

RESEARCH REPORT FOR THE NFL

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TABLE OF CONTENTS

1 RESEARCH PROPOSAL

Executive Summary 1
Client Analysis 2
Competitor Analysis 3-4
Client Analysis 5
Industry and Consumer Trends 6
Problem Statements 7

2 QUALITATIVE RESEARCH

Objectives, Methods and Procedures 8
Key Findings 9
Figure 1. Cognitive Map 10
Detailed Findings 11-13

3 CONSUMER INSIGHTS

Consumer Insights 14
Creative Brief 15
Figure 2. Consumer Journey Map 16
Recommendations 17-19
- Figures 2.2-6

Limitations and Conclusions 20

EXECUTIVE SUMMARY

The purpose of this research report is to analyze the disconnect between the NFL's current communication strategies and the interests, behaviors, and cultural motivations of Gen Z Latina women. This report combines primary and secondary research to identify effective approaches the NFL can use to increase engagement, accessibility, and cultural relatability among Gen Z Latina women.

The secondary research from our situational analysis defined **two problem statements** in the NFL's current messaging toward Gen Z Latinas. These issues highlight gaps in cultural relevance and accessibility that influence how this audience perceives and interacts with the NFL.

- **Weak Social Media Interaction:** The NFL's social media presence generates lower positive engagement than other major leagues, which drives stronger fan interactions and higher sentiment year-round.
- **Fails to reach other demographics:** The NFL's current messaging strategy is focused on existing consumers and doesn't effectively reach Gen Z and more diverse audiences, limiting opportunities to expand its audience through inclusive media tactics.

Based on our problem statements, we developed **three research objectives** as the foundation for our interview structure, coding process, and analysis of transcripts. Together, they helped us examine how both Gen Z Latinas interact with NFL content and the deeper cultural and social factors that influence their perception of sport.

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

Key Findings

- **Accessibility:** The NFL's limited inclusivity and outdated engagement methods create barriers for the target audience, who feel alone due to a lack of authentic representation.
- **Storytelling:** Audiences want human-centered, authentic narratives that highlight diverse figures and personal stories can reduce tokenism and build a stronger emotional connection.
- **Cultural Engagement:** Audiences connect with football through social environments, family ties, and community experiences—even when they're not personally interested in the game.

The insights gained through our qualitative analysis informed the development of **three recommendations** that respond directly to the communication gaps we identified. These solutions aim to enhance inclusivity, strengthen cultural resonance, and create more meaningful entry points for Gen Z Latina audiences.

- **"Nuestra NFL":** Partner with Gen Z Latina influencers to create a culturally relevant digital community that makes NFL content more accessible and social for this audience.
- **"Watch Us":** A campaign that reframes gatekeeping by highlighting Gen Z Latinas' diverse paths to fandom and inviting others to share their own NFL stories.
- **"First and Diez":** A bilingual, judgment-free content channel that explains football in simple and relevant ways, allowing Gen Z Latinas to learn the game at their own pace.

CLIENT ANALYSIS

Consumer Wants and Needs

- The NFL effectively taps into football's cultural tradition and family connection, fostering loyalty and emotional engagement that outperforms other sports franchises (Cornell, 2025)
- 24% of consumers express interest in AI-integrated sports broadcasting, the NFL's use of advanced tools like RFID tracking, Defensive Alerts, and open receiver identification positions it ahead of other sports franchises in fan engagement (Mintel, 2025).
- The NFL outperforms competitors by effectively integrating pop culture with sports, aligni with 46% of consumers who value this connection (Mintel, 2025).
- The NFL's shift from "End Racism" to "Choose Love" in 2020, weakened its stance on social issues, making it less socially engaged compared to other sports franchises to engage young consumers (Mintel, 2025).

Cost

- To access to all games, fans will have to spend $750 in subscriptions (EBSCO, 2025).
- The average family going to an NFL game including all cost factors is $631. (IBIS World, 2025
- YouTube offers the Sunday Ticket as a seasonal add-on, providing discounts to subscribers and incentivizing fans to access NFL games and insights (Ad Age, 2023).
- Opportunity Cost: The NFL is one of the largest sports franchises in the U.S. with a wide rang of cultural engagement opportunities; when consumers choose other leagues, they miss ou on unique cultural moments and traditions that only the NFL delivers.

