
LONDON 2012 ACTIVATION > FROM BRAND TO CONSUMER



THIS IS FOR EVERYONE

CONTAGIOUS NOW/NEXT/WHY PRESENTATION

ACTIVATIVE

From Brand Benefits To Consumer Experience

The Olympic Games 'Marketing Strategy Journey' from London 1948 to London 2012



Did Ubiquitous Star Ad Avalanche Cut Through



Official partner of the Olympic and Paralympic Games

It's what's inside that counts.

BP Fuels protect against the build up of harmful deposits in the heart of your car: the engine. BP Ultimate takes it to the next level, actually removing older deposits to maximise performance. So it's no surprise our fuels will be powering the official London 2012 vehicles.

BP Fuels. Looking after the heart of your car.


TEAM GB
OFFICIAL PARTNER

Jessica Ennis
World and European
Heptathlon Champion



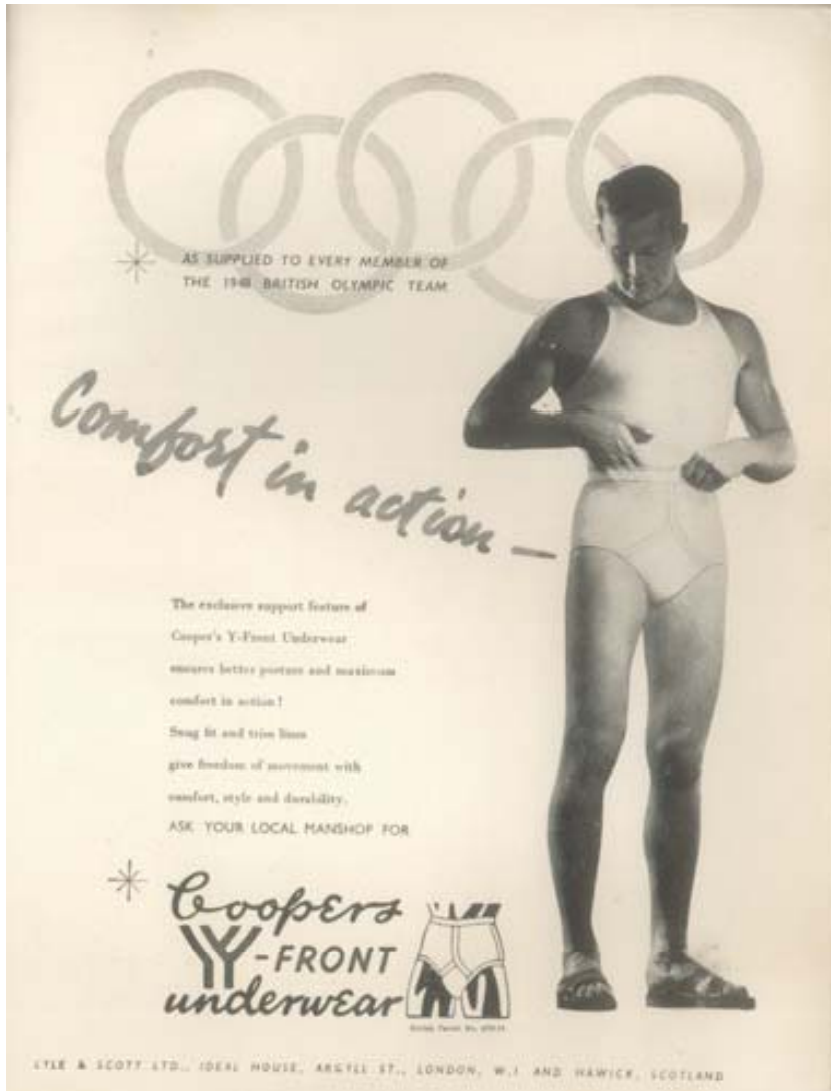
To say a big thanks for being with us, I, Richard Branson, will be doubling your broadband speed from up to

50Mb



Virgin media
Keep up

'48 Ads Also Product Benefit & Awareness Led



AS SUPPLIED TO EVERY MEMBER OF
THE 1948 BRITISH OLYMPIC TEAM

Comfort in action

The exclusive support feature of
Cooper's Y-Front Underwear
ensures better posture and maximum
comfort in action!

Snug fit and trim lines
give freedom of movement with
comfort, style and durability.

ASK YOUR LOCAL MERCHANT FOR

Cooper's
Y-FRONT
underwear

LYLE & SCOTT LTD., IDEAL HOUSE, ARKELL ST., LONDON, W.1 AND HAWICK, SCOTLAND



Ovaltine
at the
OLYMPIC GAMES

AT the last three Olympic Games—those at Los Angeles in 1932, Berlin in 1936, and London in 1948—"Ovaltine" was used in the training camps of all the competing national teams. The following two extracts are given from many letters received:

"I have found 'Ovaltine' the greatest help to American athletes."

