

Thesis

Leveraging Culturally Diverse Representation to Enhance Brand Awareness
Among Hispanic Women: A Study of the Miami Dolphins and Denver Broncos

Submitted by

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Marketing

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ABSTRACT

THE IMPACT OF CULTURALLY DIVERSE REPRESENTATION THROUGH A BRAND ON HISPANIC WOMEN FOR THE MIAMI DOLPHINS AND DENVER BRONCOS:

This study examines how culturally diverse representation influences brand awareness among Hispanic women aged 18 to 35, focusing on the marketing strategies of the Miami Dolphins and Denver Broncos. Through in-depth interviews (n = 5) and a focus group (n =10), I explored emotional connections, media consumption habits, gender representation, and the impact of authenticity in football advertising. The findings reveal that cultural representation alone is insufficient without actionable inclusion and tailored marketing efforts. Participants expressed that effective advertising should authentically reflect their identity and values while avoiding stereotypes. The lack of Latina representation in football ads and the sport's male-dominated culture emerged as barriers to engagement.

Comparing the Miami Dolphins and Denver Broncos, this research highlights how their community outreach and brand advocacy efforts align – or fail to align – with the preferences of Hispanic women in this age range. The results note the importance of integrating cultural nuances into marketing strategies to foster emotional connection, loyalty, and advocacy among underrepresented audiences. This study contributes to understanding how football organizations can navigate diverse markets while driving inclusivity and representation in sports.

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CHAPTER 1: Executive Summary

1.1 Strategic Overview

The National Football League operates with a mission to deliver high-quality sports experiences through various initiatives and partnerships. For example, Commissioner Roger Goodell has described the NFL's mission as growing the league globally while enhancing its appeal to diverse audiences through innovative experiences (National Football League 1). Their service offerings include regular season and postseason games, licensing agreements for merchandise, digital platforms like NFL Game Pass, and various fan engagement experiences. Additionally, the NFL has formed strategic partnerships with PepsiCo, Nike, and others to sponsor events and advertise their brand.

The league's headquarters is in New York City, and its governance is overseen by the NFL Commissioner, Roger Goodell. The NFL's leadership team consists of executives overseeing various aspects of the organization, including marketing, legal affairs, and business development. The NFL's organizational values are centered around the promotion of diversity, integrity, and innovation within the sport.

Financially, the NFL is a significant revenue-generating entity. Major sources of income include broadcasting deals (both television and digital streaming), sponsorship agreements, and merchandising sales. For instance, the NFL's television rights contracts are a vital revenue stream, with billions paid by networks like NBC, CBS, and ESPN to broadcast the games. Merchandise sales and licensing agreements also provide substantial income, amounting to billions of dollars annually (Larsen 1). The league also looks to grow its global footprint by

hosting international games and further investing in digital platforms, which have helped expand its reach beyond the United States (NFL 1).

1.2 Denver Bronco's Company Description

The Denver Broncos Football Club is a prominent professional American football team based in Denver, Colorado. Established in 1960, the Broncos compete in the National Football League (NFL) as a member of the American Football Conference (AFC) West Division. Known for their rich history, the Broncos have achieved three Super Bowl championships, eight AFC titles, and have developed a passionate fan base known as Broncos Country. Empower Field at Mile High, their home stadium, offers fans a premier sports entertainment experience as a hub for community engagement.

The Broncos aim to satisfy marketplace needs by delivering high-quality sports entertainment, fostering community development, and driving brand loyalty (Denver Broncos 1). Their business model incorporates multiple streams of revenue, including ticket sales, sponsorships, broadcasting rights, and merchandise. They consistently leverage these avenues to enhance fan experiences and maintain competitiveness in the NFL marketplace. In addition to serving football enthusiasts, the Broncos actively support organizations through philanthropy. Their initiatives, such as the Denver Broncos Foundation, focus on youth development, education, and community health programs. The team also places significant emphasis on diversity and inclusion, aligning their goals with broader societal values.

The Denver Broncos target a diverse consumer base that includes sports fans, families, corporate sponsors, and local communities. Their strategic objectives include fostering deeper fan engagement, expanding its digital presence, and maintaining a legacy of excellence on and

off the field (Denver Broncos 2). By combining on-field success with community-focused efforts, the Denver Broncos continue to be a force in the sports and entertainment industry.

1.3 Miami Dolphins' Company Description

The Miami Dolphins are a professional football team based in Miami, Florida. As a member of the National Football League (NFL), the team has built a strong brand reputation since 1966, known for its dedicated fan base and notable successes, such as two Super Bowl championships. The Dolphins aim to meet the sports entertainment needs of their community by providing immersive high-quality experiences for their fans. They offer a range of services, from live game day experiences at Hard Rock Stadium to digital content for global fans, creating a comprehensive marketplace for sports entertainment (Miami Dolphins 1).

In addition to traditional sports entertainment, the Dolphins focus on community engagement. Through various outreach programs, the team serves the local Miami-Dade South Florida community, with an emphasis on youth education and wellness initiatives. Their efforts cater to both residents and broader, multicultural audiences, particularly Hispanic communities, a significant demographic in the region (Miami Dolphins 2). By expanding their reach globally, the team seeks to grow its international presence while maintaining a deep connection with its local fan base.

The Dolphins' goals include fostering long-term brand loyalty, expanding fan engagement through innovative marketing strategies, and furthering their community impact through corporate partnerships and charitable initiatives. The team continues to serve a wide array of consumers, from dedicated football fans to corporate sponsors, ensuring that their offerings align with the evolving demands of the marketplace (Miami Dolphins 3).

1.4 Market Analysis

The National Football League (NFL) is a dominant force in the sports industry, generating significant revenue and consistently attracting millions of viewers. As of 2023, the NFL's total revenue surpassed \$20 billion, marking a steady increase in earnings (Statista 1). Its revenue streams include broadcasting rights, media deals, ticket sales, merchandise, and sponsorships, with major television contracts generating more than \$10 billion annually (Statista 2). The NFL is the most profitable professional sports league in the United States, with its influence extending through various consumer touchpoints, including digital platforms, in-person events, and retail merchandise sales.

The NFL's primary target market consists of male sports fans, particularly in the 18 to 49 age range. As of 2023, 51% of male respondents expressed a strong interest in the league compared to 24% of female respondents (Statista 3). The league's broad reach includes a variety of demographics, but it is particularly focused on enhancing engagement with its core fan base through televised games, digital platforms, fantasy football, and live events. There is a growing consumer preference for sustainable and eco-friendly products within the sports gear market, an important trend for manufacturers and brands associated with the NFL (Statista 4). Despite a slowing growth rate in some areas, such as younger demographics and regional competition from major sports leagues such as the NBA, MLB, and emerging international leagues, the NFL continues to benefit from the robust popularity of American football.

1.5 Marketing and Sales Strategy for the Miami Dolphins and Denver Broncos

The Miami Dolphins aim to deepen their connection with Hispanic women by displaying cultural appreciation and community engagement through innovative digital marketing strategies. The marketing mix (4Ps) for the Miami Dolphins can be reviewed as follows:

1) Product

- a. Create Hispanic Heritage Nights during home games, featuring Latin artists, bilingual merchandise, and traditional food offerings.
- b. Partner with influencers in the Miami-Dade (South Florida) community for unique storytelling campaigns, emphasizing Miami's diverse culture.

2) Price

- a. Launch affordable ticket bundles during Hispanic Heritage Month.
- b. Offer group discounts to Hispanic organizations and community centers.

3) Place

- a. Emphasize mobile-first ticketing for accessibility.
- b. Host events at Miami's cultural hotspots, such as Little Havana and Calle Ocho, to engage with the local Hispanic population.

4) Promotion

- a. Run campaigns across Instagram, Facebook, and TikTok with the hashtag #DolphinsParaMi.
- b. Utilize WhatsApp groups for direct communication with Hispanic fans, leveraging personal connections.

5) Social Platforms

- a. Instagram can be used to highlight cultural events, player stories, and game-day activities.
- b. TikTok can create engaging short-form content, including behind-the-scenes player videos or interaction with the youth of Miami.
- c. YouTube can showcase mini documentaries about the impact of Hispanic fans and players on the team.

- d. Use interactive Instagram polls and exclusive TikTok live streams to attract customers.

The Denver Broncos aim to integrate local Hispanic cultural elements into their brand to resonate deeply with Colorado's Hispanic women through authentic digital and on-the-ground initiatives. The marketing mix (4Ps) for the Denver Broncos can be reviewed as follows:

1) Product

- a. Organize *Broncos Comunidad* events with local Hispanic performers, Latin food trucks, and bilingual engagement booths.
- b. Introduce culturally themed merchandise available online and in key Denver stores. For example, Starbucks has special edition mugs in different geographical locations.

2) Price

- a. Offer family-friendly ticket bundles and flexible pricing for bilingual merchandise during Hispanic-focused promotions
- b. Partner with local Hispanic businesses to provide exclusive game-day deals.

3) Place

- a. Collaborate with schools and cultural centers in Denver's Hispanic communities.
- b. Focus on online ticket platforms and social media ads to simplify access. Also have billboard ads in high traffic areas around Denver (i.e., Denver International Airport, Colfax Avenue, and Speer Boulevard).

4) Promotion

- a. Run campaigns using hashtags like #LetsRide and #BroncosComunidad.
- b. Spotlight Hispanic fans on social media during game days and community events.

5) Social Platforms

- a. Facebook can be used to target ads featuring family-centric activities at Broncos games.
- b. Instagram can promote player interviews and community outreach programs.
- c. YouTube can share highlights of Broncos Comunidad events and Hispanic player or Hispanic fans journeys.
- d. Partner with Hispanic radio stations to promote family-oriented packages or friend packages.

The monitoring and evaluation of the marketing mix can be applied to both teams. Both the Dolphins and Broncos can monitor engagement rates on platforms like Instagram and TikTok to assess cultural resonance. Both teams can track ticket sales from ads targeting Hispanic women to evaluate effectiveness. They can also collect community feedback through surveys on WhatsApp, direct email campaigns, and comments on social media. Both teams can effectively connect with Hispanic women, driving engagement and loyalty, through these tailored strategies and social platforms

CHAPTER 2: INTRODUCTION

2.1 Introduction

Culturally diverse representation, specifically for Latina women, is highly beneficial for both the community and society, as well as for businesses, because it promotes gender equity, enhances business profitability, and drives social change in American culture. Culture is a complex concept to define, as there are many ways to translate it (Hall 1). The main frameworks for understanding culture are identity, representation, regulation, consumption, and production. Diversity fosters equity in the cultural landscape (Hall 2). American culture relies on football for entertainment, leisure, and as a way of life. Using diversity in sports marketing to target a new

segment of Hispanic women, from young to middle-aged women, is an underutilized opportunity.

Brands allow businesses to connect with consumers and the economy. In America, the National Football League is a billion-dollar industry where brands, businesses, celebrities, and communities converge for entertainment and share a sense of belonging. Football is not just a sport but also a business, and its brands have the power to inspire, elevate, and drive change within communities and individuals. Two teams of interest in this paper are the Miami Dolphins and the Denver Broncos, due to their proximity and influence. The Miami Dolphins are valued at \$6.2 billion, while the Denver Broncos are valued at \$5.5 billion (Statistica 1).

Hispanic communities now possess a buying power exceeding \$2.4 trillion, indicating that businesses are overlooking a potential opportunity (NielsenQ). Hispanic people represent a growing demographic in the United States who deserve targeted marketing. Latina women are particularly willing to spend money on the brands that align with their values (Shah 1). This presents opportunities for brands to expand both their market reach and brand awareness. are opportunities for brands to further their brand marketing as well as brand awareness. Latina women are strategic in their spending, making them a valuable target for businesses. By marketing to this demographic companies not only strengthen their relationship with existing customers but also tap into new consumer bases. Brand awareness is as vital as customer satisfaction because gaining and retaining a customer is more cost-effective than acquiring a new one – losing a customer means losing out on long-term value.

The most successful companies are the ones that can meet the needs, wants and preferences of their consumers. The Miami Dolphins and Denver Broncos are missing out by not targeting women more effectively, as there has been little research on the impact of advertising

to women through sports brands. Both cities of Miami and Denver are diversely populous cities with significant Hispanic populations. Current advertisements for these teams are cliché, typically featuring food and the game itself, with little creativity in targeting Hispanic women (The Campbell’s Company 1).

Diagram 6: How NFL Advertisements Miss the Mark in Targeting Hispanic women



The ads focus on the language of football and the game itself, where the players fight to move yards and score touchdowns. However, the best way for the Dolphins and Broncos to increase their franchises’ success is by targeting Hispanic women with customized advertising. Culturally diverse representation in these teams’ marketing could transform the culture around football in a positive way.

By focusing specifically on the Miami Dolphins and Denver Broncos in the ad campaign, qualitative data will provide evidence of the relationship between culturally diverse representation and its benefits for business and society –especially when directed toward Latina women. This relationship will highlight not only how businesses can increase revenue, but also how culturally diverse representation in branding is important for society as a whole.

2.2 Research Goals and Questions

The purpose of this research was to explore the intersection of culturally diverse representation, sports marketing, and community engagement, with a specific focus on Hispanic women aged 23 to 34. The study aimed to achieve the following goals:

1) Increase Brand Awareness

- a. Explore strategies to enhance awareness of football brands, particularly the Miami Dolphins and Denver Broncos, among Hispanic women.

2) Understand Preferences and Values

- a. Gain insight into the preferences, interests, and values of Hispanic women as consumers in the context of sports and entertainment.

3) Identify Barriers to Engagement

- a. Investigate the factors that may hinder Hispanic women's interaction with football, including cultural, social, or perceptual barriers.

4) Discover Engagement Opportunities

- a. Develop actionable strategies to connect with and engage the Hispanic community in Denver and Miami, leveraging culturally relevant marketing approaches.

To achieve these objectives, I conducted five in-depth interviews and facilitated one focus group with ten participants. These qualitative methods allowed for an intimate exploration of participants' experiences, perspectives, and attitudes, providing rich data to address the research goals.

The research questions were thoughtfully designed to align with these goals, ensuring a comprehensive understanding of the intersection between Hispanic identity, consumer behavior,

and sports marketing. By centering the voices and experiences of Hispanic women, this study lays a foundation for actionable strategies that not only resonate with this demographic but also promote a more equitable cultural narrative in sports, offering meaningful insights to inform inclusive and effective marketing in the football industry.

Figure 1: Classification of Research Questions by Focus Area and Marketing Concept

Category	Research Question	Marketing Concept
Sports Engagement	Do you enjoy sports?	Consumer Interests
	Do you enjoy football?	Consumer Interests
	Do you watch football in your free time?	Audience Engagement
Advertising Preferences	What elements would make advertising effective and speak specifically to Hispanic women?	Targeted Advertising
	What would you want or like to see?	Customization and Cultural Relevance
Consumer Behavior	What kind of experiences do you like spending your money on?	Spending Habits and Lifestyle Alignment
Diversity and Inclusion	Do you think there is an adequate amount of diversity and inclusion in sports?	Representation in Branding

2.3 Thesis Organization

This thesis explores how culturally diverse representation through a hypothetical advertising campaign by the Miami Dolphins and Denver Broncos can enhance brand awareness among Hispanic women. As part of the billion-dollar National Football League (NFL), these franchises have significant influence, and this study aims to demonstrate how tailored marketing strategies can drive brand growth while promoting equity and inclusion.

