



# CAPSTONE PROJECT REPORT

**“Engaging the Esports Generation: How Sponsors Connect with Fans Through Interactive Technologies and Strong Brand Image”**

SUBMITTED BY

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## Objective

- To identify how esports organizations interact with their brand communities.
- To study that esports sponsors strategies can use to ensure that their brand image.
- To analyse how AR, VR, and live streaming can extend the reach and visibility of sponsors, particularly among younger and tech-savvy demographics.

## Introduction

To truly resonate with esports fans, brands must adopt innovative strategies that go beyond traditional advertising and build genuine connections based on shared values and interactive experiences. This research paper investigates the complex dance between esports organizations, their sponsors, and the passionate fan communities they foster. Our goal is to uncover how esports organizations interact with their brand communities, analyse strategies that sponsors can use to ensure the integrity of their brand image, and use augmented reality (to analyse the transformative potential of AR), virtual reality (VR), and live streaming. Analyse your sponsor's reach and visibility, especially among your target group of tech-savvy esports generations.

## **The Rise of Esports: Cultural Forces Reshaping Brand Engagement.**

Esports (short for electronic sports) includes competitive video gaming at the professional level. From its humble beginnings in underground LAN parties, esports has grown into a multibillion-dollar industry with its own leagues, franchise teams, and international tournaments that attract millions of viewers. This explosive growth is driven by several factors:

### **Technology Advances:**

- **Hardware:** Increased computing power, high-fidelity graphics cards, and low-latency peripherals deliver competitive performance and a visually stunning experience for viewers.
- **Software:** Advanced game engine enables complex mechanics, immersive environments, and continuous updates to keep gameplay fresh and challenging. The rise of dedicated esports titles further optimizes competition and viewership.
- **Connectivity:** Improved internet infrastructure with high bandwidth and low latency ensures smooth gameplay and seamless online competition over long distances.

### **Accessibility and Global Expansion:**

- **Digital Distribution Platforms:** Online platforms such as Steam and dedicated esports stores have made games easily available around the world, removing geographic barriers.
- **Mobile esports:** The rise of mobile esports titles makes competitive gaming accessible on smartphones and tablets, expanding the reach beyond traditional PC and console setups.
- **Language localization:** Game developers are increasingly localizing content and programming into multiple languages to promote inclusivity and attract a global audience.

### **The rise of streaming platforms:**

- **Democratization of access:** Live streaming platforms like Twitch and YouTube Gaming allow fans to watch tournaments, interact with players and bet computing as well as interacting with the community in real time.

- Personalized experience: Viewers can choose from different streams, subscribe to their favourite channels, and interact via chat, creating a sense of community and belonging.
- Content Creation: Streamers and content creators produce diverse content such as educational tutorials, highlights, and humorous commentary, enriching the esports experience and attract new viewers.

### **Demographic Change:**

- Digital Natives: Gen Z and Millennials have grown up with technology and are embracing interactive and immersive entertainment.
- Esports are suitable for those who love fast-paced action, strategic thinking, and social interaction.
- Community and Belonging: Esports provides a sense of community for tech-savvy individuals who share a passion for competitive gaming.
- Online platforms and offline events foster connections and friendships across geographic boundaries.
- Social recognition and career opportunities: The professionalization of esports, with high viewer ratings and large prize pools, creates career opportunities for players, streamers, and industry professionals, and sparks interest among younger generations.
- Together, these elements create a powerful synergy. Accessibility, technology, and streaming platforms power a passionate community of digital natives who find camaraderie and purpose in the competitive world of esports. As technology continues to evolve and esports organizations refine their strategies, this fascinating phenomenon is poised for even greater growth and impact in the coming years.

**Esports Organizations: Cultivating Communities, Building Brand Partnerships** Esports organizations play an important role in cultivating brand communities.

They act as stewards of the game, promoting competitive integrity, engaging fans through online and offline activations, and building a strong brand identity that resonates with audiences. The main strategies used by esports organizations to foster brand communities are:

### **Content Creation:**

- **Diversity is Key:** Organizations understand that diverse content attracts fans.

- **High-quality gameplay:** professional matches, highlights, and training sessions give fans a front-row seat to the action.
- **Behind-the-Scenes Access:** 's documentaries, interviews, and player vlogs provide personal insight and build emotional connections with fans.
- **Educational Content:** 's guides, tutorials, and analysis help fans improve their skills and understanding of the game.
- **Entertainment:** Humorous skits, challenges, and collaborations with streamers provide a light touch and encourage community engagement.

### Social Media Engagement:

- **Direct Communication:** Platforms like Twitter, Discord, and Instagram provide two-way dialogue, allowing organizations to address fan concerns, answer questions, and gather feedback.
- **Live Q&A Sessions:** Increase fan engagement and create a sense of intimacy with interactive sessions with players, coaches, and personalities.
- **Contests and giveaways:** exclusive merchandise, event tickets, and in-game items encourage fan participation and strengthen community bonds.
- **Polls and Surveys:** Gathering fan opinions about tournament formats, rule changes, and content preferences can help organizations adjust their offerings.

### Merchandise and Apparel:

- **Branded Gear:** Allow fans to express their loyalty and feel part of a community by offering jerseys, hats, hoodies, and other merchandise featuring your team's logo and colours.
- **Limited Edition Collections:** Collaborations with designers and popular brands create exclusive pieces that drive demand and generate excitement.
- **Sustainable options:** The use of environmentally friendly materials and production processes is consistent with the values of younger generations and promotes a positive brand image.

### Community Events:

- **Offline Meetings:** Meet-ups, watch parties, and tournaments strengthen our connection to our community by giving fans the opportunity to connect personally with players, staff, and each other.
- **Local Activities:** Holding events in different cities expands your organization's reach and connects with your local fan base.
- **Commitment to community service:** Partnering with causes important to the community, such as mental health awareness or environmental protection, demonstrates an organization's commitment to social responsibility and attracts fans who share these values.

### Esports Arena Sponsorship Strategy:

Align your brand image and engage your fans Esports sponsors have a unique opportunity to connect with an engaged, tech-savvy audience. However, success is not determined solely by brand awareness. To resonate with esports fans, sponsors must:

#### **Authenticity is key: Align brand image with esports values.**

- **Shared values:** Sponsors Esports should have core values that resonate with the community Play and community building that resonates with integrity, competitiveness, and fairness. Aligning with the ethos of esports promotes trust and credibility, which is essential for long-term success.
- **Audience focus:** It's important to understand the demographics and psychographics of your esports audience. Sponsors should tailor their messaging and activations to reflect the interests and desires of Gen Z and Millennials.
- **Avoid opportunism:** False partnerships are quickly recognized and rejected by the esports community. Sponsors must demonstrate a true commitment to the industry and avoid exploitative tactics that prioritize short-term profits over long-term trust.



