

Effects of Creative Advertisement on XFL Fan Engagement

Focused on Arlington Renegades' TikTok Presence

Individual Quantitative: Data Visualization

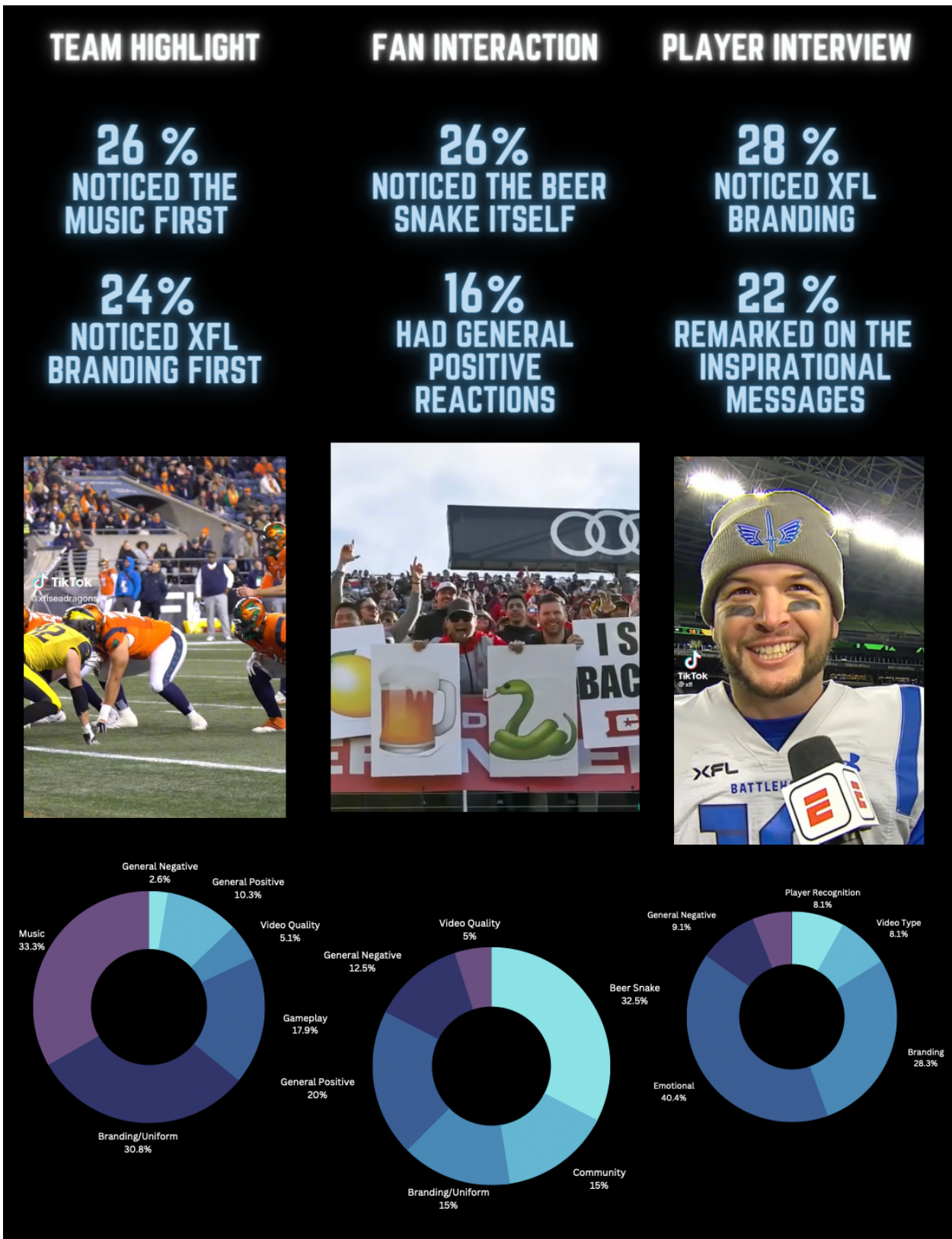
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MEJO 379: Ad/PR Research

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I. Data Visualization #1



II. Data Visualization #2

HOW THE ARLINGTON RENEGADES CAN INCREASE TIKTOK ENGAGEMENT

Popular & Trending Sounds

Behind-the-Scenes Content

Participate in Niche Trends

Direct Interaction with Fans

Introduce Influential Figures

III. Data Visualization #3

HOW DO THE FANS FEEL ABOUT THE RENEGADES' SOCIAL MEDIA PRESENCE?

QUOTED FROM RENEGADES FANS IN
FACEBOOK FAN GROUPS

"AFTER HAVING A FAMILY MEMBER IN THE USFL LAST SPRING, THE XFL NEEDS TO STEP UP ITS PRESENCE. THE USFL IS PROVIDING A MUCH MORE INSIDER VIEW. THEY POST MORE FREQUENTLY. THEY POST BETTER CONTENT."

"THEY NEED TO TALK ABOUT DONALD PAYNE MORE. HE BROUGHT A LOT OF EXCITEMENT TO ALL OUR GAMES WHILE HE WAS A STUDENT HERE IN FLORIDA. I WOULD LOVE TO SEE THEM GIVE HIM MORE RECOGNITION."

"I WISH THAT THEY PLAYED INTO TRENDS A LITTLE MORE. IF THEY WERE TO POST THINGS OTHER THAN JUST TICKETS AND PROMOTIONAL PICTURES THEY MIGHT GET MORE SUPPORT."

"GREAT TO SEE THESE GUYS DOING WHAT THEY LOVE. PLAYERS LOOK GLAD TO BE OUT THERE AND TEAMS LOOK MORE ENJOYABLE THAN THE NO FUN LEAGUE. TOTAL AWESOMENESS #RAISEHELL."

"ORGANIZATION NEEDS TO RAISE A LITTLE MORE HELL. WE HAVE A LOSING RECORD BUT ARE IN THE PLAYOFFS... SHOULDN'T THEY BE POSTING HOW EXCITED THEY ARE? THESE PAGES LOOK LIKE THEIR RUN BY ROBOTS."