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FROM BLANK SPACE TO END

**How Taylor Swift
broadened the
NFL's fan base with
women & boosted
its Brand Love**



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+7

BERA Score

Name	Q2'23	Change	Significant	Q3'24	Sample
 Total Population	87.67	 4.15	✓	91.82	29.25k
 Gender: Females	74.82	 7.29	✓	82.1	15.23k
 Gender: Males	95.91	 1.62	✓	97.53	14.02k

 1.62

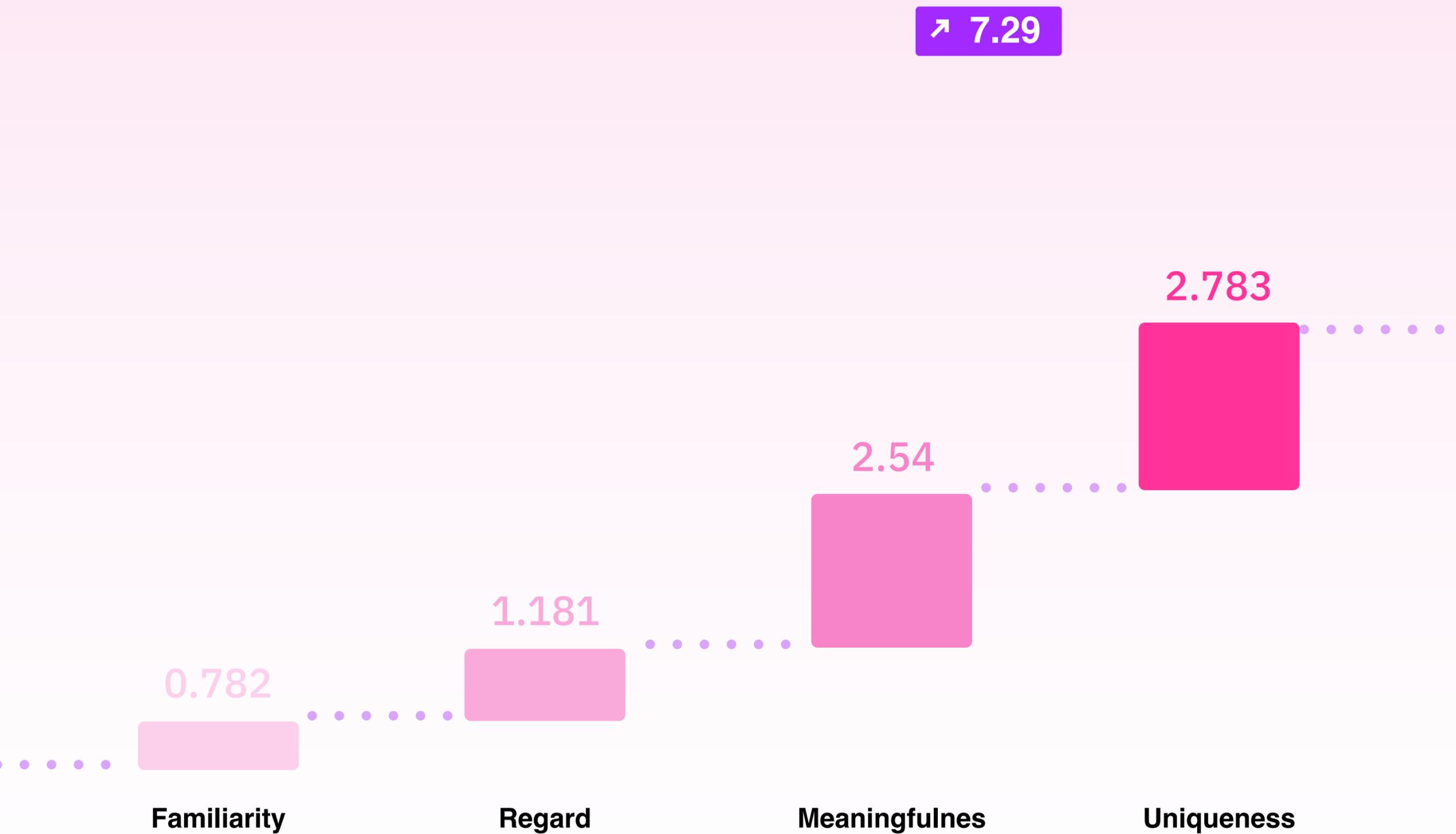
The NFL's brand equity has significantly grown among women since Taylor Swift began dating Travis Kelce, with its BERA Score increasing by 7 points since Q2 2023.

