



# New England Revolution

**Advertising, Attendance, and Attracting the Youths**

Group #5: Jai Brar, Ryan Fleischer, Maya Nozaka, Abigale Purvis, Helena Shaw

Project Deliverable 1: Problem Definition,  
Secondary and Exploratory Research

September 27, 2019

# Introduction



# Background





# Marketing Mix

**Current Core Consumer Segment:** Suburban families with kids

**Product:** The New England Revolution offers consumers a live professional soccer experience in an accessible and family friendly environment.

**Place:** Gillette Stadium in Foxborough, MA

**Promotion:** Organic social media, email promotions, word-of-mouth, community engagement programs

**Price:** Average ticket price is \$39



# Key Research Problems





# Management Decision Problem

**How do we increase presence and engagement at New England Revolution games within the 18 - 25 year old audience?**

- The New England Revolution are currently very successful at getting suburban families with kids to attend their games and engage with their team, however they would like to attract more young fans to their games and fill up their supporters section
- With this research information, the NE Revolution marketing team will adapt their promotional efforts to address pain points and offer new incentives to their target market.
- The NE Revolution are a growing team in a large pool of successful Boston sports and it is important to help them fulfill their mission of helping more people enjoy soccer in the States and love Boston sports



# Research Problems

**RP1:** Determine awareness levels of the NE Revolution within the target market. (Maya Nozaka)

**RP2:** Analyze the similarities and differences between successful US soccer teams (in terms of fan engagement) and the Revolution. (Helena Shaw)

**RP3:** Determine what the target market considers to be the major pain points or areas for improvement of attending a Revs game. (Abigale Purvis)

**RP4:** Determine target market response to current Revolution promotional materials compared to the promotional materials for other Boston teams. (Ryan Fleischer)

**RP5:** Determine what structural factors affect the target market's desire to see the Revs play. (Jai Brar)

# Methods







# Participants and Procedures\*

**Method:** In depth interviews

**Number of Participants:** 10 participants interviewed

**Hometown:** 4 from New England, 6 from elsewhere

**Gender:** 5 males, 5 females

**Age:** Average age of 20.1 years old, range of 18-22 years old

**Lifestyle:** College students, sports fans, Boston residents for at least 1 year

**Access to a Car:** 3 people with access to a car, 7 people without a car

\*Participants interviewed for this research study were willing classmates with an interest in professional sports. Reference Appendix A for Interview Introduction and Guide.

# Results

*Reference Appendix B for full interview transcripts*



# Research Problem 1

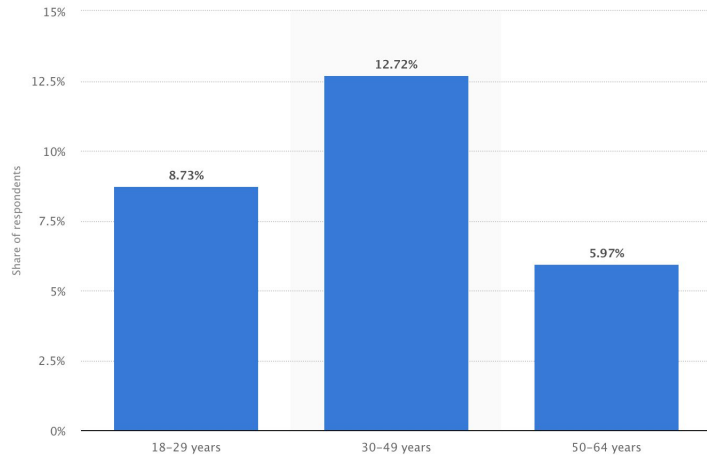
Determine awareness levels of the Revs in the target market





## Secondary Research

**Share of Americans who are very interested in Major League Soccer (MLS) in 2018, by age**



(Statista, 2018)

Percentage of Team Cross-Over

	New England Patriots (Percentage of their fans that are also....)	Boston Red Sox (Percentage of their fans that are also....)	Boston Celtics (Percentage of their fans that are also....)	Boston Bruins (Percentage of their fans that are also....)	New England Revolution (Percentage of their fans that are also....)
New England Patriots fans	N/A	81%	84%	83%	90%
Boston Celtics fans	46%	45%	N/A	52%	80%
Boston Red Sox fans	68%	N/A	78%	83%	84%
Boston Bruins fans	39%	45%	54%	N/A	71%
New England Revolution fans	8%	9%	12%	11%	N/A

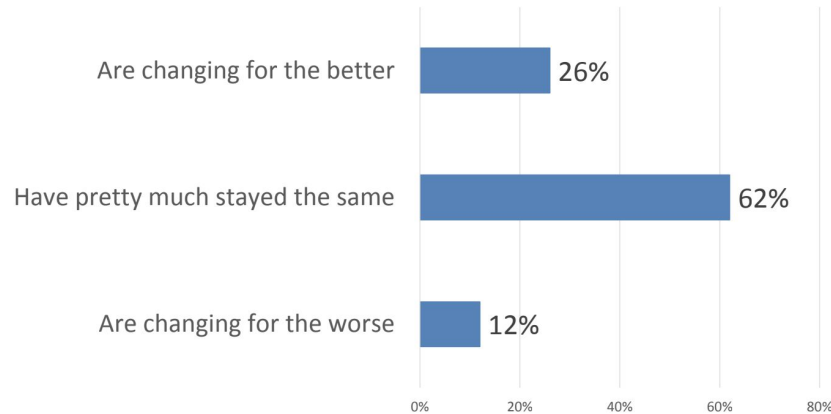
(Channel Media & Market Research, 2018)





## Secondary Research

In the past YEAR, do you believe the New England Revolution...



(Channel Media & Market Research, 2018)

**“A new coach, a record-breaking signing, and an 11-game unbeaten run: New England has become one of the league's best stories this summer.”**

(Bird, 2019)



## Secondary Research

How much do you agree or disagree with the following statements about New England Revolution?

	7: Completely agree	6	5	4	3	2	1: Completely disagree
I am more interested in the New England Revolution now than I was 5 years ago	37%	21%	13%	16%	7%	3%	3%
I think interest in soccer in this country is growing	31%	24%	23%	15%	6%	1%	0%
I believe the CTE issue with football will have more children playing soccer	27%	23%	21%	20%	6%	2%	1%
I believe the New England Revolution need their own stadium	26%	22%	20%	18%	5%	5%	4%

- Awareness and interest has increased within the past 5 years
- General interest in soccer has also been growing



## Exploratory Research

- **60%** of participants were aware of who the New England Revolution are
- Most participants interact with Boston sports by going to **Red Sox** games with **Bruins** games being the next most popular
- Only **30%** of participants had a strong connection to soccer, all of which were mainly interested in the Premier League.

“They were one of the first clubs in MLS, I believe ... They’re typically, I would say, a mid-table team.”

“I actually didn’t know New England had a soccer team until (this project).”

“I’ve probably been to 15 Revs games or maybe a few more in my life ... They’re always generally fun, but I always have more fun if I’m sitting in the home fan section where they do the chants”



## Summary + Insights

### Findings:

- Many people unaware Boston even had a professional soccer team
- Introduction of new coach and resulting success of the team seems to have attracted more fans
- Most fans of one Boston team are also fans of other Boston teams

### Recommendations:

- Have greater connection to other professional teams within Boston area
- Promote new success due to leadership of new coach
- Get involved with other organizations/non-profits in Boston to set presence in the city





# Research Problem 2:

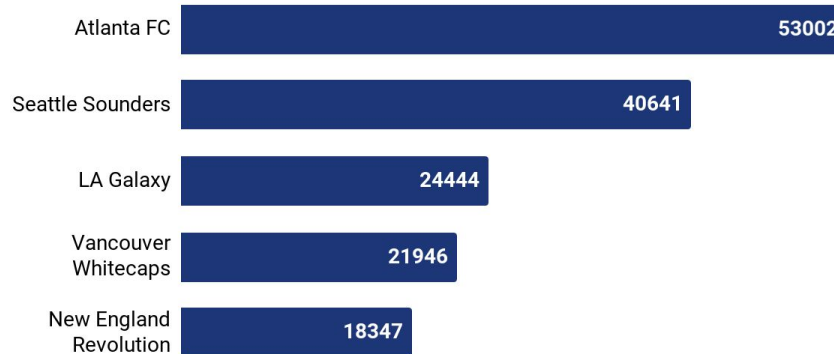
Analyze the similarities and differences between successful US soccer teams (in terms of fan engagement) and the Revolution.



## Secondary Research

### Average Attendance Per Game

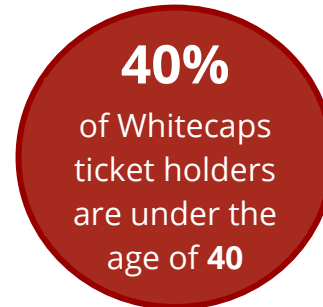
(MLS, 2018)



Overall, average game attendance for MLS teams in 2018 was **21,875**. (MLS, 2018)

**44%** of MLS fans are between 21 and 39 years old

The Whitecaps have been successfully attracting new, younger attendees.



(Blennerhassett, 2018)

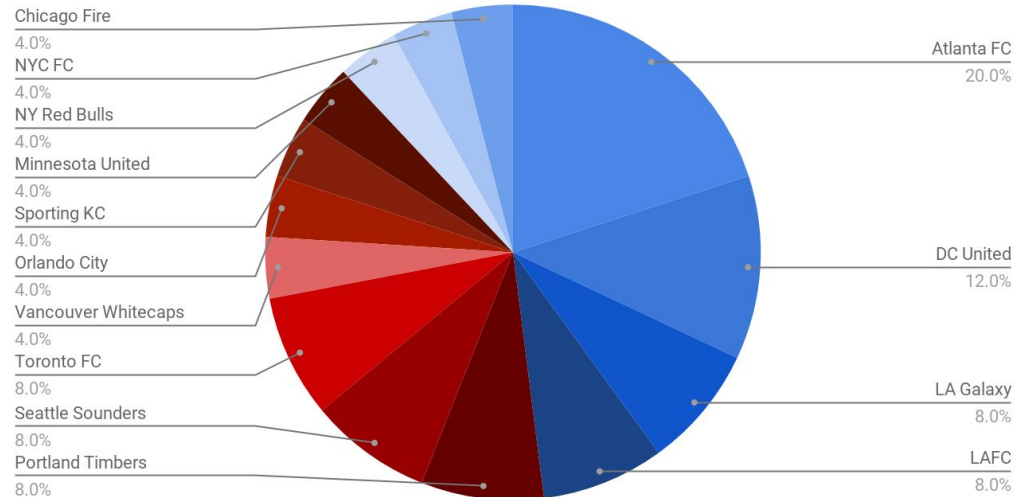


## Secondary Research

Of the top 25 best selling jerseys of 2018:

- Atlanta has **5** players on the list
- No other team has more than **3** players on the list
- **None** of the New England Revolution players are on the list

Top 25 Best Selling MLS Jerseys  
(Smith, 2018)



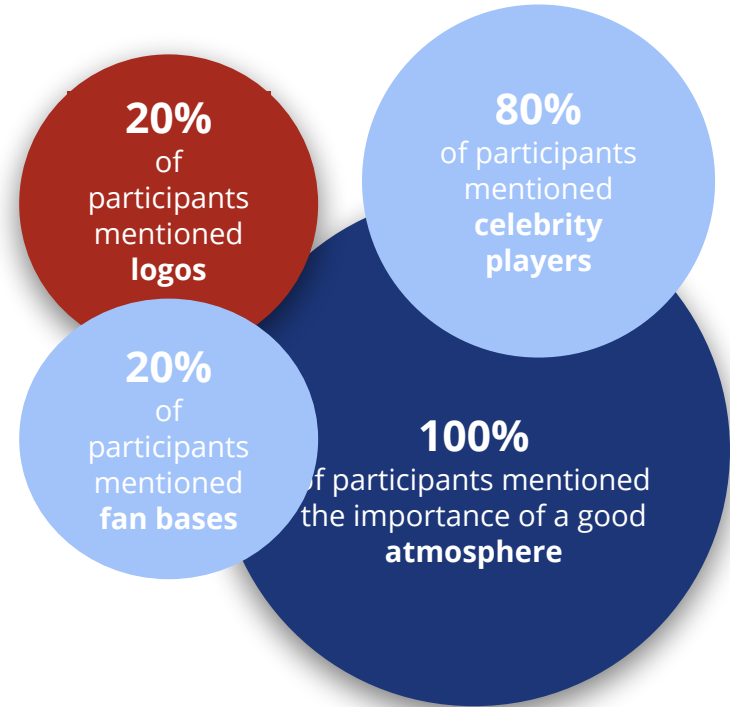


## Exploratory Research

"I kinda just want to say '**home team**', or 'my team'. I guess I have that **personal connection** because I've been to their games but I've never gone to another MLS game specifically. **I've been to watch the Revs**"

"[The Seattle Sounders] have whole **bars that go nuts** on the days of the games. Even if you're not going to the game, there's a lot of **cool stuff going on.**"

"[The Seattle Sounders] have a **great vibe** at the games, they seem really **popular** and **well-supported**"