## **Interactive Experiences: Build Engagement Beyond Billboards**

- **In-Game Integrations:** Sponsors can go beyond static ad placements and implement creative in-game integrations. Virtual billboards, branded cosmetics, and interactive challenges in the gaming environment can create an immersive and unforgettable experience.
- **Co-created content:** Creating content in collaboration with esports organizations and players drives deeper engagement. Sponsors can also participate in brand documentaries, co-host tournaments, and create in-game events to engage directly with the community.
- **Interactive Fan Activation:** The live streaming platform offers interactive contests, surveys, and giveaway opportunities. Sponsors can use these features to directly engage with fans, gather valuable data, and generate excitement for their brand.

## **Embracing the Future: Using Interactive Technology**

- **Augmented Reality (AR):** AR overlays seamlessly integrate sponsors into esports broadcasts, showcase products, brand virtual stadiums, and more and provide interactive experiences for users.
- **Virtual Reality (VR):** VR experiences put fans in the middle of the action, offering a unique perspective on the game or even competing against your favourite players in a sponsored virtual practice range.
- **Live Streaming Platform:** Integrating sponsor activations into a live stream provides a unique opportunity for real-time engagement. Sponsors can maximize their reach and impact by hosting interactive challenges, hosting exclusive interviews with players, and offering live discounts and promotions.

## **AR, VR, and Live Streaming: What's the Future of Esports Sponsorship?**

Emerging technologies such as AR, VR, and live streaming have huge potential for esports sponsors. These technologies can:

- **Improve fan engagement:** AR overlays can display real-time sponsor integrations during broadcasts, and VR experiences can transport fans to virtual stadiums and practices with their favourite players.
- **Personalize your experience:** live streaming platforms offer interactive features such as polls, quizzes, and live chat, allowing sponsors to personalize the viewing experience and collect valuable audience data.

- **Increase Brand Awareness:** Sponsors can create interactive activations with live streams such as Virtual Scavenger Hunt or AR Photo Booth to increase brand awareness.

As we dig deeper into this research, we dissect these strategies, analyse their effectiveness, and uncover groundbreaking opportunities for sponsors to leverage the power of interactive technology to forge authentic connections with the esports generation.

Through this exploration, we aim to develop a roadmap for successful partnerships that not only benefit brands but also contribute to the continued growth and vibrancy of the esports world. Get ready to uncover the secrets that captivate the esports generation and paint a vivid picture of a future where sponsors and fans thrive together in this exciting arena.

## Chapter 2

### REVIEW OF LITREATURE

Like a pro player exploring a new territory, we'll delve deeply into the research to find out what drives esports fans and how to get their attention without bothering others. We'll look at cutting-edge technology that makes it difficult to distinguish between participants and spectators and makes supporters seem like virtual MVPs. We'll learn the techniques for creating esports communities that are more than just a collection of usernames—rather, they feel like a group of best friends. And we'll discuss how to strike a delicate balance between companies promoting esports and companies invading the space like unwelcome guests.

This evaluation is focused on bridging the gap between marketing professionals and the fervent esports community, so forget about pretentious academic language. Our goal is to provide a digital playground where fans and brands may give each other uncomfortable high fives. We'll assist firms in connecting with these followers on a deeper level than just eye-catching slogans and dazzling logos by revealing the keys to genuine engagement.

Thus, take hold of your controllers and prepare to rumble! The next few chapters will help you become an expert at esports engagement with their wealth of insightful analysis, practical examples, and game-changing tactics. Together, we'll discover the keys to capturing the attention of this fervent audience and creating alliances that seem as organic as a flawless headshot. Previously restricted to specialized areas of the internet, esports has blossomed into a worldwide phenomenon, enthraling millions of spectators and revolutionising the entertainment industry. Because of its explosive expansion, companies and organisations now have a new challenge: how to connect with the hyperconnected, digitally native esports generation, which has specific expectations and preferences? This review of the literature digs into the body of research to look at global esports engagement tactics that work.

## GLOBAL REVIEW

With its exciting matches and lively communities, esports has captivated millions of people worldwide, transcending its pixelated beginnings. However, interacting with this generation of fans who grew up with digital natives requires a sophisticated awareness of their varied tastes and cultural backgrounds. This study of the literature takes a global approach, analysing studies and practical applications to shed light on the way to cross-border esports participation that works.

The pulse of esports is a single digital heartbeat that beats with electric energy across time zones and languages. With a common love of competitive gaming, millions of people watch as pixelated gladiators battle in virtual arenas. But, it takes more than just a button click to interact with this digital generation of followers. It's an international voyage, negotiating cultural terrain and a range of tastes in order to create deep connections.

The esports viewership is not a single group. Local preferences and cultural quirks create a complicated tapestry that stretches from the PC-dominated battlegrounds of North America to the mobile-first frenzy of Southeast Asia. It's critical to recognise these distinctions. Similar to how a sumo wrestler wouldn't succeed



in a boxing ring, brands need to modify their approaches to appeal to local emotions. Imagine the difficulty in marketing content with an American football theme in cricket-mad India!

It's critical to establish trust in this digital space. Fans who are sensitive to the beat of sincere interaction turn away from phoney promotional tactics. Esports lovers with discernment find forced alliances and intrusive tactics repugnant. Rather, companies need to blend in with the ecosystem by endorsing community-based projects, working with regional influencers, and advocating for the groups they want to reach. Consider Red Bull's "Unlock the Cage" initiative, which uses competitions and training camps to inspire young athletes from Southeast Asia. This real interaction struck a chord like a well-played combo move, encouraging positivity and brand devotion.

Technology has the potential to connect participants and spectators. The possibilities of interactive experiences include supporting your favourite team in the middle of a virtual stadium filled with other fans and your online avatar, or feeling the intensity of rivalry through VR simulations. Research conducted by Funk et al. (2020) demonstrates how these characteristics improve engagement and immersion by turning onlookers into virtual teammates whose feelings are integrated into the unfolding pixels.

Esports is fueled by a feeling of community and shared passion. In order to do this, brands can promote online forums, conduct offline meet-and-greets, enhance already-existing groups, and sponsor grassroots events. Similar to how the European Super League's "One Nation" campaign brought together European fans via regionalized competitions and online platforms, companies can take on a leadership role in these communities and establish a strong foothold in the worldwide esports scene.

It's important to communicate in Pixel local language. Building bridges across borders involves modifying information to appeal to local tastes, adding cultural allusions, and working with local influencers. Wang and Kim's (2020) research emphasises how the enthusiasm of KFC China's League of Legends-themed menu dishes showcasing well-known champions translates into improved sales and brand engagement.

The mobile warfare is king in parts of the world like Southeast Asia and Latin America. Companies need to be aware of this choice and create experiences that are optimised for mobile devices, adjusting their engagement tactics accordingly. As demonstrated by Newzoo's (2023) research, PUBG Mobile's regional competitions and localised content draw millions of players and viewers in various areas.

Reaching out to the esports generation around the world is a complex dance. Through embracing authenticity, cultivating community, and utilising technology, brands can set out on a prosperous path and make a lasting impression on this world of pixels. Recall that connecting is more important in the global esports scene than dominating. Join the enthusiastic esports generation on their adventure by stepping into the virtual arena and embracing the cultural tapestry; you never know what they might teach you about pixels and passion.