Convenience

- Consumers are switching to highlight reels of games (Mintel, 2025).
- The NFL's focus on Sunday broadcasts make it easier for consumers to engage with games without conflict (NBC, 2025).
- The NFL's global games allow fans worldwide to engage with teams and events (Mintel, 2025).
- The NFL app is football fans "one stop shop" for insider information and game analysis (NFL, 2025). However, many fans complain about the poor functionality of the app (Apple, n.d.).

Communication

- In it's Ad's the NFL surpasses other franchises by using star power, humor, and storytelling, effectively blending football culture with lifestyle to deepen fan engagement (AD AGE, 2025).
- The NFL dominates viewership, averaging 18.58 million viewers per game (TV + Digital) in 2025—demonstrating strong audience engagement and communication reach compared to competitors (New York Times, 2025).
- NFL.com drives strong brand awareness, attracting 45.3 million organic visits with news and game information; however, some competitors achieve higher online traction even outside their season (AHREFS, 2025).
- The NFL's social media drives fan engagement by highlighting game updates and news; however, out of 7.39M mentions in the past 30 days, only 44.99% were positive versus 55.01% negative, lower than other sports franchises, which may limit the NFL's connection with current and prospective audiences (Sprinklr, 2025).

COMPETITOR ANALYSIS

1. **MLS: Competes directly for the NFL's Hispanic growth market, emphasizing live events, community, and cultural representation that draw similar audience attention.**
2. **NBA: Competes with the NFL through large-scale entertainment, strong global reach, and high digital engagement, striving for fans' time and media attention.**
3. **NCAA: Competes by capturing the college demographic with strong regional loyalty and accessible, affordable sports experiences that appeal to younger fans.**

	MLS	NBA	NCAA
Consumer wants and needs	• Consumers who watch major sports often turn to fathers in their family to shape their views on sports (Mintel, 2025). • Soccer's deep-rooted cultural ties and strong tradition within communities have consumers gravitating toward the sport. (Mintel,2020) • Hispanic consumers are more likely than non-Hispanic consumers to watch soccer with family and friends (Mintel, 2025).	• Consumers enjoy that basketball is a Family-friendly sport (Mintel, 2025). • Games consist of fast-paced, high scoring entertainment for the audience (NBA, 2025). • The NBA focuses on individual star power, sharing players' stories and cultural backgrounds (Mintel, 2025). • The National Basketball Social Justice Coalition is an organization that leads the NBA family's social justice advocacy work (NBSJC, 2025).	• College football fans often have emotional ties their teams, which shape fans identity and team loyalty (Sage, 2023). • Self-esteem, escape, group affiliation, and family needs motivate fans to return to college football (Sage, 2023). • Between 24% and 31% of adults aged 18–55+ attended games, highlighting its broad audience (Mintel, 2025). • College football shapes admissions and campus culture. A successful team attracts applicants (The Wire, 2024).
Cost	• All MLS events are streamable through a single AppleTV subscription (MLSoccer, 2025). • On average, MLS's merchandise has a lower cost compared to other Sports Franchises (MLSoccer, 2025). • Opportunity Cost: Attending an MLS event offers similar high-energy, fast-paced, community experiences for a fraction of the cost. Almost all regular-season tickets cost less than $100 (Seatgeek).	• Average ticket price: $92.98. (Statista, 2016) • The average cost for a family of 4 to attend a game: $444.12 (Statista, 2023). • NBA streaming passes vary from $110 a season to $160 (NBA, 2025). • Opportunity cost: NBA games are often on weekdays, this means consumers may have to sacrifice missing work or school in order to attend games.	• Streaming college football requires different platforms, which cost around $40 to $100 per month, a lower price than other sports franchises (Rolling Stone, 2025). • The average price for two people to attend college games is approximately $184.67, a $5 increase from the previous year (Oddspedia, 2025). • Opportunity Cost: Attending games means students sacrifice time to study, work, and explore extracurriculars