## Summary + Insights

### Findings:

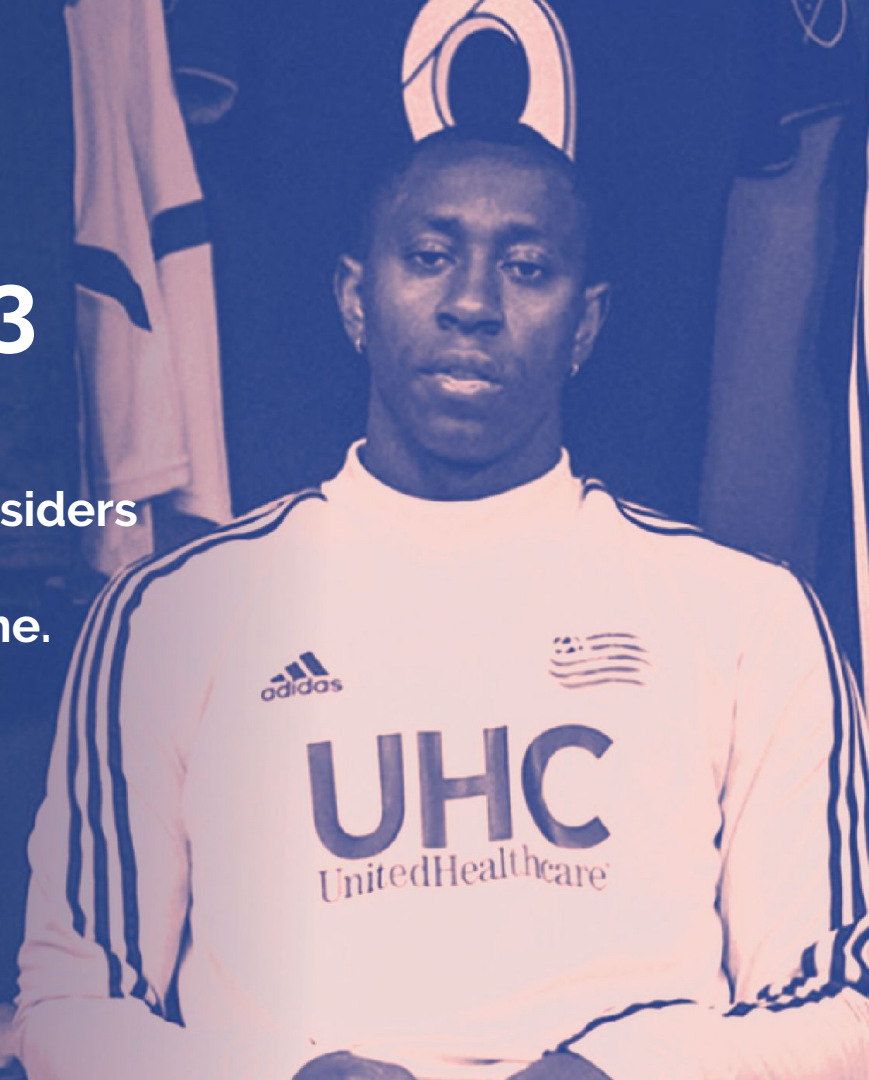
- The target market follows their favorite teams because they like the players, the logos, the passionate fans and atmosphere
- Those who follow the Revolution do so because it's their "home team" and feel a connection to the team.

### Recommendations:

- Focus marketing on specific "star" players even if they're not currently celebrities
- Instill New England pride for college students away from home and foster hometown pride for those from this region
- A new, updated and revamped logo

# Research Problem 3

Determine what the target market considers to be the major pain points or areas of improvement for attending a Revs game.



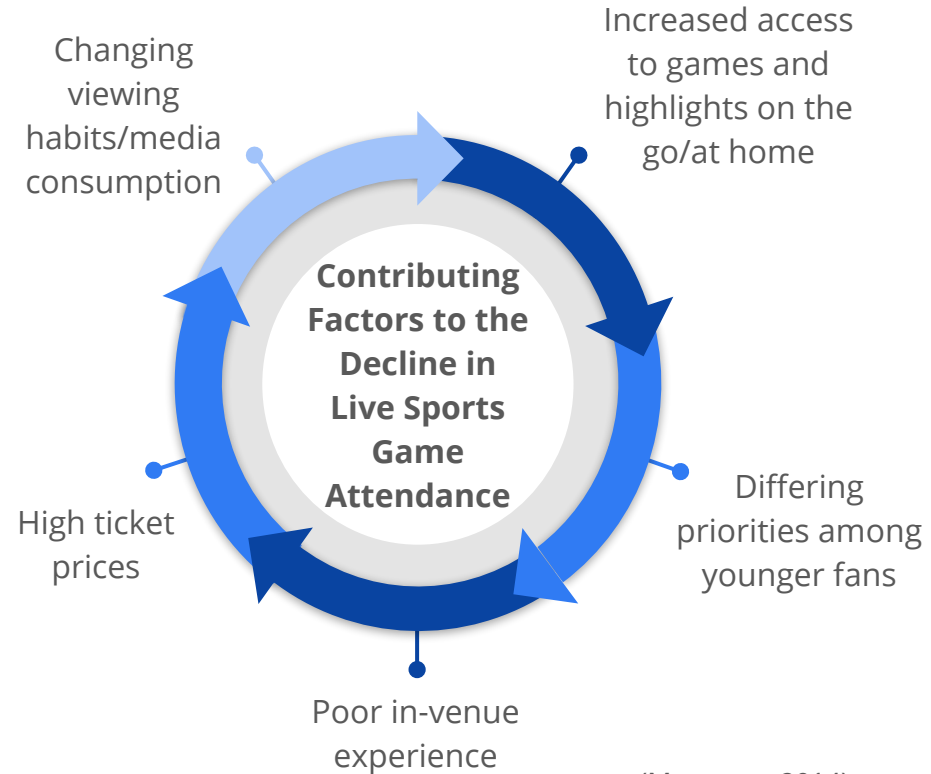


## Secondary Research

79%

of professional sport fans surveyed said that tickets to live sports are overpriced, **holding them back from attending**

(Dimensional Innovations, 2018)

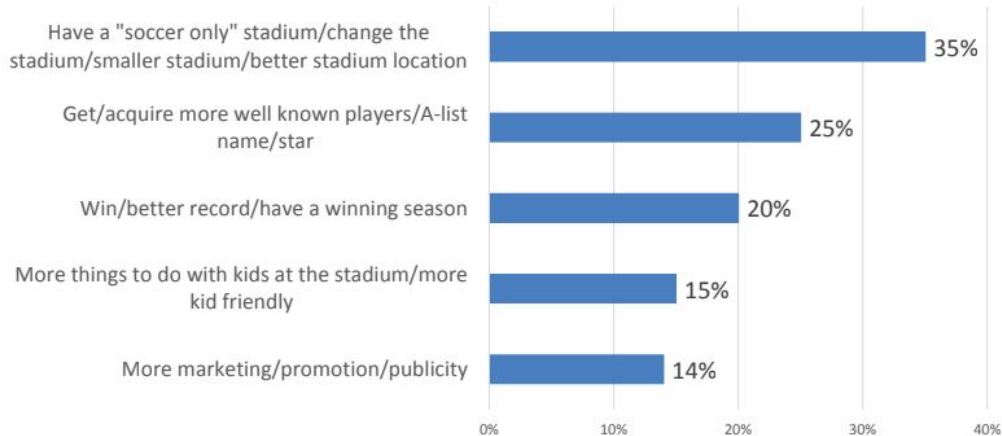


(Materson, 2014)



## Secondary Research

In your opinion what could the New England Revolution do to make you want to go to their games? (Unaided write-in responses)



(Channel Media & Market Research, 2018)

### What should be improved at professional sport games?

Improvements in concessions, seat ordering, and express counter pickups in the stadium

Better quality and diversity of food and beverage options in the stadium

Opportunities to cement personal relationships with players through meet and greets and other events

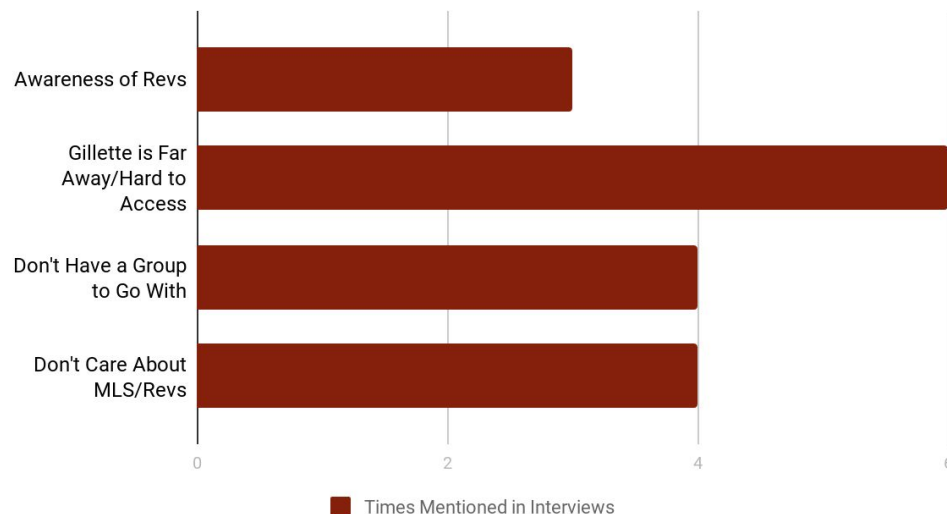
Enhanced in-venue digital offerings—like WiFi, geotracking, and ability to control replays via smartphone

(Deloitte, 2015)



# Exploratory Research

## Pain Points of Attending a Revs Game



"One issue is that I had never heard of the Revs before this interview - I didn't know we had a soccer team"

"I feel like where I live in Boston, that's a day's trip if I'm going all the way to Foxborough. Not exactly the most convenient to get there. So, I have to really sort of clear my schedule and the stars have to align."

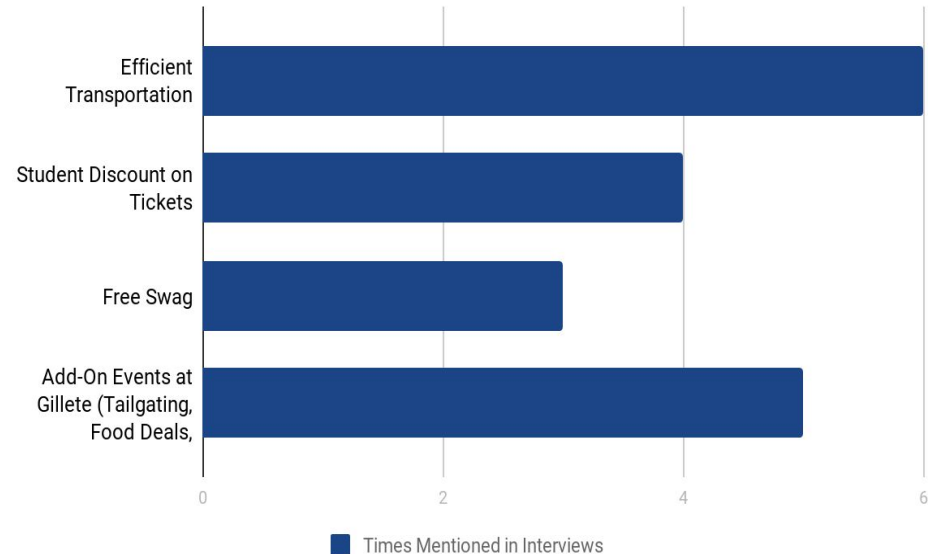


## Exploratory Research

**"A student discount would be nice. Or a free T-Shirt. I would love to get a free t-shirt and sit in the supporters section and wear my Revs shirt and do a bunch of crazy chants with my friends"**

**"Any kind of tailgating or parties or anything. Anything tangential to the game that you go to before or after, during"**

Desired Features of a Revs Game





## Summary + Insights

### Findings:

- The target market doesn't go to Rev games because they're too far away, hard to get to, and not well known.
- The target market is interested in additional add-ons to the game that would make the trip to Foxborough worth it.

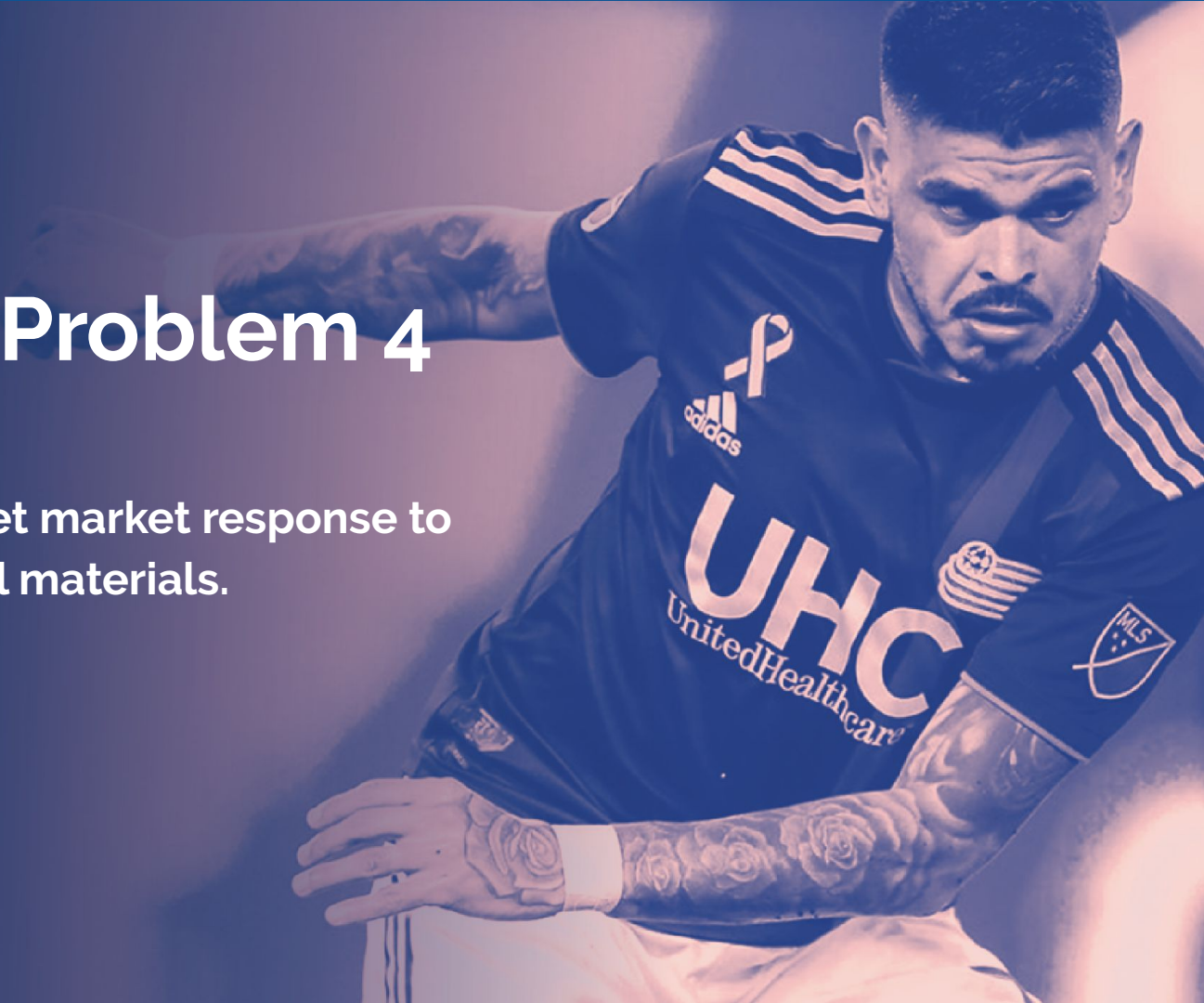
### Recommendations:

- Focus on advertising the new commuter rail line which makes getting to Gillette much easier for fans
- Experiment with add-ons to the games like free merch, student nights or prices, discounts on food or beer at Gillette, tailgating before hand, and other events/activities that they can participate in at Gillette before, during, or after the game to enhance the overall experience



# Research Problem 4

Determine the target market response to current promotional materials.





