



**PLAY**  
**BUILDS US**

TEAM 171

**aaf**<sup>®</sup> national  
student  
advertising  
competition

# Executive Summary

Young people and families are growing in a world that feels more demanding and disconnected than ever before. Rising mental health challenges, increased screen time and fewer spaces for meaningful connection have created a gap in how kids build confidence, resilience and a sense of belonging. At the same time, parents are not just looking for activities to fill time. They are looking for opportunities that help shape who their children become.

The NFL is uniquely positioned to meet this need through its existing youth initiatives, including flag football, PLAY 60 and community programming. However, these efforts currently exist in silos, limiting awareness and making it harder for audiences to see the league's broader impact.

That creates an opportunity to unify these initiatives under one clear, emotionally compelling platform that demonstrates how football contributes to physical, mental and social development.

Our campaign positions football not just as a sport, but as a developmental force that helps build stronger individuals, families and communities. Grounded in the insight play is not a break from growth but how growth happens. **Play Builds Us** frames football as the doorway, with play as the mechanism and youth development as the outcome.

This campaign focuses on youth and their parents, with special attention to women and Latino audiences who play a central role in shaping family decisions and community connections. These audiences are looking for accessible, meaningful opportunities that help their children grow while building confidence, character and belonging.

Through an integrated strategy across social media, storytelling and hands-on community activations, Play Builds Us brings the game to life in ways that feel human, inclusive and real. From nationwide Playmakers' Day events to player-led storytelling, the campaign turns football into something people can experience, not just watch.

By the end of the campaign, the conversation will shift from around what football IS to what football BUILDS, allowing the NFL to unify its impact and the ownership of a more meaningful role in youth culture.



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## Campaign Objectives



### Highlight How Play Builds

Increase awareness of the NFL's youth wellness initiatives by unifying programs and community efforts under one clear story that helps audiences understand the impact the league can have beyond the field.



### Make Play Part of Everyday Life

Strengthen perception of the NFL by framing football as a tool for confidence, character, belonging, and youth development.



### Position Football as a Tool for Growth

Drive engagement and intent by encouraging families to see play as relevant, accessible, and important to kids' everyday growth and well-being.

# The Foundation

The NFL, or National Football League, has played a dominant role in culture since its founding in 1920. Originally representing only 14 teams in four states, the NFL has grown to games with millions of viewers. However, despite the organization's long-standing reputation of entertainment and rivalries, the NFL is struggling to hold its footing in today's social landscape. Faced with disconnected audiences and solutions emphasizing an easy way out, the NFL must remind viewers of the value of sports—and why they should care.

The 32 NFL franchises were valued at an average of \$7.1 billion each after the 2024-25 season, growing approximately 25% each year. On a larger scale, the global sports industry is valued at over \$400 billion and anticipated to grow 5% annually, providing an opportunity for the NFL to expand its impact to international audiences. While these industries are experiencing growth, tackle football participation nationally has declined approximately 17% since 2006. As a result, the NFL must take advantage of growth opportunities and expand its reach into new markets. Considering entertainment and pastimes, how can the NFL become a brand for everyone?

## STRENGTHS

- The NFL has broad cultural reach and visibility.
- Flag football gives the NFL an accessible and inclusive entry point that makes play feel broader than elite competition.
- Established history of promoting positive role models and character development The NFL can activate players.
- Integrated philanthropic initiatives that reinforce brand values and community impact.
- Scalable infrastructure with multiple youth programs across different regions.

## WEAKNESSES

- Current messaging does not fully resonate with priority growth audiences, especially women, Latinos, families, and casual fans.
- Youth initiatives currently feel fragmented rather than unified.
- Audiences may see individual programs but not always the collective impact.
- Limited localized community-building efforts compared to smaller, grassroots organizations.

## OPPORTUNITIES

- Growing demand for accessible youth sports creates the ability to use youth programs as a pipeline to build long-term fan engagement.
- Build greater resonance with women, Latinos, parents and families by showing how football helps to shape confidence, character, and belonging.
- Turn existing programs into a more visible cultural story through player voices, family storytelling, and community experiences.

## THREATS

- Private club sports and other youth activities may feel more personalized, prestigious, or community rooted.
- Persistent perception among some female audiences that programs are not inclusive
- Lower participation rates among girls in flag football compared to boys
- Competition from alternative youth sports and shifting recreational preferences
- Economic and access barriers can still limit participation in organized youth sports programs.

