



THE TEAL REVEAL
2021 RECAP

#006778



CONTEXT & INSIGHT

JACKSONVILLE JAGUARS FANS HAVE LONG BEEN VOCAL IN THEIR PREFERENCE FOR TEAL AS THE TEAM'S PRIMARY UNIFORM COLOR. SOCIAL COMMENTARY ACROSS ALL OF OUR OWNED CHANNELS ALMOST DAILY ECHOED THIS SENTIMENT. AS AN OPPORTUNITY TO GENERATE ENGAGEMENT DURING A TYPICALLY DOWN-TIME IN THE OFFSEASON, WE DEVELOPED A CAMPAIGN TO REWARD OUR FANS' PASSION AS WELL AS CREATED INTEREST AND PICKUP ACROSS THE LEAGUE.



OBJECTIVES

- IGNITE THE FANBASE UNDER THE SHIELD OF TEAL.
- INCREASE ENGAGEMENT ACROSS SOCIAL MEDIA CHANNELS.
- LEVERAGE LEAD GENERATION OPPORTUNITIES TO DRIVE TICKET AND MERCHANDISE SALES.



STRATEGIES

- CRAFT A JOURNEY THAT TEASES, AMPLIFIES, AND SUSTAINS THE ENERGY AND DEMAND FOR THE TEAL REVEAL
- USE BREADCRUMBS TO TEASE OUT TEAL AND GENERATE A GREATER DEMAND FOR TEAL.
- USE INFLUENCERS & PARTNERS TO AMPLIFY OUR MESSAGE.
- ENCOURAGE FAN ENGAGEMENT AND ATTACHMENT TO TEAL THROUGH PHYSICAL & DIGITAL ENGAGEMENT.
- CAPITALIZE ON THE ENERGY TO DRIVE CONVERSION IN TICKET AND MERCHANDISE SALES.
- IMPACT THE PHYSICAL LANDSCAPE OF JACKSONVILLE WITH TEAL.

OVERALL STATS

TOTAL POSTS: 57

FOLLOWER GROWTH:

+1,205 ON TWITTER

+521 ON INSTAGRAM

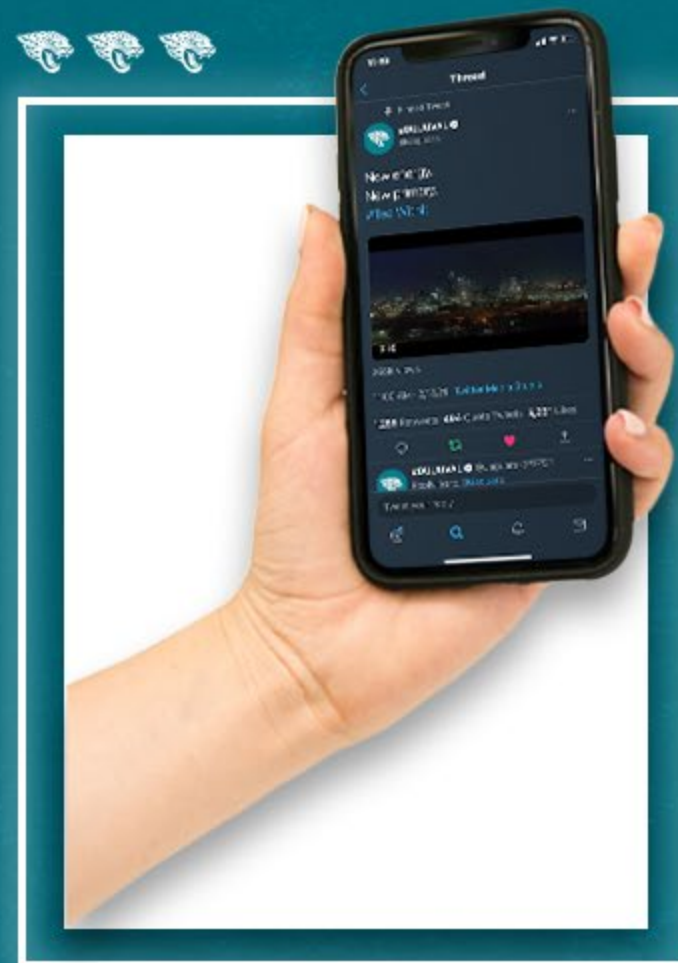
- IMPRESSIONS: 12,880,827
- ENGAGEMENTS: 1,163,175
- VIDEO VIEWS: 466,758
- LINK CLICKS: 3,254
- LANDING PAGE VISITS: 9,018

