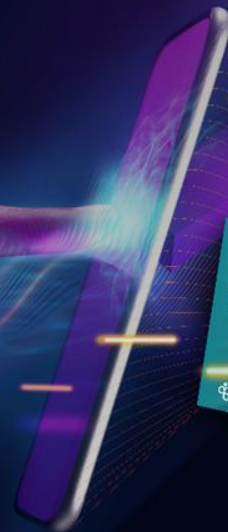


# Winning Marketing Strategies To Capitalize on Female Fans & Women's Sports



A photograph of four young adults (two men and two women) sitting on a couch, cheering enthusiastically with their mouths open and fists clenched. One woman is holding a football. The background is a simple indoor setting with a plant.

**ABX** Advertising Benchmark Index 

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Ads that Resonated with Women would have Improved ROI

# MARK YOUR CALENDARS

**5/7**

**SEEHER CREATIVE  
BEST PRACTICES**

*AT ANA'S BRAND MASTERS /  
REVOLUTIONARIES CONFERENCE*

**10/15**

**SEEHER  
NEW YORK  
ADWEEK  
GATHERING**

**12/2**

**SEEHER  
YEAR-END  
GATHERING**  
*HOSTED BY OMG*

**10/6-10/8**

**ANA MULTICULTURAL AND INCLUSIVE  
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*IN CARLSBAD, CA*

**10/21-10/24**

**ANA MASTERS OF MARKETING CONFERENCE  
SEEHER IN HEALTH SESSION  
SEEHER IN SPORTS SESSION**  
*IN ORLANDO, FL*

**SEEHER ANA**





# SeeHer Mission:

SeeHer is committed to increasing the representation and accurate portrayal of all women and girls to drive business growth in the global marketing and media ecosystem, now and for generations to come.



# Embedding Gender Equality in Media, Marketing, Advertising & Entertainment



**SEEHER ANA**

\*Multiple membership options available from Global to Supporter; Marketing Essential Toolkit adjusts by level.



**ABX** Advertising  
Benchmark Index **SEEHER ANA**

Pioneering Partners

Of

**GEM®**

**The Global Gold Standard  
For Measuring the  
Effectiveness Of Portrayals In Advertising**

# Today's Agenda

Strategic insights into what's working, what's not, and how to leverage the power of female fandom, advertising portrayals, and branded storytelling in women's sports to drive impact.

- 1 Audience:** Female sports fans drive ROI
- 2 Advertising:** Character portrayals and themes to complement your brand
- 3 Alignment:** Women's Sports & storytelling from women's perspectives



# The ABX Solution



Gary Getto, President

Powered by a global syndicated database of newly launched in-market ads tested (500,000+) for their effectiveness — coupled with robust consumer and audience insights — we deliver the start-to-finish custom insights creative teams need to dramatically increase advertising impact and to make real-time informed decisions every step of the way.

# STRATEGY 1:

## Maximize Your Opportunity With Female Fans to Drive Growth

POLL  
QUESTION

What % of ads in the live  
Super Bowl broadcast  
featured women?

# Resonating With Female Fans Could Have Improved Super Bowl Ad Effectiveness & ROI

Overall Effectiveness: ABX Score

# 52%

of Super Bowl ads  
delivered below average ad  
effectiveness (ABX index)  
scores

Effectiveness of Portrayals: GEM® Score

# 51%

of Super Bowl ads performed  
below the norm for female  
portrayals, although 81% of  
ads featured women (-10 pts  
vs. 2024)

Brand KPI's: Purchase Intent

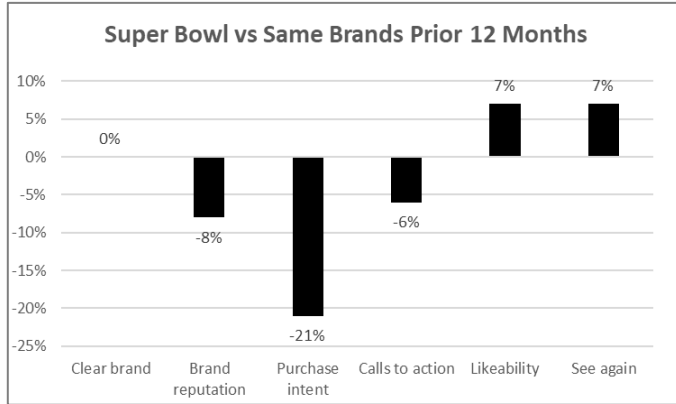
# +15%

Calls to action (website visits,  
search, recommendations,  
purchase) were higher for  
Super Bowl advertisers who  
accurately portrayed women  
vs. those who did not





