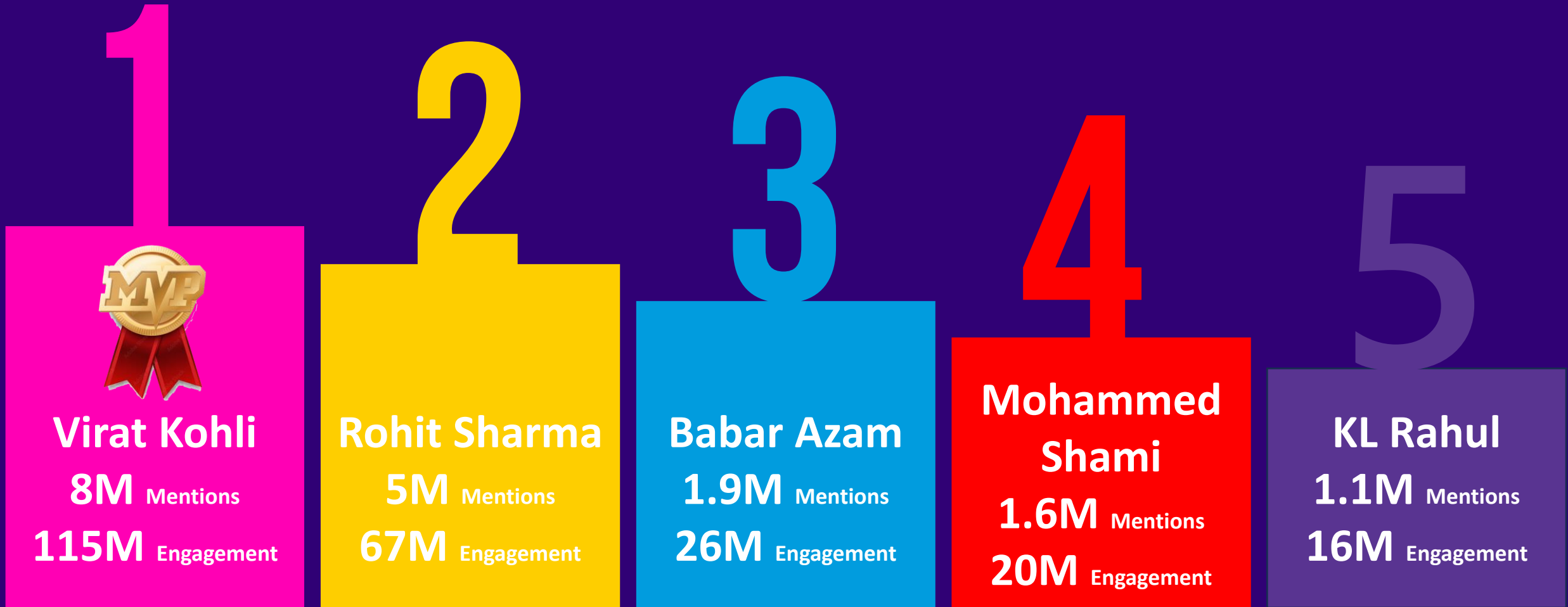


## Engagement



# Top players by popularity quotient

Based on the number of social media mentions during CWC 2023



# Top batters by popularity quotient

Based on the number of social media mentions during CWC 2023



**Virat Kohli**  
8.3M Mentions



**Rohit Sharma**  
5.4M Mentions



**Babar Azam**  
1.9M Mentions



**KL Rahul**  
1.1M Mentions



**Shubman Gill**  
1M Mentions



**Shreyas Iyer**  
728K Mentions



**Mohammad Rizwan**  
500K Mentions



**David Warner**  
466K Mentions



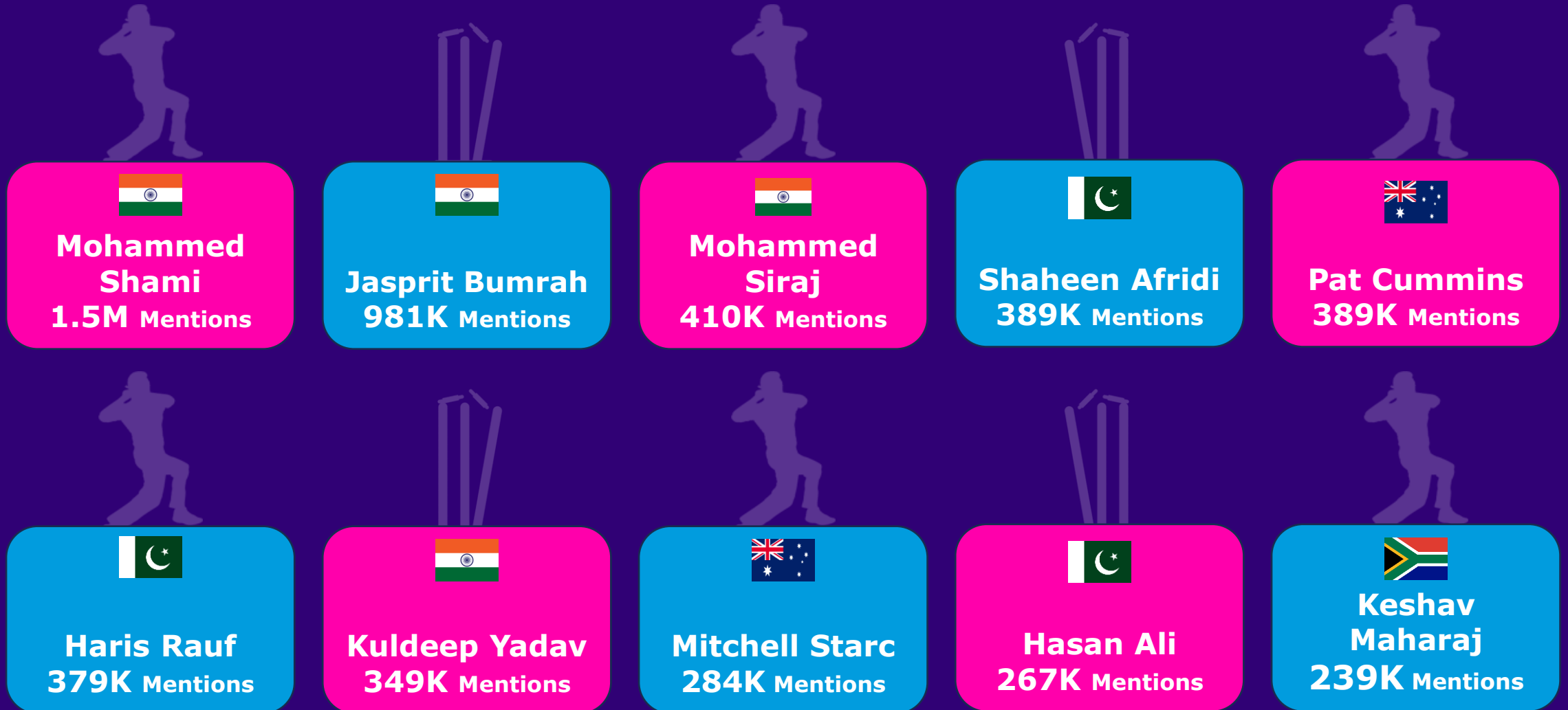
**Suryakumar Yadav**  
432K Mentions



**Fakhar Zaman**  
406K Mentions

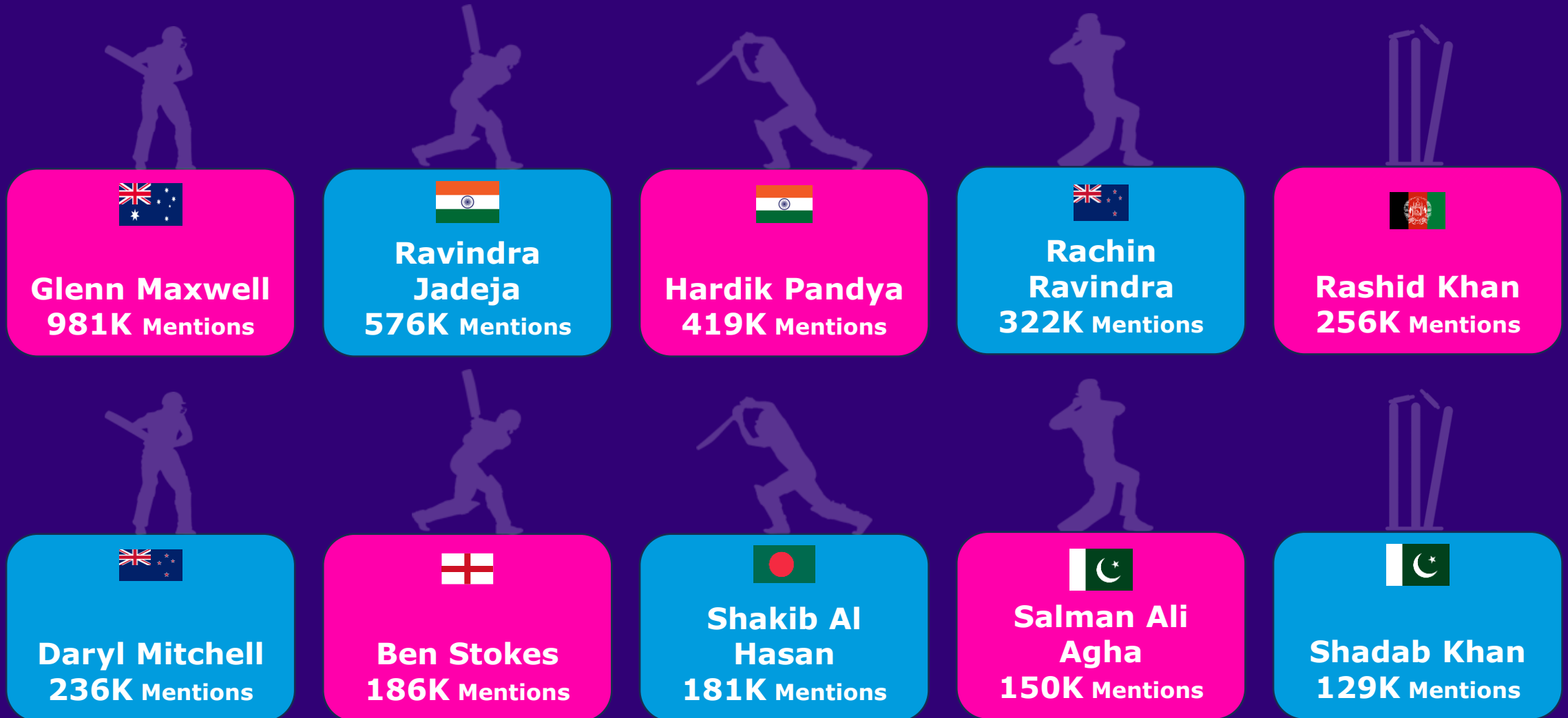
# Top bowlers by popularity quotient

Based on the number of social media mentions during CWC 2023



# Top all-rounders by popularity quotient

Based on the number of social media mentions during CWC 2023





# Most appreciated batting performances

Virat Kohli dominated social mentions with his outstanding performances



## Kohli breaks Sachin's record

First batter to score 50 centuries in an ODI, breaking Sachin's record of 49 centuries

32%



## Glenn Maxwell 201\* scintillating knock

The Australian all-rounder stunned viewers with his incredible match-winning knock against Afghanistan

