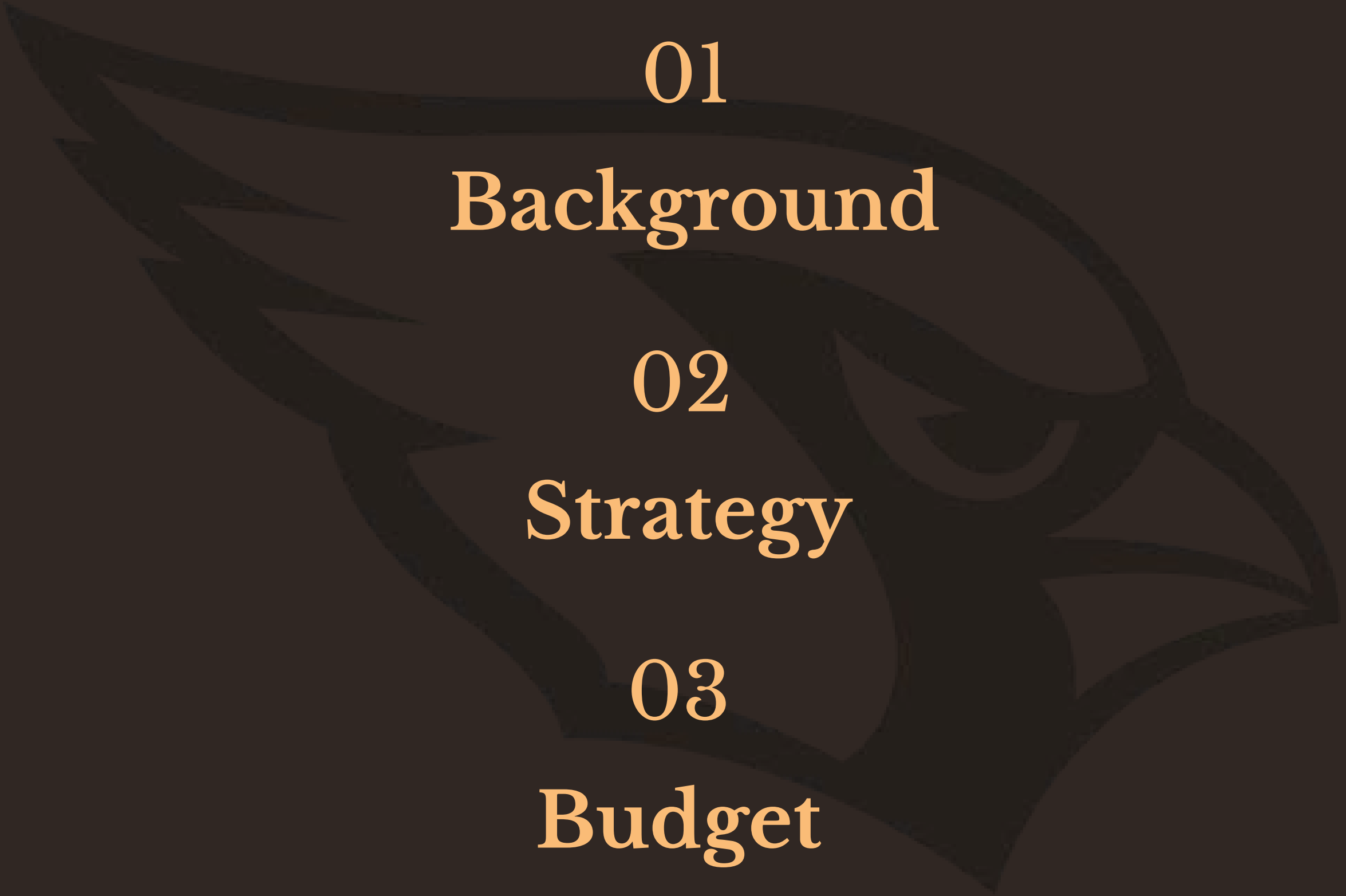


ROOTED IN RED

Team E - Archie Rohden, Nick Angelo
Hudson Spears & Keila Barton





01

Background

02

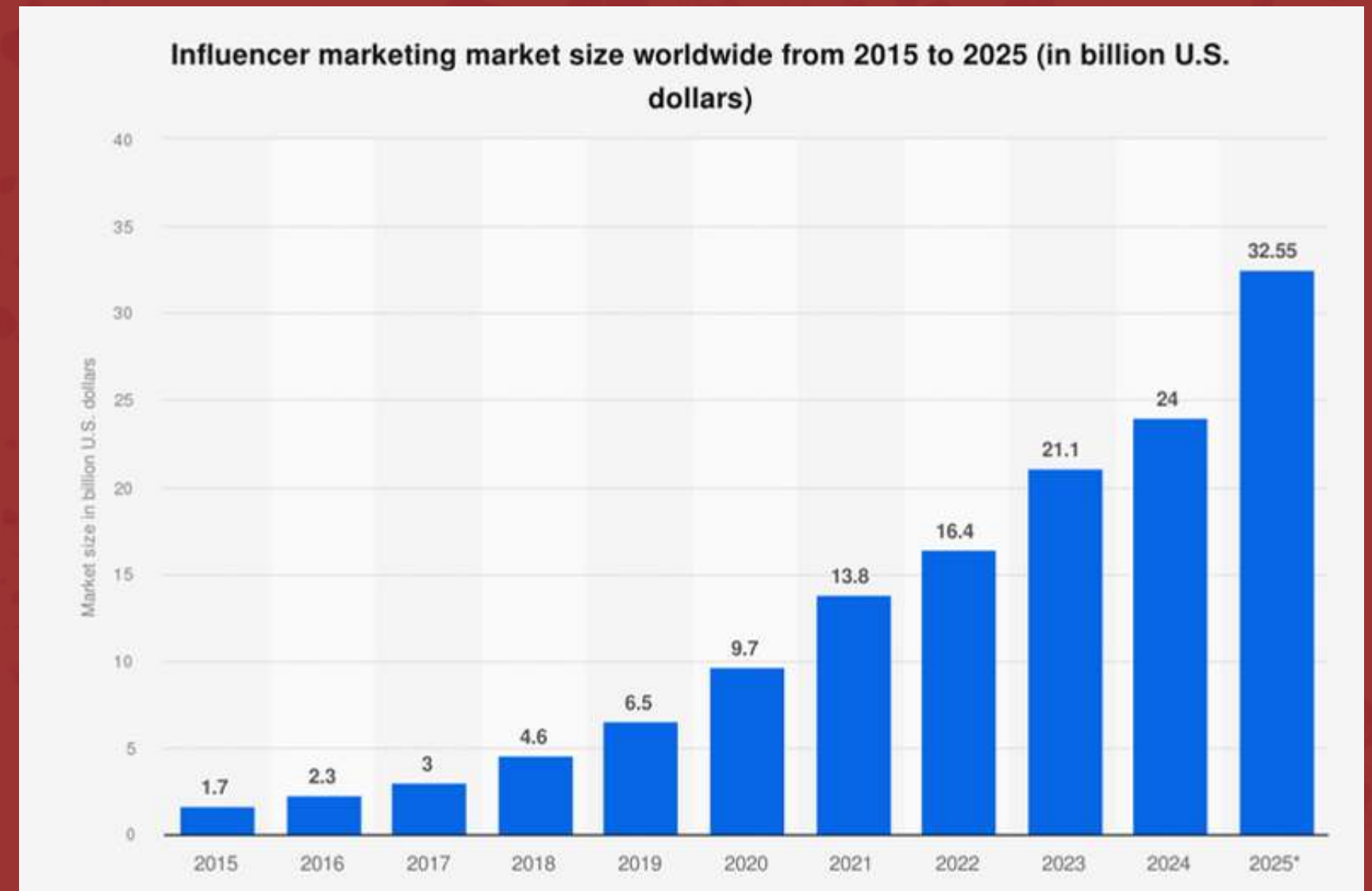
Strategy

03

Budget

Impactful Influencer Marketing

1. People connect with figures who are relatable
2. Micro-influencers, in particular, often have an engagement rate 3-5x higher than a brand's own content
3. Directly target the market we want to go after
4. Campaigns are highly measurable



Current Digital Efforts

Arizona Heritage

- Oldest NFL franchise in the US
- Moved to Arizona in 1988

Current digital marketing efforts:

- @azcardinales
- @azcardinalscimb
- Traditional sponsor activation

Game day product mix for social media-buy in:

- New Rivalry Uniform drop performed exceptionally well
- Tying back to the team's roots in the desert resonated with fans



Internal Factors

Strengths

- Most iconic team legends have positive reputations
- Strong colors, unique mascot, and popular new uniforms
- Loyal fan base -- Bird Gang/Red Sea
- High value existing partnerships

Weaknesses

- Very few “local celebrities” compared to bigger markets
- Revenue ranks 29/32 among NFL teams
- Marketing can be dependant on team performance

