



T. SWIFT and T. Kelce

A MATCH MADE IN MARKETING HEAVEN?

Earlier this month, Travis Kelce reached out to Taylor Swift and 'put the ball in her court' by inviting her to a KC Chiefs game. It appears as though Taylor 'received' the invitation positively and Travis 'scored a touchdown' when she came to the Chiefs vs. Bears game on Sunday, Sept 24.

Taylor was seen sitting in the box with Donna Kelce during the game wearing 'red' and was seen leaving the stadium after the game with Travis. The pair were then seen driving around KC in a 'getaway car.' Kansas City residents responded quickly by creating many memes to commemorate the occasion – they hope their memes don't become another 'picture to burn.'

Less than 24 hours after the game, Kelce's jersey sales skyrocketed. "Yesterday, Travis Kelce was one of the top 5 selling NFL players and saw a nearly 400% spike in sales throughout the Fanatics network of sites, including NFLShop.com," Fanatics told TMZ Sports.

ANALYSIS

In a Word document, answer the following questions in complete sentences. Remember to restate the question and include marketing terms we've used this year.

1. Why do you think that the news of Taylor Swift and Travis Kelce spending time together has captivated social media?
2. What role do Swift and Kelce's extensive fanbases play in the social media frenzy?
3. Kelce saw a 400% spike in sales in less than 24 hours. Identify one way that Taylor Swift could track an increase in her popularity after the game.
4. What are the risks for the reputations of Taylor and Travis if they decide they 'should've said no' and have 'bad blood' as a result?
5. Should people care this much about the potential love life of two multi-millionaires?