

Spotlight on:

The New Cultural Codes of Sport

PODCAST INSIGHTS SUMMARY

How can brands tap into the powerful periphery of sport?

CANVAS8

New audiences, new behaviours, and new sporting mindsets are emerging from the edges of sports culture. From female-led grassroots football clubs to basketball stars painting their nails, and big brands supporting niche sports, new opportunities are emerging for brands on the edges of the sporting landscape.

This is a summary from our latest Spotlight audio release. To accompany the audio, here you'll find the key insights and opportunities that brands and businesses can leverage.

**TO LISTEN TO THE EPISODE IN FULL,
FOLLOW THE LINKS BELOW:**

CANVAS8



vimeo

Hosted by Canvas8's own:



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Cross-Cultural Collaboration

Non-sports fans are finding their way into sport through pop culture fandoms, whether they're Swifties at NFL games, beauty fans watching the NHL, or streetwear hypebeasts playing golf. This is creating the opportunity for brands to think cross-culturally with how they engage sporting fandoms.



400%

The y-o-y increase of male customers shopping with Decorté after skincare brand partnered with Dodger's star Shohei Ohtani.

[COSMETICS DESIGN ASIA, 2024]

THE INSIGHT

For younger generations, who are increasingly fluid with their identities and flexible with their self-expression, being a sports fan often isn't different from being a fashion fan ora beauty fan. It's just being a fan of culture.

"Professional athletes are a good lens through which to examine the cultural shift, because they're viewed as increasingly multifaceted in media, like hiring stylists and working with fashion and beauty brands. As a result, they cater to a wider cross-section of consumers, who feel comfortable expressing their own multiplicity.

This is where brands can step in and shine. For example, Charlotte Tilbury was the first beauty brand to partner with the F1 Academy, which makes a lot of sense when you consider that 40% of global F1 fans today are women."

— Anna Waletzko



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HOW ARE MODERN FOOTBALL FANS DRESSING?

SALLY HANSEN'S BEAUTY CAMPAIGN CHAMPIONS MALE ICON

MANORS DISMANTLES 'SNOBBY' PERCEPTIONS OF GOLF

Feel-Good Sports

People are letting go of sporting expectations, creating room for brands to help them not just be their best, but be themselves through sport.



85%

The percentage of young people in the US saying they work out for their mental health just as much as for their physical health.

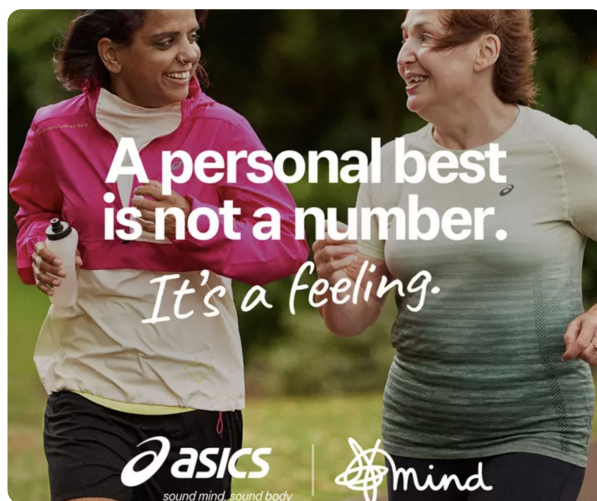
[YPULSE, 2023]

THE INSIGHT

As people grow more worrisome about the world, playing sport is a refuge for proper human connection and tangible, physical wellbeing. People are taking a softer approach, prioritising joy and excitement, rather than striving for peak performance.

"Overall, people are tired of old sports narratives, and are looking to define their own relationships with sports. They want to play on their own terms, and they're gravitating towards brands that offer them a sense of ownership and flexibility, because it really helps to take the pressure off. What Asics did when they teamed up with the mental health charity Mind is great. They created a campaign that challenges performance-based exercise culture after finding that 78% of respondents do not find typical sports advertising motivating."

— Anna Waletzko



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WHY MORE RUNNERS ARE EMBRACING A SLOWER PACE

HOW IS PADEL BECOMING THE 'IT GIRL' OF SPORTS?

HOW CITY GIRLS WHO WALK TACKLES LONELINESS IN BIG CITIES

Challenger Communities

People are challenging sporting status quos, creating an opportunity for brands to celebrate and strengthen authentic sporting communities. From Black ski clubs to women's grassroots football and women-only cycle clubs, groups usually on the outside of sporting institutions are rewriting rules and challenging notions of who gets to play and what sports look like..



93%

of respondents say there's more the sports industry should do to make sporting events feel more inclusive.

[THE JOCKEY CLUB, 2023]


THE INSIGHT

Marginalised groups are prioritising a sense of belonging and inclusion as their primary goals for sporting participation, more than competition, status, and performance.

"It sounds counterintuitive, but de-prioritising the game might be key. The pre-event can be a great place to build loyalty. Angel City FC does this with their 'fan-fests.' Not only do they bring people together via community activities, they also bring people in from outside the sport. For example, they set up a recovery zone for people participating in the LA Marathon. As a whole, they are creating a welcoming environment centred around communities having a good time, putting the game in the backseat."

— Jared Tanna



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HOW SLS DEMOCRATISES SNOW SPORTS FOR BLACK BRITONS

BAESIANZ FC: OPENING FOOTBALL TO BRITISH ASIAN WOMEN

HOW GRASSROOTS COMMUNITIES BRING DIVERSITY TO CYCLING