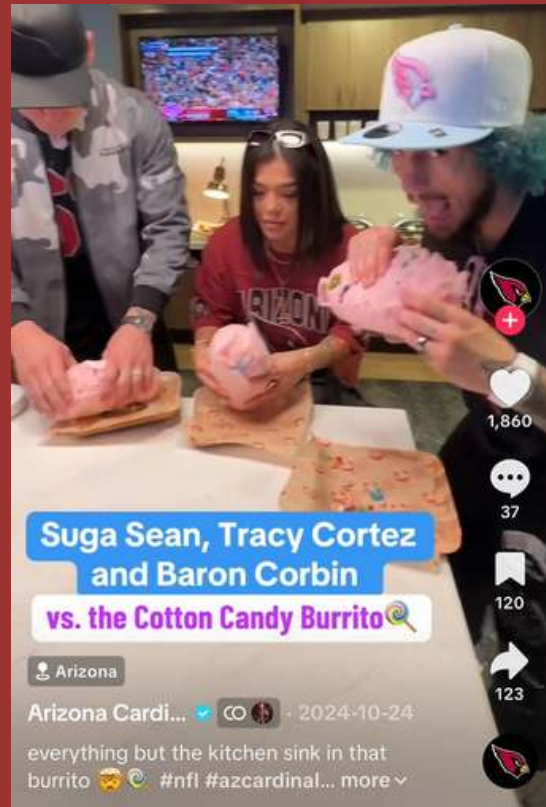
External Components

Opportunities

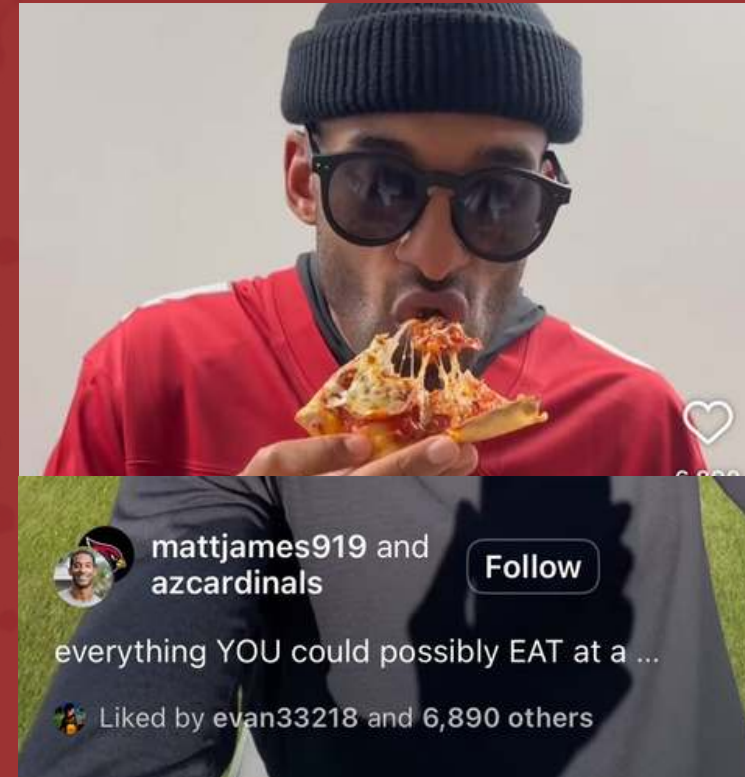
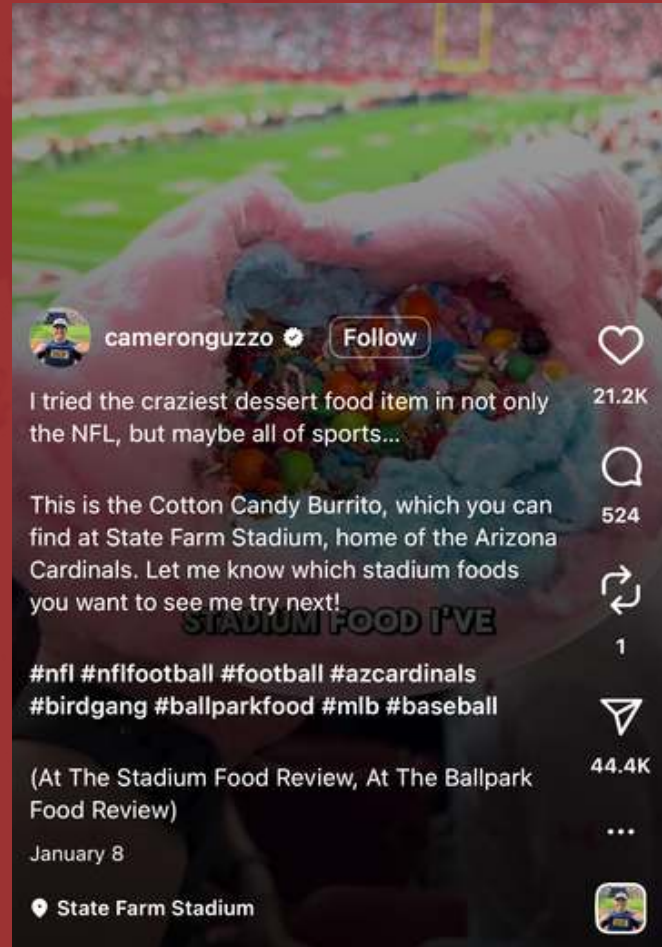
- More than 45 million hispanic fans in the US and Mexico
- 30% of AZ population is Latino/LatinX (4th in Nation)
- Leveraging popular Arizona sub-cultures like food and art
- Third lowest average ticket prices in the NFL

Threats

- Authenticity risk if wrong influencers are chosen
- Player personnel/turnover
- Competitive market in Phoenix area
- Cost of digital influencers rising



2023 - Efforts began w/ Cotton Candy Food , foodie influencers were collateral



2024 - Recognizable media figures/influencer like Matt James begin to do co-posts with team



2025 - Influencers like Zac Woodworth and Tatum Beck to introduce Casa Roja Lexus in a clear influencer collab

Influencer History





Instagram Audit

Overall Engagement based on likes,
comments, saves, and followers:
0.32%

Followers: 1.2 Million

Avg Likes: 3,822.75

Avg Comments: 62.38



Instagram post interface showing a video player and a list of comments. The video player shows a play button. The comments list includes:

- azcardinals and nfl: Original audio
- amplified_dopeness: This Arizona sized font is what the red uni should have
- nightlab2.0: CUT Emari Demercado
- haydenposey: okay the arizona sleeve patch is tuff
- prawn_lawn: Can already tell these are the best rivalry uniforms
- _rikersmith_: Holyyyyyy
- error_26377: These are so fire bro

