



# MARCH ADSANITY

HOW BRANDS CAN  
LEVERAGE LIVE  
EVENTS THROUGH  
SOCIAL MEDIA



**BOLD**  
WORLDWIDE

# INTRODUCTION

## WHAT IS MARCH ADSANITY?

The NCAA Division I Men's Basketball Tournament, March Madness, is one of the most followed sporting events in America. This single-elimination tournament has become a huge national brand opportunity in sports, pulling in a whopping \$1.32 billion dollars in national ad spend last year. As a digital and social advertising agency, BOLD Worldwide wanted to see if the official event sponsors would take advantage of this massive branding opportunity on social media.

And so **March Adsanity** was born.

BOLD took a look at the 18 official sponsors of March Madness and narrowed them down to 16 brands with the highest social following across Facebook, Twitter, Instagram and YouTube. BOLD then seeded the remaining 16 brands based on total followers and organized them into a Sweet 16 bracket. Each brand battled it out on game day, competing for the highest social media engagement.

BOLD's investment in data science and collaboration with analytics platform, Pulsar CORE, allowed us to accurately track and record social engagement for each brand. The team with the highest number of engagements in each matchup won and advanced to the next round until a winner was crowned as the Adsanity and social media champion.

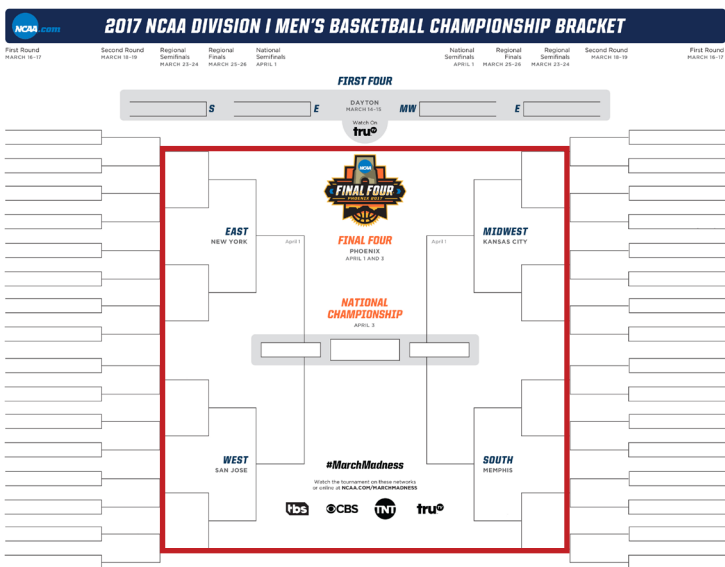
# MARCH ADSANITY SPONSORS RANKING

## SEEDING:

Based on total followers of each brand, BOLD seeded them from #1 to #16, from the most followers to the least followers.

RANK	BRAND NAME	TOTAL FOLLOWERS
1	Oreo	44,442,485
2	Pizza Hut	31,679,607
3	Buffalo Wild Wings	12,721,751
4	Reese's	11,675,020
5	Wendy's	9,912,037
6	AT&T	6,706,000
7	Powerade	5,295,006
8	Lowe's	4,772,834
9	Bing	4,462,670
10	LG USA	4,346,268
11	Capital One	4,149,830
12	Infiniti USA	3,924,331
13	Unilever	3,793,592
14	Buick	1,056,987
15	Allstate	644,675
16	Enterprise	402,899

# MARCH ADSANITY BRAND BRACKET



The Adsanity brand bracket is based on the structure of the official NCAA March Madness bracket from the Sweet 16 to the Championship matchup.

## Match-Up Examples:

- #1 vs. #16
- #2 vs. #15
- #3 vs. #14



# SIGNIFICANT RECAP HIGHLIGHTS

## BIGGEST UPSET:



The No. 1 seed, Oreo, with over 44 million followers across Instagram, Facebook, Twitter and Youtube, was eliminated from the competition in Round 2 with a huge upset from No. 8 seed, Lowe's. Oreo did post on any of their social media platforms on game-day. This lack of social media consistency resulted in Oreo's downfall.

## CLOSEST MATCH:



Reese's secured a win over Wendy's by only 112 engagements. This victory was led by Reese's Facebook page, their leading platform, which stimulated 1,080 engagements. Even though Wendy's had a superior performance on Twitter, their engagements weren't enough to close the gap in Round 2 of competition.

# MARCH ADSANITY BRACKET RESULTS



## PIZZA HUT WINS ADSANITY

Pizza Hut planned and executed a successful social strategy which earned them the title of **March Adsanity Champion**.

