



 ANTROPOMEDIA

# What We Know About The Sport Tribes

*We spark your Eureka moments*

# EXECUTIVE SUMMARY

In the dynamic world of consumer behavior, few phenomena are as captivating as the emergence and evolution of consumer tribes. These groups, united by shared passions and interests, exhibit extraordinary loyalty and influence within their respective markets. With the 2024 Olympics underway, the global spotlight shines brightly on the intricate and fervent connections between fans, their beloved brands, teams, and athletes.

With that in mind, we can say that those who belong to sports tribes are not merely a market segment; they are a cultural force. Their devotion transcends traditional brand loyalty, resembling a quasi-religious fervor that drives purchasing decisions and brand affiliations. This report delves into the heart of these tribes, exploring the factors that foster their intense allegiance and the broader implications for both global and niche markets. By engaging directly with a member of this passionate community, we aim to uncover the underlying motivations and decision-making processes that characterize their consumption patterns.

**\$213** Billions

Global sports apparel market expected to reach in 2023.

**\$37** Billions

Global sports nutrition market expected to reach by 2027.

**\$9.6** Billions

The global athletic footwear market is forecast to growth in 2024 to 2028.

**\$5.7** Billions

Made by the Dallas Cowboys, the most valuable team in 2023



Furthermore, we will analyze statistical data to illustrate the profound impact of these tribes on consumer behavior, from local fan bases to the expansive reach of international fandom. Through this exploration, we seek to understand how sports consumer tribes are reshaping the landscape of marketing and consumption in an era defined by unparalleled connectivity and cultural exchange.

## ***What you will learn about this report***

- *The Nature of Sports Consumer Tribes:* Characteristics and behaviors of the Tribes
- *Insights from Tribe Members:* Firsthand perspective on the motivations and decision-making processes
- *Impact on Consumer Behavior:* Statistical analysis will be presented to illustrate the significant influence

## ***Do you want to know your tribes in detail?***

Embark on an innovative journey with Antropomedia Express, housing four distinct chatbots: one for statistics, another for case studies, a third for understanding tribes, and a standout chatbot for crafting compelling arguments. These chatbots bring wisdom to any vision, spinning engaging stories.

# GET TO KNOW THE TRIBES

Understanding consumer behavior in modern marketing goes beyond demographics and psychographics to include consumer tribes united by shared passions and ideologies. These groups influence market trends and brand loyalty. Engaging directly with consumer tribes provides insights into their dynamics and perspectives. This paper explores the dynamic interplay between data science and anthropology, two fields that, when combined, offer a profound understanding of consumer behavior and cultural nuances. By leveraging data science's analytical rigor with anthropology's deep insights into human societies or "tribes", we can craft solutions that resonate more authentically with target audiences. The first case presented in this report illustrates how these interdisciplinary strategies are employed to embody the ethos of a brand, demonstrating their practical application in creating impactful, culturally attuned business practices..



**Athletic Champs**

In their grand tapestries of expression, mortals strive to showcase their triumphs, whether humble or grand, across various realms of skill, be it in sports, arts, or feats of athleticism. Thus, the melody of physical vigor and the evolution of sporting prowess, though diverse in form, grace their manuscripts. These tales resonate with themes of unwavering resolve, individual limits, communal endeavors, and the quest for excellence.



**GOATS**

In the shimmering tapestry of their narratives, their profiles unfurl into a captivating portrait of triumph. Each stroke depicts the triumphs where they surpassed their limits, sculpted their bodies, and honed their skills in the cherished art of their sport. Furthermore, within these chronicles, a fervor for soccer teams emerges, intertwining their practice with unwavering fandom and devotion.



**Football Platonics**

Their essence blossoms through the dissemination of narratives that champion their perception of the athletic realm in broad strokes. Their devotion to football is ratified by embracing its ethos, despite it not being their primary pursuit. Their gaze lingers on the regional football tapestry and its diverse hues; notably, flag football weaves a unique thread in their narrative, for engaging in it not only deepens their bond with the sport but also knits together their affinity for both the game and the community.



**Sports Beat Elite**

Through the prism of their ardor for sports, they unveil their essence, manifesting in distinctive hues.

