



**yahoo!**  
**fantasy**

TEAM 4 STRATEGY BRIEFING

# THE LINE-UP



**ABBY**

**ALEX**



**CRYSTAL**

**ALEURIA**



**SOPHIA**

**AVERY**





# Client Ask

Evangelize people who  
have never played  
fantasy football before.

# Primary Research Objectives



01

Determine the respondent's perception of Yahoo! Fantasy as a brand

02

Determine what factors influence fantasy users to choose a specific fantasy platform

03

Assess the relationship between the user and the platform

04

Uncover the consumer journey involved in the introduction to fantasy sports

# Screener Criteria

**01**

**18-24 years old**

**02**

**In a Fantasy  
Football League**

**03**

**Full time college student  
or young professional  
employed full-time**

**04**

**Willing to play Fantasy  
Football again**

# Primary Research - Interviews

We each held an in-depth interview on Zoom with one individual that fit our screener criteria (six interviews total).

We chose people who have already played to best understand what the journey to playing fantasy football really looks like. This allowed us to not only understand why they began playing, but also why they continue to play.

We found overall themes of competition and prioritization from people who have already played.



# Primary Research: Discussion Guide

- In our discussion guide we included many **open-ended questions** that helped us **probe details** about our participants lives and interests.
- Our guide allowed for **organic conversations** between the interviewer and the interviewee.
- We used projective exercises to discover the interviewee's **journey to playing** fantasy football and Yahoo!'s fantasy football **points of differentiation and strengths**.
- The discussion guide included values, lifestyle, role of sports in their daily lives, **occasions when they connect with others over sports**, motivations for watching/following sports, sources of influence and inspiration, Yahoo! knowledge, perceptions and usage, potential barriers/why they don't use Yahoo! more often.



# Key Takeaways

01



Grounded in Relationships

02



A Chance to Get Together

03



The Familiarity Effect

04



Transforming Perceptions

# 1. Grounded in Relationships

## Balancing Priorities

Our target audience **values** and **prioritizes** the **close relationships** in their lives. However, some fantasy players **struggle to balance** their relationships with hobbies and other responsibilities.

“ *Whether it’s my family or my friends, if I’m close to somebody, they’re a **big priority** for me. And it doesn’t really matter who it is.* ”

## What Drives Them

We also found that these fantasy players are **driven by achieving goals** in their personal lives.

“ *I always put **100% into everything**. I don’t just do something to do it. I always want to put in my best effort.* ”



# 1. Grounded in Relationships

## Leisure Time

Fantasy players use many avenues for entertainment. **Social media** is an outlet that many of them **actively use** in their **everyday life**, but their motivation for using it varies from platform to platform.

“ *I would probably say Twitter would be my main source for my news outlet. I also follow **sports writers** or **political commentators**.* ”

“ *I use a lot of social media. Mainly use Instagram and TikTok sometimes.* ”



# 2. A Chance to Get Together

## An Obsessive Crowd

Many sports fans feel their life would **not be the same** without sports. Playing fantasy football reinforces this **obsession** and further incentivizes them to keep up with the game.

“*If I’m not watching the sport, I’m **reading** an article. I’m **watching** a highlight. I’m **watching** a clip on Twitter.*”

## Providing Ways to Connect

Sports provide a way to **connect with people** over a common interest and provides **camaraderie**.

“*With friends, it’s all part of the **experience** of just hanging out together. Obviously, we’re paying attention in the game, but it’s **more about the connection** that we have with each other--cracking jokes, and if our teams are playing each other, talking trash.*”



competition,  
grit, blast, points,  
winning, unpredictable,  
Chiefs, exciting,  
friends, athletic, cheering, engagement,  
challenging,  
Sunday, frustrating,  
college, practice, uncertainty, tackle,  
entertaining, leisure, undefeated, tenacity,  
teamwork, fun,  
community, football, rivalry,

# 3. The Familiarity Effect

## Trusting Brands They Know

Fantasy players are likely to use a platform that they **already know** or that comes from a **brand** they know.

“ *ESPN has always been my **main source** of sports media consumption, so I think that makes it **easier**. I have an account with them. The platform is pretty easy to use... I haven't had any **incentive** to switch.* ”

## Trusting People They Know

Fantasy players are often **motivated** to begin playing as a way to **connect** with friends and family, so they are **heavily influenced** by the **recommendations** or current platforms of these people.