25%



## Rohit Sharma's attacking style of batting

Netizens praised Rohit's commitment to an attacking approach, and setting the record for most sixes in an ODI during the semi-final match against New Zealand

15%



## Kohli's 95-run knock against New Zealand

India beat NZ in an ICC event after 20 years; fans were excited as Kohli moved towards his century, which led to a new viewership record in streaming history

15%



## Kohli's 85-run knock in first match

Applauded for a quality chase and a match winning partnership with KL Rahul

13%



Base: 1.5M (Top 5 stories)

# Most appreciated bowling performances

Despite being selected in the playing 11 mid-tournament, Mohammed Shami has outshined all other bowlers with his exceptional performance



## Shami's 7 wicket haul

Shami took 7 crucial wickets during semi-final against NZ

51%



## Shami's second five-for

Shami becomes the highest wicket taker for India in the World Cup and gets his second five-for against SL

18%



## Shami's lethal bowling against England

Shami took 4 wickets in his second match this season

14%



## Shami's five-for in his 1<sup>st</sup> match in the WC

From bench to five-for in his 1<sup>st</sup> match against NZ

11%



## Shaheen Afridi's 5 wicket haul

During the match against Aus

6%



Base: 706K (Top 5 stories)

# Remarkable gestures

## Rahmanullah Gurbaz donates money to the homeless

In a viral video, Gurbaz was seen silently distributing cash to the homeless, so they could celebrate Diwali, which was widely applauded by netizens

37%

## Mohammad Rizwan dedicates his win

Dedicated his match winning century against Sri Lanka to 'brother and sisters' in Gaza

34%

## Rashid Khan's donation for earthquake victims

Donated all his WC match fees to help those affected by the earthquake in Afghanistan

23%

## Babar Azam gifted team jersey to ground staff

Expressed his gratitude and appreciation for their hard work and dedication

6%

Base: 66K

# Heartwarming & uplifting moments

## Indian Captain & ex-captain's bonding

People loved the 'bromance' between Rohit Sharma and Virat Kohli

35%

## Kohli & Naveen-Ul-Haq hug it out

After a spat during IPL, both players were seen sharing words and hugging each other

19%

## Netizens sympathized with Kane Williamson

Netizens showed love and respect for Williamson for smiling during the post-match presentation for the semi-final against India. Netizens talked about the hug between Kohli and Kane – a player with zero haters