## Secondary Research

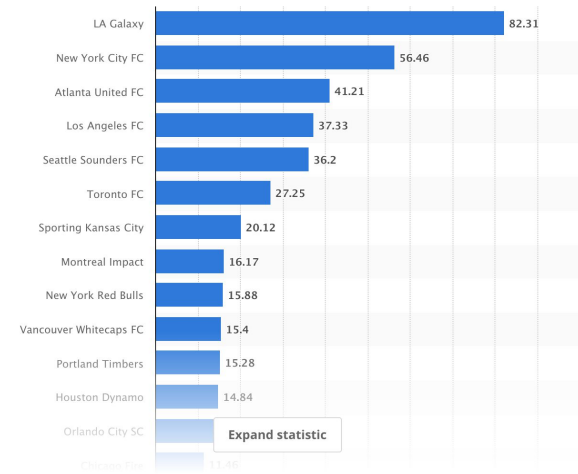
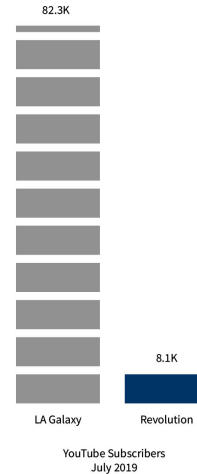
While it can be difficult to measure the design success of ad design, one can use empirical data to identify effectiveness and potential opportunities for growth.

We interviewed respondents on how social media and email promotions influenced their decision to attend a game, however, *research suggests that most soccer fans learn about their teams through news, the team webpage, and other media*. (Burk, 2016) This is to say that our research is best applied increasing consideration and the size of the target market, as opposed to existing Revolution fans.



## Secondary Research

As is evident by the Revolution's 19th place standing in YouTube subscriber among MLS teams, there is opportunity for more engagement and content on social platforms (Statista, 2019). Posts having to do with wins, star players, and team heritage have historically performed best for professional soccer teams. (Parganas, 2017)





## Exploratory Research



of respondents do not remember having ever seen a piece of New England Revolution promotion material.

9 out of 10 respondents noticed when a discount was being offered in a promotional email.



Two respondents who follow sports closely said they would like to see more video content on the Revolution social feeds.



## Summary + Insights

### Findings:

- The New England Revolution had not made a significant impression on respondents through promotional material.
- While most respondents thought the mailers and instagram channels were fine, there is room to stand out more with content.
- Nearly all respondents noticed and were interested in ads featuring a discount.

### Recommendations:

- Add more video content to social feeds, leveraging interest in post-game recaps and live streaming.
- Offer clear and exciting discounts in promotional emails, specifically targeted at college/young people if possible.
- Consider investing more in paid social to increase exposure and awareness.



# Research Problem 5

Determine what structural factors affect the target market's desire to see the Revs play.

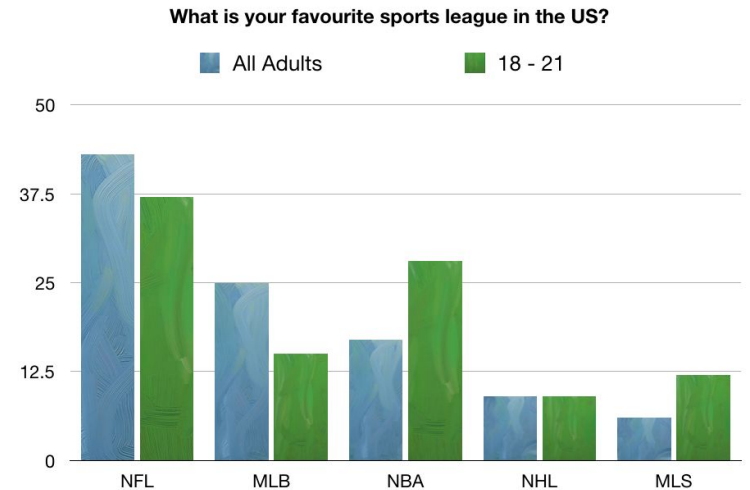




## Secondary Research

Younger fans are more interested in the MLS than the older fans who came before them. However, it is obvious that the MLS is facing heavy competition from other major sports leagues like the NFL and NBA to hold the attention of 18-21 year olds.

In Boston, the MLS faces even more competition due to the success of the other local sports teams. In fact, the Patriots have won 6 championships since 2000 and the Red Sox have won 4 championships while the Revolution have won none (Shapiro, M, 2019). This makes attracting the 18-21 year old market even harder.



(Feldman, 2018)



## Secondary Research

Although Gillette Stadium has a capacity of over 65,000, only 25,000 seats are opened for Revs games. In contrast, StubHub Center has a smaller capacity of 27,000, which makes the stands seem fuller with the same amount of people attending the game. The appearance of fullness at a stadium may affect people's desire to attend.

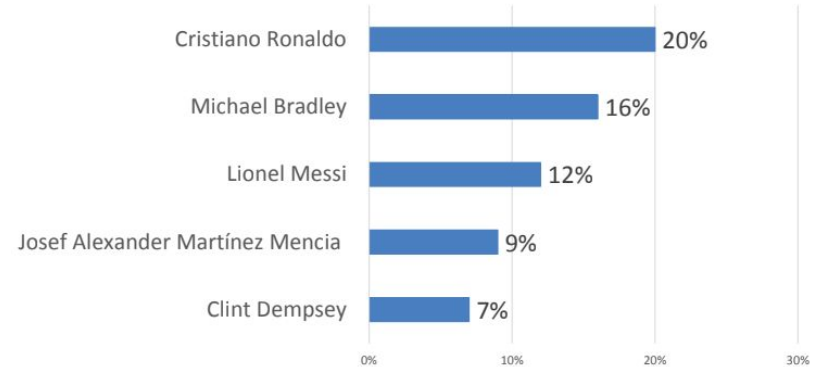




## Secondary Research

New England Revolution fans are interested in acquiring players with high celebrity status like Cristiano Ronaldo and Lionel Messi.

What ONE player would you like the New England Revolution to acquire the MOST?  
(Unaided write-In responses)



NOTE: In 2017 Cristiano Ronaldo was selected as the player most desired

(Channel Media & Market Research, 2018)



## Exploratory Research

**80%** of the participants said that a player with high celebrity status interests them

**80%** of the participants said that the stadium atmosphere is crucial

**90%** of the participants said that if they saw a peer at a Revs game, they will be more interested

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*“...If i was near L.A., I would go just to see Zlatan play”*

*“If my peers are going and they’re excited about it, i’m going to want to go too”*

*“100%, near the top, I think that the atmosphere is huge”*



## Summary + Insights

### Findings:

- Atmosphere of the stadium is a key driver of attendance
- Celebrity status of the players is a big factor in people's desire to see a sports game live
- Seeing a peer having fun at a Revs game would encourage other 18-25 year olds to attend a game as well

### Recommendations:

- Gillette stadium on average has 24% occupancy, and the stadium atmosphere takes a hit due to all these empty seats. A new stadium with a capacity of around 20,000 could liven up the atmosphere of games and bring in new supporters.
- Recruiting a celebrity player with good social media following may engage more fans
- Social media influencers or other live social media efforts at games may have a positive impact on target market attendance

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## Appendix A:

### Exhibit 1: Interview Introduction Script:

Hello. My name is \_\_\_\_\_ and I'll be interviewing you for today's half hour session. Thank you for spending this time with me today. I appreciate your time and willingness to chat with me and answer my questions.

My team is conducting user research on behalf of the New England Revolution and we're excited to learn all about what you have to share with us.

Before going further, I'd like to let you know that I am recording the audio of this conversation for transcribing purposes. I have a release form for you to sign so you know how the audio recording is going to be used. Could you please sign it?

We are conducting this research as part of a class Marketing Research project and while these insights will be shared and used by the New England Revolution, we personally just value your honest opinion. This is a free flowing discussion. There are only right answers. I'm looking for all kinds of answers on today's topic. Your role is to provide thoughtful insights that will be used to help influence marketing, sales, and consumer experience decisions within the Revolution team.

In order to make this research session flow smoothly, here are some guidelines:

- a. There are only right answers here. You are the expert on your own experience, and I am here to learn from you. I'm not here to judge, etc.
- b. Say what you believe – not what you think I want to hear
- c. It is ok to say "Pass" if there is a question I ask that you don't want to answer

## Exhibit 2: Consent Form

### Consent to Participate in Interview

You have been asked to participate in an interview that is being conducted on behalf of the New England Revolution. The purpose of the interview is to try and understand young people's attitudes on New England Revolution soccer games and on the MLS in general. The information learned in this interview will be used to design NE Revolution promotional materials and inform other marketing decisions for the Revs.

You can choose whether or not to participate in the interview and stop at any time. Although the interview will be audio recorded, your responses will remain anonymous and no names will be mentioned in the report. There are no right or wrong answers to the interview questions. We want to hear many different viewpoints and would like to hear everything you have to say. We hope you can be honest even when your responses may not be what you think we want to hear. I understand this information and agree to participate fully under the conditions stated above:

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_

# Exhibit 3: Interview Guide

## Opening questions:

What is your name?

How old are you?

What gender do you identify with?

Where are you from originally?

How long have you lived in Boston?

Do you have access to a car?

How many sports games have you been to in the last year?

## Questions:

### RP1: **Determine awareness levels of the Revs in the target market. (Maya)**

1. What can you tell me about the New England Revolution?
  - a. If familiar, follow up and ask about personal experience with NER.
  - b. If unfamiliar, tell respondent briefly about the Revolution, including the sport, location, season, etc.
2. Can you tell me about your personal experience with Boston sports?
  - a. If familiar, how often do they go to games / interact with other Boston sports teams?
3. What is your relationship with professional soccer? Do you like to go to games?

### RP2: **Analyze the similarities and differences between successful US soccer teams (in terms of fan engagement) and the NE Revs. (Helena)**

4. What teams come to mind when thinking about professional soccer in the US?
5. When I think of professional soccer in the US, I think of \_\_\_\_\_.
6. When I think of the NE Revs, I think of \_\_\_\_\_.
7. What professional soccer teams do you consider cool?
  - a. If they have an answer, what makes those teams cool?

### RP3: **Determine the current pain points or areas of improvement for the target market to attend a Revs game. (Abi)**

8. Have you been to a NE Revs game?
  - a. If yes, tell me about your experience?
    - i. What made you want the game?
    - ii. How did you find out about the game?
    - iii. How did you get to the game?



- iv. What was the best part?
- b. If no, what factors prevented you from going?
  - i. How would an efficient transportation method to the game affect your decision to attend?
  - ii. How does the cost of a game play into your decision to attend a game?
- 9. Tell me about the best experience you've had attending a sports game.
- 10. Are there any incentives that would make you more likely to attend a Revs game?

**RP4: Determine target market response to current Revs promotional materials compared to the promotional materials for other Boston teams. (Ryan)**

- 11. Tell me about your experience with NE Revs promotional materials.
- 12. Show them a mailer for the Revs. Show them a Red Sox mailer. Show them a big US soccer team mailer.
  - a. Can you compare and contrast these mailers? What is attractive? what piques your interest?
- 13. Show them social media of Revs. Show them social media for Red Sox. Show them social media for US soccer team.
  - a. Can you compare and contrast these social medias? What is attractive? what piques your interest?
- 14. Tell me about a promotional campaign for a sports team that you remember that had an impact on you?

**RP5: Determine what structural factors affect the target market's desire to see the Revs play. (Jai)**

- 15. How does the success of a team impact your desire to see them play?
- 16. How does the celebrity status of the players on the team impact your desire to see them play?
- 17. How does the atmosphere of the game impact your desire to go to the game?
- 18. How do your peers' attitudes about a team influence your desire to go to a game?
  - a. How would seeing one of your peers at a Revs game affect your desire to go to a game?

## Appendix B:

### Transcript 1 - Abigale Purvis

#### Basic Info:

**[Abigale]:** Ok hello. Thank you for signing the consent form. Can I ask your name?

**[Participant]:** Hahah yes, my name is \*\*\*\*\*.

**[Abigale]:** Thank you. And how old are you?

**[Participant]:** I'm 20.

**[Abigale]:** Great, where are you from originally.

**[Participant]:** I'm from LA.

**[Abigale]:** Ok and how long have you lived in Boston?

**[Participant]:** 4 years.

**[Abigale]:** Perfect. Do you have access to a car?

**[Participant]:** I do not.

**[Abigale]:** Ok great. Can you tell me how many sports games you've been to in the last year.

**[Participant]:** I've been to probably 4 games in the last year. Probably 3 Dodgers games and one or two NEU hockey games.

