

Effects of Creative Advertisement on XFL Fan Engagement

Focused on Arlington Renegades' TikTok Presence

Independent Data Analysis of Survey Results

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I. Table 1

Table 1 – Demographics

N = 50	n	M	SD	%
Demographics				
Age	47	3.15	1.71	
18-21	14			29.8
22-30	6			12.8
31-40	4			8.5
41-50	5			10.6
50+	18			38.3
Race	47			
White	23			48.9
African American	19			40.4
Hispanic	6			13
Asian	2			4.2
Other	3			6.4
Spanish, Hispanic, or Latino origin	47	1.87	0.33	
Yes	6			12.8
No	41			87.2
Highest Level of Education	47	4.70	1.37	
High School Diploma or G.E.D.	1			2.1
Some College, No Degree	15			31.9
Associates or Technical Degree	2			4.3
Bachelor or A.O.S. Degree	9			19.6
Graduate or Professional Degree	19			40.4
Prefer Not To Say	1			2.1
Social Media Rank by Use and Favorability	42			
Facebook		3.00	1.66	
Instagram		2.12	0.98	
TikTok		3.12	1.26	
Twitter		3.81	1.43	
Snapchat		3.71	1.64	
Other		5.24	1.41	

II. Data Analysis

The table above displays the demographics observed within our participant pool for our survey regarding the social media habits of TikTok and football fans. The survey also included a section of A/B Testing, presenting the participants with four different videos showcasing various aspects of the XFL games, players, and fan interactions.

This table displays the total participant pool, which was recorded at 50 total participants; there were also 12 participants that began, but did not finish all questions. The majority, 38.3%, of our participants were 50+ years old, followed by the second highest percentage being 18-21 years old at 29.8%. We also observed a close split of race within the survey population, 48.9% being white and 40.4% being African American. Only 12.8% were of Spanish, Hispanic, or Latino origin.

The majority of our participants are considered to be highly educated as well. Over 40% have gained a graduate or professional degree, 19.6% completing a bachelor's degree, and nearly 32% having completed some college, but not yet acquired a degree.

Lastly, when asking our population to rank the following social media platforms on their favorability, Instagram was determined to be the highest by a mean difference of 2.12 against Facebook's 3.00. Interestingly, TikTok was the third ranking platform with a mean placement at 3.12. Snapchat followed with a mean ranking of 3.71. Lastly, Twitter was observed to have a mean ranking of 3.81.

III. Research Question & Hypothesis

As my group has conducted secondary research, we have noticed the importance of branding within the XFL's social media presence. The colors, uniforms, graphics and music all combine to create a unified fanbase and significant attachment to the different teams. In the case of the Arlington Renegades, we believe that the incorporation of all aspects within their TikTok profile will accentuate their prominence amongst XFL teams, as well as building a new and diverse fanbase. In order to accomplish these goals, we must consider these following research questions:

1. How can the Arlington Renegades incorporate music, graphics and graphic design, and video to build a consistent brand across all their media platforms?
2. **What strategies can the Arlington Renegades adapt to their TikTok platform to generate more fan involvement?**

If the Arlington Renegades can create a relationship between what it means to be a Renegades fan and the connection to Texan culture through their branding and social media presence, they will develop a larger and more devoted following quicker.

A. Research Question 1

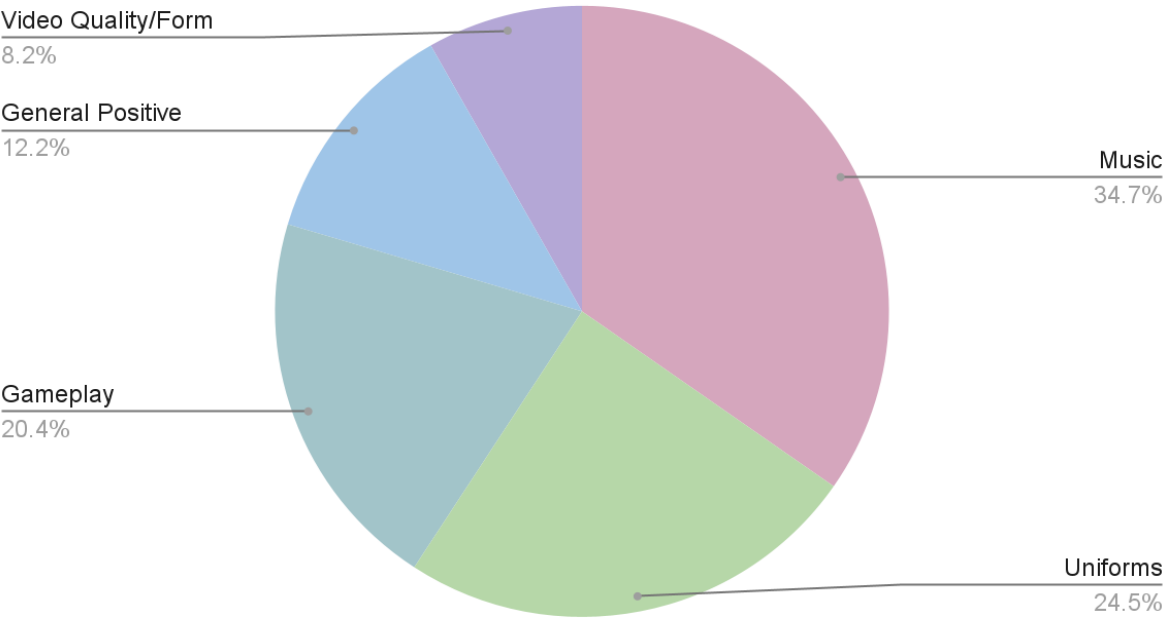
How can the Arlington Renegades incorporate music, graphics and graphic design, and video to build a consistent brand across all their media platforms?

