

2023

SNIPP!

# TRENDS IN SPORTS MARKETING

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# CONTENTS

- **NORTH AMERICAN SPORTS MARKETING: STATISTICS**
- **TRENDS IN SPORTS MARKETING**
  - Platforms Are Creating Broader, More Global Sports Audiences
  - Technology is Enabling Immersive Fan Experiences
  - NFTs Are Enabling New Models of Fan Investment
  - Online Sports Betting Will See Exponential Growth
  - Sustainability in Sports Sees Continued Significance
  - Women's Sports Are Poised for Victory
  - Fringe Sports Will Continue to Find Their Footing
- **7 KEY PLAYS FOR SPORTS MARKETING**
  - Foster Digital Fan Engagement – Year-Round
  - Use AI And Personalization to Surprise and Delight
  - Foster Brand-Platform Marketing Collaborations
  - Focus on First-party Data Collection
  - Explore Purpose-Driven Marketing
  - Showcase Athlete-Centric Influencers
  - Take Gen Z Off the Sidelines
- **CONCLUSION**



**With the overall North American sports market projected to surpass \$83 billion in value this year, the sports industry is showing little sign of slowing down.**

*If anything, digitization is shaking up every aspect of sports, transforming fan engagement with the advent of second-screen experiences, sports betting, NFTs, mixed reality and metaverse activations. There is a plethora of options that fans now have for consuming and interacting with sports content, that include streaming, broadcast, owned mobile apps, virtual worlds, online gaming, and, of course, social media. In this evolving space, sports organizations are reinventing themselves as multi-channel media companies, delivering always-on, platform-based experiences to their audiences – prompting sports marketers to become ever more sophisticated in how they approach fandom and the business of sport. How do brands navigate through this digitally supercharged sports world? We've put together a primer on some of the biggest sports trends and key marketing plays to watch out for in 2023.*

## NORTH AMERICAN SPORTS MARKET STATISTICS



### SPORTS PROGRAMMING HAS THE HIGHEST VIEWERSHIP

Fans watched sports in record numbers in 2022, with sports programs accounting for **94** of the **100 most-watched** telecasts for the year.



### DIGITAL VIEWERSHIP IS SET TO EXPLODE

**80%** of sports fans have regularly or sometimes watched sports on streaming/online channels in 2022, with figures projected to rise to over **90m** by 2025.



### SOCCER IS GAINING GROUND IN THE U.S

The **64** matches of the 2022 **FIFA World Cup** were watched by an average of almost **3.6 million** viewers -- an increase of around 30% from 2018 viewership levels.



### FOOTBALL DOMINATES US SPORTS

**Football** remains **Number 1** in the US, with **52%** of sports fans following the **NFL**, compared to **42%** for the **NBA** and **31%** for **MLB**.

## THE 2023 SUPERBOWL WAS THE MOST WATCHED PROGRAM IN BOTH USA & CANADA



### YOUNGER VIEWERS CHOOSE BASKETBALL

The **NBA** leads the pack among 16 to 25-year-olds, reaching **40%** of Gen Z fans.

# TRENDS IN SPORTS MARKETING

## PLATFORMS ARE CREATING BROADER, MORE GLOBAL SPORTS AUDIENCES

*Sports have typically maintained cultural and regional boundaries within their viewership - American football doesn't translate to European audiences, and cricket confuses most North Americans. But with Over the Top (OTT) platforms and streamers increasingly turning to sports to fill their content libraries, this is changing. Amazon is buying more sports media rights, Apple and TikTok are investing in live streaming, and Netflix is seeing massive popularity in its series of sports documentaries. Such moves are spawning new, multicultural audiences for sports that haven't traditionally seen global popularity.*




*Formula 1* was an also-ran sport in the US until *Netflix* released its *Drive to Survive* docuseries in 2019. Nielsen Fan Insights found that 34% of viewers became a fan after watching, and 41% of viewers also tuned in to the first three weeks of the new F1 season in 2022. In fact, 12 of the 22 races ESPN aired last year set American viewership records.



The *NFL* hosted its first game in *Germany* in 2022, with the Tampa Bay Buccaneers playing as the "home team" against the Seattle Seahawks. The game was the NFL's most-watched international game ever, with 5.8 million viewers tuning in across cable and streaming platforms, breaking game-day merchandise sales records at the Allianz Arena. This success has led to plans for 18 NFL teams to market their brand in 8 countries, with the goal of growing the league's international fanbase by 50 million within the next few years.



