Effects of Creative Advertisement on XFL Fan Engagement

Focused on Arlington Renegades' TikTok Presence

Quantitative Analysis of Survey Results

Alexandra Rupkalvis, Alexis Dixon, Kennedy Cox and Max Feliu

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Professor Jennifer Harker

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I.   Research Question & Hypothesis

As our group has been conducting 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?**
3. How can the Arlington Renegades mold their social media strategies to attract specific target demographics and age groups?
4. Which areas of interest should the team feature in their social media strategies to motivate new and/or established Arlington Renegades fans to interact with the team's social media platforms more so than others?

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.

II.   Survey Questions

Rank each social media platform by your overall use and favorability:

Drag and Drop

Facebook

Instagram

TikTok

Snapchat

Twitter

Other: [   ]

For the following platforms: how likely are you to 'repost' and/or share content from accounts you *do not* follow (i.e. from your 'For You' feed, 'Explore' page, etc)

(Please rank with the following scale: 1 being Extremely Unlikely and 5 being Extremely Likely)

	1	2	3	4	5
Facebook	○	○	○	○	○
Instagram	○	○	○	○	○
TikTok	○	○	○	○	○
Snapchat	○	○	○	○	○
Twitter	○	○	○	○	○

For the following platforms: how likely are you to follow and engage with accounts with American Football (NFL, XFL, etc.) content?

(Please rank with the following scale: 1 being Extremely Unlikely and 5 being Extremely Likely)

	1	2	3	4	5
Facebook	○	○	○	○	○
Instagram	○	○	○	○	○
TikTok	○	○	○	○	○
Snapchat	○	○	○	○	○
Twitter	○	○	○	○	○

For the following platforms: how likely are you to follow and engage with accounts associated with the XFL?

(Please rank with the following scale: 1 being Extremely Unlikely and 5 being Extremely Likely)

	1	2	3	4	5
Facebook	○	○	○	○	○
Instagram	○	○	○	○	○
TikTok	○	○	○	○	○
Snapchat	○	○	○	○	○
Twitter	○	○	○	○	○

Choose your age group:

○ 18-21

○ 22-30

○ 31-40

○ 41-50

○ 50+

Choose one or more races that you consider yourself to be

☐ White or Caucasian

☐ Black or African American

☐ American Indian/Native American or Alaska Native

☐ Asian

☐ Native Hawaiian or Other Pacific Islander

☐ Other

☐ Prefer not to say

Are you of Spanish, Hispanic, or Latino origin?

○ Yes

○ No

What is the highest level of education you have completed?

○ Some high school or less

○ High school diploma or GED

○ Some college, but no degree

○ Associates or technical degree

○ Bachelor's degree

○ Graduate or professional degree (MA, MS, MBA, PhD, JD, MD, DDS etc.)

○ Prefer not to say

In which state do you currently reside?

▲

Following two questions repeated for all four videos:

https://www.youtube.com/shorts/C1f9jjVY9jQ?feature=share

https://www.youtube.com/shorts/sR4Tmxjyjlw?feature=share

https://www.youtube.com/shorts/GWMI-dZXMWE?feature=share

https://www.youtube.com/shorts/ZQzndNViVFE?feature=share

In a word or phrase, what is the first thing you noticed about Video 1?

How likely are you to like, repost, or share content similar to Video 1?

Extremely Likely	Somewhat Likely	Neither Likely nor Unlikely	Somewhat Unlikely	Extremely Unlikely
○	○	○	○	○

Rank the previous videos from most interesting to least interesting.

Video 1 (Team Highlight)

Video 2 (Fan Interaction)

Video 3 (Interview)

Video 4 (League Highlights)

Q23

How likely are you to look up and watch instant replays on social media during a football game?

(Please rank with the following scale: 1 being Extremely Unlikely and 5 being Extremely Likely)

1	2	3	4	5
○	○	○	○	○

Q24

How likely are you to track statistics of players on social media during a football game?

(Please rank with the following scale: 1 being Extremely Unlikely and 5 being Extremely Likely)

1	2	3	4	5
○	○	○	○	○

Q25

How likely are you to use a hashtag when discussing your team on social media?

(Please rank with the following scale: 1 being Extremely Unlikely and 5 being Extremely Likely)

1	2	3	4	5
○	○	○	○	○

Q35

How much do you value player identity, diversity, and representation being displayed on their team's social media account?

None at all	A little	A moderate amount	A lot	A great deal
○	○	○	○	○

+ Add page break

Q37

How much do you value community building, charity, and other philanthropic endeavors being displayed on a team's social media account?

(Please rank with the following scale: 1 being Extremely Unlikely and 5 being Extremely Likely)

None at all	A little	A moderate amount	A lot	A great deal
○	○	○	○	○

Do you have a TikTok account?

