RESEARCH OBJECTIVES

Objective #1	Objective #2	Objective #3
Understand Gen Z Latina's engagement behavior with the NFL	Identify barriers that make the NFL's messaging feel less relevant or authentic to this audience.	Explore expectations for inclusivity and brand voice to help the NFL better align with cultural values that matter to Gen Z Latinas.

Methods

Our group used in-depth interviews as our qualitative research method. This approach was chosen because it allowed us to gather detailed insights into Gen Z Latinas' perceptions, motivations, and attitudes toward the NFL's messaging and channels. In-depth interviews were the most effective way to meet our client's needs, as they provided the opportunity to explore participants' personal experiences, opinions, and emotional responses in a one-on-one setting. This method enabled us to better understand how authenticity, inclusivity, and representation influence engagement with the NFL brand, insights that would not be as easily captured through group discussions.

Procedure

Interviews were conducted between October 24 and October 29, 2025, each lasting approximately 15–30 minutes. Participants chose the time and location of their interviews to ensure comfort and allow for observation in natural settings. We interviewed 12 participants, including TCU students and non-TCU students, ages 18–22, with a mix of NFL fans and non-fans to capture a variety of perspectives. Each session included open-ended and follow-up questions, allowing participants to elaborate on their experiences and attitudes toward the NFL messaging and channels.

Sampling Method

We used convenience sampling to recruit participants who met our target demographic of Gen Z Latinas (ages 18–22) with varying familiarity with the NFL. Interviews were conducted over October 24–29, 2025, at locations such as TCU campus common areas and virtual Zoom sessions, chosen to reach participants who were accessible within our defined timeframe and who met our criteria.

This method allowed us to verify that participants fit the study requirements, including a mix of TCU and non-TCU students and NFL fans and non-fans, ensuring a variety of perspectives relevant to our research objectives. While this sample is not fully representative of the entire Gen Z Latina population, it provided sufficient diversity to uncover meaningful insights regarding engagement, authenticity, and inclusivity in NFL messaging.

