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SAGE UNIVERSITY, INDORE

89TH NATIONAL BILLIARDS AND SNOOKER CHAMPIONSHIPS

25th November – 29th December, 2022

Case Study



To leverage the sport of snooker and billiards in the digital space



Interact with top and emerging players, know and showcase their journey



Cover the aspects behind the sport – origin, growth and contributions from Indian associations and federations

OBJECTIVE OF THE COLLABORATION



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OVERVIEW

The National Billiards and Snooker Championships 2022 were held at Sage University Sports Complex, Indore, Madhya Pradesh and witnessed a total of 1,150 players competing in 15 different categories hosted under Billiards and Snooker Federation of India (BSFI).

The event marked itself as one of the biggest cue sports event in Indian sporting history.

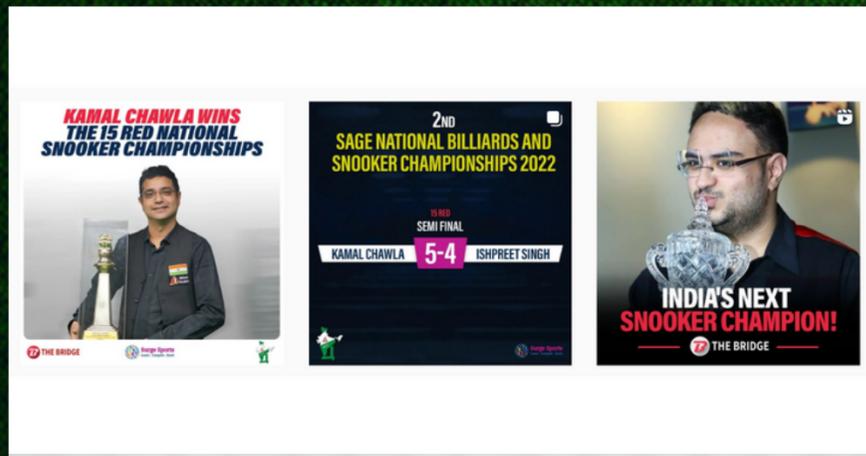


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ASSOCIATION WITH THE BRIDGE



SOCIAL MEDIA



PR & MARKETING



PLAYER INTERACTION

SEGMENTS INVOLVING ALL MAJOR DEVELOPMENTS DURING THE EVENT

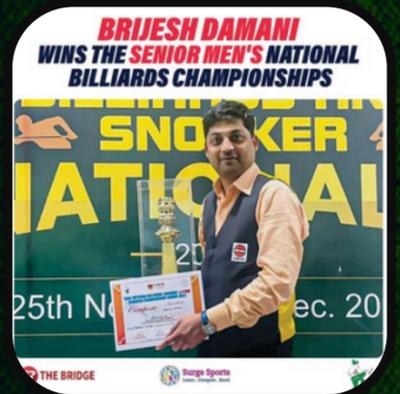
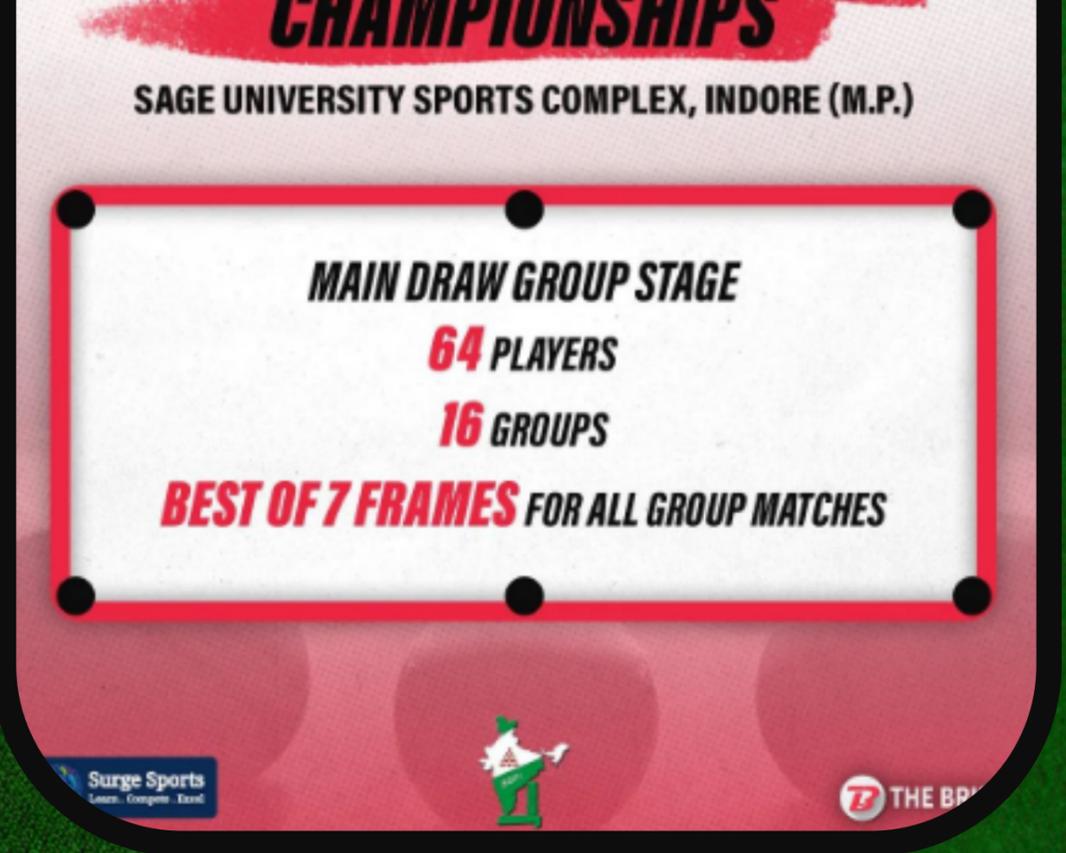
VIDEO CONTENT

20+ unique stories and journeys of top players, emerging players and winners from each category, on-ground snippets and in-depth videos on social media.



GRAPHICAL CONTENT

50+ Graphics with different content buckets like match updates, winner announcements, pre-match build-up posters, and on-ground aesthetics published on Bridge and Surge Sports social media.





Ishpreet Singh beats Pankaj Advani in 6-Red Snooker National...

Having lost in the finals twice before, this victory was sweet redemption for Ishpreet, especially because he pulled off...

TEXTUAL CONTENT

5+ textual pieces with emphasis on marquee achievements, event wrap-ups, federation behind smooth conduct of the event and unique player perspective.



"We have come a long way but still lack money, sponsors," says BSFI...

The Bridge caught up with a few stakeholders of the Billiards and Snooker Federation of India (BSFI) to understand the...



Is snooker a 'gentleman's game'? Vidya Pillai disagrees

Veteran Vidya Pillai countered the words of a chief guest at the 6-Red Snooker National Championship who termed the game...

OTHER FORMATS DELIVERED

In-depth video: Origin of snooker



Long-form player interaction videos





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80+

Content pieces published
across platforms

1.2M+

Total people reached across
The Bridge platforms

270K+

Content-wise reach on our
Partner Platforms

Video Views on Josh: 255K

Video Views on Moj: 15K

ADD-ONS

- 8 Individual reels on players
- 3 Individual reels on Federation
- 3 long-form videos focussing on players' journeys, opinions and feats
- Build-up graphics and match result templates
- 3 additional textual articles on the event



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Thank You

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