Starting in 2023, *Apple* and *Major League Soccer* will begin a far-reaching 10-year pact to livestream more than 1,000 matches a year. In a historic first for sports, fans will be able to stream every single MLS match through the Apple TV app, without any local blackouts or restrictions.

## TECHNOLOGY IS ENABLING IMMERSIVE FAN EXPERIENCES

*For sports fans, the thrill of a shared viewing experience in-stadium used to be hard to replicate indoors. But enforced pandemic viewing habits have changed their expectations -- Gen-Zers especially are more likely to watch games on broadcast or streaming platforms, and 'second screen' at live events. Leagues, venues and broadcasters are taking note, tapping into digital technology to enhance the viewing experience no matter where it happens, in person or at home.*

### MIXED REALITY 'WOW' MOMENTS

The rise of Virtual Reality and Augmented Reality opens up fresh opportunities for enriching the fan experience. With Apple launching its AR-VR blended headset alongside a slew of software and services, fans will soon be able to tap into immersive mixed-reality entertainment synced with live games on their devices.

**CAROLINA PANTHERS**

Production studio **TFG** launched a mixed reality panther for the Carolina Panthers team in 2021. Fans watching at home were immersed in the experience of seeing a 50-foot panther leap around the stadium and destroy its rivals' flag, with attendees inside the stadium seeing it on the Jumbotron. The 2022 version of the panther has additional unique moments that can be created by the team and run during the game.

**peacock**

**NBC Universal's Peacock** streaming service will allow viewers to watch most major sports like NFL, Major League Baseball, Premier League soccer and more on the Meta Quest 2 and Meta Quest Pro VR headsets. VR users will be able to expand their virtual screens to full theater sizes, as well as multitask by watching multiple screens at once.



## DIGITAL STADIUMS

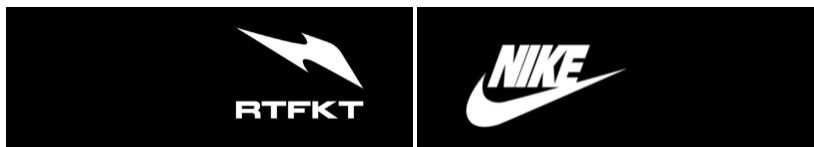
Venues and leagues are increasingly integrating technologies that provide compelling features and enhance the in-stadium experience to keep fans coming back. In 2023, expect advanced 5G applications that allow frictionless mobile ticketing and stadium entry, smart signage and live stats, drones that capture athlete POVs and different game angles, and even checkout-less ordering and retail.



**T-Mobile** kicked off its 2023 T-Mobile Accelerator program with a focus on amplifying tech initiatives that create immersive sports experiences. Of the selected nine, CUE Audio synchronizes in-venue speakers with fans' mobile devices to create and capture simultaneous selfies, choreograph spectacular cell phone light shows, and host multiplayer trivia games during the matches.

## PHYGITAL (PHYSICAL-DIGITAL) MERCHANDISING

Phygital retail, which combines virtual and physical reality elements, is seeing growth in the sports industry. Fans will increasingly be able to purchase clothing items and other merchandise that unlock digital experiences and content, or vice versa.



**Nike** debuted the AR Genesis Hoodie in collaboration with its recently acquired Web3 fashion and collectible studio, RTFKT Studios. Wearable for both digital avatars and real-life holders of the phygital sweatshirt, the hoodie was issued as a Non-Fungible Token (NFT). An NFC chip on the physical hoodie enables wireless communication between the hoodie and its corresponding NFT digital asset, with target markers and QR codes able to "trigger" customizable Augmented Reality effects and track the wearer's 3D movements within the digital world.

