



# 8 ELITE SOCIAL AD PLAYS TO STAND OUT AND GET NOTICED DURING MARCH MADNESS

# Introduction

**NCAA March Madness men's basketball fans devoured 17.8 million hours of live video by the time the tournament ended in 2015. That's a stat that begs to be repeated; 17.8 million hours!**

It's no secret that the NCAA men's basketball tournament has one of the most engaged audiences out there. But competition for this audience's attention is fierce, and the question most brands and agencies are asking is, "How can we make our ads stand out above all the rest?"

To help you answer this question, we've outlined eight different ways to target and deploy your social advertising that will help your ads get noticed by the right people and ensure that you maximize the impact of your March Madness advertising spend.





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# Conquest Competitor Audiences and Sponsorships

**Platform(s):** Facebook, Instagram, YouTube and Google Premium Video

**Objective:** Brand lift and engagement

**How:** Custom audiences, lookalike audiences, and competitor content

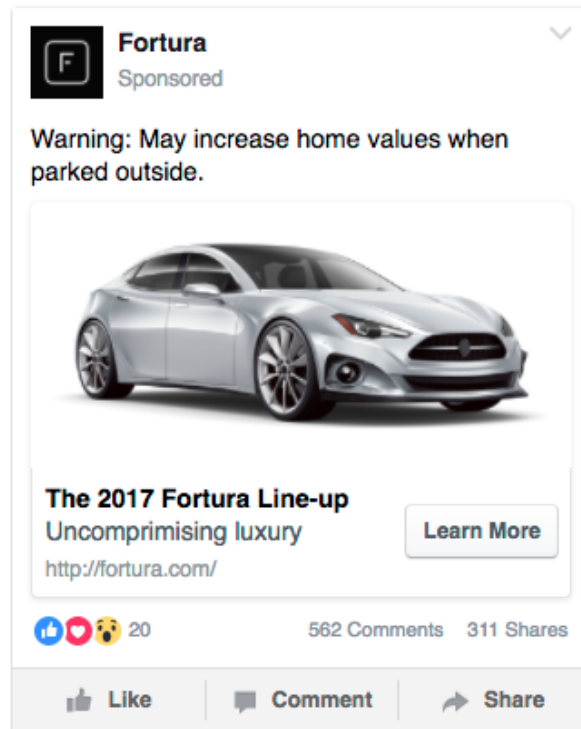
**Lifecycle:** Always on from March 7<sup>th</sup> – April 3<sup>rd</sup>

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## Automotive Example

**Objective:** An automotive brand wants to diminish the impact of its primary competitor's NCAA men's basketball tournament sponsorship.

**Concept:** Run pre-roll in front of audiences viewing competitor sponsored game highlights, interviews, and other promotional material. Target competitor audience on Facebook and Instagram with content specifically tailored to undermine competitor's message.



# Get in Front of Videos as They Begin to go Viral

## NCAA Videos Going Viral

Select and curate videos below to be able to add them to a new or an existing playlist

Bulk Actions ▾

Published after ▾ 2017-01-01

Video Details

**Duke covers wrong ..**  
Duke covers wrong side, Louisville capitalizes The Duke game. [Read More](#)

**Grayson Allen Trie..**  
Duke's Grayson Allen, two games back from serving suspension. [Read More](#)

**Louisville Strikes..**  
Louisville and Duke guard Grayson Allen have a long history. [Read More](#)

**MBB: All Access fr..**  
- Facebook - [@KYwildcatsT..](https://www.facebook.com/KYwildcats) [Read More](#)

**Grayson Allen Shov..**  
Grayson Allen Shoves FSU's Assistant Coach Mid-Game. [Read More](#)

**Platform:** YouTube and Google Premium Video

**Objective:** Brand lift

**How:** Viral video identification and targeting

**Life-Cycle:** As March Madness-related videos go viral between March 14<sup>th</sup> – April 10<sup>th</sup>

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## Insurance Example

**Objective:** A national insurance company wants to build a strong brand association with theme of protection.

**Concept:** Target "defense" related March Madness videos as they begin to go viral in order to capitalize on the largest growth curve before views begin to taper off.