The thesis is structured into seven distinct chapters, each designed to address key aspects of the research comprehensively:

- 1) **Executive Summary** – Summarizes the findings of the proposed advertising campaign, provides descriptions of the Miami Dolphins and Denver Broncos, outlines sales strategies, and includes a market analysis. This chapter is crafted to resemble a business portfolio, simulating a professional pitch to either franchise, making the thesis suitable for both academic and practical consideration.
- 2) **Introduction** – Establishes the overall context, research concept, and structure of the paper.
- 3) **Literature Review** – explores the foundational topics such as gender equity, advertising campaigns, brand positioning, ethnic identity in advertising, and a brief demographic overview of the Hispanic community.
- 4) **Methods** – Details the research process, including the recruitment and execution of in-depth interviews and focus groups with participants, providing transparency in how data was collected and analyzed.
- 5) **Results** – Presents the qualitative data derived from participants’ thoughts, attitudes, and experiences. Selected portions of the transcripts are included in this chapter, with additional transcripts available in the Appendix for further reference.
- 6) **Recommendations** – Offers actionable suggestions for improving the proposed advertising campaign, addresses real-world implications, highlights limitations, and suggests areas for future research. Feedback from participants, the Honors Thesis Advisor, and the Honors Committee are also incorporated into this chapter.
- 7) **Conclusion** – Compiles the research’s key findings, reflects on its broader implications, and outlines potential directions for future exploration.

Supplementary materials, including the full advertising campaign proposal and participant responses, are provided in the Appendix for further detail. For an overview of the thesis structure, refer to the Table of Contents.

CHAPTER 3: LITERATURE REVIEW

3.1 The Role of Digital Transformation in Brand Promotion and Positioning

Digital transformation and its intersection with digital marketing have emerged as pivotal elements in modern business strategies. Research focusing on Montenegro, a transition economy, highlights that digital marketing significantly enhances brand promotion and positioning by leveraging online platforms and tools to increase engagement and visibility (Melović et al. 101425). This insight aligns with the broader premise of this thesis, which argues that culturally diverse marketing strategies can drive brand awareness and engagement among specific demographics, such as Hispanic women.

Digital transformation, defined as “the process of using digital technologies to create new –or modify existing –business processes, culture, and customer experiences to meet changing business and market requirements” (Salesforce, qtd. in Melović et al. 101425), provides businesses with innovative pathways to adapt to rapidly evolving consumer expectations. This is especially critical in industries like the National Football League, where consumer loyalty and brand resonance are paramount. The study’s findings suggest that companies effectively adopt digital marketing see notable improvements in their promotional efforts, customer engagement, and overall brand positioning (Melović et al. 101425). Similarly, by integrating culturally inclusive advertising campaigns, sports franchises like the Miami Dolphins and Denver Broncos could replicate such success within diverse demographic segments.

The Montenegrin study identified several factors that determine the efficacy of digital marketing strategies, including the period of implementation, managerial competencies, perceptions of cost-effectiveness, and the sufficiency of traditional marketing approaches (Melović et al. 101425). These factors resonate with the challenges faced by many organizations

seeking to adopt innovative marketing methods. For instance, as noted in the research, companies that have longer periods of digital marketing experience tend to choose more effective instruments, measure performance more accurately, and perceive higher returns on investment (Melović et al. 101425). This observation emphasizes the importance of sustained and strategic efforts when targeting new market segments.

For the Miami Dolphins and Denver Broncos, this means developing a long-term approach to connecting with Hispanic women. Aligning marketing efforts with the preferences of this demographic—such as using social media platforms effectively and ensuring campaigns are culturally resonant—can amplify the impact of initiatives. Social networks, identified in the study as the most used digital marketing tool, offer a direct channel for engaging with consumers and fostering community-building among underrepresented groups (Melović et al. 101425).

One of the most compelling findings from the Montenegrin research is the observation that digital marketing allows companies to target specific audience segments with tailored messages (Melović et al. 101425). This aligns with the thesis' argument that culturally diverse representation in advertising campaigns can forge meaningful connections with Hispanic women. Digital tools enable organizations to create personalized experiences, track consumer behaviors, and refine their messaging in real-time. For NFL teams, this capability presents an invaluable opportunity to shift away from generalized advertising strategies toward campaigns that genuinely resonate with diverse audiences.

Moreover, the study highlights that digital marketing fosters interactivity, feedback, and response mechanisms, all of which are critical for understanding consumer preferences and improving campaign effectiveness (Melović et al. 101425). By embracing this dynamic, the Miami Dolphins and Denver Broncos can gain deeper insights into the cultural values, spending

behaviors, and entertainment preferences of Hispanic women. These insights can, in turn, inform the development of campaigns that not only promote gender equity and inclusivity but also enhance the profitability of the franchises.

The context of Montenegro as a transition economy offers additional insights into the potential benefits of adopting marketing in underserved or emerging markets. The research underlines that despite limited experience with digital tools, companies in transition economies can achieve significant gains by prioritizing digitalization (Melović et al. 101425). This mirrors the situation of many organizations in the U.S., including NFL teams, that have yet to fully tap into the potential of Hispanic communities. By drawing lessons from the Montenegrin case, NFL teams can recognize the transformative potential of targeted digital campaigns to not only boost brand visibility but also contribute to societal progress by promoting inclusivity and representation.

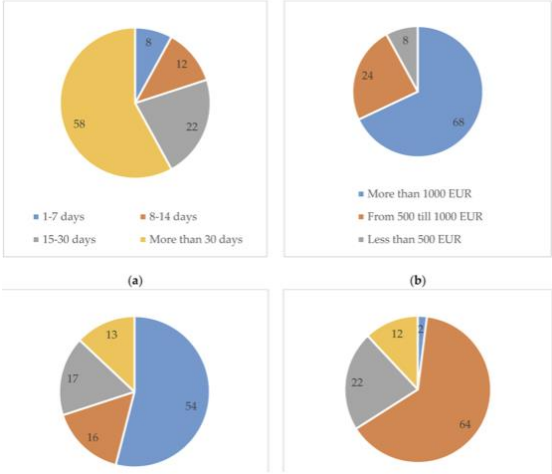
The findings of the study offer valuable perspectives on the role of digital transformation and marketing in driving brand awareness, engagement, and loyalty. The research emphasizes that the strategic adoption of digital marketing tools and the tailoring of campaigns to specific audience segments are essential for achieving these goals. For the Miami Dolphins and Denver Broncos, leveraging similar principles—such as personalization, cultural resonance, and sustained digital efforts—can significantly enhance their marketing strategies. These insights reinforce the thesis' central argument: that culturally diverse representation in advertising is not only a moral imperative but also a strategic necessity in an increasingly diverse and competitive marketplace.

3.2 Insights from the Evaluation of Advertising Campaigns on Social Media Networks

The study of *Evaluation of Advertising Campaigns on Social Media Networks* by Raudeliūnienė et al. (2018) offers significant insights into the assessment and optimization of social media

advertising strategies. The research notes how social media has transformed marketing by enabling interactive, measurable and customer-centered campaigns. Key metrics such as reach, engagement, and conversion were analyzed, offering insights into their roles in evaluating campaign success. The authors employed an extensive methodology that integrated both qualitative and quantitative analyses, providing a framework applicable across industries to evaluate and refine marketing strategies.

Figure 2: Key Metrics in Social Media Advertising – Campaign Duration, Budgets, Loyal Users, and Effectiveness Evaluation



Figures in the study illustrate critical aspects of campaign performance (Figure 2). For instance, 58% of campaigns lasted over 30 days (Figure a), while 68% of experts allocated budgets exceeding 1,000 EUR per month (Figure b), underscoring the resources required for impactful content and audience targeting. Campaigns engaging over 7,000 loyal users constituted 54% of the total (Figure c), reflecting the scalability of well-executed campaigns. Time for effectiveness assessment varied, with most experts (64%) requiring 2–3 workdays (Figure d), highlighting the complexity of precise analytics. Common tools such as Facebook Ad Manager

and Google Analytics were used, though limitations in conversion tracking necessitated supplementary evaluation systems.

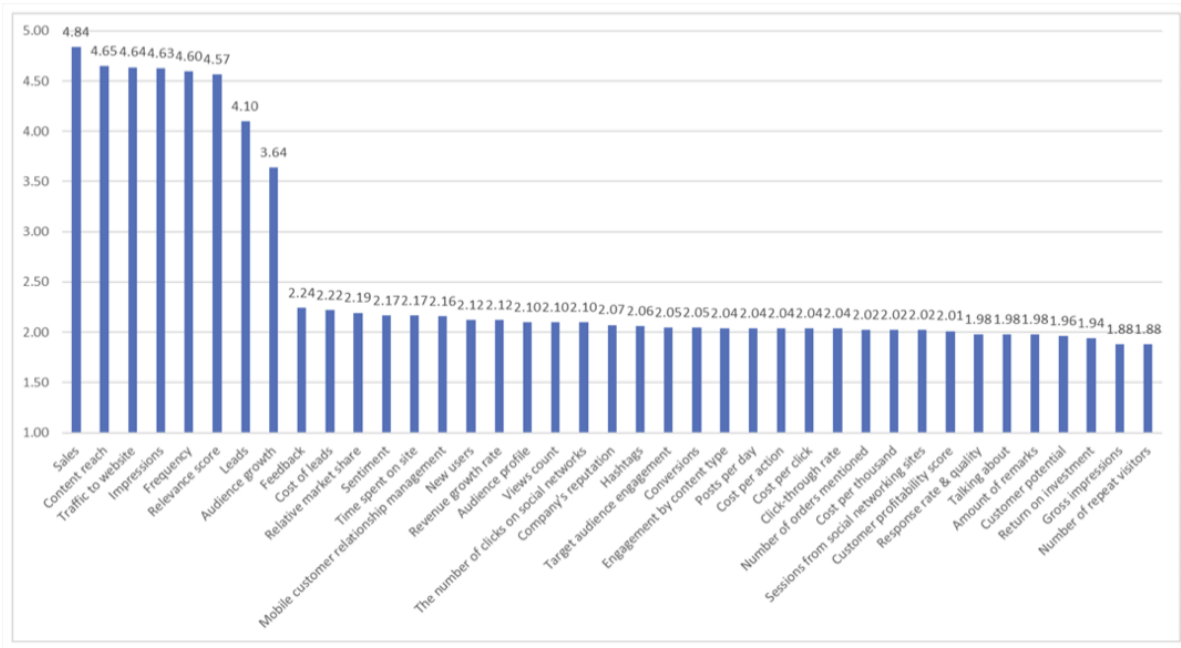
The findings emphasize that effective social media strategies enhance brand visibility and foster customer loyalty. Social networks' ability to deliver precise targeting ensures promotional content aligns with audience interests, streamlining the consumer decision-making process. This approach is particularly relevant in competitive fields like the NFL, where fan engagement and cultural resonance are pivotal. By adopting metrics and tools like those outlined in the study, franchises such as the Miami Dolphins and Denver Broncos could optimize campaigns to resonate their diverse audiences, including Hispanic women.

Further emphasizing the impact of social media, statistics from Digital Information World (2017) reveal that of 7.476 billion people globally, 3.773 billion are internet users, 2.789 billion actively use social media and 2.549 are active mobile social users. Platforms like Facebook (1.871 billion active users) and YouTube (1 billion active users) serve as prime examples of this global phenomenon (Raudeliūnienė et al. 973). However, the authors address the challenges of evaluating campaigns by identifying 39 factors influencing success, distilling these to eight critical ones through expert analysis.

The top eight factors included: sales, content reach, traffic to websites, impressions, frequency, relevance score, leads, and audience growth –highlight the importance of measurable engagement and sales outcomes (Figure 3). These findings stress that customer-centric campaigns and dynamic content strategies are instrumental for success. Ultimately, the study points out the main role of social media as an interactive platform, fostering two-way communication, encouraging user participation, and enabling real-time feedback (Sterne; Liu et al.)

Figure 3: Summary of Key Factors Influencing Social Media Advertising Campaign

Effectiveness



The research affirms the transformative power of social media in marketing and its potential for fostering deeper, culturally resonant connections. The methodologies and findings provide actionable insights into where organizations can craft campaigns that drive both cultural relevance and brand loyalty.

3.3 Understanding Gender Equity in Male-Dominated Sport and Implications for Fan Engagement

The study, “*Exploring Strategies to Improve Gender Equity in a Masculinized Field of Study,*” provides a critical analysis of gender diversity within the Professional Golfers’ Association (PGA) and offers insights that are applicable to other male-dominated industries, including the National Football League (NFL). The research investigates barriers faced by women in PGA Golf Management University Programs (PGA-GMUPs), illuminating the systemic challenges

women encounter in traditionally masculinized spaces. These findings support the development of inclusive strategies to enhance female fan engagement and retention in professional sports.

The study highlights the disparity between the growing number of female golfers and the underrepresentation of women in PGA-GMUPs, where women constitute only 5% of students despite their increasing presence as players and consumers. This underrepresentation is attributed to factors such as gender-biased mindsets, program-related time constraints, financial burdens, lack of peer relationships, and stereotypes. According to the authors, “Because the golf industry wishes to diversify its workforce and clientele, there exists a need to understand the current barriers to diversification, and a need to identify the facilitators that enhance the representation of women in these programs” (Cain et al. 100230). Addressing these barriers is essential for creating a more inclusive environment that aligns with the changing demographics and consumer trends in the gold industry (Cain et al. 100230).

A significant finding of the study is the influence of a “gender-biased mindset” on women’s participation. As Cain et al. state, “The most prevalent theme identified in participants’ responses was what we labeled as gender biased mindset” (Cain et al. 100230). This mindset, reflected in program language and culture, deters women from enrolling and persisting in the programs. Recognizing these challenges, the study emphasizes the broader implications of gender equity initiatives for professional sports industries. For example, the golf industry has identified workforce diversification as a key strategy to attract a more diverse customer base, with the National Golf Foundation noting that women represent the fastest growing consumer segment in golf (Cain et al. 100230).

The trajectory of women in higher education since the introduction of Title IX in 1972 has been overwhelmingly positive, but certain fields, such as STEM and sports management,

remain slow to achieve gender parity. Similarly, male-dominated sports like football and golf must work to dismantle systemic barriers and biases to increase female participation. The study suggests reforms that go beyond recruitment, advocating for policies that support female student persistence and success, such as addressing work-life balance and fostering peer support networks (Cain et al. 100230).

The relevance of this study to the NFL lies in its exploration of strategies to engage a growing demographic of women consumers. As the U.S. moves toward a projected “minority majority” population by 2042, professional sports organizations must embrace gender and cultural diversity to remain relevant and sustainable (Cain et al. 100230). The NFL, like the PGA, can benefit from adopting inclusive practices that prioritize women’s participation and representation, both on the field within fan engagement strategies. By creating campaigns that resonate with women and dismantling biases within organizational structures, the NFL can strengthen its appeal to diverse audiences and enhance brand loyalty.

The authors conclude that gender equity initiatives in male-dominated industries are not only ethical imperatives but also business necessities. The emphasis on creating welcoming environments for women in golf mirrors the NFL’s potential to engage with its growing base of female fans. This literature highlights the importance of tailoring programs, language, and policies to ensure inclusivity and to reflect the evolving cultural landscape (Cain et al. 100230). These strategies align directly with the NFL’s need to foster deeper connections with culturally diverse audiences, such as Hispanic women, further supporting its long-term sustainability and success.