#### RP1:

**[Abigale]:** OK great thank you! Alright to kick off, what can you tell me about the NE Revolution?

**[Participant]:** 1776? The British are coming?

**[Abigale]:** Hahahah no the sports team.

**[Participant]:** Oh hmm, I know nothing.

**[Abigale]:** Thats fair, the NE Revs are the soccer team in Boston. They play at Gillette Stadium in Foxborough and their season runs from March to October. Tickets for a game are about \$40 for a nice seat and they play other MLS teams from across the country. And also sometimes international teams come to have friendly games with them as well.

**[Participant]:** Ok cool.

**[Abigale]:** Great, can you tell me about your personal experience with Boston sports?

**[Participant]:** I don't have much experience with Boston sports. I watch the SuperBowl, I've been to the parade. I've been to a few Red Sox games but only ones where they played the Dodgers.

**[Abigale]:** Ok. How often would you say you interact with Boston sports teams?

**[Participant]:** I rarely interact with Boston sports unless they're like in my face.

**[Abigale]:** What would you say your relationship is with professional soccer?

**[Participant]:** Um, not great. I've been to a few galaxy games but I've never really been into professional soccer.

**[Abigale]:** Galaxy is a pretty great team, they're pretty hot-shit.

**[Participant]:** Yeah but the stadium in LA is hard to get to, there is a lot of traffic and its just a pain down there. Honestly just like Foxborough.

**RP2:**

**[Abigale]:** Yeah that's very fair. Ok, what teams come to mind when thinking about professional soccer in the US?

**[Participant]:** Galaxy.

**[Abigale]:** Anybody else? No? Ok when I think of professional soccer in the US, I think of \_\_\_\_\_.

**[Participant]:** I think of David Beckham.

**[Abigale]:** Ok cool, he was on the Galaxy right?

**[Participant]:** Yeah I think so.

**[Abigale]:** Hahah ok neat. When I think of the NE Revs, I think of \_\_\_\_\_.

**[Participant]:** The American Revolution. Hahaha, no I was going to say you.

**[Abigale]:** Hahaha ok fair. That's good. What professional soccer teams do you consider cool?

**[Participant]:** I know a lot of people really like Chelsea and Liverpool. But I don't know why. But I know people talk about them. The Galaxy is probably cool also. World Cup.

**RP3:**

**[Abigale]:** Haha great. So you have not been to a NE Revs game?

**[Participant]:** No.

**[Abigale]:** Right ok well let's talk about some pain points. Can you identify any factors that have prevented you from attending a Revs game?

**[Participant]:** Well one issue is that I had never heard of them before this interview - I didn't know we had a soccer team. Also I'm generally not willing to go down to Foxborough, like on an average day.

**[Abigale]:** How would an efficient transportation method to the game affect your decision to attend?

**[Participant]:** If it was real cheap and easy to get to Foxborough, I would be more likely to go to a game.

**[Abigale]:** How does the cost of a game play into your decision to attend a game?

**[Participant]:** Hmmm well I would pay approximately \$10 for a Revs game. If it is more than that, I don't think I would consider it worth it to go.

**[Abigale]:** Alright, tell me about the best experience you've had attending a sports game.

**[Participant]:** Dodgers games are really fun because when you're little they let you run on the field afterwards and the players give you high fives. I used to do that a lot when I was a kid but that was back in the days of Manny Ramirez. Fans at Dodgers games are really excited and everyone in LA loves them and knows what's going on. The stadium is also much easier to get to than the Galaxy stadium, so that's a factor.

**[Abigale]:** Ok yeah cool. Can you think of any incentives that would make you more likely to attend a Revs game?

**[Participant]:** If it was cheap and easy to get to and if a bunch of my friends were going who were fans, I'd be more likely to go to a game.

**[Abigale]:** What about any promotions they could offer?

**[Participant]:** I could probably be persuaded by some free drinks or free apparel, especially free winter apparel. Or like a hat.

**RP4:**

**[Abigale]:** Ok great! This will be fun. Tell me about your experience with NE Revs promotional materials.

**[Participant]:** I have never seen any of their promotional materials.

**[Abigale]:** Ok well you're about to see some I guess. I'm going to show you three mailers for the Sox, Revs, and Mets. These are like something you might get in your inbox if you bought tickets for one of their games. Take a good look at these and then I'll ask you to compare and contrast them.

**[Participant]:** I think the Red Sox mailer seems fun because its college students coming together and doing something fun other than watching the game. The Mets one is intriguing

because I don't like spending money so if I were going to go to the game, I would be interested in the discount. Also I like the rhetoric of the Mets one where they are thanking the people for being passionate fans. If I got that in my inbox, it would make me more likely to want to be a passionate fan. The Revs one is a little boring looking. And also I don't want to go to Gillete to watch a game that's not happening in front of me if I could watch that game at home. It also doesn't say anything about drinks or a bar, like the Red Sox one does.

**[Abigale]:** Ok that was great thank you. We're going to do the same thing with some social media. I'm going to show you three Instagram feeds for the Sox, Revs, and Galaxy.

**[Participant]:** In the Red Sox feed, it is very clear that they are doing well and winning. They look successful. The Revs one, they're mostly standing there, its less dynamic. The Galaxy one looks victorious, they're sweaty, they're in poses, they're advertising the successes of their sport. It's cool to see the crowd in the other two feeds, and not in the Revs feed. You can see the other two teams have fans.

**[Abigale]:** Can you tell me about a promotional campaign for any sports team that you remember that had an impact on you?

**[Participant]:** There are billboards everywhere in LA reminding you that Dodgers games have tickets starting at \$19, I remember those pretty clearly. We were also always offered Galaxy tickets through our school as kids, for cheaper seats. We went to a few games that way. In Boston, the Pats are everywhere, even if the team itself is not directly funding that promotion, their stuff is plastered everywhere.

## RP5:

**[Abigale]:** Ok great thank you! Last section. How does the success of a team impact your desire to see them play?

**[Participant]:** Success isn't super important to me. When the Dodgers were losing, we would still go all the time. I'm not personally the type of person to buy tickets because a team is on a hot streak. I buy tickets because it's fun and we eat veggie dogs and it's a fun environment with everyone there.

**[Abigale]:** Yeah I hear you. How does the celebrity status of the players on the team impact your desire to see them play?

**[Participant]:** It means something. If you're going and a lot of the big name players are benched, it's less fun to watch because you recognize less people. I mean when Beckham was on the Galaxy, it was exciting to see him play but also I was little.

**[Abigale]:** Right. How does the atmosphere of the game impact your desire to go to the game?

**[Participant]:** This is probably the most important factor for me. You want it to be a fun place to go - more than just sitting and watching the game. Dodgers games are now considered rowdier than they used to be because they have more drink carts and food carts and the whole venue is more crowded. I wouldn't want to go if its just to go watch the game, the draw is being with

friends and having those friends be excited about it. The draw is food and drinks and wearing your sports apparel and having fun.

**[Abigale]:** How do your peers attitudes about a team influence your desire to go to a game? This is really asking that if you saw a peer of yours at a Revs game, would it affect your decision to go to a Revs game?

**[Participant]:** If I saw a peer of mine at Revs game it might not affect my decision to go see them, but if I was already a fan it might remind me of them. If a peer of mine posted a picture of the stadium and it looked super full and fun, I would probably be more interested.

**[Abigale]:** Ok great! Well that was all of my questions! Thank you so much for your time!

**[Participant]:** You are so welcome!

## Transcript 2 - Abigale Purvis

### Basic Info:

**[Abigale]:** Ok hello. Thank you for signing the consent form. Can I ask your name?

**[Participant]:** Of course, my name is \*\*\*\*\*.

**[Abigale]:** Thank you. And how old are you?

**[Participant]:** I'm 21

**[Abigale]:** Great, where are you from originally.

**[Participant]:** I'm from Shrewsbury, MA.

**[Abigale]:** Ok and how long have you lived in Boston?

**[Participant]:** 4 years.

**[Abigale]:** Perfect. Do you have access to a car?

**[Participant]:** Yeah, I can always get my car from my house but I don't have it with me in the city.

**[Abigale]:** Ok great. Can you tell me how many sports games you've been to in the last year.

**[Participant]:** I've been to a Sox game, probably 2 Revs games, and a few NEU hockey games.

### RP1:

**[Abigale]:** Great! Alright. I'm going to start by asking you what can you tell me about the NE Revolution.

**[Participant]:** Just generally?

**[Abigale]:** Sure!

**[Participant]:** They were one of the first clubs in MLS, I believe. They play at Gillette stadium and they have never won the MLS before although they've made it to the finals at least 5 times. They're typically, I would say, a mid-table team. Sometimes they'll get into the playoffs but right about now they're pretty average. Um, I'm familiar with some of the current players like Diego Fagundez, I know that he went to high school near me. And Lei Win was a really good player who I liked who now plays to LA.

**[Abigale]:** What about your personal experiences with the Revs?

**[Participant]:** My experiences have been good! My friend Josh going up was always a big supporter so I would go to a lot of games with him. I've probably been to 15 Revs games or maybe a few more in my life - most of them with him. They're always generally fun, but I always have more fun if I'm sitting in the home fan section where they do the chants. I like being there as opposed to the quieter section. But, yeah, personal experiences have all been good.

**[Abigale]:** Do you still go to Revs games?

**[Participant]:** Yes, but less since I've been in college. because it's a time commitment to get out there and I can get busy.

**[Abigale]:** Cool. Can you tell me about your personal experience with Boston sports?

**[Participant]:** Boston is a great sports town and it's nice to be here because they win on a regular basis, which is nice. I love when everyone mobs the streets and the Commons and the general atmosphere of joviality when they win. I love to watch Bruins games and I'd love to see a Celtics game. But, it helps that they are winning teams.

**[Abigale]:** How often would you say that you go to other Boston sports teams?

**[Participant]:** I go to the Sox games fairly regularly because Fenway is so close and we can walk there. Also, baseball games are also so frequent and so social that we can get discounted tickets easily. I've also gone through my work a few times and gotten free tickets through them.

**[Abigale]:** Ok great. Can you tell me more about your relationship with professional soccer?

**[Participant]:** My favorite team is Chelsea out of London. I would say that I follow professional soccer relatively closely. I'll watch Premier League games pretty regularly on the weekends because they're at a good time Saturday or Sunday mornings. The Premier League is much more accessible in the US because they show the games on regular TV channels.

**[Abigale]:** What about with the MLS teams?

**[Participant]:** I've followed MLS to varying degrees. I have an app called One Football that gives me all the scores and major news of MLS. The main thing I keep up with in the MLS is transfers of popular international players. Because, like, my favorite player Didier Drogba from



Cote D'Ivoire moved to MLS a few years ago and signed with Montreal but there was a lot of hype at the time that he might get signed with the Revs. That had me really excited but he didn't actually end up signing with us which was a shame.

RP2:

**[Abigale]:** Thank you. What teams come to mind when you think of professional soccer in the US?

**[Participant]:** Other than the Revs, because they're my home team, LA Galaxy, the NY Red Bulls, because they're our rivals, and then I know that Atlanta has been good, NYC FC has been good. They're the major players I think. And of course the Seattle Sounders!

**[Abigale]:** Haha obviously. Ok this is a question where I'm going to ask you to finish the sentence. When I think of professional soccer in the US, I think of \_\_\_\_\_.

**[Participant]:** Hmmm when I think of professional soccer in the US, I think of growth.

**[Abigale]:** What do you mean by that?

**[Participant]:** I just mean that it's something that I see happening. The expansion of teams is great and I love it, but it's also something that I feel needs to keep happening. I would love to continue to see soccer grow in the US.

**[Abigale]:** Ok great. Similarly, when I think of the NE Revs, I think of \_\_\_\_\_.

**[Participant]:** I kinda just want to say 'home team', or 'my team'. I guess I have that personal connection because I've been to their games but I've never gone to another MLS game specifically. I've been to watch the Revs, you know.

**[Abigale]:** Yeah that makes a lot of sense. Great. What professional soccer teams do you consider cool? And why?

**[Participant]:** Well I think Liverpool is really cool because they brought in a great coach, Jurgen Klopp, a few years ago and even though they're a major international team and they have a lot of money to make things work, they are very well-built and well-coached which I like. Some other teams have inordinate amounts of money and that's not cool because they can just buy anyone they want and not work that hard. Like Real Madrid or Manchester City.

**[Abigale]:** Do you have a US team that you consider cool?

**[Participant]:** I like the Seattle Sounders, I think they're cool. I liked Dempsey when he was playing for them and for the US. It's nice to see players like Dempsey come back to the US and play for the MLS. I also like the jerseys, green and the x-box logo, kinda cool. Also, from what I've seen on TV they have a great vibe at the games, they seem really popular and well-supported.

### RP3:

**[Abigale]:** Ok great thank you! We're going to talk about pain points going to a Revs games and obviously, you've been to a few Revs games. What made you want to go to those games?

**[Participant]:** It was a social thing for me because my friends have always wanted to go, especially my friend Josh that I mentioned and with David. It was a nice social atmosphere. Also the other pull is that I like to watch professional soccer because I play soccer and it interests me.

**[Abigale]:** Ok great. How did you find out about the games?

**[Participant]:** Well, I have the app on the phone that helps me track the MLS. But if I were to go to a Revs game, I would probably just google their calendar and find a time that works for me.

**[Abigale]:** How did you get to the game?

**[Participant]:** I've always been driven by a friend. But, when I came from Boston for the Chelsea game I took the commuter rail to a stop about 20 minutes away and then I was picked up there and taken to the stadium in my friends car.