17%

## Irfan Pathan and Rashid Khan's dancing celebration

Irfan danced with Rashid to celebrate Afg's victory against Pak

13%

## Vande Mataram sung by 1.3L people

A goosebump-worthy moment during the Ind vs Pak match

13%

Base: 200K

# Moments that drew flak from the audience

## Temba Bavuma as the SA captain

Failed to contribute as an opener like Rohit Sharma, stepped down after the tournament

23%

## Empty stands at the inaugural match

Viewers were left astounded at this sight on the first match of the much-awaited WC

22%

## Haris Rauf's poor performance and trolls on his bowling

Set a record for conceding most runs in a single edition of the WC

14%

## 4 boundaries in 40 overs

Australia's amazing bowling and fielding limited India to just 4 boundaries during the finals

8%

## Catch drop by Pakistan players

Pakistan criticized for multiple dropped catches against Australia

6%

Base: 126K

# Top controversies

Mentions  
Engagement

**BUSINESS NEWS**

**Angelo Matthews  
"Time out"  
first ever in  
international  
cricket during the  
match against  
Bangladesh**

91K 1.1M

**BUSINESS NEWS**

**A policeman at  
Chinnaswamy  
stadium stopped a  
Pakistani fan from  
raising 'Pakistan  
zindabad 'slogans**

62K 338K

**BUSINESS NEWS**

**Pakistan not  
qualifying due to  
a controversial  
LBW decision**

30K 224K

# Biggest underdog wins

Mentions

Engagement

BUSINESS  
**NEWS**

**Afghanistan beat Pakistan for the first time in Chennai classic, a stunning victory by 8 wickets**

829K 7.7M

BUSINESS  
**NEWS**

**Afghanistan scripted a historic World Cup win over England, in the first major upset of CWC 2023**

314K 3M

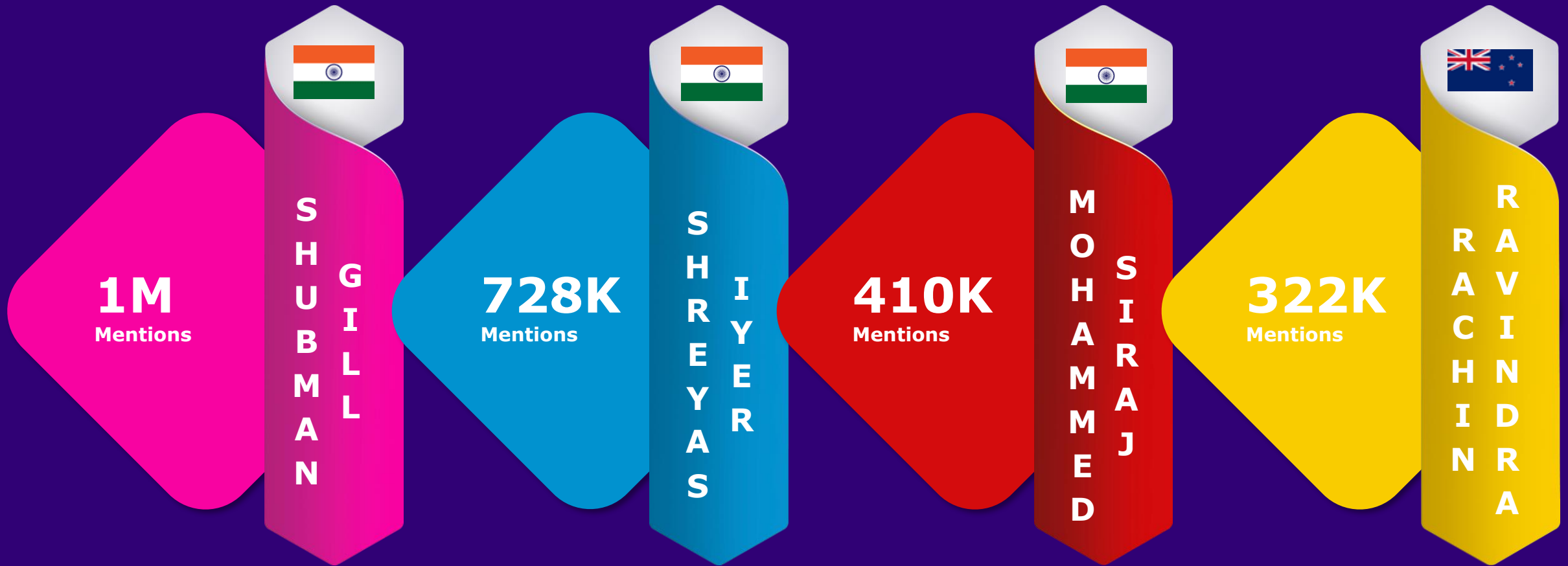
BUSINESS  
**NEWS**

**Netherlands registered an iconic victory with in an emphatic 38-run triumph over South Africa**

174K 1.5M

# Top emerging players

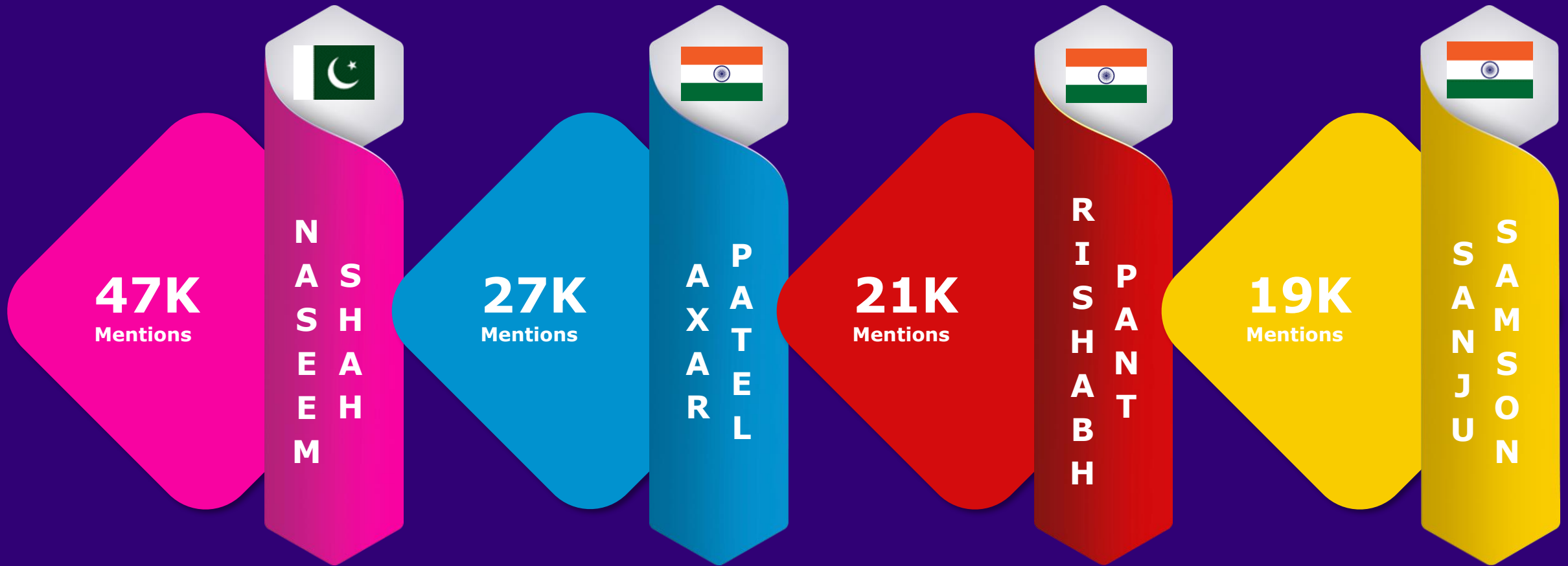
The young guns who stunned the world with their phenomenal performances