“ *If I had been the one to have to pick a platform, I would have just **called my dad** and asked which one he used and then used that one.* ”



# 4. Transforming Perceptions

## What Do They Think of Yahoo!?

Overall, Yahoo!'s brand is not top-of-mind for these consumers in most areas, and they don't use it because they have a **strong brand preference for another company**.

“

*I honestly don't know if people think of Yahoo! that much. I feel like it's not something that's really popping into people's heads all the time unless they used it for email **back in the day**.*

## Ease is Important

Once they're on a platform, players **do not switch** their platform because an entire group of people would have to switch platforms.

“

*[The platform we decide to play on] is a continuation of the previous year, with the same group of people. We just use the same platform. It's as **simple as that**.*



# 4. Transforming Perceptions

## Areas of Advantage

Young consumers see Yahoo! Fantasy as **credible** because it has been around for so long. Unlike newer competitors including FanDuel and DraftKings, Yahoo! has fewer gambling options--but that's **not important** to our target audience.

Given their **obsession** with sports and fantasy football, they are often looking for more information regarding their league, so the news features Yahoo! has are **attractive** to them.

“

*First of all, I think they have a **great history** because that actually is **really important**. It means you have a good **fundamental background**.*



# FINDINGS & INSIGHTS

# Target Audience

## The Profile

Sporty Socializers are 18- to 24-year-olds who are already sports fans, but **haven't delved into the world of fantasy football**. They are at a shift in their life where they are entering new environments, creating new habits and **experiencing new things**.



# Target Audience

## The Profile cont.



As digital natives, this group consumes a large volume of digital and social media. Despite their seemingly **connected world**, this group still craves **authentic community** and is looking for fun ways to stay in touch with friends-- especially as a result of the pandemic. This group wants brands to be **inclusive**, but they haven't seen much of that from the fantasy sports industry.

# **WHY: Sporty Socializer?**

# Relationship with Sports

1

## Prioritization

“I definitely have **put off** doing homework and probably other things that should take precedence over watching sports to watch sports.”

2

## Tradition

“It was also a big thing for me and my dad just to sit down and **watch games together**. That was one of our **main ways** of hanging out and bonding.”

3

## Communication

“My friends and I will **talk** [about sports news]. A lot of times I hear information from my friends **before** I hear it from ESPN.”



