



DSTILLED

NBA FANS

Another NBA season is winding down and with that, speculation around which teams will make playoffs and namely if the Warriors will win a third consecutive championship. We turned to Audience Studio to gain insight on NBA Fans and found that NBA players; they're just like us.

KEEP UP WITH THE KARDASHIANS

Join the Travel Reward Points Researchers and book a trip to Philadelphia or Australia. You might find yourself on the plane with Philadelphia 76er Ben Simmons and who knows, maybe the star of a Reality TV Show or watchers of them.

IT'S CALLED FASHION, LOOK IT UP

Oklahoma City Thunder point guard Russell Westbrook makes headlines for his style on and off the court. Men's Fashion and Higher-End Fashion Brands are just as important to NBA Fans. When they're not shopping at Bloomingdale's, Barneys New York, Burberry and Saks Fifth Avenue, they're Avid Readers. *Russell Westbrook: Style Drivers* is next on their list.

JUMPMAN, JUMPMAN, JUMPMAN

You can argue who the G.O.A.T. on the court is all day long but LeBron can't hold a candle to MJ's sneaker game. Air Jordans were, and still are, the sneaker to own. Even Rockets power forward and sneaker collector, P.J. Tucker credits his start to sneaker culture to Air Jordans. NBA Fans are in the same boat, shopping for luxury sneakers and often seen at Foot Locker and Supreme locations.

BARBECUE CHICKEN ALERT!

Shaq wasn't talking about food...but we are. NBA Fans are BBQ enthusiasts, looking up recipes, and can even be called Grill Masters. When they've hung up their apron, they can be found dining at Del Frisco's Grille with fellow Restaurant Researchers.

ALL THUMBS ON THE COURT

If you're shooting nothing but air balls, maybe it's time to take your talents to the cyber world. NBA Fans are huge Video Gamers. They play Minecraft, The Sims, and League of Legends. A little more practice and they could even walk onto an NBA 2K Esports team.

"TRUST THE PROCESS"

While all Philadelphia 76ers know to "Trust the Process", it means a little more to center Joel Embiid who manages to sneak the phrase into every interview. NBA Fans trust the process as well, exercising fiscal responsibility through Financial Investors, Personal Investment Researchers, Investment Management Professionals, and Investment Services Intenders.

OH EE OH EE OH...ICE ICE ICE

Only a couple more months to feel the Heat for Dwayne Wade. Once Miami's shooting guard retires, he and wife, Gabrielle Union, can join fellow retirees in planning for their future, managing personal stock portfolios and researching tax policy. Bring It On.



AUDIENCES TO ACTIVATE

NBA FANS

Australia Trip Planners
Barneys New York
Baseball Enthusiasts
Basketball Enthusiasts
Beer Lovers
Beer, Wine and Alcohol
Bloomingdale's
Boston Trip Planners
Brooklyn Nets Fans
Buffalo Wild Wings
Burberry
Cable TV Shoppers
Chain Restaurants
Coffee Lovers
College Football Fans
College Sports
Colleges
Competitive Sports Participants
Country Music Fans
Craft Beer Enthusiasts
Craft Spirits Enthusiasts
Credit Card Researchers
Crypto Market Investors
Del Friscos Grille
Drama Show Watchers

Duke Blue Devils Fans
Entrepreneurs
ESPN Enthusiasts
eSports Enthusiasts
Fantasy Football Enthusiasts
Fantasy Sports
Fast Food Lovers
Financial Business Intelligence
Researchers
Financial News Readers
Golf Enthusiasts
Grill Masters
Grilling
Hip Hop Fans
IT Decision Makers
Jam Band Festival Fans
Jamband Fans
Junk Food Lovers
Live Concert Fans
Mailing & Shipping Shoppers
Market Intelligence Researchers
Men's Business Clothing Shoppers
Men's Clothing Shoppers
Men's Shoe Shoppers
Men's Suit Shoppers

MLB Fans
NCAA Fans
NCAA Football Fans
NFL Fans
Personal Stock Portfolio Managers
Philadelphia Trip Planners
Reality TV Show Watchers
Saks Fifth Avenue
San Antonio Spurs Fans
Soda Drinkers
Sporting Goods Shoppers
Sports Apparel
Sports Arenas
Sports Fanatics
Sports News & Apparel
Streaming Radio Listeners
Tampa and St Petersburg Trip
Planners
Tax Filers
Tax Policy Researchers
Tennis Players
Theory
Travel Reward Points Enthusiasts

WHERE TO ACTIVATE OUR AUDIENCES



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