

# Nissan's March Madness Communication Strategy Analysis



# Communication Tactics and Objectives Achievement



- **TV Spot Mascot Connection:** brand exposure & emotional connection
- **Social Media Engagement:** House of Highlights TikTok partnerships
- **Prize Incentives Drive Participation:** Final Four next season's tickets & Nissan Rogue
- **Long-Term Engagement Strategy:** Strengthens brand association with the event.
- **Celebrity Endorsement Boost:** Ludacris's presence in Nissan's campaign.

# Ads specific Key Messages & Slogans

01

## "Office" Advertisement Nissan Ariya

- **Key Message:** Balancing work and March Madness excitement.
- **Slogan:** "Working hard or March Madness-ing harder?"

02

## "Fitness" Advertisement Nissan Rogue

- **Key Message:** Take a break from the gym to indulge in March Madness.
- **Slogan:** "We interrupt this workout to bring you March Madness."

03

## "Pickleball" Advertisement Nissan Pathfinder

- **Key Message:** March Madness excitement surpasses other leisure activities.
- **Slogan:** "Game time. Not like pickleball game time—like March Madness game time."



# Psychological Mechanisms



1. **Social Economy: Leveraging Sports Personalities**  
Nissan utilizes popular sports personalities and college mascots to establish social proof, influencing viewers to engage with the brand and NCAA tournaments.
2. **Ephemerality: Creating Scarcity**  
Offering limited opportunities like Final Four tickets and a 2024 Nissan Rogue generates a sense of scarcity, increasing engagement with Nissan's online bracket challenge through the psychological principle of ephemerality.
3. **Persuasion Knowledge & Emotional Engagement: March Madness Trademark**  
Nissan's consistent association with March Madness and mascots aims to build a strong brand connection with the excitement and passion of the tournaments, fostering emotional ties with the audience and the thrill of college basketball fandom.

# Psychological Mechanism: Ads specific



## Office Advertisement

**March Madness Persuasion:**  
Escape from Routine

**Nissan Persuasion:**  
Sustainable Adventure



## Fitness Advertisement

**March Madness Persuasion:**  
Social Excitement

**Nissan Persuasion:**  
Driving Connections



## Pickleball Advertisement

**March Madness Persuasion:**  
Competitive Entertainment

**Nissan Persuasion:**  
Memorable Journeys

# Potential Challenges & Drawbacks



- **Social Engagement vs. Brand Recognition:** Questioning whether social media activities effectively translate into tangible brand awareness or sales for Nissan.
- **Exclusive TikTok Focus:** Potential exclusion of audiences not on TikTok, limiting campaign reach and diversity.
- **Stereotyping Concerns:** Advertisement scenarios may perpetuate stereotypes about workplace, fitness, and leisure environments.
- **Environmental Awareness:** Limited emphasis on Nissan's sustainability efforts and the environmental impact of vehicles, missing an opportunity to resonate with eco-conscious consumers.