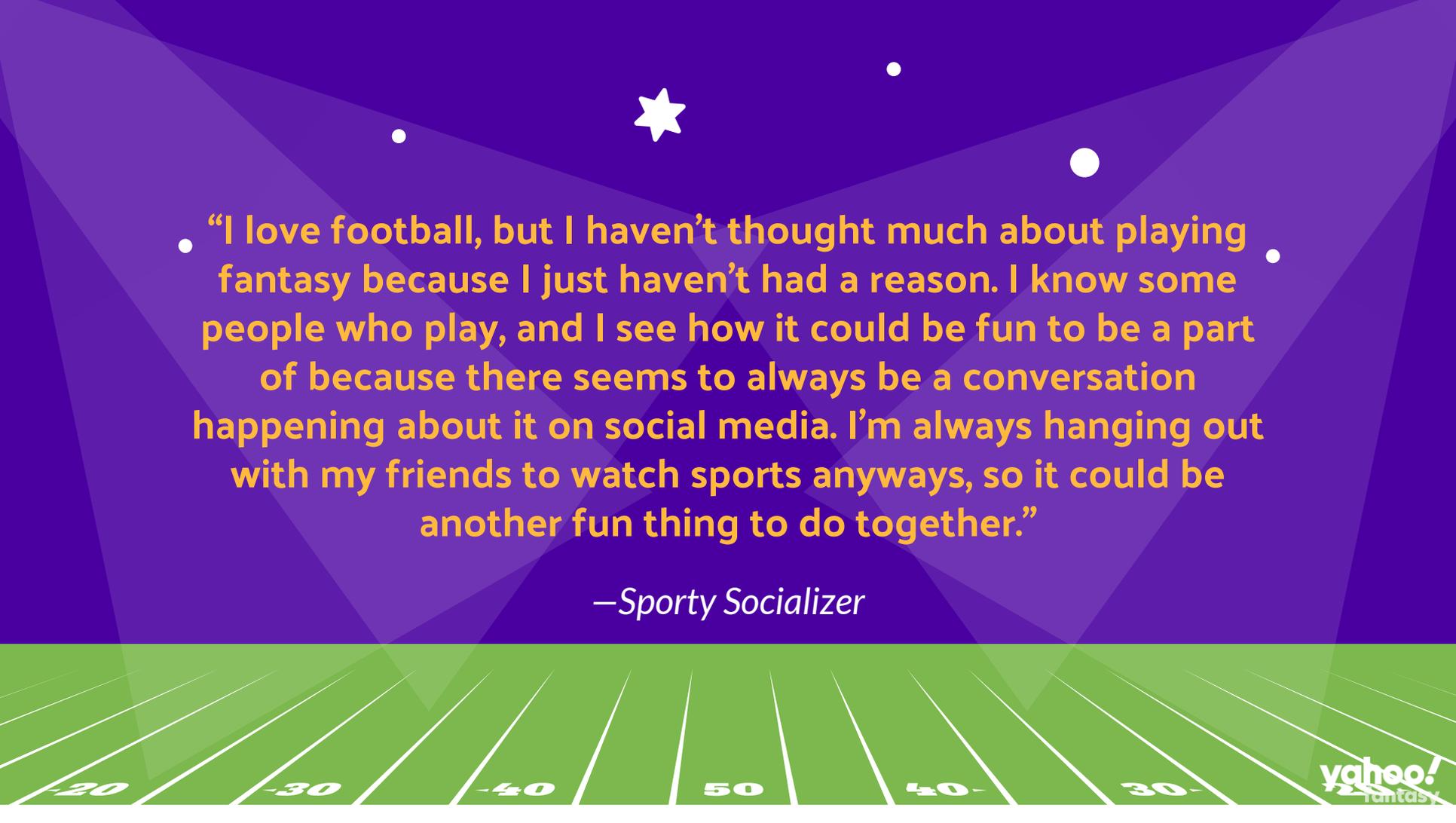
# Why This Consumer?

●  
Yahoo!'s main consumer are **older males**. We want to start evangelizing to a younger consumer to **create longevity**.

●  
The average Yahoo! fantasy player is **42** years old, but **more than half** of fantasy players are **younger than 34**.

●  
Women are the **fastest growing consumer segment** in fantasy sports, so we would like to capture this segment by being **inclusive**.

●  
Younger sports fans are most likely looking to **join their first league**.



• “I love football, but I haven’t thought much about playing fantasy because I just haven’t had a reason. I know some people who play, and I see how it could be fun to be a part of because there seems to always be a conversation happening about it on social media. I’m always hanging out with my friends to watch sports anyways, so it could be another fun thing to do together.”

—Sporty Socializer

# Consumer Insights

**Sporty Socializers** crave *connection* that goes deeper than surface-level small talk. This authentic connection happens when they can show *every side of themselves*, including their *trash-talking, yelling-at-the-screen competitive side*. These consumers might not necessarily be competitive in every aspect of their lives, but they *love sports* because it provides them an outlet to express *this side* of their personality. **Yahoo! Fantasy can fulfill** Sporty Socializers' *desire* for connection by highlighting how their platform *bonds players* by allowing them to *uncover new layers* of the people they play with.

# CONSUMER JOURNEY

notification center

2:03pm

1

HAS AN INTEREST IN BOTH SPORTS AND COMMUNITY.

1:55 pm

OPEN TO THE IDEA OF PARTICIPATING AND COMMITTING TO A FANTASY LEAGUE.

2

1:56 pm

3

SPORTY SOCIALIZERS EITHER INITIATE, ARE INVITED BY A GROUP OF PEOPLE, OR COLLECTIVELY DECIDE WITH FRIENDS TO PLAY FANTASY FOOTBALL.

1:57 pm

2:00 pm

COMMISSIONER SIMPLY DECIDES TO STICK WITH THEIR CURRENT PLATFORM (IF THEY HAVE PLAYED BEFORE) FOR THIS NEW LEAGUE.

