



THE BRAND GAMES AT THE OLYMPICS

Between the fans, brands and competition – learn how to connect with Olympics enthusiasts everywhere.

WHAT'S INSIDE:

- ▶ Rio 2016: by the Numbers
- ▶ New Social Rules
- ▶ Olympics Enthusiasts
- ▶ Gold-Winning Strategies



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CULTURAL RELEVANCE OF THE GAMES

There's no major global event that inspires, entertains and brings together nations from all over the world in celebration of athleticism and culture quite like the Olympics. But for decades, the "brand games" at the Olympics have been all about exclusivity. Official sponsors were the only brands permitted to take part in the global conversation around the games, which meant paying millions of dollars for the privilege of using the words "Olympian" or "Gold, Silver and Bronze" in promotional communications.

Historically, the average Olympic sponsorship budget could range from \$12 million to \$15 million for short-term deals, to as high as \$87 million for TOP sponsorship rights. Despite the costly investment, brands are still willing to spend millions of budget dollars for the chance to connect with this highly engaged audience.

This year, people will have an unprecedented level of access to the Olympics and surrounding events. The International Olympic Committee (IOC) has relaxed their position on Rule 40, essentially lifting the shroud of exclusivity around the games and making the Olympic experience for brands, athletes and fans that much more inclusive.

RECENT DEVELOPMENTS IN OLYMPICS PROMOTIONS MEAN PAYING STEEP OFFICIAL SPONSORSHIP FEES IS NO LONGER THE ONLY WAY TO REACH THIS COVETED AUDIENCE.

IMPACT: RELAXING OF RULE 40:

Prior to the change, athletes were forbidden to mention or reference a corporate entity that was not an official Olympic sponsor on TV, in social media posts, in print interviews or any other communications medium. For the 2016 games, the IOC has greatly reduced the limitations on athletes and delegates of the national Olympic committees—resulting in much greater freedom for athlete self-expression.

(SOURCE: SBD)

