



## March Brand Madness

Starting March 19th, approximately 10 million viewers will tune in to watch 68 NCAA basketball teams play in the 2024 March Madness tournament. Over the course of three weeks, teams will compete to be this year's NCAA national champion.

In honor of March Madness, we've picked our own champion brands. What makes these brands winners? Using brand equity data from [QuestBrand by The Harris Poll](#), we ranked 20 brands that over-index with NCAA basketball fans based on their brand equity score. Brand equity measures the value consumers see in a brand at a particular moment in time.

To determine this ranking, we compared each brand's brand equity score among the general population of US adults to its brand equity score among NCAA fans. This indicates that NCAA fans value these brands more highly than the average US adult.



# 20 Brands that Over-Index with NCAA Fans



## SEE HOW YOUR BRAND COMPARES

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