

# The NBA



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# EXECUTIVE SUMMARY

## THE PROBLEM

The NBA wants to set a strategy for utilizing media forms that will be effective in targeting members of the Gen Z audience. In order to do this, they want to segment this current market of the Gen Z audience and use one specific communication channel to reach the audience best for them.

## CRITICAL FACTORS

- Fashion Sense
- Communication Channels
- Income Location
- Interest in the NBA/Basketball

## ALTERNATIVES

- Maximalists
- Streetwear X Gamers
- Real-time Fashionistas

## RECOMMENDATION

- Streetwear X Gamers
- Already aware of NBA players through NBA 2K
- NBA stars stream on Twitch
- Highlight in an Instagram post the NBA streamers

# THE PROBLEM

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## CRITICAL FACTORS

### FASHION SENSE

Over 80% of Gen Z says that fashion is extremely important to them in establishing identity and boosting confidence. Female Gen Zers shop for clothing at least twice a month. Because fashion is important to this demographic, they spend a large chunk of their income on apparel. On average, Gen Z spends \$1,349 on clothing each year. This number has continued to decrease in recent years because of the pandemic. Survey found that 70% of Gen Z is closely monitoring how much they spend on clothing ever since the pandemic. Because of the decrease in excess money, Gen Z has taken to thrift stores to get new clothes. As the thrifting industry booms, so does the desire to be environmentally conscious. More than half of people under 25 say that they would rather increase their budget to buy something that is sustainable than purchase fast fashion. The need to have sustainable, trendy clothing is one of Gen Z's most important priorities.

### COMMUNICATION CHANNELS

According to Insider Intelligence, the social networks with the most monthly Gen Z users are Snapchat (42.0 million), TikTok (37.3 million), and Instagram (33.3 million). Other platforms like Facebook, Reddit, Pinterest, have millions of users as well but nothing that can rival the top 3. Even though Instagram is behind Snapchat and TikTok in Gen Z usage, it is important to note what platform brings in things in the most apparel purchases. 60% of Generation Z in the US use Instagram to discover new brands, products and services. Even though Instagram may not be used the most, it is the most successful platform to shop on. Instagram allows users to discover and window shop clothing brands and even purchase through the app.



## **INCOME**

As Gen Z begins to enter the workforce, it is important to note their current and past spending habits and how much income they typically make. On average, a Gen Z earns \$32,500 annually. This generation takes up 12.6% of the workforce and is known to prefer freelance over standard careers. Because of this low annual income (compared to other generations), Gen Z believes affordability is more important in their purchase decisions than other decisions. With the money they do have, Gen Z is more likely to buy electronics and entertainment (apparel, recreation, dining).

## **LOCATION**

The NBA is made up of 32 teams, and the WNBA has 12 teams. These teams are located in the biggest, most prominent cities in the United States and one NBA team in Canada. Among the places that house NBA and WNBA teams, there are 4 NBA teams and 1 WNBA team in California, the most populated state in the country. Conveniently, a recent article by RentCafe claimed that Gen Z is bringing California back, and San Francisco came in as the #1 trendiest city for Gen Z renters to move to in 2021. Other California cities made this list as well, including San Jose, Los Angeles, Long Beach, and San Diego. Overall, in this list of 20 U.S. cities that are trending for Gen Z renters, 11 of these cities are home to an NBA or WNBA team.

## **INTEREST IN THE NBA/BASKETBALL**

Gen Z has always had an interest in the NBA, but in recent years, this interest has been stronger than ever. A poll done by Ad Age found that majority of Gen Z generally prefers the NBA over the NFL. A study done by Morning Consult showed that collectively, four out of five of Gen Z's favorite figures in sports of all time were NBA figures, specifically Kobe Bryant, LeBron James, Stephen Curry, and Michael Jordan.

In addition, a study done by TISA reported that Gen Z has started to be interested in the NBA more and more in recent years because of the organization's support for various social issues. According to this study, seeing the league's best players be more outspoken about relatable social issues makes members of Gen Z become more engaged with the brand as a whole, whether it's watching games, attending games, or buying merchandise.