21,074 likes
August 28



azcardinals

Arizona Cardinals

5,750 posts 1.2M followers 262 following

Sports team

Bringing you fire content, but it's a dry heat #BirdGang

@azcardenales

@azcardinalscimb

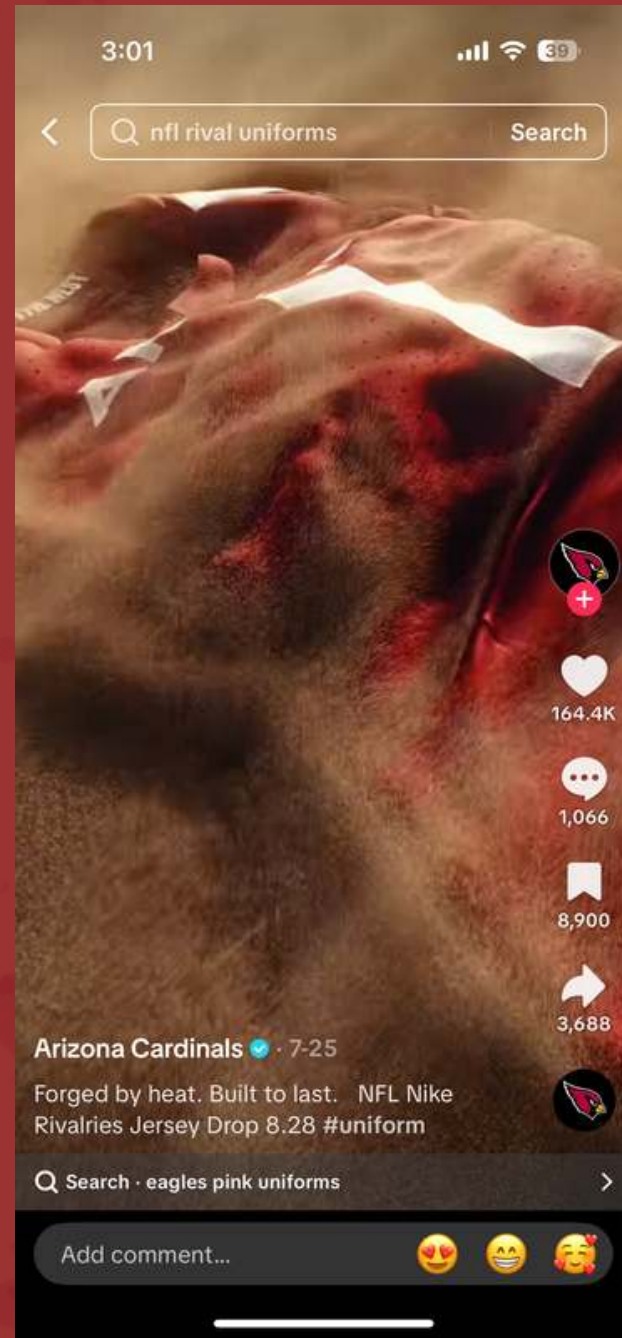
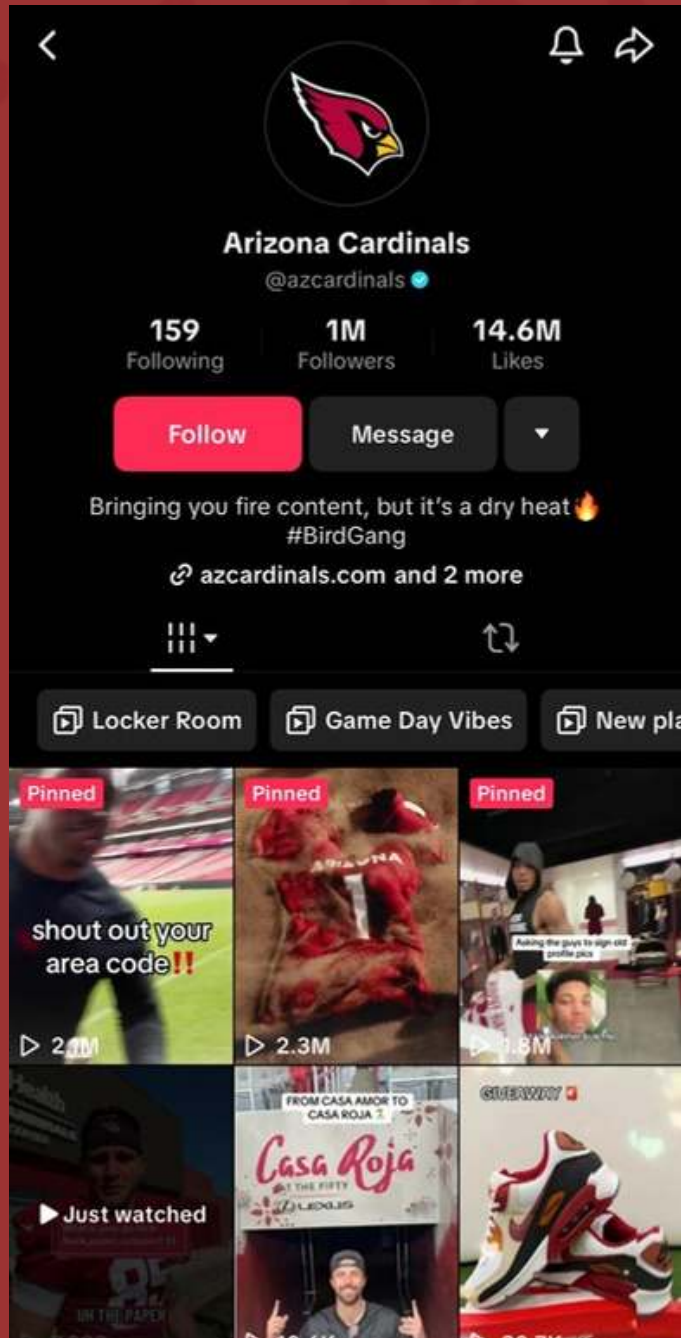
bit.ly/GetCardsTix @azcardinals

