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Independent Study & Mentorship

28 September 2018

Targeting Children

Assessment 4- Research

Date: 28 September 2018

Subject: Marketing Methods for Younger Audiences

MLA Citation:

Smith, Sharon. "In a league of its own." *Marketing*, 16 Oct. 1997, p. 25+. *General OneFile*, <http://link.galegroup.com/apps/doc/A20057369/GPS?u=j043905010&sid=GPS&xid=071f499e>. Accessed 28 Sept. 2018.

Assessment:

After finding basic information on tasks and skills necessary in sports marketing, the focus has now shifted to ways that I, an aspiring sports marketer, can reach out to specific audiences. As an experienced member of the youth, the research naturally became directed to how to appeal to the younger population. Research indicated that one of the bigger trends driving sports marketing is the use of gaming such as video games, fantasy sports, or hosted events for kids where games as part of the team or organization are provided. But as I looked to see the extent to which gaming can successfully market to youth, an experiment involving the trial of such games was necessary in order to simulate a real marketer. With this simulation, I found that fantasy football actually creates a sense of want for certain players or teams to be successful.

While I disagree with the introduction of technology to the youth due to its addictive methods, gaming is in fact the best option for appealing to them. Many childhood memories are made playing games, and if the inclusion of sports is there in such games, this may stimulate a desire to view a live game or event in order to see the real action rather than the virtual one. Additionally in an advancing technological society the idea that gaming or some sort of interactive digital method was not a surprise to be the best method. Gaming and technology is harmful, addictive, and damaging for kids thus warranting my disagreement with the method itself. However I intend utilize the method as a single step for a bigger picture such as getting more kids at sports games, charity events in the name of the team, or camps. This idea could lead to a potential final product in the ISM program where fantasy sports leads to a bigger idea.

Although fantasy sports could cause support for players or teams to unaligned or novice fans of the sport, there is cause for one to suspect that the opposite could occur. If a player or team does not perform up to standard, this could possible cause feelings of disappointment or anger in the fan. This could negatively impact a team as it loses popularity. Another potential disadvantage to fantasy sports, is the gambling side of it. When one loses money through fantasy sports, they may use their anger and direct it towards the team. In addition this gambling portion may promote the idea of gambling to the younger audiences that engage in fantasy sports. As I have used fantasy sports, I feel that there are some areas that could be improved, however from a marketing standpoint the advantages it brings outweigh the negatives.

In conclusion when marketing to younger audiences the best way to reach these kids is through video games such as fantasy sports. This research not only aids in a potential method for if I am able to become a sports marketing executive, but also brings a more dynamic approach

that makes marketing interactive. This research was exciting due to my love and experience with fantasy football. With this interactive marketing, as trends change over time, more and more techniques for advertising will be engaging like fantasy sports. While I have researched on ways to reach out to younger populations, some traditional methods must still be used to those who either don't have technological resources at their disposal or those who don't accept the negatives to fantasy sports and other digital methods. Therefore these traditional methods could potentially be a future research topic.