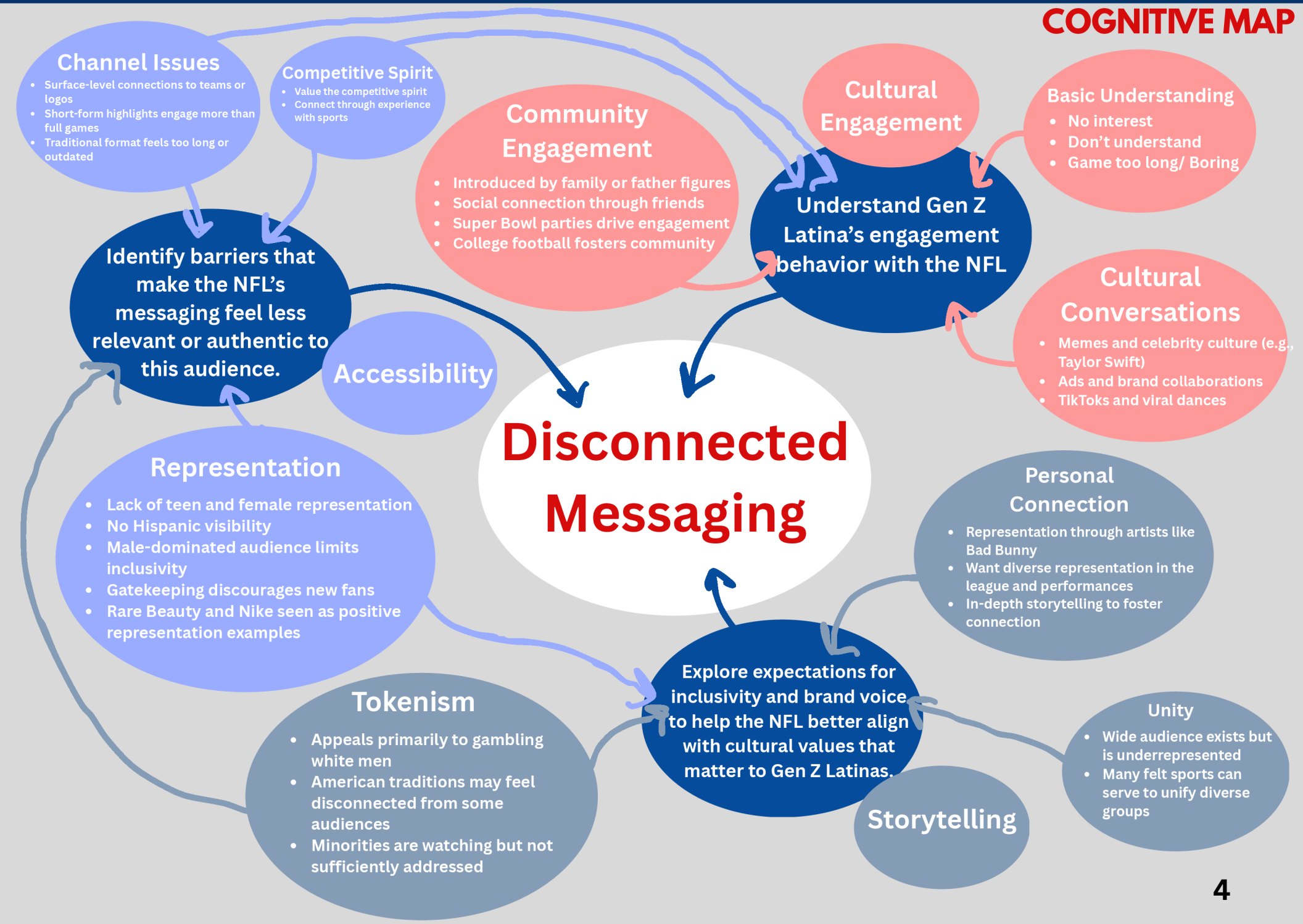
KEY FINDINGS

1. **Accessibility:** The main barrier to connection is the NFL's limited inclusivity and outdated engagement methods. Lack of authentic representation and reliance on traditional messaging alienate Gen Z Latina females.

2. **Storytelling:** Audiences want the NFL to use authentic, human-centered narratives. Highlighting diverse figures and personal stories can reduce tokenism and create a sense of unity across audiences.

3. **Cultural Engagement:** Audiences connect with football through social environments, family ties, and community experiences—even when they're not personally interested in the game.

COGNITIVE MAP



DETAILED FINDINGS

Objective One: Understand Gen Z Latina's engagement behavior with the NFL

Consumers main gateway into the NFl is through social and cultural experiences

- Consumers discover the NFL through family members, friends, and community traditions —such as Super Bowl parties, or college football events.

  P6: "My brother and my dad are sports fanatics, so I grew up watching everything with them, and I became obsessed with it myself."

  P2: "My dad watched SEC Game Day every single weekend when I was growing up in the fall. All of my family friends would come over and watch the game too, and then we would have these big family Super Bowl parties."
- *Even consumers who do not consider themselves fans, still engage through community.*

  P3: "I love the parties, everyone shows up and, like, there's food, there's drinks. Like, I don't know, it's just like more of a fun environment rather than watching the actual game."

Consumers follow NFL content through dominant cultural conversations

- Consumers are most engaged with the NFL when it intersects with pop culture moments or trends on social media.

  P3: "My attention really gets drawn when there's a relationship between a football player and a pop culture icon."

  P6: "I like to see highlights from games on TikTok or Instagram reels"

  P2: "I just kind of, like, watch the Super Bowl or just the halftime show for the Super Bowl. And I watch — I look at the memes whenever someone loses."

  P6: "I really love all the fashion moments. Like, when... players walk into the building, especially Joe Burrow."

Consumers have limited understanding of football

- Our prospective audience shows low interest in football. Many do not follow games closely and feel the game is too long or unexciting.

  P1: "I don't like football as a whole."

  P2: "Football is kind of boring. It just doesn't really draw my attention."

  P4: "I think I'd rather just watch something else. If it's on, I'll just sit down on my phone. But, yeah, I won't really watch sports."

DETAILED FINDINGS

Objective Two: Identify barriers that make the NFL's messaging feel less relevant or authentic to this audience.

Perceived Lack of Representation in the NFL

- Consumers perceive the league's messaging and visibility often prioritize a male-dominated, and predominantly white audience.

  P8: "I feel like there are men who think the NFL is not for women. But I don't think the NFL promotes that."

  P10: "The NFL definitely feels very traditional and male-dominated."

  P1: "The NFL is mostly geared to, you know, white middle-aged men, for the most part, if I'm being honest."

Channel Issues creating surface level connections to NFL

- Current media channels create awareness but not meaningful connection to the NFL.

  P1: *"Obviously, like the big teams — I can't name any, don't expect me to — but I have the logos in my head."*

  P6: "I mean, I see TikToks online, but that motivates me to be like, oh, they won. Cool."

  P2. "Um... definitely, random ads. Like, I feel like that's really an iconic part of the NFL. And, random teams with logos that are kind of off-putting."

Competitive Spirit shapes NFL culture and fan identity

- Consumers value the competitive spirit, with or without strong fandom ties.

  P6: "I guess the whole competition aspect of it motivates me to follow it because I'm curious what teams and what athletes are going to do good and who's going to do bad."

  P11. "Exciting, intense, and captivating. I get really into the energy of the game and the competitiveness."

  P1. "So, I mean, that's the audience that mostly adheres to. But in terms of values, just, you know, competitiveness. But I also think it shows hard work and, you know, virtue, that stuff."

DETAILED FINDINGS

Objective Three: Explore expectations for inclusivity and brand voice to help the NFL better align with cultural values that matter to Gen Z Latinas.

Limited Personal Connection

- Consumers seek deeper personal connections.

  P3: "I love Robert Griffin III and I thought his story was super cool. I always loved his interviews. He's super involved in the community, so I would always follow him — like when he was at the Commanders and then the Ravens.

  P6: " The super bowl is going to be bad bunny for the halftime performer. I feel like I was super excited about that. I love bad bunny .That's like my culture. So I was super excited about it. They're doing a great job with that, but maybe like finding other ways to incorporate minority groups like into the culture of the NFL".

