



## Dallas Cowboys: Still America's Team?

For you to decide...after weighing the data.

The only ethical concern is the usage of data from Facebook, and to a lesser extent Google Trends. Many people, including many of my contemporaries, do not use Facebook. These searches are therefore not entirely representative of the population.



## Historical Point of View

- When filmmaker Bob Ryan produced a film of the Cowboys' 1978 season, he was faced with a quandary. The Cowboys made it to Super Bowl XIII to defend their title, but lost to the Steelers. He entertained "Champions Die Hard," but knew that it would not impress executives. He thought of the New York Yankees and the Notre Dame Fighting Irish as national teams and considered the Cowboys of the same ilk. They should be called "America's Team." John Facienda, the narrator of the film, described the Cowboys' popularity as "familiar as presidents and movie stars."





# Innovation

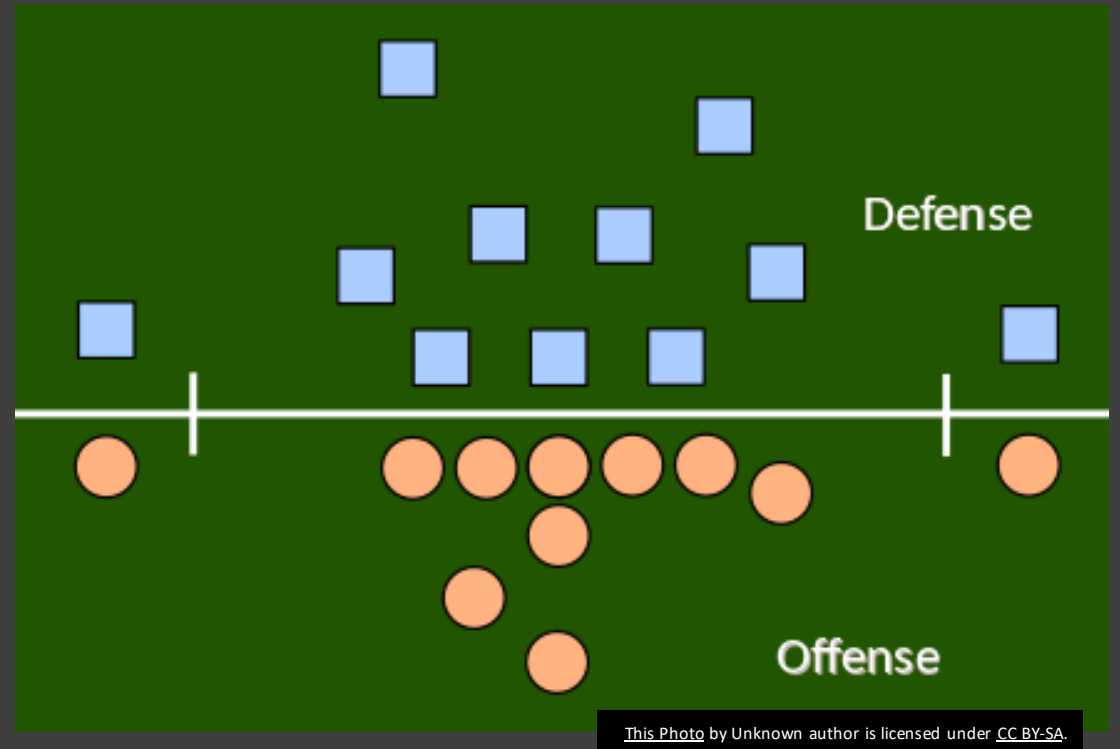
- First in Computer Scouting. While now ubiquitous throughout professional sports, the Cowboys were the first to leverage computers to scout players and teams.
- Tex Schramm produced a complimentary show to his football players with his cheerleading squad.
- Instant replay was introduced to sports by the Cowboys. We now take for granted that we will see multiple looks in replay of every play.
- Scouting combine to better evaluate players. Until now, teams had to schedule individual visits with college players. The scouting combine brought in many players at once to perform physical and mental tests, which informed the Cowboys' player choice.
- Spread Offense. Tom Landry infused the league with a strong dose of the shotgun offense.



This Photo by Unknown author is licensed under [CC BY](#).