1. Engage in the grand spectacle of sports galas and accolades.
2. Cultivate a deep fascination for diverse sports and acquire a wealth of athletic wisdom.
3. Forge connections with celestial athletes, merging labor with passion along this celestial conduit.

# ATHLETIC CHAMPS

## Description of their identity

The Athletic Champs tribe is made up of a compendium of profiles of 18 to 24-year-olds (primarily students) who are dedicated to exhibiting their achievements, small or large, in different disciplines or sports or athletic activities.

Therefore, the theme of physical activity and the development of a sport, which is not always the same, is present in their publications, but they have several characteristics in common: they are about making an effort, testing one's limits, sometimes working as a team, and conquering goals that involve a higher and higher level of challenge.

## Google Ads Keywords

Sports performance, training, brands for athletes, motivational phrases, discipline and dedication.

## Gender

45% Women, 55% Men.

## Moodboard



## Brands who they follow/interact with (Global)



## What hurts or causes them conflict

What bothers this tribe is their lack of discipline and are unable to perform at 100% in their physical activities. Specifically, they feel frustrated when they do not find extra time within all their activities to train. They like to have everything in order and have enough time for everything. However, they also generally like to demonstrate to others that discipline has gotten them there.

## Kind of Stories consumed by the tribe

The type of stories and narratives they consume on social media is directly related to their lifestyle.

They like to follow personalities in the field of sports and high performance and that serves as inspiration. In this type of narratives, they see professionalization as one of the representative spheres of their life, which deserves effort and dedication, so they repost related content that serves to show that they have a commitment.



# THE PURSUIT OF EXCELLENCE

Since Missy was three years old to the present day, she has been in the world of swimming, a realm where water is not just a medium but a mirror reflecting her unyielding passion and dedication.

Missy's love for swimming runs deep. Beyond just being a participant, it's about constantly striving for excellence. She sees the water as more than just a pool; it's her sanctuary, where she can meditate and push herself to new heights. As a crucial member of a tight-knit swim team, she thrives in an environment of support and solidarity, always aiming to reach her full potential. Plus, with her long, straight hair tucked under a swimming cap and her trusty Michael Phelps goggles, she's ready to take on the water with unstoppable confidence.

Interactive and immersive experiences enhance consumer engagement, especially for athletes like Missy, since it allows her to connect with a brand, gaining a firsthand understanding of its values and ethos. For athletes like Missy, this connection is not just important; it's essential for building a powerful personal and professional identity and feeling like a valued part of the brand's community.

## \$59.96

US Billions

Virtual Reality Value

(Grand View Research,2023)

## \$11.24

US Billions

Augmented Reality

(Grand View Research,2023)