214

Survey Respondents

120+

One-on-one Interviews

85

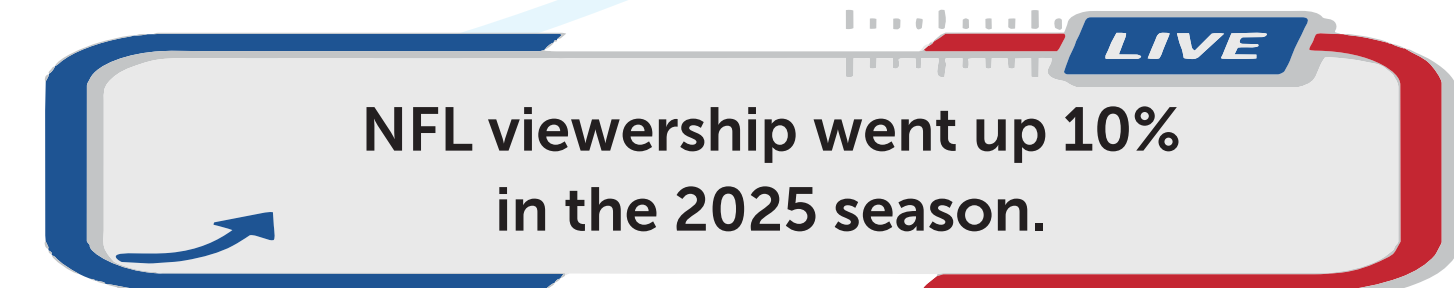
Secondary Sources

# The Landscape

## Market Size + Growth

As a highly competitive market, the professional sports industry has both large and small brands. The growing sports industry is largely a result of advancing technology, in-stadium experiences, differing broadcasting rights, and sponsorship deals<sup>1</sup>. The NFL viewership increased by 7% in 2025 from 2024<sup>2</sup> and in 2025 had revenue of around \$21.2 billion<sup>3</sup>.

The NFL is the leading professional football league and has the highest viewership of any professional sports league in the U.S., with 43% of internet adults planning to watch or watching the NFL<sup>4</sup>. While the NFL currently controls a large proportion of the U.S sports market, the category is increasing. As the sports industry advances, the NFL has maintained a loyal customer base with minimal effort or thought put into it.



## Market Trend

With technology advances, people have become more accustomed to digital interactions rather than IRL (in-real-life) experiences. In response to a digitally connected world, people have sought in-person community. According to ProjectPlay, casual participation in youth sports increased by 7% in 2024 compared to 2023, with 65% of youth aged 6-7 trying a sport at least once.<sup>4</sup> As well as 2.4 million kids under 17 playing flag football in the U.S.<sup>5</sup> North America accounts for the majority of viewership of the NFL and participation in NFL flag football.<sup>3</sup> The NFL is experiencing a more diverse viewership. As of 2024, 42% of NFL viewers were women<sup>6</sup>, and since 2016, confirmed Latino viewers (both English- and Spanish-speaking) have spiked by 11%<sup>7</sup>.

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# Why Play Matters Now

Youth and young people today are growing up under more pressure than ever. Constant expectations. Constant noise. Fewer spaces to simply belong.

Families feel it too. Time is stretched. Connection is fragmented. Meaningful moments can be harder to create and sustain.

What once happened more naturally through community, mentorship, and shared experience now often requires greater intention.

**33%**

of women have watched men's professional sports in the past month.

**66%**

of parents worry about their children's health

**62%**

increase in Latino student-athletes since 2015

In a world that can feel increasingly individual and disconnected, football offers something meaningful. It creates structure. It creates accountability. It creates a reason to show up, not only for yourself, but for others. For many young people, it can offer something deeper: a place to belong.

Football isn't just a game. It is one of the most powerful environments for building people.

"I'd tune in more if the experience felt welcoming and relevant to women like me."

"I feel like Latinos are big fans of football, yet we're rarely represented on the field."

"As a parent, I know I'm going to mess you up, I just hope I can give you the right tools to fix yourself"

Through every practice, every play, every season, something bigger is happening. Young people are learning how to lead. How to persevere. How to trust. How to grow.

These moments do not stand alone. These moments build on one another over time, helping shape identity, strengthen character, and create a foundation that extends far beyond the field.

"I feel kind of excited and determined to win. But I'm fine if I lose. I'm really grateful that I actually get to play."

— Violet (age 7)

At its core, football is about connection.

It brings people together — teammates, coaches, families, and communities. It creates shared experiences that can build trust, belonging, and confidence.

That sense of connection supports resilience and growth. When young people feel supported and part of something meaningful, they are not only better positioned to perform. They are better positioned to grow.

Connection helps shape who we become.

When young people feel seen, supported, and part of something bigger, it changes how they see themselves. They show up with more confidence. They move with more intention. They begin to believe more in who they can become.

Football can help create that kind of environment over time — through repetition, relationships, and shared purpose.

This is how growth takes shape. This is how play builds us. This is bigger than the game.

When we invest in play, we invest in stronger people, stronger communities, and a stronger future.

Because play builds more than athletes.

**Play Builds Us.**

# Target Audience Segmentation

## Parents: Team Captains



Age: 35 to 54

The Team Captains are parents who see sports as more than an activity—they see it as a way to shape who their children become. They want their kids to build confidence, develop resilience, and find a genuine sense of belonging in a world that often pulls them toward screens instead of real connection. They value challenge, but can hesitate when growth pushes beyond what feels familiar. They tend to gravitate toward sports they understand—where they feel a sense of control. Yet at its best, play becomes something more: a space where children are free to grow, and where parents learn to support that growth without needing to direct it.