 7.29



Brand Score

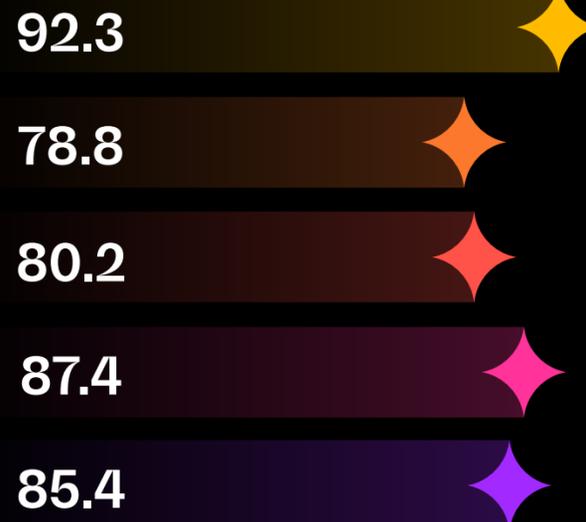
The increase Brand Love for the NFL among women has been driven by strong gains in perceptions of Meaning and Uniqueness.



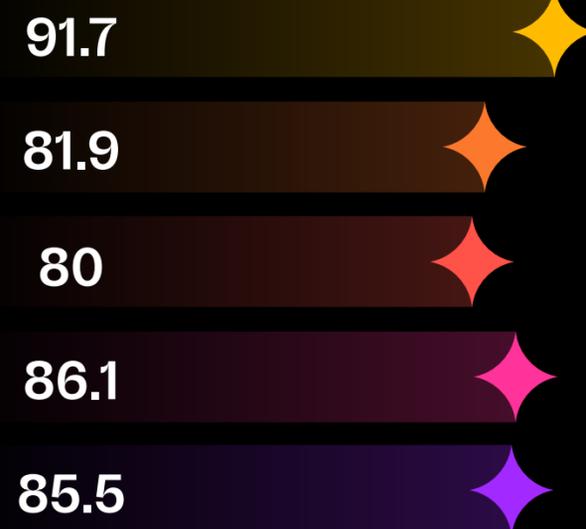


- Familiarity
- Regard
- Meaningfulness
- Uniqueness
- BERA Score

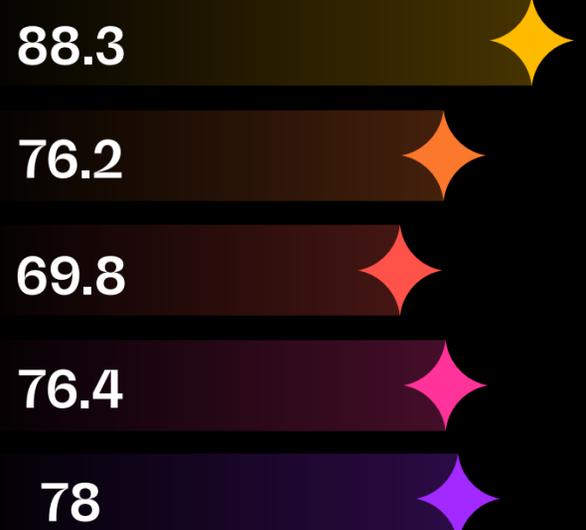
Females Age 18-34



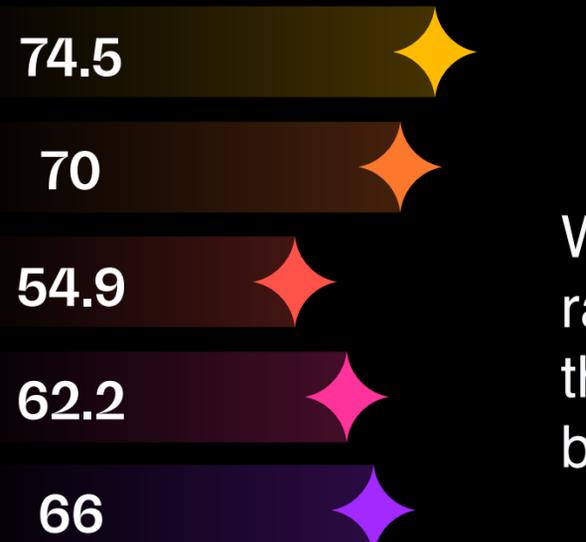
Females Age 15-49



Females Age 50-64



Females Age 65+



Women aged 18-49 rank the NFL higher than 85% of all brands in the US.



