

2023 Fall Football Season

3 Ways to Reach Fans Across Screens

This fall football season will be record-breaking. This year's survey shows that 75% of consumers will join in the fanhood, enjoying the games, gatherings, and grub that fall football brings.

But with the costs of food and supplies rising — not to mention the increased price of tickets and travel — you can expect everything from viewing habits to brand purchases to change.

How can you best connect with fall football consumers?

- Engage frequently on the channels & platforms shoppers prefer
- Inspire loyal and unknown purchasers across all digital channels with 1st party purchase data and contextual moments targeting
- Leveraging traditional & college athlete creators, deliver inspiration that entices product trial

\$35 Billion

spent on tailgating food and beverages each year [TIA](#)

\$300+ per game

DID YOU KNOW?

42%

of fall football tailgating conversations on social media are related to food

3 TIPS FOR A STRONGER GAME-TIME STRATEGY



PLAY NICE ON EVERY DEVICE

59% of fans say it's important to keep up with the game on multiple devices — a 16% increase year-over-year.

>> AKI TIP: At any given moment, a consumer weaves in and out of different channels, before and during the game. Inspire each shopper uniquely with game scores, local team colors, and more across all digital devices during key game-day moments — including DOOH at bars or stadiums, mobile and desktop while they browse social media, and CTV for at-home viewers.



REACH THE "HOMEGATER"

50% of consumers will primarily watch football games on television or streaming services.

>> AKI TIP: Leading up to game day, and during key prep moments, inspire homegaters to stock up on their favorite game day snacks and beverages across all digital channels. Target known purchasers based on 1st party purchase data, and "unknown" shoppers with contextual moments targeting.



SCORE BIG ON SOCIAL

89% of consumers follow their favorite teams and players on social media.

>> AKI TIP: Given the recent NIL regulatory changes and with 42% of football fans following college football, work with collegiate athlete creators to become brand advocates. These athletes enable connections to audiences that you may not reach organically, and boast high engagement rates — Collegiate athletes + marketing = Winning combo!

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How can you best connect with fall football consumers?

- Engage frequently on the channels & platforms shoppers prefer
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spent by more than 30% of shoppers

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