3.4 Female Fandom and Cultural Engagement in Sports

In their study, “Each Female Fan Has Her Own Story: Three Fandom Autoethnographies,” Tamar Rapoport and Efrat Noy delve into the nuanced experiences of female sports fans, revealing how personal and cultural narratives shape their connections to sports. By examining the lived experiences of three female fans through autoethnography, the authors provide critical insights into the diversity of female fandom and its implications for inclusivity within male-dominated sports industries like the National Football League. Their findings align with the thesis that fostering culturally diverse representation is crucial for enhancing engagement among underrepresented groups, such as Hispanic women, in professional sports.

Rapoport and Noy emphasize that female sports fans are not a homogenous group; rather, their motivations and experiences are shaped by unique sociocultural and personal contexts. “Each female fan has her own story,” they write, detailing the deeply individualized nature of women’s connections to sports (Rapoport and Noy 47). One participant recounts how her passion for soccer stemmed from a familial bond with her father, while another describes her fandom as a form of resistance against traditional gender norms (Rapoport and Noy 54). These stories challenge stereotypical assumptions about women’s roles in sports fandom and highlight the significance of recognizing this diversity in fan engagement strategies.

The study also examines systematic challenges that female fans face in male-dominated spaces, such as exclusionary practices and dismissive attitudes. Female fans often feel the need to “prove” their legitimacy by acquiring extensive knowledge about the sport or adopting performative behaviors that affirm their credibility. As Rapoport and Noy describe this double burden places additional pressure on women to validate their fandom in ways male fans are not required to do (58). This systemic exclusion depicted through each story highlights the

importance of creating fan environments that embrace and celebrate women's participation without requiring them to conform to rigid expectations.

These insights are particularly relevant to the NFL's efforts to engage with culturally diverse audiences, including Hispanic women. The study demonstrates that organizations can build stronger connections with female fans by amplifying their stories and addressing barriers to inclusivity. Rapoport and Noy argue that representation is a critical factor in fostering equitable fan cultures: "Through the process of performing fandom, however, she gained the understanding that, in reality, her defiance only strengthens stereotypical gender distinctions; she thus relinquished it" (60). This perspective reinforces the importance of the NFL creating campaigns that resonate personally and culturally with underrepresented groups, which could include narratives that reflect Hispanic women's experiences and values.

The study's findings echo broader trends in gender equity within sports, highlighting the need for systemic changes that go beyond surface-level representation. Like Cain et al.'s exploration of gender dynamics in professional golf, Rapoport and Noy's research emphasizes dismantling structural barriers and fostering environments where women feel valued and supported. Their autoethnographic approach offers a defined perspective for understanding these dynamics, as the authors describe how "during the process of writing, discussing and analyzing our autoethnographies, our gaze moved consciously both outward and inward, between a sense of belonging and a sense of foreignness, between the 'we' and 'I': the researcher-female-fan" (Rapoport and Noy 61). This introspective analysis accounts for the dual identities female fans navigate in male-dominated spaces, balancing personal engagement with broader cultural dynamics.

By integrating these insights, the NFL can leverage personal and cultural storytelling as a powerful tool to engage Hispanic women and other diverse audiences. Campaigns that prioritize inclusivity, amplify women's voices, and minimize systemic biases are likely to foster stronger fan loyalty and enhance brand resonance in an increasingly diverse cultural landscape. This approach aligns with the growing importance of creating equitable and representative spaces within professional sports, where a sense of belonging can be cultivated for all fans.

3.5 Leveraging Social Media for Crisis Communication: Insights from Fan Engagement in NCAA Scandals

The rise of social media has transformed the dynamics of crisis communication, especially in the sports industry, where fans now play an active role in shaping public perception. Brown and Billings explore this phenomenon in their study of fan reactions to the University of Miami's NCAA scandal highlighting the increasing influence of social media platforms like Twitter in crisis communication. This research emphasizes the need for organizations, including the NFL, to strategically utilize these platforms to engage diverse audiences, including Hispanic women, while managing potential crises.

Brown and Billings define a crisis as “an unpredictable event that can seriously impact an organization's performance and generate negative outcomes” (Brown and Billings 75). The study analyzed tweets from 75 prominent University of Miami fans—classified as micro-influencers with 42,000 followers or more—who employed various reputation repair strategies following allegations of NCAA violations. These strategies included ingratiation, reminders of the NCAA's reputation, and diversion of attention from the scandal itself. Notably, some fans attacked the NCAA's credibility, reflecting the diverse ways in which audiences engage in crisis communication (Brown and Billings 76). This aligns with Coombs' framework of reputation

repair strategies, which includes tactics such as denial, scapegoating, justification, and apology (See Figure 4) (Brown and Billings 76). There is a range of a *laissez faire* attitude to members of a fan base “wishing to feel ‘unity and cohesion with others’” (Brown and Billings 79). By leveraging these strategies, fans acted as unofficial communicators on behalf of the University of Miami, effectively becoming an extension of the institution’s crisis response team.

Figure 4: Exploring Reputation Repair Strategies – University of Miami Fans’ Social Media Responses to NCAA Violations

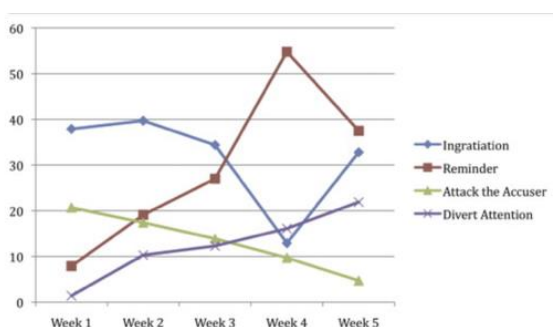
	Frequency	Percentage
Ingratiation	147	34.6
Reminder	98	23.1
Attack the accuser	64	15.1
Divert attention	43	10.1
Denial	30	7.1
Justification	20	4.7
Scapegoat	12	2.8
Excuse	9	2.1
Apology	2	.5

The researchers highlighted the interactive nature of social media, which has transformed audiences from passive recipients of information into active participants in crisis narratives. They note, “Audiences are no longer passive recipients of information that traditional media, like television and newspapers, wish to disseminate” (Brown and Billings 77). This shift moves the importance of integrating social media into crisis communication. Strategies, as online communities place increased pressure on organizations to manage crises effectively. In this context, fan engagement can either mitigate or exacerbate reputational damage, depending on how crisis communication strategies are executed.

The study also connects crisis communication in sports to broader issues of organizational identity and public trust. As Brown and Billings observe, “crises could result from a variety of situations in sport, including during in-game competition, off-field situations, or

broader reflections about general identity issues in sport” (Brown and Billings 77). The researchers’ analysis of fan tweets revealed that crisis communication strategies evolved over time (See Figure 5), with changes in the frequency and tone of tweets as the scandal unfolded. The dynamic nature of social media as a crisis communication tool and the importance of ongoing monitoring and adaptation is an underlying finding.

Figure 5: Shifting Strategies – Temporal Analysis of Reputation Repair by University of Miami Fans on Social Media



For NFL teams seeking to engage Hispanic women, the insights from this study offer valuable guidance. The strategies employed by Miami fans illustrate how social media can be used to foster a sense of community and shared identity among fans, even during moments of disturbance. This aligns with the broader goal of creating inclusive, culturally resonant campaigns that strengthen brand loyalty. As Brown and Billings note, “The Internet allows online communities to form, increasing pressure among organizations to manage crises more effectively” (78). By recognizing the active role of fans in crisis communication, NFL teams can utilize these interactions to build trust and authenticity, ultimately enhancing their connection with diverse audiences.

3.6 Adapting Social Media Strategies to Engage Hispanic Audiences

Villegas and Marin's study highlights the critical role of cultural identity in shaping brand strategies targeting the Hispanic market on social media platforms, particularly Facebook. Through a netnographic approach, the researchers analyzed the Facebook pages of 11 brands across different industries to explore how brands navigate cultural identity in a multicultural environment like the United States. The findings reveal that companies employ four distinct levels of cultural identity adaptation: language adaptation, identity elements, identity matching, and the creation of a Latino persona. These strategies are not only designed to resonate with Hispanic audiences but also to foster meaningful engagement and brand loyalty (Villegas and Marin 588).

A notable insight from the study is the limitation of direct translation in building brand communities. The research found that "merely translating Facebook pages does not generate high levels of communitarian interaction," emphasizing the importance of nuanced approaches that go beyond language (Villegas and Marin 591). Instead, successful engagement relies on the integration of cultural cues that reflect the shared values, identities, and experiences of the Hispanic community. This is relevant for the NFL as the necessity of moving beyond generic outreach to create campaigns tailored to the specific cultural narratives of Hispanic women.

Villegas and Marin's exploration into "identity matching" and the use of a "Latino persona" demonstrates the power of personalized representation in fostering trust and loyalty. By incorporating culturally relevant elements, such as imagery and messaging aligned with Hispanic traditions, brands can cultivate stronger emotional connections. For the NFL, such strategies could involve amplifying the voices of Hispanic women fans and celebrating their unique contributions to the sports community. As the researchers argue, "cultural identity permeates

marketing strategies in online spaces” making it a crucial consideration for brands seeking to enhance inclusivity and resonance in their campaigns (Villegas and Marin 593).

The study’s practical implications offer valuable insights for marketers to engage diverse audiences effectively. Social media platforms like Facebook provide a flexible and dynamic environment for experimenting with strategies that extend beyond product promotion to encompass cultural storytelling. These approaches align with the growing importance of inclusive marketing in professional sports, featuring the NFL’s potential to capitalize on cultural identity as a cornerstone of its branding efforts. By adopting the strategies outline by Villegas and Marin, the NFL can create campaigns that not only attract Hispanic women fans but also solidify their loyalty through meaningful and culturally relevant interactions. Their findings suggest that the NFL’s efforts to connect with Hispanic women should prioritize cultural authenticity, representation, and engagement, ensuring that its campaigns resonate deeply with this vital audience.

3.7 Unlocking the Power of Multicultural Markets through Social Media

Christine Alexis’ article focuses on the immense potential and challenges associated with targeting multicultural markets, particularly through social media platforms. The multicultural market, valued at over three trillion dollars in annual buying power, represents a critical segment for brands aiming to sustain long-term growth. However, Alexis cautions that this demographic is sensitive to cultural representation, and missteps in messaging can cause significant reputational harm. The study emphasizes that social media provides an ideal platform to engage multicultural audiences, offering personalized experiences that resonate deeply with their cultural identities (Alexis 322).

Alexis highlights the financial benefits of connecting with multicultural consumers, noting that building loyalty within these communities can ensure sustained sales even in economic downturns. However, brands must approach this market with cultural sensitivity and avoid stereotypes or one-size-fits-all strategies. For the NFL, which aims to engage Hispanic women as fans, this is a valuable tip. A tailored approach that respects cultural nuances can foster trust and loyalty among this audience, turning casual viewers into dedicated fans.

Additionally, Alexis stresses the importance of social media's interactive nature, which allows brands to create dynamic and culturally relevant content. Campaigns tailored to multicultural audiences often see higher engagement and conversion rates when designed with authenticity and inclusivity in mind. For the NFL, leveraging platforms like Instagram and TikTok to celebrate Hispanic women's contributions to sports culture can not only enhance brand awareness but also create a sense of community.

The article concludes with actionable recommendations for marketers: conduct thorough research to understand the target audience, employ diverse creative teams to avoid cultural insensitivity, and use social media analytics to refine campaigns in real time. These strategies align with the NFL's goal of engaging Hispanic women in ways that are impactful and culturally meaningful, demonstrating how thoughtful social media marketing can build bridges to underserved audiences. Alexis' work stresses the weight of approaching multicultural marketing with care, strategy, and cultural understanding as well as empathy.

3.8 Ethnic Identity and Representation in Advertising

Ethnic identity and representation in advertising are essential factors that influence consumer attitudes, engagement, and purchase intentions. Sierra et al.'s meta-analysis highlights that "ethnic identity influences commonly examined attitudinal and purchase-intention outcomes"

and that ads feature ethnically resonant actors or models often generate more favorable brand attitudes (Sierra et al. 490). However, the effectiveness of such advertising varies depending on research methods, with greater effects observed in studies using experimental designs and diverse samples. This finding suggests that ethnic representation can be a strategic asset for brands targeting multicultural markets, including the NFL's efforts to engage Hispanic women. By integrating ethnic identity into campaigns, brands can build trust and loyalty while resonating with the cultural experiences of their target audience.

Ethnic cueing is another critical aspect, defined as “the process of signaling membership in an ethnic group through visual, linguistic, or cultural markers” (Adida et al. 820). Effective use of ethnic cues can help brands connect with specific audiences by highlighting shared cultural values or experiences. However, when executed poorly, ethnic cueing risks reinforcing stereotypes or alienating the intended audience. This concept aligns with the NFL's outreach to Hispanic women, as missteps in representation could harm the brand's credibility.

Despite progress in diversity, underrepresentation and stereotyping of ethnic minorities remain pervasive. Rößner and Eisend observe that “ethnic minorities are well represented in online and TV media but not in print media,” with stereotyping persisting across formats (Rößner and Eisend 779). This pattern reflects broader societal challenges and boosts a need for advertisers to go beyond token representation. “Ethnic minorities are more likely to be female than male” and the pattern is similar in ads online but not in print ads (Rößner 1). For the NFL, using online platforms to authentically showcase Hispanic women in non-stereotypical roles can set a precedent for inclusive advertising.

Furthermore, the literature critiques Western-centric perspectives in diversity studies. Rößner and Eisend argue that most research focuses on Western societies, leaving gaps in

understanding representation in non-Western contexts (781). While the NFL's Hispanic audience is largely based in the United States, this critique considers the intersectionality within Hispanic identities, such as regional, generational, or linguistic differences. By acknowledging these nuances, the National Football League can craft unique campaigns that foster a sense of inclusivity and belonging. The findings of the paper detail that ethnic identity and representation in advertising significantly influence consumer perceptions and brand loyalty.

3.9 Building Emotional Connections – The Impact of Hispanic-Targeted Advertising on Brand Love and Loyalty

The role of advertising in fostering consumer-brand relationships, especially among ethnically targeted audiences, is critical in modern marketing. Hispanic-targeted advertisements have proven to significantly influence emotional connections and brand loyalty. The researchers investigate how ethnic identification affects brand love, with a focus on hedonic versus utilitarian services. Their research demonstrates that ads incorporating ethnic cues, especially those appealing to Hispanic audiences, are more effective in fostering brand love for hedonic services. This connection arises partly due to perceived similarity, which mediates attitudes toward the ad and leads to increased brand loyalty and positive word-of-mouth recommendations (Madadi et al. 138).

The study's emphasis on the elaboration likelihood model (ELM) showcases the nuanced impact of ethnic cues in advertising. For example, hedonic services benefit from these cues due to emotional engagement, utilitarian services do not exhibit the same effect. This distinction provides actionable insights for advertisers looking to enhance the efficacy of Hispanic-targeted campaigns. Ethnically targeted advertising occurs daily, but "there has not been sufficient examination of Hispanic-targeted advertising and its influence on brand relationships (Madadi et

al. 139). As the authors note leveraging culturally resonant advertisements not only builds stronger emotional ties but also drives consumer behaviors beneficial to brand, such as loyalty and advocacy (Madadi et al. 140-141).