# PIZZA HUT'S ADSANITY PERFORMANCE HIGHLIGHTS

## Average post engagements per matchup:



3373



1871



495



26

## Successful Instagram posts by Pizza Hut during March Madness:



pizzahut

Follow

pizzahut Press. Confirm. Enjoy. #PieTops

Load more comments

belaycordsareback Are these even real?

president\_denzel 🔥🔥🔥🔥

unofficial\_feminist How much do these cost

giveitup4\_bf Make pizza great again

@pizzahut 🍕

brennenkelsey @drue.skadoo

naviparshad @s.h.a.r.o.n.hi

marcushyde Need

guccicarti Would cop

\_alexander\_dc\_111\_ 🍕

alexandra\_dorantes03 @shantay\_dawn wot

in tarnation

taaiscg @julianazpassos a tua cara

beau\_higgs I want some of those



9,478 likes

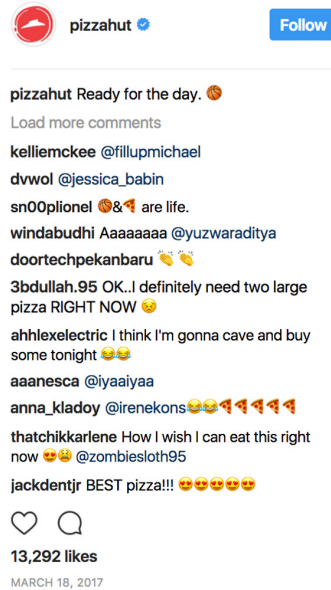
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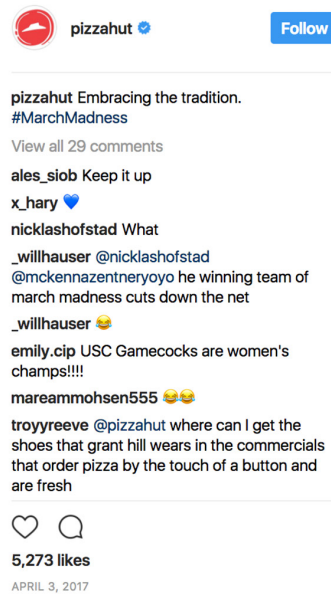
**Press. Confirm. Enjoy.  
#PieTops**





March 18, 2017

Ready for the day. 🍕

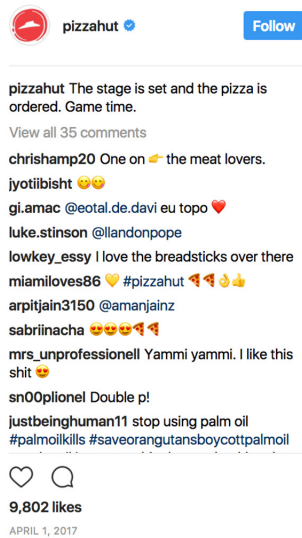
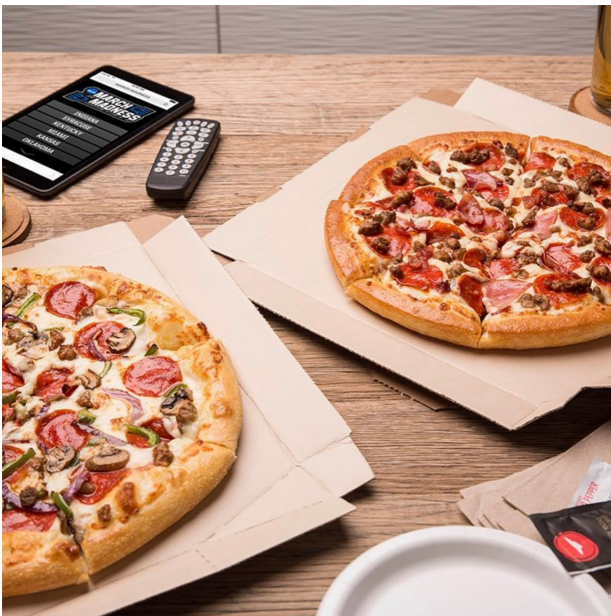


April 3, 2017

Embracing the tradition.  
#MarchMadness



# PIZZA HUT FACES THEIR TOUGHEST MATCHUP



The stage is set and the pizza is ordered. Game time.



Check out hoops expert Steve Lavin take on today's games. Still have a tourney question for Seth Greenberg? Tweet at us with #BDubsTourneyTalk