“ I see sports as a place where my child can grow, learn, and belong, while I balance keeping them safe with pushing them forward. ”

## Women: Trailblazers



Age: 25 to 44

The Trailblazers are women who don't follow the NFL for stats—they show up for the moments that matter: the Super Bowl, neighborhood watch parties, and car rides filled with team spirit on the way to practice. They're drawn to the energy and connection of the game, even if they sometimes feel like outsiders in a space built for die-hard fans. Still, they're curious, open, and ready to engage when the experience feels meaningful. For them, play doesn't just happen on the field—it lives in the atmosphere, in shared moments, and in discovering new ways to be part of the game.

“ I want to be part of the energy and connection, not on the sidelines, discovering ways to engage fully. ”

## Latinos: The Rising Stars



Age: 18 to 44

The Rising Stars are Latino audiences who may not be die-hard NFL fans, but are naturally curious and drawn to experiences that bring them closer to friends, family, and community. They value tradition and celebration—gathering around meals, cheering small victories, and filling shared spaces with music and meaningful rituals. Football becomes more than a game when it reflects those values—creating moments that foster connection, inspire participation, and strengthen community. For Rising Stars, play is a cultural connector: a space to belong, celebrate milestones, and turn individual curiosity into collective energy.

“ I want to be part of something that celebrates who I am and connects me with others. ”

# Insights

## “Built through Play”

We need to stop seeing play as a luxury and make it a necessity.

### Parents

Not looking for activities to fill time, looking for opportunities to build healthier, confident and more connected kids.

Play is the most powerful way growth happens, but many parents don't see it that way for their families.

