

WINTER OLYMPICS 2018 > CREATIVE REVIEW



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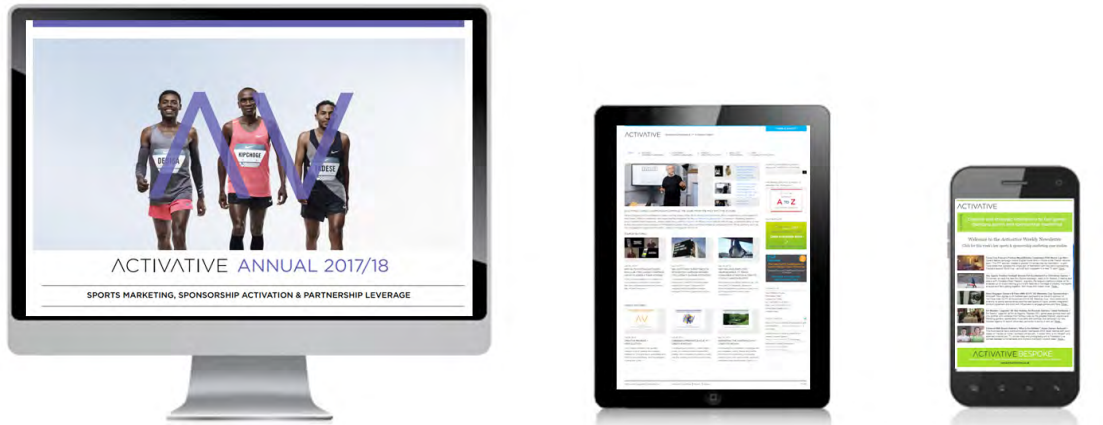
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Welcome to Activative's Winter Olympics creative review.

Our PyeongChang 2018 report identifies, explores and analyses the Games' key creative strategies, tactics, themes and trends and showcases best practice campaigns and award-winning creative from the IOC and its global partners, the local organising committee and its domestic sponsors and suppliers, and from national teams and their sponsors, as well as from sports brands and ambush activity.

The report includes more than 40 campaign case studies (both B2C & B2B) from around a dozen rights-owners and more than 30 different brands.

From classic Olympic creative themes such as 'gold', 'passion', 'values' and 'athletic adversity', to winter sport specific approaches like 'overcoming fear, danger and injury', as well as strategies such as 'sports social networks', 'performance enhancement tools' and 'causes', it offers insights for planning, pitches and competitive intelligence and helps clients stay ahead of the evolving Olympic marketing landscape.

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Overview



Overview

With 102 gold medals awarded across 15 sports, PyeongChang 2018 saw Norway top so many podiums they ran out of commemorative shoes, Germany enjoy a particularly golden fortnight, the US women save their nation's blushes and Tinder report a 348% increase in activity PyeongChang during the Olympics (male bobsledders and female snowboarders got swiped right the most).

In terms of star performances, Ester Ledecka won two golds in two different sports (one after borrowing another competitor's Atomic Skis), Marit Bjorgen became the most decorated Winter Olympian of all time, while Team USA's first openly gay athlete Adam Rippon generated plenty of media and brand attention and even landed himself a correspondent offer from NBC in the middle of the competition.

While Japanese Olympian Yuzuru Hanyu, the first figure skater to win gold medals in back-to-back Games since 1952, gave Disney a huge product placement boost: while Olympic officialdom preventing him from taking his Winnie the Pooh lucky mascot to the rink, his fans weren't held up to the same restrictions and showered the skater with stuffed Winnie the Pooh toys when he finished his routine (and social media lapped it up).

With new events like big air snowboarding, mixed-doubles curling, mass start speed skating and mixed-team alpine skiing added to appeal to the younger

generation, this Games saw the IOC aim to attract more millennials and reverse the 30% drop in TV viewers aged 18 to 34 between London 2012 and Rio 2016.

There were also more fan engagement opportunities for youngsters to try out sports around the Olympic venues and a major increase in digital and social media connectivity and behind the scenes content.

Plus a slew of brand innovations aimed at engaging younger fans: from watching the action in virtual reality or via drone-shot footage, to interactive exhibitions, getting directions from robots (which also helped clean venues).

In terms of marketing activation, while new TOP sponsors such as Intel and Toyota proved exceptions, the overall volume was a little lower than previous Winter Games.

