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PRO TENNIS LEAGUE 2022

25TH JULY - 5TH DECEMBER 2022

Case Study



OVERVIEW

The Pro Tennis League had its biggest ever edition of season 4 at the RK Khanna Tennis Stadium, New Delhi with a total of 64 players, the highest number of players that participated in the league so far.



OBJECTIVE

To undertake a league sports event and focus on its full-fledged and extensive digital coverage.



To understand what goes behind organizing one of the most unique tennis leagues in India.



PTL - The T20 Of
Tennis!

-Zeeshan Ali (National
Coach)

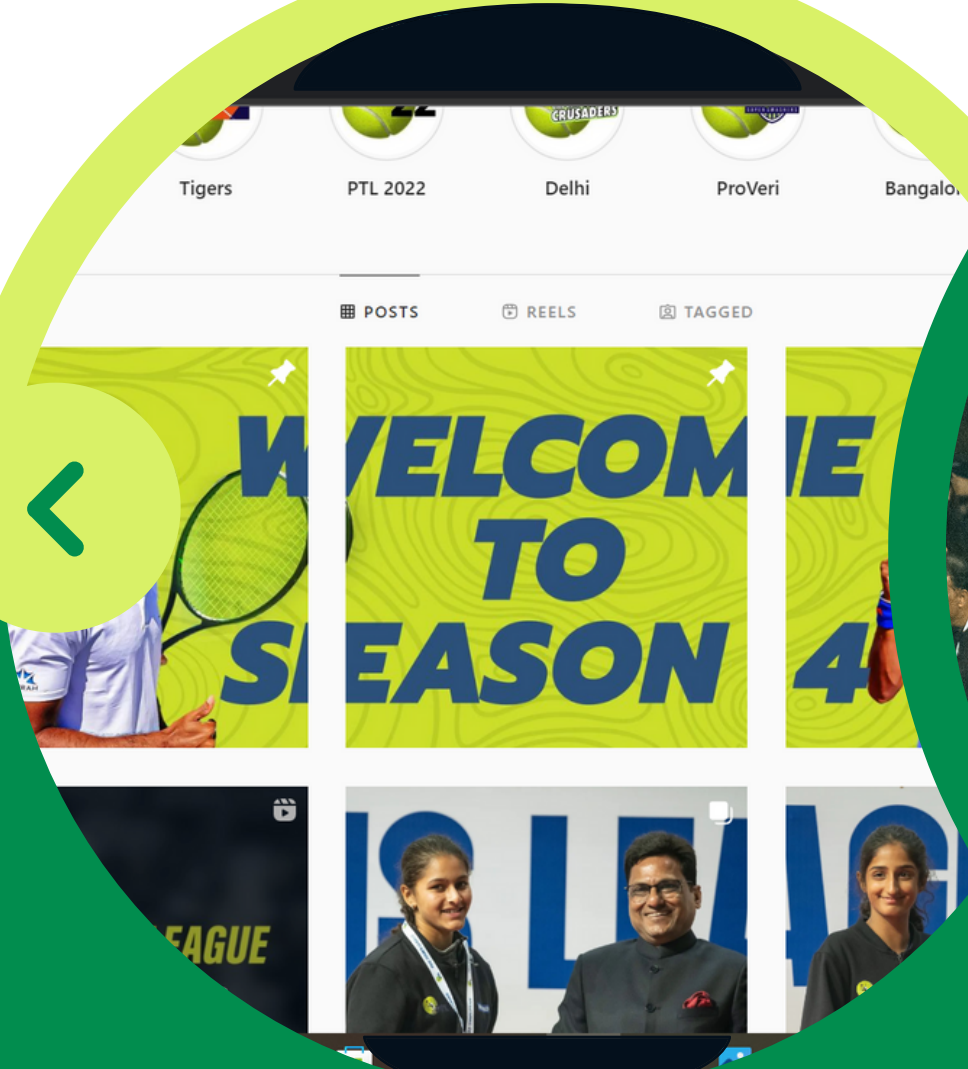


THE MVP'S

The season 4 of Pro Tennis League witnessed some of the most valued members in the Indian tennis fraternity such as Zeeshan Ali (National Coach), Manav Modi (Team Owner and a player) and Aditya Khanna (Founder - PTL and a player).

