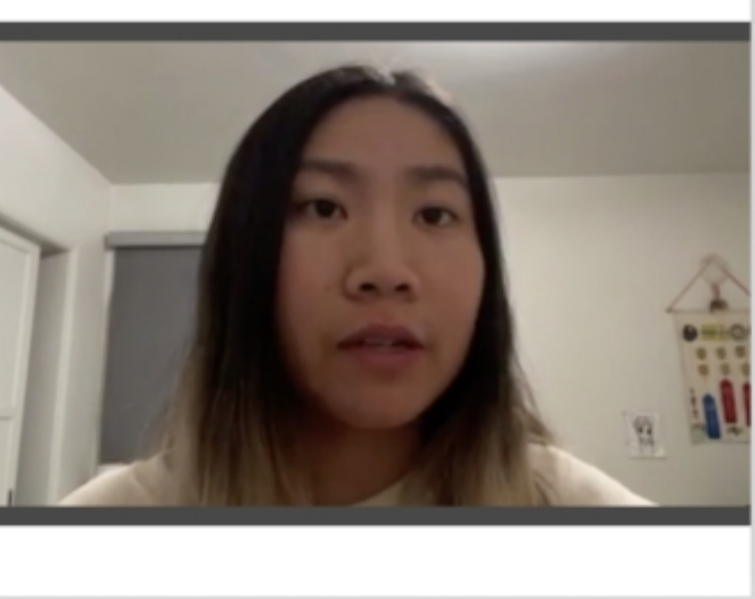


“THE OWNERSHIP IF THEIR  
IGN WITH MINE. IF THE  
ED IN CORRUPTION OR  
S AND THE PLAYERS  
AINST THAT, [THAT]  
STOP BEING A FAN AND  
G THAT TEAM.”

ORTH CAROLINA

mainly a fan because  
been following them  
ce the very beginning,  
y've been performing  
ll, and they represent  
es that I love”

“If the owner sold the  
team, then I could  
potentially see myself not  
being a fan – it would  
mean the team is moving  
away from the area.”



SHIRU  
43  
LEICESTER

“I don't pay much attention to  
the owner of a sports team. I  
don't think that has a big  
impact on how the team  
performs. I wouldn't stop  
supporting a certain team  
because of the owner. It's the  
actual athletes, drivers, or  
players that I'm a fan of. The  
actual team, not the owner.”

## HOW DO THE UK AND US ALIGN SPORTS FANDOM WITH THEIR VALUES?

WE INTERVIEWED 16 PEOPLE FROM THE UK AND US



MICHAEL  
25  
DELAWARE

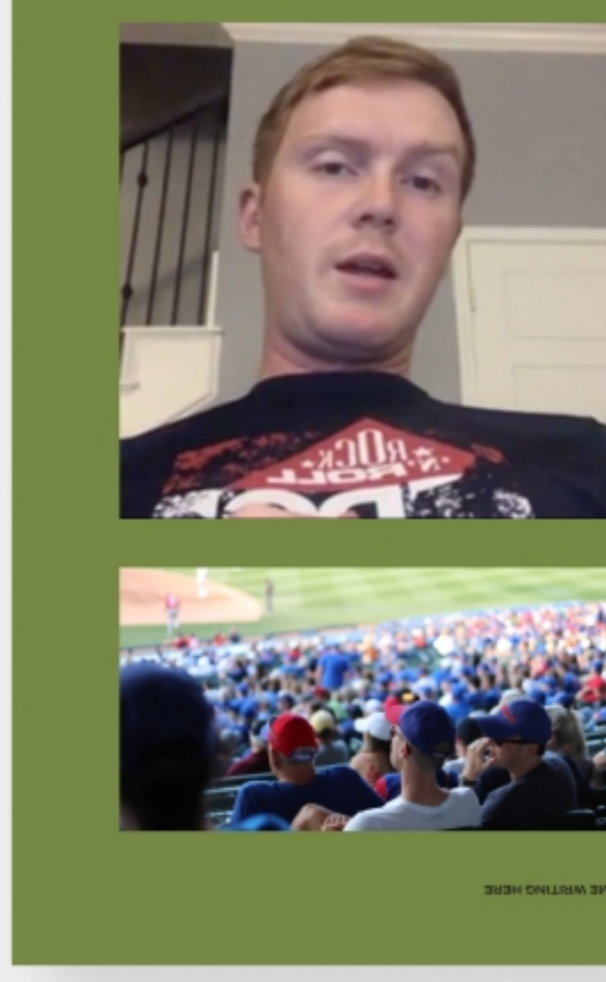
“I support the Brooklyn Nets, and I'd want an owner who was a former basketball player. That would give me more confidence and more reason to follow [the team], but I don't typically keep up with the business owner. The only thing that would upset me would be if the owner didn't allow certain players to play or trade certain players I wanted to keep on that team.”