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# Deliver DR Offers to Fans in Prime Locations

**Platform:** Facebook

**Objective:** Drive store visits and offline conversions


**How:** Location-based relevance offers and ads optimized to drive store visits

**Lifecycle:** Before and during games from March 7<sup>th</sup> – April 3<sup>rd</sup>


## Restaurant Example

**Objective:** A national sports bar wants to make its restaurants the destination of choice for college basketball fans who live within a certain distance of the school.




**Concept:** Run ads before and during games using Facebook store visits objective and direct response coupon offers designed to drive foot traffic and offline purchases.




**Wild Chicken Wings**  
Sponsored

The best seats for tonight's game are just blocks away.




**Get 15% Off Any Appetizer**  
Download the Coupon  
<http://wildchickenwings.com>

   20      562 Comments    311 Shares


 Like     Comment     Share



# Drive App Installs With Users of Complimentary Apps

 **Rick's Sporting Goods**  
Sponsored

Your team's best gear delivered to your door with a single-click.



**College Basketball Gear**  
Huge selection, fast shipping  
<http://wildchickenwings.com>

**Shop Now**

👍❤️😱 20      562 Comments   311 Shares

👍 Like   |   💬 Comment   |   ➦ Share

**Platform(s):** Facebook, Instagram, Twitter

**Objective:** Drive app installs

**How:** Build and target custom audience of users who have specific apps on their phones

**Life-Cycle:** Always on from March 14<sup>th</sup> – April 3<sup>rd</sup>

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## Retail Example

**Objective:** A national sporting goods brand wants to grow the installed user-base of its app and promote the purchase of team apparel.

**Concept:** Create and target custom audience of users who have **bracket apps**, **NCAA apps**, **college basketball apps**, and **other related applications** installed on their phones to target with app install ads.

# Target the Second Screen in Real Time

**Platform:** Facebook and Twitter

**Objective:** Subscription Increase & Website Conversions

**How:** Rule-based targeting using real-time feed of game stats

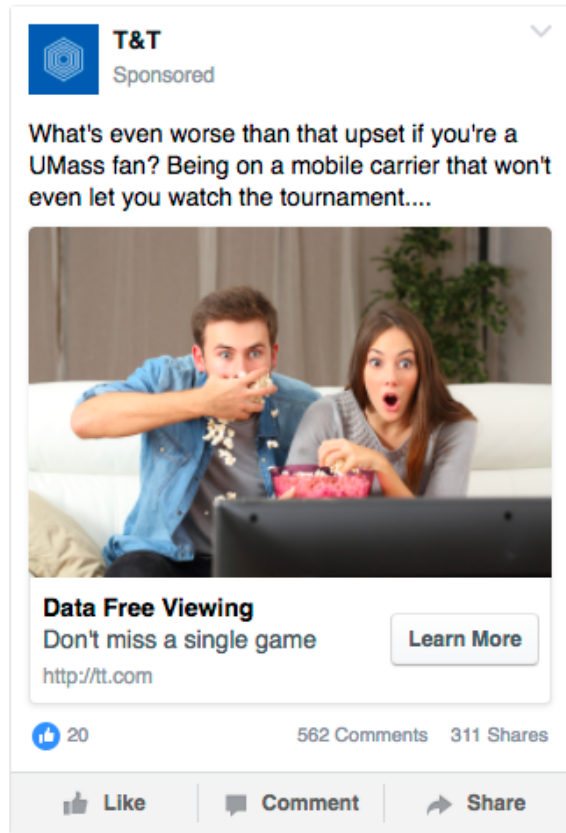
**Life-Cycle:** During games from March 14<sup>th</sup> – April 3<sup>rd</sup>

