



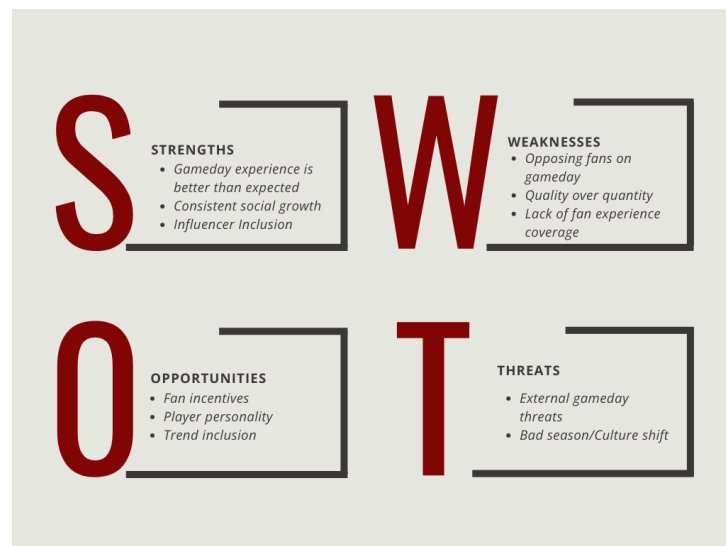
Arizona Cardinals Summary and Evaluation

Report 5

Introduction

This report researched, tracked, and analyzed the communications of the Arizona Cardinals organization. Throughout the report our findings of strengths, weaknesses, opportunities, and threats were recorded as well as qualitative and quantitative research. We measured audience beliefs, attitudes, and how that can determine future actions the Cardinals communication team should take.

SWOT Analysis



Strengths:

Gameday experience is better than once thought

One of the biggest issues found in the client backgrounder was the gameday experience for fans. However after more quantitative research we found that the overall experience was found to be higher than once found with a rating of 4.13 on a scale of 1-5. It seems that fans do enjoy their time at State Farm Stadium. It is rather specific details about the gameday such as opposing fans or prices that can bring a negative connotation to games.

Consistent social growth

A positive finding we tracked throughout the memos is the continuous growth of followers across platforms, specifically Instagram. On Instagram they gained over 5,000 followers within the span of our research period as well as consistently receiving the base amount of likes with only minor dips. This is a great factor to grow on because it is a direct reach to the Cardinals fanbase.

Influencer Inclusion

The recommendation of including influencers in posts was originally made in the communications audit when the Rams had a popular post with influencers from a reality show. The Cardinals did execute this by using UFC fighters to collab on a post for gameday. This was one of their biggest posts with it being, “the highest liked post and commented on post from the week with 926k likes, this was a huge spike in likes because of the collaboration with @ufc who has 44.3 million followers” (Memo 3). It is recommended that the Cardinals continue to utilize influencers to reach wider audiences as well as bring more personality to their brand.

Weaknesses:

Infiltration of other fans

A large issue that was shown to be true in qualitative research. 31% of fans reported having a negative experience with fans of the opposing team (Quantitative Research), proving that this has been a consistent issue. This can make a huge negative impact when fans are deciding whether or not to come to a game, especially if the opposing team is already known for having a passionate fanbase. Not only does this pose the possibility of negative experiences it also can ruin the game day atmosphere as a whole when there is momentum coming from the other team's fans at a home game. We recommend more security and closer management of alcohol sales to prevent incidents from occurring. It also would help to have more fans at our games to lessen the amount of tickets available for opposing fans, we have a recommendation for this later in our report.

Quality over quantity social posts

The Cardinals post a lot on socials, especially Instagram which is a grid based app meaning hypothetically if fans are scrolling through their grid they are seeing all of these posts. We found in the communications audit that, "As mentioned earlier, Cardinals have an engagement rate of 1.17k however their competitors The Rams had an average engagement of 39.6k while still posting .5 times less than the Cardinals." (Communications Audit) The Cardinals on average posted around 66 times a week. This is an overwhelming amount of content for followers and may become too repetitive. We found in our audit when compared to an opposing team like the Los Angeles Rams their minimalistic approach performed better because of the quality of content. We recommend that not everything needs to be posted on the main grid but rather they focus on higher quality posts to not flood their followers' feed.

Lack of fan experience coverage

Despite the overwhelming amount of content being pushed out there is very little about behind the scenes of gameday, fan coverage, club or VIP experiences for fans, or even tips for fans attending games. Understandably most coverage needs to be team based but it is difficult to convert fans from watching remotely to attend a game when they might not know about options, tickets, clubs, or any opportunities because of this. By publicizing ticket sales or game days more for fans this could become a more encouraging factor for them to attend.

Opportunities:

Prevent other fans from coming in (fan incentives)

We believe a large reason for other fans being so vocal on gameday is because of the lack of Cardinals fans or excitement about attending a game. A motivator for fans could be some kind of sale or incentive. By taking this opportunity you are converting more distant fans to interactive fans. Further in the report you will find our vision for this opportunity.