## REPRESENTING THE TEAM



“The owner represents that team and I think it is really important that they stand up, are diverse, and also represent that in the messages that they play to the media.”

“But if the owner did something illegal, morally wrong, or something detrimental to the club and fans who are, at the end of the day, people who are paying money to see them, I'd stop supporting that team.”



“I PAY ATTENTION  
BECAUSE WE (C  
CHANGE OF OWNER!  
AN OWNER IS S  
AMBITION, YOU HAY  
TEAM. OBVIOUSLY, I  
THE OWNER AND TH  
MAKE ME TURN O  
AMBITION AND IN

CHUK

My focus is just on watching the play and the game and not so much on t ownership. It's really just a fun activ for me, I don't put much stock in it. I not really going to focus on much ot than what the players are doing on t field – not so much about what the owners are doing outside of having t players on the field.”

KRISTI, 36, COLORADO

### TOOLKIT

# Pitch Portrait

## Add real stories to your work with consumer videos

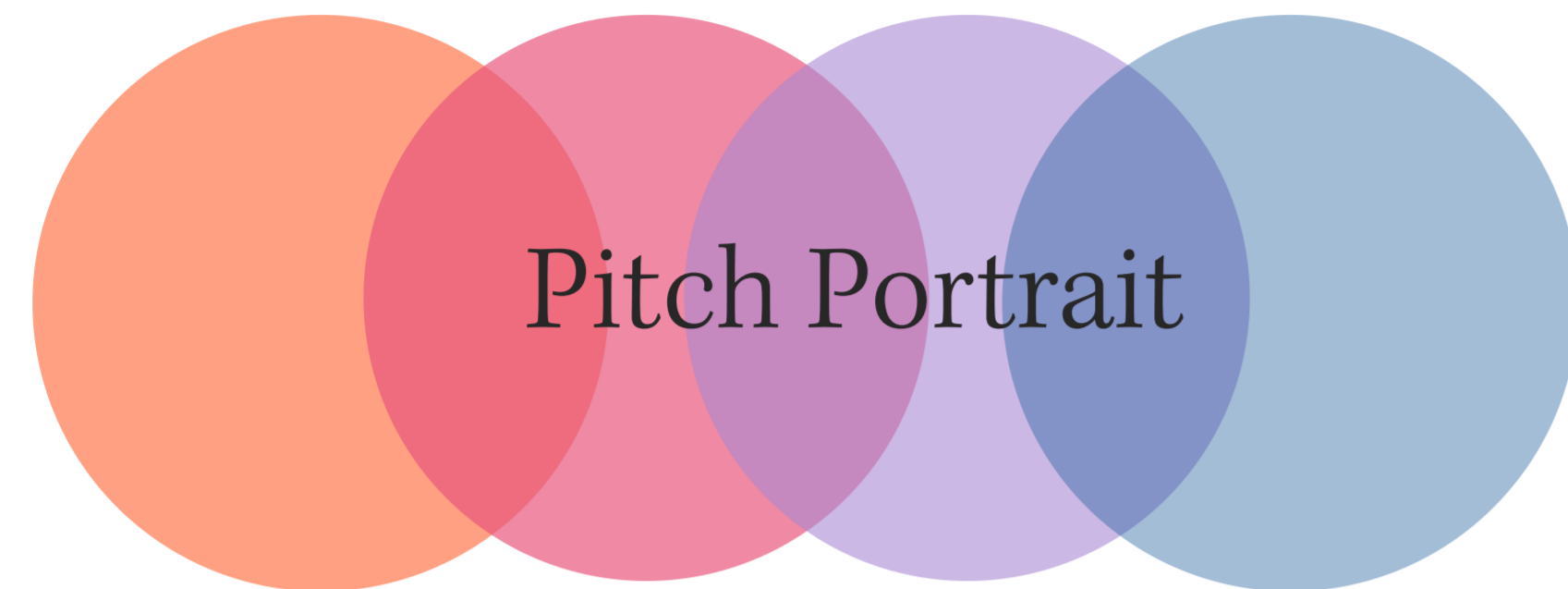
Hear straight from your audience with self-recorded video responses to your questions. Our team analyses the footage and uncovers emerging behaviours to help add texture and rigour to your work.

