

# TENDENCIAS DE INVESTIGACIÓN EN COMUNICACIÓN AUDIOVISUAL

Libro de Resúmenes  
del I Congreso Internacional  
*Tendencias de Investigación en Comunicación*

Coord.  
**Santiago Mayorga Escalada**



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# REDEFINING SPONSOR INTERACTION: EXPLORING IMMERSIVE COMMUNICATION IN THE KINGS LEAGUE

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**Introduction:** Nowadays, traditional sports leagues are constantly seeking innovative ways to communicate with fans and enhance sponsor interaction. The rise of fast consumption and dynamic content formats has reshaped how fans engage with sports, prompting leagues to explore innovative communication strategies to stay attractive. One such example is the football Kings League, founded by the professional footballer Gerard Pique, who has stood out for pioneering dynamic formats and immersive experiences to engage fans and improve bonding ties with sponsors. Moreover, the league's innovative approach extends beyond traditional boundaries by leveraging celebrity endorsements from various domains, thereby attracting new audiences to the sports arena. This scenario provides a baseline for investigating how the Kings League is reshaping sports communication in response to changing dynamics of fan engagement.

**Objectives:** Examine the innovative approaches the Kings League uses to engage fans and develop sponsorship relationships through dynamic formats and immersive experiences.

Evaluate the effectiveness of dynamic formats and immersive experiences in capturing audience attention and building strong fan relationships.

Compare the communication strategies of the Kings League and traditional sports leagues such as La Liga, identifying differences and similarities in approaches to fan engagement and working with sponsors.

**Methodology:** For this qualitative study, document analysis will be employed as the primary methodological approach. The study involves a

systematic review and interpretation of textual data extracted from official league documents such as reports, press releases, marketing materials, broadcasting channels taken from the official websites and social media platforms of the Kings League and La Liga.

**Results:** The preliminary results describe an extraordinarily innovative communication strategy developed in at least four directions. Firstly, due to the selection of marketing communication tools, integrated public relations stands out, characterized by transmediality and hybridization of messages. Secondly, the prominence of social channels is appreciated, particularly Twitch. Thirdly, there has been a drastic change in the prescribers and opinion leaders who have become internet celebrities, such as Ibai Llanos. Finally, there is also greater access to a younger audience (Generation Z and Alpha) interacting with the content.

**Discussion:** The comparative analysis of the results reveals substantial differences between the communication strategies developed by the Kings League and La Liga. Although innovative and current elements exist in La Liga's communication, the Kings League stands out for its 360° communication in digital media and for creating a new communication model.

**Conclusions:** Among the conclusions, the idea that the communication strategy has been a critical element in the idea of the Kings League's football business model stands out. This strategy has opened doors to a new collaboration framework with new sponsors and new segments of the target audience. Given its recent creation, it is still early to predict its viability, especially in a media environment immersed in accelerated and continuous change.

## **PALABRAS CLAVE**

ENDORSEMENT, KINGS LEAGUE, PUBLIC RELATIONS, SOCIAL MEDIA, SPONSORSHIP