PAID SOCIAL:

- 63,200 WITH 288 CLICKS TO ACCOUNT MANAGER

GLOBAL HEADER IMPRESSIONS:

- 191,677



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OVERALL STATS - CONTINUED

EMAIL RESULTS:

DATABASE: 201,425 SENT WITH 18,888 UNIQUE OPENS

STMS: 11,823 SENT, 4,273 UNIQUE OPENS

APP PUSH: 86.5K DELIVERED, 3.3K OPENED

SENTIMENT:

JAGUARS - PEAKS AT +69 ON FRIDAY, FEB 19TH

URBAN MEYER - PEAKS AT +48 ON WEDNESDAY, FEB 17TH

THIS IS A HUGE UPSWING FROM SATURDAY'S FEB 13TH LOW OF -100



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Fanatics NOTES:

EMAIL - 17% OF TOTAL TEAM SHOP BUSINESS

SOCIAL - 12% OF TOTAL TEAM SHOP BUSINESS

TEAM SHOP - 23% OF TOTAL BUSINESS

TEAM STORE DROVE 5X ITS PRIOR YEAR VOLUME AFTER THE "TEAL IS PRIMARY" ANNOUNCEMENT ON WEDNESDAY, 2/17

53 UNITS OF OUR NEW QUICK-TURN "TEAL WITH IT" SHIRT

REFERRAL CHANNEL OVER-INDEXED ON JAGUARS SHOP AT 37% TO TOTAL FOLLOWING TEAM SOCIAL POSTS





KEY NOTES & TAKEAWAYS:

FANS ENJOYED THE SCRIPTED JOURNEY, THAT STARTED WITH THE VALENTINE'S DAY HOLIDAY AND EVOLVED WITH THE INTEGRATION OF OUR PLAYERS WITH CULTURALLY RELEVANT TRENDS.

FANS WERE EXTREMELY PASSIONATE ABOUT TEAL AND REACHED OUT TO INFLUENCERS AND BRANDS TO BOOST THE RT GOAL FOR US.

THE BEHIND THE SCENES VIDEO PERFORMED EXTREMELY WELL WITH OVER 600K IMPRESSIONS AND 71K VIDEO VIEWS. WE SHOULD CONTINUE TO DO BTS FOR BIG MOMENTS.

WE HIT OUR 21K RETWEET TARGET IN LESS THAN 24 HOURS, LEADING US TO BELIEVE THAT WE MAY BE ABLE TO BE MORE AGGRESSIVE WITH ENGAGEMENT TARGETS GOING FORWARD.

CRYPTIC MESSAGE SERIES:

WE CREATED A SERIES OF TWEETS INFORMED BY THE POPULAR "ALBUM COVER" TREND WITH A HIDDEN MESSAGE USING THE FIRST LETTER OF EACH CAPTION. INTENDED TO REWARD OUR MOST DEVOTED FANS WITH SURPRISE AND DELIGHT, THE FULL TEASE SPELLED OUT **TEAL IS PRIMARY**, AND WAS "SOLVED" ONLY FOUR LETTERS INTO THE "PUZZLE."

AS A RESULT, THE REMAINING CONTENT BECAME A COUNTDOWN, WITH ENGAGEMENT AND EXCITEMENT GROWING WITH EACH POST, CULMINATING WITH THE CALL TO FANS TO HELP US REACH **21K TWEETS** TO MAKE THE CHANGE OFFICIAL!