Follow

Message



via socialblade.com



TikTok Audit

THE TREND:
Athlete, Heritage, and
Shared content outperforms
all other content

Followers: 1 Million

Average Likes: 41,595.44

351 Videos

Comparisons

Cardinals	Best Practices
Overall Instagram Engagement: 0.32%	2nd: Dallas Cowboys: 0.71% Buffalo Bills: 0.58%
Tik Tok Average Likes: 41,595	1st: Cincinnati Bengals: 162,663
Total Followers Across Both Platforms: 2.2M	1st: Kansas City Chiefs: 9.6M

Via Rival IQ, Social Blade

Competitor Landscape



Instagram: 0.32%, 1.2 M
TikTok: 2.27%, 1M



Instagram: 0.32%, 3.6 M
TikTok: 1.17%, 1M



Instagram: 2.68%, 182K



Instagram: 0.38%, 70.2K F



Instagram: 1.21%, 698K
TikTok: 9.5%, 310.1K

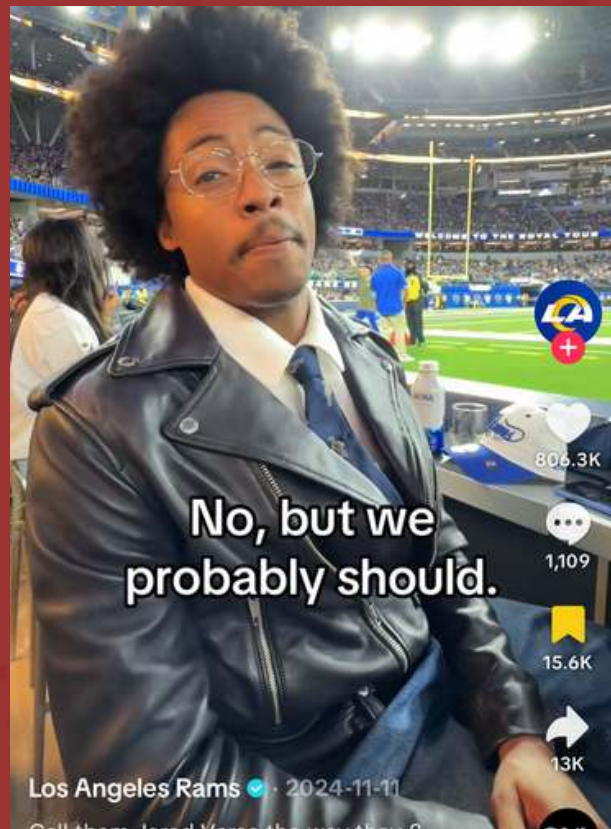


Instagram: 0.71%, 5M
TikTok: 3.56%, 2.2M



Instagram: 0.76%, 2.4M
TikTok: 11.5%, 861.9K

Influencer Marketing Successes



01

Brand Alignment

02

Authentic Partnerships

03

Building Trust

Goals

**Reach Younger
Demographics**

**Deepen
Community
Ties Rooted in
Heritage**

**Improve National
Brand Awareness**

KPI Measurements



Youthful Audience

- Increase fan participation among **Gen Alpha, Gen Z & Millennials**



Higher Engagement Rates

- 0.5% increase in **Likes, Comments, and Shares** for Instagram
- 2% increase for Tiktok media
- Generate direct sales from **Instagram Shop**



Brand Affinity

- 2% in Cardinals App **Stickiness Ratio**
- Improved **Share of Voice** among Arizona-based teams



Drive Demand

- 3% increase in **Average Ticket Price**
- 5% increase in **Consumer Lifetime Value**

Target Personas

Gen Alpha - Isaiah



- Freshman at Desert Vista High School
- Addicted to social media, particularly Tik Tok
- Loves creative short form content

Gen Z - Zoe



- Recent grad and moved to Phoenix
- Wants to get involved in the local scene and find her community
- Sucker for a docuseries

Millennial - Miguel



- Connected to Phoenix's art and latin scenes.
- Deeply rooted in Arizona heritage & love for Phoenix
- Has kids who play sports, prefers player content

Marketing Strategy

Appeal to a younger audience of Cardinals fans by tapping into the legacy of the franchise. Achieve this through creative influencer marketing campaigns and large scale marquee events with Cardinals legends.