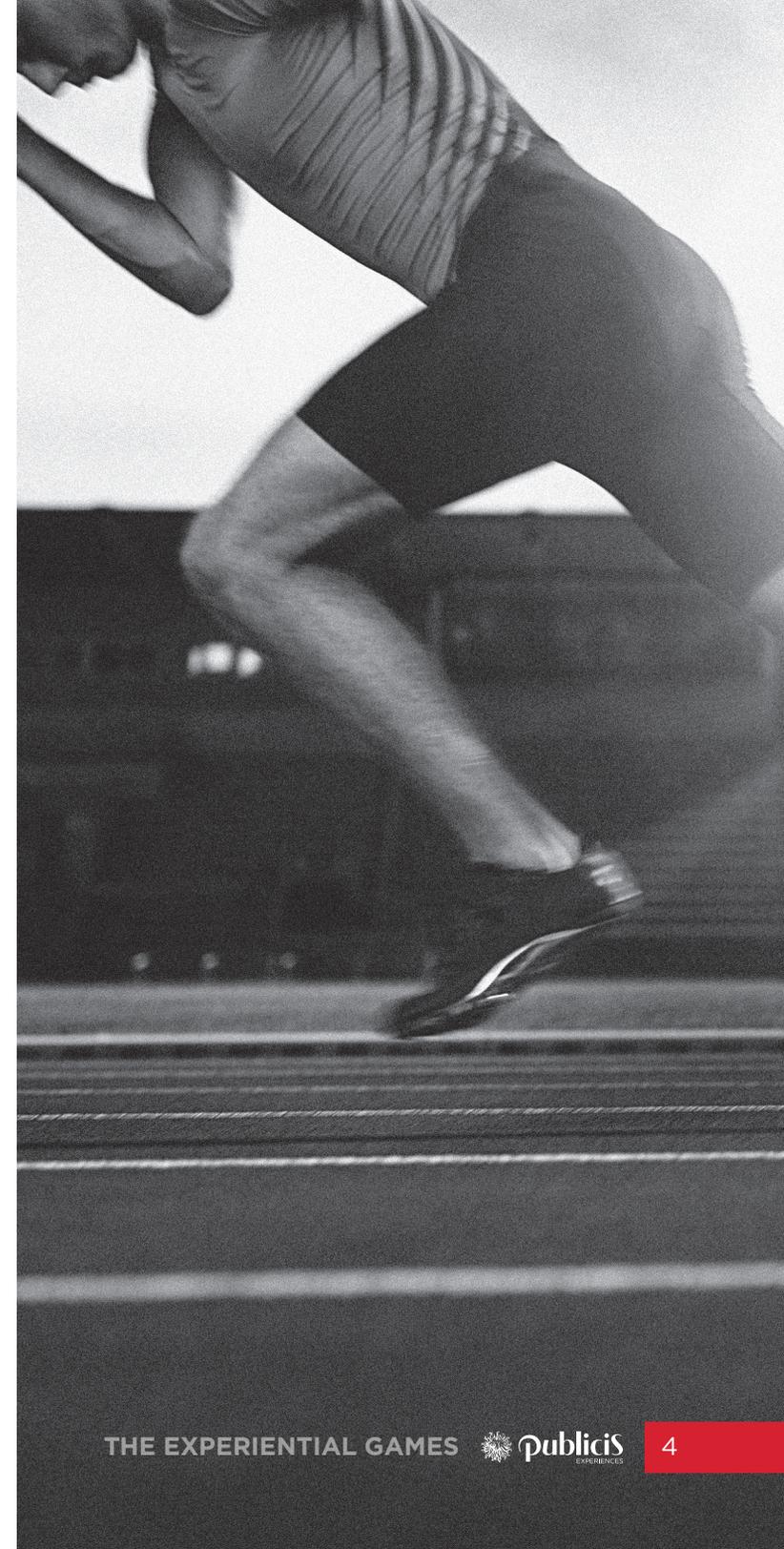


CULTURAL RELEVANCE OF THE GAMES

Combined with new media including social apps like Snapchat and Periscope, the relaxing of Rule 40 has major implications for how we'll experience the Olympics both as marketers and consumers.

Whether brands choose to be an official sponsor, or simply want to take part in the conversation, the key to a standout Olympics campaign is identifying the most relevant way for your brand to engage the audience at hand.

For the first time, fans, athletes and brands will be able to engage in conversations with more freedom to express themselves and share their experiences. As we gear up for this year's Olympics, let's take a closer look at the Rio games and its audience, the new social landscape brands must play in, and compare the many strategies brands use to stand out.



RIO 2016: BY THE NUMBERS



45,000
VOLUNTEERS



7.5
MILLION TICKETS
FOR ATTENDEES



17
DAYS



206
COUNTRIES



32
COMPETITION VENUES
SPREAD ACROSS 4
REGIONS OF RIO

Deodoro
Maracaña
Barra
Copacabana



306
MEDAL EVENTS

136 women's
161 men's
9 mixed



6,500
EMPLOYEES



10,500
ATHLETES



85,000
OUTSOURCED
STAFF

(Source: Rio 2016)



NEW SOCIAL RULES

HOW TIMES HAVE CHANGED

Recent trends suggest that the upcoming Olympics in Rio will be the most social games ever. Olympic coverage will be inescapable: on TV, streaming on our mobile devices and in every corner of our newsfeeds – a constant of content posted by our friends, family, plus the brands and influencers we follow. We live in a time when technology is able to connect people on opposite ends of the earth, making the mission of the Olympics to unite the world even more possible.

Prior to 2016, the IOC had strict limitations on social media to protect their top-paying sponsors from potential conflicts. Athletes were only allowed to blog or tweet in first person about their journey, and most photos or video were for personal use only. This year, social media is removing the veil of exclusivity around the games, allowing people to experience the Olympics in an entirely new way. With Instagram and Snapchat, which weren't permitted in past years due to restrictions on audio and video, we'll finally have access to highly sought-after behind-the-scenes content and in real time.