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## Telco Sponsor Example

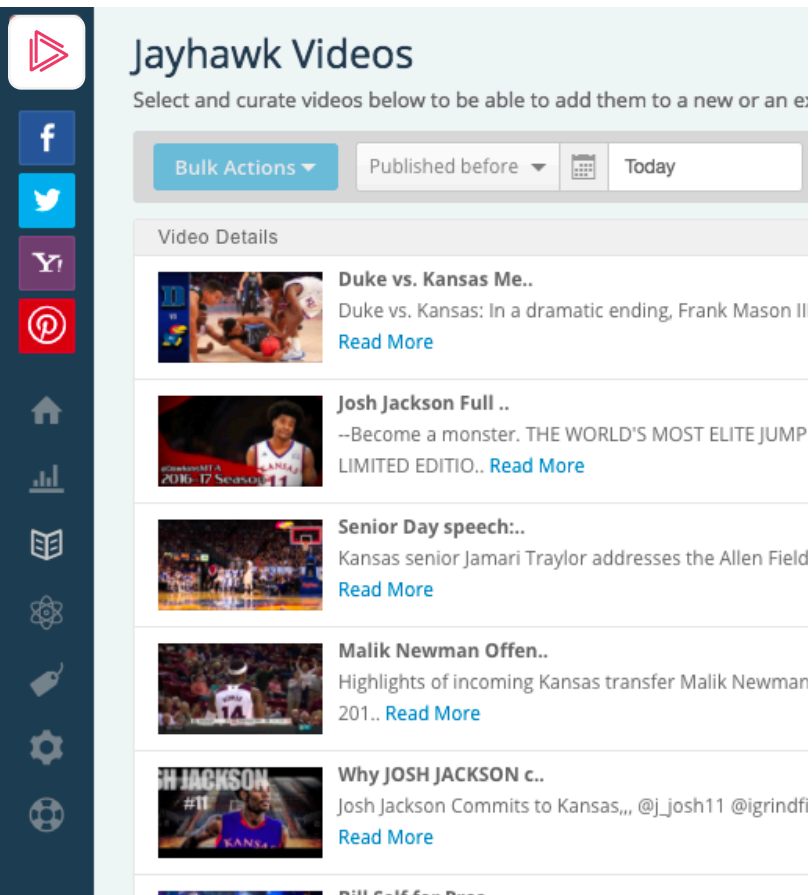
**Objective:** A National Telecommunications company wants to raise awareness for their new data-free, live-streaming product to showcase the March Madness Tournament.

**Concept:** Create and target audiences who are interested in, engaged with or have downloaded competitor cable and streaming apps. With sponsorship of the tournament, highlight major upsets and top-conference school victories in real time.





# Own Team, Player, and Coach Video Content



The screenshot shows a web interface for "Jayhawk Videos". On the left is a dark sidebar with social media icons (Facebook, Twitter, YouTube, Pinterest) and utility icons (home, analytics, book, atom, tag, gear, soccer ball). The main content area has a header "Jayhawk Videos" with a subtitle "Select and curate videos below to be able to add them to a new or an ex:". Below this is a filter bar with "Bulk Actions" and "Published before" (Today). The "Video Details" section lists five items:

- Duke vs. Kansas Me..**  
Duke vs. Kansas: In a dramatic ending, Frank Mason II  
[Read More](#)
- Josh Jackson Full ..**  
--Become a monster. THE WORLD'S MOST ELITE JUMP LIMITED EDITIO..  
[Read More](#)
- Senior Day speech..**  
Kansas senior Jamari Traylor addresses the Allen Field  
[Read More](#)
- Malik Newman Offen..**  
Highlights of incoming Kansas transfer Malik Newman 201..  
[Read More](#)
- Why JOSH JACKSON c..**  
Josh Jackson Commits to Kansas,,, @j\_josh11 @igrindfi  
[Read More](#)

**Platform:** YouTube and Google Premium Video

**Objective:** Brand lift

**How:** Context-based video selection

**Life-Cycle:** As March Madness-related videos go viral between March 7<sup>th</sup> – April 10<sup>th</sup>

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## Banking Example

**Objective:** Banking institution that sponsors the NCAA tournament wants to increase the scale of its reach going into the Sweet Sixteen.

**Concept:** Target all content related to the remaining teams, players and coaches on YouTube and other premium video services.

