

# WE DELIVERED 1.2M MOBILE IMPRESSIONS FOR NCAA'S MARCH MADNESS

The NCAA is a renowned nonprofit college athletics organization that leveraged OUTFRONT'S resources to increase brand presence and attract NCAA March Madness fans. The March Madness tournament was held in San Francisco at Chase Center, the Warrior's home Arena, so the NCAA paired out-of-home advertising with mobile targeting to attract attendees.

## STRATEGY & TACTICS

- **Strategic Placement:** The campaign was centered in San Francisco and utilized 8 impactful walls, 3 bulletins, and an array of alluring liveboards at Caltrain's 4th & King station. The chosen locations are known for heavy traffic, and these areas were perfect for engaging with sports fans and other diverse audiences.
- **Targeting:** This campaign utilized proximity targeting within the San Francisco DMA to reach high volumes of basketball fans, sports enthusiasts, and March Madness lovers.
- **Captivating Creative:** Campaign creatives featured an eye-catching design that showcased the NCAA's iconic March Madness Bracket. Bold typography and impressive color contrast made the design clean and unforgettable.
- **Web Linked Banner Ad:** Linked to the NCAA's Men's Final Four website to promote the event to interested viewers and potential attendees.



DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY, (CLICK THROUGH OR SECONDARY ACTION RATES), OR REVENUE.



OUTFRONT

## RESULTS

1.2M

MOBILE IMPRESSIONS

1,388

CLICKS

.11%

CLICK THROUGH RATE