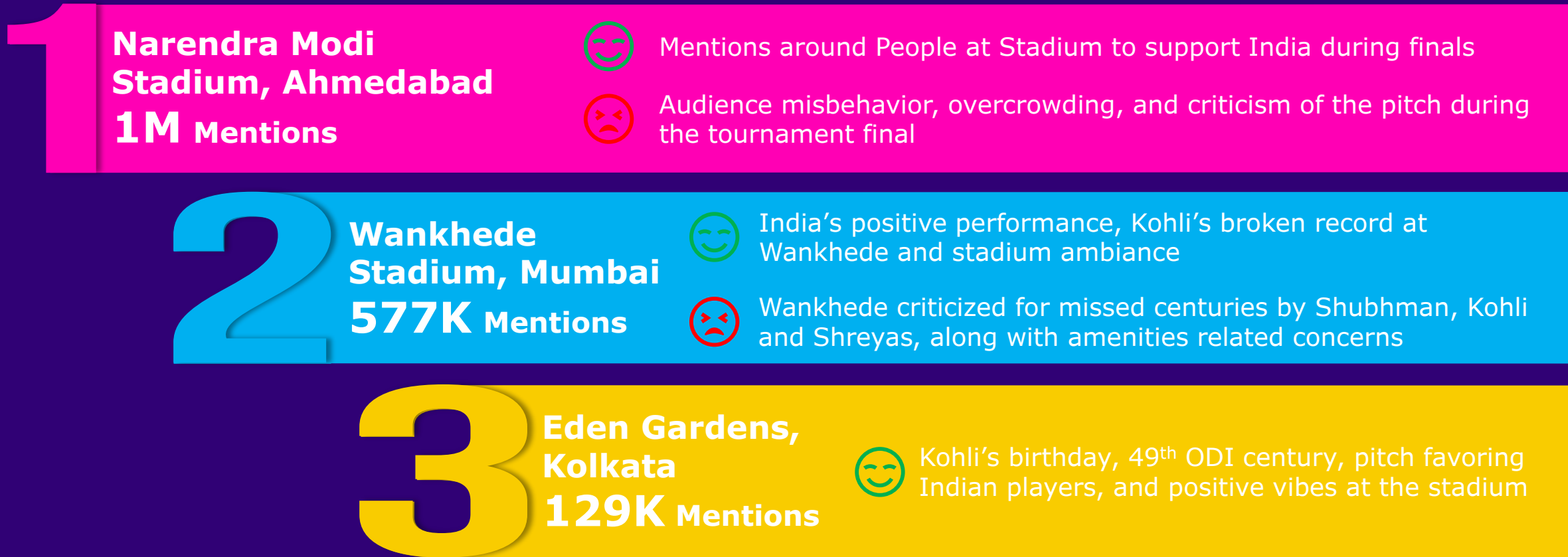


# Top players missed

The absence of these players left a void that was keenly felt by their devoted fan base throughout the tournament



# The stadiums



# Pinnacle Moments of the CWC 2023



Indian team members top the charts with phenomenal individual performances

This was a tournament of smashing records – for teams and individuals alike



A tournament of emotions too – from controversies and upsets to heartwarming moments and remarkable gestures

Indian cricket team's present and future in safe hands, with stellar performances by experienced and young players alike



Brands saw commendable success, leveraging the tournament to engage and connect with their audiences

# Brands leveraging the world event

819K mentions for the top categories and brands during the 1.5-month long tournament

## ALCOHOLIC BEVERAGES\*



**360K**  
MENTIONS

**BIRA**  
**248K**  
MENTIONS

**KINGFISHER**  
**91K**  
MENTIONS

**ROYAL STAG**  
**7K**  
MENTIONS

## FINANCIAL SERVICES\*



**186K**  
MENTIONS

**INDUSIND  
BANK**  
**153K**  
MENTIONS

**MASTERCARD**  
**16K**  
MENTIONS

**UPSTOX**  
**16K**  
MENTIONS

## CONSUMER ELECTRONICS SMARTPHONES



**81K**  
MENTIONS

**BOAT**  
**81K**  
MENTIONS

**OPPO**  
**79K**  
MENTIONS

**79K**  
MENTIONS



## DIGITAL PAYMENTS



**68K**  
MENTIONS

**PHONEPE**  
**53K**  
MENTIONS

**GOOGLE  
PAY**  
**15K**  
MENTIONS

## AUTOMOBILE



**45K**  
MENTIONS

**MAHINDRA**  
**27K**  
MENTIONS

**NISSAN**  
**18K**  
MENTIONS

# Top brand campaigns

Brands partnered with various celebrities and cricketers to support the team during the CWC tournament

#CheerForGreatness  
campaign enhanced  
the cricketing  
experience for fans

IndusInd  
Bank



Global Partner

1. #IndiaToofanMacha  
A match discussion series in partnership with India's biggest Cricket fan club "The Bharat Army"
2. #ThumsUpFanPulse  
An immersive cricket series in partnership with Disney+ Hotstar

Thums Up



Official Partner

#BillionEmotionsOne  
Moment and Oppo  
Shot of the Day  
engaged the  
audience virtually