**[Abigale]:** Nice. What was the best part?

**[Participant]:** I really love sitting in the supporters section, it's really fun, I love the chants. Being apart of the atmosphere is really fun. One specific time, it was cool to see the Revs win against the NY Red Bulls, our rivals, in stoppage time, 3-2, because everyone was going crazy - it was a great game. It's fun when they win.

**[Abigale]:** Fun! Can you tell me about the best experience you've ever had at any sports game?

**[Participant]:** Ooh that requires some thought. I've actually had some great experiences at Revs games. It's always fun to feel like as an audience member you're personally connected to the team and you can help them win. Also at a few Revs games I had the opportunity to stay after the game and meet some of the players like Diego Figueiredo and Andrew Farrell. They signed a poster for me and that was neat. Then after that when I got to see them play I felt connected to them because I could say "Oh he's a nice guy and he's playing well" and that's a cool feeling. I also love getting to go with my friends, that's important.

**[Abigale]:** Yeah thats fun. Are there any incentives that would make you more likely to attend a Revs game? Like if you were here at school and there is a Revs game next weekend, what will get you out there?

**[Participant]:** Well, if there was an easier route to the stadium, I would go more often. Maybe if the shuttle could take us to the commuter rail station so we didn't have to get the car or Uber. That would be helpful

**[Abigale]:** Is there anything the Revs could offer? Like promotions?

**[Participant]:** Well now that you mention it, a student discount would be nice. Or a free T-Shirt. I would love to get a free t-shirt and sit in the supporters section and wear my Revs shirt and do a bunch of crazy chants with my friends. Free t-shirts are always great. Everyone goes nuts for them.

**RP4:**

**[Abigale]:** Too true. Ok we're switching themes. Can you tell me about your experience with the NE Revs promotional materials. Are you on their email list or do you follow them on Instagram? That kind of thing.

**[Participant]:** I may have been on their email list at some point but I'm not sure. I don't follow them on Instagram but now that you mention it, I probably will. I feel like I probably should. I've seen some commercials on TV for the Revs. They're good, gives me a reminder that they still exist.

**[Abigale]:** Ok neat. I'm going to show you three mailers for the Sox, Revs, and Mets. Take a good look at these and then I'll ask you to compare and contrast them.

**[Participant]:** Ok well, my first thought is that I would probably not go to this away watch party for the Revs, I'd rather watch the game in my living room with my friends than commuting to Foxborough. I love the idea of this Sox student party with a bar and cornhole. It's nice how it's aimed at students, I feel like I could go there with my friends and have a great time. The Revs mailer gives me a similar vibe but it doesn't sound super appealing because nothing is happening in the stadium, it's not live, which would be a lot to commute out there for. For the Mets mailer, I love the 50% off. 50% would be nice for Revs tickets.

**[Abigale]:** That's good feedback. What about the presentation of the information?

**[Participant]:** I like how in the Red Sox one they says 'You're Invited' and specifically advertises the event as a student event because it makes me feel like my friends would be comfortable there and that we could meet other college students. I like that the Revs mailer is clear, that it's an away watch party with the big white letters. I think they've done that well here. For the Mets one, it's also clear. They all look good. I wouldn't rate one above another in terms of presentation. I think it's knowing what people are interested in and advertising that as the main selling point.

**[Abigale]:** Ok great, thank you! Now we're going to do a similar thing with the social media for some different teams. Here we've got the Instagram feed for the Sox, Revs, and the Galaxy. Take a look at that and then tell me what you think.

**[Participant]:** I like the action shots a lot, the Sox do that well and the Revs do that well also. I think you can do a lot with videos and funny videos are always good. Funny player interviews - I would watch that if it was on my Instagram feed. On the Galaxy feed, they're doing a good job of highlighting Zlatan, he's a player that I really like and follow individually. I like the quote they've got of him. I also love personal player stories, like Humans of New York but for the players - I would read that.

**[Abigale]:** If this Revs training report came up on your Insta feed, would you watch it?

**[Participant]:** I might if I was surfing Instagram. I'd be more likely to watch match highlights. But training reports are also nice to know in case someone picks up an injury.

**[Abigale]:** Ok great! Finally for promotions, can you tell me about a promotional campaign for any sports team that you remember?

**[Participant]:** I'm really struggling to remember any specific campaign. I feel like my whole life is advertising for the Boston teams, they're everywhere. I get Revs ads sometimes when I'm watching the Premier League games on TV, but most of the media I can remember is from the Sox or Bruins or Pats.

## RP5:

**[Abigale]:** That is very fair. Ok last section. Can you tell me how the success of a team impacts your desire to see them play? We've touched on this before but can you speak a little more on that?

**[Participant]:** I guess to put it bluntly, if a team is winning it's more fun to watch them win. If you're at the game itself, it's more fun when everyone is happy and cheering. Sometimes you can have a good time if you're losing, especially if you're sitting in the supporters section where you feel like you could possibly have an impact on the turnout of the game. Like the chants and the foam fingers and the inflatable tubes that you bang together - having a feeling as an audience member that you can participate in the game somehow and help the team makes the game more enjoyable even if the team isn't winning. In BOston, it can be tough to watch one of our teams get beaten really bad because we're so used to them winning. We're not good at rationalizing even a mediocre season for any of our teams.

**[Abigale]:** Yeah that makes sense. How does the celebrity status of the players on the team impact your desire to see them play?

**[Participant]:** Pretty significantly. If I was near LA, I would go just to see Zlatan play. If the Revs were playing against Montreal, I would go just to see Dragba play because he's my favorite player. Even if the star player is on the opposing team, I would go watch them just for that person. Seeing the higher caliber of skill and knowledge about the game is a lot of fun.

**[Abigale]:** Ok, and how does the atmosphere of the game impact your desire to go to the game?

**[Participant]:** This is pretty important to me. The chants are the major thing for me. To be able to make some noise and to feel like you're a participant in the game, rather than just a spectator is a lot of fun.

**[Abigale]:** Yeah. Last section! How do your peers attitudes about a team influence your desire to go to a game? Like if you saw that someone who you considered influential was at a Revs

game, would that make you more likely to go to one yourself?

**[Participant]:** I think seeing that someone else was at a Revs game would make me want to go. Especially if that person was someone that I felt like I could ask to go with me to another game. Going to a sport game, no matter what sport, can always be fun. It's really just a matter of can I convince my friends to go with me.

**[Abigale]:** Ok great! That was all my questions! Thank you so much for your time!

**[Participant]:** No problem!

# Transcript 3 - Helena Shaw

## Basic Info:

**[Helena]** What is your name?

**[Participant]** [name]

**[Helena]** How old are you?

**[Participant]** 21

**[Helena]** Where are you from?

**[Participant]** Orlando, Florida

**[Helena]** How long have you lived in Boston?

**[Participant]** For 3 years

**[Helena]** Do you have access to a car?

**[Participant]** No, I do not.

**[Helena]** What sport games have you been to in the past year?

**[Participant]** 4 games in the last year. I went to an Orlando MLS game, a Buccaneers game and 2 UCF football games.

## RP1:

**[Helena]** What can you tell me about the New England Revolution?

**[Participant]** They're a soccer team, they play in the MLS. I've never been to one of the games, I don't know where they're based. They're one of the more popular MLS teams, I know, from a relativity standpoint, they're probably in the top ten, which is good. That's it.

**[Helena]** So no personal experience with the team?

**[Participant]** No, never been to a game or anything.

**[Helena]** Can you tell me about your personal experience with Boston sports?

**[Participant]** I've been to a Bruins game a while ago, and then I know a lot, or I don't know a lot, but I know of the Patriots and generally their history because I have followed the NFL throughout my life. That's it.

**[Helena]** How often do you go to games or interact with other Boston sports teams?

**[Participant]** Not often.

**[Helena]** What is your relationship with professional soccer?

**[Participant]** I don't follow it actively. I watch games every once in a while. I watch the championship. I follow, like loosely follow it but not much.

## RP2:

**[Helena]** What teams come to mind when thinking about professional soccer in the US?

**[Participant]** There's the LA Galaxy, there was the Seattle team that was really popular that I don't remember the name of, I can picture the logo, though. The Atlanta team, Atlanta FC is pretty popular. Orlando, the, I think it's like the lions or something, they're really popular. And then there's another, the New York somethings are pretty popular and those are the only ones I know of, top of my head.

**[Helena]** These next couple of questions are fill in the blank. So, when I think of professional soccer in the US, I think of \_\_\_\_\_.

**[Participant]** I don't know. It's growing, I'd say.

**[Helena]** When I think of the NE Revs, I think of \_\_\_\_\_.

**[Participant]** I don't know. I don't know how to... they're a team? They're a soccer team, I don't know.

**[Helena]** What professional soccer teams do you consider cool?

**[Participant]** I like the Orlando team, they have a cool, I like the purple of their logo and the team colors. And the Seattle one's pretty popular. They have a really good, strong fan base in Seattle, so. I don't know what they're called, though.

**[Helena]** What do you think makes those teams cool?

**[Participant]** They have good branding, in my opinion, they have good branding. They advertise pretty well. The one in Seattle has a really good fan base, which is cool. They have whole bars and stuff that go nuts on the days of the games and everything and they have a really big, like if you go to the stadium area in Seattle during the game times, even if you're not going to the game, it's really like, there's a lot of cool shit going on.

## RP3:

**[Helena]** What factors have prevented you from going to a NE Revs game?

**[Participant]** To a NE Revs game specifically? I don't know, I've never really had... I got invited once, but I didn't want to... you had to like, I think it was outside the city and I didn't feel like going outside the city and it was like, on a Sunday or something and I just, like, I'm not doing that.

**[Helena]** How would an efficient transportation method to the game affect your decision to attend?

**[Participant]** I mean, yeah, it'd be easier and make it easier, the time it takes to get there is a factor for me. And then the timing of it, so if it's on like a Sunday night or Sunday afternoon, I'm not going to go. But if it's on like a, you know, I don't know, Friday, I might.



**[Helena]** How does the cost of a game play into your decision to attend a game?

**[Participant]** The cost of a game? It's, as long as it's not, like, you know, \$100 or something. Tickets are usually like 30, 40 bucks, that's fine with me.

**[Helena]** Tell me about the best experience you've had attending a sports game.

**[Participant]** Oh. The last one I went to was pretty fun. I went to, it was UCF versus FAMU, Florida A&M, I don't know, three weeks ago. And it was, the game itself was pretty boring, because it was like 70 to 0, or something, because UCF's way better than A&M, but it was really fun because we went, and I got, the game didn't start until 1, but I got there at like 10 and we tailgated for like, a few hours, and we went to the game for the first half and it was clear, there's not much going on, so then we left and partied outside the stadium. That was really fun.

**[Helena]** Okay, so it was the tailgating experience?

**[Participant]** Yeah, almost nothing had to do with the game itself.

**[Helena]** Are there any incentives that would make you more likely to attend a Revs game?

**[Participant]** Yeah, I mean, any kind of tailgating or parties or anything. Anything tangential to the game that you go to before or after, during.

## RP4:

**[Helena]** Tell me about your experience with NE Revs promotional materials.

**[Participant]** Yeah, I've never gotten... I follow like soccer news and stuff, so I get ads for various soccer things, so I've gotten ads, like go to the game or...

[Show them a mailer for the Revs. Show them a Red Sox mailer. Show them a big US soccer team mailer.]

**[Helena]** Can you compare and contrast these mailers?

**[Participant]** I've never gotten a mailer. The New England, I don't like the Revolution logo, personally. I've seen it before, and I don't like the... They always look like they're old school. I feel like the Boston one, excuse me, the Red Sox and the Mets one is more, both, I don't know, they're both more, like, modern looking in terms of these specific advertisements from an aesthetics standpoint. The Revolution one's pretty old or older looking. I also wouldn't go to a watch party of any team. It's just not my thing, I don't see the point. If I'm going to see sports, I'm going to go see live sports.

**[Helena]** What do you like from the Revolution's mailer?

**[Participant]** The colors are nice, I don't know. I wouldn't... nothing specific. It does not win my attention over.

[Show them social media of Revs. Show them social media for Red Sox. Show them social media for US soccer team.]

**[Helena]** So the same thing for their social media. Can you compare and contrast, what do you like?

**[Participant]** These are their social media feeds? So the one on the left is the Red Sox, the one in the middle is the Revolution, I assume, and this is the Galaxy. They're all about the same, I don't know. There's not like distinct differences, I mean, the Red Sox one looks more polished, like it's professional with the custom-made stuff. The MLS ones look about the same, I don't know, they're like pretty standard big sports social media accounts. I mean, I follow a few of them, they look all the same.

**[Helena]** So nothing really piques your interest?

**[Participant]** No, not really. I've seen, I follow a few teams on social media and they all look the same like that.

**[Helena]** Tell me about a promotional campaign for a sports team that you remember that had an impact on you?

**[Participant]** The Orlando team, which name I can't remember right now, it's the Lions or something, they have a, they got, they were getting a new, they were building a new stadium, I think it's open now, and there was a whole, in Downtown Orlando, there were a ton of banners and flyers and stuff to go to the first game, 'cause they had an official opening game at the new arena and it was a big deal. I did go, 'cause it was cool. But I didn't actually go to the game, I just went to the area, 'cause it was, they had a whole, it was a huge, it was a full day event type thing. But then there was also a game, I think it was an exhibition game, though.

## RP5:

**[Helena]** How does the success of a team impact your desire to see them play?

**[Participant]** I don't really care if a team's successful, I just want them, they have to be competitive. If they just get rolled every game, I'm not going to watch them. But if they're, as long as they're competitive, I mean, it makes me happy. I don't even care so much about who wins, I just want a good game.