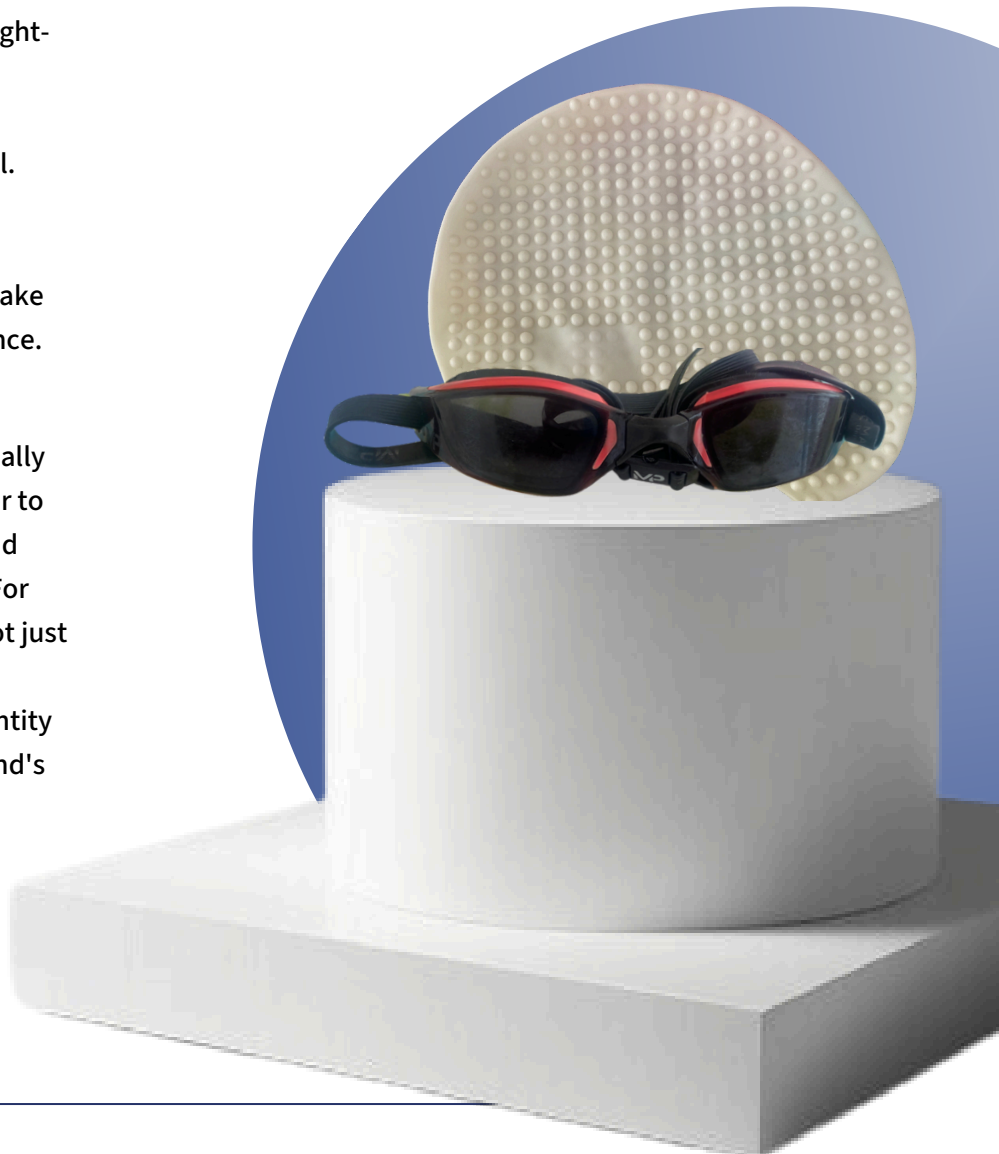
## \$52.6

US Billions

Mixed Reality Value

(Market.us,2024)

Missy's journey exemplifies the incredible influence of sports on a person's character and life. For her, swimming is more than just reaching physical milestones; it's about fostering a mindset that values determination, teamwork, and the pursuit of new challenges.



# MAISON SUISSE: A SYMBOL OF UNITY AND CELEBRATION AT THE PARIS GAMES

ANTROPOMEDIA

Innovation: Cultural Immersion Hub offering an interactive platform for showcasing Swiss diversity and fostering international relationships

*Business Objective: Strengthen Franco-Swiss relations and fostering cross-cultural connections*



We are very proud and honored to have been able to participate in the adventure of the Swiss Pavilion of the Paris 2024 Olympic Games with Antropomedia.

Presence Switzerland commissioned us to use our innovation and methodology to inform about the real needs regarding the experience offer—many thanks to Ms. Renée Ventura Bäni and Mr. Nicolas Bideau for their confidence in Antropomedia Research.

# GOATS

## Description of their identity

A network of people of approximately 22 years old who position themselves from the competition and the sporting victory. Hence its name Goats: (Greatest Of All Times).

In this sense, their profiles become a portrait of their victorious walk: they share moments in which they beat their records, their training, their changes in their body shape, and the skills they have achieved in the practice of the sport they love. In addition, many of the profiles show a passion for soccer teams so that they not only practice it but also position themselves as passionate fans.

## Kind of Stories consumed by the tribe

They relate to content that allows them to find and interact in spaces where sports are openly discussed and where they can express their points of view, as well as “defend” their favorite teams.

## Gender

98% Men, 2% Women

## Moodboard



## Brands who they follow/interact with (Global)



## What hurts or causes them conflict

Failure, defeat, and poor competitive ability.

