



# 2020 DRAFT RECAP

WELCOME TO DUUUVAL

# JAGUARS 2020 DRAFT CLASS





# 2020 DRAFT



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# Overall Draft Strategy

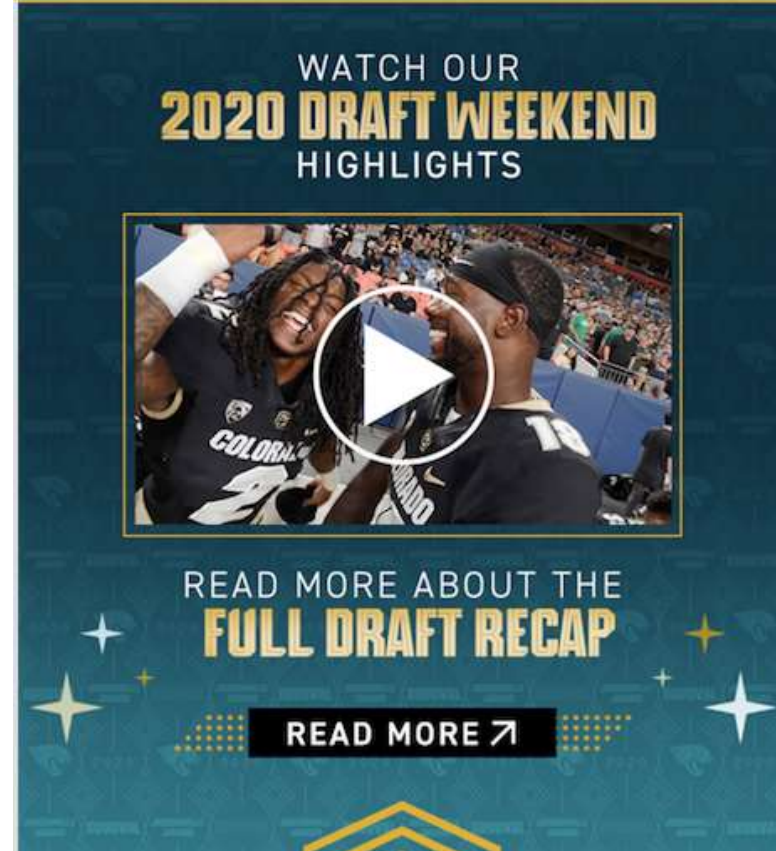


2020  
DRAFT



- Host the best virtual watch party in the NFL using IG Live
- Bring the fanbase **together while we're apart** through the power of the “second screen”
- Develop clear distinctive plans for Digital, Social, and App activations
- Provide deeper access to athletes and insiders to **spark hope and excitement** for the coming season
- **Give back:** Rally the fanbase to provide relief to members of the community impacted by COVID-19
- **Give away:** Encourage participation and generate excitement through giveaways

# Creative Execution





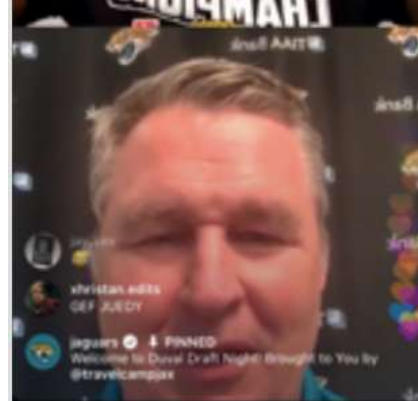
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## DUUUVAL Draft Night IG Live Countdown

Jaguars fan and local entertainer Eric V. Dunn hosted a first-of-its-kind live Draft night house party on IG Live. Eric was joined by 3-time Olympic gold medalist Ryan Murphy, Coach Doug Marrone, Josh Lambo, DJ Chark, Maurice Jones-Drew and Josh Scobee.

Results: Viewership exceeded 1,000 users at the program's peak and averaged more than 850 viewers throughout the entire hour, more than doubling any previous IG Live shows the Jaguars have hosted.



