Research on the Problems of Super Bowl’s Operation Model and Strategy Optimization

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Abstract. All the information in this paper shows the questions about the NFL Super Bowl and the possible solutions to the questions in Part Three. Those solutions might be useful for the Managers of the NFL. If they start to use those solutions, the Super Bowl and the Playoff of the NFL will be much better than before, and they can expand the scope of their game and influence by being known not only in the United States but also around the world. For the part of the business value, the value of the NFL is about 132 billion dollars, which is an extremely large commercial value for sports, which means that the business potential of the sport is huge. This is extremely beneficial to NFL officials worldwide because they have a solid economic base. This will certainly help them promote themselves quickly and help them better solve some of the problems within the league. After solving these problems, investors in other countries and regions will have a better first impression of the NFL, allowing them to attract investors better and increase their market share. This research paper addresses some of the problems the NFL has to improve the league and get more people in the world involved in the sport.

Keywords: Problems; Super Bowl’s Operation Model; Strategy Optimization.

1. Introduction

1.1 Research background

Today, the NFL Major League Football (NFL for short) refers to the name of the National Football Federation (NFC for short) and the American Football Confederation (AFC for short) after their merger. Major League Soccer is the top four professional sports leagues in North America and the largest professional football league in the world. The league was first formed in May 1920 as the American Professional Football Association and later renamed the National Football League on January 28, 1922. The NFL consists of 32 teams from different regions and cities in the United States, divided into two federations: the American Football Conference (AFC) and the National Football Conference (NFC). Each federation consists of four divisions, East, West, North, and South, and each division has four teams and affiliated players. The annual tournament is divided into three periods: Preseason, Regular Season, and Playoff. The Preseason is four weeks long and serves as a warm-up for the regular season, with each team playing only 16 games during the regular season [1-2].

This paper will explore and find appropriate solutions to several of the more important issues we have identified regarding the NFL. As one of the country’s most popular and commercially viable sports, the American public is so passionate about the game that it could be described as the Chinese Spring Festival Gala. The problems we have identified can help the NFL become more competitive, more popular, and more commercially and socially valuable, which can make the NFL famous not only in the United States alone but out of the United States and around the world.

1.2 Research framework

This paper’s outline discusses the problems of Super Bowl’s operation model and strategy optimization. First, we want to use several backgrounds to let everyone know what NFL is, what is NFL’s history, and why it is called the Super Bowl, as well as the background of the Super Bowl. Second, we will discuss the mode of how the NFL works and what is the strategy of the NFL.
2. Methods

2.1 Survey method

The investigation and research method involve obtaining relevant materials directly by investigating and understanding the objective situation and analyzing these materials. In this paper, we do relevant research on several problems faced by the NFL to find out the most efficient solution to make fundamental changes to achieve a breakthrough in both the commercial and social value of the NFL. In this way, readers will have a more intuitive understanding of what we have written and be more convinced of the authenticity of this paper so that these efforts will not be in vain.

2.2 Comparative analysis

The comparative analysis method is an analysis method that compares two or more things or objects to find out the similarities and differences between them. In this paper, we will compare the changes in tournament quality before and after the solution of the same problem, determine whether the strategy meets expectations, and further modify the relevant regulations to improve them. Through this method, readers can more intuitively understand and comprehend what we are trying to express and help them to solve the related confusion more quickly.

3. Results

3.1 Food Problem

The reason is that no team gives a list that writes which food you can eat or not to eat, so that will let players eat junk food and unhealthy food, which will give players a bad competition status for the player back on the field. For example, a couple of years ago, one player and his wife went to a restaurant. They ate lots of food, but it all was unhealthy, and it all contained lots of calories, so it let that player’s status get lower and lower, so the coach needed to suspend him and let the player lose the weight to the original weight, to let him back to the game easily.

3.2 Analeptic

The reason is that the NFL is not paying much attention to this area, so it causes many players to want to use the bug to make themselves much stronger and run faster than others. The famous Analeptic event happened many years ago. He was a player who wanted to help his team get won the last few games and help the team into the playoffs, so he ate the tablet that contained analeptic to play the game. After several games, he was caught and suspended by the NFL and got a huge penalty for that. After this happened, NFL gave a very detailed rule and food list that wrote which types of medicine and food players cannot eat or use; if the player needs to use, the player can’t be on the court.

