Project: March Madness

- Create a campaign for coverage of college basketball tournament, March Madness

Primary Target:

- Men ages 18-49
- Either went to college or has a college he roots for
- If he notices his team is playing he will watch, but doesn’t make a huge effort during the regular season
- Full-time worker, will watch a game after work or during the weekend at home, seldom at a bar with friends

About March Madness:

- An annual college basketball tournament for the top 65 teams in the country in March at the end of the regular season.
- These three weeks are college sports at their best; students, alumni, and fans all over the country watch and cheer.

Promotional Strategy:

- Must appeal to both current students and older adults.
- Should be appropriate to run both prior to and during the tournament.
- Consider co-marketing options with other sports-related organizations.
Some things may last for only four years, but **PRIDE** lasts a lifetime.

March Madness 2007 on CBS
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