POSTS: 12 IMPRESSIONS: **3,629,882** ENGAGEMENTS: **469,572**

T E A L I S

#DUUUVAL @Jaguars

Twitter, you figured out our cryptic message. If this gets 21K retweets, we'll make it happen. RT to Make Teal Primary, #DUUUVAL

9:04 AM · 2/16/21 · TweetDeck

#DUUUVAL @Jaguars

Elevate.

#DUUUVAL @Jaguars

Automatic.

Translate Tweet

#DUUUVAL @Jaguars

LIVE 🍌

#DUUUVAL @Jaguars

It's up there and it's stuck there.

#DUUUVAL @Jaguars

Stay hungry.

P R I M A R Y

#DUUUVAL @Jaguars

Personnel Update:
Senior Personnel Executive Tom Gamble and Director of Player Assessment Ryan Stamper have joined our staff.
Read more ↪

#DUUUVAL @Jaguars

Run it back.

#DUUUVAL @Jaguars

It's #SmootGang

#DUUUVAL @Jaguars

MJWD.

#DUUUVAL @Jaguars

Against all odds.

#DUUUVAL @Jaguars

Rise.

#DUUUVAL @Jaguars

You already know.



RT TO MAKE TEAL PRIMARY

RETWEETS: 23,563

IMPRESSIONS: 4,089,993

ENGAGEMENTS: 387,807

4TH MOST ENGAGEMENTS ON A SINGLE POST
IN FRANCHISE HISTORY, BEHIND ONLY THE
MADDEN TWEET, MINSHEW WITH UNCLE
RICO, NICK FOLE'S SIGNING.



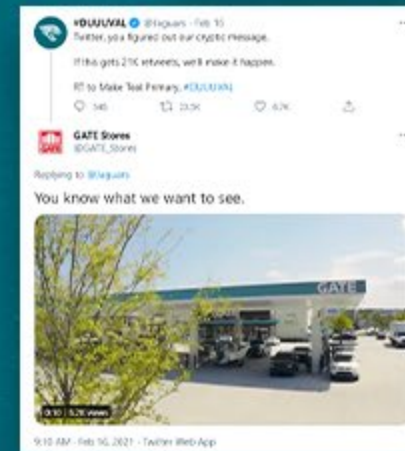
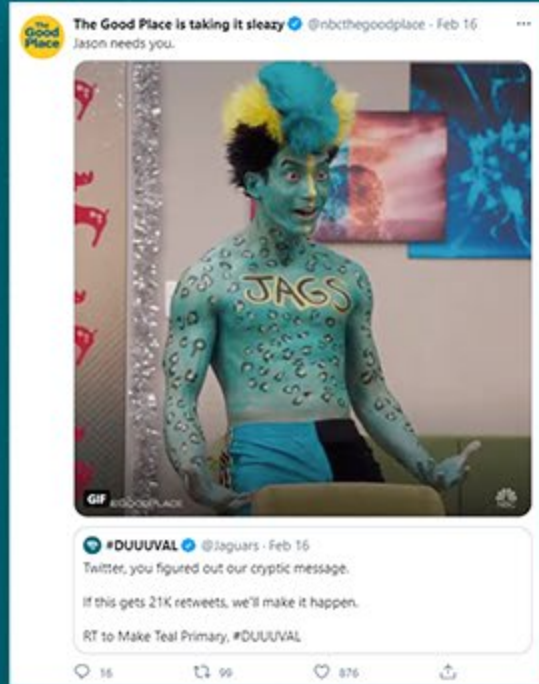
#DUUUVAL ✓
@Jaguars

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RT to Make Teal Primary, #DUUUVAL