# Target Consumers Based on Their Alma Mater

**Platform(s):** Facebook and Instagram

**Objective(s):** Brand lift and engagement

**How:** Selectively target videos featuring specific teams, players, and coaches

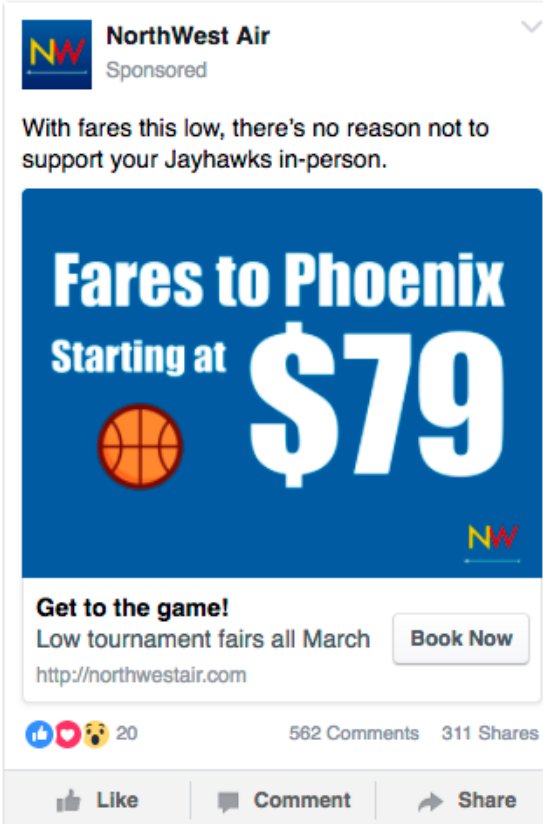
**Life-Cycle:** Always on from March 7<sup>th</sup> – April 10<sup>th</sup>

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## Travel Example

**Objective:** Airline wants to drive domestic travel bookings during the NCAA tournament.

**Concept:** Deploy ads to school alumni that promote travel specials to tournament locations.



**NorthWest Air**  
Sponsored

With fares this low, there's no reason not to support your Jayhawks in-person.

**Fares to Phoenix**  
Starting at **\$79**

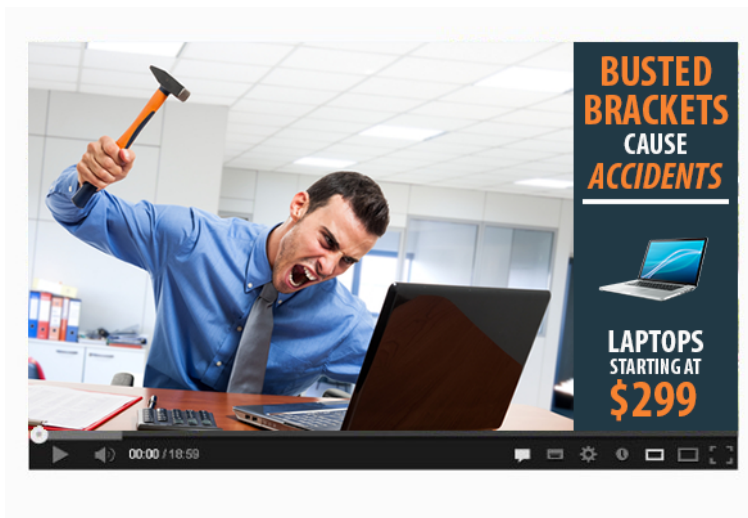
**Get to the game!**  
Low tournament fares all March  
<http://northwestair.com>

**Book Now**

20 562 Comments 311 Shares

Like Comment Share

# Focus on Bracket-Related Video Content



**Platform:** YouTube and Google Premium Video

**Objective:** Brand lift

**How:** Target bracket-related content

**Lifecycle:** Aligned with business objectives from March 14<sup>th</sup> – April 3<sup>rd</sup>

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## Consumer Technology Example

**Objective:** A consumer technology company wants to increase awareness of a new suite of products via YouTube.

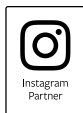
**Concept:** Create contextual targeted segments around tournament upsets and surprising moments. Creative will play into 'busted brackets not busted tech' idea.

# About AdParlor

**AdParlor's advertising solutions and strategies use deep expertise and unique data-driven approaches to get the best performance from social and video advertising for over half of the Fortune 1000.**

We provide proprietary solutions like Intel Tags to make advertisers smarter by providing them with micro-level insights about what creative elements are working across their entire ad library; including things like background colors, gender, and facial expressions.

Our partnerships run deep, and we work directly with the most valuable digital platforms, including:



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