Player Personality

Fans online have shown they enjoy interacting with players and their personality. Fun and lighthearted TikToks or challenges can allow for fans to feel their getting an inside look or feeling closer to the team. We found within our memos this a consistent theme with more personal posts performing better. By emphasizing these kinds of videos we can grow our social connection.

Trend inclusion

When comparing Cardinals socials to the Rams we noticed that the Rams are very up to date with trends on socials, even feeling comfortable enough to break the fourth wall or make fun of themselves (See communications audit). However, the Cardinals struggle to be on top of current sounds or trends on TikTok. By staying ahead of the curve we can bring in a fresher audience with more of an in touch connection. We noticed that although the Rams post less on TikTok they perform a lot better than the Cardinals page and we believe that to be because of their trending content.

Threats:

External gameday threats

As we mentioned earlier in weaknesses opposing fans can be a potential harmful factor in game days. Of course there is no way to control every fan or their behavior, however if something more serious involving other fans were to happen at a Cardinals game and make headlines that could be a very harmful factor for ticket sales and force a negative image of Cardinals game days on to others.

Culture shift/Bad Season

Although the communications has no control over this external issue it is important to recognize team performance effects on the branches of communication. As we saw in Memo 2 the comments reflected frustration with team performance, “This post below with the final game score was the highest commented on post of the week collecting 951 comments filled with majority of negative commentary from the game such as, “Smh we need a new coach”, “This

team is an embarrassment”, and “New head coach, new quarterback!!”. Although the team is currently having a stronger season than the last couple years it is important to be prepared on how to handle moments like this that may last longer than a couple weeks.. When facing comments such as we suggest having a communications crisis plan in case of a season ending injury like quarterback Kyler Murray did 2 seasons ago where there was major backlash from fans.

Audience Analysis

From studying our audience, their patterns in memos, thoughts and opinions through an in depth interview, and opinions in a survey we were able to better connect with what they want from the brand. Overall through the communications audit we recognized that fans engage highly in humorous or personality based content, “The TikToks that perform the best for the Cardinals are not the heavily edited or showy ones but rather the trivia. The videos asking players questions or holding more player interaction have higher views as well as higher engagement.”

Although it is difficult to control, we found the biggest driver for attending game days was team performance through our qualitative research, “When it's a winning team, yeah I’m excited to go when they're average or below average, then, no, I'm not excited to go.” Although we as a communications team recognize our inability to control that, we can control how our fans perceive our wins and losses through socials.

The survey proved to have very strong showings of the Cardinals audience with the average age of a fan being 23, 70% identifying as male and 30% female. Their racial demographics varied widely as well as experience of being a Cardinals fan. (Quantitative Research) Taking information from this we found that our typical client is a 25 year old white male. Based on this research, we know that they most likely prefer our humorous or personal

content over internal gameday content from a game they are already watching. Their psychographics don't range too far from the basics of the fanbase, we can assume they may be into sports betting or drinking based on age and demographic. These interests can drive up opportunities to highlight when attending a game that others with this persona might connect with. Another personality made up of a smaller represented group would be women who are ages 20+. This demographic may have different psychographics than that of a male but can still be catered to through more trending content or light and humorous content such as BRAT summer a trend the Cardinals did on TikTok that performed well. By catering to both these personas we are also reaching many audiences in between and showing off a fun multi layered personality of the Cardinals.

Recommendations

After studying the Cardinals communications team, audience, and presence we found some recommendations we believe would be useful to growing the outreach to fans. First we recommend a fan campaign, this means our biggest goal is to get as many fans to go to a game as possible. We can label this campaign "Rise up Red Sea" as that is the game chant said in house at a game. This campaign would include a big socials push on all platforms to encourage fans to attend, but we would give them a code for discounted tickets to use pertaining to "Red Sea" or a fan term that is recognizable. Although the discount may not be able to be major, it can grow sales and finally give fans a reason to say yes to coming. By creating this excitement around a specific game fans may be more inclined and those who didn't attend but maybe saw the socials post game now are enticed to attend a future game.

Secondly, we recommend higher security and more monitored alcohol sales. Having such a high number of negative opposing team experiences is not safe and not the kind of environment fans want to spend money to be in. By investing in better security who has more detailed training we can bring down the number of incidents in the stadium. We encourage that security may be closer to the seats and in the rows than just the entrance or exits. By publicizing that we are growing our security staff and making their presence more known at games, the likelihood of an incident starting or escalating will drop, making this a safer environment for fans.

Lastly, we recommend the inclusion of behind the scenes coverage of a gameday. Yes fans can see what it may be like for players or broadcasters but they do not know what their own experience could look like. We believe paying content creators on Reels or TikTok to create gameday videos such as “Behind the scenes of a Cardinals club member” or “Come with me to an Arizona Cardinals Gameday” could be beneficial. Not only would we be showing our audience how great a game could be, we also are reaching a different audience through an influencer.

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