FOOTBALL has proven to be an effective messaging medium. The tremendous reach and power rated show each year, seen by more viewers than any other program, an exposure that love. The support of the community is tremendous, with 18 million tickets sold each intentions, and behaviors toward the NFL and comparing them against benchmarks.

ated by undertaking surveys that measure people's awareness, perceptions, preferences, community where they work and live. The effectiveness of these ad campaigns is evalu- campaigns remind fans that football players are regular guys who want to do good in the United Way has soared from $800 million to $4 billion. The relationship between United today and has encouraged fans to give back to society. Consequently, fundraising for positive changes in communities and people's lives. This partnership is still in existence visit the elderly—football players reaching out to make a difference.

Patriots help deliver Thanksgiving dinners to those in need, and the Pittsburgh Steelers sports and business and build a playground in the Philadelphia area. The New England building community playgrounds. Each year the Eagles take time off from the world of the years, with each team taking on a different issue, such as the Philadelphia Eagles TV. The NFL has worked with a number of nonprofit and charitable organizations over the years, with a number of nonprofit and charitable organizations over the years, with each team taking on a different issue, such as the Philadelphia Eagles building community playgrounds. Each year the Eagles take time off from the world of sports and business and build a playground in the Philadelphia area. The New England Patriots help deliver Thanksgiving dinners to those in need, and the Pittsburgh Steelers visit the elderly—football players reaching out to make a difference. Back in 1974, the league formed a partnership with the United Way, a national network of more than 1,300 locally governed organizations that work to create lasting Bettering communities and helping others ties into the basic team concept and is an extension of the NFL's philanthropy. NFL players strongly believe and encourage others to get involved, whether it is time or money or anything else—even the smallest of gestures can make a big difference to someone else.

Focus groups and surveys have shown that community involvement is particularly important for an organization that depends on the community for sup- port. The NFL has a rich history of giving, and each of the 32 teams has its own community relations initia- tives. The fact that there are around 1,600 players in the league indicates the far-reaching capabilities of this powerful organization. According to Joe Browne, executive vice president of Communications and Public Affairs, the NFL views its public service activities as giving something back to its customers—the fans who attend the games and watch them on TV. The NFL has worked with a number of nonprofit and charitable organizations over the years, with each team taking on a different issue, such as the Philadelphia Eagles building community playgrounds. Each year the Eagles take time off from the world of sports and business and build a playground in the Philadelphia area. The New England Patriots help deliver Thanksgiving dinners to those in need, and the Pittsburgh Steelers visit the elderly—football players reaching out to make a difference.

The league indicates the far-reaching capabilities of this powerful organization. According to Joe Browne, executive vice president of Communications and Public Affairs, the NFL views its public service activities as giving something back to its customers—the fans who attend the games and watch them on TV. The NFL has worked with a number of nonprofit and charitable organizations over the years, with each team taking on a different issue, such as the Philadelphia Eagles building community playgrounds. Each year the Eagles take time off from the world of sports and business and build a playground in the Philadelphia area. The New England Patriots help deliver Thanksgiving dinners to those in need, and the Pittsburgh Steelers visit the elderly—football players reaching out to make a difference.

Conclusion

The NFL has used marketing research to foster immense goodwill and influence to make a difference to the community. The strong public-service feeling at the NFL and the active involvement by NFL players in various social initiatives and programs bear testimony to how seriously the NFL takes its responsibility toward society and the immensely positive impact it has on society, all supported by marketing research. Continued reliance on marketing research can help the NFL to remain the king of professional sports.

Questions

1. Football is a male-dominated sport. Discuss the role that marketing research can play in helping the NFL more effectively market the league to women.

2. The NFL would like to increase its share of the female market segment. Define the management-decision problem.

3. What is the main competition faced by the NFL? How can an analysis of social media shed light on this issue?

4. Define an appropriate marketing research problem corresponding to the management-decision problem in question 2.

5. Develop three appropriate research questions, each with suitable hypotheses.

6. What type of research design would you recommend for investigating the marketing research problem?

References