# Digital - Strategy

- Create a central hub for all Draft information and content while also adding unique experiences to learn about our new draft picks on:
  - Jaguars.com
  - Jaguars Mobile App
    - Rover Experiences

# 2020 DRAFT



2020 NFL Draft

A grid of six article thumbnails for the 2020 NFL Draft. The thumbnails include: 1. 'Coaches Corner: Henderson "has that edge"' featuring a photo of coach Tim Walter. 2. 'Rewind: Jaguars 51, Indianapolis Colts 16' featuring a game action photo with a 'GAME PASS REWIND' banner. 3. 'What We Learned: The '20 Draft' featuring a photo of a man in a black shirt. 4. 'Offseason Update: Undrafted free agents bring rookie class to 30' featuring a photo of a man in a suit. 5. 'Grades: Jaguars '20 draft' featuring a photo of CJ Henderson. 6. 'View From the O-Zone: "As satisfied as we've been..."' featuring a photo of a man in a suit.

11:14 5G

Back Grades: Jaguars '20 draft

**Grades: Jaguars '20 draft**  
By John Oehser  
Posted Mon, Apr 27, 2020 11:00 AM

JACKSONVILLE - They got better over three days.

The Jaguars' decision-makers felt that way after this past weekend's 2020 NFL Draft - and so did many national "experts" as well.

The Jaguars in general drew praise for their early selections - Round 1 cornerback CJ Henderson, Round 1 edge rusher K'Lavon Chaisson and Round 2 wide receiver Laviska Shenault Jr. - and that praise was to be expected considering all three were highly regarded by many analysts entering the draft.

Analysts felt the same way about the final day of the draft, which included eight selections to bring the Jaguars' total selections to 12 - the most in franchise history.

# Jaguars.com & Jaguars Mobile App Results

## Jaguars.com: Thursday – Saturday

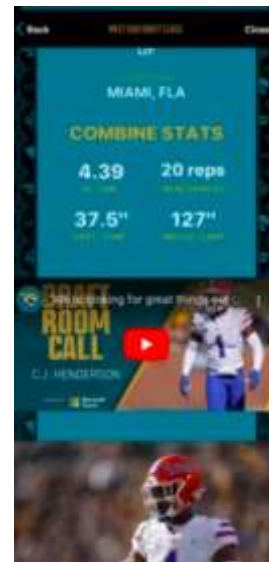
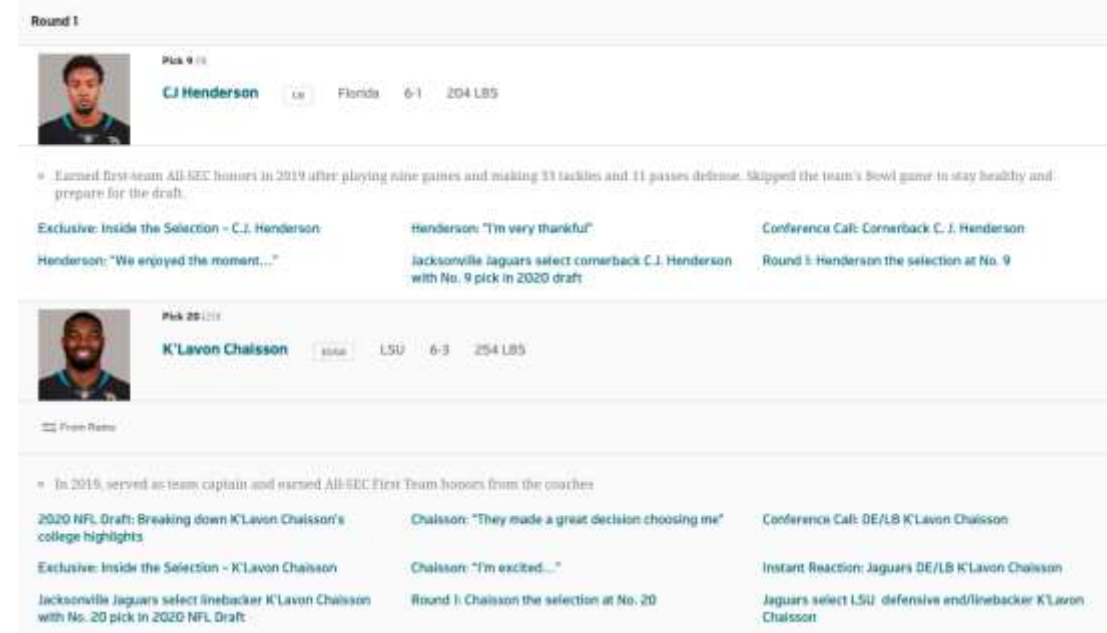
- Unique visitors: 160,816 (21K more UV than 2019)
- Page views: 544,297
- Visits: 257,999 (17K more visits than 2019)
- Average session length: **8 minutes 39 seconds** (this is the longest average session length we've achieved, 4-5 min is average in-season) – Speaks to quality and quantity of articles, videos, and content