For experiential, this opens up all new doors for two-way engagement. And not just for official sponsors – the rule change creates an opening for non-sponsors to enter the Olympic conversation when it is most relevant, even if they can't explicitly say "Olympics." In this new landscape, brands are able to participate in the cultural exchange that is the Olympics to initiate and sustain relationships with Olympics viewers everywhere.



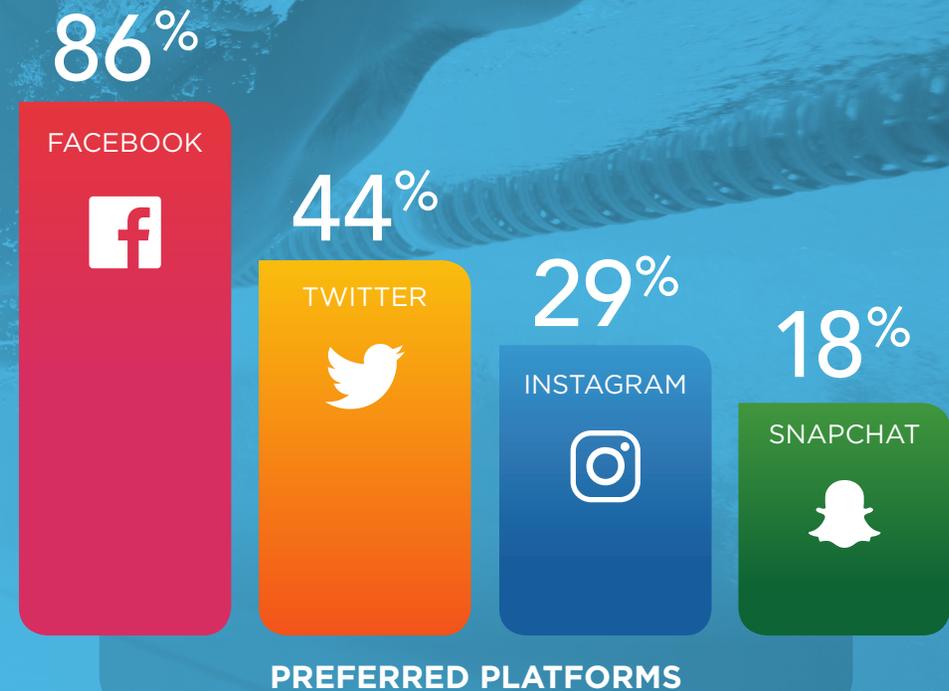
SOCIAL MEDIA USE DURING THE OLYMPICS

FACEBOOK IS THE LEADING PLATFORM FOR VOICING OLYMPIC REACTIONS ACROSS ALL ADULTS SURVEYED.

YOUNGER MILLENNIALS FAVOR EMERGING PLATFORMS LIKE SNAPCHAT AND INSTAGRAM.

- SNAPCHAT HAS MORE THAN 100 MILLION ACTIVE USERS.
- 32% OF YOUNGER MILLENNIAL VIEWERS (18-24) SAY THEY WILL SHARE OLYMPICS CONTENT ON SNAPCHAT VS. 19% OF OLDER MILLENNIALS (25-34).
- 12% OF VIEWERS OVER 35 SAY THEY WILL USE SNAPCHAT DURING THE OLYMPICS.

(Source: Crowdtap)



OLYMPIC ENTHUSIASTS

AUDIENCE IN FOCUS

Unlike any other event, the Olympics have the ability to transcend demographics, geography, language barriers, lifestyles and more. From avid sports fans, to people who don't typically follow sports at all, the Olympics appeal to an expansive and multifaceted assembly of audiences.

According to Scarborough data provided by Cox Media, viewers in the U.S. are a nearly split audience of male (44%) and female (56%), with **more than half landing in the age range of 25-54**. Even with different backgrounds and varying interests, this audience - the Olympics Enthusiasts - is connected by their shared passion for the events surrounding the games.

We've gathered a few key insights about this audience's preferences, based on a Crowdtap study that highlights their relationship to the games.

Olympics-viewing is an inherently social event.