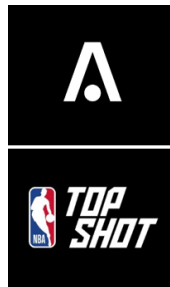
# NFTS ARE ENABLING NEW MODELS OF FAN INVESTMENT

*The use of NFTs such as digital image/video collectibles, fan tokens, and blockchain-enabled tickets are evolving the universe of sports fandom, giving fans novel ways to invest in their preferred teams and athletes. NFTs can be used to sell authenticated, limited-edition digital content which, being unbounded by geography, creates entirely new business models and revenue streams for sports organizations -- while also boosting international fan engagement.*

## DIGITAL COLLECTIBLES

The success of Baseball cards and similar tradeables have shown that sports fans are collectors at heart. With blockchain-based authentication of originality and ownership, **NFTs** have revolutionized the world of collecting, allowing issuers--typically leagues, teams or individual athletes -- to receive royalties based on resales. The most expensive NFT in the world is a digital statue of **LeBron James**, which sold for a record - setting **US\$21.6m**, and the global NFT sports collectibles market is forecast to reach US\$92 billion by 2032. NFT tickets are also on the horizon, offering the possibility of unlocking unique benefits for fans, like exclusive access to events, merchandise, and other real and virtual offerings.

**Autograph**, an NFT platform co-founded by quarterback Tom Brady, produces one-of-a-kind digital collections and experiences. Having raised \$170 million in funding, the platform offers digitally signed NFT memorabilia from sports legends such as Tiger Woods, Naomi Osaka, Derek Jeter, Simone Biles, among many more.



**NBA Top Shot** is an NFT digital collectible platform that allows fans to collect, trade, and showcase officially licensed short video clips of NBA highlights known as "moments." Each moment has a unique serial number and a limited supply. They also have different rarity levels: common, rare, and legendary, which contribute to their value.



## FAN OWNERSHIP

The expanding capabilities of **NFTs** and **blockchain technology** give sports brands a whole new toolset to offer fans some 'skin in the game' and to spark more investment -- literally -- in their favorite athletes and teams. The development of **dynamic NFTs** is one of the more enticing tools, as it allows for continually updated performance metrics that increase (or decrease) the value of the NFT in line with the player's (or team's) performance.

**SailGP**, the international sailing competition recently launched the world's first decentralized autonomous organization (DAO) team, allowing fans to become stakeholders and influence the team's decisions through blockchain technology. Those decisions include everything from the team name, flag and boat livery, to selecting sponsors and athletes.



**Zed Run** is a digital horse racing platform that simulates real-world horse racing. By purchasing a digital horse, known as a 'breathing NFT', players can enter virtual races, breed their horses, and grow their stables to race or sell to other players. The digital racehorses, some selling for \$125,000 or more, grow and evolve with each race. The more races a horse wins, the greater the value of its breeding 'DNA' and the value of its offspring.

## ONLINE SPORTS BETTING WILL SEE EXPONENTIAL GROWTH

*Five years ago, Nevada was the only state that offered legal sports betting in the USA. But with a major Supreme Court ruling in 2018, 33 states and Washington D.C. now have some form of legalized U.S. sports betting, with more states in discussions to follow. In quick succession, all major professional sports leagues and most teams named official sportsbook business partners, and The Wall Street Journal now predicts sports-betting will bring in as much as \$22 billion in annual revenue by 2026. With 86% of sports wagers now being placed online, mobile apps are going head-to-head in the battle for bettors.*

**DraftKings**, the sports betting behemoth, is launching a streaming service to add to its explosive platform growth and to keep fans within its ecosystem. The company's earnings have seen an 80% increase YoY, with annual earnings for 2023 projected to hit \$3 billion. With the new DraftKings Network set to air streaming sports content and podcasts, DraftKings is looking to compete with its biggest rival **FanDuel** and its cable television network FanDuel TV and streaming service **FanDuel+**.



Betting platform **Caesar's Sportsbook** and **Snipp Interactive's Gambit Rewards** division teamed up to drive engagement and user sign-ups leading up to the 2022 Super Bowl. Through a digital promotion, qualified users in the NY area could get a free token on the Gambit platform with \$1000 worth of Free plays during the Super Bowl. The offer was also open to other sporting events, like the Olympics, that took place in the month of February.