# ALTERNATIVES

## MAXIMALISTS

The maximalist subculture of Gen Z celebrates all things bold and over the top. Fashion is a place where this subculture thrives and is able to express themselves boldly. It is made up of 61% females and 39% males, with a median age of 21. These maximalists have a median income of 16.3k and make up 2 million of the world's Gen Z. They value those who are completely themselves when it comes to the way they dress as well as how others express themselves in terms of personality and their careers. Maximalists tend to mix high and low fashion so that their bold outfits can be affordable. According to Mintel, Gen Z prefers, “content that is raw and authentic over that which is overly curated; they want brands that utilize bold colors and that promote inclusivity and self-expression,” which is very in tune with maximalists.

Due to this subculture of Gen Z being so over the top and looking for inspirational, fun, and bold foods, fashion, and lifestyles, the media channels used to reach them need to celebrate their special interests. Media like Tik Tok, Instagram, and Billboard would be the best places to reach the maximalists with the bold and creative outfits and lifestyles that are showcased by NBA and WNBA players. The NBA has a massive influence on fashion and many people look up to those in the NBA.

## STREETWEAR X GAMERS

Streetwear X Gamer subculture focuses on redefining esports as a lifestyle and aesthetic. With a median age of 21, this group is composed of 46% females and 54% males members. This group has a median income of \$20.8K. Streetwear X Gamers claim that when they stream their games, they care about what they wear as it is part of their personalities too. This group draws inspiration from a diverse range of musicians, video game characters, influencers, and fashion figures.

Through organizations that are up on the latest trends, they "enjoy life to the utmost." They also have a strong love for brands that, through sponsorships and content, reach over into the worlds of music, fashion, sports, gaming, and lifestyle. This group is also drawn to media experiences such as podcasts, lifestyle news, and games such as Fortnite, Call of Duty, and NBA 2K.



The NBA and its stars currently have a big impact on the trends mentioned above. The game NBA 2K has become a staple of basketball gaming and the most popular game for NBA fans. The reveal of finding out which player will be the game's cover athlete is an important aspect of the game. The WNBA was included in the game in 2020, and the feedback from fans of the WNBA and NBA community was positive. In 2020, the reveal of the NBA 2K cover became a more important aspect of game as for the first time ever a woman was included on the cover of the game.

The best way for the NBA to captivate Streetwear X Gamer's attention is to market them on streaming platforms. According to Statista, Twitch is the leading platform for watching gaming video content by revenue, NBA players such as Gordon Hayward and Terrence are examples of NBA players streaming games. Marketing this audience on Facebook and YouTube gaming, Instagram, and Twitch would be the most effective way to reach this audience.

## **REAL-TIME FASHIONISTAS**

Real-Time Fashionistas is a sub-culture of Gen Z that relies heavily on what the latest trend is. According to The 2022 Gen Z Field Guide, this group is made up of 60% females and 40% males with a median age of 20 years old. They have a low median income at \$15.1K which influences many of their choices. Real-Time Fashionistas like to stay on top of the trends, while also saving money. They buy many of their clothes from fast fashion brands like H&M and SHEIN. Online shopping is very popular amongst this group especially if it can save them money. Since Real-Time Fashionistas like to stay in the know, many of their interests include things that are considered "trendy" or are where they can see what is "trendy". For example, they enjoy watching Netflix, playing Sims, scrolling on social media, and keeping up with celebrities like Kylie Jenner and Hailey Bieber.

NBA stars have a very big impact on current trends, specifically current fashion trends. This affects Real-Time Fashionistas heavily because they follow all of the latest trends. While NBA stars often wear more expensive clothing, they still set a lot of the new fashion trends. Even though this sub-culture of Gen Z doesn't buy expensive clothing, they can buy cheap alternatives of the trendy clothes. The best way to get Real-Time Fashionistas to see and hop on these trends set

