

ANALYSIS

We edited our individual sections of the transcriptions in a document. We proofread and cross referenced with the audio recording it for errors and clarity. After this, we identified our individual codes, defined in our personal sections. Then we coded the transcript. We defined subcodes by systematically reviewing themes that were apparent in our individual sections. After this, we contextualized the codes by adding notes that would benefit our understanding and analysis. We used: frequency, intensity, specificity, co-occurrence, disagreement, and agreement.

CODES

Scope/Context	Motivators	Barriers	Channels and Settings	Idea Testing
<ul style="list-style-type: none"> - Social media: Hearing about women's sports through social media. - Personal connection and friends: Personal connection to the team like having a friend on the team or liking the sport. - Game environment: Atmosphere at a game like the amount of people in the crowd and the energy. - Team success: If the participant is invested in the team's success. 	<ul style="list-style-type: none"> - Social atmosphere, friends: Personal connection on teams, energy and engagement from the crowd or stadium - School support/ team success: Team's records or school spirit influencing attendance - Previous experience: Personal understanding or investment in a sport - Incentives: Activities, guests, food or merchandise - Proximity: How close or far games affect students' attendance 	<ul style="list-style-type: none"> - Parking Issue: Not enough space for students - Rumors: "Of course I am going to the mens". Students heard rumors that surrounded attending mens games rather than womens games - Ticketing System: Ticketing app is hard to obtain tickets. Not showing up. - Classes, homework, extracurricular activities: Most games are held during the evenings on weekdays. Compared to football, which is held on weekends or fridays (makes it easier to attend). 	<ul style="list-style-type: none"> - Text: participants were receptive/open to receiving text notifications for events - Info: where people get their day to day news and information from. - Social Media: Social media played a role in their game attendance. - Word of mouth: in person communication about UO sporting events led to attendance. - Incentive: UO promoting a certain item brought them to a game. - Resistance: Not receptive to a specific channel of communication (email,, social media, posters, etc.) 	<ul style="list-style-type: none"> - Incentive: Free merch, food/ reason to go to game - Negative Reaction: Disagreement with idea - Reminder: Some sort of advertisement, social media content, or notification - Personal Relationship: Having some sort of personal connection with a coach, player, team, etc. - Social Scene: Social gathering with other students - Convenience: Transportation or ways supporting the team can be made easier

INTERPRETATION

We each tallied how frequent our codes appeared in the transcript. We used the contextualized coding to break down what people were most passionate and receptive about. From there, we all discussed the common themes between each of our sections. We noticed that football games were frequently mentioned in reference to their social comradery. We found that social gatherings were commonly mentioned, and they often were paired with incentive opportunities. We noticed that our participants spoke most passionately when there was a lively social environment and opportunity to connect with other students. Many alluded to the appeal of Oregon Football—arguably the most supported sport on campus. We knew we could create a similar environment and reach our audience in our campaign strategy.

FINDINGS INSIGHTS: PREVALENCE/CONTEXT

How many people are affected by (or experiencing) your issue?

Through the answers of the participants of both focus groups, we were able to conclude that most students are affected by low attendance at women's games because all participants in both groups said or agreed that they keep up with UO women's sports. In addition, most students are experiencing the issue of low attendance as 8 total participants had attended a game. We uncovered that game attendance actually plays into the game environment, and when attendance is low, the game environment is worse, which causes people to not want to attend. Through analysis we uncovered this unfortunate cycle that is both reinforcing the issue (poor game environment due to low attendance) and causing it (low attendance causes poor game environment).

What are the important contexts for your issue?

Through our participants answers, we uncovered 4 major contexts for our issue: game environment, friends and personal connections to the sport, team success, and social media visibility. All of these contexts overlap and contribute to low game attendance in different ways.

One context that showed the most frequency, intensity, and agreement in our focus group discussions was game environment. Participants agreed passionately that if the game is "hype" or they know a lot of students will attend, that they would want to attend. We used this context to inform our creative strategy by playing into the insight that attendance correlates with game environments.