4

2:02 pm

notification center

2:03pm

5

PLAYERS JOIN A LEAGUE, CREATE THEIR PROFILE AND HAVE THEIR FIRST INTERACTION WITH THE PLATFORM.

1:59 pm

SPORTY SOCIALIZERS DRAFT THEIR TEAM.

6

2:00 pm

7

EACH WEEK DURING THE SEASON, FANTASY PLAYERS FORM A HABIT - AND OFTEN - SWITCH THEIR LINEUP AND PICKUP AND DROP PLAYERS.

2:01 pm

FANTASY PLAYERS COMMUNICATE WITH THOSE IN THEIR LEAGUE ON A CONSISTENT BASIS.

8

2:02 pm

# STEP 1

## CONSUMER JOURNEY

### Interest in both sports & community



*"I'd say that's probably the main reason we started playing. It was something that **all of our friends** could do."*

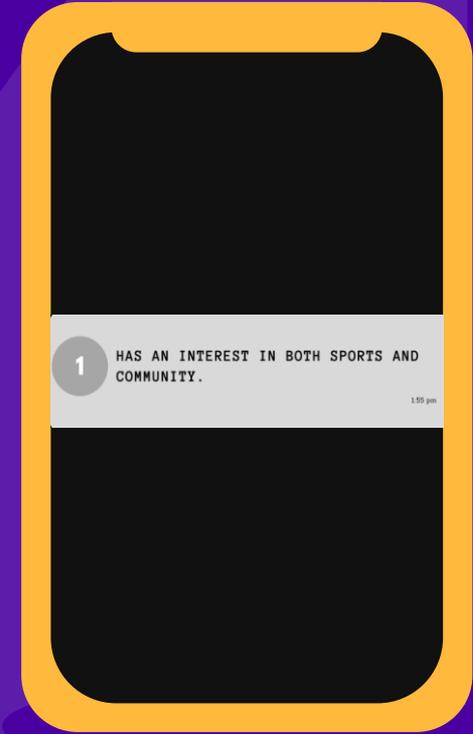


**Trigger** : Instilled during their childhood and by their upbringing

**Mindset**: Looking to consume sports related content and enjoy being around others

**Motivation**: Want to keep up with sports because they enjoy it and it's something to talk about with their friends

**Sources of influence**: Sports highlights on a social media platforms, environments where they get together around sports (restaurants, bars, events, etc.), friends in general



# STEP 2

## Open to the idea of participating and committing to a fantasy league



*“One of my friends, his older brother, played a league with his friends. And I think they needed one more person. And so he **just asked** if I wanted to be a part of it. And I joined and it was **fun**”*

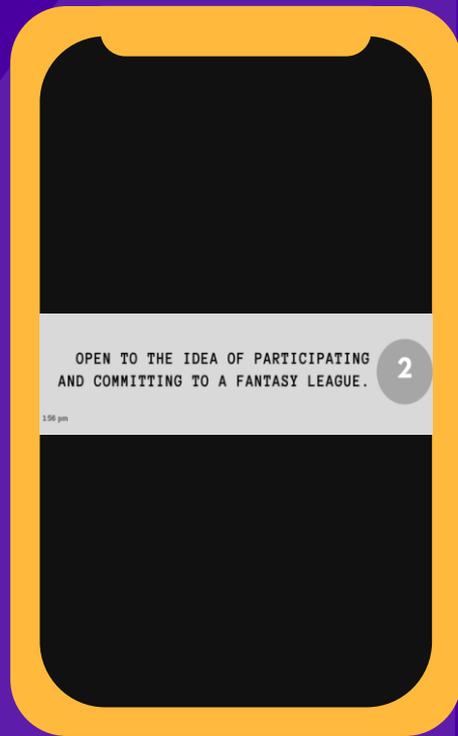


**Trigger:** Gain awareness of fantasy football from friends, colleagues, media or another source of influence

**Mindset:** Looking for a way to connect to others or to be more invested in sports

**Motivation:** Passion for sports and desire for community

**Sources of Influence:** advertising, social media, friends and other people around them



# STEP 3

## Initiate, invited by others, or collectively decide with friends to play fantasy football



*“My friend Chase, he set up the league. He was the one who **texted** everybody and was like ‘**we should do fantasy.**’”*