3.3 Player’s Individual Problem

We talk about this part because many players will do several bad things during the off-season. It causes several players to go to jail because they think that they are free, and no rules in the NFL league handbook write they can’t do these things, so this is why they do it.

3.4 Player’s safety issues

We put it here because there will be some coach who will let injured players go on the field and attend the games too, and also, several players won’t wear the armor to protect their bodies that they are already injured once. Because they will feel hot and uncomfortable.
4. Discussion

4.1 Develop a proper dietary intake plan and regularly monitor the players’ health condition

According to many sources, many NFL players consume uncontrolled diets during the off-season, leading to bad effects because the athletes’ physical condition will be closely related to their athletic status. Once their physical function and related levels decline, their athletic status will be greatly affected, letting them drag down the whole team’s athletic status [3].

Based on the above issues, we can develop a designated diet plan for players during the off-season to better maintain their health and help them not to continue their athletic performance after the off-season due to poor diet. In addition, it is not enough to have a diet plan, and we can monitor the players’ physical condition continuously during the off-season. Hence, they can maintain their physical condition; they can also have a random physical condition test to find out what they are not doing well and develop a suitable plan to help them maintain their physical condition. By doing this, the players will be able to control their physical condition, such as weight and physical fitness, very well [4].

4.2 Conduct random drug screening of athletes and develop corresponding punishment strategies

In addition, the use of banned substances is not allowed in the game, but the fact that this situation is repeatedly prohibited tells us that it is time to take some action. In the arena, many players obtain many banned substances such as diuretics and blockers through various channels to perform better and score more points. This is extremely unfair to players who are not taking these drugs, and action must be taken to stop this behavior.

From this point of view, we should develop a reasonable control strategy to help the staff to enforce the regulations better. In addition, we need to test every player for random drug levels in their bodies to help the league reduce the number of players who dope and to suspend players who test for doping residues, etc. By doing this, it ensures that most players will not have to go through special means to ensure that they can pass routine drug tests. This is because, in the case of various unannounced tests, they can better detect when players are unprepared to test their bodies for residual levels of euphoric drugs.

4.3 Strict monitoring of players’ behavior and establishment of rules to deal with violations

As we all know, a player’s behavior often represents the spirit of a team, which means monitoring their behavior is necessary. Some players may act irrationally in special situations, such as assaulting police officers, hurting innocent people, and violating the rules by using drugs. This type of behavior can have many negative effects on a team and sometimes lead to the destruction of a team. And this is the last thing a team wants. For instance, in 1977--Miami Dolphins Don Reese and Randy Crowder were imprisoned for a year for selling cocaine.

For those reasons, several possible ways for the NFL organizers. The league could establish a policy that defines temporary suspensions or even lifetime bans for players who violate the rules or have a negative impact on their teams or even the league as a whole. The league can also use these bad players as examples to warn the league players when necessary. One can also start regular teaching and reminder sessions with players to ensure that they make fewer such mistakes and to help them better manage their image in front of the public.

4.4 Strictly monitor the wearing of protective equipment to players and provide higher specification protective gear

Today, many players sacrifice their safety in the pursuit of ultimate speed, often by not wearing certain protective gear for these purposes, which is extremely important for protecting critical areas of their body. When they need to do something extremely harmful and dangerous on the field, the lack of protective equipment will cause many serious injuries, such as fractures, torn ligaments, etc.
For this reason, the NFL can make it mandatory for these players to wear the necessary protective gear to ensure their physical safety status by enacting regulations. In addition, for those players who want to muddle through, the coaching staff and referees can be allowed to conduct pregame checks. In contrast, those who repeatedly fail to listen to the advice of the players can be suspended for a certain period. After making it mandatory for these players to wear enough pads to ensure they can get on the field without any problems, helping them improve their safety because safety is the first rule.