1. Content revolved around the heritage of the geographical area
2. Reinforces strong community ties
3. Create a sense of pride to be from Arizona
4. National brand affinity through genuine connection



How Influencers Were Chosen

1. Authentic

- a. Real stories, real people, no overproduction

2. Heritage Driven

- a. Ties back to Cardinals' 125 year history

3. Community Rooted

- a. Built by and for the people of Arizona

4. Pride Focused

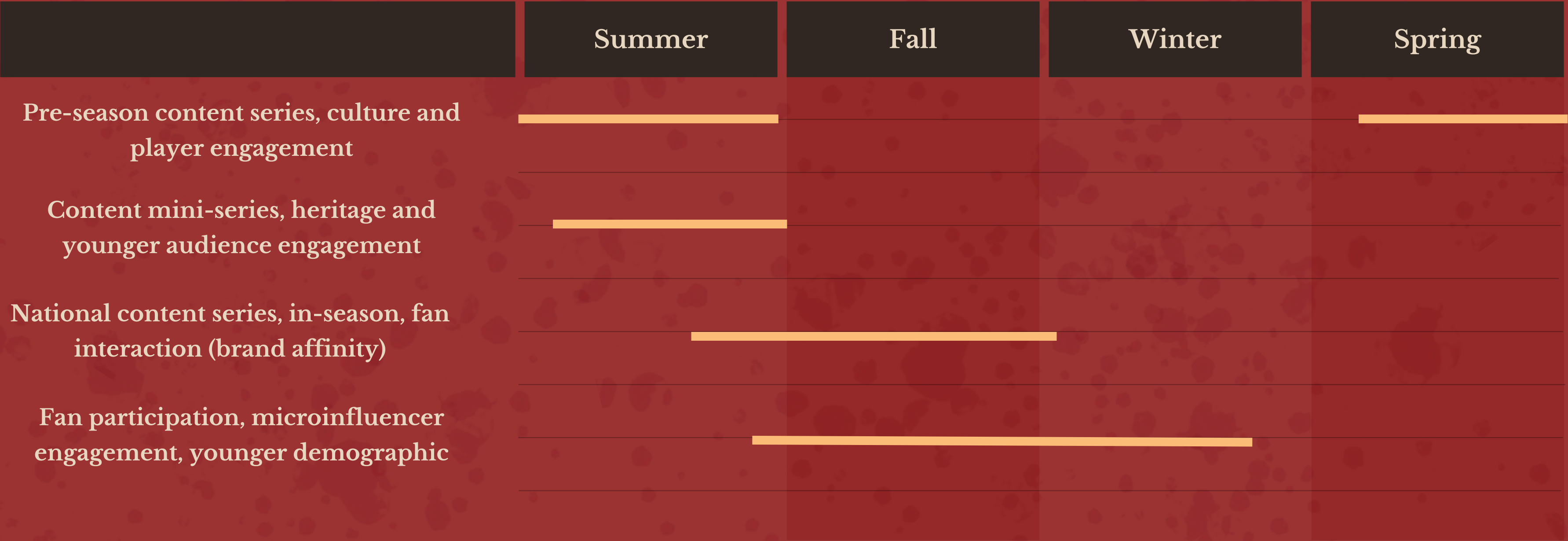
- a. Bold and unapologetic

5. Relationship Oriented

- a. Prioritizes long term partnerships



Timeline



#YOU CANT BEAT THE HEAT

Community Ambassador Program!