## Jaguars Mobile App: Thursday – Saturday

- Unique visitors: 24,738
- Page views: 403,979
- Visits: 103,357
- Average session length: **6 minutes 58 seconds**
  - Timely in-depth analysis, and videos on all picks immediately available in App

## Rover Experience

- Opens: 65,108
- Screen views: 124,645 screen views (most-ever by any Rover experience by 73K)



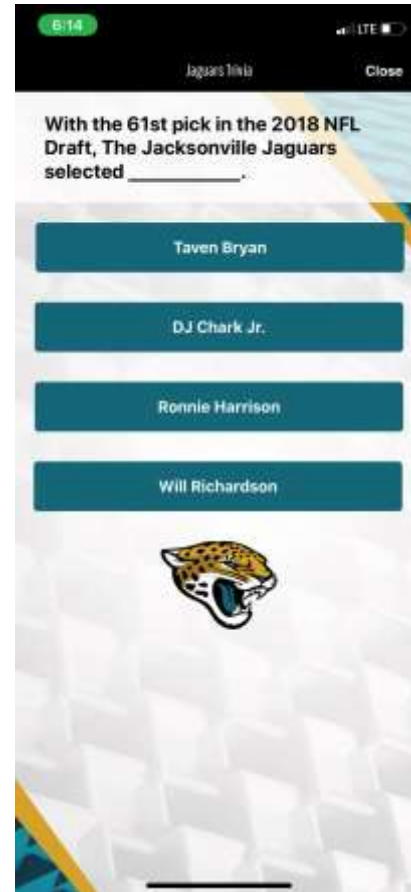




# Rover Mobile App Trivia - Draft Week Trivia

We created two mobile trivia contests to generate excitement leading up to the start of the Draft.

- Opens: 6,563
- Screen views: 35,503 experience screens viewed



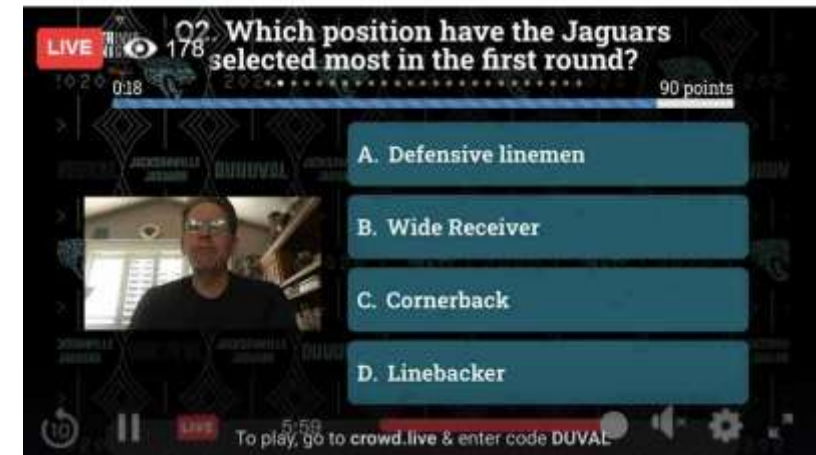
# Live Trivia with Brian Sexton

In another franchise first, we hosted a live virtual trivia competition to give our fans the opportunity to win great prizes.

- Brian Sexton hosted
- PR provided 25 questions
- Nearly 400 fans competed live
  - Goal was 100-200 as we had never tried this with our fans before
- We provided significant added value back to Bono's who came on as the sponsor

## Participant Breakdown:

- Of the 388 people (non-employees) who participated: 26 were current STM's, 23 were Non-Renewed STM's, 198 were in our CRM but had no current purchase data and 141 people were brand new to the database



# Broadcast Coverage

## Twitter LIVE

Show	Sum of Impressions	Sum of Tweet Engagements	Sum of Total Video Views	Shows
Draft Recap	24,526	613	3,186	2
Happy Hour	18,527	386	1,689	1
Instant Analysis	172,855	7,785	26,896	7
Pre-Draft Show	80,415	1,490	7,244	2
Press Conference	30,265	1,535	4,400	1
	<b>326,588</b>	<b>11,809</b>	<b>43,415</b>	

