

PLANNING A SPORTS CAMPAIGN?

We have got the audience you need!



Sociodemographic

- Demographic - Inferred Age - (25-34, 35-44, 45-54)
- Demographic - Inferred Income Level - High/Affluent
- US Experian - Mosaic - Group - B Flourishing Families
- US Experian - Mosaic - Group - B1 Cosmopolitan Achievers
- AU Experian - Sociodemographic - Lifestyle - Parents with Children
- AU Experian - Mosaic - Group - B Knowledge Success
- AU Experian - Mosaic - Group - C Knowledgeable Independence and Careers

Seasonal

- Seasonal - Sports Events - Football Matches - AFL/NRL
- Seasonal - Sports Events - Football Matches - Champions League Fans
- Seasonal - Sports Events - Football Matches - Euro 2016 France - Qualifiers
- Seasonal - Sports Events - Football Matches - Euro 2016 France
- Seasonal - Sports Events - Summer Olympics - Rio 2016
- Seasonal - Sports Events - Grand Prix Lovers - Formula 1 Racing
- Seasonal - Sports Events - Marathon Enthusiasts
- Seasonal - Sports Events - Winter Olympics - Pyeongchang 2018



Interest

- Grapeshot - Reach - Cricket
- Grapeshot - Reach - Rugby
- Grapeshot - Reach - Basketball
- Grapeshot - Reach - Horseracing
- Grapeshot - Reach - Sport
- Grapeshot - Reach - Tennis
- Bombora - B2C - Lifestyle - Sports Fans - Soccer
- Bombora - B2C - Lifestyle - Sports Fans - Football
- Interest - Sports - Athletics
- Interest - Sports - AFL Football
- US Experian - Propensity Models - Hobbies and Interest - Sports - NFL Enthusiast
- Interest - Sports - Outdoor Sports Enthusiasts
- AU IPSOS - Emma - Sport - Watch Live or Regularly on TV - Australia Rules Football
- AU IPSOS - EMMA - High Range Local - Magazine Read in Last Year - Sport - AFL Record