"The successes which the team obtained prove that 'Ovaltine' enabled them to be in excellent form."

Prepared from Nature's finest foods, delicious "Ovaltine" helps to build up that high degree of physical fitness, stamina and endurance which is all-important to success in vigorous sports and games.

"Ovaltine" is known as "Ovomaltine" in some countries.

OVALTINE FOR STRENGTH, ENERGY & ENDURANCE

'08 Ads Still Led By Brand/Benefit/Awareness

Cheer for China

McDonald's and 2008 Beijing Olympic

“McDonald's 'I'm Loving It' marketing slogan has the highest consumer awareness of any company ad message in the world and our Beijing 2008 sponsorship activation aims to ensure we have this level of awareness in China, across Asia and around the world

Mary Dillon McDonald's Global Marketing Chief

'12 Focus Switches To Consumer Experience

“For Olympic sponsors there’s a shift from ‘awareness’ to ‘engagement’.

Beijing’s key partner strategy was led by ‘here we are and here’s what we do’ awareness.

In London the approach was ‘here’s how we can add value to your lives and enhance your experience’ if you engage with us.

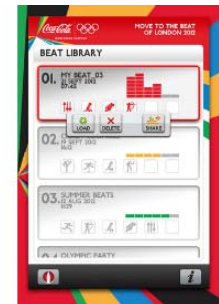
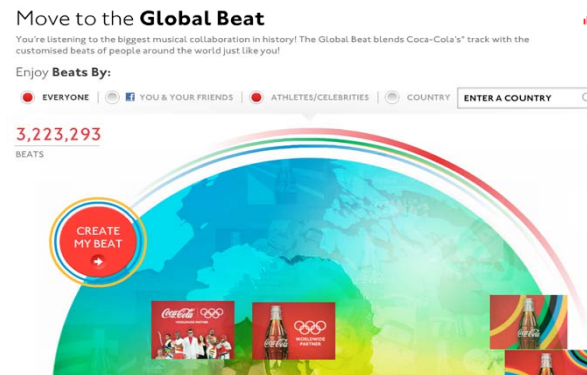
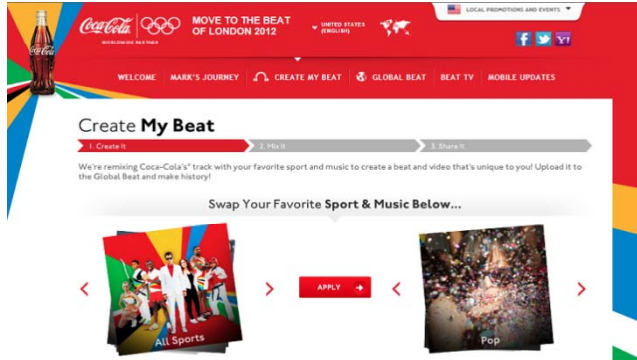
It’s a whole new consumer-centric strategy.”

Timo Lumme, TV & Marketing Director, IOC

Beijing To London Sees A Strategic Revolution From 'brand creative' to 'consumer experience'