Distinctiveness theory, which emphasizes how unique features of ethnic identity influence minority group behaviors, provides a vital lens for understanding consumer reactions to advertising. Ethnic cues in ads help minority groups, like Hispanic consumers, feel seen and understood, fostering stronger emotional ties to brands. This emotional connection, referred to as brand love, reflects a consumer's long-term dependency on a brand due to its utility and value (Madid et al. 138). The distinctiveness theory explains that strong ethnic-identifying individuals often develop positive emotions toward brands employing culturally resonant advertising. These consumers show a preference for products aligned with their ethnic identity, further influenced by factors such as language, community connection, perceived similarity, and the nature of the service being marketed—hedonic versus utilitarian (Madadi et al. 140).

The concept of brand loyalty emerges as a natural extension of this connection. Hispanic consumers differ from other groups in their focus on quality, style, and social aspects of shopping. They exhibit heightened loyalty to brands that effectively represent their cultural identity. Ads incorporating ethnic cues thus not only enhance brand recall but also foster repeat engagement, as these consumers tend to prioritize relationships with brands reflecting their values and identities (Madadi et al. 141). Marketers can strategically incorporate these insights into their advertising campaigns that nurture both loyalty and advocacy in diverse audience segments.

Such findings align with broader studies on ethnically targeted advertising, accentuate the need for cultural identification in shaping consumer attitudes. Advertisers targeting Hispanic

audiences can enhance campaign effectiveness by integrating cultural cues that resonate with this demographic, fostering deeper brand-consumer relationships and bolstering overall marketing outcomes.

CHAPTER 4: METHODS

4.1 Research Design

This study employed a qualitative research design to explore the intersection of culturally diverse representation, sports marketing, and Hispanic consumer engagement. The research specifically targeted Hispanic women aged 18 to 34 in Miami and Denver, focusing on their perspectives, experiences, and values as they relate to sports marketing. Qualitative methods, including in-depth interviews and a focus group, were selected to capture nuanced insights into this demographic's preferences and barriers to engagement.

The Miami Dolphins and Denver Broncos were selected for this research due to their contrasting yet complementary approaches to marketing and fan engagement, particularly in relation to culturally diverse representation. Miami is a heart for Hispanic culture, with over 70% of its population identifying as Hispanic or Latino, making the Dolphins an ideal case study for examining marketing efforts aimed at this demographic (United States Census Bureau 1). The Denver Broncos, on the other hand, represent a different geographic and cultural market with a smaller but significant population, offering a perspective on how diverse representation is approached in a less Hispanic-dominated region (United States Census Bureau 2).

Research indicates that sports play a pivotal role in engaging Hispanic audiences, with 54% of Latino sports fans more likely to support companies and teams that play an active role in their love for sports, making Miami and Denver valuable areas for this analysis (Bold Hispanic Marketing 1). The Texans and Jaguars or other prominent NFL teams in the AFC East Division and AFC West Division were not selected due to their less pronounced engagement with Hispanic communities. While both teams operate in regions with notable Hispanic populations, their marketing strategies do not provide the same depth of culturally specific outreach as seen with the Dolphins and Broncos. Also, the participants in the study had minimal knowledge of football and the Denver Broncos were a common entity they could understand. Including the Texans and Jaguars or a different team would have diluted the study's focus on how contrasting market dynamics impact the effectiveness of culturally diverse sports marketing (Delgado 1).

4.2 Participant In-Depth Interview Creation

Participants were recruited using purposive sampling to ensure alignment with the target demographic. Recruitment efforts leveraged community connections and social media platforms in Miami and Denver with significant Hispanic populations. Recruitment criteria included: self-

identification as Hispanic or Latina, age 18 to 34, self-identification as female, and no interest or potential interest in sports or sports-related advertising. A total of 15 individuals participated: five in-depth interviewees and ten focus group participants.

4.2.1 Data Collection Procedures

For the in-depth interviews, the interviews were conducted one-on-one via video calls for convenience and accessibility. Each interview lasted approximately 45 minutes to an hour. A semi-structured interview guide was used, including open-ended questions about participants' experiences with advertising, cultural identity, and perceptions of sports brands.

For the focus group, the meeting was conducted virtually with ten participants to facilitate discussion and capture a range of perspectives. The focus group lasted approximately 90 minutes. Participants were encouraged to share thoughts on specific advertisements, hypothetical campaigns, and their personal experiences with football culture.

4.2.2 Research Instruments

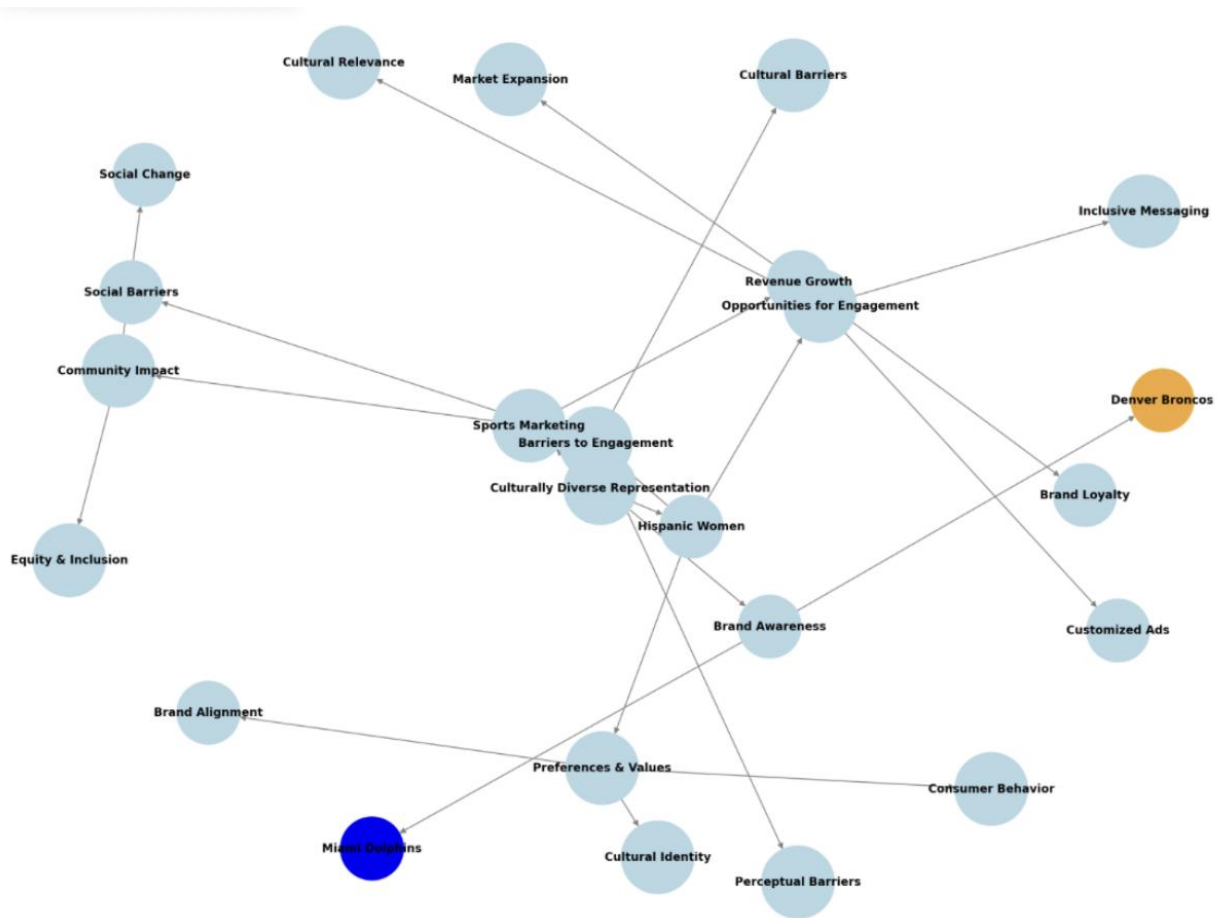
For the in-depth interviews, an interview guide was created and used to focus on themes such as representation in marketing, cultural identity, consumer behavior, and perceptions of the Miami Dolphins and Denver Broncos. For the focus group, a focus group guide was created and included prompts about participants' reactions to sample advertisements and discussions on culturally relevant marketing strategies.

4.2.3 Data Analysis

Thematic analysis was employed to identify patterns and insights from the qualitative data. Transcripts were coded using an inductive approach, allowing themes to emerge organically. Coding focused on participants' perceptions of cultural representation, barriers to engagement with sports brands, preferences for advertising content, and opportunities for connecting with the

Hispanic community. A software similar to NVivo software was used to organize and analyze data, ensuring a systematic and transparent process. In Figure 7, the conceptual map illustrates the main themes and their relationships, similar to what an NVivo diagram would represent. The nodes and connections highlight the interplay between *culturally diverse representation*, *Hispanic Women*, and *Sports Marketing*, along with subthemes like preferences, barriers, and opportunities.

Figure 7: Conceptual Map of Culturally Diverse Representation in Sports Marketing



4.2.4 Ethical Considerations

This study adhered to ethical research guidelines, ensuring participant confidentiality and informed consent. Participants were briefed on the purpose of the study, their rights to withdraw

at any time, and how their data would be used. Pseudonyms were assigned to protect participants' identities.

4.2.5 Limitations

While this study provides valuable insights, it is limited by its qualitative scope and sample size, which may not be representative of all Hispanic women in the target age group. Future research could expand on these findings by incorporating quantitative methods or exploring additional demographics.

CHAPTER 5: RESULTS

5.1 Participant In-Depth Interview Results

The insights collected from the interviews provided a robust understanding of Hispanic women's emotional connections, engagement with football, and expectations for culturally relevant advertising. Participant's responses revealed diverse perspectives shaped by their backgrounds. The results revealed that culturally resonant advertising must 1) depict authentic, empowering narratives 2) celebrate diversity within Hispanic culture, including indigenous features and traditions 3) balance commercial goals with genuine community engagement.

5.1.1 Themes

Many participants expressed a deep connection to sports due to familial traditions and community experiences. For instance, Participant 1 highlighted the significance of Sunday football games as a family tradition, fostering a sense of belonging. Another example is Participant 4 associated football with shared moments during her family's cookouts, illustrating sports as a cultural bridge. However, Participant 2 and Participant 5 felt disconnected due to a lack of meaningful representation or personal interest in football

5.1.2 Engagement with Football and Brand Representation

Football engagement was influenced by accessibility, cultural representation, and media portrayals: Participant 2 noted that the complexity of the game and fan toxicity deterred her from participating fully. Conversely, Participant 3 emphasized the electrifying atmosphere at Miami Dolphins games, citing it as a key factor in her active engagement.

When it came to brand representation, participants appreciated ads that reflected authentic and nuanced portrayals of Hispanic culture. Participant 2 praised Fenty Beauty for showcasing

relatable traditions but criticized fast-food brands for perpetuating stereotypes. Participant 4 noted the importance of empowerment and community-oriented narratives.

5.1.3 Media Consumption Patterns

Participants' media preferences played a pivotal role in shaping their perceptions of cultural representation. Commonly consumed platforms included TikTok, Instagram, and streaming services like Netflix. Participant 1 highlighted how comedy and crime series reflected her heritage and created a sense of being seen and validated. Participant 5 called for inclusivity in media, especially for indigenous Latina features and narratives. Participants valued bilingual content as noted by Participant 3, who appreciated the integration of Spanglish and culturally resonant imagery.

5.1.4 Purchasing Behavior and Experiences

Experiential spending emerged as a significant theme: Participants 1 and 5 prioritized concerts and cultural activities, citing them as meaningful ways to connect with others. Participant 3 suggested discounts for football tickets to enhance accessibility and engagement as people similar to her do not have much disposable income.

5.1.5 Perceptions of Diversity in Advertising

While participants acknowledged progress in sports advertising, they noted gaps in representing the Hispanic community authentically. Participant 5 stressed the need for more indigenous Latina representation and criticized Eurocentric beauty standards. Participants 2 and 4 felt that while brands have made strides, Hispanic women remain underrepresented compared to other ethnic groups

5.1.6 Participant Quotes

Several direct quotes highlight these themes: Participant 1 said, “Latina women hold their culture on a high pedestal... We want companies to be proud of that too in their advertising.” Participant 4 said, “I think sharing relatable narratives that reflect the everyday lives of Hispanic women is essential. Hispanic women are a force to reckon with.”

5.2 Participant Focus Group Results

The insights collected from the focus group provided a robust understanding of factors influencing interest in football, the role of cultural representation, barriers to following football, and the portrayal of Latina women in football advertising. The findings suggest that a combination of complexity, cultural disconnect, and gender-based exclusion contribute to participants’ disinterest in football. Furthermore, the lack of accurate cultural representation, particularly the absence of Latina women in football ads, is a significant barrier. Efforts to improve inclusive marketing and provide clearer, more accessible content could help increase engagement with the sport. Additionally, a greater focus on culturally relevant content and gender-inclusive representation in both media and football ads would likely resonate with underrepresented groups, such as Latina women, and contribute to broader interest in the sport.

5.2.1 Factors Influencing Interest in Football

Several factors emerged as influencing participants’ interest in football with responses highlighting personal preferences, time commitment, and cultural relevance. Factors like game understanding, time commitment and boredom, cultural disconnect, social influence, and representation. Many participants reported difficulty understanding the complexities of football. Participant 1 noted, “I do not understand the game. It is not for me,” while Participant 5 shared, “I want to be able to like football, but where do you start in understanding the game?”

Participants expressed a clear desire for more accessible explanations and clearer guidance on how to follow the game.

For some participants, the time commitment required to watch football was a deterrent.

Participant 2 emphasized that football is “time consuming” and shared a preference for sports with simpler rules, such as basketball or baseball. Several participants indicated that football felt disconnected from their cultural backgrounds. Participant 4 shared that football seemed “very American” and did not align with their cultural identity during a time of personal self-discovery. Social dynamics also played a role in influencing participants’ interest in football. For example, Participant 8 explained, “My friends don’t watch football,” and thus conversations about the sport were absent from their social circles. The absence of Latina representation in football, both on the field and in media, was noted as another factor. Participant 5 highlighted that the NFL’s celebration of Hispanic Heritage Month on LinkedIn, but not on other platforms made it difficult to feel included and share in the celebration.

5.2.2 Cultural Representation in Sports

The importance of cultural representation in sports emerged as a significant theme. Many participants expressed a preference for seeing individuals from their own culture represented, as this increased their engagement with the sport. Subthemes that emerged included: positive influence of representation, representation in marketing, and desire for more inclusive marketing.

Participants who felt represented by players of similar ethnic or cultural backgrounds were more likely to express interest in the sport. Participant 3 stated, “I like supporting people who are part of my culture,” and emphasized that representation “inspires a community and the youth.”

Participants also noted the importance of accurate representation in marketing. Participant 1 explained, “Representation helps me visually understand a sport more,” while Participant 3

added, “I like when a brand has accurate representation for their marketing and brand images.” The lack of Latina representation in football ads was a common complaint. Participant 1 explained that Latina women in football ads are often “stereotypical or non-existent,” and Participant 9 emphasized that the women depicted in ads appeared to be “white.” This lack of authentic representation of Latina women in football ads was seen as a barrier to engagement with the sport.