This Photo by Unknown author is licensed under [CC BY-SA](#).



On the left the basic 4-3.  
On the right the base 3-4.

- Landry devised the 4-3 defense as a response to Jim Brown, arguably the greatest NFL running back. The four defensive linemen free up the middle linebacker to make tackles by occupying all the blockers. What we now take for granted to see so many iterations of the 4-3 was then cutting edge.



# The Victory Formation



This quarterback is preparing to "take the knee" in order to ice the game. Whether before halftime or at the end of a game when a team wants to protect a lead, the formation allows for greatest ball protection...at a time when the opposing team desperately wants to strip the football.

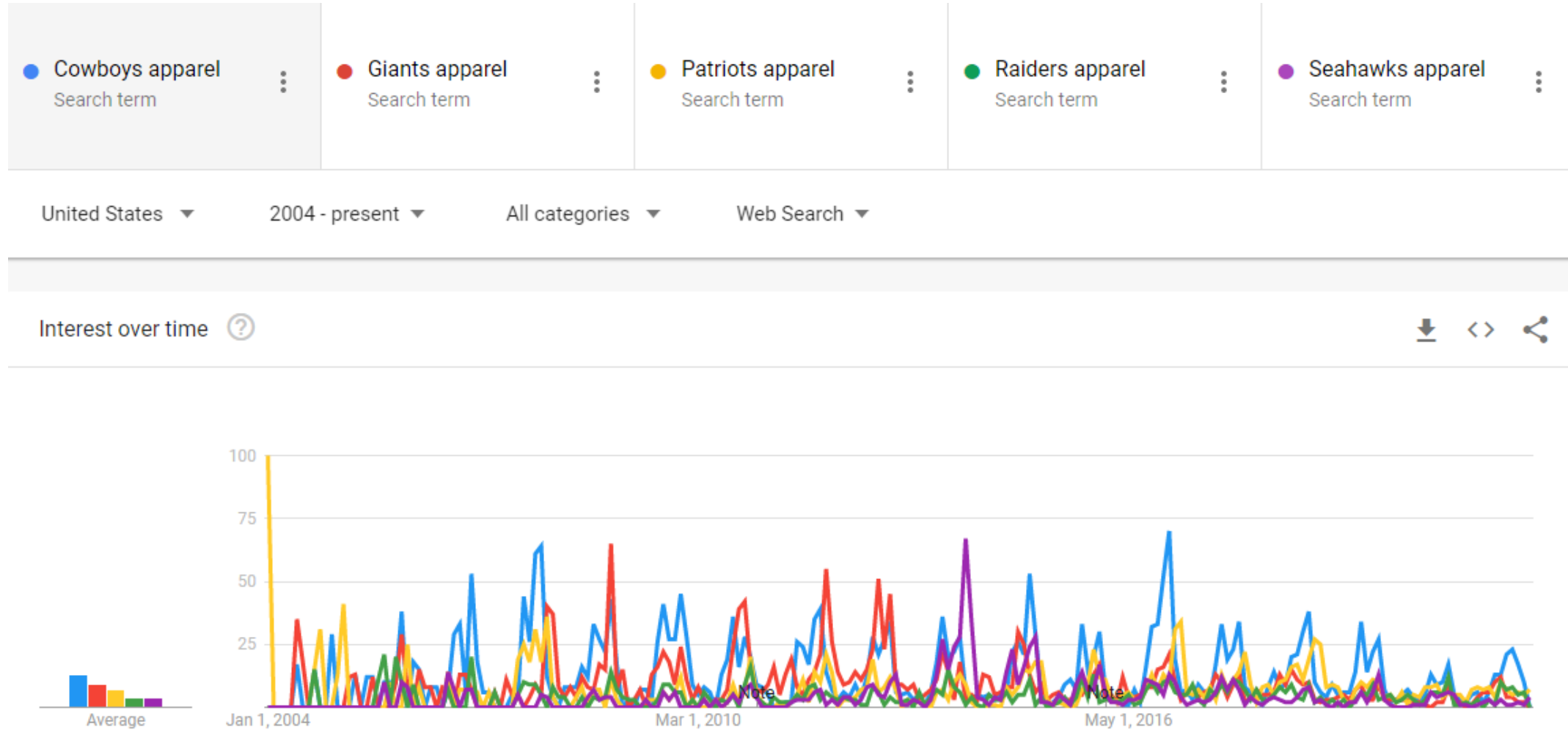


## The Cowboys Eclipse all other NFL Teams in Value

- Because of media deals and general popularity, the Dallas Cowboys maintain their position as the most valuable NFL franchise.
- AT&T Stadium is the largest in the League, and its premium seat revenue and sponsorship revenue are tops in the League.