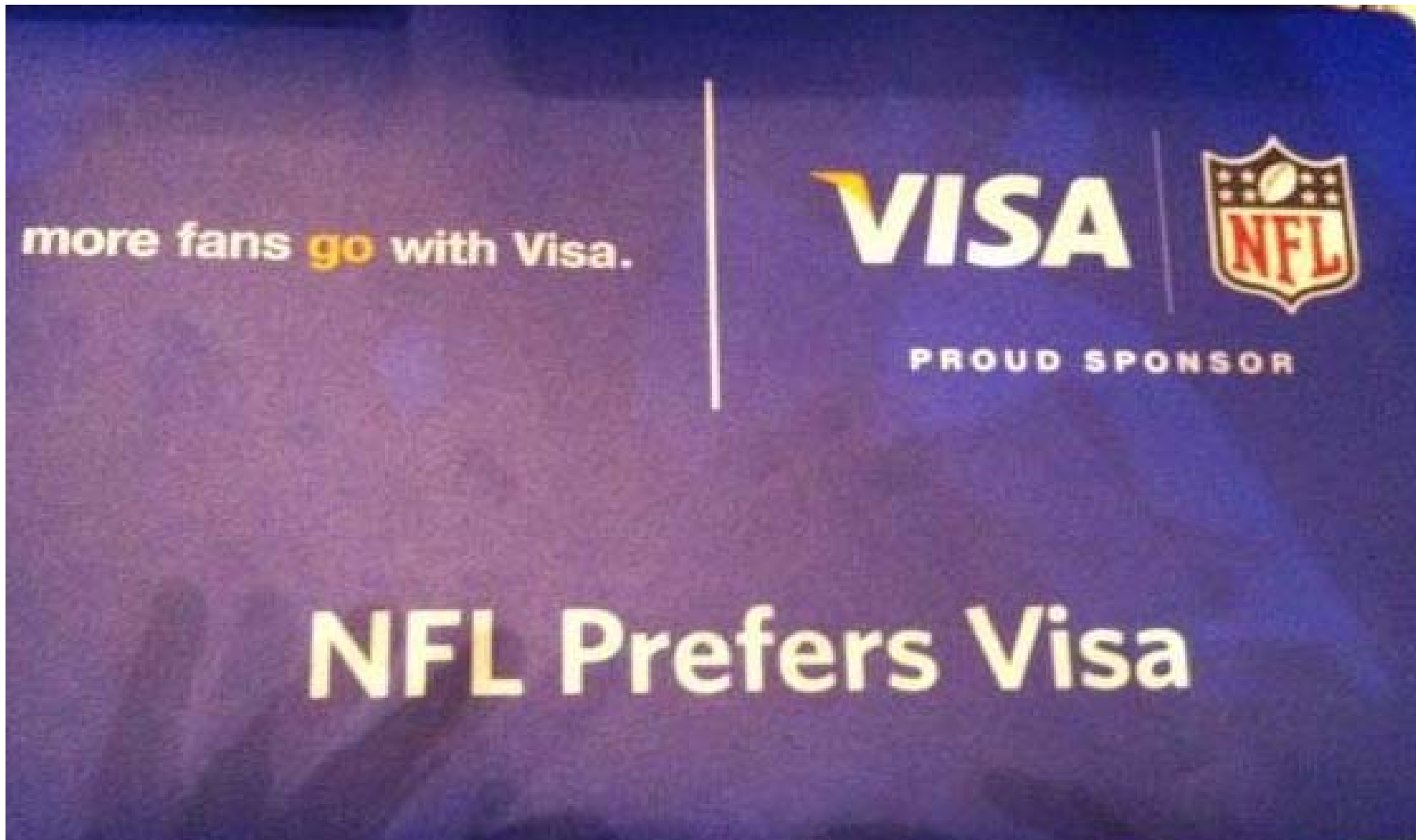
Coca-Cola's Transmedia 'Move To The Beat'



Rather Than Enhancing, Some Brands Restrict



Surely Its NFL Approach Is Somewhat Better?



Marketing In A Live & Real-Time Environment

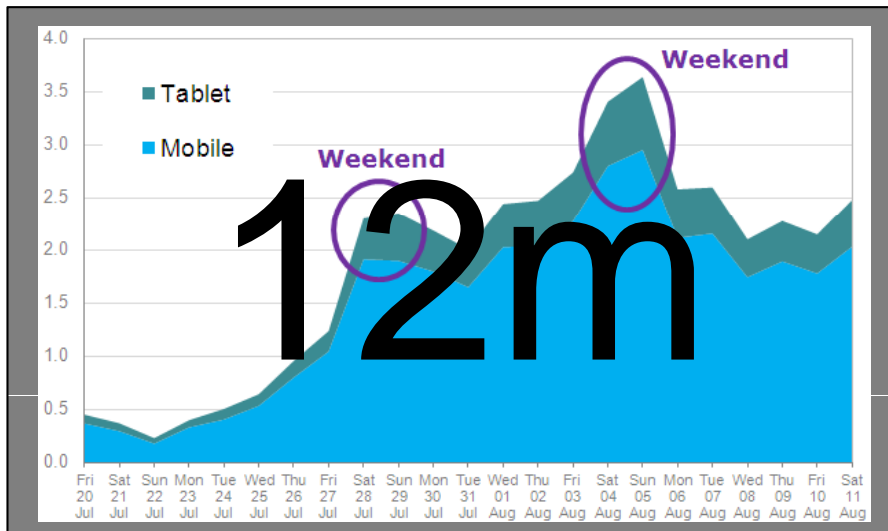
We operate in a live communications environment and content needs to be real-time