5.2.3 Barriers to Following Football

Several barriers to following football emerged, including the complexity of the game, cultural disconnection, lack of representation, and gender-based exclusion. As mentioned earlier, many participants found the game itself difficult to follow. Participant 3 explained that they did not grow up watching football and had a harder time understanding the sport despite exposure in college. Some participants felt that football was not inclusive of their culture or gender. Participant 7 shared, “I never really felt welcome as a woman entering a male-dominated space,” while Participant 10 commented, “There’s no space for a woman in such a male dominated industry.” Also, the geographical barrier of supporting teams that are far away from home also impacted participants’ connection to football. Participant 9 mentioned, “It’s hard to bring the support for the Raider back home,” while Participant 8 noted that sports conversations did not come up in their social circle, as their friends did not watch football.

5.2.4 Portrayal of Latina Women in Football Ads

The portrayal of Latina women in football ads was a key area of concern for participants. Many felt that Latina women were either underrepresented or depicted in ways that did not reflect their true identity. Some noted that stereotypical portrayals in football ads often had “Euro-centric features,” which Participant 1 felt did not accurately represent the broader Latina community.

Participant 3 noted a common stereotype in football ads where “there is always a beach when portraying Hispanic,” reinforcing limited and often superficial representations of Latina/o culture. The lack of representation as noted by several participants commented on the invisibility of Latina women in football advertising. Participant 8 discussed, “I don’t see many women in the football ads that I see,” while Participant 10 emphasized that “Latina women are the majority” in countries like Mexico, making their lack of representation in the U.S. football ads particularly noticeable and frustrating.

CHAPTER 6: RECOMMENDATIONS

6.1 Introduction

This study explored how culturally diverse representation influences brand awareness among Hispanic women, focusing on emotional connection, engagement, and product preferences. Based on the findings, it is evident that representation, inclusivity, and accessibility significantly impact how Hispanic women perceive football brands like the Miami Dolphins and Denver Broncos. Tailored recommendations for each organization are provided to address the unique cultural contexts of Miami and Denver, helping these teams strengthen their connection with Hispanic communities. By implementing these recommendations, the Miami Dolphins and Denver Broncos can connect with Hispanic women and foster a deeper emotional connection with their broader marketing goals.

6.2 Recommendations for Denver Broncos

Denver's Hispanic population, largely Mexican American, values community engagement and authenticity. The Denver Bronco's mission to improve the lives of their communities emphasizes the importance of fostering meaningful connections and addressing the diverse needs of Denver's population. The following recommendations aim to strengthen relationships with Hispanic women while promoting inclusivity and driving brand growth:

1) **Launch Community Impact Initiatives for Hispanic Women**

- a) Strategy: Create programs that empower Hispanic women and girls through education, health, and sports, aligning with the Bronco's mission of improving lives.

- b) Implementation: Partner with local nonprofits to sponsor scholarships or mentorship programs for Latina youth in Denver. Host health and wellness events, such as “Fit for the Field” workshops, focusing on fitness, nutrition, and well-being tailored to the Hispanic community. Develop football or cheer clinics for girls, emphasizing leadership, teamwork, and self-confidence.
- 2) Celebrate Hispanic Heritage Through Year-Round Game Day Activations**
- a) Strategy: Incorporate Hispanic culture into Bronco's game days to create a sense of belonging for Hispanic fans.
 - b) Implementation: Dedicate a series of game days to Hispanic culture with themed entertainment, including performances by Latin music artists and local dance troupes. Showcase Hispanic-owned businesses as vendors during the games, offering authentic Latin American cuisine and products. Introduce Broncos merchandise inspired by Latin design and artistry, available exclusively during these events.
- 3) Expand Digital Engagement with Hispanic Fans**
- a) Strategy: Leverage the Broncos’ digital platforms to provide bilingual and culturally relevant content that engages Hispanic audiences
 - b) Implementation: Post Spanish-language highlights, player interviews, and community updates on Instagram. Launch campaigns such as “Broncos en Comunidad,” spotlighting Hispanic fan stories, local heroes, and their contributions to the Broncos’ legacy. Collaborate with Hispanic influencers to expand outreach and attract younger demographics.
- 4) Address Representation in Marketing Content**

- a) Strategy: Highlight Hispanic women in marketing campaigns to showcase their value as an integral part of the Bronco's community.
- b) Implementation: Feature Latina fans, employees, and local community leaders in advertisements. Produce storytelling videos (via TikTok or Instagram Reels) that connect Hispanic cultural values like family, pride, and resilience to the Broncos brand.

5) Empower Latina Entrepreneurs

- a) Strategy: Align with Latina entrepreneurs in Denver to co-create products or events that showcase the Broncos' commitment to inclusion and diversity.
- b) Implementation: Organize block parties, festivals, or tailgating events in Hispanic dominated areas such as Westwood, Aurora, or Elyria-Swansea. Partner with local Hispanic-owned businesses to create co-branded Broncos merchandise or launch pop-up shops at games, further integrating the team into community.

By implementing these recommendations, the Denver Broncos can establish a stronger emotional connection with Hispanic women, encouraging brand advocacy and fostering deeper community ties. These efforts not only grow the Bronco's fan base but also position the team as a leader in culturally inclusive sports marketing.

6.3 Recommendations for Miami Dolphins

The Miami Dolphins operate in a region rich in Hispanic diversity, particularly Cuban, Puerto Rican, and Colombian communities. To align with the Miami Dolphins' mission of fostering a healthier, more educated and united South Florida community, while capitalizing on the growth potential of their Hispanic women fan base, the following recommendations are proposed:

1) Year-Round Engagement with Hispanic Fans

- a) Strategy: Move beyond limiting Hispanic outreach to Hispanic Heritage Month by integrating Hispanic-focused content throughout the year.
- b) Implementation: Share stories of Hispanic players, both past and present, to celebrate their contributions to the NFL. For example, feature profiles or interviews on platforms such as Instagram or LinkedIn.

2) Leverage Culturally Relevant Narratives

- a) Strategy: Develop campaigns highlighting the historical connection between Hispanic communities and sports culture
- b) Implementation: Create a “Legacy Campaign” that revisits the journey of Hispanic athletes in the NFL since 1929. Incorporate iconic moments, milestones, and the stories of fans whose families have supported the Dolphins for generations. Language and interpretation should appeal to emotions and be simple enough for a child to understand.

3) Focus on Community-Driven Content

- a) Strategy: Align with the Dolphins’ community focus by involving South Florida’s Hispanic neighborhoods in branding and outreach.
- b) Implementation: Host local meetups or events in predominantly Hispanic areas like Little Havana. These could include wellness fairs, football clinics for youth, or collaborations with local Hispanic-owned businesses to co-sponsor events.

4) Broaden Content Scope Beyond Football

- a) Strategy: Diversify social media content to include more lifestyle-driven posts tailored for the women and families that live in Miami.

- b) Implementation: Highlight food (tailgating recipes inspired by Latin cuisine), fashion (incorporating Hispanic aesthetics into team merchandise), and family traditions around game day.

5) Increase Spanish-Language Representation

- a) Strategy: Make the Dolphins' marketing content more accessible by producing bilingual or Spanish-only posts.
- b) Implementation: Partner with Spanish-speaking broadcasters or influencers to host Q&A sessions, provide live game commentary, or deliver exclusive Dolphins-related news in Spanish.

6) Data-Driven Campaigns for Hispanic Women

- a) Strategy: Target Latina women, emphasizing their increasing buying power and connection to family-centric sports activities.
- b) Implementation: Tailor advertisements (online or in-person) that feature Latina mothers and daughters bonding over the Miami Dolphins, football, or in the context of spending time together, leveraging their strategic spending habits and brand loyalty.

7) Celebrate Hispanic Culture at Dolphins Games

- a) Strategy: Make Dolphins games cultural celebrations for Hispanic fans. For example, have a Mariachi band play music with the DJ.
- b) Implementation: Introduce themed game nights featuring live performances by Hispanic artists, Latin cuisine pop-ups, and giveaways of culturally inspired merchandise.

8) Utilize Hispanic Digital Trends

- a) Strategy: Engage with 4 out of 10 Hispanics who view sports daily by amplifying Dolphin's content through popular platforms among Hispanic fans.
- b) Implementation: Develop campaigns optimized for TikTok and Instagram Reels, focusing on fun, quick content that resonates with younger Hispanic audiences, such as behind-the-scenes player moments or motivational game highlights or practice behind-the-scenes.

By prioritizing year-round engagement, culturally relevant storytelling, and digital inclusivity, the Dolphins can strengthen their connection to these Latina women, ensuring a sustained fan loyalty and increased brand advocacy. These suggested strategies can help turn Latina women's confusion about football into curiosity to engage more with the sport.

CHAPTER 7: CONCLUSION

7.1 Final Findings

This research stresses the significant role culturally diverse representation plays in fostering brand awareness among Hispanic women in the context of professional football. Across emotional connection, engagement, media consumption, purchasing behavior, and brand advocacy, representation emerged as pivotal factor in building trust and loyalty.

Key findings highlight that Hispanic women value authenticity and inclusivity in advertising and community engagement as there is not an adequate amount of representation in the current digital landscape. The absence of relatable figure, whether in team representation or marketing efforts, contributes to feelings of disconnection. The complexity of the sport, lack of accessible entry points, and gender dynamics within football present barriers that limit this segment's interest. The in-depth interview and focus group detail how Latina women would like to see a realistic depiction of themselves whether in print or digital media.

The Miami Dolphins and Denver Broncos each possess unique opportunities to address these challenges. For the Dolphins, leveraging Miami's rich Hispanic heritage through bilingual marketing, cultural events, and relatable visuals can deepen ties with their local audience. For the Broncos, focusing on grassroots engagement and amplifying Hispanic voices in their campaigns aligns with the values of Denver's Hispanic community. Given that the Hispanic population has a buying power of more than \$2 trillion, these two teams should highly consider targeting this segment of the U.S. population (Shah 2).

The findings enable the power of intentional representation and targeted strategies in transforming how football brands engage with Hispanic women. By addressing gaps in cultural

and gender inclusivity, teams can not only enhance their brand perception but also strengthen the emotional bonds that drive long-term advocacy and support.

7.2 Study Limitations and Future Research & Development

This study, while insightful, is not without its limitations. The participant sample was relatively small and geographically specific, primarily reflecting perspectives of individuals with ties to Colorado and Miami. Broader generalizations may require a larger, more diverse participant pool that includes varied socioeconomic, regional, and generational perspectives among Hispanic women.

Additionally, this research relied on self-reported data, which can introduce biases such as social desirability or misremembering. The emotional and cultural dynamic explored in this study, though valuable, could benefit from supplementary quantitative data to validate and expand on qualitative findings.

Future research should explore how Hispanic women engage with sports beyond football, identifying transferable strategies from other leagues and sports brands. Expanding the geographic scope to include areas with higher or lower Hispanic populations could reveal regional nuances in representation and engagement preferences. Longitudinal studies could examine how consistent representation influences long-term fan loyalty and purchasing behaviors over time. Investigating the role of Hispanic influencers, athletes, and advocates within the NFL could provide further insights into building cultural connections. Development efforts should also focus on creating community-centered campaigns that highlight Hispanic culture authentically while incorporating gender-inclusive messaging. Teams should invest in partnerships with local Hispanic organizations to align brand initiatives with the community's

values and aspirations. These suggestions can help the NFL establish itself as a progressive and inclusive space for Hispanic women.

7.2.1 Ethical Considerations

This study adhered to strict ethical standards to ensure the safety, dignity, and privacy of all participants. Informed consent was obtained from each individual before their participation in the in-depth interviews and focus group, with the purpose, procedures, and voluntary nature of the study clearly explained. Confidentiality was maintained by anonymizing responses and securely storing all data. These measures ensured participants felt respected and comfortable sharing their honest opinions.

7.3 Personal Reflection on Study Experience

Representation is not enough; in a world driven by data and evolving narratives, it demands thoughtful action and measurable impact. Throughout this journey, I have experienced a whirlwind of emotions – anticipation, anxiety, uncertainty, writer’s block, fear of criticism, awe, progress, and profound appreciation – all channeled through the tops of my fingers as I wrote. At the beginning, I struggled to locate precise peer-reviewed research aligning with my focus on women, advertising, and sports. The gaps in existing literature were daunting, but they also revealed the significance of this study. Thankfully, I discovered researchers whose interests paralleled mine, sparking a sense of validation and community. This process had been humbling and empowering, reminding me that exploring untapped areas is both a challenge and a privilege.

7.3.1 University Honors Program Perspective

The University Honors Program continues to provide students with opportunities to express and explore their interests, passions, and curiosities. Although the program is riddled with challenges requiring copious lengths of time, I have found refuge in such a place. I have made friends and

met honorable professionals who believe in the future of tomorrow and the hard work of today.
Such a prestigious program deserves a humbling ‘thank you.’

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APPENDICES

Appendix A

In-Depth Interview Transcript

Participant 1

Age: 21

Location (Where are you from?): Madrid, Spain

Main questions:

1. Can you tell me a little bit about yourself?

- a. Rising Senior at UC Berkeley, Originally from San Diego. Studying Spanish Literature and Political Economy

2. Do you enjoy sports?

- a. Love sports. I grew up playing sports that were for girls and boys. I.e., Hockey, softball, basketball, and love playing beach volleyball and skiing (know that she has gotten older). Family has had season tickets to the then San Diego Chargers to the relocation in LA. Tend to watch football on Sundays with family. Seeing many sports on the T.V.

- 3. Would you mind sharing any experiences where an ad had cultural representation that piqued your interest or was there a time of cultural representation in a brand's marketing dissuaded you?**
 - a. I had experiences watching Sunday football games. Appreciates the on-screen representation and it does pique her interest that there are Latina women in the ads. However, there is frustration because the ad seems like a diversity stunt and not a play on trying to get her culture right.
- 4. Do you know who the Miami Dolphins are? If yes, how did you learn about them?**
 - a. Yes, do know who the Miami Dolphins are. I got to know them through watching football over the years. Difficult to not know about such a good team if you are subscribed to football.
- 5. What types of media do you consume regularly? How does the type of media you consume affect your cultural background?**
 - a. Younger, consumes different types of media. Watch a lot of TikTok, watch Instagram ads, and love to listen to podcasts on Spotify. Watch subscription services like HBO Max and Netflix. Media reflect the generation she is in and her cultural background. She gravitates towards shows that have representation of how she grew up and her heritage. It feels nice to be seen on screen, relatability, and watching experiences that are accurate or from a different lens.
- 6. What kind of experiences do you like spending your money on?**
 - a. Spend a lot of money monthly. Tending to spend more money on experiences now that she is abroad. Going to concerts (once every 1-2 weeks), restaurants, museums or cultural spaces. Likes spending money on experiences (i.e., group activities). I like feeling apart of a community and making new connections with other people. Soccer-centric culture vs. an American hockey/football/baseball. Going out to a bar and watching the game on a weekend is an enjoyable experience.
- 7. Why would you not want to watch professional sports?**
 - a. Main reason is sometimes it is time consuming if there is no element of entertainment. Shorter attention span and takes more energy to keep us captivated. If the price is too high, then it is challenging to watch the game at a stadium. There is controversy with teams. Controversy would definitely deter her from watching a game
- 8. What elements would make advertising effective and speak specifically to Hispanic women? What would you want or like to see?**
 - a. Getting people who are the advertisers to be able to genuinely relate to the content they are putting out.
 - i. Frustration arises with Latinx when ads generalize, or it feels fake. Does not express that it is a love culture. The company shares the same values as I do.