Although other teams have shown peaks, the Cowboys have overall outperformed the rest of the NFL. Brand interest would suggest greater revenue. Whereas the other teams' spikes coincided with great success on the field, the Cowboys consistently performed.



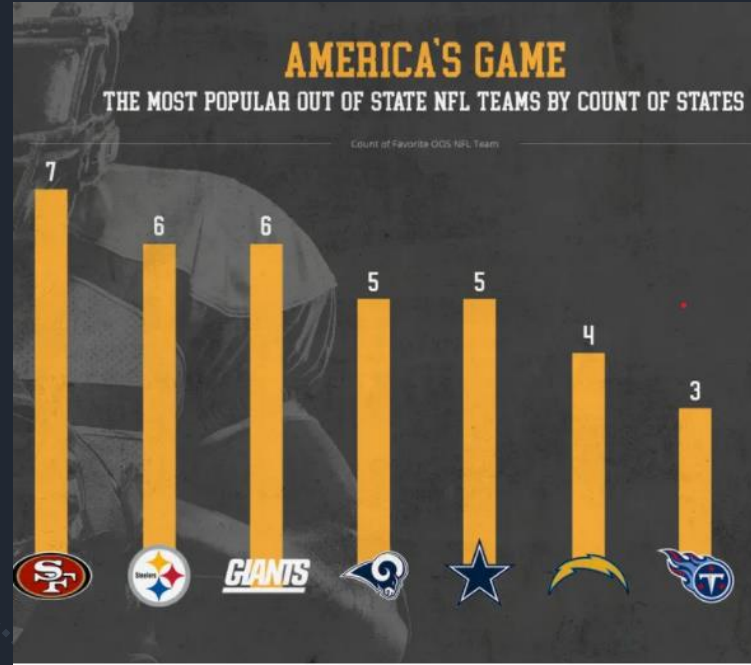


CBS Announced Cowboys/Raiders Thanksgiving Day Game had 38.531 Million Viewers

- This is the most-watched NFL regular season game since 1990.
- Ratings jumped 26% from last year's game.
- This is the most-watched TV program of any sort since Super Bowl LV.
- From si.com, November 26, 2021