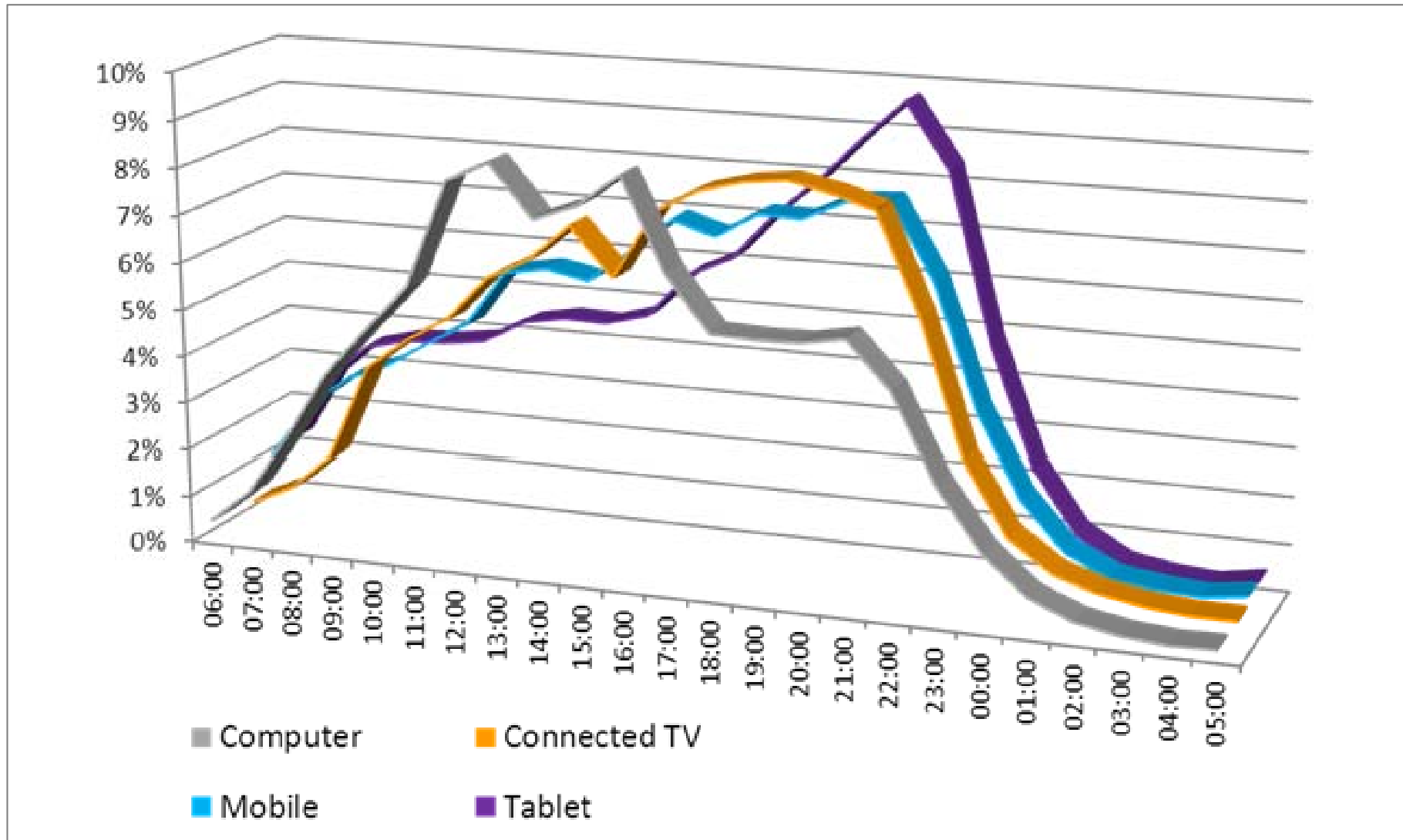
Cumulative Live Peak Breaks Viewer Records



A New 2012 Olympic Games 'Live' Landscape



BBC Delivered 'Live' Wherever And Whenever



And Brands Are Responding In Real-Time Too

“These are the first real-time Olympics: every stumble, stride or dive is seen, recorded and commented on instantaneously.

Everything is streamed live: we never miss a thing: we are always updated and in-the-know.

So sponsors risk being seen as slow and off the pulse if they don't adapt and deliver work that responds to what's happening in real-time.”