**[Helena]** How does the celebrity status of the players on the team impact your desire to see them play?

**[Participant]** I don't give a shit. I don't care.

**[Helena]** How does the atmosphere of the game impact your desire to go to the game?

**[Participant]** I mean, yeah, the fan base of every team matters. If you have a passionate, the Seattle one's a good example, 'cause all those fans are fuckin' nuts and it's like way more exciting, even if they, if the game doesn't even matter at that point, you just go to see the fans and have a good time. So yes, it effects, or it's good, it's positive.

**[Helena]** How do your peers attitudes about a team influence your desire to go to a game?

**[Participant]** I don't do, it's better to go with friends, it doesn't really matter if they like the team or not. I mean, if they're willing to go, then it's usually fine. I mean, it's better, obviously, if you go with friends who are actually into sports and stuff and know what's going on, 'cause then you can discuss it, which is fun.

**[Helena]** How would seeing one of your peers at a Revs game affect your desire to go to a game?

**[Participant]** I'd be more inclined to go with them, because they know what's going on.

# Transcript 4 - Helena Shaw

## Basic Info:

**[Helena]** What is your name?

**[Participant]** [name]

**[Helena]** How old are you?

**[Participant]** 20

**[Helena]** Where are you from?

**[Participant]** Pittsfield, Mass

**[Helena]** How long have you lived in Boston?

**[Participant]** 3 years

**[Helena]** Do you have access to a car?

**[Participant]** Not currently, but I could if I needed to

**[Helena]** What sport games have you been to in the past year?

**[Participant]** One, a Northeastern hockey game

## RP 1

**[Helena]** What can you tell me about the New England Revolution?

**[Participant]** Nothing

[briefly explain the Revolution, including the sport, location, season, etc]

**[Helena]** Can you tell me about your personal experience with Boston sports?

**[Participant]** I like to go to the Boston Commons when we win sports. I think it has good spirit here.

**[Helena]** How often do you go to games or interact with other Boston sports teams?

**[Participant]** Not that often but I do watch them a lot. I did meet the owner of the Patriots and that was about it.

**[Helena]** What is your relationship with professional soccer?

**[Participant]** I don't do soccer.

**[Helena]** Do you like to go to games?

**[Participant]** Not soccer.

## RP 2

**[Helena]** What teams come to mind when thinking about professional soccer in the US?

**[Participant]** I don't think about soccer. The women's team that played in the Women's World Cup.

**[Helena]** These next couple of questions are fill in the blank. When I think of professional soccer in the US, I think of \_\_\_\_\_.

**[Participant]** Boring

**[Helena]** When I think of the NE Revs, I think of \_\_\_\_\_.

**[Participant]** Boston

**[Helena]** What professional soccer teams do you consider cool?

**[Participant]** Madrid

**[Helena]** And what makes that team cool?

**[Participant]** I just know a lot of people like them.

## RP 3

**[Helena]** So, you haven't you been to a NE Revs game. What factors prevented you from going?

**[Participant]** I don't pay attention to soccer, so never had the incentive.

**[Helena]** How would an efficient transportation method to the game affect your decision to attend?

**[Participant]** I'd be more likely to attend one if all my friends were going.

**[Helena]** How does the cost of a game play into your decision to attend a game?

**[Participant]** Yes, if it's for soccer, I'd probably want to pay a lower price but if it was for hockey or football or baseball, I'd be more willing to pay higher prices.

**[Helena]** Tell me about the best experience you've had attending a sports game.

**[Participant]** The Beanpot was fun, when we won and the whole crowd was really hype.

**[Helena]** Are there any incentives that would make you more likely to attend a Revs game?

**[Participant]** If it was hyped up, I'd go.

## RP 4

**[Helena]** Tell me about your experience with NE Revs promotional materials.

**[Participant]** I've never seen one

[Show them a mailer for the Revs. Show them a Red Sox mailer. Show them a big US soccer team mailer.]

**[Helena]** Can you compare and contrast these mailers? What piques your interest?

**[Participant]** I'd say the one on the left is more geared towards students, obviously, and the rest kind of seem like anyone could go but the right one is appealing because it seems like a lot cheaper, so the Mets one. But the left one also seems like fun if it's a big student crowd.

**[Helena]** What is attractive?

**[Participant]** The sale on the Mets one and the bar promotions on the student one would probably be appealing to most people, who are legal.

[Show them social media of Revs. Show them social media for Red Sox. Show them social media for US soccer team.]

**[Helena]** Can you compare and contrast these social medias? What is attractive? what piques your interest?

**[Participant]** These are all a lot more similar. I think it's, I like that they're all kind of action shots so it looks fun. But they're all kind of similar to me.

**[Helena]** Tell me about a promotional campaign for a sports team that you remember that had an impact on you?

**[Participant]** No. I can't really think of anything. I know the Patriots always go to the SuperBowl, that's kind of promotional.

## RP 5

**[Helena]** How does the success of a team impact your desire to see them play?

**[Participant]** I think, since I'm a fan of the Boston sports teams, I like seeing them win, and that makes me a bigger fan I guess, but I feel like anyone else that's not a fan of the Red Sox or Patriots would get really annoyed by it and would just not want to go to any of the games.

**[Helena]** How does the celebrity status of the players on the team impact your desire to see them play?

**[Participant]** I mean, yeah, if they have a better rep, it'd be cooler to see them.

**[Helena]** How does the atmosphere of the game impact your desire to go to the game?

**[Participant]** It has to be very spirited and hype or else I'll get really bored. 'Cause it's, I kind of like to go more for the energy than specifically watching.

**[Helena]** How do your peers' attitudes about a team influence your desire to go to a game?

**[Participant]** Well, if they're excited to watch it, too, then I'd be excited.

**[Helena]** How would seeing one of your peers at a Revs game affect your desire to go to a game?

**[Participant]** If I was friends with them, I'd wanna go.

# Transcript 5 - Maya Nozaka

**[Maya]** Hello. My name is Maya and I'll be interviewing you for today's half hour session. Thank you for spending this time with me today. I appreciate your time and willingness to chat with me and answer my questions.

My team is conducting user research on behalf of the New England Revolution and we're excited to learn all about what you have to share with us.

Before going further, I'd like to let you know that I am recording the audio of this conversation for transcribing purposes. I have a release form for you to sign so you know how the audio recording is going to be used. Could you please sign it?

Great, thanks.

We are conducting this research as part of a class Marketing Research project and while these insights will be shared and used by the New England Revolution, we personally just value your honest opinion. This is a free flowing discussion. There are only right answers. I'm looking for all kinds of answers on today's topic. Your role is to provide thoughtful insights that will be used to help influence marketing, sales, and consumer experience decisions within the Revolution team.

In order to make this research session flow smoothly, here are some guidelines:

- a. There are only right answers here. You are the expert on your own experience, and I am here to learn from you. I'm not here to judge, etc.
- b. Say what you believe – not what you think I want to hear
- c. It is ok to say "Pass" if there is a question I ask that you don't want to answer

Now I just want to go over some basic information.

## Basic Info:

**[Maya]** What is your name?

**[Participant]** [name]

**[Maya]** What gender do you identify with?

**[Participant]** Female

**[Maya]** How old are you?

**[Participant]** 19

**[Maya]** Where are you from originally?

**[Participant]** Colorado

**[Maya]** And how long have you lived in Boston?

**[Participant]** Uh, 2 years now

**[Maya]** Do you have access to a car?

**[Participant]** No.

**[Maya]** What sport games have you been to in the past year?

**[Participant]** Umm, probably around 7 or 8.

**[Maya]** Alright, great. Now moving on..

**RP1:**

**[Maya]** What can you tell me about the New England Revolution?

**[Participant]** Um, I don't know anything about them.

**[Maya]** Alright so basically the New England Revolution is a professional US soccer team based in Boston.

**[Maya]** Can you tell me about your personal experience with Boston sports?

**[Participant]** Yeah, most of my attendance at sports games has been through volunteering. So for the Red Sox games I'll go to collect recyclables as part of their green team. For Celtics and Bruins games, I've gone for the 50/50 raffle. But I've gone for leisure as well.

**[Maya]** How often do you go to games or interact with other Boston sports teams?

**[Participant]** Probably at least twice per season.

**[Maya]** What is your relationship with professional soccer? Do you like to go to games?

**[Participant]** I think I've only gone to one professional soccer game and maybe one Northeastern men's soccer game. Yeah, I guess they're fun to watch like the World Cup.

**RP2:**

**[Maya]** What teams come to mind when thinking about professional soccer in the US?

**[Participant]** Hmm, I'm trying to think of all the teams in the places I've lived. So in Colorado it's the Rapids, wait that could be totally wrong. And I don't know I just think of the USA Men's and Women's teams.

**[Maya]** These next couple of questions will be word association. So after I say the phrase just fill in the blank with any words that come to mind. So, when I think of professional soccer in the US, I think of \_\_\_\_\_.

**[Participant]** Women's USA team.



**[Maya]** When I think of the NE Revs, I think of \_\_\_\_\_.

**[Participant]** Soccer?

**[Maya]** What professional soccer teams do you consider cool?

**[Participant]** I know little to nothing of soccer. But the names I do know are ManU, Chelsea, yeah.

**[Maya]** And what do you think makes those teams cool?

**[Participant]** They all have really reputable players who have sponsorships that makes themselves known. And they've been in the sport for a really long time and they have a huge international following.

**[Maya]** Alright great. Now moving onto the next section.

### RP3:

**[Maya]** Have you been to a NE Revs game?

**[Participant]** No.

**[Maya]** What factors have prevented you from going to a NE Revs game?

**[Participant]** I'm just not super interested in soccer.

**[Maya]** How would an efficient transportation method to the game affect your decision to attend?

**[Participant]** Yeah, I guess that would help. Well I don't know where they play.

**[Maya]** They play at Gillette Stadium.

**[Participant]** Oh, then yeah definitely. Gillette's hard to get to.

**[Maya]** How does the cost of a game play into your decision to attend a game?

**[Participant]** Well, I'm a student and not super interested in soccer so definitely low cost to get me to go.

**[Maya]** Tell me about the best experience you've had attending a sports game.

**[Participant]** Oh, hmm. My best experience was probably March Madness in Houston. I got to go to the Final Four games. So it was really exciting to support UNC and they lost at like the buzzer, which was really devastating. But it was a really fun experience, lots of fans, and lots of entertainment around the whole weekend.

**[Maya]** Are there any incentives that would make you more likely to attend a Revs game?

**[Participant]** Yeah, probably so like transportation. It's always fun when sports teams give out free merch. Student deals, yeah stuff like that.

**[Maya]** Great suggestions, thank you.

### RP4:

**[Maya]** Now, could you tell me about your experience with NE Revs promotional materials.

**[Participant]** I've never seen any.

[Show them a mailer for the Revs. Show them a Red Sox mailer. Show them a big US soccer team mailer.]

**[Maya]** So here are a couple different examples of mailers. The one on the left is for the Red Sox, the middle for the Revs, and the right on for the New York Mets. Could you compare and contrast these for me? What is attractive? what piques your interest?

**[Participant]** Yeah, so I'm familiar with the Student 9's, but it's cool that they have a deck party for students, and have specific programming for students to meet each other. It's clear what it is, actually, I guess you couldn't really tell it was Red Sox if you didn't know right away that it's Fenway. Let's see this middle one.. Yeah it's good the dates and times are a lot smaller than the Red Sox one, but I guess it's pretty clear it's soccer haha based off his uniform. Oh it's for a party, ok gotcha. And then for the Mets, well it's cool that I can DEFINITELY tell it's 50% off tickets which is a huge plus. And you can immediately tell it's baseball.

[Show them social media of Revs. Show them social media for Red Sox. Show them social media for US soccer team.]

**[Maya]** So the same thing for their social media. The left is of the Red Sox, the middle of the Revs, and the right of the LA Galaxy. Could you compare and contrast these for me? What is attractive? what piques your interest?

**[Participant]** Well Red Sox, it's cool they post their scores, their final scores. Umm, there's some cool support for fellow New England teams. There's a post about the Patriots. The middle one, I guess I can't tell as much what the post is exactly about for some of them. Like, the first one in the second row. And I see that they have some videos which is cool. And it looks like they have some team building going on. Umm, and then the last one, I like the design of the borders around the picture. You can tell those are their colors. Yeah, lots of fan pictures which is cool.

**[Maya]** Tell me about a promotional campaign for a sports team that you remember that had an impact on you?

**[Participant]** Again, I would say March Madness. It was a huge event, Coca-Cola sponsored a three-day music festival for it. So free concerts from major artists like Kendrick Lamar, Maroon 5. And then it was open to the public, so the whole city came and was involved and they had tons of stuff going on to get the whole city excited about the tournament being held in the city.

**RP5:**

**[Maya]** How does the success of a team impact your desire to see them play?

**[Participant]** If I don't know the team then I'd say that's a pretty strong factor. Um, I wouldn't see a team that has a reputation for losing, I guess.

**[Maya]** How does the celebrity status of the players on the team impact your desire to see them play? For example, David Beckham on the LA Galaxy, things like that.

**[Participant]** Because I don't know anything about soccer I think that'd be a huge factor because I recognize those names.

**[Maya]** How does the atmosphere of the game impact your desire to go to the game?

**[Participant]** I'd say high. Like, Red Sox games are fun because there's lots of fans, like strong fans there.

**[Maya]** How do your peers attitudes about a team influence your desire to go to a game?

**[Participant]** I'd say it's pretty high as well. Like you wouldn't want to go to a sports game alone or with people who hate the team. Or I don't know I guess it could depend on who's playing. But, yeah if my peers want to go and they're excited about it, I'm going to want to go too.

**[Maya]** How would seeing someone of your age of a higher status, someone with maybe some clout affect your decision to go to a game?

**[Participant]** Umm, I don't think it would have that much of an affect on me. I don't personally follow a lot of people like that. And especially for sports that I don't super engage with, like I feel like people like sports for different reasons, so it wouldn't be that effective.

