

RESEARCH

FUSION OF ANIME AND SPORTS



LITERATURE REVIEW

- Convergence of culture
- Role of PR Strategies
- Impact on Branding and Engagement
- Consumer Response and Market Trends



CASE STUDY I

➤ **Anime Collaboration by Nike:**

Nike's collaborations with well-known anime shows like as "Naruto" and "Dragon Ball Z" were noteworthy examples.

➤ **Anime and Olympic Integration:**

An examination of previous Olympic events showed remarkable instances in which anime-themed advertisements or ceremonies were effortlessly connected.



CASE STUDY II

➤ **Adidas x Sports Anime Campaign:**

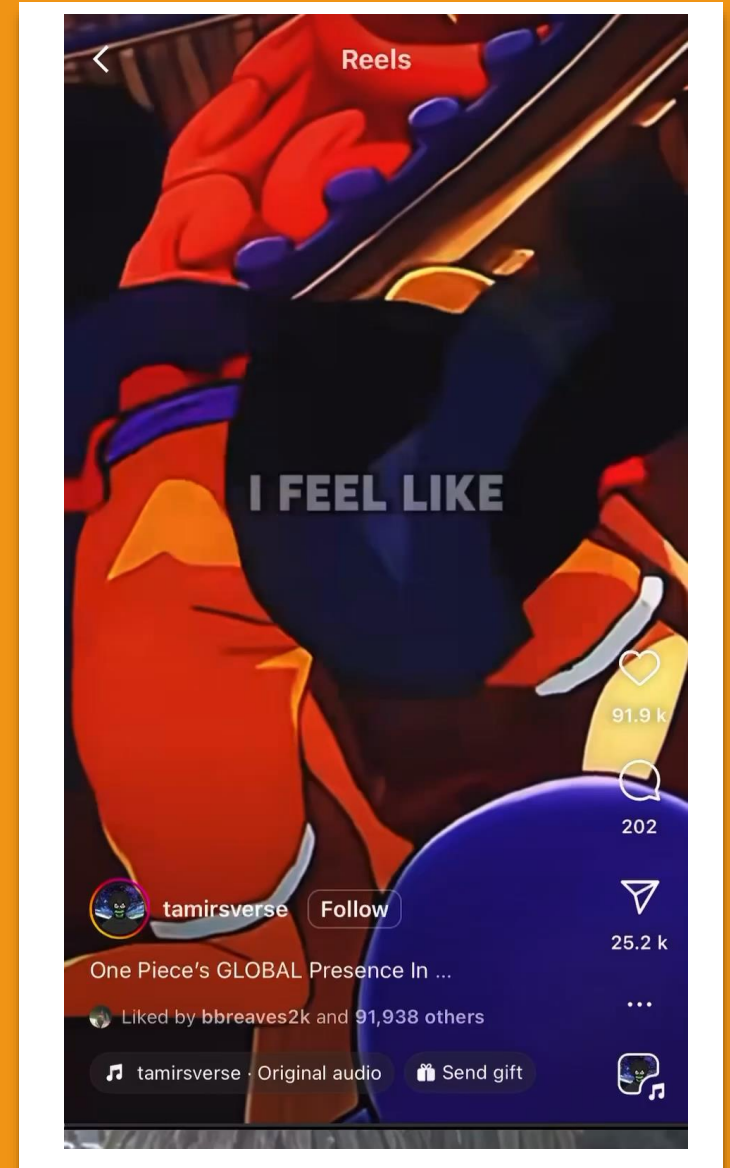
Another intriguing case study involves Adidas' marketing campaign collaboration with popular sports anime programmes such as "Haikyuu!!" and "Kuroko's Basketball."

➤ **Anime-Sports Specials on ESPN:**

My investigation into ESPN's projects revealed unique content such as esports challenges and sports anime shows.



ATHLETS' ANIME PASSION



SURVEY TAKEAWAYS I

❑ **Anime-Sports Fusion Merchandise Attention:**

Because of their mutual interest in both areas, 85% of respondents showed a strong desire to purchase stuff that combines anime and sports.

❑ **Wish for Brand-Anime Collaborations:**

Over 90% of participants showed a strong desire for their favourite brands to cooperate with popular anime programmes, emphasising their want for themed items.



FILA
EVANGELION

©khara



SURVEY TAKEAWAYS II

- **Collaborative merchandise's appeal:**

75% of respondents highlighted the attraction of collaborative merchandise, imagining unique products that combine popular anime characters and themes with sports aesthetics.

- **Possible Customers:**

The poll revealed an extensive potential customer base that is passionate about anything that combines anime and sports, suggesting a market for these kinds of goods.

- **Expectations from Customers:**

Participants anticipated cutting-edge goods that suited to their common interests in sports and anime—a partnership between their favourite companies and anime shows.



RESULTS

❖ **VARIED ANIME-SPORTS INTERESTS**

The study revealed a diverse range of interests in the intersection of anime and sports among enthusiasts.

❖ **Positive Impact On Brand Engagement**

Positive correlation between anime-themed sports content and increased brand engagement, indicating the potential for effective marketing strategies.

❖ **Insights into Customer Behavior**

Valuable insights into consumer behavior, revealing how the combination of anime and sports influences purchasing decisions and promotes brand loyalty among respondents.

❖ **Audience Segmentation Clarity**

Insights into the demographics of anime-sports enthusiasts, aiding in the segmentation of target audiences for personalized marketing strategies.

ONE
ESPORTS



CONCLUSION

- The fusion of anime and sports, combined with effective PR strategies, is transforming consumer engagement and enhancing brand impact. This fusion offers a promising avenue for innovation and market growth in the rapidly evolving global market. ANIME