## SUSTAINABILITY IN SPORTS SEES CONTINUED SIGNIFICANCE



*Not only are sports products made from sustainable materials and recycled plastics on the rise, but the trend toward greener practices also has sports venues and leagues adopting sustainability initiatives to reduce their environmental impact.*

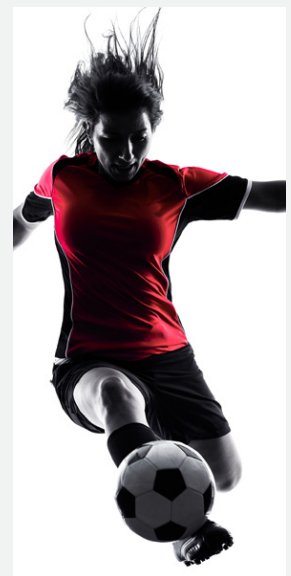
*Pro sport is one of the more carbon-intensive industries, with power needs for everything from stadium and arena lighting. To appeal to younger generations' eco-minded buying behavior, arenas and franchises are investing in solar panels and wind turbines to power their facilities and investing in renewable energy sources or implementing waste reduction programs.*

*The Climate Pledge Arena in Seattle is the first sports arena in the world to gain a **net zero carbon certification** by International Living Future Institute. The arena, powered by renewable energy, was built to align with The Climate Pledge that commits the world's top companies to attain net zero carbon by 2040. All internal systems run on electric, and the stadium even makes ice for games with rainwater sourced from its roof. But that's not all -- 75% of food ingredients are sourced within a 300-mile radius of Seattle, with efforts to recycle and remove single-use plastics by 2024. The organization also plans to fully offset emissions that can't yet be eliminated by purchasing carbon credits.*

## WOMEN'S SPORTS ARE POISED FOR VICTORY

*One of the biggest sports trends in recent years has been the rise of women's sports particularly soccer and basketball. With higher numbers in viewership, sponsorship and prize money, women's sports are being championed by newer and younger sports fans who are inspired more by individual players, rather than teams or even sports. The superstardom of female athletes like Naomi Osaka, Megan Rapinoe and Simone Biles who have built massive social media followings, is translating to increased media coverage and, with it, support by big-name brands. With the recent launch of the Women's Sports Network, the first-ever network to focus on female athletes and offer 24/7 streaming of original programming, fan investment and viewership is expected to keep rising. The Women's Sports Network has partnerships with the WNBA, Women's Football Alliance, Ladies PGA, and World Surf League, among others, and plans to serve as a one-stop platform for fans.*

*Michelob Ultra signed on as the first major sponsor of the Women's Sports Network, building upon its efforts to support women's sports. In 2021, the AB InBev brand had announced a five-year pledge that would see it commit \$100 million to increase the visibility of women's sports via sponsorship and ad deals.*



## FRINGE SPORTS WILL CONTINUE TO FIND THEIR FOOTING

Sports outside the major US professional leagues have moved into the spotlight, as the demand for new sports content explodes. According to Deloitte, fringe sports offer brands and marketers access to niche, highly invested fan bases who enjoy playing as well as viewing their favorite sports.

**Pickleball** has seen a rapid uptick in popularity (faster than any other sport in the US). With a growing list of corporate sponsors and celebrity players (including Tom Brady and Leonardo DiCaprio), along with the potential of a **pro Pickleball tour**.

### PICKLEBALL

popularity increased by  
**11.5% in 5 years**

primary appeal is  
**ease of play &  
inclusivity of players**  
across all age groups

in 2023  
**American Pickleball  
League** has expanded from  
12 to 16 teams

**Cornhole** is another fringe sport on the rise. A favored activity at tailgates, barbecues and on college campuses, cornhole has been played in its modern form since the 1970s. The sport is a regular presence during **Ocho Day** — ESPN's annual celebration of niche and novelty sports.

### CORNHOLE

**20% Americans say  
Cornhole is the most  
played sport** 2022

in recent years  
**ESPN coverage**  
of major cornhole tournament  
finals has **increased its visibility**

**ESPN 8  
THE OCHO**

**eSports** as an industry has risen rapidly over the past few years, as **competitive video games** continue to work their way into pop culture, prompting the formation of eSports teams and tournaments. Although the eSports industry hasn't reached its initial market expectations in North America, US viewers watched an estimated **217 million hours of eSports content** in 2022 -- up from 147 million in 2018 -- and Insider Intelligence estimates that eSports viewers in the US will eventually climb to 34.8 million in 2026.

eSports giant **FaZe Clan** announced a multi-year partnership with luxury brand **Porsche AG**, with plans for original content, eSports initiatives, consumer products and digital goods in the **Web3** space. Themed around making dreams into reality, the tie-up reflects the increased importance of younger consumers to luxury brands and their growth.