**[Maya]** Alright, great. That concludes the interview. Thank you so much for your insights and I hope you have a great rest of your day.

## Transcript 6 - Maya Nozaka

**[Maya]** Hello. My name is Maya and I'll be interviewing you for today's half hour session. Thank you for spending this time with me today. I appreciate your time and willingness to chat with me and answer my questions.

My team is conducting user research on behalf of the New England Revolution and we're excited to learn all about what you have to share with us.

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kinds of answers on today's topic. Your role is to provide thoughtful insights that will be used to help influence marketing, sales, and consumer experience decisions within the Revolution team.

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- b. Say what you believe – not what you think I want to hear
- c. It is ok to say "Pass" if there is a question I ask that you don't want to answer

Now I just want to go over some basic information.

## Basic Info:

**[Maya]** What is your name?

**[Participant]** [name]

**[Maya]** What gender do you identify with?

**[Participant]** Male

**[Maya]** How old are you?

**[Participant]** 18

**[Maya]** Where are you from originally?

**[Participant]** Westborough, Massachusetts

**[Maya]** And how long have you lived in Boston?

**[Participant]** 1 year

**[Maya]** Do you have access to a car?

**[Participant]** Nope

**[Maya]** What sport games have you been to in the past year?

**[Participant]** Probably like 2

**[Maya]** Alright, great. Now moving on..

## RP1:

**[Maya]** What can you tell me about the New England Revolution?

**[Participant]** They are a soccer team that represents New England haha.

**[Maya]** Can you tell me about your personal experience with NE Revs?

**[Participant]** I've seen a bunch of friends go that played on like high school soccer and things like that.

**[Maya]** Can you tell me about your personal experience with Boston sports?

**[Participant]** Um, Boston always wins so I love Boston sports

**[Maya]** How often do you go to games or interact with other Boston sports teams?

**[Participant]** Not that often, but at least once a year to some team, usually the Red Sox.

**[Maya]** What is your relationship with professional soccer? Do you like to go to games?

**[Participant]** I like international soccer, I don't like the American.

## RP2:

**[Maya]** What teams come to mind when thinking about professional soccer in the US?

**[Participant]** The New England Revolutions hahaha.

**[Maya]** These next couple of questions will be word association. So after I say the phrase just fill in the blank with any words that come to mind. So, when I think of professional soccer in the US, I think of \_\_\_\_\_.

**[Participant]** Underpaid players

**[Maya]** When I think of the NE Revs, I think of \_\_\_\_\_.

**[Participant]** Playing in Boston

**[Maya]** What professional soccer teams do you consider cool?

**[Participant]** PSG, Liverpool, Barcelona, all European teams.

**[Maya]** And what do you think makes those teams cool?

**[Participant]** Large, passionate fan bases, just like very iconic players.

**[Maya]** Alright great. Now moving onto the next section.

## RP3:

**[Maya]** Have you been to a NE Revs game?

**[Participant]** Nope

**[Maya]** What factors have prevented you from going to a NE Revs game?

**[Participant]** I've never been interested in following the NE Revs, and honestly I have no idea about anything that has to do with US soccer

**[Maya]** How would an efficient transportation method to the game affect your decision to attend?

**[Participant]** Yeah, if it was cheap and quick I'd be down, sure why not.

**[Maya]** How does the cost of a game play into your decision to attend a game?

**[Participant]** I wouldn't go to a soccer game if it was like over \$40, I would just go for the crowd or whatever

**[Maya]** Tell me about the best experience you've had attending a sports game.

**[Participant]** Probably my first Bruins game. I never really watched hockey, but just being there. Um, it was definitely a cool experience.

**[Maya]** Is there anything that made it cool? Could you elaborate?

**[Participant]** The flashing lights, the team coming out, them skating all over. The fast paced nature of the game and everything.

**[Maya]** Are there any incentives that would make you more likely to attend a Revs game?

**[Participant]** Student discounts, and if they had a performer.

**[Maya]** What type of performer?

**[Participant]** Like an artist I knew. I know soccer doesn't really do half time shows but if they had someone maybe before or after the game.

**[Maya]** Great suggestions, thank you.

## RP4:

**[Maya]** Now, could you tell me about your experience with NE Revs promotional materials.

**[Participant]** I've only seen NE Revs shirts and that's about it.

[Show them a mailer for the Revs. Show them a Red Sox mailer. Show them a big US soccer team mailer.]

**[Maya]** So here are a couple different examples of mailers. The one on the left is for the Red Sox, the middle for the Revs, and the right on for the New York Mets. Could you compare and contrast these for me? What is attractive? what piques your interest?

**[Participant]** Well first one with the Red Sox - everybody knows what Fenway Park looks like so you can just like automatically know. So you don't even need to read the thing to know what's going on. Well, for the NE Revs, it looks like a crappy ad I'd see on Instagram or something. And then for the Mets, 50% off, I mean nobody goes to Mets games anyway but that seems pretty attractive. I'd probably look at it a little longer.

**[Maya]** What don't you like about the NE Revs ad?

**[Participant]** I don't think it has to do with it necessarily looking bad. I just don't even know who that player is, like I know the slogan but I'm not interested in soccer. I automatically negatively associate the poster.

[Show them social media of Revs. Show them social media for Red Sox. Show them social media for US soccer team.]

**[Maya]** So the same thing for their social media. The left is of the Red Sox, the middle of the Revs, and the right of the LA Galaxy. Could you compare and contrast these for me? What is attractive? What piques your interest?

**[Participant]** Well for the Red Sox it pops, it's red. They're like very good action shots - a throw from outfield, celebrating a hit. I can visualize the game from just looking at these pictures, and I mean 6 - 1 Red Sox to Yankees, that's pretty dope. And then, the one in the middle... I don't

know some of the pictures just kind of suck. Like who is Elizabeth? Maybe an ESPN reporter I don't know. I don't really have anything to say about it. At least this one looks more professional.

**[Maya]** The LA Galaxy one?

**[Participant]** Yeah, it looks like a Bud Light commercial or something on that one. And it looks like people are having more fun in that one so it looks cooler.

**[Maya]** Tell me about a promotional campaign for a sports team that you remember that had an impact on you?

**[Participant]** Well, everytime New England wins they always have merch and it's everywhere. Or the parades could I guess be considered promotional material. But too bad the NE Revs don't win anything. We don't get any parades with that.

## RP5:

**[Maya]** How does the success of a team impact your desire to see them play?

**[Participant]** It helps, but it's not vital. Like I'd see a Red Sox game at any time, no matter who they're playing. Same thing with football, because I already like the sports and know the players so I think that's more important.

**[Maya]** How does the celebrity status of the players on the team impact your desire to see them play?

**[Participant]** Oh it does, that's important. Especially if you're close up in the stands and can actually see them it's pretty cool.

**[Maya]** How does the atmosphere of the game impact your desire to go to the game?

**[Participant]** That's huge. If it's not a good crowd experience you could've just sat on your couch.

**[Maya]** Are there any examples that you could give of what a good crowd experience/atmosphere is?

**[Participant]** Well the Red Sox games, everyone is always singing and standing, applauding. That's what you'd always expect. Oh yeah, and there's those fans that always sh\*t talk the other team.

**[Maya]** How do your peers attitudes about a team influence your desire to go to a game?

**[Participant]** I guess like anything, if you organize an event you're more likely to go. So I don't think it has to do with sports.

**[Maya]** How would seeing someone of your age of a higher status, someone with maybe some clout affect your decision to go to a game?

**[Participant]** Yeah so if I saw someone with big clout, like an influencer. I think that'd be awesome.

**[Maya]** Would that have a positive impact?

**[Participant]** Yeah, absolutely.

**[Maya]** Great, do you have any examples of people you would like to see? What types of influencers?

**[Participant]** A lot of hip-hop artists are always at games. That'd be cool to see.

**[Maya]** Alright, great. That concludes the interview. Thank you so much for your insights and I hope you have a great rest of your day.

## Transcript 7 - Jai

22

Male

From: Southborough, MA

Lived in Boston for 4 years

No access to car

5 sports games in the last year (1 Celtics and 4 Red Sox)

### Interview

(Jai): Hi, thanks for doing this interview, may I ask your name and age?

(Participant): I am 22

(Jai): Nice, where are you from?

(Participant): I'm from Southborough originally, but I've been living in Boston for about 4 years now.

(Jai): Great, do you have access to a car?

(Participant): No, I don't.

### RP 1

(Jai): Okay, what do you know about the New England Revolution?

(Participant): They're the MLS team, they play in foxborough right

(Jai): Yes, that's right. Can you tell me about your personal experience with Boston sports?

(Participant): I've liked going to the Celtics and red sox games, mostly red sox.

(Jai): What is your relationship with professional soccer? Do you like to go to games?



(Participant): I like watching premier league, i'm a Manchester city fan. I mostly follow the European leagues

## RP2

(Jai): What teams come to mind when thinking about professional soccer in the US?

(Participant): LA Galaxy is the only one these days. Mostly because of Zlatan, I still can't believe they managed to get a player like that

(Jai): When you think of NE revs, you think of?

(Participant): Honestly, the only thing I can think of is Loftus cheek getting injured against them in a pre-season friendly. But i'm sure they're a decent club.

(Jai): What professional soccer teams do you consider cool?

(Participant): I like Manchester City

(Jai): what makes those teams cool?

(Participant): Mostly the players they have, I love the team. And the manager is top class as well.

## RP3

(Jai): Have you ever been to a revs game?

(Participant): No I have not

(Jai): If you don't mind me asking, what factors prevented you from going?

(Participant): Lack of interest in the MLS

(Jai): How would an efficient transportation method to the game affect your decision to attend?

(Participant): If the price is really good, and the transport if fast, I might just go.

(Jai): How does the cost of a game play into your decision to attend a game?

(Participant): Ticket prices always have an affect, the cheaper it is the more chance I have of going. but I don't know much about the team. Maybe a drastic drop in price will make me go.

(Jai): Tell me about the best experience you've had attending a sports game.

(Participant): Every time I go is good, I just have to make the effort. All of the Red sox games have been good.

(Jai): Are there any incentives that would make you more likely to attend a Revs game?

(Participant): If they have a lot of good deals on food, so it's worth the time and effort. Do they have good food? I'm guessing they do because they play in Patriots' stadium right?

## **RP4**

(Jai): Tell me about your experience with NE Revs promotional materials. What do you think of these?

(Participant): I mean it looks fine, I'm just not involved with MLS for any of this to be appealing to me.

(Jai): Can you compare and contrast these mailers? What is attractive? what piques your interest? Please tell me what differentiates the best mailer from the others.

(Participant): I like the one with the big '50% off' on it. And the one where it says 'Match in a minute'. I don't like to watch highlights that do go on forever.

(Jai): Can you compare and contrast these social medias? What is attractive? what peaks your interest?

(Participant): They look like every other football page on Instagram. I usually like watching player interviews.

(Jai): Tell me about a promotional campaign for a sports team that you remember that had an impact on you?

(Participant): It's mostly promotion campaign done by a sports league that piques my interest, I remember Premier League did a really good campaign of showing the cities of different teams in the build up to games.

## **RP5**

(Jai): How does the success of a team impact your desire to see them play?

(Participant): It's a big factor, I wouldn't want to be in a stadium that is not on their feet for the most part.

(Jai): Does the atmosphere of a stadium have any impact of you going?

(Participant): Yes, it does. The better the atmosphere more likely I am to come back.

(Jai): How does the celebrity status of players impact your desire to go see them play?

(Participant): Celebrity players are usually very good at what they do, they would want me want to go more

(Jai): How do your peers' attitudes about a team influence your desire to go to a game?

(Participant): If many of my friends were into mls and the revs, I'm sure I'd be more likely to go watch their games.

(Jai): How would seeing one of your peers at a Revs game affect your desire to go to a game?

(Participant): It will definitely be a factor, I like watching sports with friends.

(Jai): Okay great, thanks a lot for participating in this, I really appreciate your time.

## Transcript 8 - Jai

21

Female

From: Singapore

Lived in Boston for 3 years

No access to car

3 Sports games in the last year (All red sox)

### Interview

(Jai): Hi, thanks for doing this interview, may I ask your name and age?

(Participant): I am 21

(Jai): Nice, where are you from?

(Participant): I'm from Singapore, I'm a Junior at Northeastern.

(Jai): Great, do you have access to a car?

(Participant): No I don't have a car

RP1

(Jai): Okay, what do you know about the New England Revolution?

(Participant): Nothing

(Jai): So they're a professional soccer team for New England, they play in the MLS. They play in Foxborough, does that ring a bell?

(Participant): Oh, okay, I don't know anything about soccer, sorry!

(Jai): That's fine, Can you tell me about your personal experience with Boston sports?

(Participant): I like watching Red Sox play, mainly because it's close and the atmosphere in the stadium is usually very good

(Jai): What is your relationship with professional soccer? Do you like to go to games?

(Participant): Nonexistent, I don't like soccer.

## RP2

(Jai): What teams come to mind when thinking about professional soccer in the US?

(Participant): Doesn't New York have a good team?

(Jai): When you think of NE Revs, you think of?

(Participant): Nothing again, I'm so sorry.

(Jai): What professional soccer teams do you consider cool?

(Participant): I like Real Madrid because they always sign celebrities like Beckham and Ronaldo

(Jai): What makes those teams cool?

(Participant): The players, the celebrity element of it

## RP3

(Jai): Have you ever been to a Revs game?

(Participant): No

(Jai): If you don't mind me asking, what factors prevented you from going?

(Participant): I haven't been to any soccer game in my life

(Jai): How would an efficient transportation method to the game affect your decision to attend?

(Participant): Wouldn't really make a difference

(Jai): How does the cost of a game play into your decision to attend a game?

(Participant): Not that big of a factor

(Jai): Tell me about the best experience you've had attending a sports game.