9:04 AM · Feb 16, 2021 · TweetDeck



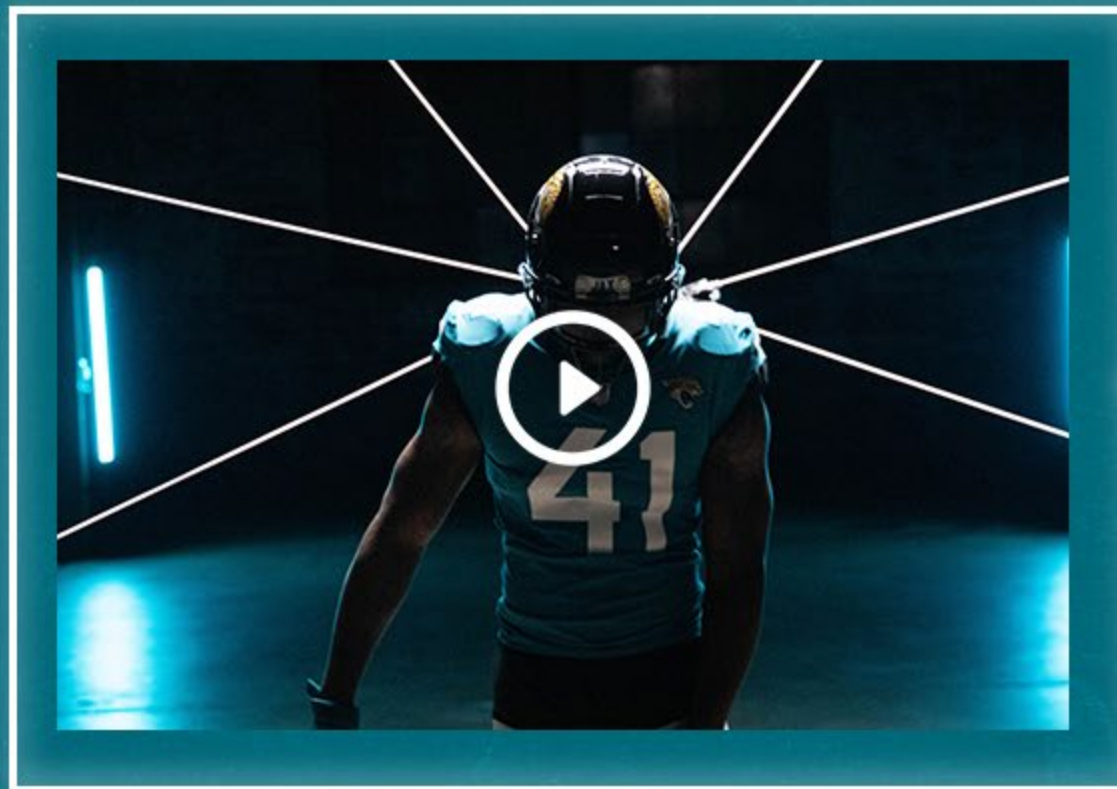


LAUNCH VIDEO

IMPRESSIONS: 2,706,402

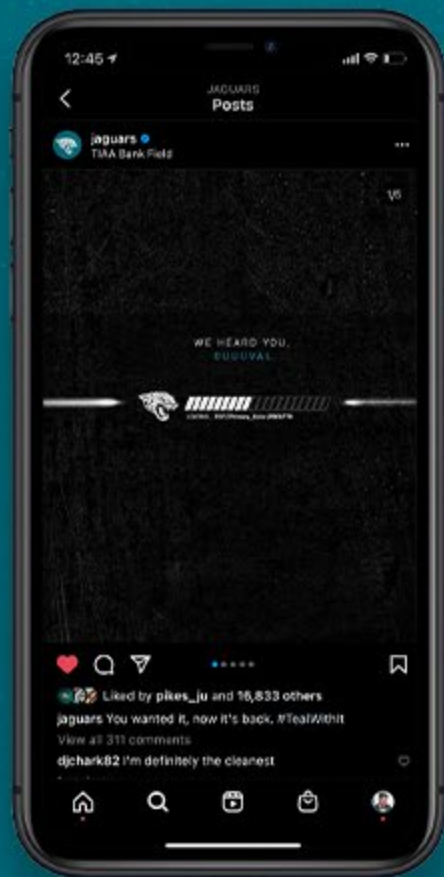
ENGAGEMENTS: 200,242

VIDEO VIEWS: 413,2



VIDEO

TEAL REVEAL RECAP



[VIEW POST](#)



FAN ENGAGEMENT:

GIF REACTION

IMPRESSIONS: 348,1000

ENGAGEMENTS: 21,505

REPLIES: 634

TEAL THURSDAY IMAGES:

IMPRESSIONS: 87,094

ENGAGEMENTS: 10,603

REPLIES: 78



#DUUUVAL
@Jaguars

...