Buffalo Wild Wings

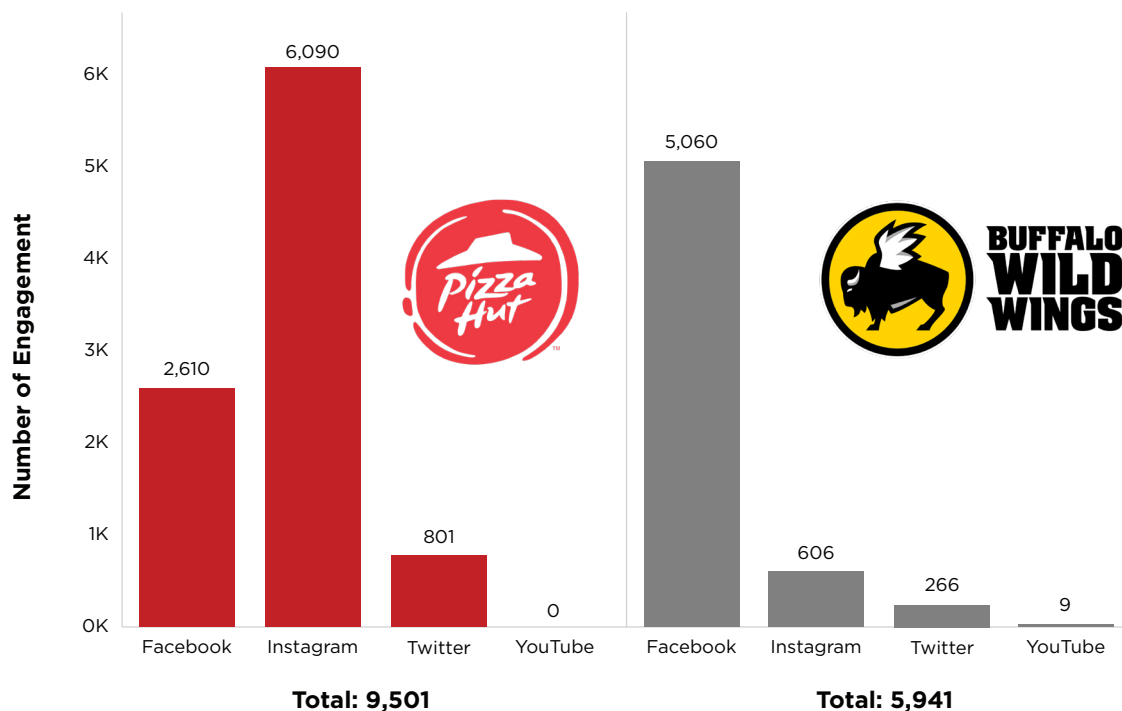
April 1, 2017

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Check out hoops expert Steve Lavin take on today's games. Still have a tourney question for Seth Greenberg? Tweet at us with #BDubsTourneyTalk

129K Views

# PIZZA HUT VS. BUFFALO WILD WINGS ENGAGEMENT ANALYSIS



Pizza Hut's Instagram account, with 6,090 daily engagements, was the driving force behind their victory over Buffalo Wild Wings in the semifinal game. This massive amount of engagements gave Pizza Hut the commanding lead in a landslide victory over Reese's, to become the March Adsanity champion!

Pizza Hut consistently did a great job connecting enticing, pizza-themed visuals with an NCAA theme. In contrast, Buffalo Wild Wings failed to reach a balance between reinforcing their brand identity and leveraging the NCAA hype. In this sense, Pizza Hut's victory was fueled by relevant content creation and balanced multi-platform execution.

# MARCH ADSANITY

## KEY TAKEAWAYS

### POST CONSISTENTLY



In order to take full advantage of sponsorship opportunities, brands should post content related to the event every day to maintain a high level of visibility. It's important to develop a posting cadence that keeps brands relevant on social media as an active part of the conversation. Posting every day for a week and then going silent for the next few days will not make a lasting impression on the audience. Taking a cue from Pizza Hut, shows that posting every day along the course of the event maximizes engagement across social media platforms.

### LEVERAGE LIVE EVENTS



Live events provide brands with a great opportunity to engage with their audience on social media. When public attention is on an event, like March Madness, brands should take notice of this shift of attention and become an active part of the conversation. Pizza Hut's Adsanity success provides an example that event-based social media management is about creating relevant content that combines brand identity with the live event.

### FOCUS ON INSTAGRAM



Instagram was the key player in the game of March Adsanity. It proved to be the best platform to stimulate post engagement and audience interaction. Preparing a library of visual content and posting it frequently on Instagram is a must.

# MAKE YOUR PICKS FOR **MARCH ADSANITY 2018**

Another year of March Madness is upon us, which means a new chance to compete for the March Adsanity title in a battle of the brands.



Fill out a bracket and watch the Adsanity unfold:

**MAKE YOUR PICKS**



## ABOUT **BOLD WORLDWIDE**



**BOLD Worldwide is a fully integrated, results-driven ad agency for brands that want to stand out.**

BOLD is a mindset – a way of life. We are focused solely on the outcome of our clients not the output of our work. We would rather not breathe than be mediocre. We would rather grow than be satisfied. Our company is built on people who pull each other up and push our clients to the top. We are a business designed to keep growing, be sustainable and to give back. We play all-in 100% of the time and refuse to have it any other way. This is BOLD. | [boldworldwide.com](http://boldworldwide.com)

## PULSAR

Pulsar is an advanced audience intelligence platform that helps you find the story in the data. Pulsar leads the evolution of social listening by bringing all the digital signals of your audience in one place and leveraging the power of data visualization and AI to help you uncover the personas, the trends, the behaviors and the affinities that will make your marketing bullet-proof. | [pulsarplatform.com](http://pulsarplatform.com)