Other important members like Rohit Rajpal (President - DLTA), Purav Raja (Commentator and a player) and Malek Jaziri (Tunisian player) graced the court with their presence to make it the grandest season ever.

ASSOCIATION WITH THE BRIDGE



SOCIAL MEDIA



NETWORKING



PR

VIDEO CONTENT

75+ videos with special emphasis on players, partners, sponsors and founders on and off the ground to leverage the impact of the league overall

2



2A



3



2



2A

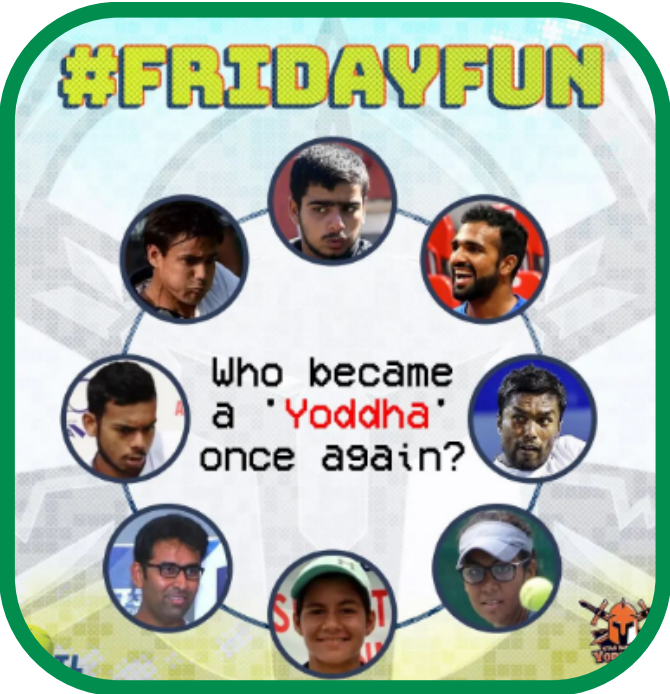


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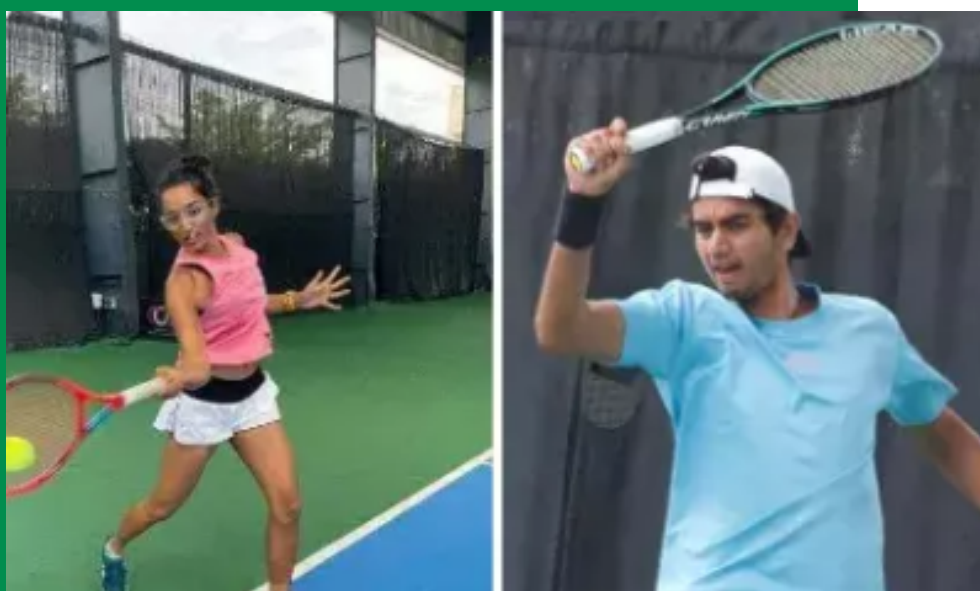
GRAPHICAL CONTENT

300+ graphics with different buckets like day specific content, quote posters, birthday posts, lesser known facts and countdowns to promote the league across PTL social media.