The Super Bowl is known as the “Oscar of advertising” by the American advertising industry. It is probably the only sporting event in the world that can be called “advertising first and sports second”. Advertisers in the super bowl are at pains. Generally, they were advertising big screen debut, is each big brand for the super bowl “custom-made” new AD, for the audience, has the greatly strengthened the newness, ornamental and attractive. They tend to prepare many versions of the same products, but each AD version in the super bowl is broadcast only once. This leads to many of the audience choosing the time to go to the bathroom in the game or transaction, the advertising slots on time to watch. 2005 advertising age, according to a survey of more than half of the audience to watch advertising as the main purpose, nearly 60% of people will work in after the game time to discuss in the super bowl of advertising, while the number of people talking about game less than half [5-7].

The advertisements in the Super Bowl are different from the previous TV advertisements, which show the overall effect of film and television. First, they have mind-shocking elements, such as a father’s love, pets, hometown, etc. General brands play their emotional cards through these elements so that the products are more down-to-earth and easily remembered by the audience. Second, advertising is a way of using film and television production. The “advertising” is not only to promote products and be able to tell a story of a “micro movie”, many brands in the advertising time only at last in their brand or product. The rest of the time is presented in a story, and this story through professional packaging and production team, fits well with the brands, Bringing about the unexpected effect. Third, advertising creative is outstanding, keep up with the trend of The Times, in an age of “fast food consumption”, what kind of advertising can all remember. Accurately grasp the brand advantages, seize the “popular”, relies on the idea of a good, super bowl advertising mostly with joyful tone is given priority to, narrative strategy to produce emotional resonance with the audience as much as possible, to achieve the final dissemination effect [8].

Sports games on TV are the main means of communication. The super bowl is not exceptional also. Every year has rights to television for dozens of hours of uninterrupted broadcast live, along with the advance in technology and means, sports broadcast more and more specialization, flight reservation, pay attention to detail and action the embodiment of the humanities. At the same time, it is not difficult to find that the arrival of the new media era makes the broadcasting marketing means of the games more diversified, and the integration of the old and new media makes more people participate in the sports feast.

Video sites and social media have become the new media platforms for Super Bowl marketing. Not everyone has enough time to watch the entire Super Bowl broadcast, and not everyone “passes” the Super Bowl commercials, so many people log on to YouTube after the game to watch the video and commercials. This makes YouTube and advertisers see the communication opportunities of video websites. YouTube chooses to create the Super Bowl “YouTube Halftime Show” to attract viewers’ eyeballs and increase awareness and clicks. At the same time, advertisers aim to create some more down-to-earth commercials for YouTube audiences. Gain goodwill and recognition from the audience. At the same time, Twitter and Facebook, two major social platforms, also become the marketing positions of the Super Bowl. They pay attention to the event, make topic pages for fans to discuss, seize the needs of fans, set off the Super Bowl discussion craze, and improve their influence to get more advertising sponsorship [9-10].
5. Conclusion

5.1 Conclusion of key findings

All the information in Part Three shows the questions we find about the NFL Super Bowl, and the information in Part Four shows the possible solutions to the questions in Part Three. We can see that those solutions might be useful for the Managers of the NFL. If they use those solutions, the Super Bowl and the Playoff of the NFL will be much better than before. And they can expand the scope of their game and influence by being known in the United States and worldwide.

5.2 Research significance

For the part of the business value, we can see that the value of the NFL is about 132 billion dollars, which is an extremely large commercial value of sports, which means that the business potential of the sport is huge. This is extremely beneficial to NFL officials worldwide because they have a solid economic base. This will certainly help them promote themselves quickly and help them better solve some of the problems within the league. After solving these problems, investors in other countries and regions will have a better first impression of the NFL, allowing them to attract investors better and increase their market share.

As we did with this research paper, we hope that by addressing some of the NFL’s problems, we can improve the league and get more people involved.

5.3 Limitations

For this essay, we found that the methods have some limitations. The materials we found on the internet are most secondary data, and we lack the use of primary data. This may result in the information we use not being completely correct and can lead to some bias in understanding, which is what we are missing in this paper. In the future, we can solve this problem through field visits or some other ways.

References