**Great for:**  
Pitch support  
Presentation decks

**Starting cost:**  
£8,000 / \$11,500  
n=10 general population participants  
n= 10 questions  
1x English-speaking market  
Pricing for other audiences available on request

**Min turnaround:**  
3 weeks

## METHODOLOGY



### RESEARCH

#### Vox Pops

Respondents self-record one minute video responses to carefully designed, bespoke questions.

### NARRATIVE

#### Trend Themes

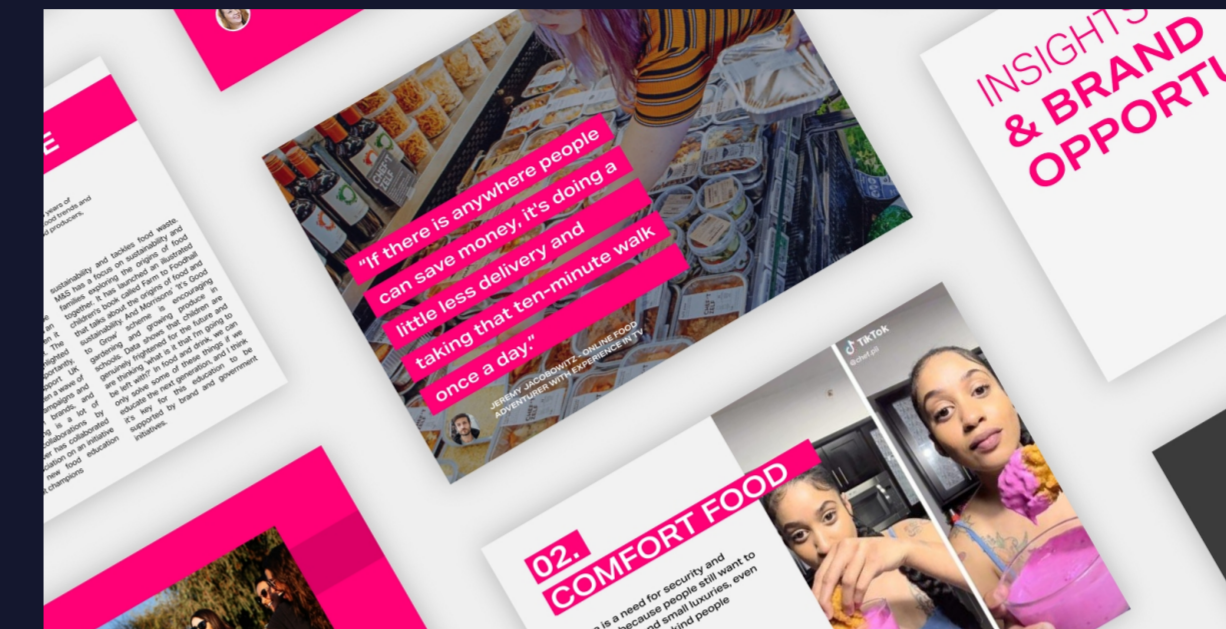
Descriptive summaries of emerging trends to give teams a rich understanding of the key shifts bubbling up in culture.

### ANALYSE

#### Thematic Clustering

An approach that surfaces the most important and prevalent themes from social research.

## WHAT WE DELIVER



### Raw film and transcripts

Unedited video vox pops and qualitative transcripts from the research.

### Vox pop Amplifier Film (optional):

An inspiring two-minute summary of the key research findings. Not included in the starting cost.

### Behaviour Snapshot:

An executive-level 15-slide deck to communicate the most important findings from the project.

## USE CASES

I want to... build empathy with my audience.

I want to... find out what's impacting my audience's decisions (and why).

I want to... utilise thought-provoking insights in a short, presentation-ready format.