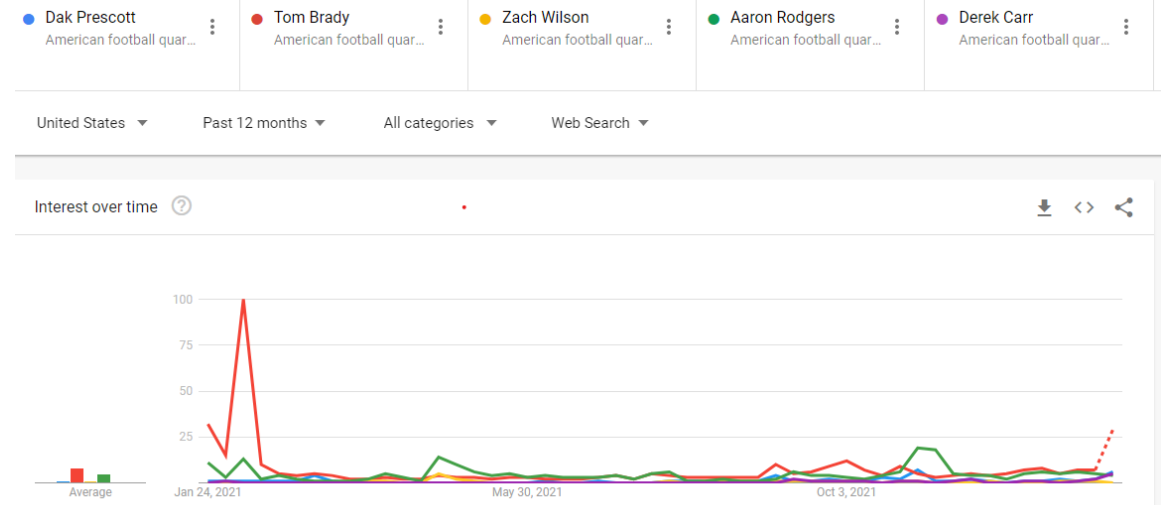
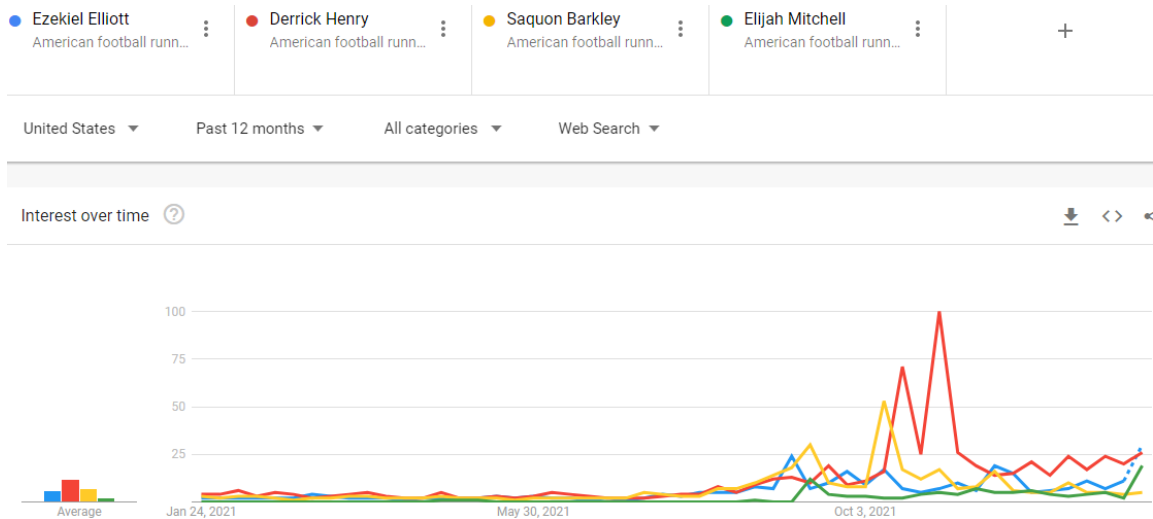


# Popularity Waning?

- A company named Custom Ink sponsored a study of Google search data to determine the most popular NFL teams in non-local markets. The 49ers came out on top. Dallas trailed them, as well as the Steelers, Giants, and Rams.