David Graham, Head of Digital Strategy, Havas

McDonald's Campaign In Perpetual Evolution



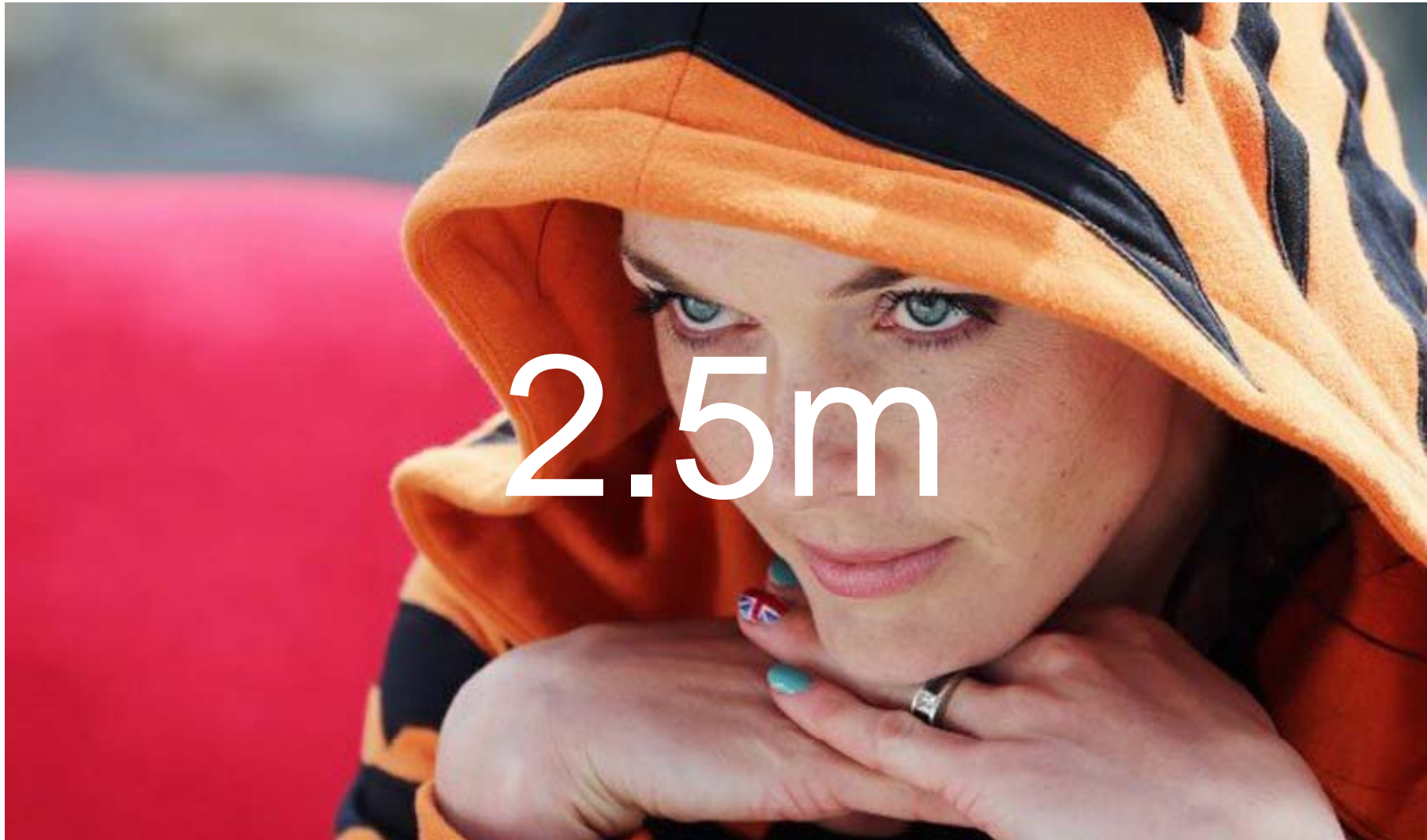
AT&T's 'My Journey' Initiative Ran Almost Live



AT&T's 'My Journey' Initiative Ran Almost Live



Adidas' 'Don't Stop Me Now' Team GB Viral



Adidas' 'Don't Stop Me Now' Team GB Viral



Blockbuster Olympic Virals Led By P&G / Nike



Act Like A Media Company, Not Like A Brand!

“Olympic brand adopt a newsroom mentality.

Plan with open-minded flexibility and preparedness. Look at what is happening live and consider how to create content that makes your brands/values more relevant in light of this live action. It’s the right approach.

Be ready when something happens and jump on it in as close to real time as possible.”

Marc Pritchard, Head Of Global Brand, P&G

Near-Live Can Also Be Old School & Simple



The Royal Mail Understood This Back In 1948



Is The Pre-Recorded Advertising Era Ending?