PR Packages

Themed Kits

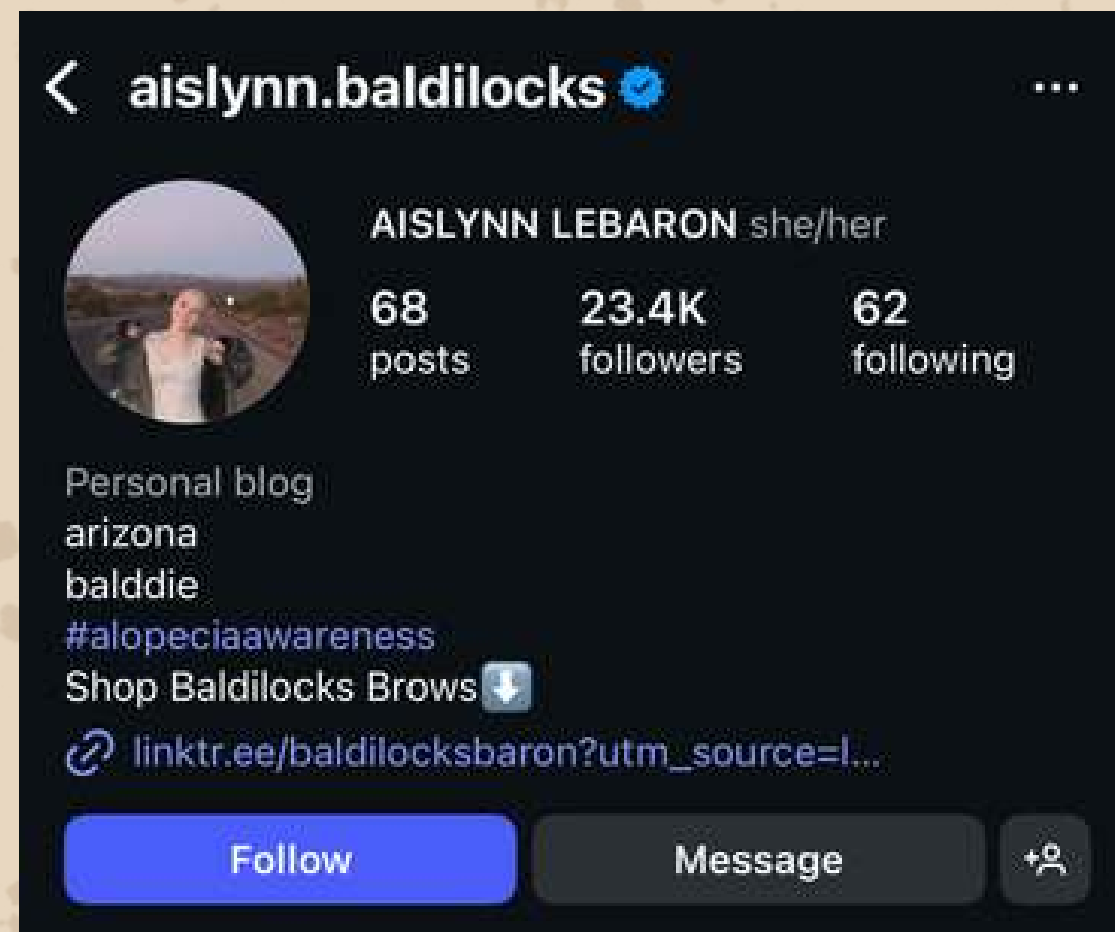
Convenient Deliverables



#YOUcantBEATTHEHEAT



@nicofelitch



@aislynn.baldilocks



@aieshabeasley

Reverse “Rookie” Dinner

- Introduce new players to fans
- Highlight local food & culture
- Mr. AZsports – perfect follower count for high engagement & specific content



Atrapaluz x Arizona Cardinals: Corazón Cardenal

Latin X inspired art, specifically digital art w/ @atrapaluz



9.28% engagement rate



Concept: Kids' drawings → Atrapaluz mural (10x20) + 5-episode short-form docuseries



Cards in Cars: Taking the Cardinals Nation National



“No Matter Where You Go, Arizona is Home.”

- On gameday, Frankie, the legend, and Big Red show up unannounced to a Cardinals tailgate
 - Gift one lucky fan a free trip for their family back “home” to Arizona



Timeline

	Summer	Fall	Winter	Spring
Mr. AZ Sports - Reverse Rookie Dinner				
@atrapaluz Mural Creation				
Cards in Cars with Frankie Muniz				
Can You Beat the Heat?				

Budget

Frankie Muniz Activation – “Cards in Cars”	\$670,000
Reverse Rookie Dinner with @mrzsports	\$70,000
Atrapaluz Mural Painting	\$105,000
You Can’t Beat the Heat Influencer Campaign	\$280,000
Sponsored Ad Content	\$450,000
Miscellaneous & Contingency	\$200,000
Grand Total	\$1,775,000



Thank You

Sources

<https://sproutsocial.com/insights/the-state-of-social-media/>

<https://sproutsocial.com/insights/future-influencer-marketing/>

<https://www.socialinsider.io/blog/influencer-marketing-trends/>

<https://www.instagram.com/azcardinals/>

https://news.avnet.com/press-releases/press-release-details/2025/CARDINALS--AVNET-ANNOUNCE-NEW-PARTNERSHIP-2025-2n3aU8_Prp/default.aspx

<https://www.desertfinancial.com/en/financial-well-being//stories/stories-overview/stories-listing/cardinals--desert-financial-announce-details-of-new-multi-year-partnership>

<https://www.sportsbusinessjournal.com/Articles/2024/09/04/nfl-creators/>

<https://lefty.io/blog/how-nfl-teams-scored-big-with-influencer-marketing>

<https://www.statefarmstadium.com/about#:~:text=Welcome%20to%20State%20Farm%20Stadium!&text=Boasting%20a%20retractable%20roof%20and,over%2073%2C000%20for%20larger%20events.>

<https://www.abc15.com/sports/arizona-cardinals-growing-fan-base-in-us-mexico-with-spanish-events>

<https://www.forbes.com/sites/justintitelbaum/2025/08/28/the-nfls-most-valuable-teams-2025/ Suns new mobile strat> <https://acr-journal.com/article/fan-loyalty-continuum-and-its-impact-on-consumer-commitment-in-sports--1498/>

<https://neoreach.com/case-studies/fifa/ Share of voice article - forbes>

https://www.instagram.com/atrapaluz_/

<https://socialblade.com/instagram/user/philadelphiaeagles>

<https://socialblade.com/tiktok/user/azcardinals> <https://1075thefan.com/618350/the-average-home-ticket-price-for-each-nfl-team-from-highest-to-lowest/item/31>

<https://www.statista.com/topics/2496/influence-marketing/> <https://planly.com/gen-z-tiktok-use/>

https://www.mckinsey.com/institute-for-economic-mobility/our-insights/unlocking-the-growing-power-of-latino-fans-building-a-stronger-sports-economy?stcr=45FC620D7A2E4E32BC1A55C2420E7886&cid=mgp_opr-eml-alt-mem-mgp_glb--&hlkid=df1d60981b11485cba4329694acb181b&hctky=14415859&hdpid=6bf6e3e1-f8a4-44c1-b6c1-2c4ccab94745

SBRNet Data

- In 2024, 56% of NFL game attendees had a household income over 100,000
- In 2024, 69.3% of fans have gone online for sports news, features or highlights
- In 2024, the percentage of all NFL fans who follow players, coaches, teams or leagues on Instagram is 34%, which has been steadily increasing since 2020.
- The percentage of NFL fans that follow any NFL content is 40% in the age group 18-34 in 2024.
- 47.2% of fans that follow the NFL fans teams on instagram are women in 2024, which was increased 3 percentage points since 2020.

