



2023 REPORT

The Brands and Creators That **Won**

MARCH MADNESS

INTRODUCTION

The Brands and Creators That Won March Madness



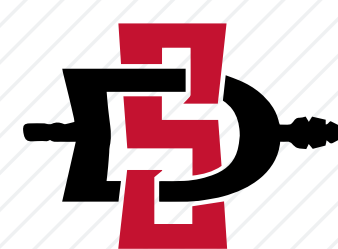
March Madness is one of the most highly anticipated sporting events of the year, drawing basketball fans from around the world. With millions of viewers in the U.S. alone, it's no surprise that advertisers are willing to invest in creator-led marketing campaigns during the games. Influencer marketing has become an increasingly important component in the advertising strategy behind the event. By collaborating with social media influencers, brands can reach a broader audience and boost their visibility. In this report, we will analyze the most successful March Madness campaigns, and explore the impact of influencer marketing on their success.





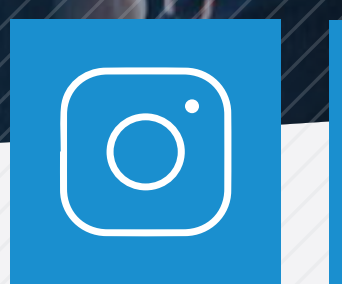
BY THE NUMBERS

UConn vs. San Diego State



BY THE NUMBERS

UConn



@uconnhuskies

ON INSTAGRAM

TOTAL ENGAGEMENT

4.5M

TOTAL IMPRESSIONS

83.2M

TOTAL REACH

840.0M



Photo source: @marchmadnessmbb on Instagram



BY THE NUMBERS

San Diego State



@aztec_mbb

ON INSTAGRAM



TOTAL ENGAGEMENT

889.0k

TOTAL IMPRESSIONS

14.5M

TOTAL REACH

271.2M



Photo source: @marchmadnessmbb on Instagram





WINNERS

BY IMPRESSIONS



BY IMPRESSIONS

Nike vs. Adidas





1.1B

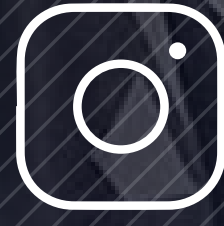
IMPRESSIONS

Nike

@nikebasketball
ON INSTAGRAM

Nike and Jordan Brand sponsor the majority of college athletic programs, so it's no surprise that Nike beat out competitors on impressions, totaling an impressive 1.1B during the March Madness Tournament. To celebrate the event, Nike launched its "NCAA Tourney Gear" collection, featuring a range of college-branded apparel for fans to support their favorite teams.





285.2M

IMPRESSIONS

Adidas

@adidasbasketball
ON INSTAGRAM

Adidas made a splash at March Madness 2023, announcing that it would become the first major sports brand to enact a wide-sweeping, equitable, and inclusive Name, Image, Likeness (NIL) network for student-athletes in an effort to create a more equitable future in sport. Buzz from the statement helped the sports giant amass 285.2M impressions.



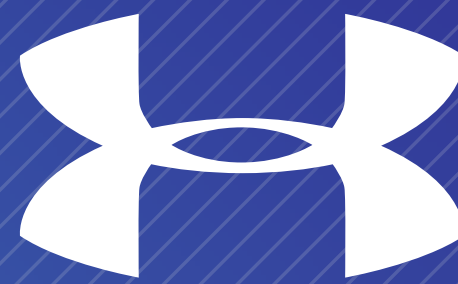


WINNERS

BY POST VOLUME



Coca-Cola



BY POST VOLUME

Coca-Cola vs.
Under Armour





Coca-Cola



3.7k

POSTS

Coca-Cola

@coca-cola
ON INSTAGRAM

Coca-Cola is omnipresent at the world's largest sporting events, and this year's March Madness was no different. Coca-Cola stole the show with an inspired campaign featuring basketball legends Magic Johnson and Tamika Catchings, as well as performers Lil Dicky and Travis Bennett, in two hilarious ads. The internet dubbed the campaign one of Coca-Cola's best, fueling 3.7k mentions from fans.





