

# DSTILLED

## MARCH MADNESS AUDIENCES



It's called March Madness for a reason! With over 97 million US viewers and viewers from 180 countries overall in 2018, we looked to Audience Studio to help us discover just who makes up the magic of the madness. March Madness runs well into April; that leaves plenty of time for marketers to explore all the audiences Dstillery offers to help you get buckets!

### **THEY LIKE MORE THAN JUST BASKETBALL.**

Full-sports press! March Madness Enthusiasts are 68.56x more likely to be Baseball Enthusiasts and 51.84x more likely to be Softball Enthusiasts. They also enjoy Golf, Tennis, and Swimming.

### **THEY LOVE THE DRAMA.**

The unpredictability of these games is enough to make TV Junkies tune in to ESPN every night. They also love to watch popular Drama shows on TV. They supplement their screen time with Mens Fitness Publications and Financial News.

### **THEY PREFER SOMETHING STRONGER THAN YOUR AVERAGE PALE ALE.**

The stadium prices for food and beverage are too high anyway. March Madness Enthusiasts are into Craft Spirits and Craft Beer. Their loyalties towards a small brewer run as deep as their alma mater.

### **THEY'RE DEADHEADS.**

These Live Concert and Country Music Fans will be dancing long after the Big Dance is over. They'll take their moves over to the next Jam Band Festival where they'll be blasting the Grateful Dead.

### **THERE'S NO HOME COURT ADVANTAGE.**

...except in their own homes. March Madness Enthusiasts are 1.84x more likely to frequent Home Maintenance Locations, shopping for Hardware and Flooring.

### **THEY WILL DO YOUR TAXES.**

High finance or low finance, these Tax Filers are also Personal Stock Portfolio Managers. When they're not investing online, they're researching and comparing credit cards to see which will get them the most bang for their buck.

### **THEY WILL TRAVEL BUT MAYBE NOT TO MINNEAPOLIS.**

With those newly researched credit cards, these Trip Planners are 35.40x more likely to plan a trip to the beaches in Tampa and St Petersburg and 29.72x more likely to head to Boston for a bowl of chowder and a lobster roll.

Explore more audiences like March Madness Enthusiasts on the next page..

# AUDIENCES TO ACTIVATE

## MARCH MADNESS

ACC Fans  
Apple Fans  
Basketball Enthusiasts  
Baseball Enthusiasts  
Beer Lovers  
Beer, Wine and Alcohol  
Buffalo Wild Wings  
Buick Location Visitors  
Cable TV Shoppers  
Capital One Location Visitors  
Chain Restaurants  
City Sports  
College Football Fans  
College Sports  
Colleges  
Country Music Fans  
Craft Beer Enthusiasts  
Craft Spirits Enthusiasts  
Duke Blue Devils Fans  
Drama Show Watchers  
ESPN Enthusiasts  
eSports Enthusiasts

Fantasy Sports  
Financial News Readers  
Florida College Athletics  
GMC Vehicle Shoppers  
Golf Enthusiasts  
Grilling  
Illinois College Sports Fans  
Infiniti Location Visitors  
Jam Band Festival Fans  
Kentucky Wildcats Fans  
Lacrosse College Athletics  
Live Music Fans  
Louisville Cardinals Fans  
Lowe's Location Visitors  
March Madness Enthusiasts  
Marriott Location Visitors  
Mens Fitness Publication Readers  
MLB Fans  
NCAA Fans  
NCAA Football Fans  
NFL Fans  
Nissan Location Visitors

Notre Dame Fighting Irish Fans  
Pizza Hut Location Visitors  
Retired Assisted Living Shoppers  
Retired Government Employees  
Retirees  
Retirement Planners  
Satellite TV Buyers  
Senior Living Center Researchers  
Soda Drinkers  
Softball Enthusiasts  
Sports Apparel  
Sports Arenas  
Sports Fanatics  
Sports News & Apparel  
Swimming Enthusiasts  
Syracuse Orange Fans  
Tax Filers  
Tennis Players  
TV Junkies  
UNC Tar Heels Fans  
Virginia Athletics  
Wendy's Location Visitors

## WHERE TO ACTIVATE OUR AUDIENCES



To learn more, email us at [contact@dstillery.com](mailto:contact@dstillery.com) or reach out to your Account Executive or Account Manager