# Individual Cowboys Stars do not Stand Out

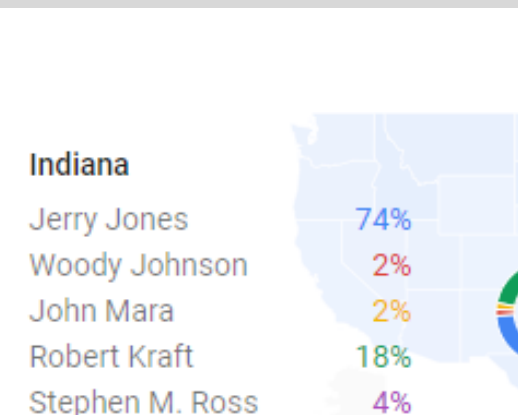
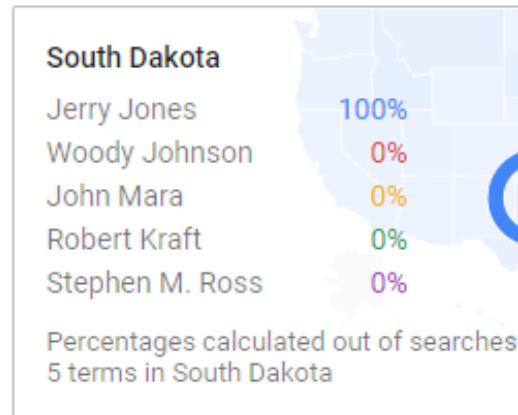
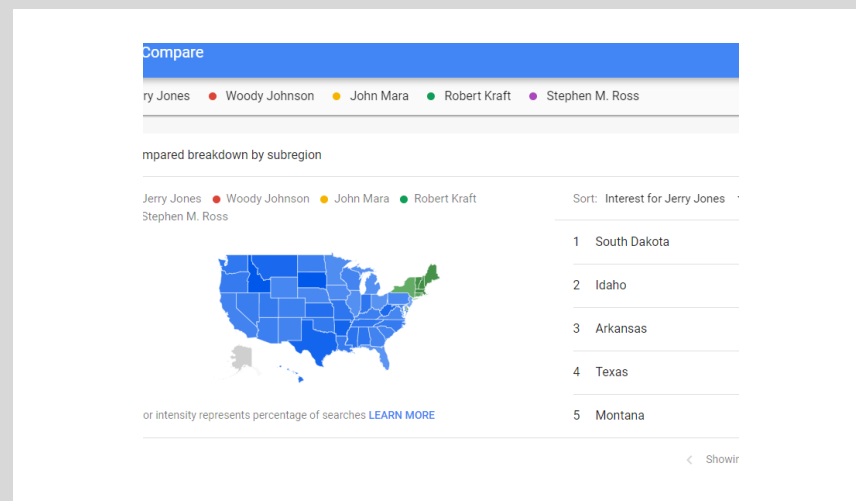
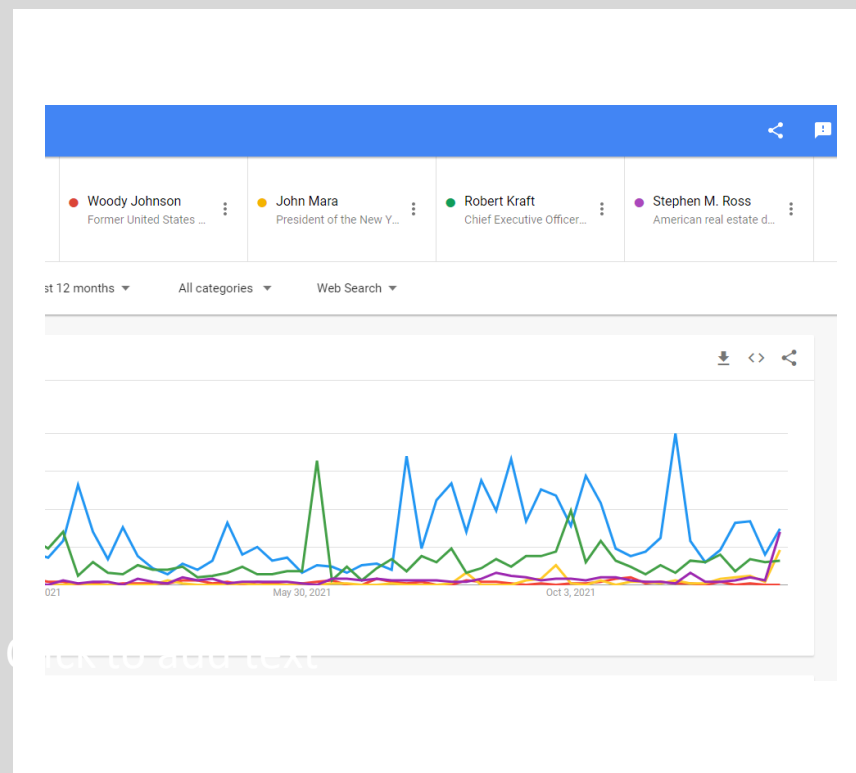
Star Cowboys players do not outpace other teams' players in popularity.





# Popularity

- The dynamic Jerry Jones continues the long tradition of Dallas Cowboys who steal the stage.
- Even Woody Johnson, the owner of my beloved Jets, does not command attention like Jerry Jones does. This is notwithstanding Johnson @Johnson name recognition and ambassadorship to the U.K.



Percentages calculated out of searches 5 terms in Indiana

# Cheerleaders

- From the beginning, Tex Schramm's cheerleading squad has eclipsed all other NFL cheerleaders in popularity.

