

22Feet Tribal Worldwide delivers 250 Spotify playlists during IPL finals

Covers every ball with a relatable playlist

National | May 2019: The 2019 IPL (Indian Premier League) Finals between the Mumbai Indians and Chennai Super Kings teams was one of the most watched events in India of 2019. Indian OTT platform- Hotstar alone, reported a whopping 18.6 million concurrent viewers on its platform during Sunday's IPL final.

It's also the most tweeted event on the Indian internet. For this year's IPL finals, Spotify India rode the cricket wave using their product promise – 3 billion playlists. Executed by 22Feet Tribal Worldwide, the brand's initiative included the sharing of a playlist from the first ball to the last. Using the [@spotifyindia](#) handle on Twitter, playlists were posted for each delivery on ground. From each single to every big six; each wicket to a one-off wide; all the dot balls to dropped catches; a relevant playlist, real time.

The hashtag #HarBallPePlaylist showcased the depth of Spotify's catalogue by taking on a challenge that's wholly unpredictable. No matter which way the match swung, a tweet was posted on @spotifyindia within seconds of the ball being bowled, with playlists for the innings break, the DRS (Decision Review System); even for specific players.

Over 250 tweets were sent out during the four-hour activity. This garnered a reach of 4.45 million, owing to the hundreds of unique consumers who engaged with the brand during the match, including sports influencers such as Sir Jadeja, Team MS Dhoni fan clubs, amongst others.

Quoting on the activity, **Suyash Barve, Group Creative Head, 22Feet Tribal Worldwide** said, "In an IPL game, and especially a final, anything can happen! One ball can be a complete dud, and the next an absolute game-changer. Leveraging this unpredictability, we contextualized Spotify's music catalogue for the Indian audience by identifying real life moments for cricket fans as they happened and tweeting a playlist that reflected the mood."

Here are some sample tweets-

<https://twitter.com/spotifyindia/status/1127615466510458887>
<https://twitter.com/spotifyindia/status/1127599513227624448>
<https://twitter.com/spotifyindia/status/1127626495156006912>
<https://twitter.com/spotifyindia/status/1127622730780676096>
<https://twitter.com/spotifyindia/status/1127633843815628800>
<https://twitter.com/spotifyindia/status/1127644245479677952>

The Indian Twitterati also joined in-

<https://twitter.com/journojuno/status/1127582947882586112>
<https://twitter.com/onlynikil/status/1127591783465009154>
<https://twitter.com/vbzu/status/1127604672808665090>
<https://twitter.com/LMKMovieManiac/status/1127899141676326912>