## CHAPTER-4

### RESEARCH METHODOLOGY

#### 3.1 Objective of the Study

The primary objectives of this research are to:

##### 1. Identify how esports organizations interact with their brand communities.

- Explore the various strategies employed by esports organizations to engage with their fan base.
- Understand the role of content creation, social media engagement, merchandise, and community events in fostering brand communities.

##### 2. Study esports sponsors' strategies to ensure the integrity of their brand image.

- Analyse the methods sponsors use to align their brand values with those of the esports community.
- Examine the importance of audience focus and authenticity in creating successful partnerships.

##### 3. Analyse how AR, VR, and live streaming can extend the reach and visibility of sponsors, particularly among younger and tech-savvy demographics.

- Investigate the impact of augmented reality (AR) on esports broadcasts and its potential to seamlessly integrate sponsors.
- Explore the role of virtual reality (VR) in creating immersive fan experiences.
- Examine how live streaming platforms contribute to sponsor visibility and engagement.

### 3.2 Scope of the Study

This research will focus on the interaction between esports organizations, sponsors, and fan communities, with a specific emphasis on:

- Strategies employed by esports organizations for content creation, social media engagement, merchandise, and community events.
- Sponsors' approaches to aligning their brand image with esports values.
- The utilization of AR, VR, and live streaming technologies in esports sponsorships.

The study will include a diverse range of esports organizations, sponsors, and fans to provide a comprehensive understanding of the dynamics involved.

### 3.3 Data Collection

To achieve the research objectives, a mixed-methods approach will be employed, incorporating both qualitative and quantitative data collection methods:

#### 1. Qualitative Methods:

- **Interviews:** Conduct interviews with key stakeholders, including esports organizations, sponsors, and fans, to gather insights into their strategies and experiences.
- **Content Analysis:** Analyze content produced by esports organizations, sponsors, and fans on various platforms to understand engagement patterns and branding strategies.

#### 2. Quantitative Methods:

- **Surveys:** Distribute surveys to esports fans, sponsors, and organizations to collect quantitative data on preferences, perceptions, and engagement levels.

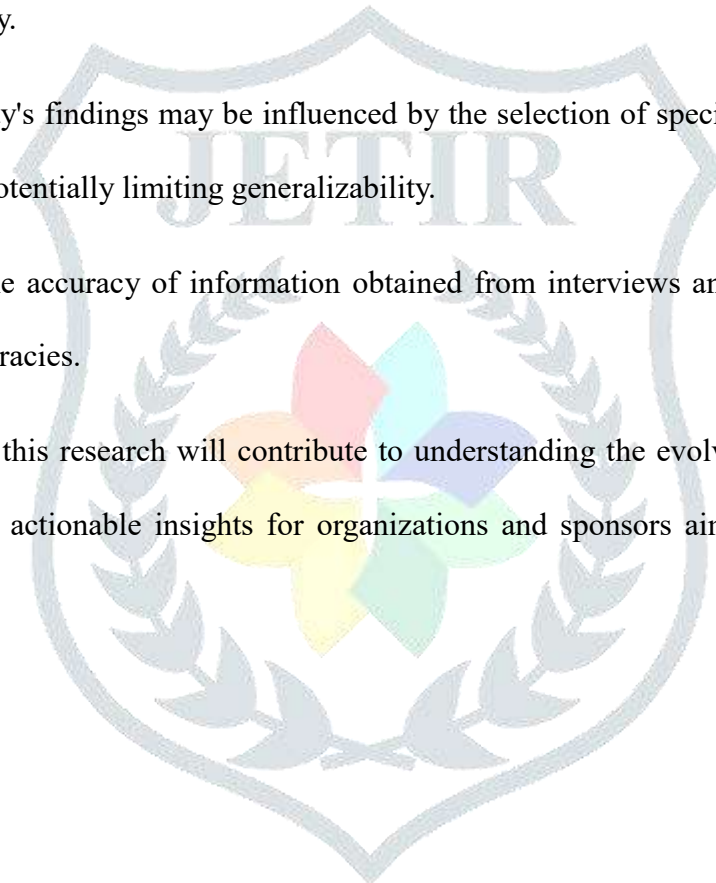
- **Social Media Metrics:** Utilize social media analytics tools to quantify the impact of content and sponsorships on various platforms.

### 3.4 Limitation of the Study

While this research aims to provide valuable insights into esports sponsorships, there are certain limitations to be considered:

- **Temporal Limitations:** The rapidly evolving nature of esports and technology may result in some data becoming outdated quickly.
- **Sample Bias:** The study's findings may be influenced by the selection of specific esports organizations, sponsors, or fan groups, potentially limiting generalizability.
- **Data Authenticity:** The accuracy of information obtained from interviews and online sources may be subject to biases or inaccuracies.

Despite these limitations, this research will contribute to understanding the evolving landscape of esports sponsorships and provide actionable insights for organizations and sponsors aiming to connect with the esports generation.



## CHAPTER-4

### ANALYSIS OF THE STUDY

Customers' conduct has been studied using descriptive research as a means of characterizing population and phenomenon characteristics. We were able to determine customer behavior about the adoption of e sports thanks to this survey.

#### Techniques

In order to gather information about customer behavior, a closed-ended questionnaire was distributed to participants in this study using a straightforward random sampling procedure.

#### Data Collection

Data was gathered using an open-ended questionnaire that was distributed to users of various social media platforms, including Facebook, Instagram, and WhatsApp. We conducted this poll among many segments of society in order to enhance the data's generalizability. The online option was chosen for data collection due of its ease of approaching individuals. The survey was filled out by participants, who had the choice to leave at any moment. We query them

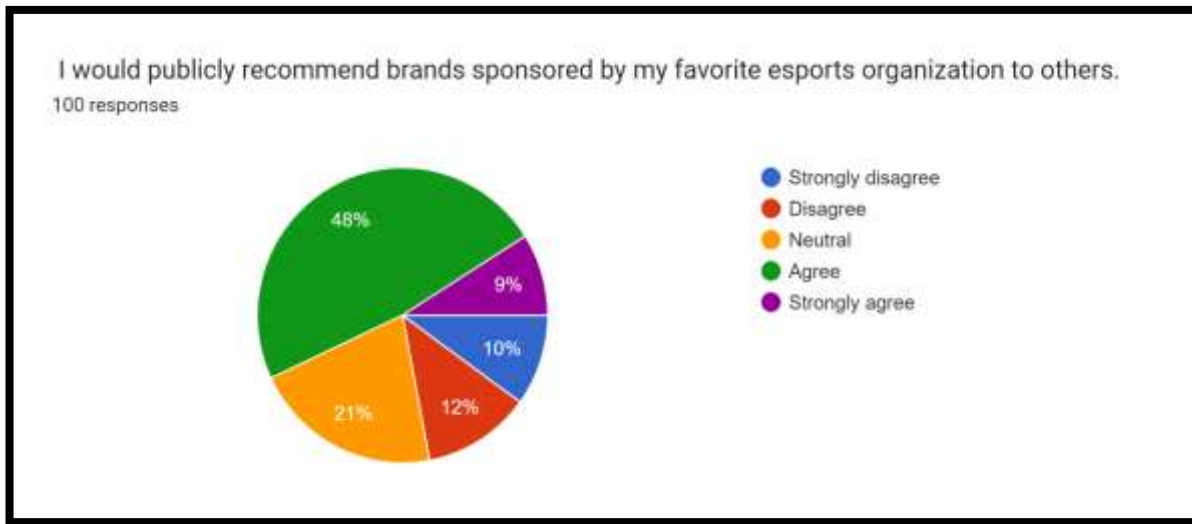
to accurately complete the forms because accurate data analysis is required. We Pay Particular Attention to Youth. Since young people will shape the world's future, we concentrate on them. They represent the auto mobile industry's new market. Thus, the businesses that will participate in the ES