**Trigger:** Get invited to play or have decided to create a league for their friends

**Mindset:** They can picture themselves playing and enjoying fantasy football

**Motivation:** Want to have a reason to get their friends together and have something to bond over

**Sources of Influence:** friends, family, colleagues, group chats, hearing about other people playing via social media



# STEP 4

**Commissioner of the group does a brief information search for where to play and platform is chosen.**



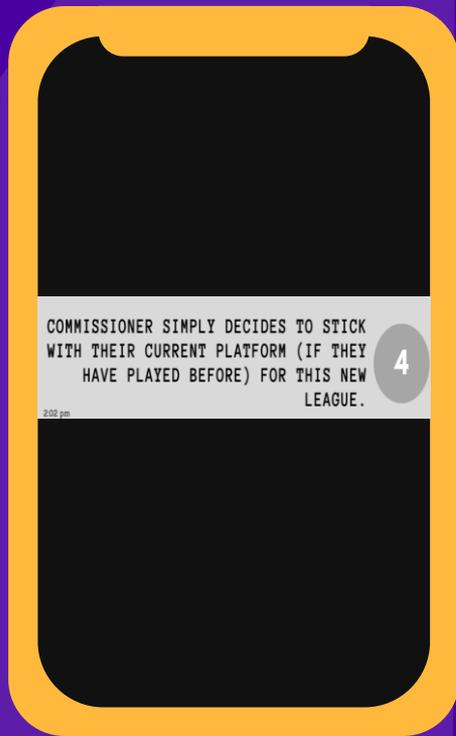
*“You get really **used** to a specific system and platform. Obviously, that platform grows and develops and gets better--so you kind of just **adapt** with them. It gets more customizable and so it was just **easy to use** that platform because that's just what you've **always been using**.”*

**Trigger:** Need to choose a platform for their league

**Mindset:** Lacking knowledge about their options

**Motivation:** Want to choose a platform that will work for the people in their league

**Sources of Influence:** quick Google search, friends' and others' opinions that already play fantasy sports



# STEP 5

## Players join a league, create their profile and have their first interaction with the platform



*“My first interaction with the platform started when **my dad** introduced me to **everything about fantasy football** and how a draft works, how scoring matchups and playoffs all worked as well.”*

