SS 290 Project Outline

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**Problem or Opportunity:** 76ers organization plans to increase fan engagement during the 2020-2021 season through various promotional activities utilized in the NBA bubble. Some opportunities to look forward to for future seasons include some of the strategies and promotions that were used in the NBA Bubble.

**Data Collection:**

* NBA fan engagement sent out obtained 409 total responses
* 167 of the respondents choose the Philadelphia 76ers as their favorite team
* Respondents asked various questions to rate satisfaction of engagement elements utilized in the NBA’s bubble restart
* 146 respondents identified as white or caucasian and 147 respondents are from PA

**Key Findings:**

* Of 166 respondents, 37 chose Joel Embiid and 24 chose Ben Simmons as their favorite players respectively
* 60 respondents highlighted Matisse Thybulle’s vlogs as one they have viewed
* 156 respondents engage with social media daily
* Of the 167 respondents, 102 used the 76ers team social media accounts to seek NBA news and 93 use the NBA’s social media accounts
* The elements of engagement that had the most ratings of at least somewhat satisfied were Mic-ed players (144), Families of Players (143) and Camera Angles (141) while Virtual Town Halls (78) and Trivia (95) had the least amount of responses of at least somewhat satisfied
* Engagement this season is lower than previous seasons
* Ran a bivariate correlation between age and likelihood of purchasing traditional NBA merchandise: Pearson correlation .181\* sig (2-tailed) .021 This is significant but has a weak relationship
* Ran a bivariate correlation between race and the likelihood to purchase social justice merchandise: Pearson correlation .064 sig (2-tailed) .419 This is not significant because p is greater than .05 there is a medium relationship

**Recommendations:**

* Utilizing new tactics that were used in the NBA Bubble that had positive reviews in future seasons
* Maintaining engagement opportunities for fans throughout the off season
* Social Media should remain a focus due to large numbers of engagement, specifically Instagram
* Matisse Thybulle’s vlogs were very popular during the NBA bubble, focusing on them could lead to engagement increase among fans
* Joel Embiid and Ben Simmons are the most popular players on the 76ers roster, potentially use them as engagement tools
* Keep mic-ed up players during 2020-2021 season and promote podcasts throughout the offseason to keep fans engaged

<https://www.youtube.com/c/Matisse/videos>

<https://www.youtube.com/channel/UCNlhQwl2hGoMRRsQK722cTg>

<https://www.si.com/nba/2020/07/29/nba-bubble-content-vlogs-matisse-thybulle-javale-mcgee>

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