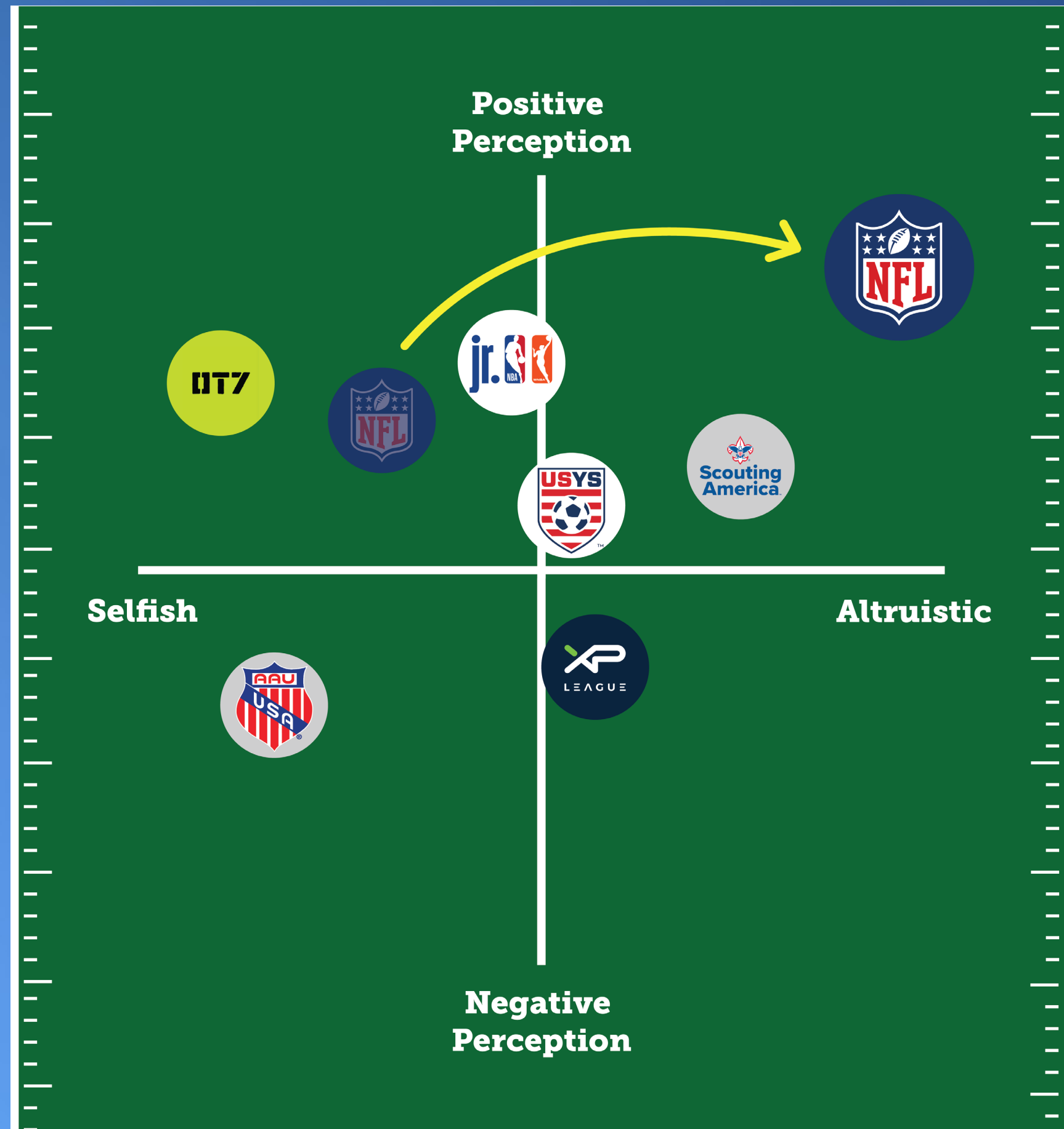
### Women

By engaging in play, women can guide, inspire, and connect with the next generation while reinforcing the values of confidence, leadership, and purpose.

### Latinos

Play transforms casual moments into shared family pride and cultural legacy, turning games into life lessons that stick.

# Brand Positioning Framework



In a world evolving faster than they can keep up with, Team Captains, Trail Blazers, and Rising Stars value brands that bring structure, meaning, and support into everyday life. They want to build healthier futures for their communities — physically, mentally, and emotionally.

The NFL is one of the most powerful forces in sports culture, but many of its youth initiatives never receive the attention they deserve. Play Builds Us changes that. It expands what the NFL stands for, showing that its impact reaches far beyond the field.

Through Play Builds Us, the NFL's purpose to build people through play comes to life. It redefines play as a tool for confidence, belonging, and stronger communities, proving that the NFL is not only building athletes or fans, but helping build the next generation.

The NFL isn't just an element of national culture; it shapes it. In 1966, the first modern Super Bowl didn't just crown a champion; it created a tradition, transforming football from just a sport into a shared experience transcending generations, geography, and background. The Super Bowl is consistently the most-watched sporting event in America, reaching an increasingly broad audience annually. The NFL and culture share a symbiotic relationship, one so intertwined that it cannot be dismissed.

The NFL can do what no other sport can: give everyone a chance to play, regardless of size, shape, or skill set. No matter where you start, the NFL youth programs build you up physically, mentally, and emotionally as a team. Football, in any form, is the most effective and scalable platform for promoting the power of play.

The NFL youth programs have torn down barriers to entry, making the game accessible to everyone, regardless of what you have or who you are. All you need is your feet and a willingness to try. What players learn on the field is how to grow from mistakes, not hide from them. Football is about trusting your team and letting them trust you back.

Everyone, through sports or not, is built through play and shaped by their experiences. The NFL's initiatives and infrastructure are the solution for a generation that is actively losing growth opportunities. The NFL has the resources needed to make an impact in a neighborhood playground, a city, a nation, and beyond.

## Keys to the Game

Through its reach and resources, the NFL ensures that more people are not just playing but being built through play.



# PLAY BUILDS US

Young people and families are carrying more burdens than ever. They are growing up in a world shaped by pressure, distraction, and disconnection.

They need more than entertainment. They need connection. They need structure. They need purpose.

**And that starts with play.**

In a culture that feels increasingly divided, community can be harder to hold onto. In systems that reward performance above all else, character can get left behind. Somewhere along the way, play was reduced to recreation—treated like something extra. But play has never been just a game. It has always been foundational.

**Play builds.**

It builds confidence.

It builds character.

It builds discipline, leadership, and accountability.

It builds belonging.

It builds resilience.

It builds community.

It builds hope.

Ultimately, play builds better people. Better teammates. Better neighbors. Better leaders.



Football is one of the most powerful collective experiences in the world. It asks people to trust one another, to work together, and to commit to something bigger than themselves. At its best, it creates spaces where young people feel seen, supported, and connected—no matter where they come from. It gives kids a place to grow. It gives families something to rally around. It gives communities something to believe in together.

When you step back, the bigger picture comes into view: the impact of play isn't made up of separate moments, but it is one connected story unfolding in real time.

**This is bigger than a season. Bigger than a single program.**

Because when we invest in young people through play, we invest in the future. And when we lead with purpose, we don't just influence outcomes—we shape culture itself.

Play builds stronger bodies.

Play builds stronger minds.

Play builds stronger communities.

Play shapes who we are, because ...

**Play builds us.**



## Brand Promise

The NFL believes the strongest futures don't just happen, they're built early, through moments that challenge, inspire, and shape who you become. With the Play Builds Us campaign, the NFL empowers consumers with the belief that play is more than a game. It's where resilience is tested, confidence is discovered, and life lessons take root. Every pass, every touchdown, every comeback is preparation for something bigger than the field. The brand promises to turn play into a powerful tool, giving young people, parents, and communities the resources to build strength, discipline, and belief through action. Because when people play, they don't just grow as athletes, they grow as people.