	MLS	NBA	NCAA
Convienence	• Amazon Prime and Max are expanding their sports streaming options, inviting new users to watch the MSL (Mintel, 2025) • Nearly 50% of consumers engage with social media coverage during an MSL game. (Mintel, 2020) • Users can access streaming the game live, a behind-the-scenes look, and game highlights on TikTok (Hutchinson, 2025).	• There are significantly more games in a season (82-game season) than the NFL (NBA, 2025). • The NBA app was relaunched in 2022 for easier fan engagement (NBA, 2025). • The League Pass allows for streaming of nearly all games (NBA, 2025). • Highlight reels on social media apps like Tiktok and Instagram have increased audience engagement for Gen Z (Statista, 2020).	• Game start times and network streaming for college football are announced 10 to 14 days in advance of each game (ACC, 2025). • ESPN Unlimited allows college football fans to watch all of the games in one centralized place (ESPN, 2025). • The average college football follower who attends at least one game a year will travel close to 1,000 miles to see their team play (New York Post, 2025).
Communication	• In the last month, the MLS sentiment analysis has shown 47.8K mentions, with 82.2% positive , and 17.8% negative. (Sprinklr, 2025). • In the 2025 season, the MLS averages around 120,00 viewers per match. (HuddleUp, 2025). • MLS: Ad strategy centers on community engagement, building stronger fan relationships and loyalty (AD AGE, 2025).	• In the last month, the NBA's sentiment analysis showed 376.16K mentions, with 84.2% positive and 15.8% negative. (Sprinklr, 2025). • In the NBA regular game season, they average 1.53 million viewers per game across streaming platforms. (NBA, 2025). • Ad campaigns uniquely focus on global outreach and social justice. (NBSJC, 2025).	• The NCAA uses a multi-platform advertisement campaigns strategy to engage viewers, making them identify with college football through emotionally charged storytelling (AdAge, 2023). • #CFB reached 100.9K mentions in last month, 78.22% of which are positive mentions and 21.78% negative. (Sprinklr, 2025). • The average viewership for college football games so far in the 2025 season is 2.1 million (Front Office Sports, 2025).

Compared to competitors, the NFL dominates in viewership and cultural relevance. Its website drives brand awareness with 45.3 million organic visits. However, social media reveals a weakness: only 44.99% of mentions are positive, far below the NBA (84.2%), MLS (82.2%), and NCAA (78.22%), suggesting that while the NFL reaches a massive audience, it struggles to keep positive fan interaction online. This contrast highlights a tension between reach and sentiment: high-profile, star-driven campaigns may capture attention but do not resonate as strongly as competitors' messaging. The NBA's global and socially conscious campaigns, MLS's community engagement, and the NCAA's storytelling demonstrate that achieving fan engagement requires more than visibility—it depends on the quality and relevance of the messaging.

CONSUMER ANALYSIS

Current Consumers

Demographics: (MRI Simmons, 2025)

- Gender: 63% Male 37% Female
- Homeowners: 72%
- Have Children: 30%
- Married: 58%
- Race: 78% White
- Average household income: below 75k+ (40%)
- Education: 28% graduated high school with some college

Psychographics and Lifestyle:

- Majority of male sports fans drive their social identity through sports fandom (Pro Quest, 2021).
- Football fans are influenced by fathers, acting as main drivers in connecting their children to these activities and traditions (Mintel, 2025).

Prospective Consumers

Demographics: (MRI Simmons, 2025)

- Gender: 8% of Gen Z women watch football
- Race: 11% are hispanic who watch football
- Education: 28% some college
- Rent: 50% rents a home
- Average household income: below 75K
- 28% use social media heavily

Psychographics and Lifestyle:

- 33% of women identify as big sports fans, driven by online accessibility (Mintel, 2025).
- 71% of Hispanic Gen Z use social media for information (Mintel, 2025).
- Hispanic Gen Z and Millennials prioritize saving for future financial benchmarks (Mintel, 2025).
- Sports fans aged 18-54, turn to social media for updates and community engagement (Mintel, 2025).