1.6k

POSTS

Under Armour

@uabasketball
ON INSTAGRAM

In a successful push to modernize its slogan, Under Armour launched its “Protect This House” campaign during the tournament, which featured big names in basketball like Stephen Curry, Kelsey Plum, Aliyah Boston, and Bryson Tucker. The campaign, which represented a rallying cry to ignite self-belief within athletes, garnered 1.6k mentions.





WINNERS

BY REACH



BY REACH

**DraftKings vs.
Wendy's**





1.0B

TOTAL REACH

DraftKings

@draftkings
ON INSTAGRAM

To get basketball fans excited about predicting which teams would advance through the tournament, DraftKings expertly launched two betting promotions: one daily fantasy offer, and several free-to-play pools open to players in most states. The campaigns were popularly received, successfully expanding the brand's reach and collecting a notable 1.0B.





877.4M

TOTAL REACH

Wendy's

@Wendys
ON INSTAGRAM

Burgers and basketball belong together. That was certainly the case for Wendy's during this March Madness, with the fast food giant accruing 877.4M reach thanks to its partnership with the NCAA. To coincide with the campaign, which cemented the brand's status as March Madness' official burger, Wendy's has built a "championship-winning" roster of deals on its app for basketball enthusiasts to enjoy.

Image source: @wendys on Instagram





WINNERS

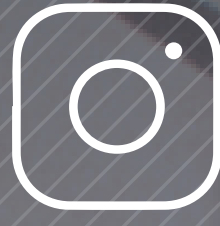
BY ENGAGEMENT



BY ENGAGEMENT

**LG Electronics vs.
Intuit TurboTax**





7.1M

ENGAGEMENTS

LG Electronics

@lgusa

ON INSTAGRAM

In collaboration with the NCAA, LG Electronics ran a promotion to give consumers a chance to turn their homes into the ultimate gameday watch-party zone, offering some of the best deals of the year on LG's latest innovations. The tech brand expertly showcased a number of its products to help elevate the gameday experience, powering LG Electronics to earn 7.1M engagements.