## Tone of Voice



## Messaging

The NFL's "Play Builds" initiative brings people together, turning competition into connection and shared growth. It reinforces the idea that strength isn't one-size-fits-all and that consistent effort is what drives real progress. By creating a welcoming, inclusive space, it empowers women and Latino communities to feel confident in their place within the game. More than just a program, "Play Builds" positions NFL youth initiatives as a holistic pathway for developing authentic individuals with the resilience and inner strength to take on everyday challenges.

## Call to Action

The NFL is more than a game. It invites the Team Captains, the Trailblazers, and the Rising Stars to step onto the field of growth and transformation. With Play Builds, every moment of sport filled with practice, struggle, and teamwork is an opportunity to build confidence, resilience, and connection. They can see how every moment of courage becomes a foundation for something bigger on and off the field.

By leveraging the idea of Play Builds, the NFL motivates them to take action in bettering themselves and their communities by growing in characteristics like strength, courage, or perseverance. Play Builds allows youth to get out and get active for 60 minutes, neighbors to invite neighbors to a watch party, teach a little brother or little sister the power of sport, or cheer on the local flag football team.

## Channel Strategy

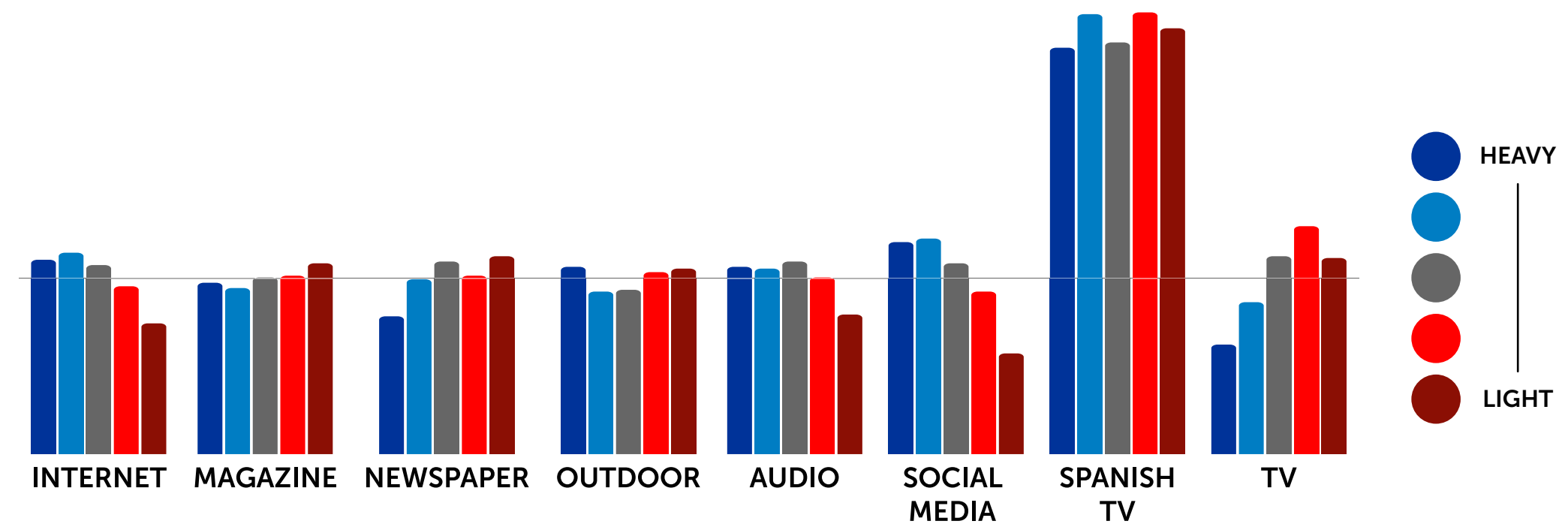
**Play Builds Us** is designed to show up where our audiences already live, listen, scroll, and connect. By activating on **Facebook, Instagram, TikTok, Reddit, LinkedIn,** and **Pinterest**, the campaign reaches Team Captains, Trailblazers, and Rising Stars on the platforms that shape everyday conversation, inspiration, and decision-making.

**Facebook, Instagram, and TikTok** will drive broad awareness and emotional storytelling, helping the NFL reach audiences with content that makes the value of play visible and shareable. **Reddit** creates room for conversation and community validation, while Pinterest engages parents and women through ideas and inspiration tied to youth development, family life, and everyday play. **LinkedIn** reinforces the campaign's broader purpose, positioning the NFL as a brand invested in leadership, wellness, and community-building beyond the game.

The campaign is further amplified through radio and audio platforms such as **Spotify, Apple Music,** and popular and targeted **podcasts**, ensuring the message reaches audiences in moments of routine, reflection, and attention. Across every channel, the NFL will show up authentically and consistently to prove that play is not just something you do, but something that builds who you become beyond the field.