○ Yes

○ No

Q28

What have you **viewed** while using TikTok? Select all that apply.

☐ Watched a video

☐ Watched a hashtag challenge

☐ Watched a live stream

Q29

How have you **reacted** while using TikTok? Select all that apply.

☐ Liked a video

☐ Commented on a video

☐ Saved or shared a video

☐ Followed or unfollowed a user

+ Add p

Q30

What have you **participated** in while using TikTok? Select all that apply.

☐ Created a video

☐ Used a visual filter or effect

☐ Duetted another user

☐ Participated in a hashtag challenge

III. Sampling Strategy

In order to acquire data, the survey was conducted using a mix of non-probability convenience and voluntary response sampling. The majority of participants in the survey were selected due to ease of access to the group of researchers. This initial gathering of data allowed researchers to interpret results from a familiar group that has easily understandable and decipherable responses. This sampling was conducted by messaging the link of the survey to accessible individuals such as family and friends, or posting it on researcher social media accounts. The researchers also extended the link and a description of the study and survey to multiple Arlington Renegades "fan clubs" on Facebook; those ranged from 561 members to 4,300 members. All of the members of the Facebook groups that participated in the survey volunteered themselves through self-selection.

This mix of sampling strategy is limited in the way that it provides risk for sampling bias and selection bias. Also, since the data is not probability sampling or randomized, the results cannot be completely generalizable to all football fans, TikTok users, or other populations that this survey applies to. The limit of voluntary response sampling is that people that volunteer themselves are more likely to be interested in the study topic, leading to possible self-selection bias.

IV.   *Data Analysis*

⊠ XFL Group 4 - Video Reactions ALL Crosstab.xlsx

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%.

⊠ XFL Group 4 - Age x Video Ranking Crosstab.xlsx

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.

⊠ XFL Group 4 - Age x TikTok and Instagram Overall Use Crosstab.xlsx

This crosstab seeks to correlate respondent age demographics with their use and favorability of Instagram and TikTok. These two platforms were chosen due to their overall popularity compared to the other social media platforms included in this section of the survey. Instagram specifically has 'Reels', which are similarly formatted and similar in content to TikTok.

No one over the age of 30 ranked TikTok as their number 1 most used platform, but 29% of 18-21 year-olds and 17% of 22-30 year-olds did. Instagram was the most popular platform

among all respondents, with 27% of overall respondents ranking it the highest. Instagram also had a higher median total ranking of 2.0, compared to TikTok's 3.0.

Therefore, to cater to larger audiences with a larger age range, Instagram is the most favorable platform. And, to cater to younger audiences (interested in more creative and engaging rather than more informative content), TikTok is the best platform to market with.

V. *Visual Aid*

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	

VI.   *Professional Recommendations*

1. Music can help tell a story. The team highlight video with a Biggie Smalls' song playing along to the touchdown generated a positive reaction. By using popular sounds and trending songs, the Renegades can help expand audiences, encourage engagement and lighten the feel of "advertising."

2. Behind-the-scenes content is one way to make this team and its players more personable, as fans feel like they are a part of the team. Showing footage from locker room celebrations or team bonding activities can show the makings of the team, the strength of friendship, and allow followers and fans to be more deeply connected with the team. Content on individual players can highlight these player personalities. Whether that be "Day in the Life" or "Get Ready with Me" videos, fans will engage more with content. This content can be funny and entertaining, but fans also seem to enjoy emotional and inspirational content as well. Allowing players to be seen as people rather than pawns in a game allows people to form bonds with individual players and overall programs, benefiting the Renegades in both senses.

3. One thing that separates TikTok from other social media platforms is its ability to make sound and challenge trends. If the Renegades keep track of what is trending on the platform and participate, they have more potential for going viral. Not only does this expand their audience, but it gives a more fun flair to the team and their media accounts. The Renegades can also encourage their fans to create their own TikToks or social media content related to the team. Whether it be a photo challenge or a dance challenge, fans

can feel more involved in the process of content creation. These videos could also be displayed on Renegades accounts, or even screened on the jumbotron during the football games.

4. Everyone loves a fun and interactive spectacle. Interactions between fans and Renegades media is one way to encourage more engagement. Things like the D.C. Defenders' beer snake that was shown in our survey generated a lot of positive reactions. People expressed what an engaging and creative idea it was for the Renegades community to have a similar activity that is unique to their games.

5. People are not as familiar with XFL players as they are with NFL players. By showing more familiar faces like owner Dwayne "The Rock" Johnson, or even other social media personalities and influencers, the Renegades could reach a wider audience. The Renegades could also portray their more well known players, people that have come from large, D1 college programs or even from the NFL. This would benefit both the Renegades and whoever they collaborate with.