Correlation analysis of the responses for videos one and two.

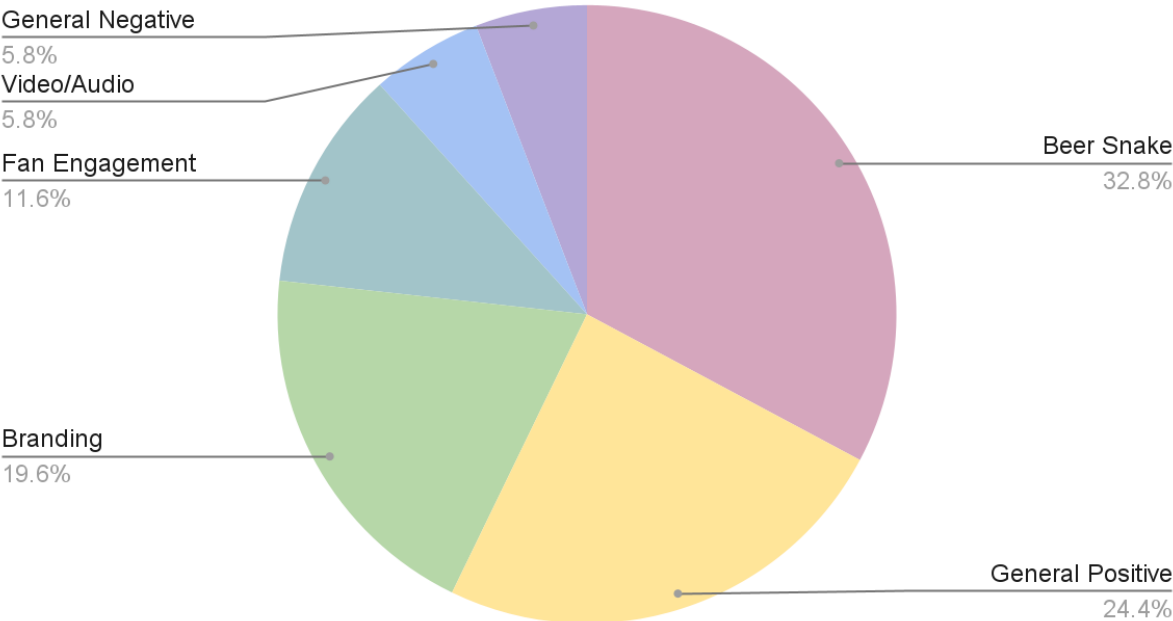
RQ1 asked in what ways the Arlington Renegades could incorporate music, graphic designs, and videography to help build a consistent brand across their social media platforms. Out of survey respondents (N = 50), all but one reported noticing a specific portion of Video 1. The most significant portion (34.7%, n = 17) of Video 1 that was noticed was the music, following with uniforms (24.5%, n = 12), gameplay (20.4%, n = 10), general positive feedback (12.2%, n = 6), and the smallest number of participants stating video quality/form (8.2%, n = 4). The remaining respondent (n = 1) did not respond to the question.

Out of survey respondents (N = 50), all but two reported noticing a specific portion of Video 2. The most significant portion (35.4%, n = 17) of Video 2 that was noticed was the Beer Snake itself, following with general positive feedback (26.3%, n = 10), XFL and team branding (21.1%, n = 8), community and fan engagement (12.5%, n = 6), general negative feedback (8.3%, n = 4) and the smallest number of participants stating audio and video (6.3%, n = 3). The remaining respondent (n = 2) did not respond to the question.

