

Reinventing soccer communication with GenZers in Spain: The case of the King's League

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Abstract

This article presents a summary view of a much broader work that tries to argue that the success of the Spanish Kings League is based on a new style of communication with its core audience, mainly GenZers, based on a new set of rules and style of communication that can be defined as sportainment. Compared to its main competition, LaLiga, the Kings League is played with more rules that promote spectacle and are less focused on sport and identity. For this work, the researchers interviewed 272 people from different locations in Spain, between 16 and 36 years old, who confirmed that the gamified orientation of the games and the communication style of those responsible for the Kings League (always available for free on Twitch, with a strong backstage component, with a high presence of young influencers and youtubers, spontaneous and absent of formalisms) was much more suitable for building a relationship with this age target and may set a trend in the future of professional sports leagues.

Subject Areas: *Consumer Behaviour, Cross-cultural and International Marketing, Marketing Strategy, Organization Relationships, Sports Marketing*

Track: Digital Marketing & Social Media