Brand/marketer benefits:

- > Live aligns content with consumer emotion
 - > Ensures subject and audience relevancy
 - > Delivery of right message at right time
 - > Deliver marketing 'in context'
- 

Hyper-Personalisation vs Communal Sharing

Social links the hyper-personalisation trend with the Olympic communal sharing ideal



Hyper-Personal: Marketing & Media Holy Grail

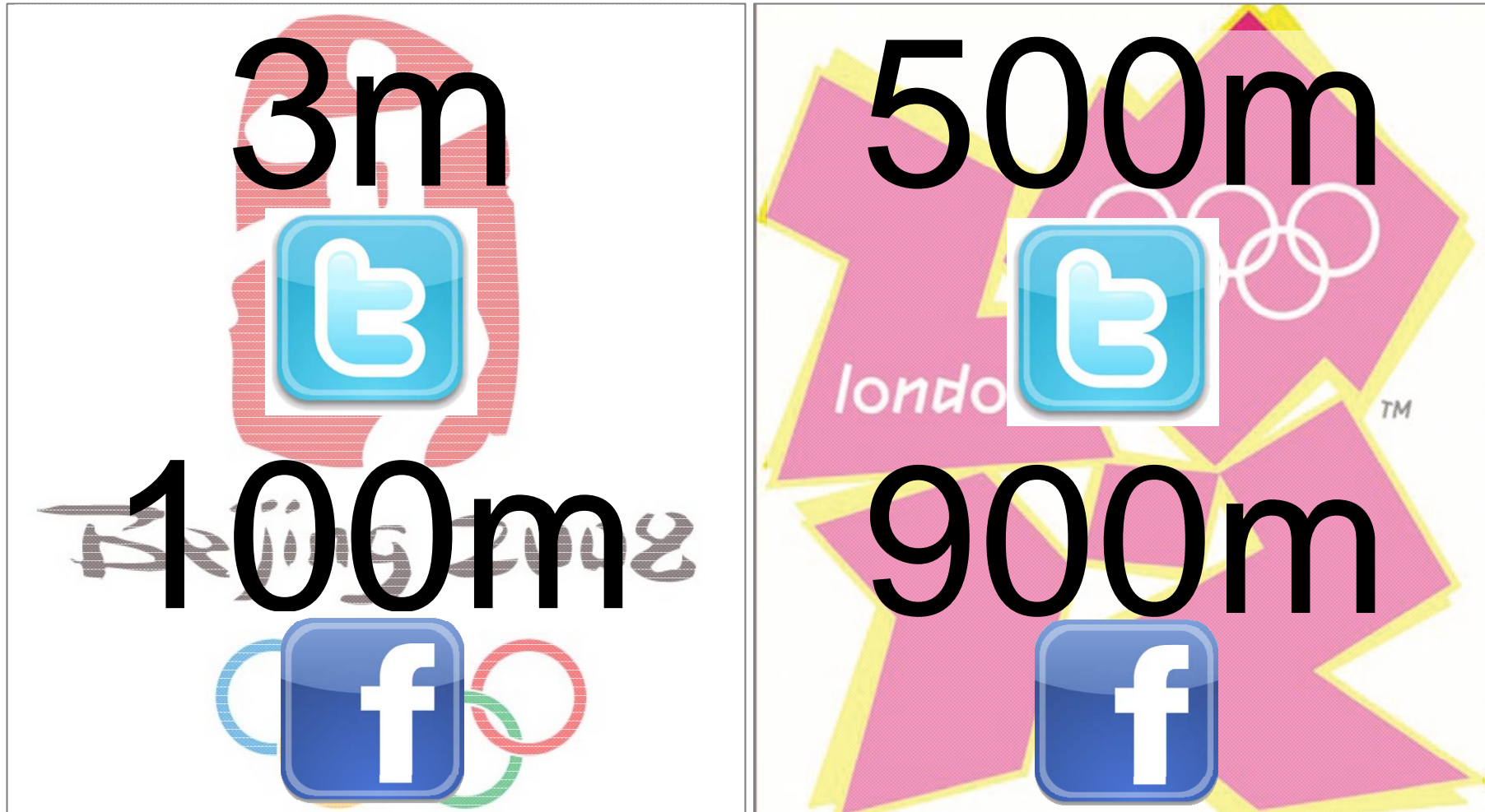
“People want to be treated as individuals and are heading for platforms/companies that understand this. It’s the era of hyper-personal marketing.” Prof Weigend, Stanford & Amazon

“Individualisation of what viewers see/hear is now reality. Perceptive media is using personal data – preferences, control tools, social media and location data – to create personal channels.” Matthew Postgate, BBC R&D Chief

But McDonald's Say 'We All Make The Games'