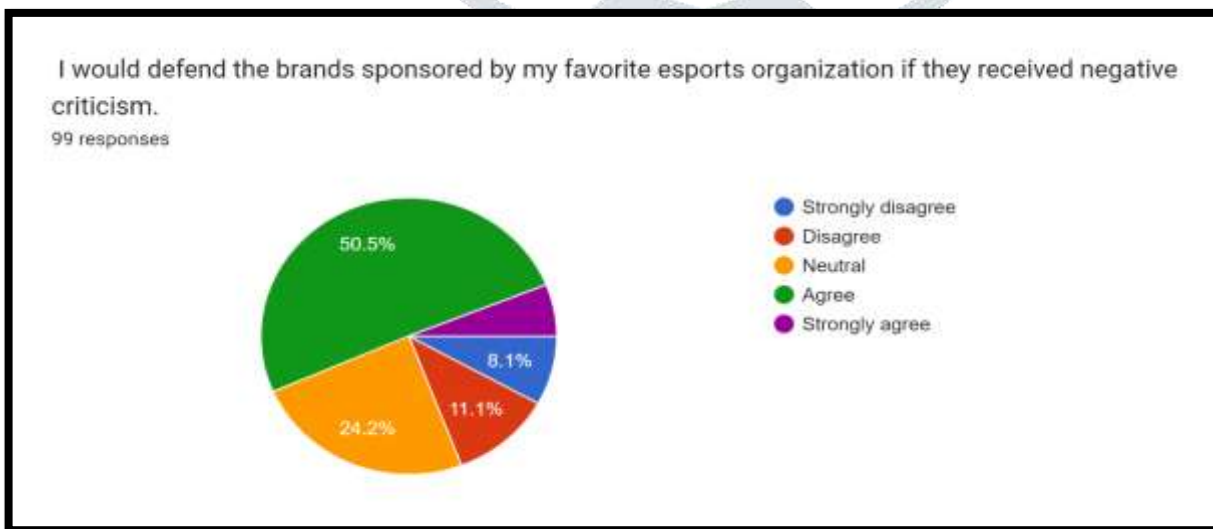
## Tools Used

Excel is what we utilize for analysis. Its simplicity of use is why we utilize it. We used this program because we were previously familiar with how to use the excel file. To do the analysis, we make use of the pivot table, table, and dashboard.

## Data Analysis

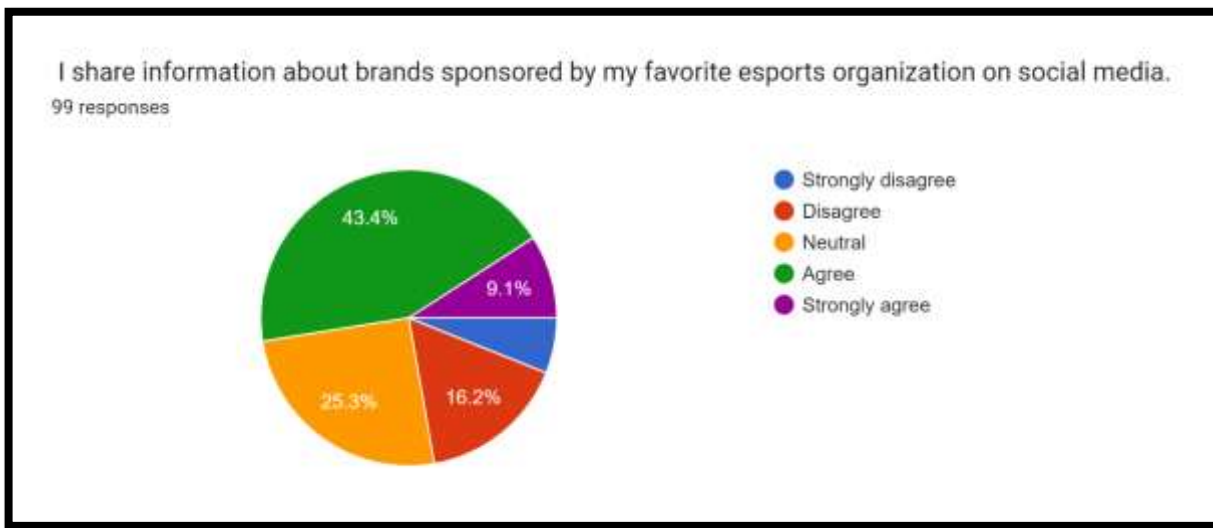


The survey results on brand endorsement likelihood sponsored by favorite esports organizations are displayed in a pie chart. A minor majority of participants (48% + 21%) expressed some degree of agreement, implying a possible avenue for esports sponsors to promote their brand. But a sizable percentage (39%) disagreed.

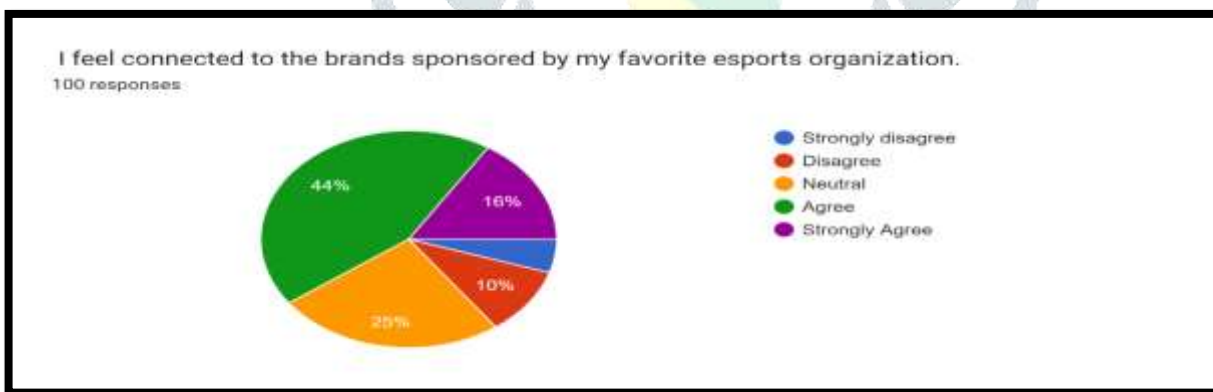


The survey results on protecting brands sponsored by favourite esports organisations are displayed on a pie chart. A majority of participants (50.5%) expressed their disagreement or strong disagreement, suggesting