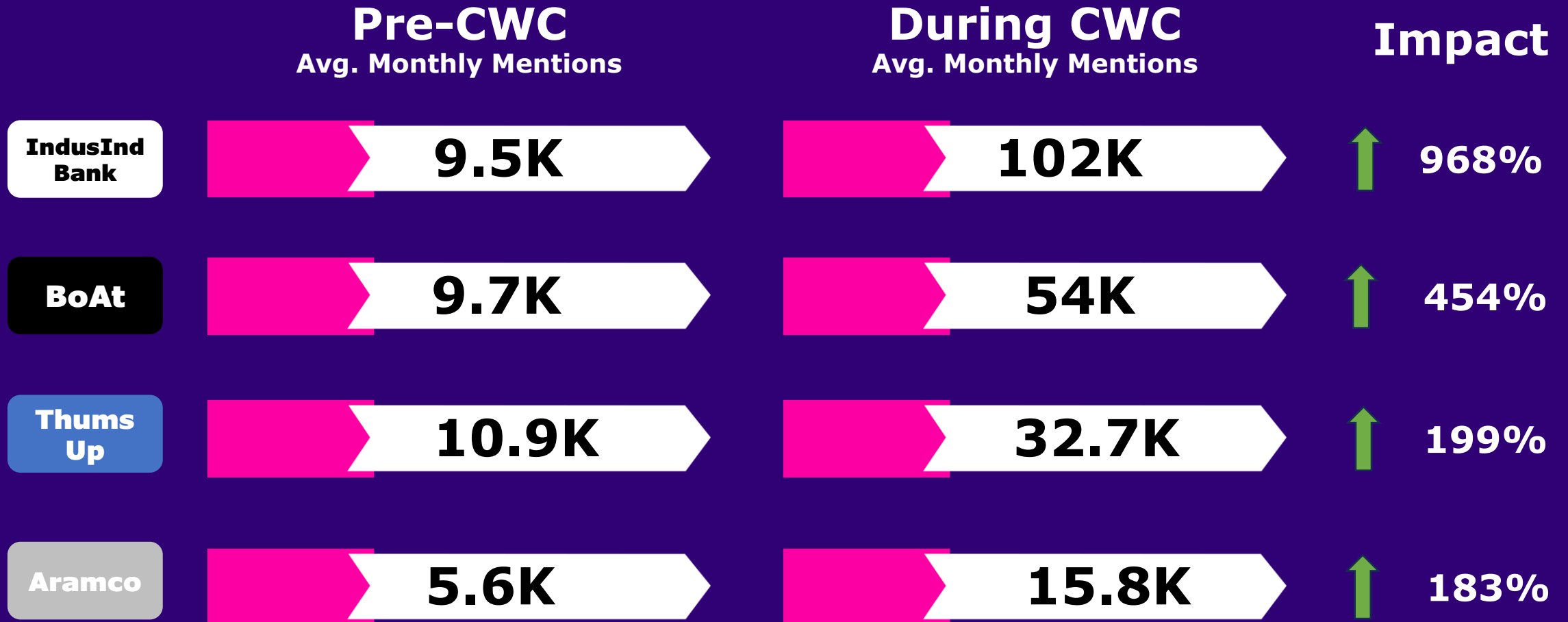
Oppo



Official Partner

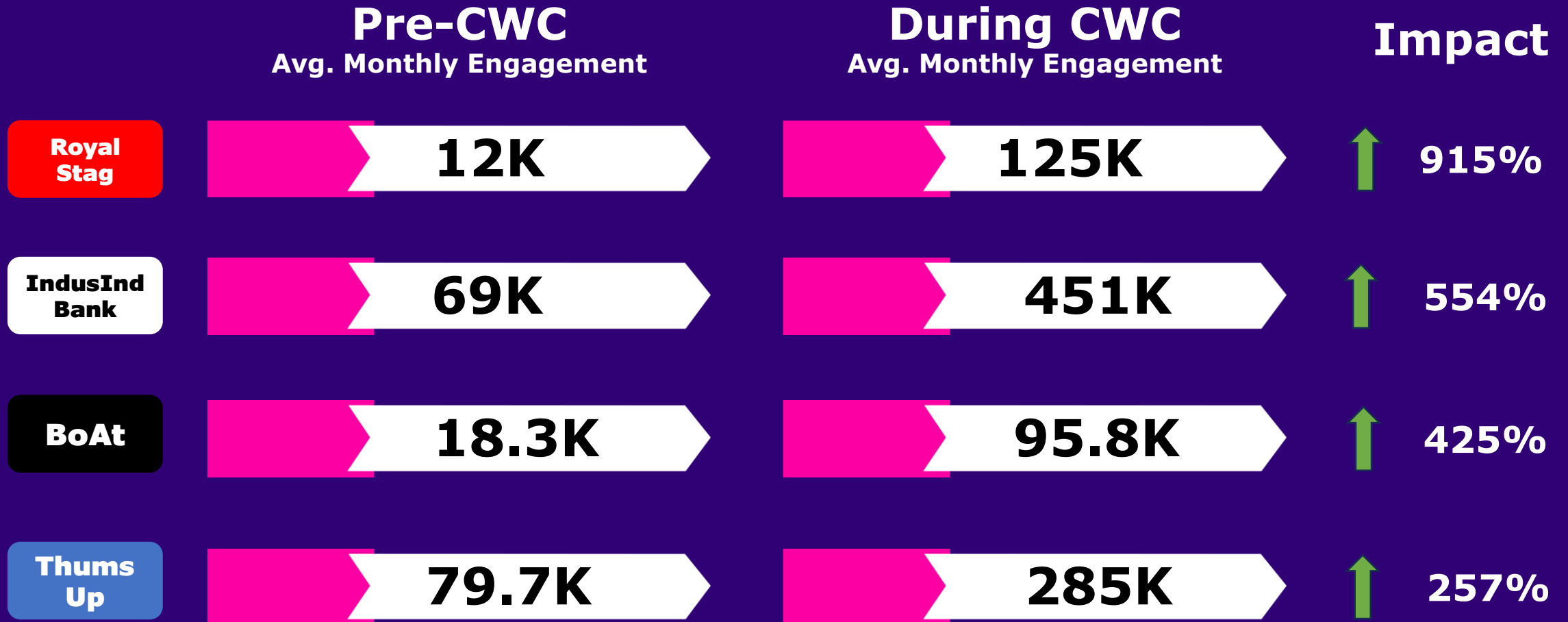
# Brands that drove maximum impact in terms of mentions

