2019 MARCH MADNESS

ADVERTISING BREAKDOWN

While the Super Bowl may get most of the sports advertising world's attention, March Madness is no sleeper. In fact, among all postseason sports advertising, only the NFL exceeds the annual tournament in spend.

We wanted to understand how U.S. sport fans perceive online advertising and marketing campaigns that use March Madness to promote their products or services. To shed some insight, we commissioned a survey of more than 1,000 adult March Madness fans throughout the U.S. Here's what we found.

Arkadium

Ads seen by vertical

All respondents were screened to ensure they are fans of March Madness, and have seen ads or marketing campaigns online that use March Madness to promote their products or services.

FOOD AND BEVERAGE COMPANIES 77%
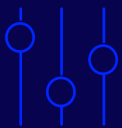
INSURANCE COMPANIES 35%

AUTO COMPANIES 31%

TECHNOLOGY COMPANIES 29%

Consumers want interactive and visual ads
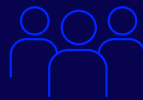
39% suggested making the ads more interactive and participatory.

32% wanted something more personalized.

38% suggested making them more visual.

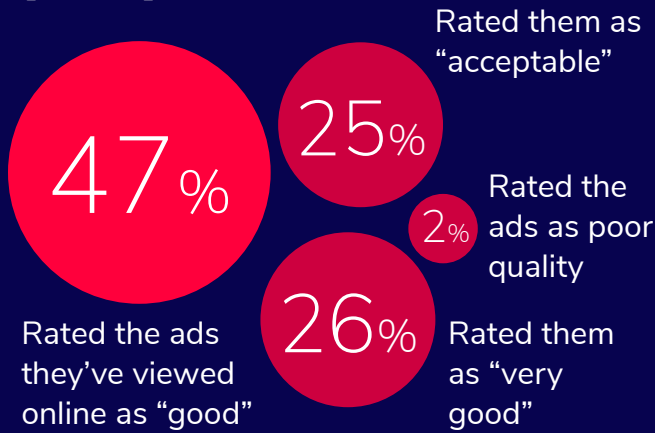These findings are consistent across age groups.

Viewers of Home Improvement, Hospitality, Auto and Financial Services ads in particular want more visual and interactive ads...

...and the same goes for HHI viewers ($75K+).

March Madness ads are generally considered high-quality...

47% Rated the ads they've viewed online as "good"

25% Rated them as "acceptable"

2% Rated the ads as poor quality

26% Rated them as "very good"

...which may explain why consumers express positive purchase intent.

After seeing a March Madness ad, **42%** of surveyed users said they were more likely to make a purchase from that brand.

And, there's a positive correlation between perceived ad quality and purchase intent.

88% of users who rated the quality of a March Madness ad as "very good" were more likely to purchase from that brand.

39% Good

12% Acceptable

15% Poor

Sports news and social media are winning ad dollars

74% of respondents recalled seeing March Madness ads on sports news sites

73% of respondents recalled seeing March Madness ads on social media

39% saw an ad on the brand's website — a significant difference from sports and social sites