FINDINGS INSIGHTS: PREVALENCE/CONTEXT

QUOTES

Game Environment:

“Totally, I think like the crowd, unless you're really into the sport, the crowd makes like a huge different at a sporting event like it takes it from being kind of boring to being really fun. Like I don't like football, but I like the football games because of the crowd.

Team Success:

“I'll say yes, especially for volleyball this year, how far they went in the tournament, how good they were. I think the farther and farther and they went in the tournament and you saw him get better, I think people came along and started to cheer more for them throughout the year, which is pretty cool. I think success has a lot to do with that.”

FINDINGS INSIGHTS: BARRIERS

What is stopping people from complying with your campaign goal?

The challenge in rallying people behind the campaign goal stems from several factors.

Firstly, the absence of not having the Ducks Sports pass. This is an unifying element and a main source of motivation for students. Secondly, the restriction of students who are under 21 poses as a barrier. This limits the potential pool of supports attending. Lastly, the financial constraints hinder participation as some students may lack the resources to actively engage with sports. Overcoming these barriers will require strategic planning and innovative solution in order to ensure inclusivity and widespread participation in our campaign.

What isn't a barrier?

Two factors that aren't barriers include incentivizing participation with rewards and ensuring easy access to the campaign's location. By offering rewards, we want to motivate student engagement and making involvement more accessible and appealing. Additionally, easy access to the sports game (especially women UO sports games) helps students be able to participate and show their support.

FINDINGS INSIGHTS: BARRIERS QUOTES

Parking Issue/Overcrowded in Student Section:

“Like the parking was a good one. Like you mentioned that..the (cutoff)”

“I think just like the like accessibility, yeah, obviously it's like really not easy to get in and like even when you do, you can't even sit in the student section.”

Ticketing System:

“I claimed a ticket to go to the acrobatics meet and they don't sell out ever. I don't think like there's hardly anyone there, unfortunately, and I got to the guy who scans my ticket and my ticket wasn't in my Ticketmaster account. And there was just this line of all these students who had the same problem, like getting a ticket. I did eventually get in, after waiting in line for 10 minutes, but I know some kids just walked away. They weren't going to deal with it.

FINDINGS INSIGHTS: MOTIVATIONS

We found that the social atmosphere and incentives were frequently mentioned as motivators to attend Oregon sports games. Students were more drawn to any event their peers attended - especially their close circle - and ones with pre-planned awards or guests tailored to student interest. Students found camaraderie and dependency within one another going because it creates an energetic environment that also acts as a social gathering on top of a school event. Although the social aspect of games was mentioned most, participants shared more specific stories about winning products or food at sports events. Participants were very expressive when thinking about what they had won previously, and out of all their attendance at games, those were remembered the most.

Our campaign involving a partnership of Women in Flight and Rennie's Landing combines the popular social aspect of game-days and incentives for discounted drinks, food and rewards. Rennie's hosting watch parties and pre-games works towards increasing awareness of Women's sport showtimes while creating a common ground for people to gather in an accessible, popular spot. During home games, shuttles will be provided to Matthew Knight Arena, making games easy and accessible. Rennie's offering games, rewards and deals - including rewards based on the statistics of the women - will encourage students' attentiveness to games, further increasing their connection to the players and sport itself.

FINDINGS INSIGHTS: MOTIVATIONS QUOTES

Social Atmosphere/ Friends:

“I feel like that’s the whole psychology like football game because it’s like you have like the tailgate tied to it too. So it’s the social scene, you know.”

“Or if you just know someone who plays that sport, I think it’s personal interest as well as how many of your friends are going. It’s like football. A lot of my friends go, I’m sure a lot of your friends go too as well as like, you’re gonna go to the game if a bunch of your friends are going.”

Incentives:

“I think for the spring game the concert that’s happening, I think that’s gonna incentivize a lot of people to go.”

FINDINGS INSIGHTS: CHANNELS/SETTINGS

Social Media: Participants universally agreed that TikTok and Instagram were the most used and accessible apps for getting day-to-day news. Short form video content, joint posting between athletic accounts, resharing, and interactive opportunities for free merchandise were all components that participants reflected played a role in event attendance.