### eSPORTS



# 7 KEY PLAYS FOR SPORTS MARKETING

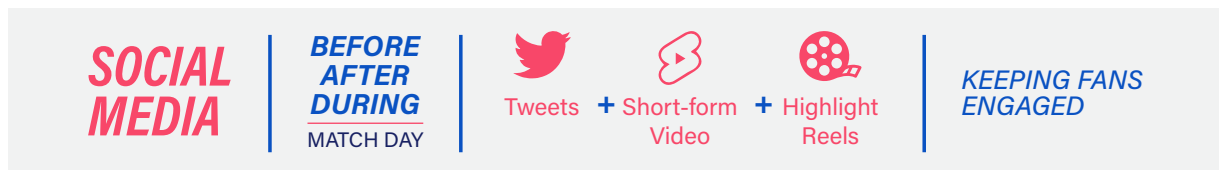
## 1. FOSTER DIGITAL FAN ENGAGEMENT – YEAR-ROUND

*In the past, even the most diehard fans had to rest during off-seasons.*

*Digital marketing allows fans to participate in their favorite sports all year long, strengthening their connections to teams and fan communities. The Nielsen Sports Report found that sports viewership has become a multi-screen experience, with 47% of sports watchers simultaneously interacting with other live content -- with much of the second-screen activity relating to social media engagement. Marketing teams need to focus beyond single events or seasons and create intriguing content that will thrill fans and keep them digitally coming back year-round.*

### ENHANCE MATCHDAY ENGAGEMENT

The matchday experience has evolved in recent years thanks to social media. The matchday experience has become a vital content-creation opportunity to keep fans engaged. These digital exchanges also appear to be shaping expectations around the live broadcasts, as **55% of Gen Zers** expect to see and interact with *live statistics* during play.



### CURATE CONSISTENT NON-MATCHDAY CONTENT

Sports fans have increased appetites for non-live content related to sports events, teams, and leagues. Social feeds and brand interactions that regularly update fans with non-matchday content including “On This Day” throwbacks, interviews with athletes, training highlights, draft updates, behind the scenes clips etc. are now the expectation – not the exception.

**Major League Soccer (MLS)** is tying up with **TikTok** via a multi-year partnership covering 29 clubs across the U.S. and Canada, with plans for in-app programming, exclusive content, and in-stadium activations. TikTok will introduce a Club Creator Network to pair content creators with various teams to generate content during the regular and off seasons, including behind-the-scenes access with MLS athletes.



**Tito's** wanted to stay top of mind with golfers throughout the year, not just during **golf championships**. Building on their “Tito's Tasters” program, **Snipp** built a turnkey sweepstakes microsite where consumers could watch a pre-roll video and register to win one of thousands of Tito's branded, golf related prizes. Consumers could also earn extra sweepstakes entries by voting for their favorite Tito's cocktail. To keep fans consistently engaged, Snipp displayed an updated interactive map showing each state's favorite cocktail choice.

## 2. USE AI AND PERSONALIZATION TO SURPRISE AND DELIGHT

*Personalization can make all the difference in an individual fan's experience of sports, turning a passive viewer into an active, engaged follower. Artificial Intelligence is being used to great effect by sports brands to generate this kind of personalization, via customized highlight reels and tailored promotions and offers. Generative AI can take such personalization to another level, allowing fans to request certain packages or sponsors to ensure their branding is always in sight. It will even be possible to create customized NFTs as part of marketing promotions.*

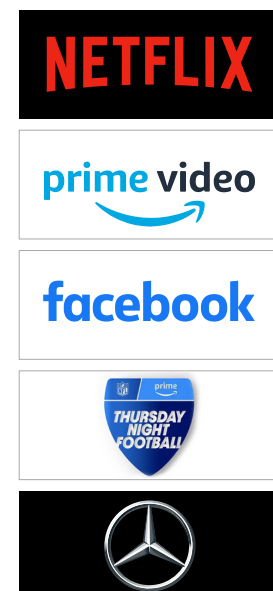
The **NBA** launched a new membership service in 2022, with the goal of delivering tailored and unique content to fans based on their individual interests. **NBA ID** links an individual fan's experience across all NBA products – including its app, **NBA League Pass** – to serve personalized features, including behind the scenes footage of their favorite teams and players, as well as access to new mini-series.