Day In the Life

Mark Smith

Mark is a 45-year-old, married White man who owns his home and works hard to support his family. Sports have been a part of his life since childhood, influenced by his father's love for football, and support for the Kansas City Chiefs. He starts his day early with coffee and the local sports radio while getting ready for work, catching up on scores and analysis from last night's games. During the day, he focuses on work but often shares updates or reactions about games with coworkers who are also fans. Even with a busy work schedule, he rarely misses NFL Monday, Thursday, or Sunday night games on TV, often watching with family or friends. Mark relies on television for live games and sports commentary.

Sofia Rodriguez

Sofia is a 22-year-old Hispanic Gen Z woman living in a rented apartment while finishing college. She starts her day checking her phone over breakfast, scrolling social media for updates, entertainment, and to stay connected with friends. During the day, she attends classes and works part-time as a barasita, balancing her schedule while keeping up with practical financial planning for her future. In breaks or between tasks, she browses affordable products online, exploring new interests or trends that catch her eye. In the evening, she unwinds with online content, messaging friends, or streaming shows for entertainment.

INDUSTRY TRENDS

- Ticket and merchandise sales fluctuate with disposable income and broader economic conditions directly impacting sports franchises revenue (IBIS World, 2025).
- The shift to streaming platforms has limited accessibility for fans unwilling to pay extra (IBIS World, 2025).
- Legalized sports betting is becoming integral to the fan experience, opening new revenue streams and transforming engagement opportunities (IBIS World, 2025).
- Sports Franchises will continue to invest in fan experiences through luxury stadium designs and sustainability efforts (IBIS World, 2025).
- For those seeking live entertainment, concerts offer an alternative to sports franchise events (IBIS World, 2025).

CONSUMER TRENDS

- Digital accessibility has fueled rising sports interest among 18–29-year-olds, who primarily engage through online media (IBIS World, 2025).
- 42% of women 18-34 identify as big sports fans. This group presents strong opportunities for sports franchises to increase female representation (Mintel, 2025).
- Latino fans are highly engaged, with 52% likely to attend live games and 35% purchasing team apparel, making them a key growth and revenue driver for the sports industry (Latinos in Sports, 2025).

SWOT ANALYSIS

Strengths	Weaknesses
• NFL dominates in per-game viewership compared to competitors. • Engages fans through impactful ads, blending football culture with lifestyle. • The integration of pop culture with sports entertainment has expanded viewership and coverage.	• The NFL's online sentiment falls behind that of competing sports leagues. • Competitors gain higher off-season online traction. • The NFL app receives poor reviews, negatively affecting the fan experience.
Opportunities	**Threats**
• Legalized sports betting is becoming integral to the fan experience. • Digital accessibility has fueled rising sports interest among Gen Z, who primarily engage through social media. • Rising female sports fans offer the NFL opportunities for stronger female representation. • Sports Franchises can continue to invest in fan experiences through luxury stadium designs and sustainability efforts.	• Low engagement from Gen Z and Hispanic audiences limits future fan growth. • Diversified broadcasting channels fragment fan access, making it harder to follow games. • Sports franchise revenue is tied to ticket and merchandise sales which fluctuate with economic conditions. • Concerts and live entertainment directly impact Sports Franchises audiences' offering similar experiences.

PROBLEM STATEMENTS

Channel – Weak Social Media Interaction	Messaging - Fails to reach other demographics
The NFL's social media presence generates lower positive engagement compared to other major sports leagues. Competing franchises not only foster stronger fan interactions but also drive higher sentiment and more frequent conversations—even outside of their active seasons.	The NFL's current messaging strategy is narrowly focused on existing consumers and is not able to effectively reach Gen Z and more diverse demographics. By not incorporating inclusive media tactics, the league misses opportunities to expand its audience and build stronger connections with emerging fan bases.