# Media Strategy >>>

Our media strategy is based on MRI Simmons media consumption quintiles averaged across three core segments: Hispanic consumers, women, and parents aged 25–54 with a little to somewhat interest in the NFL. Digital channels lead across all groups, with strong engagement in internet, social media, and Spanish-language TV, while traditional TV remains low. Channel preferences vary by audience, with radio performing best among Hispanic consumers and out-of-home resonating in women- and parent-heavy DMAs, allowing us to align media placements with the most responsive audiences.



# DMAs >>>

We narrowed our scope from all 32 NFL markets to 15 priority DMAs based on three key audience indicators: percentage of Hispanic populations, percentage of women aged 25–54, and percentage of the population with children under 18. Using data from MRI Simmons and the U.S. Census, we identified markets that index well against two or more of these segments. Each selected DMA presents a unique strength across our target audiences, allowing for a more intentional and efficient media approach. Our strategy leverages media quintiles within each segment to prioritize high-value markets and optimize targeting across all three audience groups.



**41M+ TOTAL REACH**  
 13M+ HISPANIC AUDIENCE  
 9M+ WOMEN (25-54)  
 6M+ PARENTS

- Boston, MA
- Charlotte, NC
- Chicago, IL
- Dallas, TX
- Denver, CO
- Houston, TX
- Las Vegas, NV
- Los Angeles, CA
- Miami, FL
- Nashville, TN
- New York City, NY
- Philadelphia, PA
- Phoenix, AZ
- Seattle, WA
- Tampa, FL

# Social Strategy

## Paid



We'll use paid placements on Facebook, Instagram, TikTok, Reddit, LinkedIn, and Pinterest to reach our target audience where they're most active. Paid media will generate over 300 million impressions, helping connect with fans who don't heavily engage with the NFL and expanding awareness beyond core audiences.

## Organic



We'll complement paid media with an organic strategy, leveraging teams and players to share authentic user-generated content. These posts highlight fans and communities, building trust, deepening engagement, and extending the campaign's reach and impact.

# Creative Execution



## Play Builds Purpose Challenge

Local youth are invited to the stadium for a special experience with behind-the-scenes access, game tickets, and field time. During a short break, two teams compete in a two-minute flag football challenge, with the winning team earning funds to support their program. Stadium screens highlight the players and their communities, inviting kids to fill in “Play Builds \_\_\_\_” with words like confidence, teamwork, leadership, or community, and closing with “Play Builds Purpose” and the NFL logo. Fans can enter their organizations via QR codes, demonstrating how all NFL youth initiatives collectively foster growth, wellness, and positive impact off the field.