If any member of the tribe fails to maintain consistent performance in their sporting activities, they may experience frustration.

## Google Ads Keywords

“live soccer, free live soccer, free live soccer, free live soccer, free live soccer today, soccer players, ‘soccer today’, basketball”, “ESPN Sports”, “soccer standings.”

## Conversation Topics

Soccer, cycling, gym, moments of exercise, love for sports.

# THE HEART OF THE GAME

The roar of the crowd, the synchronized chants, and the sea of colors painted across stadium seats are hallmarks of a phenomenon that transcends mere entertainment. In the heart of this spectacle lies a consumer tribe whose devotion to basketball and football transforms every game into a communal ritual. My quest to understand this tribe led me to Mike, a lifelong supporter. Our conversations revealed a world where personal identity and collective passion intertwine, creating a bond that extends beyond the confines of the arena.

The family tradition of playing basketball from early childhood is what started Mike's passion for basketball; what began as a hobby evolved into a fierceness calling to the sport, and the desire to win gets ignited every time he watches LeBron James play or use the same pair of sneakers he uses, to casual fans, this might improve their experience a little bit, but to GOATS like Mike, a pair of shoes might as well be an armor that transforms him into LeBron James the court is the place where the slogan "just do it" becomes a mantra, and he becomes the best.

Although basketball plays a central role in his life, there is another sport he feels equally as passionate about, and that is soccer. Many view soccer as a casual viewing experience, a way to pass the time, but to fans like Mike, watching a game or attending a match is a transcendental experience that can unite people when their favorite team or player scores a goal it's such a powerful feeling that the man sitting next to you becomes your best friend. You are cheering and hugging in excitement for that moment; this fervent enthusiasm is present in the post-match celebrations, where fans go to X with their profile or an anonymous one to get into heated arguments about what happened in the game, perpetually defending their favorite player.

**\$2.66**

*US Billions*

Broadcast rights revenue

(Investopedia,2024)

**\$11.24**

*US Billions*

Revenue in the Basketball market

(Statista,2024)

**\$3.1** *US Billions*

The global market for Football

(Yahoo,2024)

**\$1** *US Billion*

Licensing agreements secured from Nike for branded basketball shoes and apparel.

(Investopedia,2024)



# THE HEART OF THE GAME

Central to the GOATS tribe are the totems that symbolize their allegiance. Among these is the collection of jerseys or any imagery of their favorite player holding a special place (even a Lego); these totems serve as tangible links to the team's past and present.



# STEP INTO THE FUTURE ATHLETE-DRIVEN AI- POWERED FOOTWEAR AT PARIS EVENT

**Nike**

Innovation: Introduction of A.I.R., an AI-explored, 3D-printed footwear developed through athlete co-creation

*Business Objective: Strengthen the brand's position as a pioneer*

Nike showcased its innovative products for athletes at the "Nike On Air" event in Paris. The event highlighted Nike's commitment to leading the sports industry and its proprietary Air technology, which provides unrivaled performance products. The event featured 40 elite athletes showcasing team kits and presenting the future of athlete co-creation. The event concluded with the unveiling of A.I.R., an AI-explored, 3D-printed footwear created by 13 athletes.



# FOOTBALL PLATONICS

## Description of their identity

Football Platonics is a tribe with more female profiles than usual in communities based on sports brands. Both women and men have in common the presentation of their person from the shape of the athlete, who does not strictly practice football, but some of its variants: "tochito" and football flag, are the most common.

Their identity takes shape from the publication of content that endorses their understanding of the sport in general terms. They validate their love for football because although it is not the sport they practice as such, they appropriate its values and show themselves as fans with the greatest possible approach. In this sense, they are interested in the local professional football scene and its variants.

Flag soccer (also known as tochito or tocho in Mexico and flag football in the United States) is a form of American soccer played without tackles.

## Gender

34% Female; 45% Male

## Moodboard



## Brands who they follow/interact with (Global)

**Riddell. Wilson.**



AMERICAN EAGLE  
OUTFITTERS



UNDER ARMOUR.