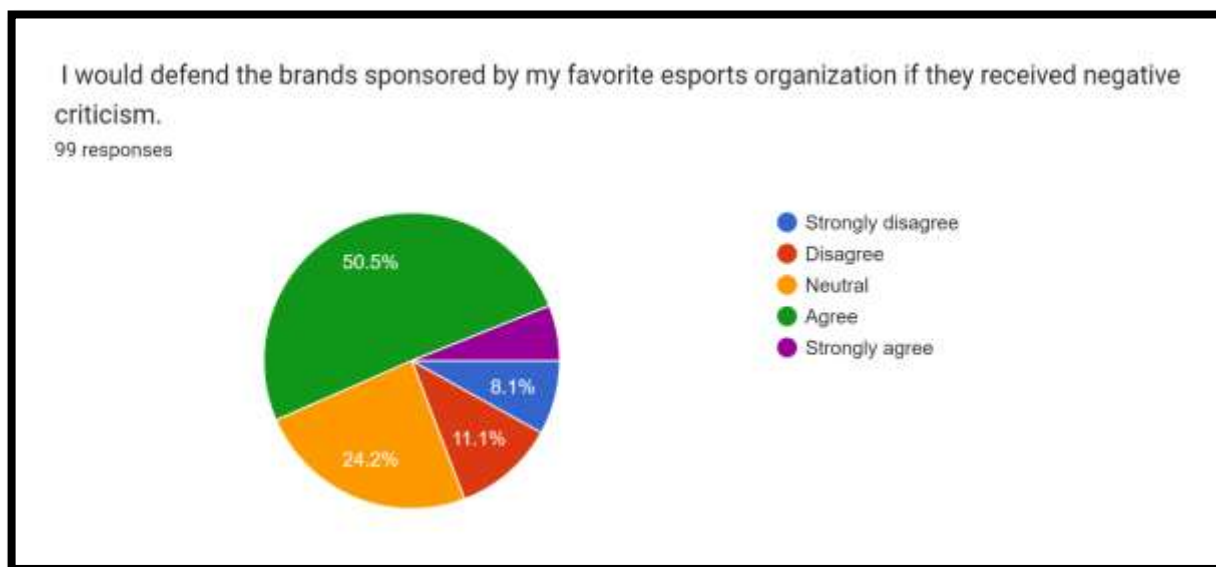
that esports sponsorships may pose a challenge to brand loyalty. Nonetheless, a sizable percentage (48.9%) indicated they would agree or strongly agree, indicating that this tactic may work for some people.



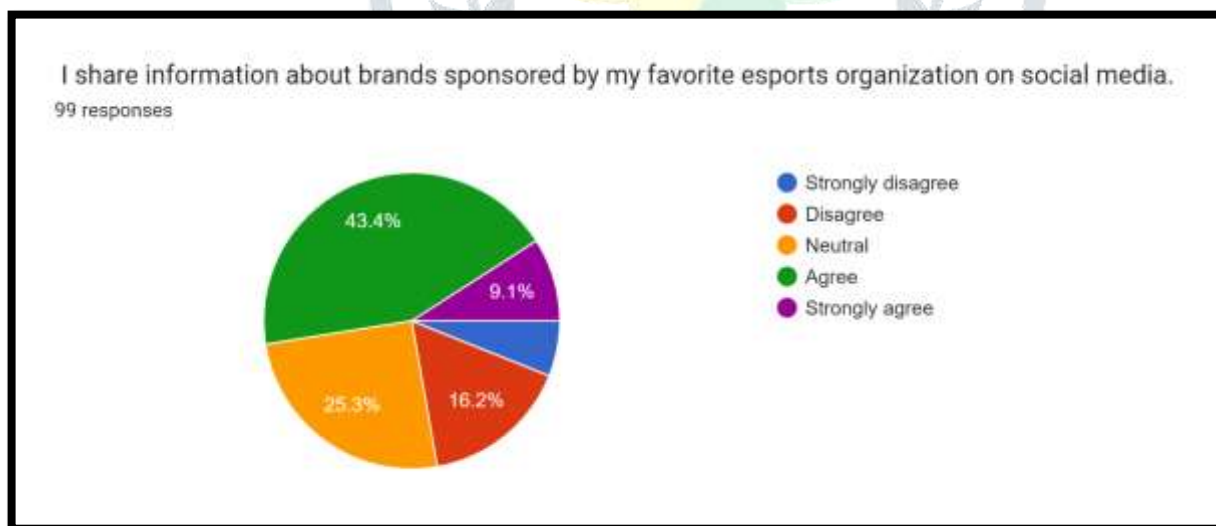
This pie chart shows the results of a survey on social media distribution of information about preferred esports organisations' sponsors. A sizable majority (58.5%) disagreed or strongly disagreed, with a minority (41.5%) agreeing or strongly agreeing. This implies that fans of esports might not be open to disseminating paid content. To further understand the causes of this and develop strategies for enhancing sponsor endorsement on social media, more investigation is required.



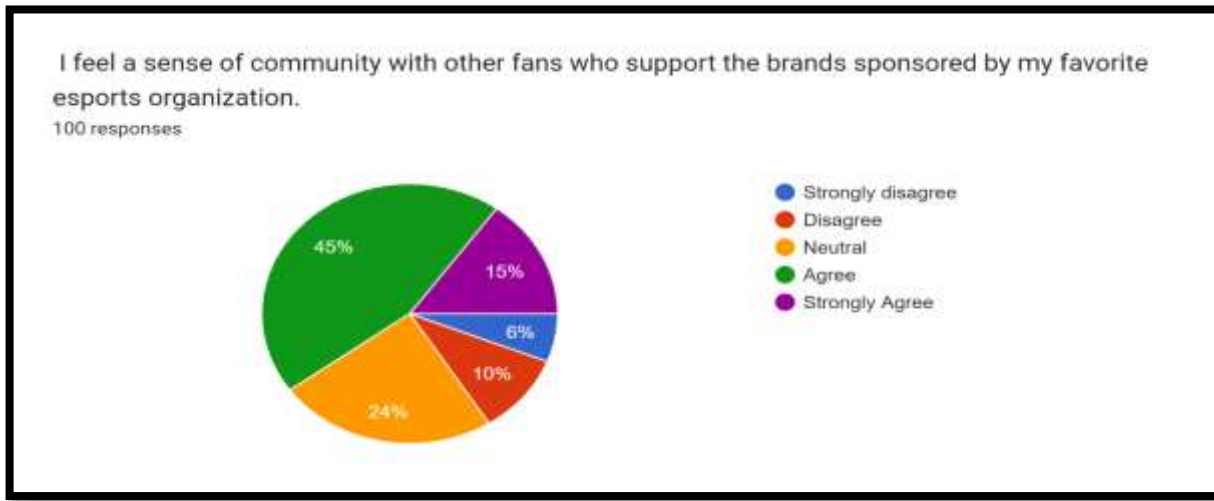
The poll results on feeling linked to brands supported by favorite esports organization's are displayed in a pie chart. There may be a link between esports enthusiasm and brand sponsorships, as demonstrated by the fact that more than two-thirds (69%) of respondents expressed some degree of agreement. A sizable minority (31%) disagreed, though. The nature of this relationship and how it affects consumer behavior require more investigation.