Video 1- Team Highlights



Video 2- Fan Engagement



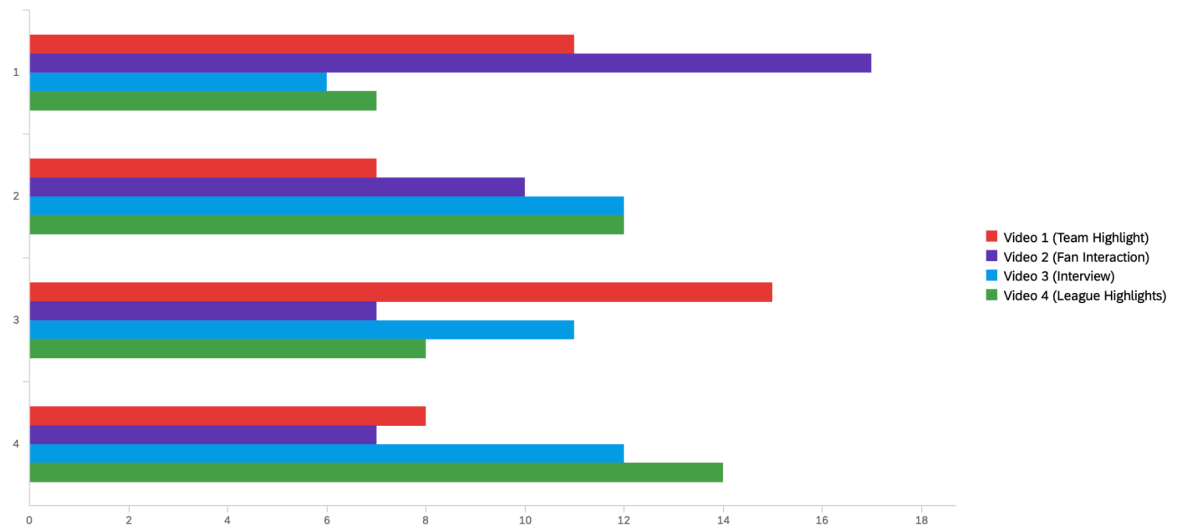
B. Research Question 2

What strategies can the Arlington Renegades adapt to their TikTok platform to generate more fan involvement?

Analysis of the comparative question about videos one, two, three, and four.

Q4.14 - Rank the previous videos from most interesting to least interesting.

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RQ2 asked what strategies the Arlington Renegades can use in order to adapt their TikTok platform and generate more fan involvement. The question asked for participants to rank the four videos that they watched and reacted to in order from most interesting to least interesting. Out of survey respondents (N=50), 41 participants responded by ranking the videos.

Out of all of the videos, a majority of participants ranked Video 2- Fan Interaction as the most interesting (41.5%, n = 17). The following videos that were ranked at most interesting are in order as follows, Video 1- Team Highlight (26.8%, n = 11), Video 4- League Highlight (17.1%, n = 7), and lastly Video 3- Interview (14.6%, n = 6). The remaining respondents (n = 9) did not respond to the question.

Out of all of the videos, a majority of participants ranked Video 4- League Highlights as the least interesting (34.1%, n = 14). The following videos that were ranked at least interesting are in order as follows, Video 3- Interview (29.3%, n = 12), Video 1- Team Highlight (19.5%, n = 8), and lastly Video 2- Fan Interaction (17.1%, n = 7). The remaining respondents (n = 9) did not respond to the question

IV. Crosstab Analysis

1. This analysis is written about VIDEO1_WORDvsLIKES_CROSSTAB.

In the first question, we ask: “In a word or phrase, what is the first thing you noticed about Video 1?” Then, the responses from the words and phrases grouped into specific categories are compared to the responses to the question, “How likely are you to like, repost, or share content similar to Video 1?” These responses are grouped on a five point scale from extremely likely to extremely unlikely.

- For this crosstab, we collected all of the responses addressing the first thing the respondent noticed about each of our sample videos from one of four content categories: Team Highlights, Fan Interactions, Player Interviews, and League Highlights.
- For highlight compilation videos, respondents most noticed aspects of the video itself. For instance, 26% of respondents noted the music in the Team Highlight video, and 24% of respondents noted the video content and quality in the League Highlight video.
- In our qualitative focus group, the members didn’t express interest in philanthropic or otherwise emotional content from XFL TikTok accounts. But, our survey showed 22% of

respondents noticed and appreciated the emotional, motivational Player Interview TikTok.

- Overall, the video with the highest general positive reaction was the Fan Interaction TikTok with 16%, which could be due to the fun, unique spectacle. That video is also the most popular TikTok across XFL platforms with approximately 3 million views. The video with the highest general negative reaction was the Fan Interaction TikTok with 16%

2. This analysis is written about AGEvsVIDEO_CROSSTAB.

This crosstab compares age groups and the question asking, “Rank the previous videos from most interesting to least interesting.” This ranking ranked Video 1- Team Highlight, Video 2- Fan Engagement, Video 3- Interview, and Video 3- League Highlight.

- Our respondent demographics were predominantly over the age of 50, followed by those between the ages of 18-21.
- This crosstab seeks to find a correlation between the age group of the respondents and their favorability among the sample videos. Said correlation would inform algorithms and strategic content marketing to their respective target demographics.
- The most popular video, ranked number 1 by 36% of all respondents across all ages, was again the Fan interaction video.
- The second most popular video was the Team Highlight video with 19.1% of respondents ranking it as number 1.