# Advertisement Effectiveness Evaluation: Strengths



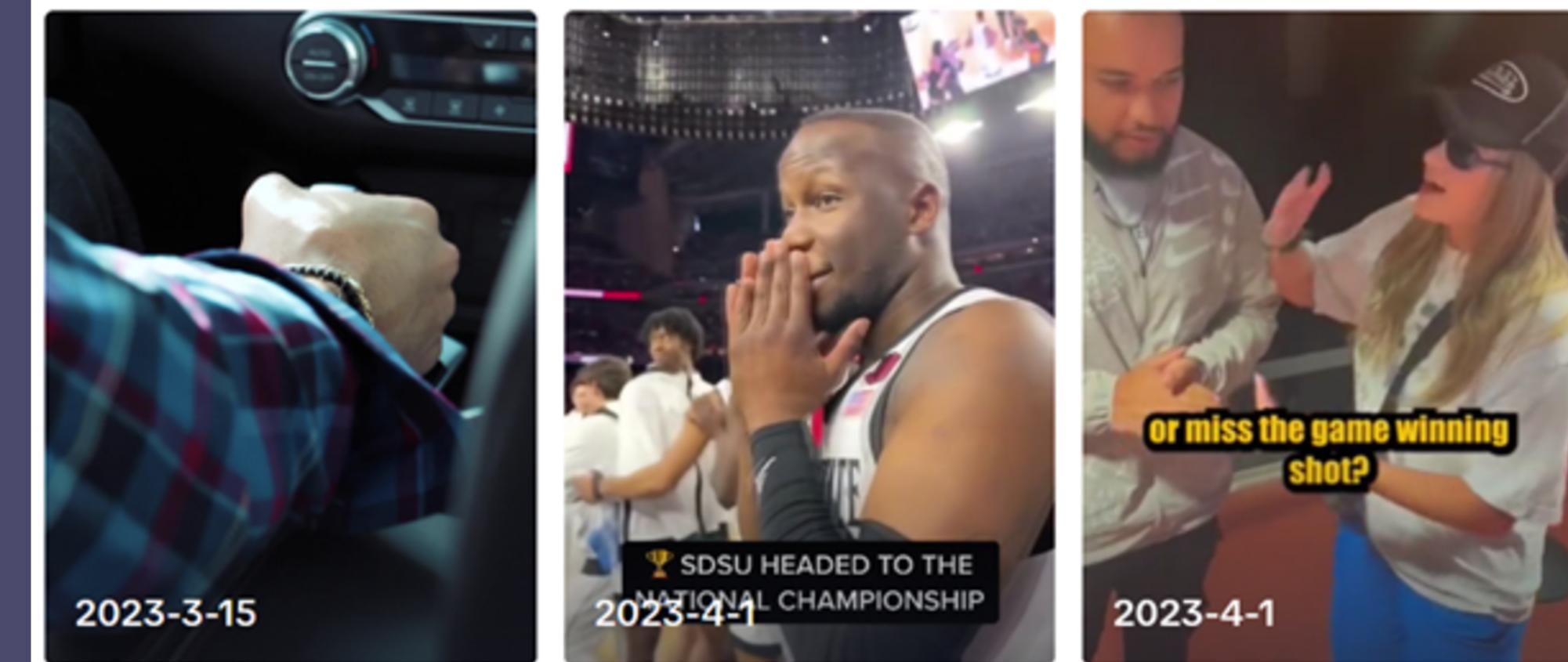
- **Content Variety:** The campaign utilizes diverse formats to cater to different audience preferences and behaviors.
- **Mascot Engagement:** Incorporating popular college mascots adds entertainment and relatability, potentially boosting memorability.
- **Broad Reach:** Multi-channel approach ensures wide exposure across TV, digital, and social media platforms.
- **Effective Call to Action:** Bracket Challenge incentivizes audience engagement and interaction with Nissan's products.

# Advertisement Effectiveness Evaluation: Weakness



- **Product Features Underplayed:** The campaign lacks emphasis on Nissan's unique features, potentially limiting direct sales impact
- **Lack of Personalization:** General sports excitement overshadows tailored messaging, reducing relevance for some viewers.
- **Measurement Uncertainty:** Difficulty in accurately measuring the impact on brand perception or sales hampers assessment of campaign effectiveness and ROI.

# Continued..



March Madness is here  
y'all 🤪 lookout for a...

michaelb05 🔵 > 93.1K

WHAT A MOMENT 🤯  
@Nissan USA

bleacherren 🔵 > 17K

Which you picking? 🤪  
@nissanusa...

bleacherren 🔵 > 23.9K

1w • ⓘ

The office pool just got a lot more electric. ⚡ I'm loving the humor in this Madness spot from our Nissan marketing colleagues where the mascots take over the office. <https://lnkd.in/dcA3E4Rd> ✓ ...see

2024 Nissan March Madness

# Learning from Competition's Triumphs



- 1. Empowering Women in Sports:** Buick's "See Her Greatness" campaign prioritizes promoting equity and inclusion in women's sports
- 2. Tangible Support for Fans:** Buick's campaign offers tangible support to fans with free shuttles during the Final Four games
- 3. Engaging Fans:** Buick's participation in the Men's Final Four Dribble provides basketball enthusiasts with memorable experiences

A close-up, low-angle shot of a group of people's hands holding a basketball. The hands belong to individuals of various skin tones and ages. The background is blurred, showing what appears to be a basketball court or gymnasium setting.

# Thank You!

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