London 2012 Was The First Real Socialympics



Samsung's Six Degrees Of Social Separation



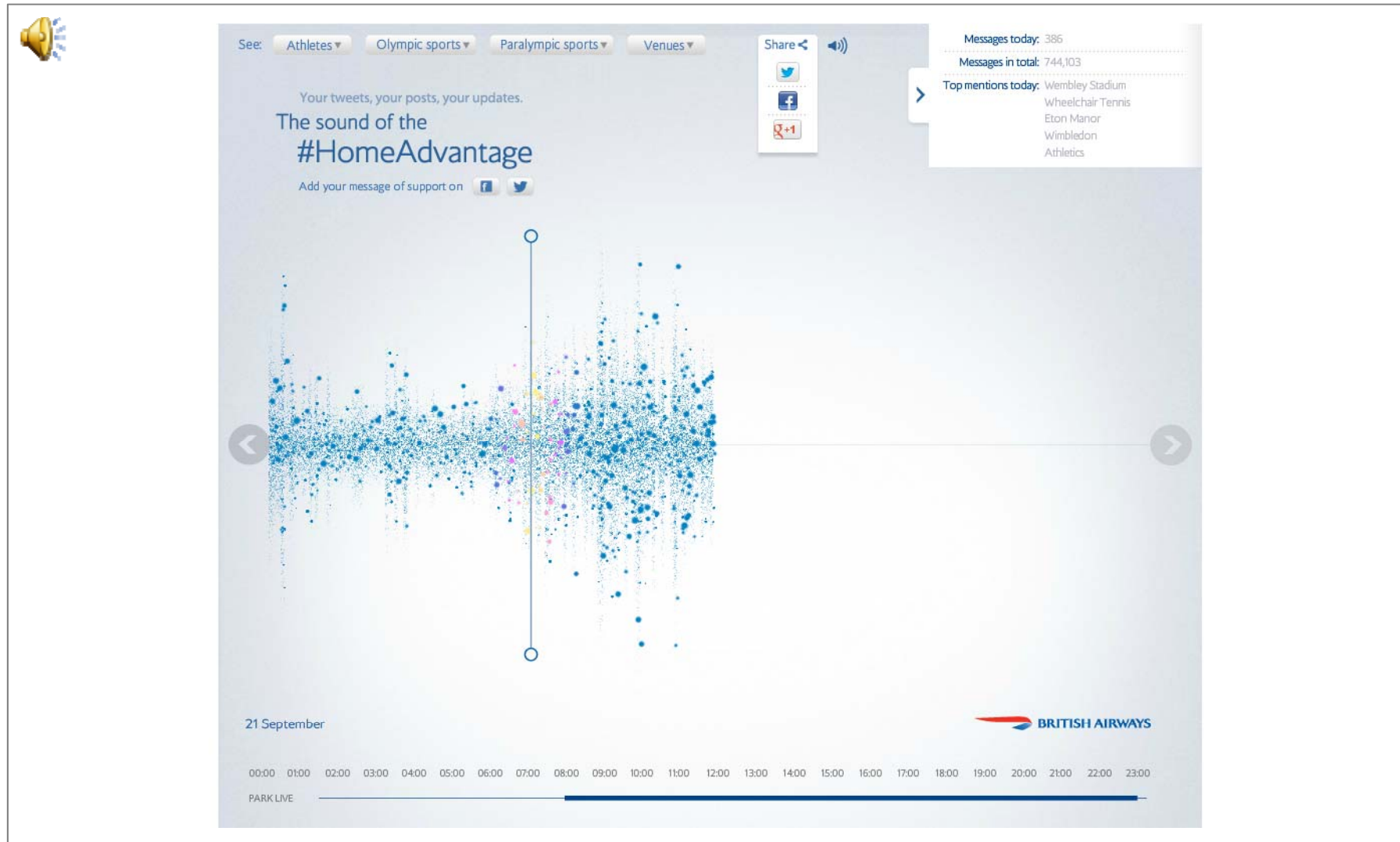
Samsung's Six Degrees Of Social Separation