57%
of viewers plan to host viewing parties at home.



84%
of viewers plan to tune in to the games on television.



2X
Males are 2x more likely to watch on computers, tablets and smartphones.

(Source: Crowdtap)

OLYMPIC ENTHUSIASTS AUDIENCE IN FOCUS

Viewers tune in for their favorite events, iconic ceremonies and unexpected moments.

56%

of viewers enjoy the Opening Ceremony over the Closing Ceremony, while 34% prefer the actual games.



Viewers overwhelmingly agree that the unexpected moments of the Olympics and the unique feeling of global sportsmanship are what make the games so special.

(Source: Crowdtap)

78%

of viewers favor the gymnastics events, followed by swimming (68%) and diving (54%).



Most viewers plan to catch recaps of events on the official Olympics site or on sports websites like ESPN. When it comes to catching up on social media reactions, Facebook wins.



OLYMPIC ENTHUSIASTS

AUDIENCE IN FOCUS

Millennials are 2x more interested in the cultural chatter that surrounds the games, such as human-interest stories and meme-worthy moments. Looking back at recent Olympics, a few iconic moments come to mind as trending topics.



MICHAEL PHELPS

became the most decorated Olympian in 2012.



SHAUN WHITE

debuted the Double McTwist 1260, an athletic skill that blew the minds of millions and won him gold.



USAIN BOLT,

the Olympic runner from Jamaica, became known as the fastest man on earth.



THE TECHNICAL MALFUNCTIONS

and other kinks during the 2014 Opening Ceremony amused fans everywhere, leading to several memes about the sketchiness that surrounded the Sochi Winter Games.



GABBY DOUGLAS

became a source of pride and motivation for future generations when she became the first black woman to win gold in group and solo gymnastics.



GYMNAST

MCKAYLA MARONEY

became a global sensation and popular meme for her “Not Impressed” face during the Beijing games.

(Source: Crowdtap)



GOLD-WINNING STRATEGIES

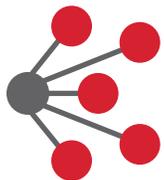
With so many new ways brands can join the Olympics global conversation, the time is right to evaluate which strategies will best connect you with Olympics Enthusiasts. We've shortlisted approaches and examples that stand out from the crowd. And the winners are:



**BRAND
RELEVANCE**



**EXCLUSIVE ACCESS ON
EMERGING PLATFORMS**



**CONSUMER
PARTICIPATION**



GOLD-WINNING STRATEGIES

BRAND RELEVANCE



Generate on-brand conversations by determining how your brand fits authentically into the Olympic narrative. There are endless angles to take on content with an event of this size. If there's no discernable link, it's probably better to stay out of the conversation rather than risk getting called out for gratuitously promoting your brand.

In Olympics years past, brands have favored strategies that feature the inspiring stories of athletes to motivate others to reach for their dreams, partner with high-profile Olympians and follow their journey, or focus on the universal trials and tribulations that are relatable to viewers - contributing to the unifying spirit of the games.

GOLD-WINNING STRATEGIES

BRAND RELEVANCE



P&G'S: "THANK YOU, MOM" CAMPAIGN

WHAT: Proctor & Gamble appealed to consumers everywhere with the emotional campaign, "Thank You, Mom," which featured montaged flashbacks of Olympic athletes from all over the world, growing up and practicing their sport with unconditional love and support from their mothers.

WHY IT WORKS: **It's a heart-warming campaign that every mother can relate to, even if her child isn't an Olympic athlete.**

(Image Source: Thank you, Mom by P&G Facebook Page)



Proud sponsor of Moms

GOLD-WINNING STRATEGIES

BRAND RELEVANCE



NIKE: FIND YOUR GREATNESS CAMPAIGN

WHAT: Nike used an ambush strategy to ride the momentum of the 2012 London Olympic games, without paying to be an official sponsor. The brand's "Find Your Greatness" campaign featured some of the best athletes outside of London to convey that greatness does not only live in one special place, but can exist anywhere.