Powerful campaigns by brands during the tournament resulted in high mentions for them. BoAt launched their limited-edition range of smart watches inspired by the Cricket World Cup.



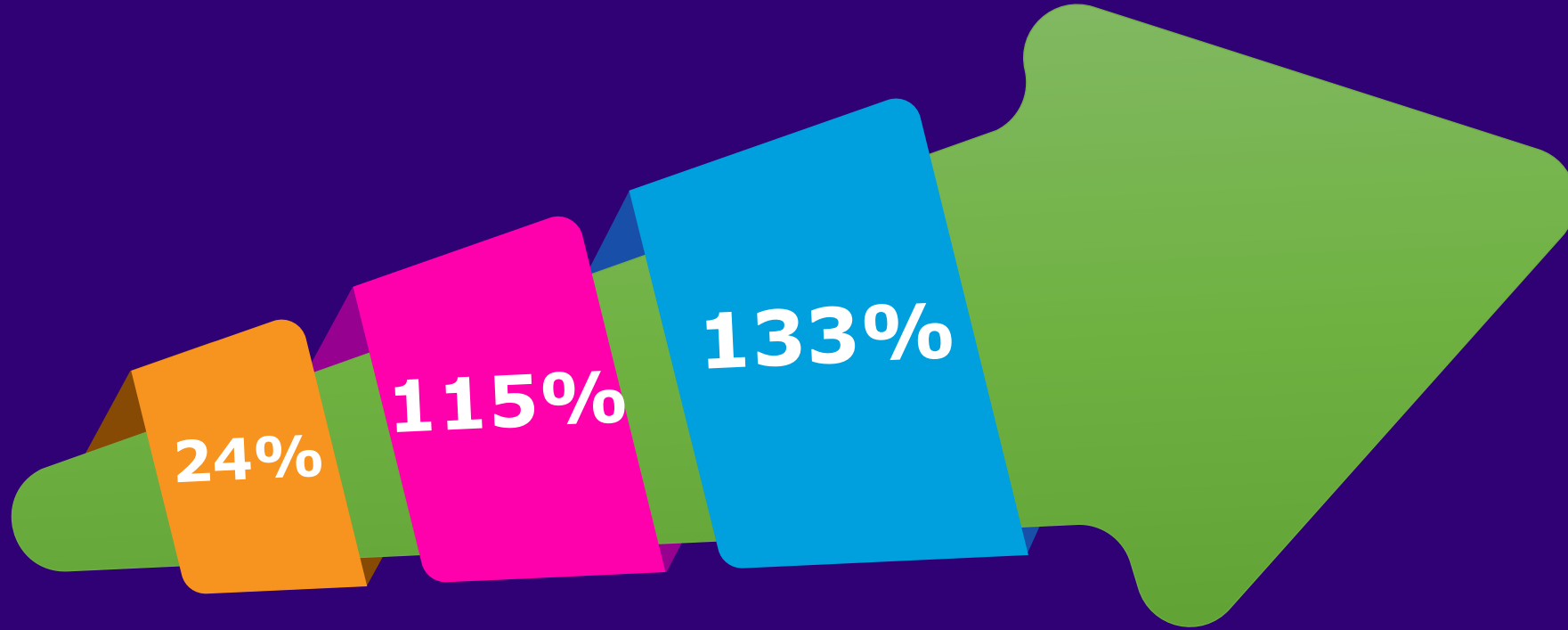
# Brands that drove maximum impact in terms of engagement

IndusInd's #CheerForGreatness campaign garnered high traction from audiences



# Brands that drove maximum impact in terms of sentiments

IndusInd's #CheersforGreatness association with ICC during the tournament was followed by the launch of their digital banking app "INDIE"



Aramco		Nissan		IndusInd Bank	
Pre CWC	During CWC	Pre CWC	During CWC	Pre CWC	During CWC
70%	86%	31%	67%	41%	94%





Thank You!