But there was plenty of stand-out work to learn from.

Intel flew a world record breaking 1,200 drones simultaneously and offered a unique Games' VR experience via its 'Are You Ready' campaign, Hyundai's PyeongChang fleet included self-driving cars, Samsung created a limited-edition phone and Heineken-owned, Jamaican-brewed Red Stripe generated huge social traction (+130%) after backing the Jamaican women's bobsleigh team sled (after coach and sled owner Sandra Kiriasis quit after a dispute with the Jamaica Bobsleigh Federation).

While US company Planet Fitness sought to creatively get round IOC Rule 40 (which bans non-sponsors from using a long list of trademarked terms) by celebrating its own Olympians: the people who work out at Planet

"The 2018 Winter Games were the Games of New Horizons. Olympic sport on snow and ice came to Korea with a record number of National Olympic Committees. More than a quarter of the world's population watched the action helping to make these the most digitally viewed Winter Games ever. The support of our partners made it possible for PyeongChang to inspire a new generation with the Olympic spirit."
Thomas Bach, IOC President



Passion. Connected. 하나된 열정



2018 평창 동계올림픽대회

Olympic Winter Games PyeongChang 2018 2.9-2.25



2018 평창 동계올림픽대회

Olympic Winter Games PyeongChang 2018 2.9-2.25



2018 평창 동계올림픽대회

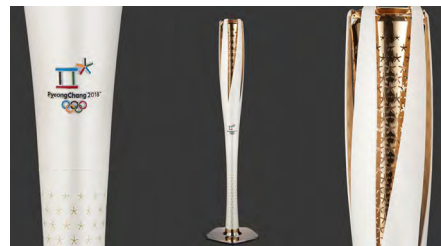
Olympic Winter Games PyeongChang 2018 2.9-2.25

BROADCAST

28% of the world's population watched the Games
157,812 total hours of coverage (up 38% from Sochi 2014)
97,041 hours of digital coverage (up 62% from Sochi 2014)
3.2 billion digital video views (up 130% from Sochi 2014)

TICKETS

1.2m tickets were sold for events/ceremonies
50% cost less than US\$70
100% of bobsleigh & short-track speed skating were sold.
240,000 Olympic Park tickets sold
176,000 Olympic Plaza tickets sold
80% of tickets sold to domestic fans
20% of tickets sold to international fans
17 moveable live sites toured Korean cities
715,000 fans viewed live site experiences



Fitness in Olympia, Washington. The Olympic authorities were unimpressed and had the brand's moxie video removed, but Planet Fitness replaced it with another one depicting a mock press conference explaining that situation.

Others focused on host-related themes such as the Games trend for people searching for Korean recipes.

Team GB sponsors Aldi, for example, generated engagement by encouraging web visitors to 'eat like an athlete' and posted Korean dishes on their social media channels, while widely-read media sources like The New York Times recommended Korean restaurants and other local food-based experiences.

So which marketers topped the promotional podium and which sponsor activations won gold?

If we go by independent statistics, real-time TV analytics platform iSpot.tv found that the Winter Olympics generated \$1.2bn from 262 different brands - generating 30.1bn TV impressions – and its data revealed that no Olympic TV spot caught people's attention more than Visa's 'Faster Is Better' spot (which promoted contactless payment with gold medalist Chloe Kim participating in events such as 'the shopping cart slalom' and 'the line jump').

While on the social side, IOC partner Samsung recorded the highest Olympic related digital content engagement statistics, followed by US team's official gear partner Ralph Lauren, with Intel third and McDonald's fourth.

Intel garnered 51% of the total engagement score from the 13 official 2018 Olympics brand sponsors on Twitter: 43% of Intel's mentions resulted from a pre-

recorded opening ceremony drone show.

Asian Era

This was an Olympics of official partnership change.

As well as domestic sponsors - which could only advertise in Korea and can't use Olympic marketing materials in international campaigns – such as Hyundai, Korean Air and telco KT Corporation, 75% of the new International Olympic Committee (IOC) worldwide partners Alibaba, Bridgestone and Toyota (the other was Intel) were Asian based businesses.

PyeongChang marked the start of an Asian era for the Olympics with the Games staying in Asia for the next four years - 2020 in Tokyo and 2022 in Beijing – representing a unique opportunity to showcase their products and services, build international profile and engage millions across the planet.