Advocacy doesnt always seem genuine

- The NFL often engages in tokenism by primarily addressing gambling white men, framing its content around American traditions that differ from other cultures, while largely overlooking the perspectives of minority viewers who are also watching.

  P7: "I think it's important [to be inclusive], but I don't think they'll always do it with the best intentions."

  P3: "It should be representative of what America actually looks like — which is really diverse."

  P7: "It's like they're not going to speak out, but they'll find a way to represent it."

Potential to unify diverse groups

- Sports reach a wide audience that is often underrepresented, with the potential to unify diverse groups.

  P8: "I think it's extremely important because, again, sports are one of the unifying things of the entire world"

  P6: "The Super Bowl having Bad Bunny as the halftime performer made me feel proud—not just of my culture, but of how the NFL is bringing everyone together through different cultures."

  P1: "Sports are like the one unifying thing where you literally just get together and play a game."

APPENDIX

Intro: Hi(Participant Name), thank you so much for taking the time to meet with me today. The purpose of this interview is to hear about your experiences, thoughts, and perceptions, so we can better understand your perspective. There are no right or wrong answers, I just want to hear your honest opinions.

Disclosure:
I'llrecordthe audio during our conversation. This helps me make sure I don't miss anything while we're talking. The recording will only be used for research purposes.

Permission:

Ifyou need to get up at any point, to go to the restroom, get a drink, or take a break, just let me know.

Guidelines:
Beforewestart,Ijustwanttocoverafewthingstomakesureour conversation goes smoothly:
• Speak openly and share your thoughts honestly.
•Feelfreetotakeyourtimeonexplainingyourthoughts,thereis no need to rush.
•Ifyoudon'tknowananswerordon'thaveastrongopinion,know that that's okay.
•Imightaskfollow-upquestionsoraskyoutoclarifysomething, and sometimes I may move to thenexttopictomakesurewecovereverything.That'sjusttokeep us on track, not to cut you off.

IceBreaker:
•Howwouldyoudescribeyouroverallinterestinwatchingsports?
•Whendidyoufirststartgettingintoit?Whatdrewyouin? *(only ask if applicable)*
•Whatwordsorphrasescometomindwhenyouthinkaboutwatching sports?

Objective #1 Understandaudienceengagementbehaviorof theNFL

•WhenyouthinkoftheNFL,whatcomestomindfirst?(e.g.,entertainment, competition, culture, community, etc.)
• What motivates you to follow or not follow the NFL?
• What would make you more interested in following the NFL?
•Aretherespecificmoments(SuperBowl,playoffs,socialmedia buzz) that draw your attention even if you're not a regular follower?

3.ContentPreferences*(only if relevant)*
(Thesearefollow-upsifparticipantsexpressatleastsomeinterest in NFL or sports media.)

• What kind of NFL content grabs your attention most — highlights, stories, behind-the-scenes, or something else?
• Have there been campaigns, teams, or players that made you feel more connected to the NFL? Why?
• Are there certain types of content you tend to ignore or scroll past? Why?
• How does seeing NFL content usually make you feel — excited, indifferent, left out, or something else?
• What keeps you engaged with a sports league or team over time? (if applicable)

• Do you ever talk about NFL games or stories with friends or family? *What sparks those conversations?*
• Do you follow NFL-related content mostly during the season, big events like the Super Bowl, or year-round?
• Do you notice you engage more with certain sports content during specific times of year? Why do you think that is?

Objective #2 Identify prospective audiences' barriers to connecting with current messaging.

• When you think about the NFL as a brand or organization, what kind of image comes to mind?
• Do you feel that the NFL appeals to people like you? Why or why not?
• How do you feel about the culture or values the NFL seems to promote?

(If they follow NFL content or have seen campaigns)
• Do you feel that the NFL understands your interests, culture, or community? Why or why not?
• Are there moments when the NFL tried to connect but didn't quite get it right? What made it feel off?
• How important is authenticity when deciding whether to engage with a sports brand like the NFL?

• Do you feel represented in the NFL's messaging — through players, stories, or visuals? Why or why not?
• Are there groups, cultures, or communities that you think the NFL overlooks or could include more?
• Are there feelings or perceptions (like exclusivity or outdated messaging) that make you hesitant to engage with the NFL?

Objective #3 is to Assess expectations for inclusivity and brand voice of the NFL

• What does “inclusive messaging” mean to you in the context of sports or the NFL?
• Can you give an example of a brand (sports or otherwise) that you think prioritizes inclusivity well? What makes it feel inclusive?
• How important is it for the NFL to reflect diverse communities, cultures, or experiences in its campaigns? Why?
• How would you describe the “voice” of the NFL right now? (ex: fun, formal, distant, exciting)
• Does the current NFL voice feel relatable to you? Why or why not? (follow up question to the one above)
• What would make you feel proud to see the NFL highlighting your community?
• Is there anything we haven’t talked about that you think is important for us to understand about how you experience the NFL?
• Looking back at everything we’ve discussed, what is the most important thing the NFL should know about its audience?