DID YOU KNOW

ADIL KALYANPUR WHO GOES BY A-KAL AS HIS ARTIST NAME HAD LISTENERS FROM 59 COUNTRIES LAST YEAR!

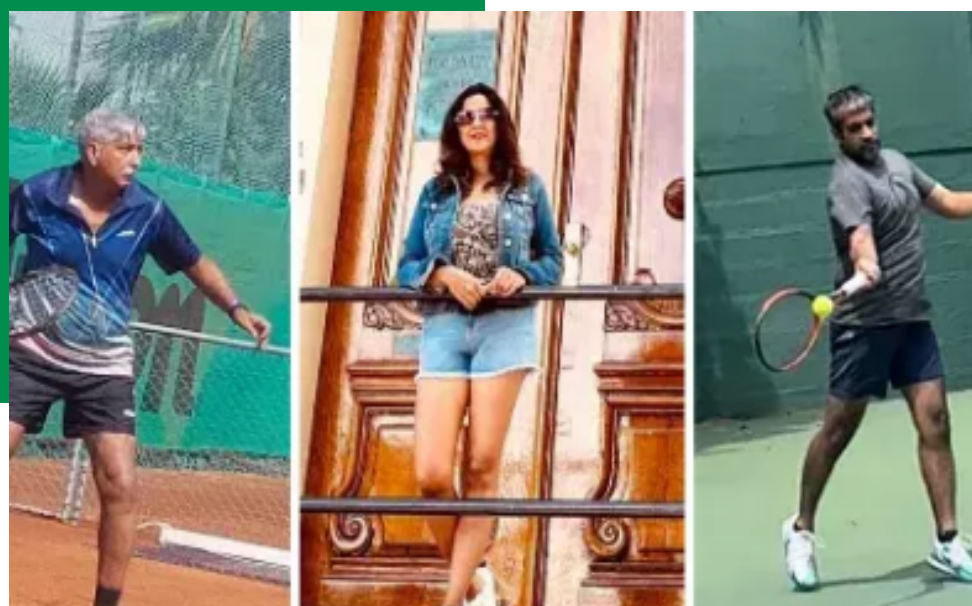


"Sania Mirza inspired me to choose tennis" – A look at the Journey of...

Maanav Jain and Yashaswini Panwar won Road to PTL tournament to earn the right to play in the upcoming Pro Tennis...

TEXTUAL CONTENT

20+ in-depth stories on website to bring out the main objective and creativity behind the league



"Helping them get sponsors was our main motive" – Team owners ahead of...

Here are what team owners of Pro Tennis League 2022 have to say about the league and auction.



Player-cum-owner: How Manav Modi will play a double role in PTL

One of the teams in the Pro Tennis League (PTL) this season will see the owner doubling up as a player – Manav Modi of...



