



IT'S PERSONAL

**HOW THE BEARS CAN PREPARE TO
FACE OFF AGAINST ITS TOUGHEST
CRITICS AND MAKE AMENDS WITH
FANS**

Maris Ackerman, Mae Ida Bryan, Ira Deshmukh,
Cecelia Logan, Julia Schuurman, Meredith Wallace



MEET THE TEAM



Ira Deshmukh



Meredith Wallace



Cecilia Logan



Mae Ida Bryan



Julia Schuurman



Maris Ackerman

TABLE OF CONTENTS

- 4 OBJECTIVE
- 5 TARGET AUDIENCE
- 6 DESIRED CHANGE
- 7 KEY INSIGHTS
- 8 CREATIVE STORYTELLING
- 9-10 CAMPAIGN IDEA





OBJECTIVE

Primary objective: to investigate the impact being a Chicago Bears fan has on the overall perception of the brand, including the team.

- **Research Question:** To what extent does the Chicago Bears fan experience impact overall brand perception?
 - Providing insights into the relationship between fans, and the brand, and how those could help inform decisions related to improving brand perception.
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TARGET AUDIENCE

1. Legacy Liam:

- 45 years old
- Lives in Schaumburg with wife and 3 kids
- Born and raised in Chicago
- Grew up going to Bears games, wants to stay loyal to team
- Hosts cookouts with friends & family in the suburbs
- Makes \$90,000/year

2. Bandwagon Becky:

- 23 years old
- Recently moved to Chicago postgrad
- Has 2 roommates in Lincoln Park who are from Chicago suburbs
- Loves exploring Chicago and trying new things in the city
- Avid social media user
- Likes to spend money on going out, food & drinks, shopping, etc, but doesn't have the budget to regularly buy sport/concert tickets
- Makes \$50,000/year



DESIRED CHANGE



WHAT AUDIENCE CURRENTLY THINKS


- Fans feel under appreciated
- Concerned about ownership decisions
- Does the team understand the importance of winning
- Desire enhanced fan engagement
- Both concerned and excited about potential Arlington Heights move
- Being a Bears fan goes beyond the game

WHAT WE WANT THE AUDIENCE TO THINK

- Think more positively
- We want them to feel that their frustrations are being acknowledged
- That the brand is interacting with the fans
- That they are capitalizing on the positives

KEY INSIGHTS

 **1. Increased Community Touchpoints:**
Interviewees shared a desire for more inclusive & engaging initiatives beyond traditional game experiences to foster a stronger connection with fans.

 **2. Iconic Brand History:**
Rich brand culture such as the Super Bowl Shuffle and Dick Butkus still deeply resonate with fans despite recent performance challenges.

14

*in depth-
interviews*

20-60

years old



CREATIVE STORYTELLING

Interviews

- Disappointment with Management and Ownership
 - Disappointment in recent team performance
- Community Outreach Concerns
 - Engagement and events like a "fan fest" to enhance morale and inclusivity
- Deep-seated Fan Loyalty
 - 85 Super Bowl and tailgating traditions

Social Media

- Mixed Fan Sentiments on Instagram
 - Negative and optimistic views, showcasing a divided fan base
- Fans Finding Humor in Tough Times on Twitter
 - Fans engage with humor and creativity (loyalty)
- @barstoolchicago reflects the frustration from the fanbase



CREATIVE STORYTELLING- QUOTES

"They (the 60's Bears) defined Chicago, they were hard working, blue collar, nose to the grindstone type of football players. Over the years, you've seen some of that and I think fans are looking for that to come back to Chicago."

"They're a brand that wants their consumer to remember the past. "Remember 1985?" "Remember that one good season we had in the 80's?" They live off of their glory days"

"Increasing touchpoints with the fan community, such as fan fests, can enhance accessibility and foster a stronger connection with fans."

"The team needs a shake-up, not just a change in players, but a change in culture, approach, and leadership."

"I think they could do a better job with brand representation, I almost never see advertisements for them. The players are not very well introduced to the city in my opinion."

"It's a slap in the face to other fans, feels like it's a middle finger to be the Chicago Bears and not play in Chicago."

"Chicago fans are very educated football fans. They're not stupid. When we see the same scenario, week in and week out, year in, year out, it's heartbreaking."

"The Bears have a lot of potential to be a force for good in Chicago, and that's something I'd love to see them fully embrace."

"Combining on-field success with off-field initiatives and community engagement would be ideal."

"Decreasing ticket prices. Tickets are really high."

KEY INSIGHTS- THE IDEA

"DA BEARS" STUDENT PASS



- Developing a student pass program to invite those younger generations to enjoy the thrill of a Bears game
- These tickets would be offered to college students at a discounted price accessed using their university email address
- Students can choose from a menu of selected games to get tickets with their student pass

Why?

- MORE
- Reaching the casual fan
- College students feel as though they are not being marketed towards
- Affordable for young adults



KEY INSIGHTS- THE IDEA

COLLEGE NIGHTS

- Partner with a Chicago university to offer a college night where students can go to a game and see their campus involved
 - Ex: President participates in a halftime game
 - Ex: The university gets a special shoutout on the jumbotron
 - Ex: A student sings the National Anthem
- Tickets are not discounted, the university sets tickets aside and then sells them to students through a link
- Students can collect limited edition collaboration merchandise (included with ticket purchase)
 - Team would be in charge of merch collab, the university helps to promote it

Estimated 1,500 attendees

DePaul Night:





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**THANK
YOU**



BEARSSS!

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