# Super Bowl Advertisers Could Have Increased Brand Reputation, Purchase Intent & Calls To Action By Appealing to Women



**Clear brand:** Clear which brand is being advertised

**Brand reputation:** Feel better, worse, no different about the brand after being exposed to the ad

**Purchase intent:** As a result of seeing this ad, intend to purchase

**Calls to Action:** As a result of seeing this ad, any of six actions are taken

**Likeability:** Like this ad based on a 10-point scale

**See Again:** I would be willing to see this ad again

For every point of improvement of GEM<sup>®</sup> Super Bowl advertisers saw:

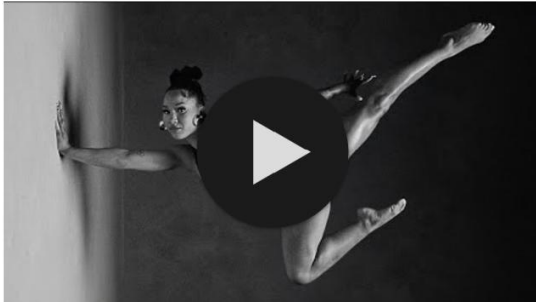
**+70%** Brand reputation

**+25%** Call-to-Action

**+15%** Purchase Intent

Overall purchase intent for female viewers was well below that of male viewers (124 index vs 87 index)

# Top 3 Highest GEM® Scoring 2025 Super Bowl Ads



# How To Resonate With Female Fans



NFL's Flag 50 creative was a top ad among women.

# STRATEGY 2:

Leverage **Celeb-Athletes and Women**  
**In Athletic Roles/Portrayals To**  
Complement Your Brand



POLL  
QUESTION

Which brand do you think does  
a good job using celeb-  
athletes to complement their  
brand in their ads?

# Creative Effectiveness of Female Athlete/Sports Themed Ads

Like many “celebrity-featured” ads, incorporating female athletes generates strong scores for portrayal, but can miss the mark in making the brand the star of the show

Brands, like Bose, have found the correct balance

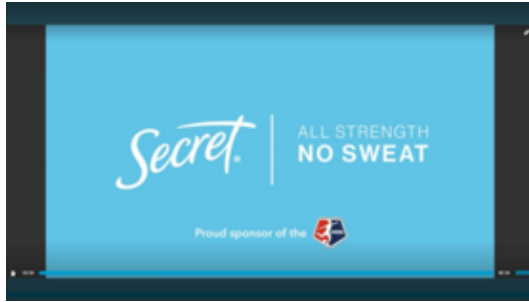
	Female Sports	ABX Norms
ABX Index	103	109
Gender Index Female	112	101
Gender Index Male	100	102
Clear Brand	101	104
Message Delivery	102	112
Reputation	120	119
Any Action	102	108
Like	116	116

Significantly above norm at the 95% confidence level

Significantly below norm at the 95% confidence level

	Bose	
	Female Sports	All
ABX Index	107	104
Gender Index Female	110	98
Gender Index Male	104	104
Clear Brand	104	103
Message Delivery	104	103
Reputation	122	107
Any Action	109	106
Like	132	115

# Three Successful Approaches To Female Athlete/ Sports –Themed Portrayals



Athletic Roles



Celeb-Athlete



Counter stereotypical  
Sports Roles

# Improve Creative Effectiveness For Ads With GEM® Positive Female Athletes Portrayals



Optimize creative by complementing high GEM® scoring portrayals with branding.



# STRATEGY 3:

Capitalize On Premium  
Environments and Enhanced  
Storytelling As Engagement Driver

DISCUSSION  
QUESTION

Which male sporting event do you think has done the best job of adapting or enhancing their storytelling with women in mind?

# Even Women's Sports Are Not Attracting Women to the Extent They Could

Did you know.....

Men are more likely to watch women's sports at both the collegiate and professional level?

Only  
**26%**

Women who feel that the sports industry has made a lot of progress with being more inclusive of women

Source: dentsu + SeeHer Global Perceptions of Progress Study

## RESEARCH

Women make up **40%** of all athletes.



The lack of representation of female sports role models is a significant reason why girls drop out of sports at **twice** the rate of boys.



**96%** of female C-Suite executives played sports.



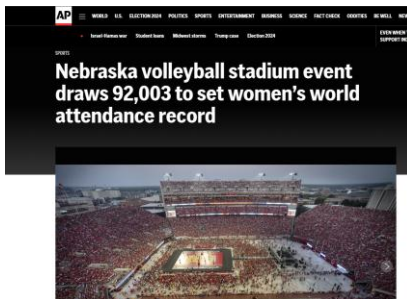
## ATTENDANCE/VISIBILITY

### The Power of Fandom

**\$471B:** Purchasing power of WNBA's fanbase.



World record for the largest attendance at a women's sporting event.



