



FairPlay × Onbeat Entertainment

India's Biggest Celebrity & Creator-Led Sports Campaign

play

@onbeat



SUCCESSFULL

CREATED

ADD campaign with our 300+ creators

agency

The Challenge

Brand Visibility

Breaking through to reach India's massive youth and sports fan audience in a crowded digital landscape

Building Trust

Establishing FairPlay as a credible, premium sports entertainment platform among digital-savvy audiences

Market Position

Creating strong brand recall and positioning FairPlay as the go-to destination for sports engagement

Our Winning Strategy

Play Fair, Think Big, Win Bigger

We engineered a breakthrough campaign combining celebrity star power with authentic creator storytelling to dominate the sports entertainment conversation across India.

The secret? Uniting **top celebrities** with **300+ influencers** to create a movement that felt both aspirational and relatable.



The Power Players



Sanjay Dutt

Bollywood icon bringing mass appeal and trusted credibility



Jacqueline Fernandez

Youth favorite adding glamour and cross-demographic reach



Badshah

Music sensation connecting with Gen-Z and millennial audiences



Cricket Legends

Sports icons owning the cricket conversation authentically



Campaign Arsenal

01

Celebrity Endorsement

Built instant brand trust and premium positioning through star power

02

300+ Creator Ads

Reached mass youth audience organically with relatable, authentic content

03

Sports Personalities

Dominated cricket and sports conversations with credible voices

04

Regional Targeting

Scaled strategically across Tier-1 and Tier-2 cities nationwide

Content That Converts



Influencer Ad Videos

Social ads and organic posts driving reach



Funny Reels

Relatable content sparking shares and engagement



Trust Voiceovers

Building credibility and driving sign-ups

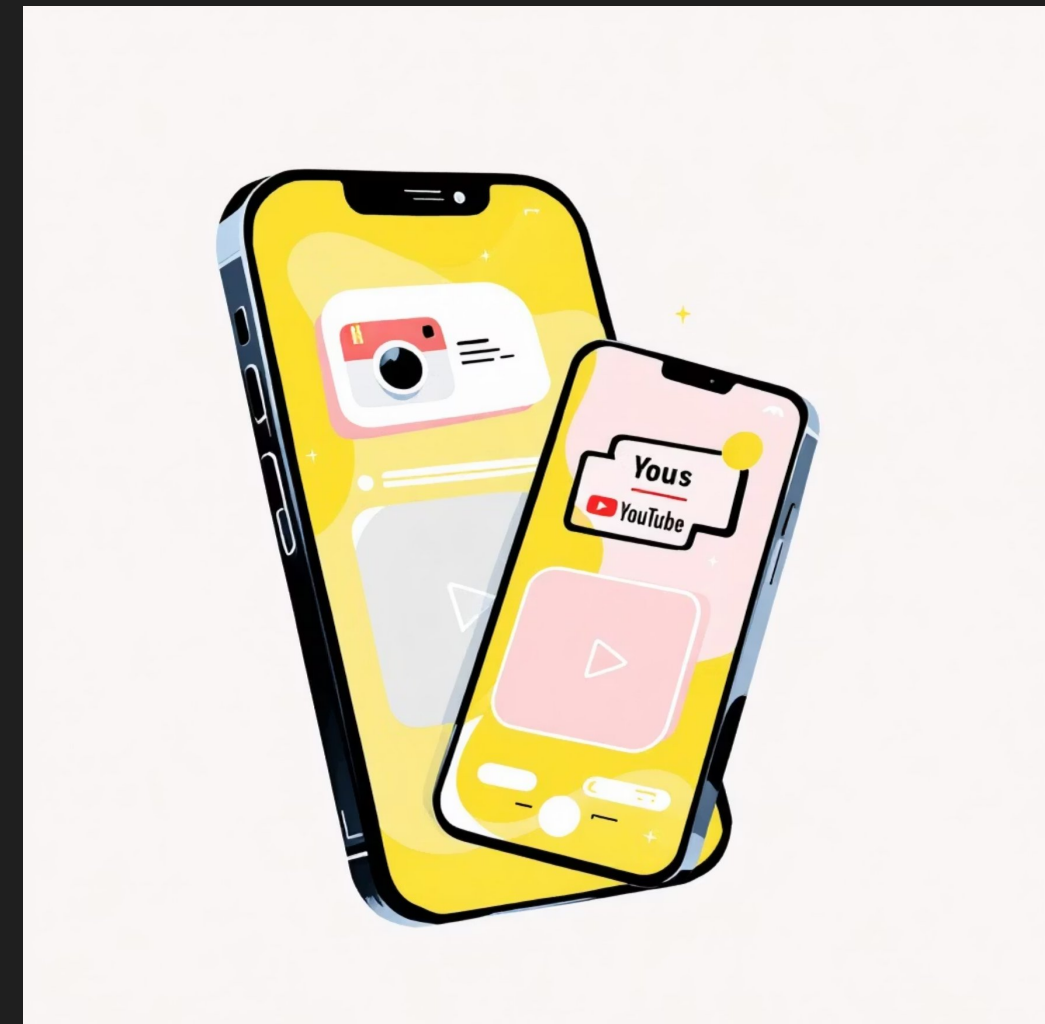


Celebrity Promos

High-impact cuts for maximum recall

Distribution Channels

- Instagram Reels
- YouTube Shorts
- Snapcat Ads
- Facebook Cross-Promotion
- WhatsApp Community Sharing



The Numbers Tell the Story

300+

Influencers
Activated

Nationwide reach
across sports and
lifestyle niches

60M+

Total Reach

Combined organic
and paid impressions

9.1M+

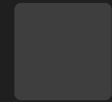
Engagements

Likes, shares, and
comments across all
platforms

FairPlay transformed from an **unknown brand** into a **trusted sports platform** with massive recall driven by celebrity and creator endorsements.

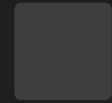


Why This Campaign Crushed It



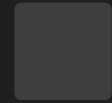
Celebrity + Creator Synergy

Combined star power with authentic voices for maximum trust and relatability



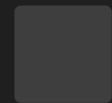
Premium Positioning

Elevated sports entertainment from casual to aspirational through strategic storytelling



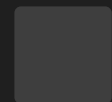
Localized Content

Regional creators delivered culturally relevant messages that converted better



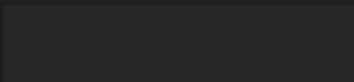
Authentic Storytelling

Real fan experiences instead of forced promotions built genuine connections



Cost-Effective Scale

Achieved massive reach with smart influencer strategy and optimized spending



Ready to Create India's Next Big Campaign?



Onbeat Entertainment Agency

We don't just run campaigns—we create cultural moments that move markets and build brands.

Our expertise: Influencer strategy, celebrity partnerships, brand positioning, multi-city execution, and cost-optimized reach that delivers real results.

  **Let's talk.** Creators. Campaigns. Brand Impact.