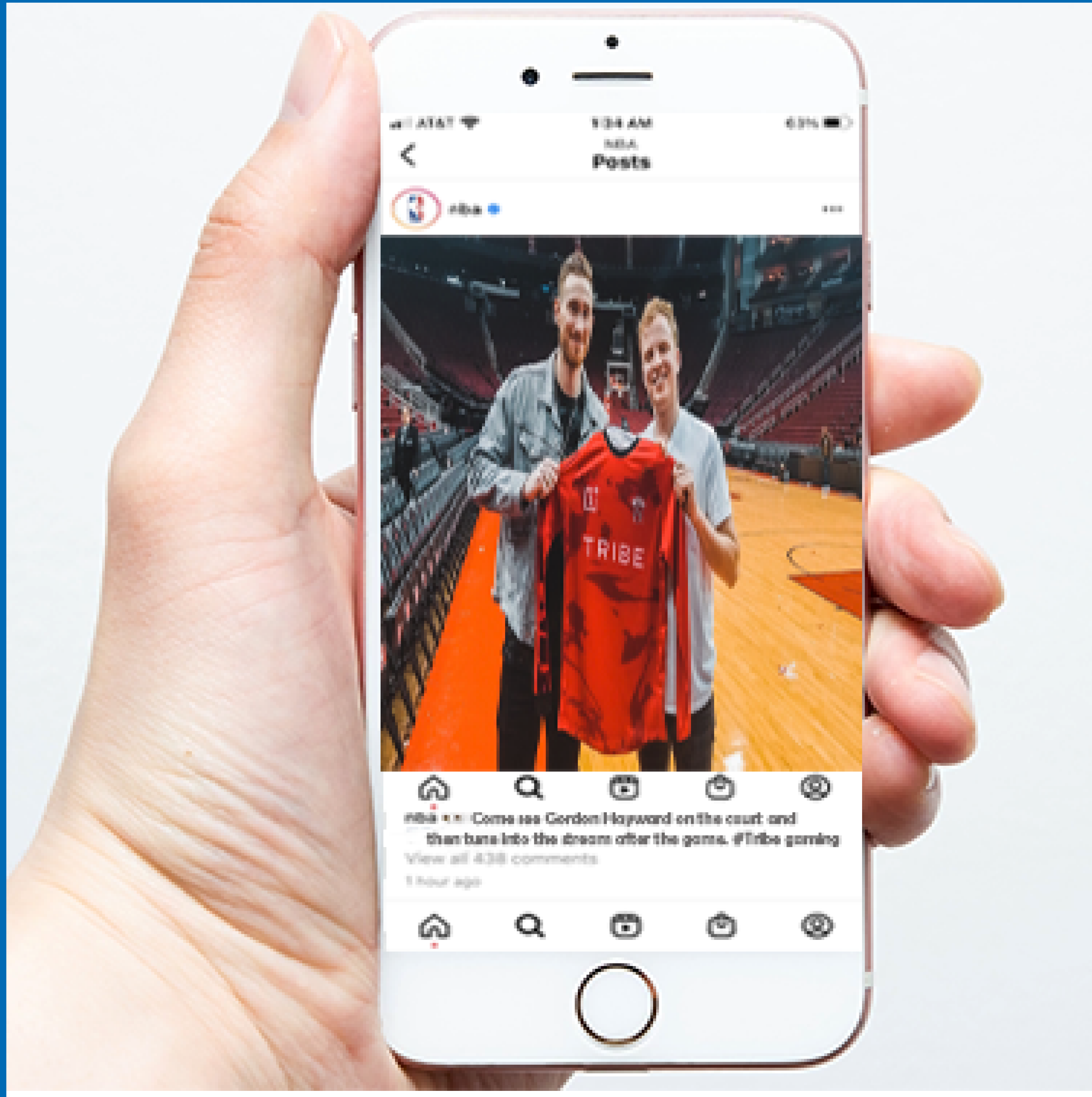


by the NBA stars is to market them on social media platforms. Instagram specifically is very popular amongst this group, as stated in The 2022 Gen Z Field Guide. Pushing the marketing towards this group on Instagram would be most effective because they will see the latest trend and hop on it.

## RECOMMENDATION

Our final recommendation is the Streetwear X Gamers audience. This subculture is the largest of the three audiences with a more even split between males and females. They already have an interest in the NBA because the game “NBA 2K” is the most popular basketball video game on the market. The NBA showcases fashion when the players arrive and depart games. Many people already look up to these players and even try to recreate the trendy, fashionable outfits. This audience is the best option because while fashion is incredibly important to those in Gen Z, there has been a decline in the money spent each year due to the pandemic so those audiences that are mainly based around fashion will not be as successful. The Streetwear X Gamers subculture has the highest income among the alternatives with 20.8K, which is important because Gen Z values affordability, and with a higher income they can afford more. Many basketball players are involved in the gamer community by streaming on Twitch, for example Gordan Hayward. Instagram will be the media channel that should be used to best reach the Streetwear X Gamers. The creative idea is an Instagram post. Research was done to find an influential person who is in the NBA and gaming community. The NBA star Gordon Hayward is involved with both and is the star of the post.

# RECOMMENDATION CREATIVE





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