## OPPORTUNITY

Women's sports media coverage is estimated to grow to **20%** in 2025.



**"Everyone watches women sports"** merch generated \$6M in revenue.



Travis Kelce's jersey "saw a nearly **400% spike in sales** throughout the Fanatics network of sites, including NFLShop.com.

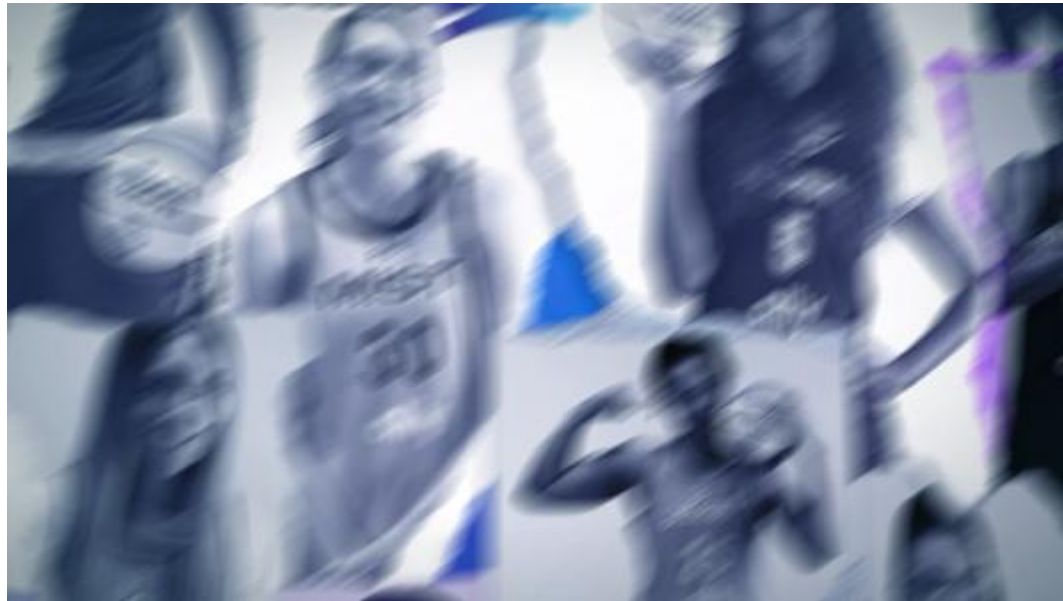




# Enhance Storytelling Through Women Behind The Camera



# 'Unrivaled' Women Behind The Camera



Women telling the stories of other women  
can enhance storytelling.



**Aziza Fullerton-Brubaker** • 1st  
Sports Marketing Coordinator | Project Manager | Producer | Talent Manager | ...  
1mo • Edited • 0

Growing up, I was inspired by the power of sports - how they unite people, tell incredible stories, and create lasting moments. Now, I'm fortunate to play a role in bringing those stories to life.

I had the opportunity to produce the NBA on TNT & NBA TV room at the Dallas Mavericks Media Day, playing an integral role in our season-long campaigns, 'Unforgettable' and 'I Love This Game'. I also helped shape the storytelling for Unrivaled, a first-of-its-kind professional women's basketball league, by producing at Media Day.

I've had the opportunity to work on the production of the NBA TV Playoff Image Campaign, participate in the TruTV 'Above the Fold' with Jemele Hill promo, and contribute to Unrivaled's Live Studio Show as part of the Research Team (and produce elements that run within the show). In addition to these projects, I've handled everything that comes with project managing the properties: NBA TV (2022-2024), NBA on TNT (2024-2025), and now Unrivaled.

As we continue to champion the voices of women in sports, I hope I serve as a reminder of just how much representation matters. I'm grateful to be a part of the movement pushing the game forward, but let us always remember that amplifying women's voices and stories is not just important, it's necessary! Today, we celebrate the TRAILBLAZERS - the women who paved the way and those who continue to break barriers. We don't got next, we got NOW! Happy National Girls & Women in Sports Day.

#NGWSD #WomenInSports #NBAonTNT #NBA TV #Unrivaled



# How To Align Your Brand With Women's Sports and Enhance Storytelling

- Lead with insights to elevate storytelling and resonate through the passions and multi-dimensionality of female fans
- Collaborate with women creators/ women behind the camera to bring new perspectives and authenticity to your stories
- Maximize premium environment, rights and partnerships to create innovative integrations

# Conclusion



**“SPORTS  
PROVIDES  
A BRAND  
SAFE  
ENVIRONMENT.”**







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