WHY IT WORKS: Nike found a clever loophole that allowed them to cash in on the cultural relevance of the games without paying the hefty sponsorship fees.

(Image Source: The Inspiration Room)



FIND YOUR GREATNESS.

SOMEHOW WE'VE COME TO BELIEVE THAT GREATNESS IS ONLY FOR THE CHOSEN FEW, FOR THE SUPERSTARS. THE TRUTH IS, GREATNESS IS FOR US ALL. THIS IS NOT ABOUT LOWERING EXPECTATIONS; IT'S ABOUT RAISING THEM FOR EVERY LAST ONE OF US. GREATNESS IS NOT IN ONE SPECIAL PLACE, AND IT'S NOT IN ONE SPECIAL PERSON. GREATNESS IS WHEREVER SOMEBODY IS TRYING TO FIND IT.

FIND YOUR GREATNESS.





GOLD-WINNING STRATEGIES EMERGING PLATFORMS



If your target audience is predominately Millennials, it makes a lot of strategic sense to include social media platforms like Instagram and Snapchat in your marketing mix, especially for large cultural events. The nature of these new storytelling platforms allow brands to curate exclusive content, grant users access and a personal window into your world.

NBC recently announced that they are partnering with Snapchat to show highlights from the 2016 Olympic Games in Rio, which signals that the platform is going to show up at the games in a big way. As the third most popular social app among 18-34-year-olds, Snapchat and similar social apps are a new and interesting way to interact with fans and let your brand's personality shine.



GOLD-WINNING STRATEGIES EMERGING PLATFORMS



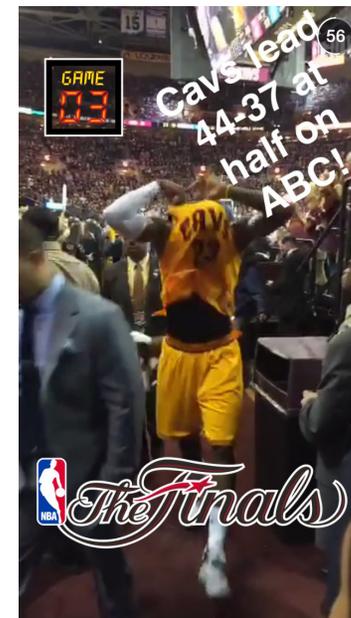
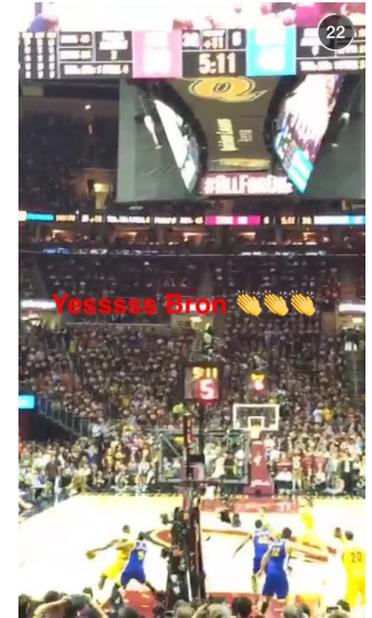
SNAPCHAT LIVE STORIES - HIGHLIGHTS FROM THE 2016 NBA PLAYOFFS

WHAT: Every match-up during the 2016 NBA Playoffs has had its own Snapchat Live Story. Fans and followers get to see exclusive, behind-the-scenes clips of the games, like players warming up before the opening tip and views of screaming fans from the stands. Major events like music festivals, sporting events, conferences or other cultural events are the perfect pairing for Snapchat's Live Story feature. Individual users who are attending the event within a geofenced area can submit their own videos and snaps to create a more comprehensive picture of what's going on from multiple vantage points. People following along on their phones get a sneak peek at what's happening behind closed doors, opening up the experience to everyone with the app.