## What hurts or causes them conflict

What can hurt them is the discredit of the sports disciplines in which they play before the ghost of "the father": the American, since they see the latter's values reflected in their actions. Likewise, they try to make it known that they follow and are aware of the world of football as a compensatory attitude to the symbolic distance represented by playing tochito or flag football.

## Kind of Stories consumed by the tribe

The type of narratives they consume is those that idealize the values of football, such as discipline, teamwork, perseverance and character, since they are the ones they appropriate and extrapolate to the sporting variants of football. On the other hand, they are also interested in the stories that extol sport as a formative and recreational activity.

## Google Ads Keywords

"football flag" "tochito" "football flag tournament" "fútbol femenino" "football blog" "football news".

# CHAMPION OF THE UNDERRATED

Aina's journey into the heart of football fandom began early in life, sparked by a family tradition of watching every Sunday game and every Superbowl; although she always loved this game, she never tried to play it out of fear of getting hurt since it is a contact sport, although playing wasn't a possibility when college started she came across a variant of the sports, flag soccer after that everything changed, practicing this sport made her feel closer to football and nurtured her fondness for playing sports and teamwork; but it doesn't mean it wasn't a challenge, especially coming to the humbling realization that there were athletes better than her, and with heartache working with athletes brought the best; this might be the reason why Brock Purdy's journey feels close to home; since both started this season in the bench and went out of their comfort zone to become the quarterbacks, as well as following the career of Patrick Mahomes that despite of suffering an injury early in his career he beat all odds and became a star quarterback.

One remarkable thing is that Aina's favorite players are the underdogs. This preference may stem from the fact that many view flag soccer as an inferior version of football, which overlooks the needs of its players. This neglect discourages the players and can result in injuries, as most brands do not provide proper equipment. Aina experienced this firsthand when she sprained her ankle due to improper footwear; as she dealt with the pain, one of her teammates introduced her to under-armor and Adidas shoes, which not only improved her experience with the sport but became a totem for Football Platonics, another influential piece are globes and the tool that measures performance is the apple watch to evaluate the quality of the performance on every game; and as a pre-game ritual taking Powerade, Gatorade or Electrolit (these beverages recommended from Tik tok).

**\$5.82** *billion euros*

Revenue of Adidas Second Quarter

(Yahoo, 2024)

**\$25.42** *billion dollars*

Global Sports Drink Market value

(Market Data Forecast, 2024)

**20** *million*

Participants in 100 countries

(NFL Operations, 2023)

**7** *hundredth thousandth*

Participants in NFL FLAG official Flag Football program

(NFL Flag, 2024)



# THE HEART OF THE GAME

However, the sport she loves does not receive the recognition it deserves. If only more brands would invest in this niche sport, acknowledging the talent and dedication of its athletes, the community could flourish. Increased recognition of the sport has the potential to elevate it to new levels, providing extraordinary opportunities for athletes to pursue their ambitions and serve as an inspiration for future generations.



# FLAG FOOTBALL REVOLUTION AHEAD OF 2028 OLYMPICS

## Under Armour

Innovation: Under Armour is pioneering a sponsorship and partnerships in flag football

*Business Objective: Strengthen its brand presence and visibility*

Ahead of flag football's Olympic debut in 2028, USA Football has announced a multiyear partnership with Under Armour, which will run through the Los Angeles Summer Games. Under Armour will become the exclusive uniform, apparel, and footwear partner for the men's and women's national teams, including the team playing at the 2028 Olympics. The company has been a backer of women's football, signing a sponsorship deal with Mexico quarterback Diana Flores. Under Armour is also the official uniform partner of the UFL and the title sponsor of national youth flag football league Under the Lights



"national sporting events," "sports awards,"  
"Russia FIFA world cup,"

# PASSION BEYOND THE SPOTLIGHT

Fundamentals are the building blocks of fun; this is the precept that guides Francisco's life from an early stage; basketball has played a central role in his life, starting his journey as an amateur player, and as time went by and he pursued other interest, the more Magic Johnson and

Laker games he watched and played with his sons, he realized that coaching basketball was his vocation, which led to the emergence of a children's academy where the collaboration, discipline, and foundation of basketball are the heart of the academy that creates long-lasting rememberings that will live in both the parents and children's memories.