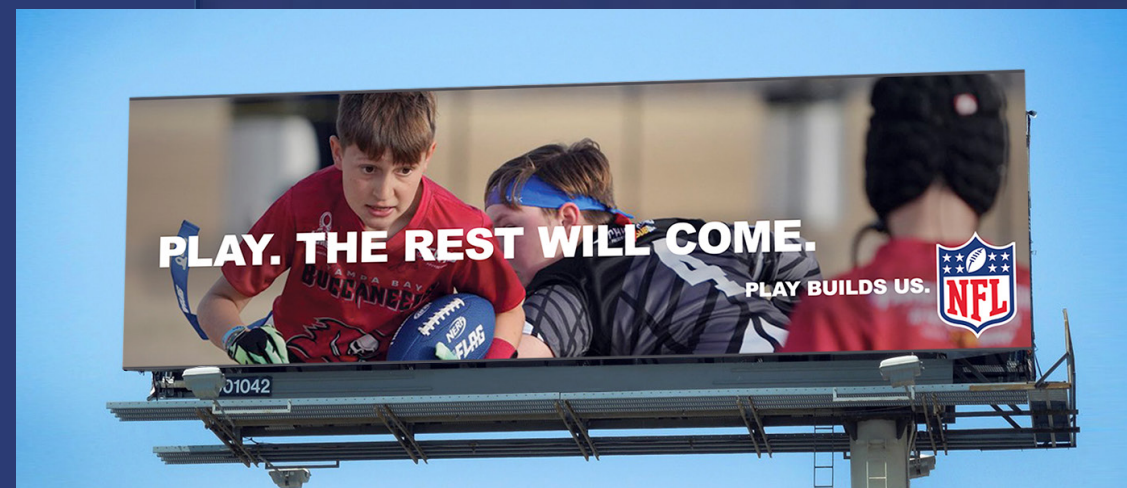
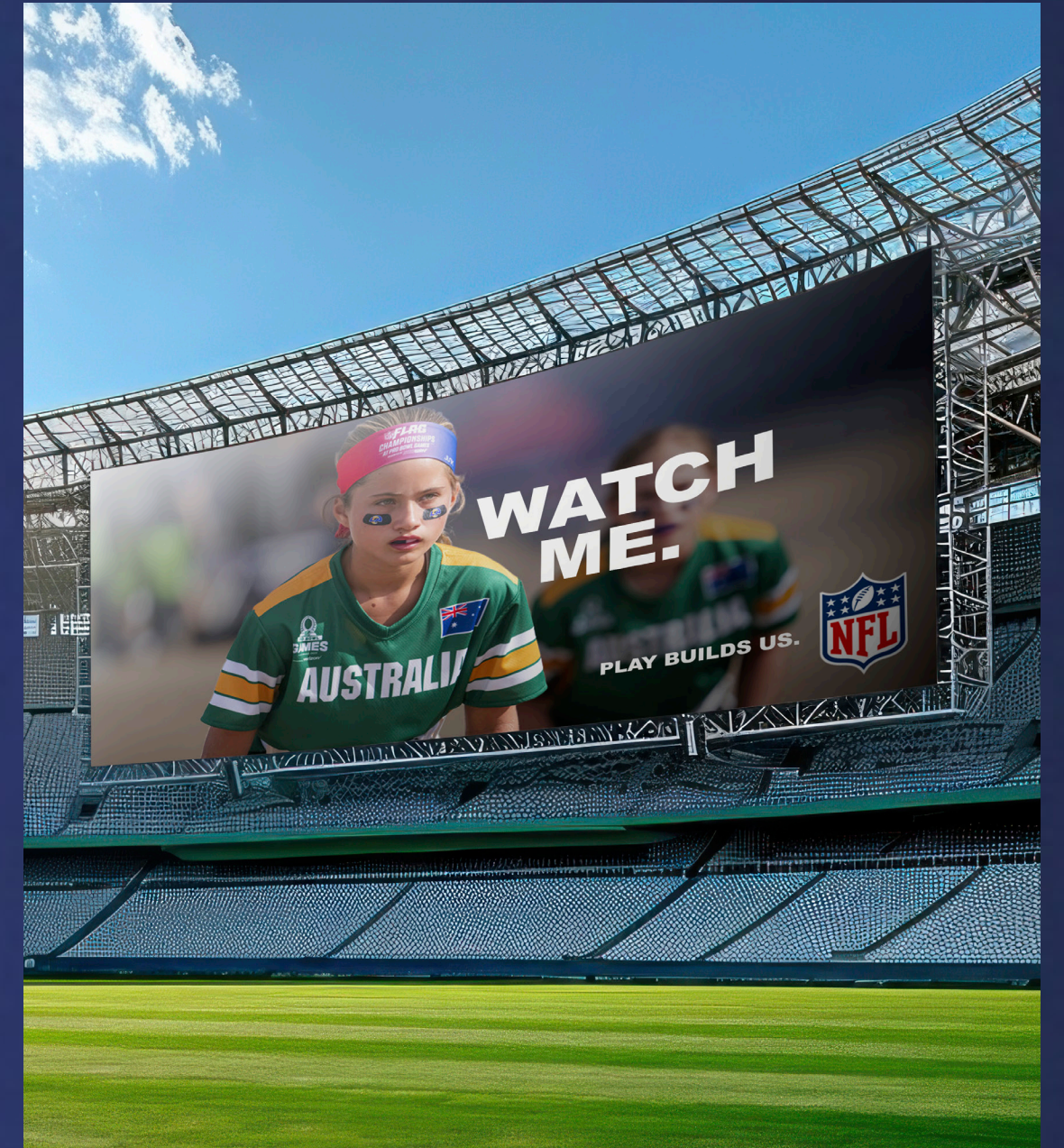
## Play Builds On Wheels

This traveling mobile activation brings the NFL directly to communities, popping up each week in local neighborhoods and high-traffic areas with quick, hands-on football experiences tied to themes like confidence and strength. The journey builds momentum by highlighting local stories and supporting community programs, culminating in a high-energy game-day tailgate. By meeting families where they are, it makes play feel possible every day and reinforces football as accessible, relevant, and valuable to kids’ growth.



## NFL Playmakers Day

A nationwide, team-led open house that invites kids and families to step into football through hands-on stations based on NFL initiatives, focusing on active play, flag skills, community access, and character development. Participants build confidence, teamwork, and life skills, while player cameos and interactive activations like cleat customization add excitement, demonstrating that NFL programs develop more than athletes, fostering youth growth, belonging, and character.



# Media Plan + Budget

## The 1st Quarter (July–September)

The campaign kicks off in the summer, introducing NFL programs and flag football ahead of back-to-school and fall sports, building early awareness as the NFL season kicks off.

## The 2nd Quarter (October–December)

In the heart of the regular season, the campaign leans into in-game activations, capitalizing on high-impact moments and family gatherings like Thanksgiving and Christmas.

## The 3rd Quarter (January–March)

We kick off the second half as the league heads into the playoffs, with NFL Playmakers Day harnessing postseason and Super Bowl momentum to drive awareness and registration for spring flag football, its peak season.

## The 4th Quarter (April–June)

The campaign enters its fourth-quarter push, aligning with summer break and putting the majority of investment behind amplifying flag regionals and the road to the July championship.