- b. Latina women hold their culture on a high pedestal. E.g., Where do you come from? Your heritage and who you are. We want companies to be proud of that too in their advertising.
- 9. Do you think there is an adequate amount of diversity for sports advertising? Why?**
- a. Sports realm is diverse, but not as diverse as it should be. There is not enough representation of Latinx culture. It is supposed to be a majority by 2050, supposed to pass 40% of the population. It feels like a minority still. To not have the population be reflected is upsetting.
 - b. Proudful about culture and upset that they are not reflected in the shows we watch or sports that we see

Conclusion: Thank you for your time! I appreciate your insight. Everything will be anonymous; I am gathering ideas on how to create an effective ad campaign.

Participant 2

Age: 18

Location (Where are you from?): Greeley, Colorado

- 1. Can you tell me a little bit about yourself?**
 - a. Senior in high school and dual enrollment in Ames community college in the Radiology program
 - b. Works with Oak View Group at Canvas stadium and Blue Arena
 - c. Live at home with mom
- 2. Do you enjoy sports? So you enjoy football? Do you watch football in your free time? What professional football teams have you seen?**
 - a. Enjoy sports because it brings people together
 - b. Personally, I do not enjoy football and don't really understand what is going on. Does not watch football in her free time. Usually, we watch football at a party. Professional football teams she has seen are the Denver Broncos, Las Vegas Raiders, and the Dallas Cowboys.
- 3. Would you mind sharing any experiences where an ad had cultural representation that piqued your interest or was there a time of cultural representation in a brand's marketing dissuaded you?**
 - a. I remember seeing a Fenty beauty ad that had a diverse group of Latina women celebrating our culture, through vibrant colors, traditional outfits, and the way they talked about their backgrounds. It felt super relatable and refreshing to see my heritage
 - b. I've also remember seeing a fast-food ad that used a really cliche Latino character with an exaggerated accent and taco references. It felt so out of touch. No authenticity whatsoever.
- 4. Do you know who the Miami Dolphins are? If yes, how did you learn about them?**

- a. Yeah, I know who the Dolphins are. I learned through my friends and family who are into football. I have mostly been around Broncos fans, but I remember the media covering them.
- 5. What types of media do you consume regularly? How does the type of media you consume affect your cultural background?**
- a. I am mostly on Instagram and TikTok. I follow a lot of creators who share content on culture, beauty, and lifestyle. I enjoy streaming shows and movies. Gray's Anatomy is one of my favorite shows.
 - b. I like seeing relatable experiences reflected through the characters and stories. It's a bonus when I can see my cultural background reflected.
- 6. What kind of experiences do you like spending your money on?**
- a. I like spending my money on making money or experiences. I run my own travel agency, and I go to concerts. I spend time with my friends, and we like to shop or go out (e.g., carnivals in the summer).
 - b. I like trying out new restaurants and making moments of connection. I really like spending time with people.
- 7. Why would you not want to watch professional sports?**
- a. I don't understand football, or it gets boring. I don't feel a personal connection to a team or player, it can be hard to get into.
 - b. Sometimes the culture feels exclusionary or toxic. I know the Broncos at Mile High show on their Jumbotron football terminology, but I still don't understand. Also, certain fan behaviors just don't sit well with me (i.e., rude to other fans, overly aggressive behavior, or any kind of discrimination toward players based on their race, gender, or anything else is not enjoyable).
- 8. What elements would make advertising effective and speak specifically to Hispanic women? What would you want or like to see?**
- a. I would really appreciate authenticity and using real experiences whether it be stores, traditions, or lifestyle experiences. I love the language nuance of using both English and Spanish. Sometimes there are words in English that don't feel the same as hearing them in Spanish. I like seeing relatable situations.
- 9. Do you think there is an adequate amount of diversity for sports advertising? Why?**
- a. I think brands are trying to include athletes from different backgrounds, but there is not enough diversity. It still seems to be a very black and white world
 - b. Like I don't hear that make stories from female athletes or Latino athletes. Stories like those only seem to come around during the Olympics. I don't think underrepresented communities get the same spotlight as their privileged counterparts. That shortcoming is a huge, missed opportunity.

Conclusion:

Thank you for your time! I appreciate your insight. Everything will be anonymous; I am gathering ideas on how to create an effective ad campaign.

Participant 3

Age: 30

Location (Where are you from?): Miami, Florida

1. Can you tell me a little bit about yourself?

- a. I went to Florida International University (FIU) and studied marketing. I really wanted to focus on brands that engaged with the community. I'm originally from the Dominican Republic and moved here with my family when I was 10.
- b. Living in Miami for 20 years
- c. I'm a big foodie.

2. Do you enjoy sports? So, you enjoy football? Do you watch football in your free time? What professional football teams have you seen?

- a. I definitely enjoy sports. Football is one of my favorites especially since it kicks off in the fall season. I love the energy of game days and the excitement that comes with it.
- b. I've seen the Dolphins play a few times and the atmosphere at Hard Rock Stadium is always electric. I also watched the Tampa Bay Buccaneers. It's a great way to unwind. I enjoy having a drink on game days especially with the humidity.
- c. Miami Dolphins tickets vary depending on the game and the seating section. Tickets range from \$30 for upper-level seats to several hundred dollars for lower-level premium seats. Special games and rival matchups are even pricier. I like sitting in the lower levels if it's in my price range. I think being closer to the field enhances the experience, because you can feel the excitement of the crowd

3. Would you mind sharing any experiences where an ad had cultural representation that piqued your interest or was there a time of cultural representation in a brand's marketing dissuaded you?

- a. I think Miami is very diverse and so we have a good amount of advertising that appeals to a lot of different demographics. I do not appreciate seeing ads that are tasteless and play into stereotypes just for attention. I do not think that gains traction.

4. Do you know who the Miami Dolphins are? If yes, how did you learn about them?

- a. Yes, I do. I live in Miami. They are part of the culture here.

5. What types of media do you consume regularly? How does the type of media you consume affect your cultural background?

- a. I love listening to the radio. I have a couple of radio stations that are my favorite. I love reggaeton, merengue, and bachata. I often find new artists through Apple Music or music videos or YouTube
- b. I enjoy streaming services like Netflix and TikTok and Instagram. I feel like I'm more on TikTok than Instagram.

6. What kind of experiences do you like spending your money on?

- a. Mainly, lol travel, food, and live events. I am a big fan of weekend getaways and spending time with my friends. I am looking into doing some solo trips, but I need my community.
- 7. Why would you not want to watch professional sports?**
- a. I don't know, I think the price can be a deterrent. If you want an exclusive lower-level seat but can only afford an upper-level seat. Maybe the Dolphins could do a discount day for certain fans or members or newer football members. If that person could sit in a lower-level seat to gain traction.
 - b. If you didn't grow up around or in the periphery of sports, then I think sports could be boring and confusing. Soccer is definitely more popular than American football.
- 8. What elements would make advertising effective and speak specifically to Hispanic women? What would you want or like to see?**
- a. Cultural relevance, visual appeal, and local influence. I think if the community backs it then I would be interested in knowing what is going on. Using Spanglish and showcasing the Latinx culture. I'd love to see dynamic imagery
- 9. Do you think there is an adequate amount of diversity for sports advertising? Why?**
- a. It's a good start. In terms of gender diversity, women are still underrepresented. Miami is a cultural spot and so there are different cultures on display. I think the fan base is definitely reflected for the Dolphins.

Conclusion:

Thank you for your time! I appreciate your insight. Everything will be anonymous; I am gathering ideas on how to create an effective ad campaign.

Participant 4

Age: 26

Location (Where are you from?): Born in the U.S., Parents born in Cuba and moved to Miami for better opportunities and get away from political instability.

- 1. Can you tell me a little bit about yourself?**
- a. I am a hard worker. In my free time I like to get outside of the house but also have a free day on Sundays to cook and spend time with my family. We have cookouts every Sunday. I graduated from UMiami in Communications with a minor in Political Science. I care about the accurate portrayal of immigrants.
- 2. Do you enjoy sports? So, you enjoy football? Do you watch football in your free time? What professional football teams have you seen?**
- a. I've seen the New England Patriots, and the Pittsburgh Steelers play too. I travel a lot for my job, so I think talking about football is an easy light topic. I enjoy sports, mostly soccer and hockey. I like football.

- 3. Would you mind sharing any experiences where an ad had cultural representation that piqued your interest or was there a time of cultural representation in a brand's marketing dissuaded you?**
 - a. Honestly Target and Coca-cola have depicted real moments of connection and joy. Dancing and enjoying the product together. I think those companies executed a sort of realness that felt relatable.
 - b. The only one ad that comes to mind is Pepsi, because I think that ad came out during football season. Especially around the Super Bowl I've seen god awful and attention-grabbing campaigns just to be eye-catching. The Pepsi ad felt tone-deaf and insincere, especially for those of us who are passionate about social justice and diversity
- 4. Do you know who the Miami Dolphins are? If yes, how did you learn about them?**
 - a. My uncles were big Miami Dolphins fans. I remember being a teenager and seeing their passion for the game of football combined with wearing the iconic blue and orange jerseys.
- 5. What types of media do you consume regularly? How does the type of media you consume affect your cultural background?**
 - a. I go shopping often in the Design District. I use TikTok, Twitter, and now a little bit of Facebook.
 - b. The mixed media helps me feel connected to my roots while keeping me engaged with contemporary culture.
- 6. What kind of experiences do you like spending your money on?**
 - a. Right now, I am going to be in my 30s soon and I want to be prepared. I do not have any kids yet, but I'd like to raise a family. I travel and invest in workshops or classes. I go to Pilates during the week and go to yacht clubs with my boyfriend on the weekend. I keep him company sometimes when he goes golfing. I love relaxing and enjoying quality time.
- 7. Why would you not want to watch professional sports?**
 - a. Honestly the lack of connection or commercialization. I think the commercialization of some teams (i.e., The Kansas City Chiefs and CU Boulder) ruins the actual experience. Like the hype does not live up to reality. I enjoy sports more when my friends are involved. So, if my friends have other plans and the sports industry has controversy, we are more likely to steer clear from going to a game
- 8. What elements would make advertising effective and speak specifically to Hispanic women? What would you want or like to see?**
 - a. I am a sucker for empowerment, resilience, and community. Like women supporting each other, achieving their goals, or advocating for their families is inspiring. I think sharing relatable narratives reflect the everyday lives of Hispanic women. Range of skin tone and body. Hispanic women are a force to reckon with.
- 9. Do you think there is an adequate amount of diversity for sports advertising? Why?**

- a. I think there is diversity but not enough. There are always going to be niche sports and focus on popular sports. I think if we mention everyone once in a while, then we will slowly achieve an adequate amount of diversity.

Conclusion:

Thank you for your time! I appreciate your insight. Everything will be anonymous, I am gathering ideas on how to create an effective ad campaign.

Participant 5

Age: 22

Location (Where are you from?):

- 1. Can you tell me a little bit about yourself?**
 - a. 23 years old, Latina, first generation college student who just graduated
- 2. Do you enjoy sports? So, you enjoy football? Do you watch football in your free time? What professional football teams have you seen?**
 - a. I'm not a huge sports fan. I like to play sports. DO not watch football in her free time. Have seen professional volleyball teams and golf teams.
- 3. Would you mind sharing any experiences where an ad had cultural representation that piqued your interest or was there a time of cultural representation in a brand's marketing dissuaded you?**
 - a. Liked how an ad represented Hispanic and Latino culture, which doesn't happen often.
 - b. I really like Corona; they do a good job of Latino culture without being stereotypical
 - c. When an ad does have Hispanic and Latino culture. It's usually in bad taste.
- 4. Do you know who the Miami Dolphins are? If yes, how did you learn about them?**
 - a. No, I don't. I am pretty sure they are a professional football team, because I am aware of the Denver Broncos.
- 5. What types of media do you consume regularly? How does the type of media you consume affect your cultural background?**
 - a. Usually watch older movies on Netflix and streaming services (Horror films and old comedy movies)
 - b. YouTube videos (video essays) and little documentaries
 - c. Listen to music a lot (Rock, Heavy metal, Banda)
 - d. Reflects a Mexican culture in her family. Grew up with Roceros among her and Rock and Roll. As far as interacting with media, she casually watches and listens. Not a big TV watcher.
- 6. What kind of experiences do you like spending your money on?**

- a. On experiences that will have a long-lasting memory. Do not like to buy items and objects
 - b. Live music and concerts (willing to spend more money that she should especially for bands that she likes)
 - c. Traveling and cool experiences (Meow Wolfe, museum tour, etc.)
- 7. Why would you not want to watch professional sports?**
- 8. What elements would make advertising effective and speak specifically to Hispanic women? What would you want or like to see?**
- a. Depend on what the advertising is for
 - b. Inclusive, beauty brands and general for hair or makeup, the representation in those commercials is non-Hispanic or Latino features. Even if they include someone with a Latino background, they have Eurocentric features (tall nose, eye shape, general body and face is European). Including indigenous Latina representation (high cheek bones, hair type, shorter and stouter builds, eye shape etc.) Make women feel more included and invest in their product, because it suits them
 - c. Generally, not making things so stereotypically gender roles
 - i. More dialogue and themes that play into women empowerment, respect
 - ii. More than a stay-at-home woman
- 9. Do you think there is an adequate amount of diversity for sports advertising? Why?**
- a. Definitely especially in the last 5 years, advertising has gotten to be more inclusive in Latino dominated sports like soccer, tennis, baseball. Even though there is diversity, there should still be an inclusion of indigenous Hispanic and Latino.
 - b. The proposed inclusion does not need to be over done in the sense that “they need to look very Mexican.”
 - c. E.g., Guadalajara, Aztec, Inca, Mayan etc.
 - d. Feel like there is this big push for Black, Asian, and other Americans are getting urged to be represented while Hispanic/Latino inclusivity isn’t represented because it is an ethnicity.

Conclusion:

Thank you for your time! I appreciate your insight. Everything will be anonymous; I am gathering ideas on how to create an effective ad campaign.

Appendix B

Focus Group Transcript

November 1, 2024, at 3pm to 4pm - Focus Group Questioning

Introduction | Brief introduction of participants names & overview of the purpose of the focus group.

Purpose of the focus group | I'd like to gain an understanding of what your perceptions of football are. I am here to witness and record your thoughts, opinions, and concerns on football and certain aspects of the sport. To respect your privacy, all of your names and personal information will be anonymous. This should take about 45 minutes to get through my questions.

***Chat with participants over Zoom.

Current perceptions |

1. What do you think of when you hear the word “football”?

- a. Participant 1: “The first thing that comes to mind is the Super Bowl. I remember Rihanna performing last year and how she re-applied her red lipstick during her performance. I think Beyonce, Katy Perry, and Bruno Mars have done the Super Bowl.”
- b. Participant 2: “There are very athletic and sweaty men. The number of collisions in a game makes it very time consuming.”
- c. Participant 3: “I get fútbol confused with football sometimes. Depends on the context I am in if I am not paying attention. I think people are talking about soccer. I have to remind myself that soccer isn't as popular in the United States compared to the rest of the world.”
- d. Participant 4: “The Denver Broncos. Their football field is right in the city.”
- e. Participant 5: “I think of college football. Since attending a D1 university, I'm more aware of football, because my friends and I go on some game days. We have friends in other states like Idaho and California. It's a social activity to go to a game or talk about how a football team is doing.”
- f. Participant 6: “It's a male dominated sport. I don't follow football, nor would I ever think I could get into football. The game takes too long to watch.”
- g. Participant 7: “My family usually watches football on the weekends and sometimes on Monday. My dad and brothers usually watch football and basketball in their free time. I remember growing up and hearing football on the television or on the radio.”
- h. Participant 8: “The men on T.V., like ESPN, that use a certain lingo to describe the game. I am curious about the commentary and the commentators.”