WHY IT WORKS:

**It's the first true crowd-sourced reporting,
and changes the way we cover events.**

(Image Source: Wojdylo Social Media)



GOLD-WINNING STRATEGIES

EMERGING PLATFORMS



COCA-COLA & PERISCOPE AT THE SPECIAL OLYMPICS

WHAT:

In 2015, Coca-Cola launched on Periscope to broadcast the Special Olympics World Games and share behind-the-scenes content. CEO Muhtar Kent shared his experience at the games, from carrying the torch during the Law Enforcement Torch Run, to his participation in the Unified Badminton competition. The entire match was captured on Periscope, and fans around the world watched and cheered, as the leader of Coca-Cola became a leader for Unified Sports.

WHY IT WORKS:

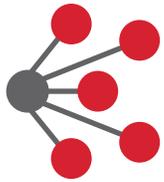
This was the brand's first time experimenting with the platform. With the Periscope livestreams, fans got an insider look at Coca-Cola's experience at The Special Olympics, and brought people much closer to the brand. It was a new way for Coca-Cola to engage their followers, and fit in with their larger communication strategy seamlessly.

(Image Source: CocaCola Unbottled)

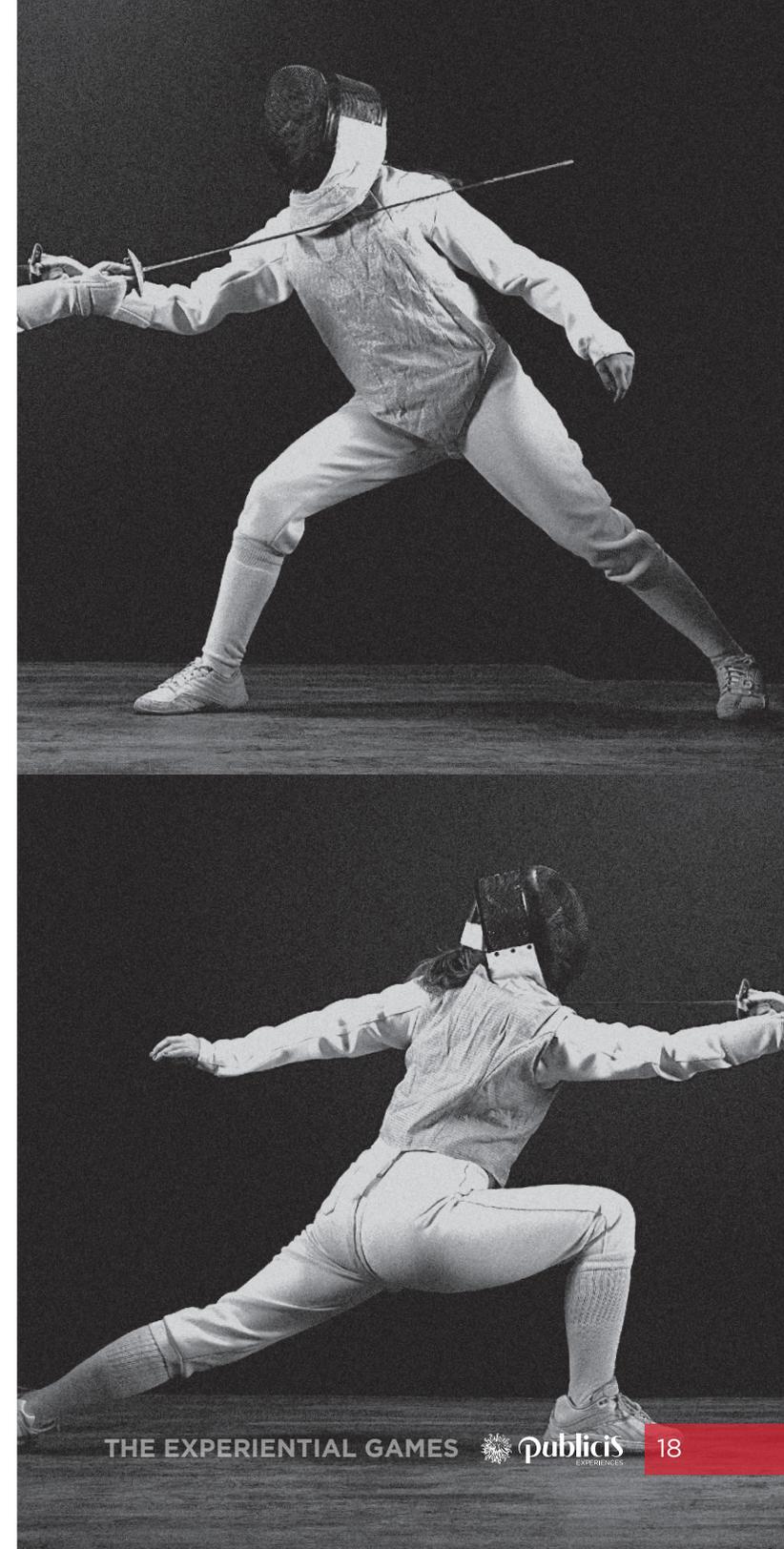




GOLD-WINNING CONSUMER PARTICIPATION



Create content that sparks participation from your audience, as that is the quickest way to initiate and strengthen your relationship with them. Social media has opened up new avenues and opportunities for two-way engagement, but your content has to be interesting enough for people to want to interact with it. Content for events such as these should be user-centric, created in people's interest and designed to relate back to the brand without overtly selling.