## Facebook LIVE

Row Labels	Sum of Impressions	Sum of Engagements (including	Sum of Views	Shows
Draft Recap	53,190	3,747	13,856	2
Happy Hour	52,389	3,074	12,120	1
Instant reaction	360,675	39,422	107,319	7
Live Trivia	30,087	1,915	7,513	1
Pre-Draft Show	102,156	8,376	29,092	2
Press Conference	66,936	7,043	23,981	1
	<b>665,433</b>	<b>63,577</b>	<b>193,881</b>	

## YouTube LIVE

Row Labels	Sum of Views	Sum of Minutes Viewed	Shows
Draft Recap	3,348	30,771	1
Instant Analysis	14,160	26,848	7
Pre-Draft Show	3,177	7,087	2
Press Conference	7,186	54,094	2
	<b>27,871</b>	<b>118,800</b>	<b>12</b>





# 2020 DRAFT



## Social Media - Channel Strategy

### Instagram Strategy

- Showcased the most visually appealing, cohesive design with easy, digestible information about picks
  - Brought to life through the creation of the Instagram Grid implementation

### Instagram Stories Strategy

- Provided information and made platform as interactive as possible through the use of the draft card, predict the pick, and grade the pick
- Drove every pick announcement to the App

### Twitter Strategy

- Focused on the news elements of the draft, speed to the platform, and personality of our Draft picks

### Facebook Strategy

- Used primarily for recaps as the content needs to stay evergreen for whenever it hits users' feeds
- FB Live for instant analysis from the broadcast team

### YouTube Strategy

- Leveraged SEO by putting out informational video content as fans are actively searching to learn more about the newly drafted players
- This was one of the key HERO moments of the year

# Social Results – High level

- 271 Total Posts – 103.8% increase over the 2019 Draft
- Growth across platforms: 5,145 new followers (28.6% increase over 2019 Draft)
  - Facebook: +0.0% (+174)
  - Twitter: +0.3% (+1,994)
  - Instagram: +0.5% (+2,747)
  - YouTube: +0.9% (+230)

YouTube – Focus on more long form content in 2020

- In 2019 we only had the *Josh Allen Introductory Presser* and the *Behind The Scenes: Josh Allen*
- In 2020 we posted 24 videos
  - LIVE instant analysis
  - LIVE Pre-Draft Shows
  - 1v1 with Ashlyn Sullivan for first 2 players
  - Highlights for the first 4 players
  - Media availability for each pick it was available
  - Draft Room Calls for each pick it was available



# Fan Sentiment

Measured Thursday, 4/23 – Monday, 4/27

- Net sentiment up to 85%, an increase of 108 points compared to pre-Draft
- Preceding 4 days were especially low due to Fournette trade rumors and Ngakoue tweets
- 85% sentiment translates to 93% of all (non-neutral) comments being positive and 7% being negative



**K'Lavon Chaisson @S4CKGURU**  
Hey @Jaguars fans! I need a huge favor. I'm a bit indecisive 🤔! Which number you want to see me sack the QB in? #DUUUVAL

510	230	280	8,889,180	100%	100	0	60
Total Engagements	Retweets	Replies	Potential Impressions	Net Sentiment	Positives	Negatives	Passion Intensity

**Dan Mullen @CoachDanMullen**  
Congrats @HendersonChris\_ Your focus, hard work, and commitment to being the best at Florida made everyone around you better. We are excited about your future! #GatorMade @Jaguars pic.twitter.com/v9JMNlqCjds

890	840	50	2,824,680	100%	40	0	100
Total Engagements	Retweets	Replies	Potential Impressions	Net Sentiment	Positives	Negatives	Passion Intensity

**CJ Henderson @HendersonChris**  
Waited my whole life for this moment!! Excited to get to work with the @Jaguars!! @RochNationSports 🏈 #NFLDraft pic.twitter.com/Xu3pCS1KNE

4,280	3,890	390	7,589,790	92%	230	10	100
Total Engagements	Retweets	Replies	Potential Impressions	Net Sentiment	Positives	Negatives	Passion Intensity

**Matthew McConaughey @McConaughey**  
Call it in. congrats @Call\_In\_Johnson #hookem @Jaguars

450	430	20	667,990	100%	10	0	100
Total Engagements	Retweets	Replies	Potential Impressions	Net Sentiment	Positives	Negatives	Passion Intensity