- i. Participant 9: “I don’t know much about the game. I am aware of the popularity and the supposed rivalries between some of the teams.”
 - j. Participant 10: “The Super Bowl ads. There are cheesy football ads that focus on food or obnoxious behavior. Sometimes I don’t want to turn on my T.V., because I know that there will be ads.”
- 2. How do you perceive football as a sport? (What feelings does it evoke?)**
- a. Participant 1: “Caution. I worry about the players getting injuries. It feels like every injury is a serious one whether it's a knee, back, or shoulder injury.”
 - b. Participant 2: “Dangerous. Seems like a high risk and high reward sport.
 - c. Participant 3: “Envy. I’ve heard of players getting paid millions of dollars on the news. The headlines I hear make me wonder if everyone gets paid the same amount.”.
 - d. Participant 4: “I am intrigued by the advertisements I see and hear around football. I also like the pre-game outfits I see sometimes on Instagram. The girlfriends or wives of players will share online how they dress for a game. I like the fashion aspect. I think some of the professional jerseys are cool.”
 - e. Participant 5: “There’s a strong masculine culture around football. There’s a lot of African American players and Caucasian players. There seems to be a mix of Polynesian and Hispanic players, but not many.”
 - f. Participant 6: “A mix of skill and talent. I remember being in high school in Southern California and seeing boys practice out on the field. I think it takes time to get good at the sport.”
 - g. Participant 7: “Competitive. Since football is popular like volleyball, I think the chance to make it professional is slim. I’ve talked with some athletes and making it to the NFL is their main priority, but I don’t know if they have back up plans.”
 - h. Participant 8: “Lots of yelling and chaos. Within context, I think football takes lots of quick decision making. The whole environment seems overwhelming with the coaches yelling and the loud stadium and then passionate fans.”
 - i. Participant 9: “Confusing. I have no idea what’s going on and I don’t even know the rules. I wouldn’t watch football by myself and if so, it’s background noise.”
 - j. Participant 10: “I think we are forgetting that football inspires hope in the community. Football is as much a sport as it is a business. I like how football can bring communities together like soccer or baseball. Football and sports in general are a way to grow out of unsafe communities within America.”
- 3. If you are uninterested in football, what factors do you think contribute to your lack of interest in football? (Is it related to community, personal experiences, culture, etc.?)**
- a. Participant 1: “Personally, I’ve had a hard time connecting with hyper competitive sports, because I lost really badly in a basketball competition in middle school. I hated feeling how disappointed everyone was. Now when I hear about my friend’s fantasy football team performing poorly or my dad yelling at the T.V. for his team to perform better, I shut down. I tend to tune out football because I

remember feeling sad towards competition. So, when I see football or hear about one of my friends' professional teams losing, I tend to tune out because I remember feeling sad. I don't know how the fans cope with their favorite team losing."

- b. Participant 2: "My lack of patience for the game to progress. One minute in football is not a real minute, because they have to stop and start again. I don't have time to follow the whole game, because I get bored. On the breaks, I can't relate to what the male commentators/announcers are saying. I don't even know where to start if I were to get into football. There is no recap or catch up in football. Football is not a Netflix show."
- c. Participant 3: "I didn't grow up watching football in my household. My family was more interested in soccer and volleyball. I didn't grow up with football, so I don't have an emotional connection with a particular team. I know about the Denver Broncos though."
- d. Participant 4: "The lack of fashion style and representation of women. I don't like attending the games in person, because I don't think the jerseys are cute enough. I wish for more women to be at the games, so I know if I am in the correct dress code."
- e. Participant 5: "I didn't grow up watching football either. There wasn't anything that stuck to me. I haven't really related to any of the teams or the players. Since we're in Colorado, I do know about the Denver Broncos through living in Colorado like you said."
- f. Participant 6: "My friends aren't into football, so I'd say due to my social life. We like to go to Denver on some weekends, but we shop or try out a new cafe. Sitting at a football game is tough when we don't understand what's going on."
- g. Participant 7: "I haven't had an emotional investment in football, because the sport doesn't connect with my culture or who I am. I don't see many Latinos on a football team."
- h. Participant 8: "There isn't authenticity in the advertisements. I don't know what's not clicking, but there are endless commercials that aim at everyone AND THEY ARE CHEESY. Yes, I can see the humor, but some are very weird. There's a lack of consistent authenticity when marketing to the public. Like football is very American and not in a good way sometimes."
- i. Participant 9: "Honestly, I'd rather spend my money on shopping and concerts. Going out is getting more and more expensive. I want to know that I am going to have fun when I go out either by myself or with friends."
- j. Participant 10: "Football can be gory sometimes, no. I don't like seeing injuries (fatal or not) in real life. It's too emotional and scary, like I feel for the players. I don't like the thought of someone getting injured."

4. How important is cultural representation in sports for you? (Can you share examples of how it influences your interest in a sport?)

- a. Participant 1: “Representation helps me visually understand a sport more. Seeing someone I can relate to is like a catchy headline. I obviously want to read more.”
- b. Participant 2: “Very important now that I am working towards my degree. I see that representing different cultures is important for society to function. If we don't make an effort to understand people, then we will become resentful. (This election season has made me more aware).”
- c. Participant 3: “Very important too. I like supporting people who are part of my culture. I think representation inspires a community and the youth.”
- d. Participant 4: “Not important. I am so busy with my own life. I don't have extra time to pay too much attention to sports. When I'm tired or bored, I'd rather watch a Netflix show than watch a full game.”
- e. Participant 5: “Important for me. I cheered and danced through kindergarten all the way to my last year in high school. I like hearing new news for cheer and dance. Representing and seeing it in the sports I used to do make me happy.
- f. Participant 6: “Kind of important. As a Latina, I think famous Latina athletes exist in sports (i.e., tennis, soccer, and golf). There are not many of us. I would love to see a Latina athlete dominate in an all-white or white majority sport like volleyball or track and field.”
- g. Participant 7: “Not important. I live with my mom (single mom), and she works all the time. We live paycheck to paycheck. I don't have time to invest in sports. Growing up to join a sports team was expensive for our family.”
- h. Participant 8: “Important. Seeing someone of my ethnicity and culture makes me happy to exist in a way. If you've ever been to Mexico, Costa Rica, Florida, even California then you can tell Hispanic people are joyful to be around.”
- i. Participant 9: “Somewhat significant. I'd pay more attention to a sports team if they were involved in their community and promoting issues that their organization cares about.”
- j. Participant 10: “Not important. As a society, I don't think we are ready to promote different ethnicities in the media. Despite saying we want more diversity, I don't know if white fans are ready for diversity.”

5. Are there any male or female athletes or public figures that inspire you? (How might their involvement affect your interest in football?)

- a. Participant 1: “My family watched a lot of events during the Summer Olympics this year. My family knows about Michael Phelps, Tom Brady, Peyton Manning, Serena Williams, and Simone Biles.
- b. Participant 4: “I remember when Taylor Swift started dating Travis Kelce. There was an uproar on TikTok about how the media cared about her reaction at a Chiefs game. The men in the comments on TikTok wanted the game to remain on football.

- c. Participant 5: “I like seeing a celebrity at a game or on television. Their appearance catches my attention. I like when the media announces the celebrity, because announcing their presence makes them seem like normal people.”
- d. Participant 8: “Now that you mention this question, I’m blanking on names of athletes. I can rename more male athletes than female athletes for sure. Also, I’ve been noticing that women’s sports and women professional sports aren’t advertised that well. Like what goes on at the WNBA.”
- e. Participant 10: “Not really.”

6. What would make you more interested in football?

- a. Participant 1: “A simple explanation of the game. Like please explain this to me as if I were five years old. I am not kidding! As a 22-year-old, I don’t know a good starting point for comprehending football.”
- b. Participant 2: “Better designed jerseys, shirts, long-sleeve shirts, and team gear for women. I am a feminine woman, and I don’t want a masculine design on my figure. I would like to wear a shirt that’s flattering.”
- c. Participant 3: “The lingo that the announcers and commentators use is confusing. An explanation of the football terms or a simple play-by-play would be nice. There are already a lot of players on the field. They all look the same from a far distance. Like what does that player do? Why are there so many players on the field?”
- d. Participant 4: “If I saw more women go to the games or women in the sporting advertisements, I’d be enticed to buy a ticket. I like knowing that the girls [referring to women as a collective group] are into this sort of trend/activity.”
- e. Participant 5: “Well written and choreographed advertisements. Seeing a stereotypical ad is very upsetting. I’d like to see a custom ad versus an ad for the masses.”
- f. Participant 6: “I have no idea. I spend time on Instagram and TikTok. I would like to see the Broncos on my feed a little bit more. I like it when the social media team creates a good video edit or asks the team a question and they log everyone’s answers. I like seeing the players’ personalities.”
- g. Participant 7: “I’m on TikTok and Twitter too. Football is in its own world, but I’d love to see football and its involvement in the respective community. For example, what’s the organization’s values and how does the team embody that? I am a Political Science major and so I admire when teams talk about social issues that are important to them.”
- h. Participant 8: “I don’t need to see testimonials, but I want to see genuine excitement, passion, and representation for the sport. I can sense when an ad or a brand is faking their authenticity. I want to see minority cultures represented in the NFL’s advertising.”
- i. Participant 9: “Seeing my friends talking about football in a positive or exciting way would make me more interested. Hearing if the team won or lost and the

steps after the game's result would create enough intrigue that I'd be listening for that team's progress in our next conversation."

- j. Participant 10: "If I were to hear that my mom or sister were interested in football, I'd be really curious to see what the appeal is. My mom isn't really a big football fan. I think her passion would influence me to be curious too."

Social Influences |

7. How does a brand gain your loyalty?

- a. Participant 1: "I like it when a brand has bi-annual sales. You know good sales where you save money and that increases your value."
- b. Participant 2: "If I have a problem and I can get it resolved quickly through their customer service phone line."
- c. Participant 3: "I like when a brand has accurate representation for their marketing and brand images."
- d. Participant 4: "Yeah, I'd say along similar lines that the brand has consistent content. The content and messages the brand sends out are real."
- e. Participant 5: "I'm unsure if this is related to what you said. I like when the brand matches my identity or a part of my identity."
- f. Participant 6: "A brand gains it through convenience. I want to have my loyalty bought through ease of understanding and call to actions."
- g. Participant 7: "The brand is not overly trendy and drops off. There is a good amount of buzz where there are consistent people that want the brand."
- h. Participant 8: "A good rewards program, well-designed and functioning website, and good return policy. I like feeling like part of a family."
- i. Participant 9: "When a brand has enough quality options that make sense for my lifestyle."
- j. Participant 10: "To the customer aspect I think we touched on when brands make a consistent effort to be up to date with their consumers."

8. Who influences your interest in sports? (Social media, popular culture, friends, family, etc.)

- a. Participant 3: "My family. I am very family oriented and have a good relationship with my family and brothers."
- b. Participant 5: "My friends. I'm a social person and like to go out and make memories. I consider their opinions in the activities I want to do."
- c. Participant 6: "Instagram and TikTok have good sports edits that capture my attention to where I'd watch a video or reel two or three times."
- d. Participant 7: "Yeah, I'd have to say friends too. Usually, we go to a football game as a social event, since those do take up a considerable amount of time."
- e. Participant 8: "I'd have to say family too. My younger siblings are active in youth sports, so we go to watch their games as a family. We always make sure that someone is at their game, so that they feel loved."

9. If your friend or family member asked if you would want to go to a football game, would you go? (How enthusiastic would you feel?)

- a. Participant 1, Participant 2, & Participant 3: “Yes. I’d go. *If they had nothing planned.”
- b. Participant 4, Participant 6, Participant 7, Participant 8: “Maybe. If I had something better planned or if I was sick, then I wouldn’t go. ***Depends on the circumstance, weather, and potential other activities to do.”
- c. Participant 5, Participant 9, Participant 10: “I’d say no if I had something already planned. ***Would respectfully decline if they had prior commitments.”

Barriers to Football Engagement |

10. What specific reasons kept you from following football? (Culture, are the game rules confusing/too complex, time commitment to watch?)

- a. Participant 1: “I don’t understand the game. It’s not for me.”
- b. Participant 2: “Honestly time consuming. I think I get bored easily. I like watching basketball and baseball, because the game is easy to comprehend. My family has had season tickets and we’ve gone together.”
- c. Participant 3: “My family were never football fans and I didn’t grow up watching football. I know more about football now, because of going to college.”
- d. Participant 4: “Football felt very American while I was navigating my identity. I didn’t know how it’d fit with me and my culture.”
- e. Participant 5: “I want to be able to like football, but where do you start in understanding the game? There’s little Latino/Latina representation in the sport. The NFL finally had a post on LinkedIn that celebrated Hispanic Heritage month, but they didn’t have that post on other platforms. I wish I could have shared that particular post.”
- f. Participant 6: “I liked what she was saying. There isn’t shareable content on the right platforms about football. The content is very specific to where you have to know what the post or piece of information is talking about.”
- g. Participant 7: “I never really felt welcome as a woman entering a male dominated space. It’s intimidating.”
- h. Participant 8: “My friends don’t watch football. Talking about sports doesn’t come up in conversations for us.”
- i. Participant 9: “My family are Raiders fans and I’ve been to a Raiders game. It’s hard to bring the support for the Raiders back home. There’s a geographical barrier when supporting football teams.”
- j. Participant 10: “There’s no space for a woman in such a male dominated industry.”

11. How do you feel about the portrayal of Latina women in football ads? * I showed the group of participants an array of football ads ranging from food to one about the city of Denver. There are not many Latina women in football ads.**

- a. Participant 1: “The Latina women that I see in football ads are stereotypical or non-existent. I can’t remember a good ad with a Latina in it. Usually the woman has Euro-centric features which isn’t accurate for most Latinas.”
- b. Participant 3: “There is a cheesiness to Latina/Latino culture. There always is a beach when portraying Hispanics.”
- c. Participant 8: “I don’t see many women in the football ads that I see. The ads are mostly about products like Gatorade or coffee or potato chips.”
- d. Participant 9: “The [Latina] women seem to be white.”
- e. Participant 10: “I don’t remember seeing Latina women being portrayed much. It’s very different in Mexico, because Latina women are the majority. Even in the United States, the Hispanic and Latinx communities are gaining space in the population. I don’t understand how our representation is treated as a minority in the media and popular culture.”