5.7M

ENGAGEMENTS

Intuit TurboTax

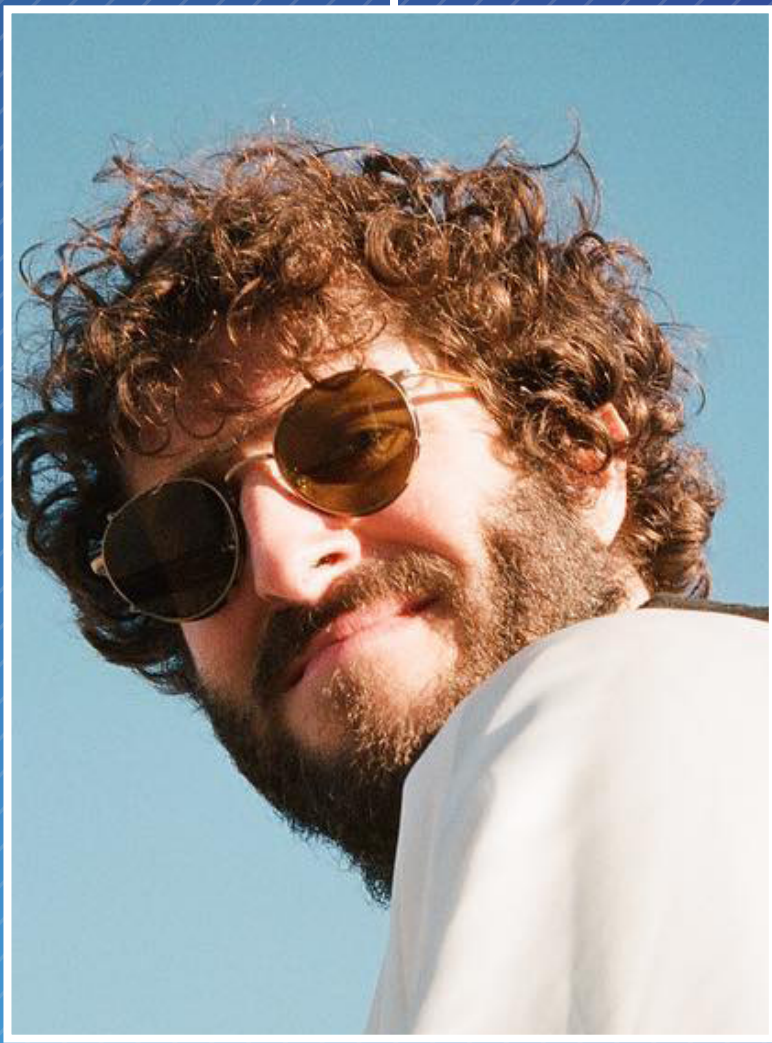
@turbotax

ON INSTAGRAM

If you've been watching TV lately, you've likely seen Intuit TurboTax's hilarious commercials featuring everyday people enjoying the freedom of "not doing taxes" during the tax season. Leveraging the popularity of March Madness, Intuit TurboTax launched a campaign targeting college students and athletes who are likely filing a tax return for the first time. As a result, Intuit TurboTax garnered 5.7M engagements.



TOP CREATORS



TOP CREATORS

**Lil Dicky &
Caitlin Clark**





8

POSTS

105.2k

TOTAL ENGAGEMENTS



Lil Dicky

For Coca-Cola

@lildickygram
ON INSTAGRAM

Rapper and actor Lil Dicky ranked as one of March Madness' standout creators, with an impactful partnership with Coca-Cola. Lil Dicky's eight brand mentions promoting Coke Zero Sugar helped the brand collect 105.2k engagements, with fans responding positively to his comedic performance in the ad campaign.





4

POSTS

97.5k

TOTAL ENGAGEMENTS



Caitlin Clark

@caitlinclark22
ON INSTAGRAM

For Buick

One of the standout athletes in the NCAA Women's March Madness tournament was Iowa Hawkeyes point guard Caitlin Clark, who participated in Buick's viral #SeeHerGreatness campaign. A well-produced video diary of Caitlin's attitude toward what it takes to succeed at the highest level received an outpouring of positive sentiment, garnering 97.5k engagements across four posts.



TOP HASHTAGS



BUICK

Great
Clips

[#SeeHerGreatness](#)

[#HatsOffSweepstakes](#)

TOP HASHTAGS

**Buick &
Great Clips**





132

POSTS

1.1M

TOTAL ENGAGEMENTS



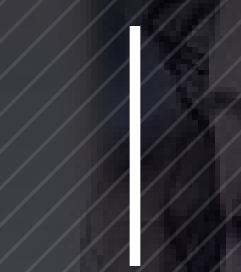
#SeeHerGreatness

For Buick

In a display of solidarity, Buick again used March Madness as an opportunity to highlight the viewership disparity between men's and women's games by launching its #SeeHerGreatness campaign, which ran ads during the tournament that featured South Carolina's Aliyah Boston, Stanford's Cameron Brink, Iowa's Caitlin Clark, UConn's Azzi Fudd, and UCLA's Kiki Rice. The basketball stars powered an impressive 1.1M engagements across 132 mentions.

Image source: @buickusa on Instagram





7

POSTS

8.5k

TOTAL ENGAGEMENTS

Great
Clips

#HatsOffSweepstakes

For Great Clips

Getting in on the March Madness action was haircare chain Great Clips, which ran a promotion using #HatsOffSweepstakes leading up to the tournament. The campaign inspired basketball fans to enter for a chance to win a trip and tickets to the NCAA Men's or Women's Final Four. Fans shared the hashtag alongside their photo or video of a hat flip on social media, sparking 8.5k engagements via seven posts.



Grow with Creators. Scale with CreatorIQ

CreatorIQ is the industry's most trusted creator marketing software, powering advanced creator marketing insights and program management for the world's most innovative enterprise brands. Supported by cutting-edge data science, our Intelligence Cloud enables creator discovery, streamlines marketing teams' workflow, ensures brand security, and provides customized performance metrics. Our intuitive, comprehensive features have helped make CreatorIQ the chosen creator marketing software solution for brands such as AB Inbev, Airbnb, Calvin Klein, CVS, Disney, H&M, Sephora, Unilever, and more.

Founded in 2014, CreatorIQ is headquartered in Los Angeles, with offices in New York, Chicago, London, and Ukraine. In September 2021, CreatorIQ further bolstered our benchmarking and insights capabilities by acquiring Tribe Dynamics, a leading influencer marketing platform that helps passion-driven brands understand the value of their digital earned media.

[Learn more at creatoriq.com](https://creatoriq.com)