Text notifications: Opt-in text reminders were well received as a method of communication, and further supported at the notion of having the texts come directly from Puddles. Participants voiced that while text notifications are personal, they are almost impossible to miss, particularly if the tone was casual, humorous, and informative.

Email marketing: The overwhelming inflows of emails from the University has led to a degree of ignorance when it comes to receiving updates on UO Sports. Duck Sports Pass subscribers receive spam-like recaps that get lost in class notifications, outward communication, and other promotional offers. This would be an ineffective channel to utilize.

Word of Mouth: People agreed that making plans in person, or hearing about a game from a friend helped them motivate to attend. This step is often secondary to hearing about the event through another channel (poster, social media, etc.) The idea of meeting somewhere before/after the event also resonated well with our participants.

FINDINGS INSIGHTS: CHANNELS/SETTINGS

QUOTES

Text Notifications:

“If I sign up for something and they text me or like I have my GroupMe coming to my phone number like I will never miss that. If I were to get a text like every time I an event was going on that night or the next day, I'd probably end up buying a ticket or getting my sports pass ticket like 20 times more likely.”

Email Marketing:

“I get so many emails a day. I don't even look at them to be honest. There's so many from U of O that I just like I don't click on them and I just am like deleting them or like trying to find the important ones about like something like I'm looking for. So I just like look past it.”

Word of Mouth:

“My friends are terrible planners like I love him to death, but they are terrible planners. But like, if I say, oh, let's all go to the spring game, we can meet at my house before they'll be there.”

FINDINGS INSIGHTS: IDEA TESTING

Idea 1 (Rennie's holding a watch party for an away game): They were receptive to this idea. They had immediate and enthusiastic agreement. The participants agreed that most engagement for sports is through the social setting surrounding it. Beyond the social setting, it created convenience for people, which tended to be a big barrier. Our participants said they were always looking for an idea to hangout with friends and have a set social activity. They also agreed that having this during away games would in turn create a further investment in the team's success.

Idea 2 (Women's Sports Week): The participants were only receptive to certain parts of this idea. They weren't as enthusiastic about this strategy in comparison to the watch party idea. They workshopped through it, and pulled out pieces that were fruitful. Some participants agreed that they would not stop whatever they were doing to attend an on-campus activity. But, they would enjoy if there were opportunities to connect with players and and see short advertisements in passing. They suggested the idea of having Puddles involved to create content and drive overall engagement with advertisements. They said that a big issue for them is not knowing when women's sports games are. So, they believed having more informational advertisements and opportunities to connect with the team in casual ways would be beneficial.

FINDINGS INSIGHTS: IDEA TESTING QUOTES

Convenience:

“I think like for the hockey team that does similar things and everything done like shuttles to the hockey rink and like on those nights like the turnout is kind of crazy. And so I wonder if like Rennie’s did the same thing for like women's basketball. And also shuttle to Matthew Knight, since it is like a far time or a far walk'.”

Social Scene:

“Um also I feel like on the weekends at least, a lot of people are gonna go to Rennies and like Max's anyways. So for like giving them another like inclination to go be like we're having a watch party. It's gonna honestly like be easier for them to go and going to be more inclined to go and then that could just in turn make them more connected.”

Incentive:

“Yeah, I think my perspective like seeing the different games, like when they give away free things, people come. Like the free shirts, the free pizza, like towards the end of the season every single game they were giving away something for free. The McDonald's like things to wave around, like it's just like free things like draw people in.”

INSIGHTS TO STRATEGY/CREATIVE

Channel and setting: In-person watch party at Rennie's Landing which will be promoted on social media accounts. Rennie's will provide a watch party where fans can gather, drink, eat and cheer on any team. We also created a contact named "Puddles" in place of automated reminders to attend these events. Puddles will send short and sweet texts with date and location along with some witty banter to create a more friendly and enticing invite.

Justification: We were able to construct an idea that incorporated the most apparent and agreed-upon ideas. Our participants had more support for a team when there was a personal entertainment opportunity for them. For our campaign strategy, we used a form of the most commonly paired idea- a social setting and incentive intermixed. In relation to the advertisement for this event, we found that our participants were most receptive to social media advertisements and text notifications; this enthusiasm was amplified when Puddles/The Duck were involved.