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. A total of 12 participants were interviewed, including six female TCU students and six non-TCU students, all full-time students aged 18–22, representing a mix of NFL fans and non-fans to capture diverse 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.

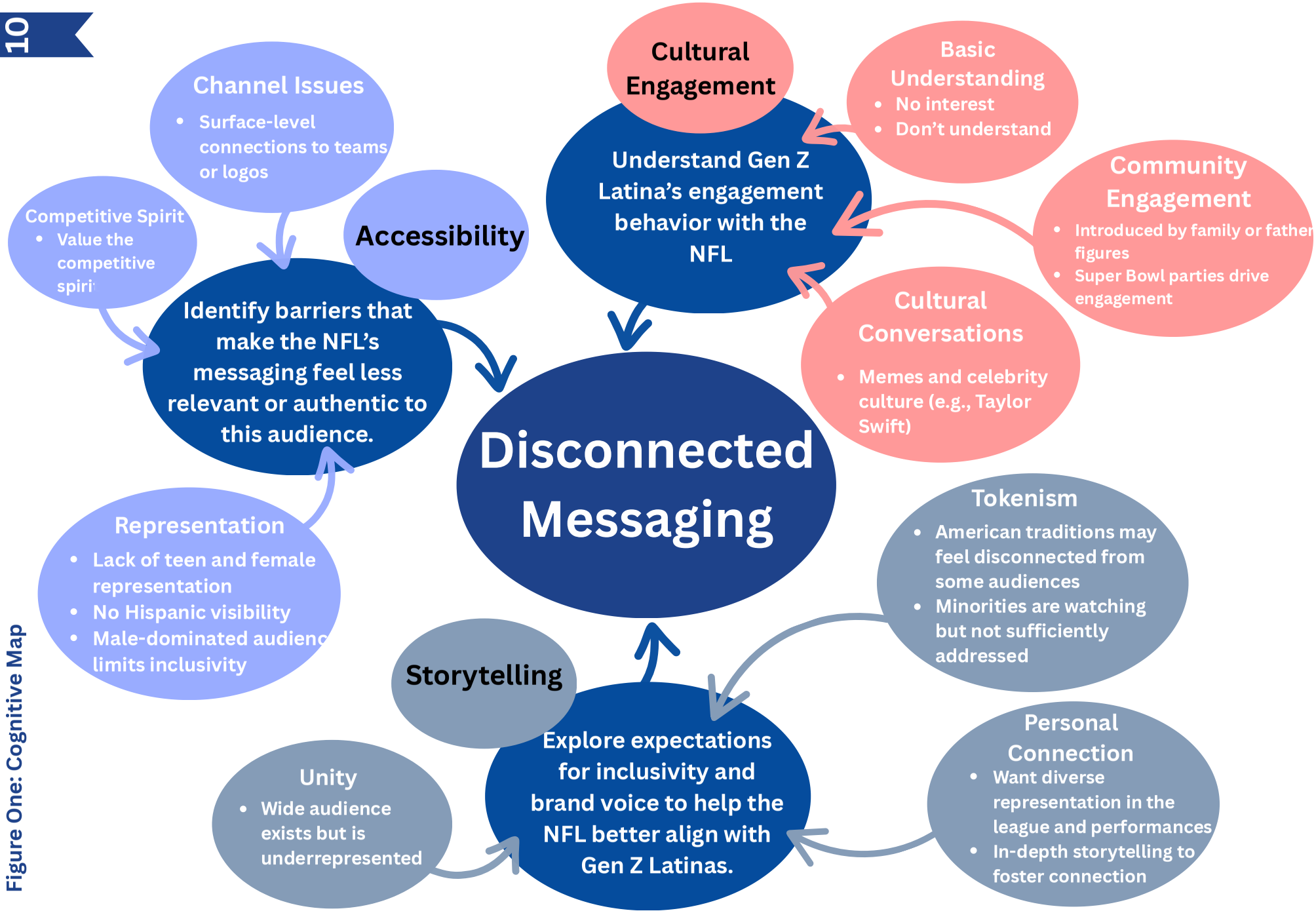


Figure One: Cognitive Map

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 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."