Customisable App Creates Personalised TVC



#HomeAdvantage's Social Support Symphony



Creating Shared Events From Personal Posts

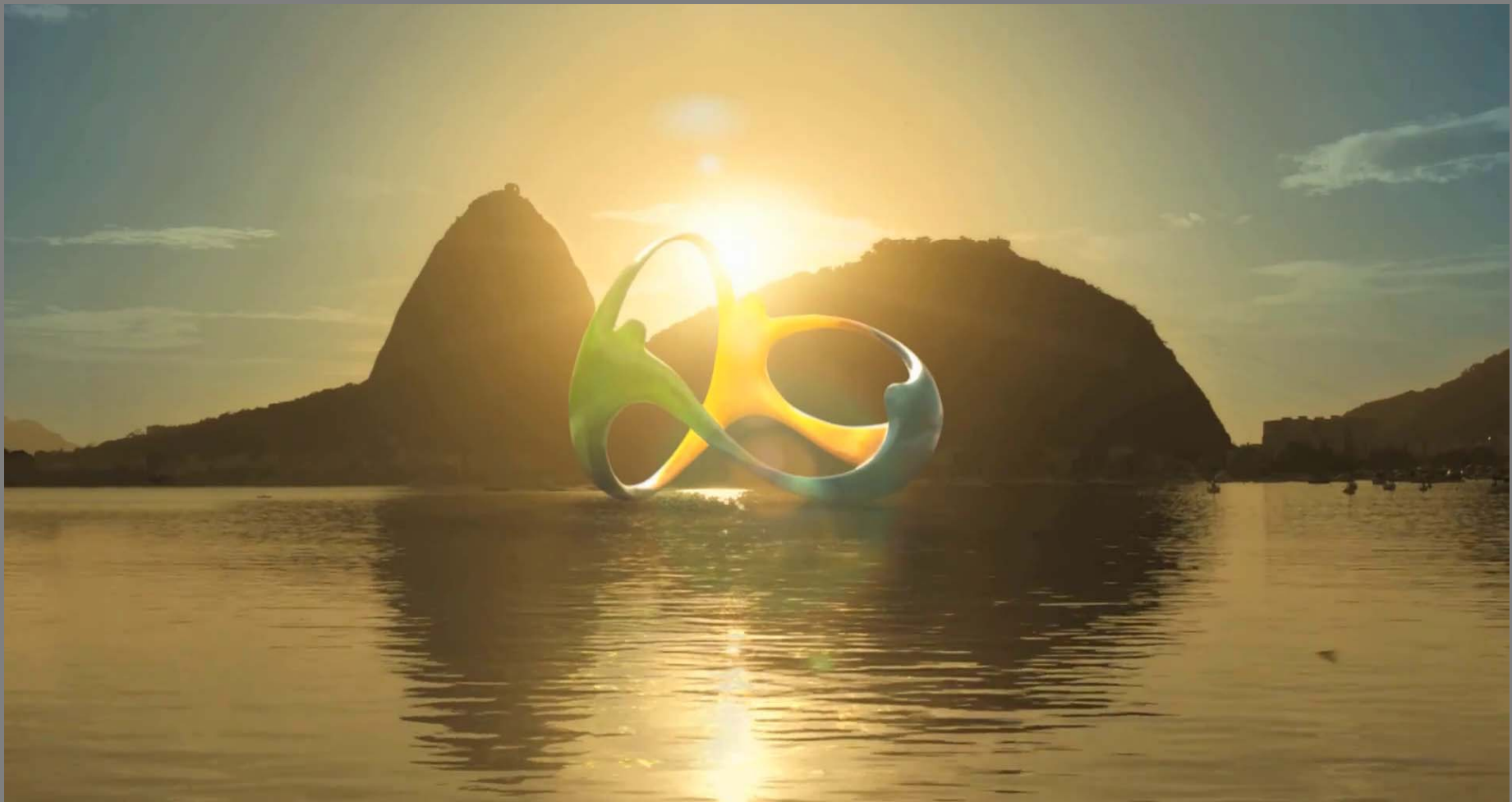


Creating Shared Events From Personal Posts



What Lies Ahead On The Road To Rio 2016?

What might drive 2016 Games marketer consumer experience-enhancing strategies?



Will 2016 Marketers Genuinely Prioritise CSR?

“In Rio, I predict CSR-focused strategies.

Ecology and sustainability, as well as socio-economic development are such huge issues in today’s developing BRIC markets like Brazil.

A company’s commitment to societal change and its ecological and economical footprint is set to be a key element of Rio 2016 activation.”

Timo Lumme, TV & Marketing Director, IOC

Birth Of CSR @ 2012: BP Fuelling The Future?

FREE SPECTATOR CARBON OFFSET

Help set a world record for the most individual carbon offsets to a single event

Got tickets? Sign up and BP will offset the carbon footprint from your travel to the Games.

Every sign-up counts towards the London 2012 world record attempt.

SIGN UP FOR FREE >

Step into carbon action with Target Neutral



Rio Consumers More In Touch With Emotions?

“Rio will ape London’s sports presentation flair. With in-venue TV/music & in-park bands & street performers, London enhanced the whole enjoyment, changed the climate & lit things up.

Rio will build on and improve on this because they have a long cultural history of communal street party and carnival celebration and they are more in touch with their emotions.”

Mark Adams, Director Of Communications, IOC

The Search For New Media Creative Brilliance

The need to adapt fast to new platforms means fewer top quality executions? Discuss!



The Search For New Media Creative Brilliance

The need to adapt fast to new platforms means fewer top quality executions? Discuss!



Thank You > Credits & Contacts

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