## 3. FOSTER BRAND-PLATFORM MARKETING COLLABORATIONS

*Streaming services like Netflix, Amazon Prime, and Facebook are becoming key OTT channels for sports marketing campaigns. Such collaborations offer vital opportunities for marketers to engage with wider audiences and collect customer data, as most subscribers create personalized profiles that can help brands know exactly who sees their content and when. Having a partner with first-party customer data is only going to grow in importance as the consumers become more complex.*

**Mercedes-Benz** opted to tie-up with **Amazon's** "Thursday Night Football" programming for its electric car advertising push. Amazon's stream proved highly popular with people between the ages of 18 and 45, accounting for 24% of the audience, compared to just 14% of the **NFL's** TV audience. The young audience is what drew **Mercedes-Benz** to **Amazon**, encouraging the brand to sponsor the first half-time show.



## 4. FOCUS ON FIRST-PARTY DATA COLLECTION

*The key to personalized fan engagement is primary data. The more granular the fan data, the better brands and sports marketers can understand fan preferences – and the more valuable their interactions will be. This is a high priority for sports organizations, venues, and platforms, for whom the goal is now to convert millions of followers and users into defined data segments, each with unique opportunities for engagement and monetization. But fans are increasingly wary when it comes to handing over their personal information, which is why sports brands need to offer a compelling value exchange -- like exclusive access and rewards.*

### CONTESTS, SWEEPS AND PROMOTIONS

Enter-to-win promotions, digital giveaways, and contests that unlock exclusive content are great ways to collect customer data in exchange for meaningful rewards.

**Danone** was looking to develop an exciting promotion in partnership with the **NHL** to drive sales and promote their partnership. By adding a fresh take to their annual "Snack to Win" campaign, Danone developed a purchase-based sweepstakes where consumers who purchased any qualifying Danone **Oikos yogurt** product could enter for a chance to **win \$25,000** in total prizes, including a trip for 2 to the **Stanley Cup finals** in 2023. For additional incentive, **Snipp** added an instant-win component where consumers could instantly win prizes including NHL Shop Gift Cards, Pre-Paid Visas, and Danone Coupons.

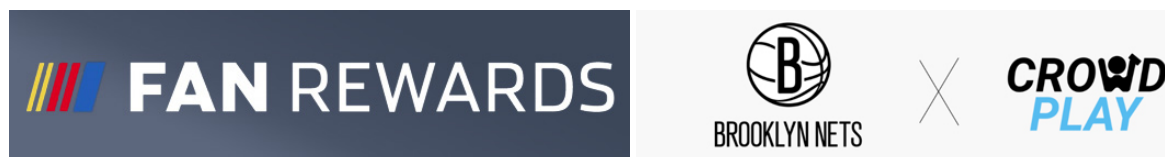


### LOYALTY MEMBERSHIP

With the pandemic having inhibited live event attendance, sports organizations began to rely more on loyalty programs to maintain contact with fans. Many teams have already started to consider how collectible **NFTs** and **tokens** could be evolutions and enhancements of traditional loyalty programs. For example, virtual 'loyalty' tokens could allow special access during games, collective input on non-strategic team decisions, and one-of-a-kind opportunities to engage with teams, athletes, and other fans – even within the metaverse.

**NASCAR's** free **Fan Rewards** takes an innovative approach to loyalty within its program. Since most NASCAR fans never attend races, attendance or money spent couldn't be the foundations of an engaging program, so the sports organization identified other ways that fans could earn points. These include watching races from home, attending NASCAR races, playing NASCAR Fantasy Live, participating in weekly trivia contests, or visiting the NASCAR Hall of Fame in Charlotte. Points can be redeemed for race tickets, VIP experiences, autographed merchandise, and gift cards.

**Brooklyn Nets** season ticket holders can take part in a new fan loyalty program with gamified rewards. Season ticket holders can register as 'Next Level Members' to compete in real-time trivia and prediction contests hosted on the Nets' app and website during stoppages of play, earning points that can be redeemed for merchandise, game tickets, Barclay Center shows, and autographed memorabilia. Other points-earning activities include attending games, reading web articles, and watching highlight videos.