GOLD-WINNING CONSUMER PARTICIPATION



SAMSUNG'S "BIG CHEER" CAMPAIGN AT THE OLYMPICS

WHAT: Samsung invited fans to relive the excitement of the 70-day Torch Relay by encouraging them to tag themselves in massive, high-resolution crowd shots taken at the Samsung evening celebrations. The photos of people cheering along the Torch Relay route were posted online, where evidence of the experience could be accessed long after the event.

WHY IT WORKS: Fans were able to mark their place in Olympic history, simply by tagging themselves in a photo accessible globally.

(Image Source: Storify - The Samsung Big Cheer)



Ear to the Ground
@eartotheound

Follow

20,000 people came to see the our Samsung Big Cheer at the #OlympicTorchRelay in Reading last night #marketing
twitpic.com/a6ft4o

7:46 AM - 11 Jul 2012



Alex Partridge ✓
@2012parters

Follow

Were you in Oxford 4 yesterday's #olympictorchrelay celebrations? Tag yourself in the Samsung Big Cheer photo -<http://samsung.com/bigcheer>

6:23 AM - 10 Jul 2012



GOLD-WINNING CONSUMER PARTICIPATION



GATORADE'S CELEBRATORY LENS ON SNAPCHAT DURING SUPER BOWL 50

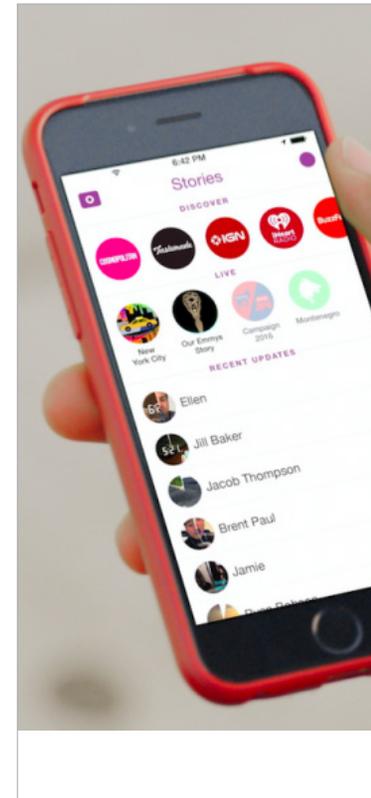
WHAT:

Gatorade partnered with Snapchat to create an interactive, Super Bowl-themed lens that invited users to bathe themselves in Gatorade. For those uninitiated, a Snapchat lens is a creative filter for your selfies, created using facial recognition technology.

WHY IT WORKS:

The sponsored lens was a fun and authentic association to the Super Bowl. Users understood the connection instantly and embraced it by sharing with their friends.

(Image Source: International Business Times)





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