Budget Justification

1. **Total Revenue = \$571,000,000**
2. NFL teams control only a portion of total revenue locally (tickets, local sponsorships, concessions).
 - a. Assume 30% of total revenue is locally generated.
 - b. **Estimated Local Revenue: \$171.3 Million**
3. **Estimate Total Marketing Budget (as % of Local Revenue)**
 - a. NFL teams generally spend 8%–15% of local revenue on marketing.
 - b. Use 15% (aggressive estimate) for a realistic upper-bound marketing investment.
 - c. **Estimated Total Marketing Budget: \$25.7 Million**
4. **Allocate a Portion to Digital/Social Media**
 - a. Digital/Social Media typically represents 30% of the total marketing budget for modern sports teams. (Campaign Asia)
 - b. **Digital/Social Media Budget: \$7.7 Million**
5. **Allocate a Portion of Digital Budget to Influencer Marketing**
 - a. Influencer activations typically account for 22%–25% of total digital spend.
 - b. **22.7% allocation.**

Estimated Annual Influencer Marketing Budget: ~ \$1.75 Million

Frankie Muniz Activation – “Cards in Cars”	Contract with Frankie Muniz (season-long)	\$300,000.00
	Flights & Hotels for 8 Away Games	\$30,000.00
	Gas & Insurance for Vehicle	\$15,000.00
	Filming & Uploading (8 episodes)	\$120,000.00
	Contract for Cardinals Legends (8 appearances)	\$160,000.00
	Food & Attractions (8 cities)	\$30,000.00
	Return Flights to Arizona (8 trips)	\$15,000.00
	Miscellaneous (permits, gear, etc.)	\$20,000.00
	Subtotal	\$670,000.00
Reverse Rookie Dinner with @mrzsports	Contract with @mrzsports (1 year)	\$20,000.00
	High-end Dinner for Rookies (10 events)	\$10,000.00
	Production to Film & Upload	\$40,000.00
	Miscellaneous (transport, styling, etc.)	\$15,000.00
	Subtotal	\$70,000.00
Atrapaluz Mural Painting	Artist Contract & Materials	\$75,000.00
	Production to Film & Upload	\$30,000.00
	Miscellaneous (permits, lighting, etc.)	\$15,000.00
	Subtotal	\$105,000.00
You Can’t Beat the Heat Influencer Campaign	Influencer Contracts (20 total)	\$200,000.00
	PR Package (jersey, hat, swag x20)	\$30,000.00
	Miscellaneous (event invites, travel, etc.)	\$50,000.00
	Subtotal	\$280,000.00
Sponsored Ad Content	Paid Ads (Meta, TikTok, YouTube, etc.)	\$300,000.00
	Ad Strategy & Management	\$150,000.00
	Subtotal	\$450,000.00
Miscellaneous & Contingency	Legal, Admin, Contingency	\$200,000.00
	Grand Total	\$1,775,000.00

Metrics

- **Stickiness Ratio:** Ratio of Daily Active Users (DAU) to Monthly Active Users (MAU)
- **Share of Voice:** “Measures a brand's visibility and presence within its market, calculated by comparing its mentions or advertising volume to that of its competitors” – percentage of total media in the market put out by the team
- **Consumer Lifetime Value:** Average Purchase Value x Average Purchase Frequency x Average Customer Lifespan

Influencing Context

Influencer Tier	Follower Range	Avg Engagement Rate (by Followers)	Interpretation	Platform Examples
Nano	1K-10K	5-8%	Very high – trusted, niche audience	TikTok, Instagram, YouTube Shorts
Micro	10K-50K	3.5-6%	Strong – authentic & community-based	TikTok, Instagram
Mid-Tier	50K-250K	2.5-4%	Reliable – consistent content performance	Instagram, TikTok
Macro	250K-1M	1.2-2.5%	Moderate – solid visibility, some audience dilution	Instagram, TikTok, YouTube
Mega	1M-5M	0.5-1.2%	Lower – reach heavy, brand prestige focus	TikTok, Instagram
Celebrity	5M+	0.25-0.7%	Minimal – awareness only, not engagement driven	Instagram, YouTube, cross-platform

source: nanocat

Based on likes, comments, shares, saves and following or reach

Micro-influencers typically outperform larger audiences



Tik Tok



Mega Organization Engagement Rates

Platform	Follower Tier	Typical ER (by followers)	Quick read
TikTok	1.2M–2M	0.7–1.0%	Solid for mega
TikTok	2M–3M	0.5–0.9%	Expected drop
Instagram	1.2M–2M	0.4–0.8%	Strong for IG mega
Instagram	2M–3M	0.3–0.6%	Typical
Instagram	3M–5M	0.3–0.5%	Lower benchmark
Instagram	5M+	0.25–0.45%	Heavy dilution

Positioning Statement

“The Arizona Cardinals celebrate the team’s 125-year heritage and deep Arizona roots by partnering with authentic local and national creators who turn history into hometown pride. Through honest storytelling of legacy, community impact, and everyday Arizona life, we build genuine brand affinity so fans proudly align themselves with a team that’s truly from Arizona.”