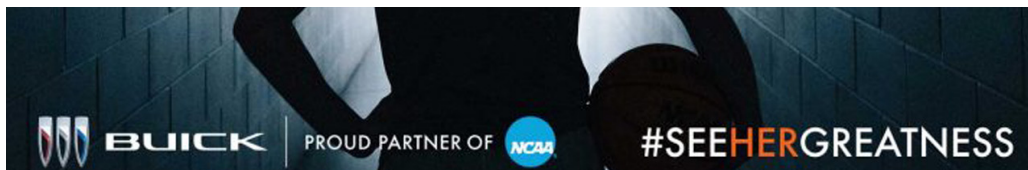
## 5. EXPLORE PURPOSE-DRIVEN MARKETING

*Issue-based campaigns that promote worthy causes and raise nationwide awareness around topical social concerns are impactful ways to foster emotional connections with fans. But the key to any values-driven marketing campaign is that it should resonate as authentic - which means that there needs to be a natural connection between the cause and the brand.*

**Gatorade's Fuel Tomorrow** campaign is partnering with national youth groups to develop activities that promote equity in sports by using their grassroots networks and expertise. The multi-year effort comprises a \$10 million initial investment in these groups, as well as additional funding to help them advance their missions. The platform will also provide access to sports facilities, equipment, and transportation, while also training coaches on how to be champions of equity and inclusion.



**Buick** is running a 2023 campaign to promote **women's basketball** with their **#SeeHerGreatness** campaign across all streaming options. Gender inequality is a hot topic in the basketball world, and as the automotive brand with the highest percentage of female buyers, Buick hoped to raise the profile of the WNBA and elevate the conversation around this matter. This kind of cause marketing worked in its favor - In 2022, Buick ran the same campaign during March Madness and saw its viewership skyrocket from 1,500 views on TikTok in February to over 20 million views in March!



## 6. SHOWCASE ATHLETE-CENTRIC INFLUENCERS

*Sports marketing is increasingly relying on content distributed and/or created by athletes, as athletes are more central than ever in fandom. Access to sports personalities is becoming a key entry point for new fans, and sports campaigns that spotlight athletes as individuals - highlighting their personalities, fashion interests and lives beyond their roles on the field -- are on the rise, with athletes themselves at the helm. With this growth in user-generated content, sports influencers are also becoming powerful content creators, connecting brands with fans. 61% of Gen Z sports viewers trust product recommendations from influencers they follow, and 45% have purchased clothing because of an influencer or celebrity sponsor.*

**ESPN** announced its first Creator Network in 2022, billed as a four-month program to provide 10 emerging creators across Instagram and TikTok with access to ESPN's properties to create content and build awareness for the network.



**Adidas** is creating a Name, Image, and Likeness (NIL) network that is open to more than 50,000 **student athletes**, essentially making them paid affiliate brand ambassadors. Adidas is rolling out the program by starting with its partners at **Historically Black Colleges** and **Universities**, with the goal of enhancing inclusivity, equality, and entrepreneurialism in the athletics space, regardless of race or gender.

## 7. TAKE GEN Z OFF THE SIDELINES

Gen Z's overall interest in sports remains significantly below that of older generations. Their enthusiasm for attending live games and watching them on TV is also accordingly lower. Engaging and building fandom with Gen Z is a top priority for sports marketing, but it's not an easy task. Marketers will have to meet them where they are - on social platforms and in virtual worlds. TikTok in particular is rapidly becoming the social platform of choice for sports marketers to showcase their products, services, and activities to Gen Z.

### GEN ZERS

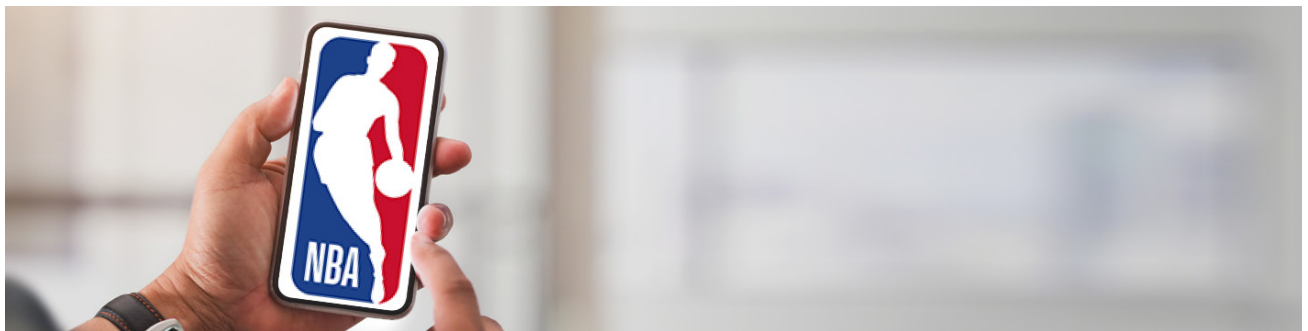
**38%**  
don't cheer for a favorite team