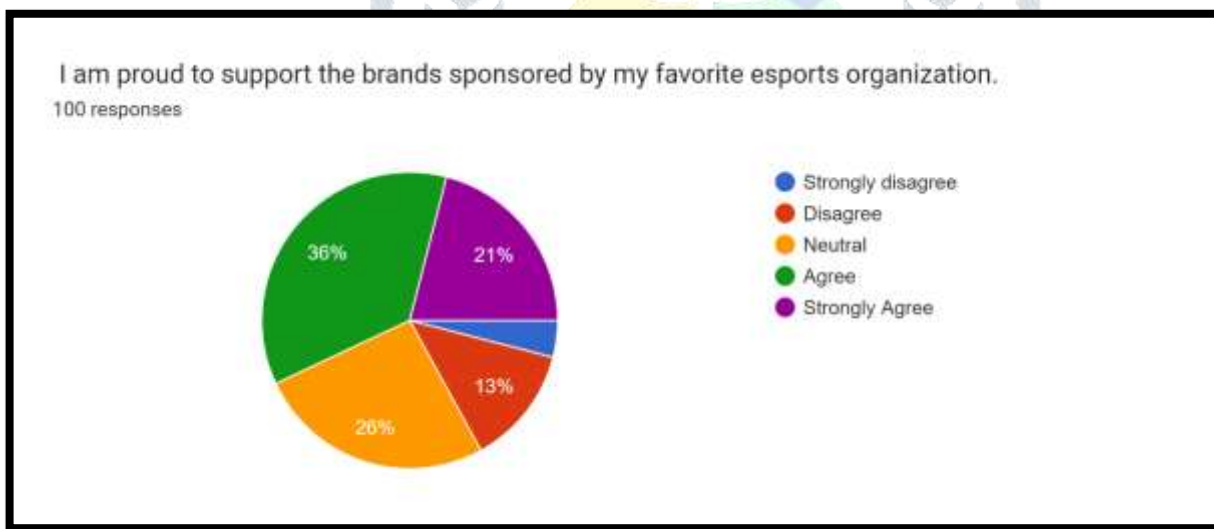
The survey results on defending brands promoted by favorite esports organizations are displayed in this pie chart. A possible advantage for esports sponsors in terms of brand loyalty is suggested by the fact that almost half of respondents (48.3%) expressed some agreement. A sizeable percentage (39.3%) disagreed, demonstrating the difficulty of corporate image and sponsorships in esports. To comprehend the elements affecting this behaviour, more investigation is required.



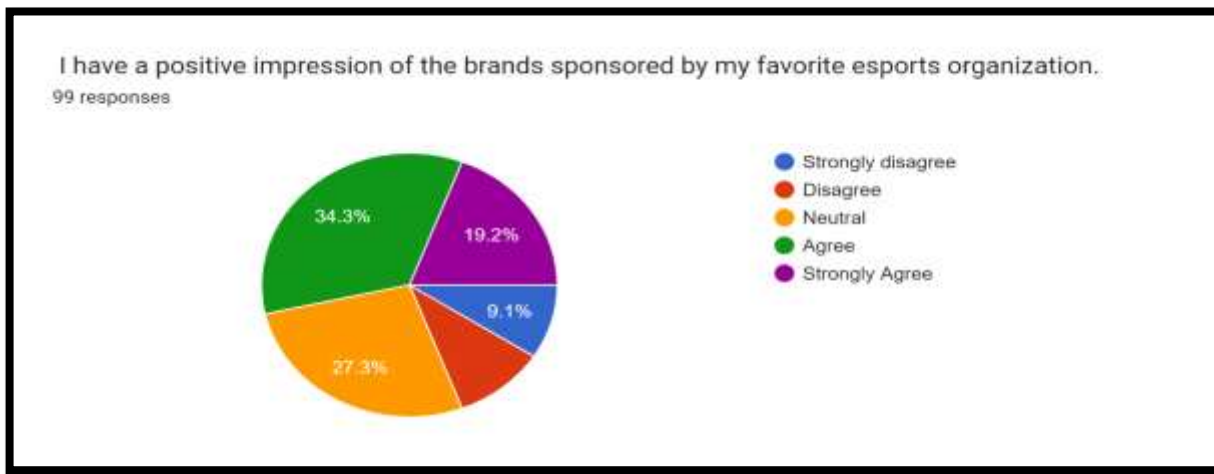
This pie chart shows the results of a survey on social media distribution of information about preferred esports organizations' sponsors. A sizable majority (58.5%) disagreed or strongly disagreed, with a minority (41.5%) agreeing or strongly agreeing. This implies that fans of esports might not be open to disseminating paid content. To further understand the causes of this and develop strategies for enhancing sponsor endorsement on social media, more investigation is required.



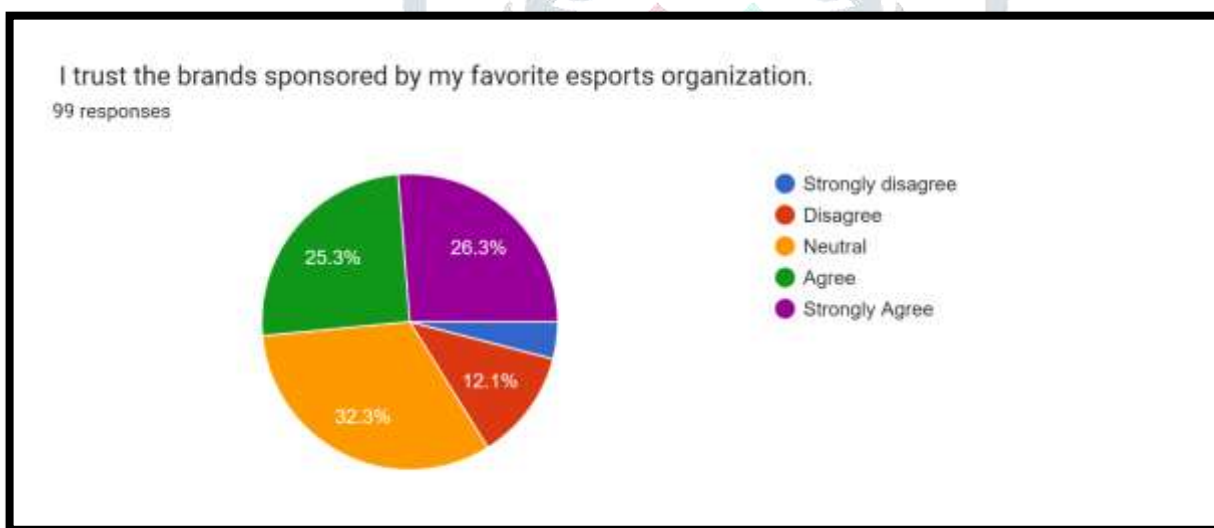
The survey question concerning having a sense of community with other supporters of the companies that the respondent's favourite esports organisation sponsors is displayed in the pie chart. The responses are split rather evenly; there isn't a clear winner. 15% agree, 45% disagree, 16% strongly disagree, and 24% strongly agree. This implies that commercial sponsorships, a sense of community, and esports fandom have a complicated relationship. To fully investigate these aspects, more research is required.



