facebook IQ

The Big Tournament

HAPPENS ON FACEBOOK AND INSTAGRAM

The Division 1 basketball postseason is a cultural phenomenon in the US. Live action on mobile and earlier milestones in the tournament have changed the game for brands looking to connect with people during the three-week period. Here are some key considerations as you plan for 2017:

HARNESS THE POWER OF FACEBOOK AND TV

Reach more people. On average in the US, Facebook provides 19% incremental target audience reach versus TV alone.

Consider using **Facebook and TV together** to connect with people across channels.

Ensure creative is visual and **optimized for mobile** feed.

CONNECT WITH A VISUAL FRANCHISE

Facebook sports partners are driving increased engagement and growth by investing in video. Think about what your brand's unique content strategy can be, and use sight, sound and motion to transport people into the moment.

Then use smart targeting and insights to make meaningful associations with your brand and drive results for your business.

BIG PICTURE

650M

people worldwide are **connected to a sports Page** on Facebook*

165M

people worldwide **follow a sports account** on Instagram*

Sitting second in the **#1 sport followed** on Instagram**

#1 in NCAA, D1 **tournament conversation** across TV, Facebook and Twitter in the past year

TAKEAWAY Facebook and Instagram content sparks fans with their favorite athletes, teams, leagues, and competitive organizations. Aspects of the personal athlete experience engage fans.

WHERE

In the US, 87% of Facebook posts, photos and videos about the tournament were shared on mobile, compared to 13% on desktop.

87% 13%

TAKEAWAY People in the US shared 13% the mobile photos and 13% the mobile videos during the tournament in 2016 than on accompanying desktop. Connect with a visual message.

WHO'S TALKING ABOUT WHAT

In the US, men led the conversation around **teams**, **action on the court** and **brackets**, whereas women talked more about **reunions and nostalgia** and **parties**.

TEAMS — 28%
- MEN: 72%
  - AGE 18-24
  - 67%
  - AGE 35-54
- WOMEN: 27%
  - AGE 18-24
  - 26%
  - AGE 35-54

ACTION ON THE COURT — 17%
- MEN: 51%
  - AGE 18-24
  - 34%
  - AGE 35-54
- WOMEN: 15%
  - AGE 18-24
  - 34%
  - AGE 35-54

BRACKETS AND TOURNEY — 15%
- MEN: 70%
  - AGE 18-24
  - 61%
  - AGE 35-54
- WOMEN: 30%
  - AGE 18-24
  - 39%
  - AGE 35-54

FANDOM — 8%
- MEN: 41%
  - AGE 18-24
  - 21%
  - AGE 35-54
- WOMEN: 59%
  - AGE 18-24
  - 49%
  - AGE 35-54

REUNIONS AND NOSTALGIA — 8%
- MEN: 18%
  - AGE 18-24
  - 10%
  - AGE 35-54
- WOMEN: 82%
  - AGE 18-24
  - 62%
  - AGE 35-54

PARTIES — 8%
- MEN: 43%
  - AGE 18-24
  - 23%
  - AGE 35-54
- WOMEN: 57%
  - AGE 18-24
  - 49%
  - AGE 35-54

TRAVEL — 8%
- MEN: 56%
  - AGE 18-24
  - 39%
  - AGE 35-54
- WOMEN: 44%
  - AGE 18-24
  - 42%
  - AGE 35-54

FOOD AND DRINK — 3%
- MEN: 47%
  - AGE 18-24
  - 44%
  - AGE 35-54
- WOMEN: 53%
  - AGE 18-24
  - 50%
  - AGE 35-54

CLOTHING AND BRANDS — 2%
- MEN: 42%
  - AGE 18-24
  - 39%
  - AGE 35-54
- WOMEN: 58%
  - AGE 18-24
  - 43%
  - AGE 35-54

TAKEAWAY Tap into the power of the moment. See how Lays used a competition-inspired campaign to drive offline sales.

WHEN

Key tournament moments in the US

TAKEAWAY Conversation on Facebook ramps to highest spike during the Elite Eight based on fans' in-person conversation around watch parties, parking and managing the most sustained jumps throughout the tournament. Anticipate the tournament's ceiling and drive it higher through audience-driven planning your coverage.

INSTAGRAM HASHTAGS

Many top Instagram hashtags in the US focused around teams, fandom and fashion.

TAKEAWAY Fans use hashtags to share the tournament with others in real time. Use hashtags in your content to include fans in conversation, you can capture your creative content and drive fans to engage with your brand.

CONTACT

Contact your Facebook or Instagram partner to plan for 2017.
Visit insights.fb.com for more insights and solutions.

Source unless otherwise specified: Facebook data, US data, age 18+, Mar 20-Apr 3, 2016 unless otherwise specified, Facebook Marketing Partner Insights, Nielsen Sports Marketing's strategic intelligence and analysis of the US 2016 March Madness, Nielsen Total Audience Report