# Draft Week Sweepstakes



**DUUUVAL DRAFT SWEEPSTAKES**

**ONE GRAND PRIZE WINNER WILL RECEIVE:**

- ✦ 2 signed Jaguars jerseys from our first two 2020 Draft picks
- ✦ 2 tickets, parking and Pregame Field Passes for Jaguars Home Opener

Created a week-long DUUUVAL Draft Sweepstakes as a lead generator during this tentpole event:

- 5,355 total entrants
  - Current STM's = 604
  - Non-Renewed STM's = 546
  - In Database = 2,585
  - New to Database = 1,620
    - 1,164 opted into texts, emails, phone calls
    - 688 (42.5%) live within 50 miles
    - 183 (11.3%) live within 100 miles
    - 749 (46.2%) live + 100 miles away





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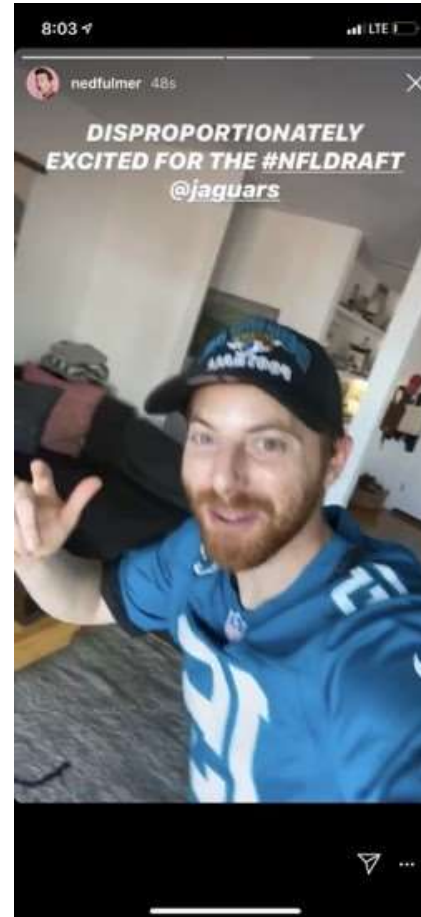


## Superfans & Influencers

- Several of our most dedicated fans were featured throughout the NFL Draft broadcast each time we were on the clock
- 35 Jaguars Season Ticket Members were selected to be part of the Inner Circle, placing them behind Commissioner Goodell on days 1 and 2 of the Draft



# Superfans & Influencers - Results



- Lil Duval welcomed our First Round Pick to his 862.5k Twitter followers and 3.5 million Instagram followers
- Select influential fans including country artist Seth Ennis and comedian Ned Fulmer showed off Draft hats on their social channels for a total combined 7.4 million potential views



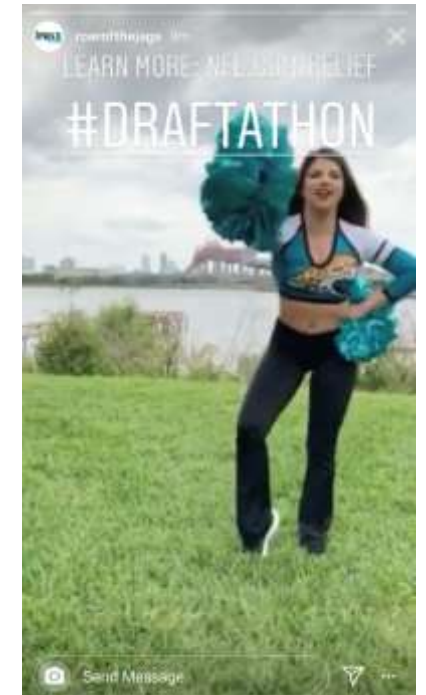
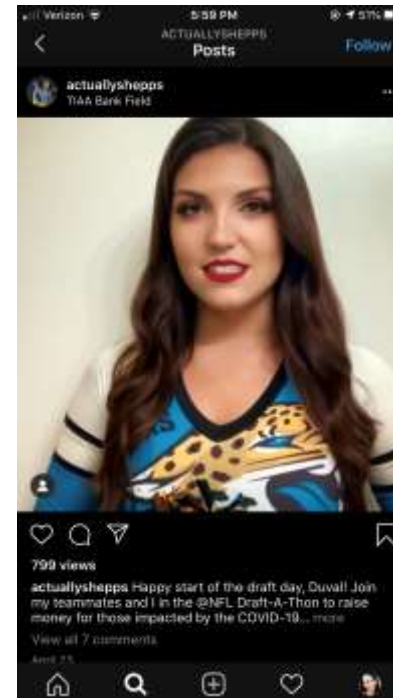
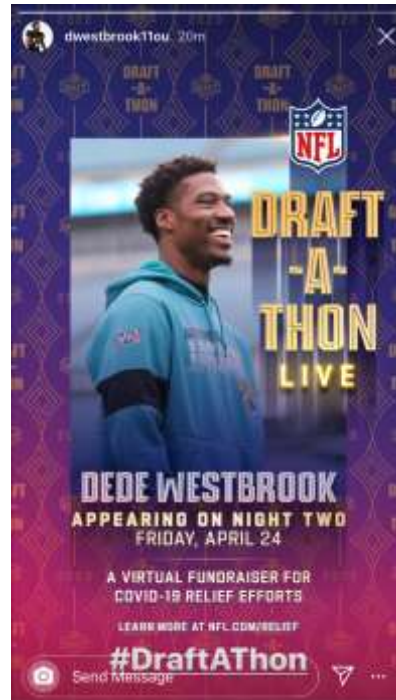
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## Draft-a-Thon