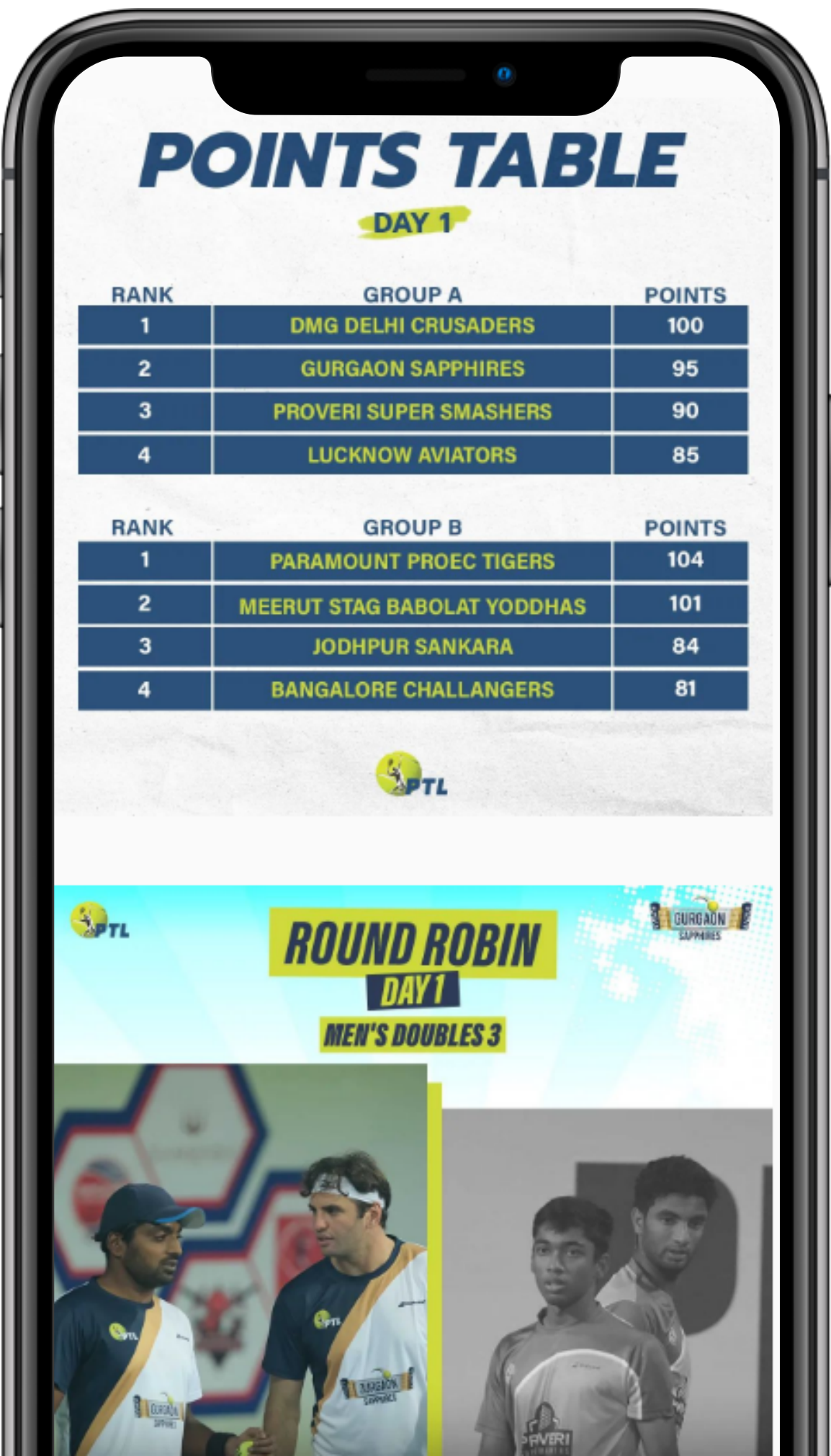
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OTHER FORMATS DELIVERED

Emphasis on partners and sponsors

PR

LIVE updates on social media



POINTS TABLE

DAY 1

RANK	GROUP A	POINTS
1	DMG DELHI CRUSADERS	100
2	GURGAON SAPPHIRES	95
3	PROVERI SUPER SMASHERS	90
4	LUCKNOW AVIATORS	85

RANK	GROUP B	POINTS
1	PARAMOUNT PROEC TIGERS	104
2	MEERUT STAG BABOLAT YODDHAS	101
3	JODHPUR SANKARA	84
4	BANGALORE CHALLENGERS	81



ROUND ROBIN

DAY 1

MEN'S DOUBLES 3





Exclusive and extensive coverage of Pro Tennis League season 4 involving management of PTL's Facebook, Instagram and Twitter + 8 team handles on Instagram.



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OVERALL PERFORMANCE ACROSS PLATFORMS

400+

Content pieces published across platforms

12M+

Content-wise reach across Bridge platforms

Video views across socials: 8M
Graphic views across socials: 3M
Page views on website: 1M

16.5M

People reached through coverage

10+

Inspiring stories published on website



HIGHLIGHTS

First-of-a-kind promotional video for the league
PR event with The Bridge founder and key members of PTL
Fun BTS content with the players

CONTACT



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A low-angle, first-person perspective shot of a person's legs and feet in red sneakers, standing on a green grassy field. A large, dark shadow of the person is cast onto the grass to the left. In the foreground, a blue square with white borders is visible on the ground.

THANK
YOU