As a coach, Francisco is known for his innovative approach to training, unwavering commitment to nurturing young talent, and constant quest for knowledge and improving teaching and technique for his young players. In his words, I might be 62 years old, but that does not mean I stop learning about the evolving nature of basketball; there is always room for knowledge.

**40** *International players*

Participated in Basketball  
Without Borders  
(CNBC,2023)

**175** *thousandth*  
youth international  
participants  
(JR NBA,2024)

His philosophy transcends traditional coaching methods, focusing not only on valuing the natural skills of a player but also on nurturing the love of the game based on the proper technology of the fundamentals of the sport, which enhances those with natural skills and motivates those who struggle to be the best players they can be. Basketball is more than just a game, Francisco explains. It's a platform for teaching life skills, building character, creating unique family memories, and fostering a sense of belonging.

The academy's motto centers on Francisco's belief that every child, regardless of financial status, parent availability, or transportation barriers, can fulfill their potential with the right coaching. In contrast to other academies that mandate specific branded uniforms and dietary requirements, Francisco allows families to adjust these purchases based on their budget, which emphasizes to the kids that dedication is not a brand name. Francisco believes that basketball, or any sport, develops athletic abilities while fostering the confidence and discipline necessary to excel on and off the field.

**\$15.3** *billion dollars*  
youth sports industry  
(World Metrics,2024)



# PASSION BEYOND THE SPOTLIGHT

By fostering talent, nurturing potential, championing the spirit of the game, and constantly wanting to improve, the humble basketball is an artifact that transcends its physical form to embody the spirit of the game; the ball represents possibility, unity, and the relentless pursuit of excellence, and the certificates represent the beacon of light that knowledge and want to improve; which are pillars of what the Sports Beat Elite tribe stands for.



# LOONEY TUNES TAKE PARIS: BUGS BUNNY'S OLYMPIC ADVENTURES

**Warner Bros**



Innovation: The campaign utilizes live sports coverage, real-time event reporting, and Bugs Bunny to engage a diverse audience

***Business Objective: enhance audience engagement***

Bugs Bunny, an iconic animated cartoon character, will be a guest reporter for Eurosport's coverage of the Olympic Games in Paris. Based in a secret location, Bugs will interview athletes and Eurosport's Olympic experts during Games-time. The Looney Tunes will be ambassadors for Warner Bros. Discovery at the Games, with the public able to participate in activities between 27 July and 11 August. The Looney Tunes are known for their timeless humor and ability to entertain both young and old, and their role as ambassadors allows the group to celebrate sporting excellence while remaining committed to quality entertainment.

# ABOUT ANTROPOMEDIA

## About this report

This report is a compilation of the profound research you can find in Antropomedia Express; our professional research platform offers deep insights into your customers, featuring fascinating reports on consumer tribes, captivating case studies, and compelling statistics.

## ANTROPOMEDIA

Our revolutionary research approach stands on three intertwined pillars to empower transnational conglomerates and regional firms, granting them a competitive edge in overcoming customer-centric challenges and dominating their markets.

### **Antropomedia is leading in AI research innovations.**

Our research platform represents the most comprehensive digital tribe encyclopedia in the world. In it, you will find descriptive sheets, and with our trained AI assistants, your information needs are at your fingertips. Whether you seek rapid responses to queries or aspire to create a marketing pitch infused with data and creativity, we provide the means.

## ABOUT US

With offices in Mexico and Switzerland, Antropomedia focuses on audience analysis by applying anthropology and other digital methods to study the construction of consumer tribes and collective identities in social networks. To achieve this, we adapted the symbolic interactionism theory and pioneered using 3D sociograms, NLP, and AI to represent relationships between followers, interacting users, and content in social media.




Our research unit based on digital anthropology® not only explores the connections that arise within digital communities, but delves into the heart of the interactions that arise from the people who participate there.


### ***Personalized strategies solutions***


We develop strategies that resonate deeply, based on a detailed understanding of collective and semantic affinities, ensuring that each message strengthens the connection with your brand.

***Unlock a world of possibilities.  
Contact us now!***

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