**47%** have never attended a professional sporting event

**83%** like to see sports brands or professionals taking part in TikTok trends and challenges

**47%** confessed to buying something new after watching TikTok sports content.

The **NBA** prioritized the relaunch of its flagship app in 2022 to mimic the functionality of Gen Z's favorite social apps, with the use of vertical video and an individualized "For You" feed that will show **highlights** and **live feeds** from NBA games. With other fan-favorite content like *behind-the-scenes* access to players and teams, NBA-related shows and influencer tie-ups, the new app has seen a **200% increase in engagement** compared with 2021.



**Nissan's "Road 2 The Final Four"** campaign is the first major brand to use **TikTok's new Now feature**, encouraging fans to post live videos during the college basketball tournament. Like the more recent BeReal app, TikTok Now prompts users to post their current environment or activity at a random time each day. During March Madness, TikTok Now will align its daily posting prompts with the **"key moments"** of **March Madness** to amplify authentic college basketball content on the platform. Fans who then upload those photos or short videos to Instagram will be entered for a chance to win tickets to the Final Four of next year's tournament.



# CONCLUSION

There's no doubt that the sports world is changing drastically to meet enhanced fan expectations. Fans in 2023 have made it clear that they want more choice in how they engage with their favorite sports, and in what manner. 'Anywhere, Anytime, Anyplace' – those are becoming the dictums of sports content, and with it, sports marketing. In addition, increasingly personalized fan interactions, new models of investment, immersive virtual environments, and purpose-driven marketing are leading some of the key sports marketing trends for 2023. For brands and marketers seeking sure footing in the face of these digitally-driven headwinds, first-party data collection will become a major priority as advances in AI and web3 will offer new ways to enrich the fan experience. As these technologies continue to enter the mainstream, we can expect their further integration into the sports marketing environment, enabling viewers to become enthusiastic fans – and, potentially, collective investors in the teams and athletes they support.





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Snipp provides promotions and loyalty programs designed to engage customers across the entire path to purchase - in-store, at home and online. Clients can run one-off promotions to evergreen loyalty programs that meet objectives at a brand, shopper, category, and portfolio level and customizable by region, language, channel, retailer and more.

SnippCARE, our modular Customer Acquisition, Retention & Engagement platform, powered by our market-leading receipt and transaction processing platform for purchase and non-purchase validation, enables implementation of ROI-driven, omni-channel programs, globally. We capture zero-party data in real time and build proprietary data sets, driving engagement, personalization and brand loyalty and enabling intelligent decision-making. It's tailor-made for brands to build deeper relationships with their customers.

For over a decade, we have worked with the world's leading organizations in both B2C and B2B spaces, across industry verticals including CPG, retail, pharma, utility, home and outdoor, alcohol, tobacco, lifestyle and more.

Visit us at [snipp.com](http://snipp.com) for more details and program example

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## SNIPP OFFERS THE FOLLOWING SOLUTIONS:



### Promotions & Sweepstakes

Create sweepstakes, GWP, instant win, gamification, social media promotions and more. Setup, legal and fulfillment too.



### Transaction Processing

Validate any purchase (receipt/PO/invoice etc.) or non-purchase (image, survey, social, etc.) transaction. Retailer and device agnostic.



### Loyalty

Modular customer loyalty platform with comprehensive earn and burn mechanisms as well as deep personalization and segmentation to drive engagement and retention.



### Rebates

Streamlined digital rebate processing. Flexible, efficient, scalable and secure. Use our one-stop self service platform for multiple rebate programs.



### Rewards

Incentivize customers with an exhaustive rewards catalog - across any geography, industry or consumer demographic. Includes 250+ categories (physical, digital and experiential) and 58+ currencies.



### Data & Analytics

Capture and make sense of complex consumer behavior and purchase patterns. Turn this into actionable insights for personalization and engagement.

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