	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	COST	IMPRESSIONS
<b>TELEVISION</b>														
<b>NATIONAL</b>														
Hispanic TV		○					○						\$227,000	20,600,000
<b>STREAMING</b>														
Peacock		○	×	×	×	○	○	○	×	×	×	□	\$227,000	9,307,000
Paramount +	○	○	×	×	×	○	○	○	×	×	×	□	\$227,000	10,215,000
Prime Video	○	○	×	×	×	○	○	○	×	×	×	□	\$227,000	7,718,000
YouTube TV	○	○	×	×	×	○	○	○	×	×	×	□	\$227,000	9,307,000
Netflix	○	○	×	×	×	○	○	○	×	×	×	□	\$227,000	5,902,000
<b>SOCIAL MEDIA</b>														
Facebook: Stories & Link Ads		○	×	×	×	○	○	○	×	×	○	×	\$252,000	56,700,000
Instagram: Stories & Link Ads	○	○	×	×	×	○	○	○	×	×	○	×	\$499,750	112,837,500
TikTok: In-Feed Video Ads	○	○	×	×	×	○	○	○	×	×	○	×	\$255,000	36,465,000
Reddit: Post & Conversation Ads	○	○	×	×	×	○	○	○	×	×	○	×	\$484,000	64,821,430
LinkedIn: Sponsored Content	×	×	×	×	×	○	○	○	×	×	○	×	\$192,000	4,224,000
Pinterest: Static Pin Ads	×	×	□	□	□	×	×	×	□	□	×	□	\$128,000	25,600,000
<b>OOH</b>														
Billboards		○				○	○	○			○		\$500,000	225,000,000
Bus/Train Shelter Ads		○				○	○	○			○		\$450,000	18,000,000
Bus Wrap		○				○	○	○			○		\$500,000	4,500,000
In Event Placements													\$0	38,640,000
<b>RADIO/AUDIO</b>														
Spotify	○	○	×	×	×	○	○	○	×	×	×	□	\$242,000	12,100,000
Apple Music	×	×	□	□	□	□	×	□	□	□	×	□	\$242,000	12,100,000
Podcasts	×	×	□	□	□	□	×	□	□	□	×	□	\$80,000	4,000,000
<b>INTERNET</b>														
Programmatic: Targeted Display & Video	○	○					○	○			○		\$500,000	43,750,000
Paid Search: Brand & Segment Ads	×	×	×	×	×	×	×	×	×	×	×	×	\$280,000	106,400
<b>EVENTS</b>														
Play Builds On Wheels	○		○	○	○	○	○	○					\$439,200	4,000,000
NFL Playmakers Day				○	○	○	○	○					\$1,350,000	500,000
Play Builds Purpose Challenge			○	○	○	○	○	○					\$736,000	38,640,000
<b>OPERATIONS</b>														
Research & Testing	×	×	×	×	×	×	×	×	×	×	×	×	\$120,000	
Contingency	○		○	○	○	○	○	○	○	○	○	○	\$300,000	
Production		□	×	×	×	×	×	×	□	□	×	□	\$400,000	

**○ HEAVY SPEND**  
\$25K+

**×** MEDIUM SPEND  
\$10-24K

**□ LIGHT SPEND**  
<\$9K

**\$10.4M**

**BUDGET**

**765M+**

**IMPRESSIONS**



# Campaign Evaluation

## Framework

The “Play Builds Us” campaign positions the NFL as a culturally relevant force for youth development by showing how play and football build confidence, character, belonging, and community beyond the field. Our comprehensive evaluation framework is designed to ensure this strategy’s effectiveness and to measure progress towards our campaign objectives.



### Awareness of NFL Youth Wellness Initiatives

Drive measurable growth in program engagement and digital interest tracked through enrollment in programs like NFL FLAG and NFL PLAY 60, higher video completion rates, increased landing page and program information page traffic, and a lift in online search volume for NFL youth initiatives, flag football, PLAY 60, and partner organizations such as Boys & Girls Clubs of America.

### Brand Perception & Social Sentiment Shift

Track shifts in how the NFL is perceived among women, Latino audiences, and parents by measuring lift in positive brand sentiment, association with youth development, and agreement with key attributes such as inclusive, socially responsible, culturally relevant, and community-minded. Brandwatch and Sprout Social will be used to monitor positive-to-negative mention ratios, conversation volume, and recurring themes related to NFL youth and community efforts. Survey-based brand lift tools can further assess perception changes and intent.

### Engagement and Participation

Evaluate the campaign’s ability to drive action by tracking increases in stated intent to participate, program registrations, event RSVPs, resource downloads, click-throughs to local registration pages or toolkits, and participation at clinics, school activations, and community play days.

Real-time tracking across both digital and in-person touchpoints will provide a comprehensive view of how audiences progress from initial awareness to active engagement with NFL initiatives.

### Increase Key Audience Reach and Content Performance

Assess campaign resonance among target audiences by analyzing reach, video completion rates, watch time, repeat engagement, and overall content interaction across platforms, including YouTube, the NFL app, and streaming or social partners. These insights will help identify where the campaign is generating the strongest traction and inform data-driven optimizations to enhance performance.

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