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."

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

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."

CONSUMER INSIGHTS

3 W'S

WHAT are consumers doing?

Gen Z Latina females are disengaged from regular NFL viewership, despite consuming viral sports moments and Super Bowl culture, because traditional fandom spaces don't reflect their identity or welcome newcomers without judgment.

WHY are the doing it?

Our research revealed that NFL engagement only happens through in-person community (family traditions, tailgates, watch parties). Latinas lack a digital community space where they can learn the game, celebrate their culture, and engage without proving their "real fan" credentials.

WOW!

The NFL meets Gen Z Latinas where they are—inviting them to belong first, and learn the game at their own pace.

CREATIVE BRIEF

OBJECTIVE	Build a culturally relevant digital fandom space for Gen Z Latinas.
TARGET AUDIENCE	GEN Z LATINAS
CURRENT THOUGHT	Gen Z Latinas currently see the NFL as confusing and unwelcoming. Their engagement is limited to viral moments, Super Bowl culture, and family traditions, not actual game viewership. They enjoy consuming sports through social media, but feel disconnected from traditional football spaces.
DESIRED THOUGHT	Gen Z Latinas believe the NFL is a judgment-free space where they can learn the game, connect with the community, and celebrate their culture.
RATIONALE	If our target audience feels a sense of belonging, they'll be more motivated to learn about the sport, attend games, and become consistent viewers.
THE SINGLE MOST PERSUASIVE IDEA	The NFL is evolving into a modern fandom space that welcomes new voices—where Gen Z Latinas can connect with the culture and feel like they belong.
TONEOF VOICE	The voice is inclusive, approachable, and authentic. It communicates football clearly, while celebrating Gen Z Latina identity. Our goal is to emphasize community—never sounding exclusive or demeaning.

CONSUMER JOURNEY MAP

Figure Two

Awareness

Consumers are introduced to the NFL through social connections—family, friends, or online communities. They engage with highlight reels, culturally relevant content, and player stories, which helps them gain understanding and sparks initial interest in the sport.

Consideration

Consumers begin evaluating whether they see themselves in the NFL community. They look for representation, relatable players, and welcoming environments to decide if the culture aligns with their identity and interests.

Identity

Consumers begin forming a personal connection with the NFL by following specific players and teams. As the sport becomes more familiar and welcoming, they start developing their own fandom and identity.

Participation

Consumers begin actively participating in NFL culture by watching games regularly and engaging with team and player content. As their understanding and confidence grow, their involvement becomes more frequent and intentional.

Loyalty

Loyalty grows when consumers feel represented, welcomed, and understood by the NFL. They become more open to engaging within NFL communities, with a sense of belonging driving their continued participation.

RECOMMENDATIONS

1. Nuestra NFL

The NFL partners with Gen Z Latina influencers to create a digital community space across TikTok and Instagram where Gen Z Latinas can connect with each other around NFL culture. Influencers will host live watch parties, facilitate group chats, coordinate fantasy leagues, and create spaces for Gen Z Latinas to share their own NFL moments. Content celebrates the full spectrum of NFL engagement: the fashion, the music, the social moments, and spotlights on Latino players and their cultural impact—creating authentic narratives that reflect this community. By centering community connection, we're building a space where Gen Z Latinas feel like they belong to something bigger.



Figure 2.2: How influencers will interact with fans, hosting online lives events and giving commentary on recent games.



Figure 2.3: Mock up of logo for our content creators. This will be displayed on all content to show fans they are afilated with the NFL.

Rationale: Our research shows that Gen Z Latinas engage with the NFL through community (family traditions, social moments) but lack a digital space that feels made for them.Traditional NFL social content is either too technical or too male-dominated to foster genuine connection. By partnering with trusted Gen Z Latina influencers to facilitate community, we're meeting them where they already are.This isn't about converting them into football experts, but rather creating belonging around shared cultural identity and social experience.