The survey results on consumer propensity to support brands sponsored by their favourite esports organisations are displayed in a pie chart. The fact that nearly half of respondents (53%) said they agreed in some way points to a possible marketing benefit for esports sponsors. A sizable minority (44%) disagreed, emphasising the necessity of comprehending the variables impacting this behaviour in order to develop sponsorship tactics that work.

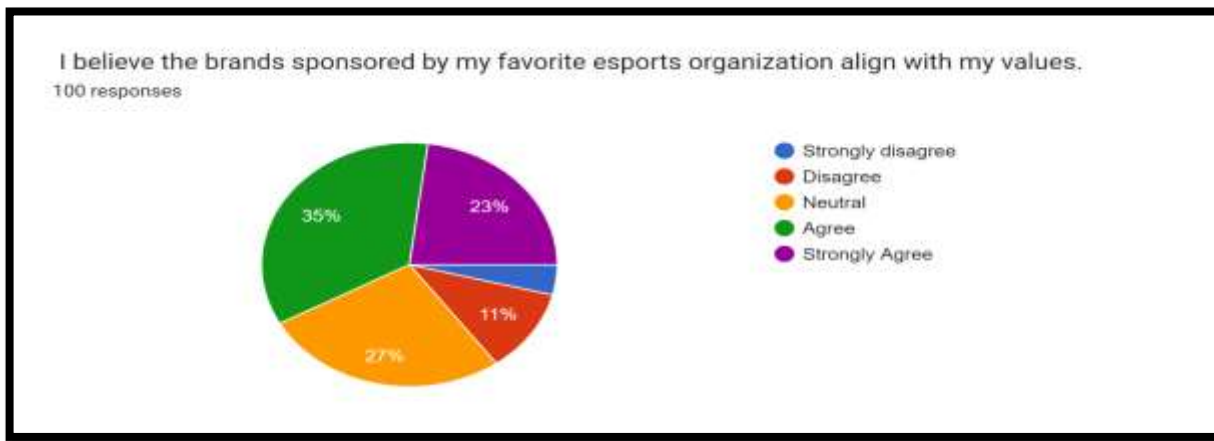


The survey on favourable opinions of a preferred esports organization's sponsors is displayed as a pie chart. A significant proportion of participants, precisely 67.6%, expressed some degree of concurrence, implying a favourable correlation between esports enthusiast and sponsor impression. A third (32.4%) disagreed, though, which calls for more research into the variables influencing this association.

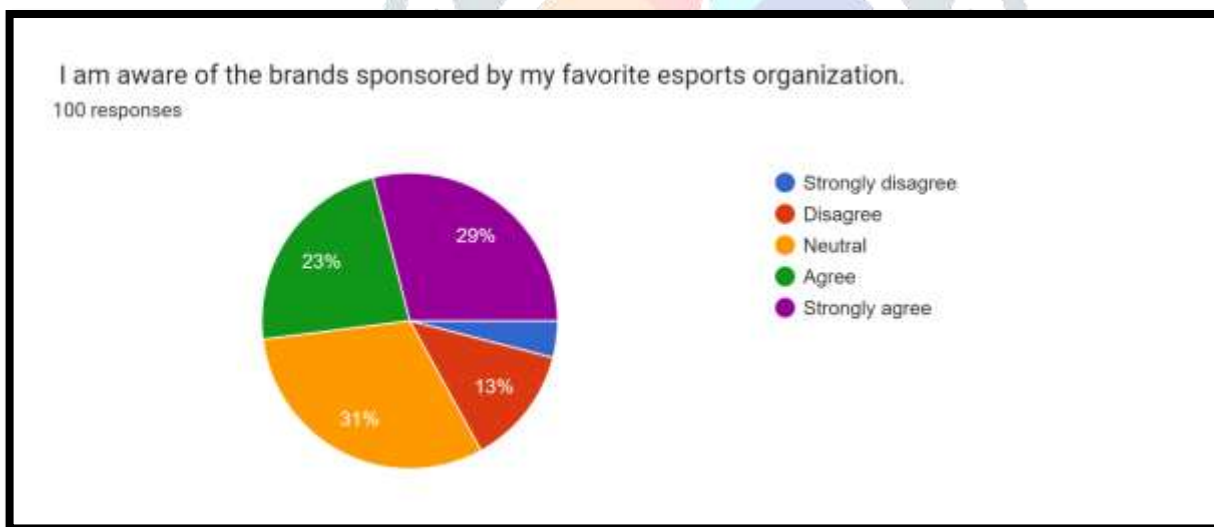


The poll results on brand trust, sponsored by popular esports organisations, are displayed in this pie chart. Brands aiming to target esports fans may find success with esports sponsorships, since nearly two-thirds (67.6%) of respondents expressed some degree of trust. Nonetheless, a sizable percentage (32.4%) indicated that they disagreed or disagreed strongly, emphasising the necessity of comprehending the elements driving esports sponsorship trust.