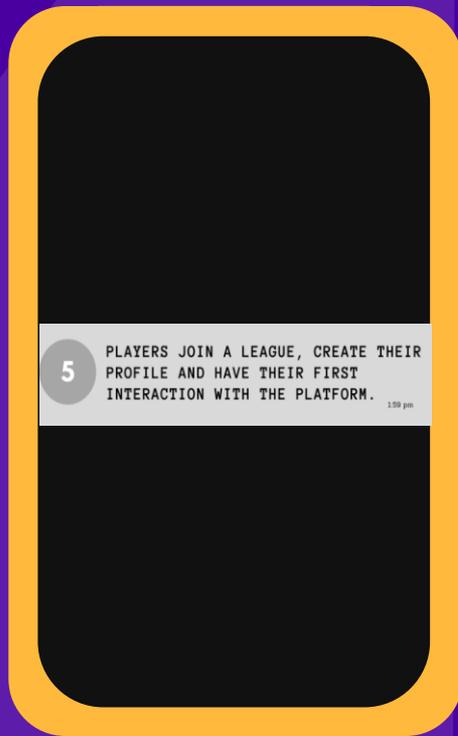


**Trigger:** The commissioner sends out a link

**Mindset:** Interested in the new platform

**Motivation:** Want to get accustomed to the new platform

**Sources of Influence:** in-app or on the site, emails to join, friends, colleagues or family



# STEP 6

## Sporty socializers draft their team

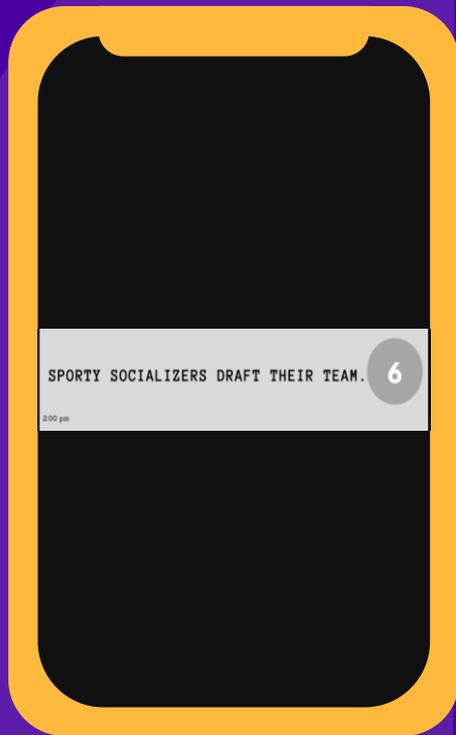
➔ *“Every year, we get together, have a good time, get to hang out, and see friends and talk to people that we just **don't normally get to talk to**. That's kind of the **main event**.”*

**Trigger:** A date and time when all the participants are free for the draft

**Mindset:** Competitive and likely informed about the draft

**Motivation:** Set their team up for success

**Sources of Influence:** in-app player recommendations, online videos and articles about who to draft, draft pick rankings



# STEP 7

## Switch the lineup and pick up and drop players each week



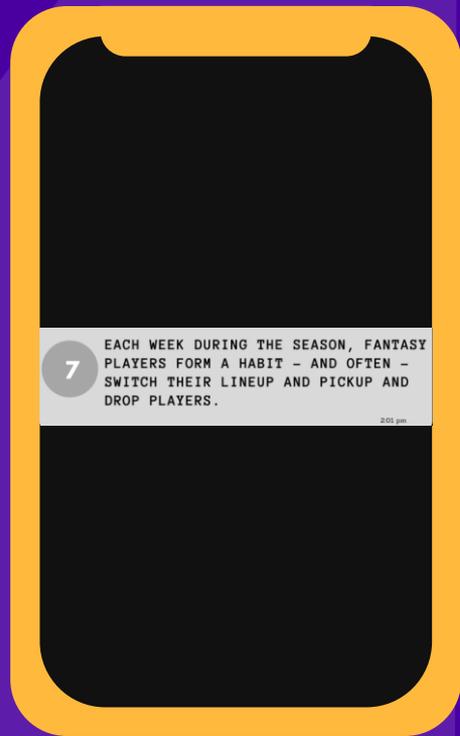
*“Leverage, I think now it’s a really fun way to get leverage and talk trash to your friends and change the lineup every week.”*

**Trigger:** Player injuries, NFL bye weeks, high or low quality player performance, other NFL changes in the league

**Mindset:** Desire to be competitive each week

**Motivation:** Improve their team’s performance and to stay up to date with what is happening in the NFL

**Sources of Influence:** sports news, social media, in-app injury reports and player projections



# STEP 8

**Throughout the NFL season, fantasy players communicate with those in their league on a consistent basis.**

➔ *“My friends have a **group chat** for our Fantasy Football League and we’ll communicate through there. Or I will **text people** directly about it. Or just when I’m **around people** I’ll talk to them about it.”*