RECOMMENDATIONS

2. Watch Us

We're flipping the script on gatekeeping by turning dismissive comments into powerful moments. This campaign features Gen Z Latinas addressing the "you're not a real fan" narrative—but instead of being defensive, they're redefining what fandom looks like on their terms. Through user-generated content and brand storytelling, we'll showcase different entry points into NFL culture: the woman who learned the sport through fantasy football with friends or the one whose family tailgate traditions brought her in. Each story ends with an invitation: "This is how I got here. How will you?"By validating every path to fandom and creating space for others to share their stories, we'll build an ongoing movement that culminates in a commercial showcasing this community—proving the NFL grows stronger when it reflects the full spectrum of how people actually engage.



Figure 2.4 and 2.5 showcase mock-ups of our cross-platform social media campaign for Watch Us. Figure 2.4 highlights how the campaign comes to life across TikTok and Instagram, with fans creating response videos, while Figure 2.5 presents the cover image for the commercial we plan to air.

Rationale: Our research found that Gen Z Latinas feel disconnected from NFL culture due to male-dominated spaces and tokenism concerns, which often manifest as exclusionary behavior. The "Watch Us" campaign directly addresses this by featuring real Gen Z Latinas confidently redefining fandom on their terms. By amplifying authentic voices and validating diverse entry points, we transform exclusion into radical inclusion—proving their presence strengthens the community.

RECOMMENDATIONS

3. First and Diez

"First & Diez" is our bilingual, judgment-free content hub, which treats not knowing football as normal. Through short-form explainer videos and culturally grounded metaphors, we break down everything from basic rules to complex plays in ways that feel approachable rather than condescending. We'll cover topics that beginners actually wonder about but are afraid to ask. Content will be searchable, shareable, and designed for quick consumption—so Gen Z Latinas can learn at their own pace without committing to hour-long tutorials. By creating a dedicated space where questions are celebrated and learning is positioned as part of the journey (not a prerequisite for participation), we remove the shame barrier that keeps observers from becoming engaged fans.



Figure 2.6: Preview of the thumbnail created for our content series, highlighting the campaign's aesthetic and how episodes will be presented across platforms.s

Rationale: Our research shows Gen Z Latinas feel excluded from a sport that seems designed for people who already understand it. "First & Diez" breaks this cycle by creating a shame-free space where basic questions are celebrated. The bilingual approach ensures cultural authenticity is embedded in how information is communicated, not just aesthetic. By normalizing learning as part of the journey rather than a prerequisite, we remove the barrier keeping curious observers from becoming engaged fans.

LIMITATIONS

Our first limitation is that our participant pool consisted only of Gen Z Latina college students within the 18–21 age range. While this group reflects part of our target audience, it does not represent the full spectrum of Gen Z Latinas. By limiting our sample to college students, we missed perspectives from younger and older Gen Z Latinas who may engage with the NFL differently.

Our second limitation is our reliance on convenience sampling, which restricted our interviews to individuals easily accessible to us. This could create a geographic and social bias, as participants may share similar educational backgrounds, communities and media exposure. Interviewing Gen Z Latinas from a wider range of locations and socioeconomic backgrounds, would strengthen the generalizability of our findings.

Our third limitation involves how realistic and manageable our recommendations are. Working with popular Latina creators, creating bilingual content spaces, and developing online community platforms would require substantial funding and long-term commitment from the NFL. While these ideas support our research findings, carrying them out on a large scale would require budget planning and internal coordination.

CONCLUSIONS

After conducting our research, we identified key communication issues affecting the NFL's ability to connect with Gen Z Latinas. While the league dominates in viewership and cultural relevance, its messaging remains traditional, male-focused, and disconnected from this growing audience. Our interviews revealed barriers including lack of representation, limited cultural relevance, and surface-level online engagement. Using these insights, we developed three recommendations: Nuestra NFL, Watch Us, and First & Diez, in order to create inclusive storytelling, community-driven spaces and accessible understanding of the game. These strategies will allow the NFL to build authentic connections with Gen Z Latinas, increase digital engagement, and cultivate a more diverse fan base.

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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 UnderstandaudienceengagementbehavioroftheNFL

•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?