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Funnel Chart

The NFL shows strong consideration, viewership, and preference among women aged 18-49. In fact, nearly 1 in 5 women in this age group now advocate for the brand.

AWARENESS

73.1%

97%

CONSIDERATION

81.4%

70.9%

USAGE

64.5%

57.7%

PREFERENCE

48.7%

37.2%

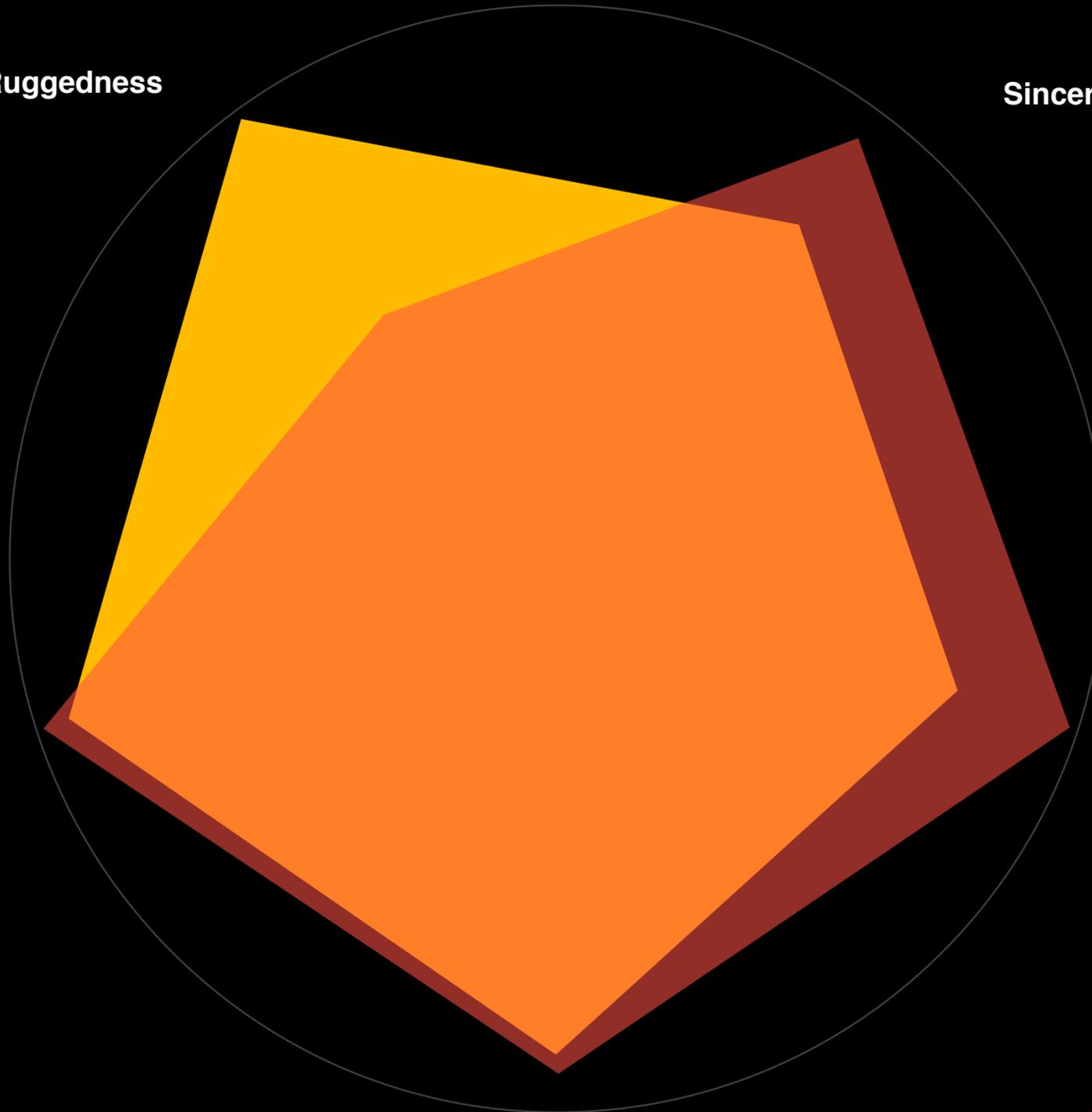


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Ruggedness

Sincerity



+3

Excitement

Sophistication

 Taylor Swift

 NFL

Competence

Taylor Swift has helped boost associations of Sincerity and Sophistication for the NFL among women aged 18-49.

Find this insight
eye-opening? Imagine
what you could learn
about your own
brand—reach out to
BERA.ai and find out!

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