Happy Teal Thursday!

You made teal primary through your tweets and comments over the years, so we want to celebrate with you.

Reply showing how you're #TealWithIt and we'll share your photos 





#TEAL



#006778



#TEALWITHIT

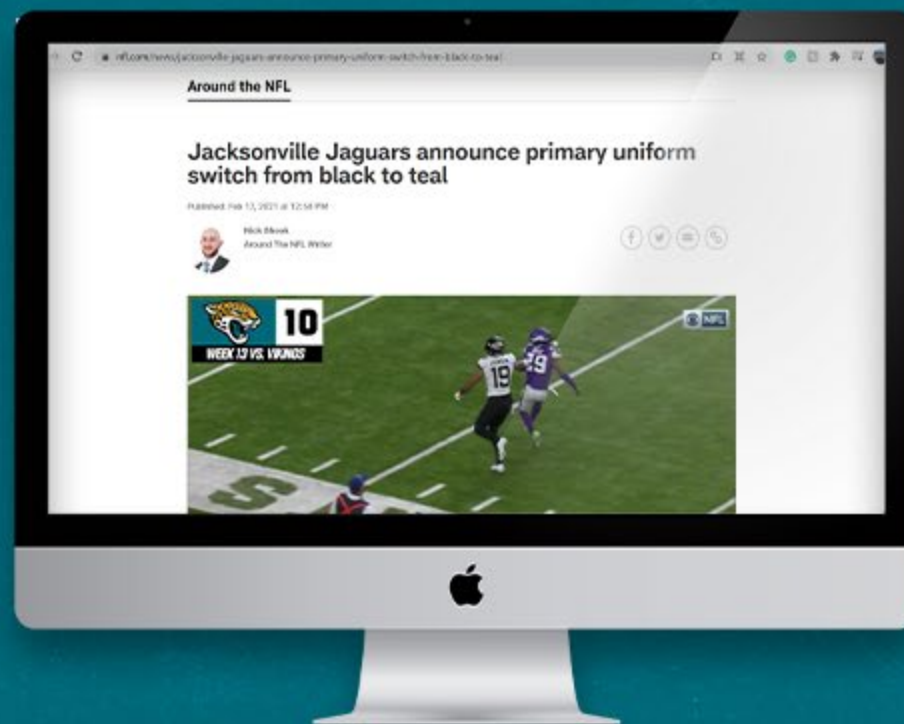


COVERAGE AROUND SPORTS

#2 STORY ON ESPN HOMEPAGE'S TOP HEADLINES

[COVERAGE ON NFL.COM](#)

RETWEETS AND SHARES BY STEAK-UMM, THE GOOD PLACE, RYAN MURPHY



#DUUUVAL Retweeted

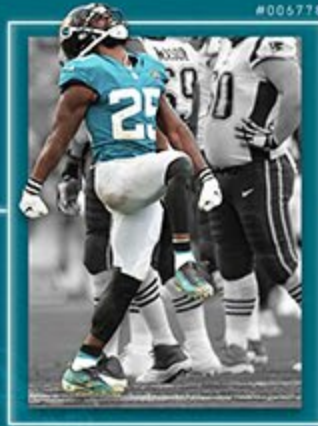
 **Jaguars D-Line**
@JagsDLine

Teal the beat! #TealWithIt



4.7K views 0:42 / 0:54

1:44 PM · Feb 18, 2021 · Twitter Web App




TOP 10
GAMES
IN **TEAL**

[GO TO ARTICLE](#)


FAN
REACTIONS



[GO TO ARTICLE](#)




BEST
PHOTOS
IN **TEAL**

[GO TO ARTICLE](#)

TEAL REVEAL
SWEEPSTAKES:

73,419 IMPRESSIONS

3,391 ENTRIES TO DATE









THANK YOU