(Participant): Watching the Red Sox has been such a good experience

(Jai): Are there any incentives that would make you more likely to attend a Revs game?

(Participant): Honestly I don't think so.

## **RP4**

(Jai): Tell me about your experience with NE Revs promotional materials. What do you think of these? Please take a look at these Instagram posts.

(Participant): They all look good, I can only think of how cute the guys are.

(Jai): Can you compare and contrast these mailers? What is attractive? what piques your interest? Please tell me what differentiates the best mailer from the others.

(Participant): I like the Red Sox one the most, mainly because I know about some of the players.

(Jai): Can you compare and contrast these social medias? What is attractive? what piques your interest?

(Participant): All the posts look kind of the same, I'm sure if I knew more about the sport I may be able to make sense of it a bit more.

(Jai): Tell me about a promotional campaign for a sports team that you remember that had an impact on you?

(Participant): I like FIFA World Cup ads, remember the Shakira song?

## **RP5**

(Jai): How does the success of a team impact your desire to see them play?

(Participant): It's more about who the team is, they don't have to be the best for me to support them.

(Jai): Does the atmosphere of a stadium have any impact of you going?

(Participant): That is mostly the only reason I go, I like to enjoy with my friends, atmosphere is very important.

(Jai): How does the celebrity status of players impact your desire to go see them play?

(Participant): I usually don't know the players, but if there is a celebrity player, I will at least know him and that's going to make me want to go more maybe

(Jai): How do your peers' attitudes about a team influence your desire to go to a game?

(Participant): Has no effect on me for the most part, I guess maybe if a lot of my friends got into soccer, I'll go watch a game with them, wouldn't mind that at all.

(Jai): How would seeing one of your peers at a Revs game affect your desire to go to a game?

(Participant): Like I said, if a lot of my friends are going, I'll go as well.

(Jai): Okay great, thanks a lot for participating in this, I really appreciate your time.

## Transcript 9 - Ryan

You ready?

Yes.

What is your name?

*[name].*

How old are you, [name]?

*I'm 20.*

What gender do you identify with?

*Female slash woman.*

Where are you from originally?

*California.*

Where in California?

*San Francisco.*

So the Bay Area?

*So the Bay Area.*

How long have you lived in Boston?

*3 years.*

Do you have access to a car?

*Uhhhh no.*

How many sports games have you been to in the last year?

*Oneeee. One or two. Not more than two.*

## RP1

Alright cool. What can you tell me about the New England Revolution?

*That they're a soccer team?*

So you know they're a soccer team. Can you tell me anything else about them?

*No. I actually didn't know New England had a soccer team until then.*

Until this project interview?

*\*Affirmative nod\**

Cool. So, just to let you know, they are a pro soccer team that plays in the MLS in America. They play their home games in Foxborough at Gillette Stadium-

*-The Patriots-*

Same place as the Patriots, good. Their season spans from the spring, their last game is next week. Can you tell me about your experience with Boston sports?

*Very minimal.*

Have you ever been to a sports game in Boston?

*I've been to the Red Sox.*

Do you like the Boston sports scene?

*It's fine. I'm mostly indifferent.*

What about your relationship with pro soccer? Do you like to go to games?

*I've never been to a professional soccer game.*

Do you like professional soccer, though? Have you ever watched it on TV?

*FIFA sometimes, not MLS.*

## RP2

Cool cool. Now, when you think about professional soccer in the US, what teams come to mind?

*LA Galaxy.*

LA Galaxy. Why?

*David Beckham.*

David Beckham, ok. I want you to finish this sentence for me. When I think of professional soccer in the US, I think of?

*Not good.*

Ok. When I think of the New England Revolution, I think of?

*Potential?*

Really? Or are you just saying what I want to hear?

*Just saying what you want to hear. I don't really think of anything.*

You don't think about them. Ok. What professional soccer teams do you consider cool?



*None.*

In the US or otherwise, still none?

*Oh, um, probably Munich.*

A German team?

Yes.

Got it.

*They're just really good. They have the best goalie.*

## RP3

Bundesliga. So you've never been to a Revolution game. What factors prevented you from going?

*I didn't know they were a team until very recently.*

Didn't know they were a team. Now, assuming you did know they were a team, how would an efficient transportation method to the game affect your decision to attend?

*Very highly.*

And how does cost play into your decision to attend a pro sports game?

*Probably significantly.*

Ok. I want you to think back. Can you tell me about the best experience you've had attending a professional sports game?

*Well, I don't have a ton of experiences to draw on.*

Can you think back on one time that was a good experience attending a professional sports game?

*I saw a Red Sox game with my boyfriend. It was nice.*

What made it nice?

*He bought me ice cream.*

Do you think an ice cream at a Revolution game could be just as good?

*Well, by then I'll be of age so I'll probably get a drink.*

Ok, cool. And are there any other incentives that would make you attend a game?

*If my boyfriend or friends came.*

What about like discount drink nights, free tshirt, giveaways?

*Yes, all of the above.*

## RP4

Ok. Now I'm going to show you pictures and I just want your honest opinion. These are promotional emails sent out by a variety of sports teams. Do any stand out?

*Not cornhole because I don't like cornhole. Oh but they're playing the Giants.*

Think past the little things. Think more about the design, or the fact that they're having a party with cornhole at all.

*Also it says 'student deck party,' that is appealing to me.*

Do you feel like, from a design standpoint, and are more effective?

*Maybe the Mets one, cuz the giant font says 50% off tickets.*

How do you think the New England Revolution one compares to the other ones?

*A watch party isn't as interactive.*

I'm sure you get a lot of emails, does this one stand out at all to you?

*Mmmm, honestly the Mets one stands out. Good color contrast.*

Does the New England one make an impression on you?

*No.*

Ok. Now I want you to look at the social media feeds for a few sports teams. We've got the Revolution, the Red Sox, and the LA Galaxy. Do any of these feeds stand out to you?

*They all look similar.*

You can take a second to look, just in case.

*LA Galaxy has nice borders, but they are all quite similar. None really make an impression.*

So New England Revolution stands with its peers for social media content?

Yes.

## RP5

How does the success of a team affect your desire to see them play?

*Well, mm, probably impacts it a not insignificant amount. If they were really bad it'd be a major disincentive. If they were average that'd be fine. As long as they're not really bad.*

And how does the celebrity status of players on a team impact your desire to see them play?

*Very little. Except for David Beckham.*

Could you name another soccer player that's played in America?

*Rinaldo? That one?*

Ok. How does the atmosphere at the game affect your desire to attend?

*A lot. Atmosphere is kind of arbitrary. If people are really excited it's good.*

So atmosphere matters to you. And how do your peers attitudes about a team influence your desire to go to a game?

*Not particularly. Like I'd see a game for a peer if they really wanted to.*

How would seeing a friend at a Revolution game on social media affect your desire to go?

*Well if they took a video, and it was a good game, I'd be like this might seem fun.*

Is there anything you think I may have missed or you need to clarify?

No.

Well thank you for your time, I appreciate it.

## Transcript 10 - Ryan

What is your name?

*[name]*

How old are you?

*19*

What gender do you identify with?

*Male*

Where are you originally from?

*Smithtown, New York. It's on Long Island.*

How long have you lived in Boston?

*About a year.*

Do you have access to a car?

*Yes.*

And, how many professional sports games have you been to in the past year?

*Probably about a dozen. Around a dozen.*

And that's across all sports?

*Ya. Professional games, probably about a dozen.*

RP1

Ok. What can you tell me about the New England Revolution?

*They play in MLS, Major League Soccer. Ummm, they play at Gillette Stadium. And they're one of the original teams in MLS.*

Do you know what the MLS season is, roughly?

*I wanna say March to October.*

Exactly right, so you're pretty familiar?

*Ya haha. I'm into soccer.*

Can you tell me about your personal experience with the Revolution?

*I haven't been to a Revolutions game, but I have been to a RedBulls game. So I have been to an MLS game, but not a Revolution game.*

And can you tell me about your experience with Boston sports?

*Um, I've been to a lot of Northeastern games. I've also been to a lot of Red Sox games which I really enjoy going to even though I'm a Yankees fan. I find that often times I'm going for the atmosphere, like, for something to do, rather than especially the baseball. The atmosphere rather than the game itself. But um, I think I'm someone who tends to go when it's something other than baseball, for the sport itself. I think that the on field results, the team itself, whether they're winning, losing, is often times more important to me than the presentation would be to other people like families. When I'm going to a game, I want to see them win. The quality of the team is important.*

And what is your relationship with professional soccer?

*I do. I'm a big fan of the premier league. I'm a big fan of Arsenal. And of Napoli, who play in Italy. Like I said, the New York RedBulls too. I'm pretty well versed in soccer, I am a fan of professional soccer.*

## RP2

What times come to mind when you think of professional soccer in the US?

*RedBulls. Um, DC United. I guess the Revs too.*

So those are the three that you think of first?

Yes.

Ok, so I want you to answer this honestly. Finish this sentence for me. When I think of professional soccer in the US, I think of?

*Retirement League.*

Retirement League, ok. And when I think of the New England Revolution I think of?

*Lee Nguyen. He played for them a while back and was always tricky when we played them.*

So you think of a player?

Yes.

What professional soccer teams do you consider cool? And this can be across the world?

*RedBulls, Arsenal, and Napoli.*

## RP3

So you said you've never been to a Revs game. What factors prevented you from going?

*Um, you know I thought about going when the RedBulls came in, but it didn't work with my schedule. I had something else I had to do, and I feel like where I live in Boston, that's a day's trip if I'm going all the way to Foxborough. Not exactly the most convenient to get there. So, I have to really sort of clear my schedule and the stars have to align.*

Would more efficient transportation affect your willingness to attend?

Yes.

Ok. And would the cost of an MLS game affect your willingness to attend?

*I mean I'm not sure what Revs tickets generally run, I'd pay \$25, \$30 to attend.*

I want you to think about all your experiences attending professional sports games. Can you tell me about your best experience attending a professional sports game?

*So I had the opportunity when I visited – the reason I'm a fan of Napoli because my Aunt's boyfriend is Italian, he lives in Italy. So I went to visit him and got to go to a Napoli game, um, in Naples. And the atmosphere there was just amazing, like something I'd never experienced. I had never gone to a game in Europe before. It wasn't just one of my best sports experience, it might be one of my best experiences ever. Period. So I think the atmosphere the fans created, seeing a team that I had followed for several years, feeling connected to the team. To see the stadium full of people, that was something really special to me. I think the community aspect, especially in soccer, is really important to me, important to a lot of people, a lot of fans. I think it's my best professional sports experience.*

Are there things about that community in particular you can speak to?

*It was one of those things you had to experience. You just look throughout the stadium, its old. But theres something about it thats kind of endearing. You see the people, the flags waving, the announcer on the PA just goes nuts. The whole community, the whole program, atmosphere, the whole stadium is in on it.*

And are there any incentives that would make you more likely to attend a Revs game?

*Uh, student ticket pricing. And the transportation.*

So transportation and some sort of promo night?

Yes.

## RP4

Ok. I'm going to show you a few pictures and I want you to give me your thoughts on them. Do any stick out to you?

*The Mets, because they make it clear they're doing it for the fans. I like the messaging, and I like the fact that the reason for the ad is because of the sale and they know that fans want the sale. Not that I think the other advertisement are bad, but I think that one gets the message*

*across clearly and catches my eye the most. I think the Mets because its all about the fans. The fans and the team. There's the team in the foreground and the fans in the background going crazy. It's showing that the fans are almost part of the team.*

Thank you. Now I'm going to show you one more picture. These are the recent instagram feeds from a few major sports teams. Are you drawn to any?

*I like the picture of the Galaxy one. These photos with Zlatan, after scoring a goal with the fans. It makes sense for them to market around him, a high profile player, who puts butts in the seats for lack of a better phrase. I'd say that's probably my favorite overall. I think they all have a good assortment, they're pretty balanced. If I had to rank, I'd say Galaxy 1, Red Sox 2, and Revs 3.*

Ok, thank you. And are there any promotional campaigns for a sports team that had an impact on you?

*When I was little and used to go to games, I used to like when they gave out the promotional bats. Now as a student, I like the Red Sox give the 9s tickets. My tastes have evolved. But I liked the replica bats.*

What about specific ad campaigns?

*I remember when Jeter retired there was the whole thing with him walking through the community and everyone knows him like he's a member of their family. I think that shows a nice interaction between the players and the fans. The core of what I think good advertising is is capturing what goes on inside the stadium.*

## RP5

Thank you. So final section here. How does the success of a team impact your desire to watch them play?

*I mean I'm, I'm not bandwagon. I stick with my teams. But I think when a team is exciting and has good young players, it definitely piques your interest more. You say to your friends, hey lets get tickets. It's less of a social event, it's more, I want to see them because I know they're going to put on a show.*

And how does the celebrity status of a player on a team affect your desire to see them play?

*I think similarly. A big name free agent or ya make a big trade to add a player. Some people want to see a player. I want to see the impact they make on the field. Some people want to see Stanton, well I want to see Stanton hit a home run.*



And how does the atmosphere at the game impact your desire to attend?

*100%. Near the top. I think that the atmosphere is huge. I think if I know, baseball especially, I go for the atmosphere, especially at Fenway. It just has this aura about it, no matter who your a fan of, you know its an old stadium, there's something about it, that whole product is something special. But I think that atmosphere is important.*

How does your peers attitude towards a team affect your desire to attend a game?

*I think if my friends didn't want to go, I wouldn't want to go less. But if they did want to go, I would want to go more.*

That makes sense. And how would seeing one of your peers having fun at a Revs game on social media affect your desire to attend?

*I think it would put it in my mind as an option. I dont know whether I would make a direct connection but it would make me think when are they coming to town, I should think about getting a ticket.*

So it would make you think about it?

*It would make me think about it. Ya.*

Anything else you'd like to add?

*No, I don't think so.*

Thank you so much for taking the time.