Specific Ad campaign Elements | * Show Broncos ad here**

12. What themes resonate with you? (empowerment, community)

- a. Participant 1: Adventure
- b. Participant 2: Community
- c. Participant 3: Unity
- d. Participant 4: Awe/Wonder
- e. Participant 5: Nostalgia
- f. Participant 6: Western culture
- g. Participant 7: Pride
- h. Participant 8: Female empowerment
- i. Participant 9: Playful
- j. Participant 10: Belonging

13. What kind of imagery do you like? Is there a different visual representation that you would prefer to see?

- a. Participant 1: “I liked seeing the brown skinned little girl. It looked like she was having fun. She seemed happy.”
- b. Participant 2: “I like all of the images. The women seem to be confident and enjoying themselves.”
- c. Participant 3: “I liked learning more about the Broncos organization. I thought the Denver Broncos were just a football team.”
- d. Participant 4: “I liked how the ladies weren’t necessarily talking about football, but I was intrigued to learn more.”
- e. Participant 5: “I liked that the photos felt natural and not forced.”
- f. Participant 6: “I liked that somehow all of the pictures fit together.”
- g. Participant 7: “I’d prefer seeing more diverse people in these images.”
- h. Participant 8: “I wish I could see more of Denver’s culture through these pictures. We are not all going to rodeos.”

- i. Participant 9: “I’d have to agree with her. The photos also felt realistic.”
- j. Participant 10: “I don’t think there is a different visual I’d like to see, rather see more of Denver than a rodeo. I do like the concept of the images capture. The ‘We stand for: Women’ speaks to me.”

14. Would you be more likely to engage with the Denver Broncos if they featured culturally relevant content in their marketing?

- a. Participant 1: “Yes, because I think representation is important.”
- b. Participant 2: “Yes, but only if the marketing is not stereotypical. I feel like we can tell when there is a token ethnic or minority person in an ad.”
- c. Participant 3: “Yes, because I like when brands make an effort to market to me.”
- d. Participant 4: “Yes, I really liked seeing real women be involved in sports. The images felt inspiring for me.”
- e. Participant 5: “Depends. I would if the people in the marketing were representative of me or like the Denver community.”
- f. Participant 6: “Depends on what the Broncos are marketing.”
- g. Participant 7: “Yes, I would. I liked seeing something different than what I’ve traditionally seen on Colfax (the street) or on the television.”
- h. Participant 8: “No, I don’t really have extra money. I would like to see this online where I can still be supportive if not monetarily.”
- i. Participant 9: “Yes, I’d be more curious about the Broncos.”
- j. Participant 10: “Somewhat. I’d be curious on what the Denver Broncos are coming up with.”

Social media and Sharing |

15. Which social media platform(s) would you likely see this ad?

- a. Participant 1, Participant 2, Participant 3, & Participant 4: Instagram
- b. Participant 6 and Participant 7: Twitter
- c. Participant 8, Participant 9, Participant 10: TikTok

16. Would you share this ad campaign/content if it resonated with you? What would motivate you to share?

- a. Participant 1: “Yes – the images.”
- b. Participant 2: “Yes – the images.”
- c. Participant 3: “Yes – the images and the message about standing with women.”
- d. Participant 4: “Yes – the message of not requiring football experience.”
- e. Participant 5: “Yes – the representation of different skin tones.”
- f. Participant 6: “Yes – the social work the brand is doing.”
- g. Participant 7: “Yes – state pride.”
- h. Participant 8: “Yes – wanted others to know about the content of the ad. The ad seemed inspiring to me.”
- i. Participant 9: “Yes – the message in the first ad. I liked how it made the relation of lifestyle to football while not actually showing any football images.”

- j. Participant 10: “Yes – if I thought my friends or family would like this ad too.”

Specific Ad campaign Elements | * Show Miami Dolphins ad here.** The Miami Dolphins Foundation’s mission statement is “Leveraging the power of sports and entertainment to inspire a healthier, more educated and united South Florida community” (miamidolphins.com). If this were the Miami Dolphins, an NFL team in Florida then how would you interpret these ads.

17. What themes resonate with you?

- a. Participant 1: “Female empowerment”
- b. Participant 2: “Community”
- c. Participant 3: “Confusion”
- d. Participant 4: “Pride”
- e. Participant 5: “Creative”
- f. Participant 6: “Uplifting”
- g. Participant 7: “Happiness”
- h. Participant 8: “I’d say community as well.”
- i. Participant 9: “Family/Friendship”
- j. Participant 10: “Health & Wellness”

18. What kind of imagery do you like? Is there a different visual representation that you would prefer to see?

- a. Participant 1: “I like how all of the pictures look related. The three pictures tell a story.”
- b. Participant 2: “I like the Denver Broncos ads that weren't related to football. I liked how the Broncos organization put effort into understanding the Denver community. I'd like to see images of women in Miami that aren't into football that the Miami Dolphins are trying to market to. Like the ads don't have football references in them, the ads mimic real life and the Dolphins support that cause.”
- c. Participant 3: “I really liked reading the message in Spanish.”
- d. Participant 4: “Me too, I liked how there were some Spanish sentiments.”
- e. Participant 5: “I really liked the embellishments on the ads. It felt playful, fun, and creative. Latinas like to be bold and live out loud. The extra designs really stood out to me.”
- f. Participant 6: “Although I liked the pictures, the last image was difficult to read. I would want to see a different picture that captures the same themes around the community. I think the background made the message hard to read.”
- g. Participant 7: “The pictures look like they are taken in Florida. I would prefer to see women who are a little older than us or older like late 20s and early 30s.”
- h. Participant 8: “I'd like to see more of the Florida community. I really liked seeing the girls having fun.”
- i. Participant 9: “Yeah, I liked seeing the girls playing sports too. It was very nostalgic. I really liked the first image, because it felt relatable. I could picture me and my friend being in a similar sports situation when we were younger.”

- j. Participant 10: “I’d like to see more diversity.”
- 19. If you were visiting Miami or Florida, or even as the Miami Dolphins organization, would you be more likely to engage with the Dolphins if they featured culturally relevant content in their marketing?**
- a. Participant 1: “Yes, I like seeing women in a sports context.”
 - b. Participant 2: “Yes, I’d be curious about going to a game if the tickets weren’t expensive.”
 - c. Participant 3: “Yes.”
 - d. Participant 4: “Depends. Only if the content was realistic and not stereotypical.”
 - e. Participant 5: “Yes.”
 - f. Participant 6: “Depends. I don’t live in Florida. I’d have to hear what the locals think about the Dolphins.”
 - g. Participant 7: “Honestly me too. Depends on if this ad would be helpful for Floridians.”
 - h. Participant 8: “Yes, I think there needs to be more representation.”
 - i. Participant 9: “Yes.”
 - j. Participant 10: “Yes, I’d be interested in learning more about this team.”

Conclusion on Future Engagement |

20. How likely would you be to explore football after seeing either ad campaign?

- a. ***Skipped due to time constraints.

21. Would an ad campaign like the ones you saw, entice you to go to a football game or watch this team on television?

- a. Participant 1: “Not a football game. If this team was mentioned on social media or on the television, then I’d watch a couple minutes.”
- b. Participant 2: “Honestly, I’d be down to go to a football game for the Denver Broncos since they are so close.”
- c. Participant 3: “Yes, I’d be open to watching this team on television for a little bit.”
- d. Participant 4: “No, I don’t have time to go to a football game or keep up with sports.”
- e. Participant 5: “Depends. I don’t watch too much television. I’d look at their Instagram page.”
- f. Participant 6: “Depends for me too. I’d probably follow this team on Instagram or TikTok to see what they are up to.”
- g. Participant 7: “Yes, I’d love to go to a game.”
- h. Participant 8: “Yeah, I’d see if my friends would want to go to a game with me.”
- i. Participant 9: “Yes for the most part if these ad campaigns improved a bit more. I like the direction these ads are headed in.”

- j. Participant 10: “Going to a game would be a stretch for me. I like my daily routine. I’d be more aware of these sports teams. If they continued to be diverse and culturally relevant, then I’d be enticed to go to a game.”

22. How can the Denver Broncos and Miami Dolphins better support and engage the Hispanic community?

- a. Participant 5: “Be authentic and do your research. I feel like companies ask their token Latino/Latina/Latinx employee about what our community would appreciate seeing. We are no different to any other customer. We all have different interests and preferences. To engage us, is to put some effort into learning about our culture.”
- b. Participant 8: “I’d also add that taking into consideration the existing culture and shifting the narrative slightly to get our attention.”

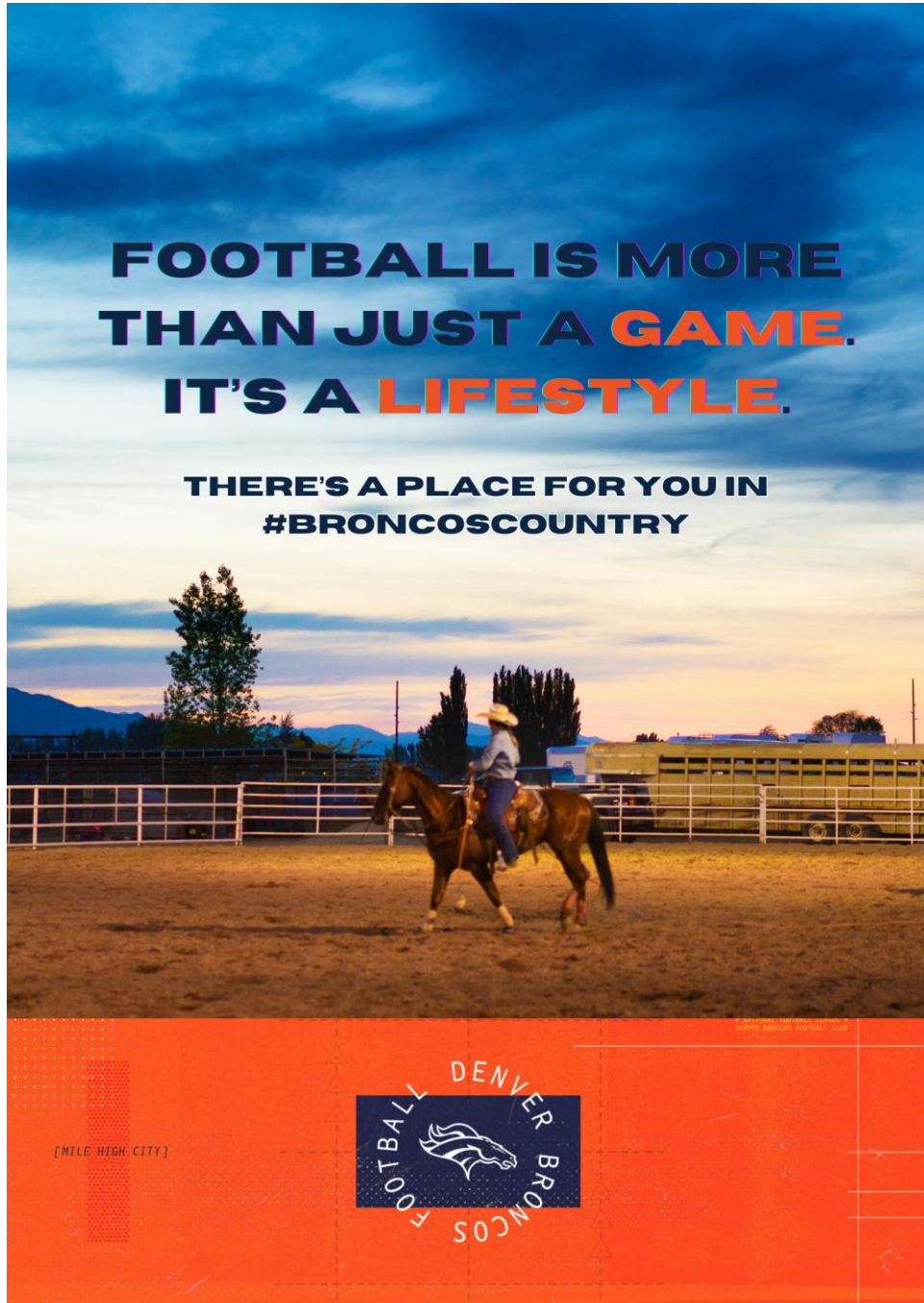
23. What would you change about the ad campaign to be more effective if the company chooses to run the campaign? (Is there anything else you’d like to share your thoughts on?)

- a. Participant 1: “I think we voiced what we’d like to see in an earlier question. I’d like for these images in the campaign to be representative of the Denver community or even the Florida community. I think accurate representation is important.”
- b. Participant 3: “The pictures need to tell a story. I like the concept of these ads. I like the emotional appeal and potential that they have. I like the mention of Latinas. I’d like to see a wider range of Latina women since there are so many of us that look differently from one another.”

Closing | Thank you so much for taking the time to sit and chat with me about your experiences. I enjoyed getting to know each one of you. I appreciate your willingness to help me better understand your perspective on football. I hope you have a wonderful day!

Appendix C

Denver Broncos Advertising Campaign

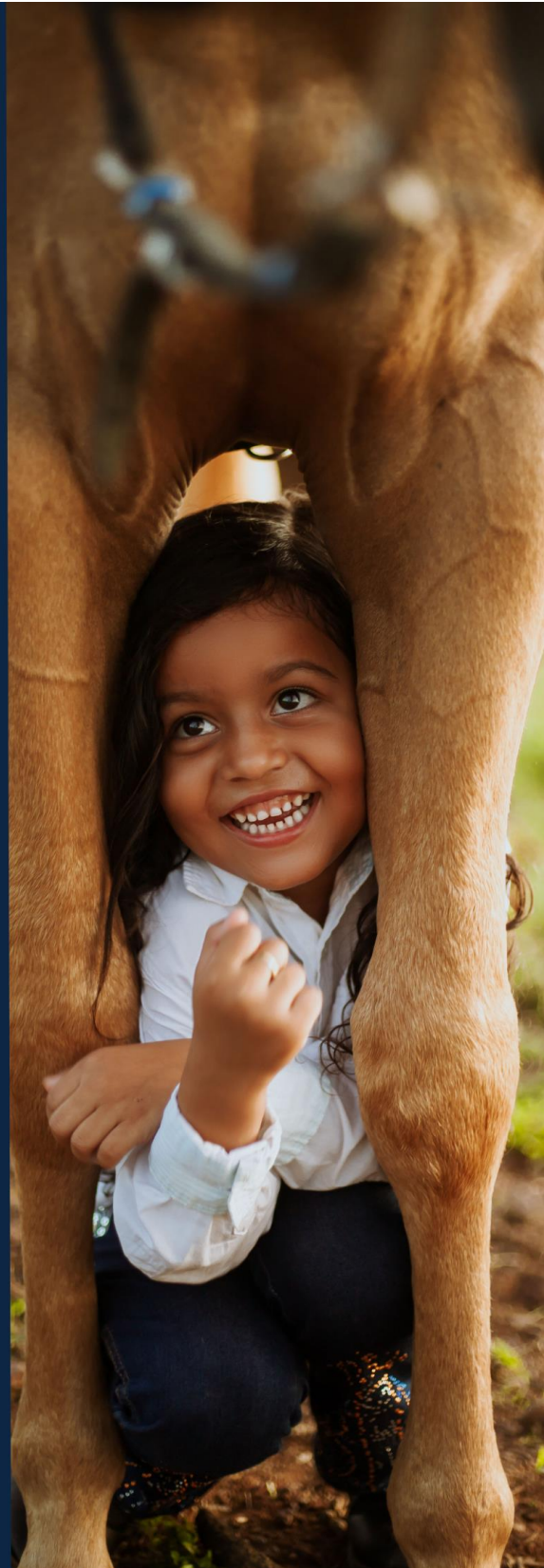


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Appendix D

Miami Dolphins Advertising Campaign

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#1

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CHEER,
EVERY
PLAY,
EVERY
MOMENT.



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