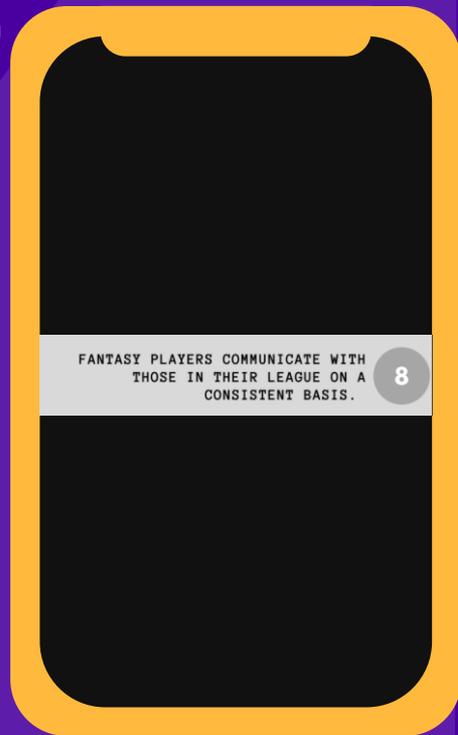


**Trigger:** Need to trade for a player, big play during a game, winning/losing a matchup, or sports news updates

**Mindset:** Excitement about what is going on in the football games

**Motivation:** To share these experiences with their friends, colleagues or family

**Sources of Influence:** NFL football games, sports news, fantasy notifications, group chats, social media





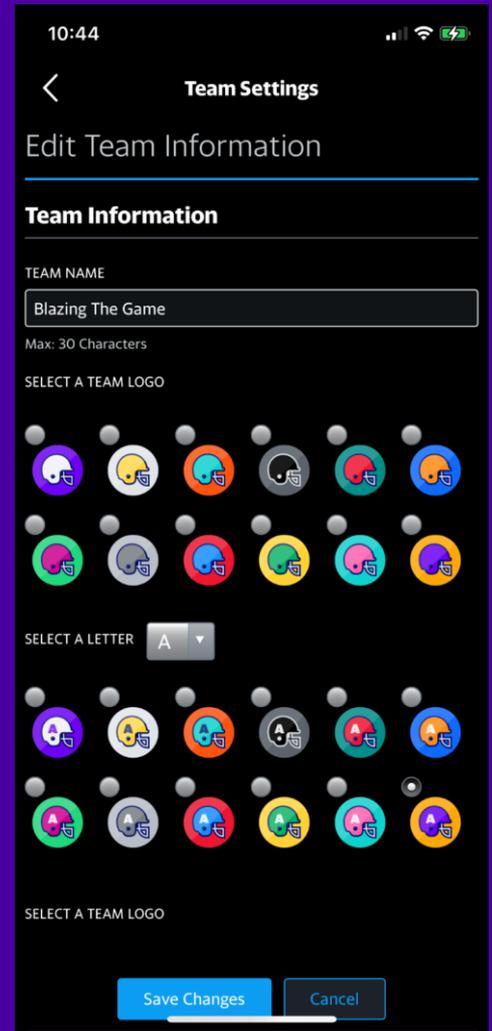
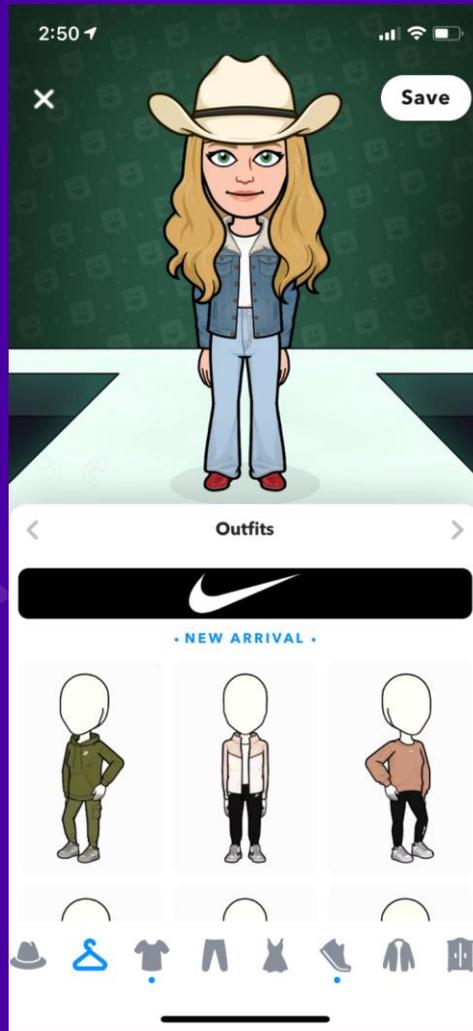
# RECOMMENDATIONS

**Leverage Yahoo! Fantasy's  
social media presence and  
promotions to connect with  
this consumer.**



# Bitmoji Partnershi p

RECOMMENDATION 1 - IDEA



**Promote Yahoo! Fantasy's  
capability for creating  
connection through more  
inclusive advertising.**

-20

-30

-40

50

40-

30-

20-



# Creating More Reasons to Get Together

RECOMMENDATION 2 -  
IDEA





YOUR REWIND

# SUPERLATIVES



**CRYSTAL C.**

most likely to talk smack

**THANK  
YOU**