Front Office leadership, WR Dede Westbrook and members of the ROAR helped support this League-wide fundraising initiative that raised more than \$6.7M nationwide.

- A portion of the proceeds will be donated to the United Way of Northeast Florida
- Doug Marrone and Dave Caldwell contributed \$8k each
- Dede Westbrook appeared on the Night Two broadcast and promoted the event on his social media
- Members of the ROAR encouraged fans to donate on their social media channels



# Sponsorship - Fulfillment



- Pepsi Draft Weekend sponsorship used as a London make good and including Papa Johns helped the Club *and* Pepsi as Papa Johns is a Pepsi client and up for renewal with the Jags
- We'll receive "credit" from Florida Blue for their inclusion in Draft Recap collateral
- NexGrill received added value from Radio Broadcast sponsorship, they are up for renewal and in need of London make good
- Television commercial inventory in the pre-show gave Bud Light, Farah & Farah, Ashley HomeStore, and Southern Ford enhanced exposure
- Bose supplied more than \$15k in product for Rookies, Staff, Contests and Influencers
- Microsoft provided \$20k worth of equipment in exchange for featured Teams calls
- Several of the partners named above as well as Daily's, Whataburger, Bono's and more provided \$2k worth of products featured by our IG Live Countdown host, Eric V. Dunn

# Pepsi/Papa John's - Exposure

Total Impressions: 6,328,004

- Facebook: 994,317
- Twitter: 3,609,477
- Instagram: 314,182
- Instagram Stories: 1,410,028

Engagements:

- Facebook: 93,973
- Twitter: 317,016
- Instagram: 35,973

Video Views:

- Facebook: 127,298
- Twitter: 1,085,698
- YouTube: 29,169



# Microsoft Teams - Exposure

Impressions: 606,730

- Facebook: 109,453
- Twitter: 497,277

Engagements: 29,236

- Facebook: 8,959
- Twitter: 20,277

Video Views: 89,732

- Facebook: 26,608
- Twitter: 52,514
- YouTube: 10,610





# 2020 DRAFT



## Key Learnings - What Could Have Worked Better

- Downloading footage was a struggle because of internet speeds at home
- Revisions with videos compounded production time
- Delays in revisions and approvals became an issue, which delayed content
- Teams storage failed quickly, but moving to OneDrive solved it almost as quickly
- Instagram posts could have been updated individually rather than waiting on all 3 tiles
- Additional financial resources needed for video production with 12 picks
- Teams Call vs Phone Call...didn't get as many immediate reactions and the conversations were different

# Key Learnings - Opportunities for 2021



# 2020 DRAFT



- Virtual Trivia went very well and could easily be replicated on a periodic basis and be a value for Partners
- Making more designers from Cinema available for future Draft activations
- Continue to show later round pick reactions as fan feedback is more positive as they experience players on a more personal level
- Continue the collaboration on a Teams thread and weekly meeting to brainstorm content ideas - Cross department collaboration was the key to making all of this come together in a seamless fashion
- Find ways to connect rookies to our vets, the Allen/Chaisson IG live was engaging and well received, document the relationship building process
- Engage Partnerships to get product donated for content like how we did with Bose
- Make requests for player info/engagement as multifaceted and multipurposed as **possible...record, recut, reuse**
- Keep community engagement in mind, particularly ways players can make an impact virtually