TDE
DIGITAL CREATIVES IN SPORTS

Fan Engagement Strategies

Improving the Grand Prix experience for F1 viewers at home

S8 Graduation FHICT

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By Jordi Franssen

info@tde.nl

(+31) 040 782 00 01

www.tde.nl

S8 Graduation FHICT

s8-graduation.jordifranssen.com

Jordi Franssen

2

Introduction

Source:

Barrie, C. (n.d.). Fan Engagement Strategies for Sports Industry 2023 | BILUe | BiLUe. https://bilue.com.au/article/fan-engagement-strategies-for-sports-industry-2022

During my search for 3D applications within sports, I found that this topic contracts with so-called fan engagement strategies. This topic falls in line with the general goal of this project, namely improving the F1 experience for viewers at home by creating more engagement.

According to BILUe, fan engagement in sports is an act of providing an end to end experience for a sports audience. This starts before a match, during a match and after a match. The ultimate goal is to have a more personal connection with the sport or brand.

This document provides a summary of a few findings that were found online. In the end it is concluded how this information can be useful for this project.

info@tde.nl
(+31) 040 782 00 01
www.tde.nl

S8 Graduation FHICT
s8-graduation.jordifranssen.com
Jordi Franssen

3

Why Fan Engagement?

In 2018, a rapport* was released covering fan engagement marketing. In this report it was concluded that about 60% of sports fans are willing to pay extra for experiences with their favorite sports team or athlete. Also technical advancements in the recent years result in more possibilities to get fans more involved. This is partly a result of the pandemic, which got sports brands to come up with more creative ways to engage fans.

* Fan engagement rapport (PDF)

info@tde.nl
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www.tde.nl

S8 Graduation FHICT
s8-graduation.jordifranssen.com
Jordi Franssen

4

Key Fan Engagement Strategies

- Researching and understanding the audience's desires, motivations, and behaviors using data analytics and technology.
- Personalization of experiences to make fans feel special and engaged, from simple gestures like personalized newsletters to more complex offerings like virtual reality experiences.
- Improving the live event experience through data analytics and video-based AI technologies to keep fans engaged, even when they can't follow all the action on the field.
- Engaging fans on non-match days through promotions, exclusive content, giveaways, virtual reality experiences, multiplayer gaming, and more.
- Utilizing emerging technologies like virtual reality to provide fans with unique and immersive experiences.
- Leveraging social media for fan engagement by creating shareable content, building a community, and promoting brand-related topics.
- Introducing digital collectibles and Non-Fungible Tokens (NFTs) to enhance fan engagement and capitalize on the FOMO (Fear of Missing Out) phenomenon.
- Developing a mobile sport app to serve as a connection point with fans, driving loyalty, engagement, and sales.
- Measuring fan engagement success to continually improve strategies and enhance fan experiences.

info@tde.nl
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www.tde.nl

S8 Graduation FHICT
s8-graduation.jordifranssen.com
Jordi Franssen

5

Fan Engagement for F1 and RacingNews365

Source:

International Sports Convention. (2023). Formula 1 and fan engagement. International Sports Convention.

https://internationalsportsconvention.com/formula-1-and-fan-engagement/

In the last couple of years, F1 has managed to rapidly expand its fanbase. One in three fans started following F1 in the last four years, and in the USA, 50% of fans started following F1 since last year. This is because F1 applied many fan engagement strategies like described above.

Now a new question appears; Are there any fan engagement strategies that RacingNews doesn't have that can be interesting to include in the project?

RacingNews already offers a live-data solution by providing live timing data. They also provide content on non-race days by being a news platform providing news articles. However, this content isn't exclusive, as there are other news platforms providing similar content. Also the live timing data isn't exclusive to RacingNews. So it's interesting to look for an exclusive experience in this case.

RacingNews also doesn't offer any interactivity with this live timing data and interactivity like gamification and social interactions are also interesting to consider including in this project.

info@tde.nl
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www.tde.nl

S8 Graduation FHICT
s8-graduation.jordifranssen.com
Jordi Franssen

6

Conclusion

Fan engagement strategies are important to provide an end-to-end experience for sports fans. By providing content during a match but also on non-match days. RacingNews already offers content on non-match days, but this content isn't exclusive to RacingNews. Same counts for the live-timing data. It's also interesting to investigate if any kind of interactivity should be included in the project, this can be local with things like gamification, but also social with other people.

Summary

During my search for 3D applications within sports, I found that this topic contracts with so-called fan engagement strategies. This topic falls in line with the general goal of this project, namely improving the F1 experience for viewers at home by creating more engagement.

According to BILUe, fan engagement in sports is an act of providing an end-to-end experience for a sports audience. This starts before a match, during a match and after a match. The ultimate goal is to have a more personal connection with the sport or brand.

This document provides a summary of a few findings that were found online. In the end it is concluded how this information can be useful for this project.

It turns out that fan engagement strategies can elevate the engagement between sports and fans. What's interesting to take from these strategies is that it's important to look for things like uniqueness, interaction and more options for analysis, as these things result in more engagement with sports fans.

info@tde.nl
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S8 Graduation FHICT
s8-graduation.jordifranssen.com
Jordi Franssen

7

Learning Outcome Clarification

- Learning Outcome 1: Professional Duties
- Learning Outcome 2: Situation-Orientation
- Learning Outcome 4: Investigative Problem Solving

This deliverable is a professional duty on a bachelor level in the activities of Analysis and Advise as I analyzed the concept of fan engagement strategies and advised on the use of fan engagement strategies in the project. This is in line with IT-area User Interaction. Therefore, Learning Outcome 1: Professional Duties applies.

This deliverable is relevant and valuable as it plays a role in the orientation phase of the project. I also worked in a methodological and structured way. Therefore, Learning Outcome 2: Situation-Orientation applies.

I discovered that the use of fan engagement strategies is an opportunity for the client. This deliverable is a research method on ictresearchmethods.nl. and it is an effective approach to find valuable insights for the orientation phase. I evaluated my findings by presenting them during the focusgroup discussion and asked for feedback on my research. Therefore, Learning Outcome 4: Investigative Problem Solving applies.

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S8 Graduation FHICT
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Jordi Franssen

8