



March Madness for Marketers

By [Jon Lafayette](#)

The NCAA Men's Basketball Tournament is March Madness for marketers, too. TNS Media Intelligence estimates that over the past 10 years, 300 advertisers have spent more than \$4.2 billion on CBS' coverage of the road to the Final Four and the ultimate college hoops championship.

“As a sports marketing event, the collegiate basketball tournament is part of a Final Four alongside the Super Bowl and the Summer and Winter Olympics,” said Dean DeBiase, CEO of TNS Media. “The tournament is a powerful property for both advertisers and CBS. Its popularity extends to a broad, diverse cross-section of the population and provides marketers with an important opportunity to connect with consumers over a three-week period via multiple platforms including TV, online, social media and in-store. It's an ideal event for utilizing an integrated media mix and interest in the tournament this year should be high. Leveraged correctly, this is a great vehicle for traditional powerhouses and Cinderella brands alike.”

TNS notes the NCAA Tournament registered more national TV ad revenue than the playoffs for Major League Baseball, the National Basketball Association or college football. (The National Football League's post-season, including the Super Bowl, beat out March Madness by \$100 million in 2008.)

Last year, spending during the tournament reached an all-time high of \$643 million, a 24% increase from the year before, with 102 marketers participating.