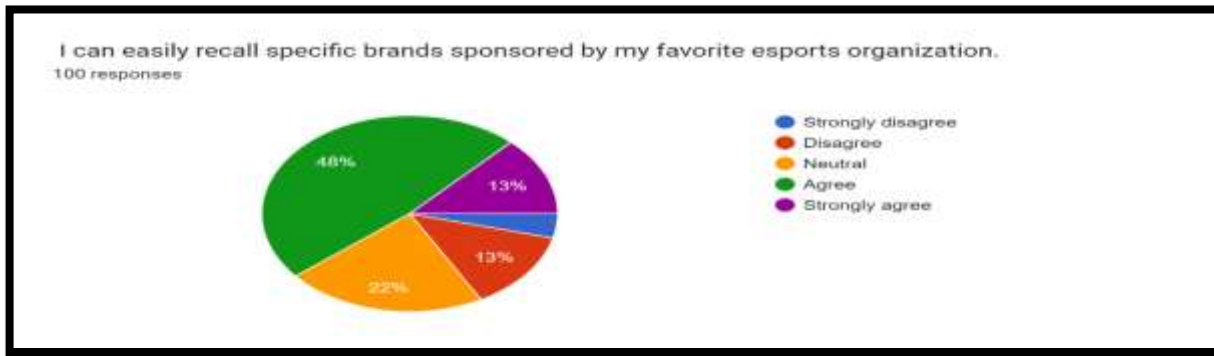




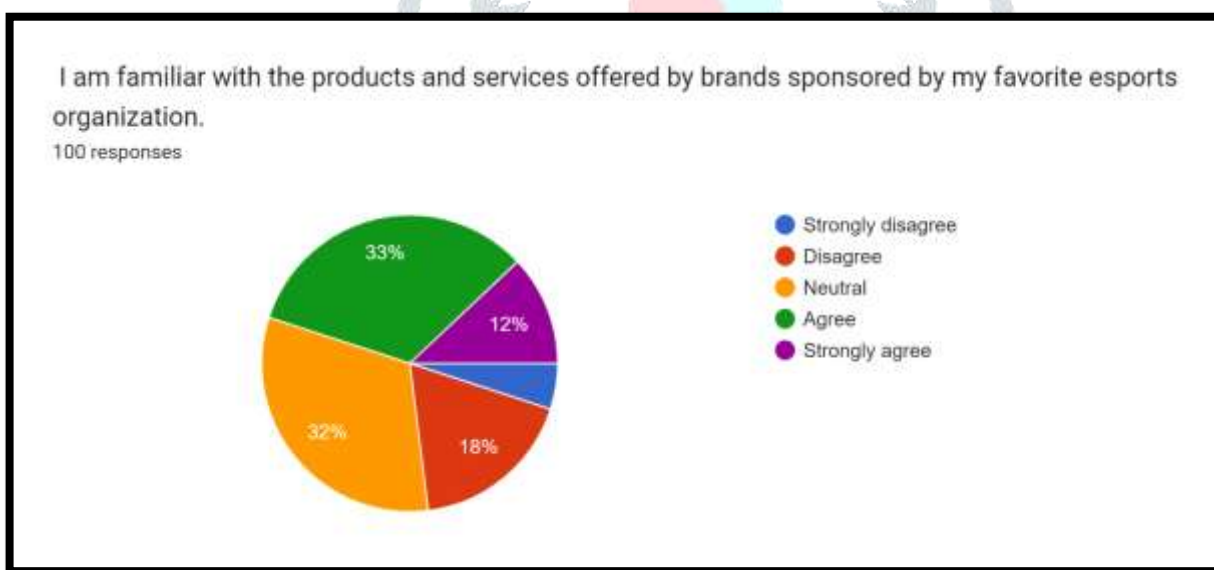
The survey results regarding a fan's alignment of values with the companies sponsored by their preferred esports organisation are displayed in this pie chart. Sponsors whose values line with their target audience may profit from the almost half (48%) who agreed or strongly agreed. But a sizable percentage (34%) disagreed, suggesting that brand congruence isn't always effective. To ascertain the elements driving this view, more investigation is required.



A survey on brand awareness among esports organisation fans is shown in the pie chart. It appears that esports sponsorships can have a relatively positive impact on increasing brand recognition, since slightly more than half (51%) of the respondents said they were aware of the sponsored brands. But a sizable percentage (49%) did not claim awareness, suggesting that further tactics are required to optimise the impact of esports sponsorships.



A pie chart presents the poll results about sponsors that followers of esports organisations can still recall. It appears that esports sponsorships haven't had much of an influence in this area because only 36% of respondents stated they could name specific brands. However, a significant portion (41%) provided neutral responses, indicating that memory may develop without having a clear benefit or drawback. Further research is needed to find out how to improve brand memory in esports sponsorships.



The survey results on consumers' knowledge with goods and services provided by the sponsors of their preferred esports leagues are displayed in a pie chart. Just 30% of respondents said they strongly agreed or agreed, suggesting that esports enthusiasts are not very familiar with the brand. A roughly similar percentage (38%) gave a neutral reaction, indicating the possibility of raising awareness through well-planned sponsoring activities. To further understand how to increase brand recognition through esports sponsorships, more study is required.

## **Theoretical Implications of Esports Sponsorships**

The results give significant information on the possibilities and challenges of esports sponsorships. We are going to propose the analysis that applies marketing theories to explain the "why" behind the replies and investigates the theoretical roots of this phenomena.

### **Brand Awareness and Favourability**

The Halo Effect and Social Identity Theory: The halo effect explains the beneficial relationship between esports organizations and their sponsors (67.6% favourable view). This cognitive bias implies that good attitudes about one entity (the esports group) "spill over" to another linked entity (the sponsor). Esports organizations frequently create a passionate and active fan base. Sponsors may profit from the favourable feeling's supporters have for their organization by partnering with these teams.

Social Identity Theory: The esports fans might be considered a social identity group. Fans identify with the group's values. Sponsors that share the beliefs and interests of the esports organization and its supporters (48% agreed on brand alignment) can take use of social identity theory. By being a part of the fan's social identity, the sponsor improves its image.

### **Challenges and Additional Theories**

#### **Limited Memorability and Social Media Distribution:**

The limited memory of individual sponsors (36%) and low agreement on sharing sponsored material (more than 58% opposed) indicate issues. Long-term memory may require more than just exposure to brands. Distinctiveness and involvement are critical. According to the Elaboration Likelihood Model (ELM), deeper processing through innovative and engaging sponsored activations can result in improved brand memory. Understanding the "Why": More study is needed to investigate the motives that drive brand endorsement, trust, and purchase intent.

The Theory of Reasoned Action proposes that people's conduct is impacted by their views, subjective standards, and perceived behavioral control. Understanding these variables may assist in developing sponsorship strategies that address fan attitudes, social norms within the esports community (e.g., influencer marketing), and making it simple for fans to support the sponsor (e.g., clear calls to action).

## **QUESTIONNAIRE**

### **Brand Awareness:**

I am aware of the brands sponsored by my favorite esports organization.

I can easily recall specific brands sponsored by my favorite esports organization.

I am familiar with the products and services offered by brands sponsored by my favorite esports organization.

### **Positive Brand Perception:**

I have a positive impression of the brands sponsored by my favorite esports organization.

I trust the brands sponsored by my favorite esports organization.

I believe the brands sponsored by my favorite esports organization align with my values.

### **Emotional Connection:**

I feel connected to the brands sponsored by my favorite esports organization.

I feel a sense of community with other fans who support the brands sponsored by my favorite esports organization.

I am proud to support the brands sponsored by my favorite esports organization.

### **Brand Advocacy:**

I would publicly recommend brands sponsored by my favorite esports organization to others.

I would defend the brands sponsored by my favorite esports organization if they received negative criticism.

I share information about brands sponsored by my favorite esports organization on social media.

## **REFERENCE**

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*Socialbakers Esports Playbook (<https://influencermarketinghub.com/socialbakers/>)*

*Coca-Cola's AR activations at sporting events (<https://www.youtube.com/watch?v=KtjoAEiMjio>)*

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