It was the first Games in Chinese e-commerce giant Alibaba and auto giant Toyota's 10-year IOC partnerships and, as with the 2018 FIFA World Cup, is the start of the rise of more Asian companies partnering with the very biggest major global sports properties.

The current group of 13 Olympic TOP partners (TOPs), which during the 2013-2016 cycle contributed US\$1bn to the Olympics, while local sponsors during the same cycle generated US\$2bn.

Even by the end of the PyeongChang Games, Tokyo 2020 had already set an unprecedented record of

domestic sponsorships.

Category Conflict

Seldom seen in sponsorship, the Winter Olympics threw up a rare cross-category commercial clash between the IOC's new global mobility partner Toyota and PyeongChang 2018 domestic car sponsor Hyundai.

A car company case study in creative and strategic difference as Toyota's global, multi-channel campaign spearheads its repositioning from car company mobility business, while Hyundai's local market, on-ground experiential approach is led by an architecturally striking, hydrogen-focused branded space.

Hyundai-Kia is Korea's biggest auto brand, commanding around two-thirds of the domestic market. While a paltry 4% of foreign cars sold in Korea in 2016 were Toyotas (according to the Korea Automobile Importers & Distributors Association).

So it's easy to see why Toyota made the decision fairly early on that advertising within South Korea as an Olympic sponsor might not have been very effective, and risked causing a public relations issue with local Koreans over the perceived infringement on a domestic brand's home turf.

Thus Toyota agreed to surrender its domestic sponsorship rights.

"Toyota felt that giving up some of our benefits from these partnerships at Pyeongchang 2018 was the

RETAIL, LICENSING & MERCHANDISE

21 on-site sales outlets at Olympic venues
37 official stores (airports/stations/stores)
346 non-Olympic themed stores (13 Korean retailers)
The online store launched on 30 June 2017
1,500 different products available
650,000 visitors to the two superstores
25% of all sales were mascots (Sooorang & Bandabi)
6m commemorative stamps produced
383,000 commemorative coins issued
1st ever Korean commemorative bank note



90% of people in the world recognise the Olympic rings

right thing to do after conferring with the International Olympic Committee and International Paralympic Committee," said a Toyota spokesperson.

Plus, traditionally, it is the international ad campaign that really drives revenue for global TOP IOC partners.

Which auto approach will win? Read our activation analysis and then you decide!

Overcoming Obstacles, Injuries & Bias

Like previous Winter Games campaigns, plenty of PyeongChang campaigns centred on athletes overcoming obstacles (particularly overcoming fear, injury and underdog status).

These ranged from official sponsors, such as Alibaba (in its Games' debut as official cloud services provider and commerce platform) which took this approach to its 'To the Greatness of Small' campaign targeting small businesses, to ambushers such as Under Armour's 'Unlike Any' campaign which illustrated perseverance beautifully through skier Lindsey Vonn's story (an athlete who has fallen and been injured numerous times, but never gives up).

And while others focused on showcasing how Olympians overcome obstacles, IOC partner P&G drew inspiration from them overcoming bias with the help of a mother's love.

PyeongChang's Sponsorship Picture

ESP Properties
Powered by **HEG**

As in Sochi in 2014, global and local sponsors have filled the coffers of the organizing committee for this year's Winter Olympic Games in PyeongChang. But with notable exceptions such as new TOP sponsors Intel and Toyota, the activation scene is relatively quiet—both on the ground and in traditional and digital marketing channels.

The situation is driven partly by the remote location—particularly for Western brands—but also by local political scandals and corporate malfeasance that have generated calls to reform South Korea's "chaebol" conglomerates, many of whom are PyeongChang 2018 partners.

While many of those companies are taking a lower than usual profile at the event, they have not completely curtailed promotional efforts. Samsung is activating the Games with a limited-edition phone, Hyundai is showcasing self-driving cars and Korean Air has painted an airplane with the official Olympic mascots.

By the numbers, the International Olympic Committee has secured four new worldwide partners since Sochi: Alibaba, Bridgestone, Intel and Toyota. The U.S. Olympic Committee lost several prominent sponsors in the same period, including AT&T, BMW, BP, Budweiser, Citi, Hilton, McDonald's and TD Ameritrade.

13 WORLDWIDE OLYMPIC PARTNERS

\$390M ANNUAL REVENUE CONTRIBUTION TO PEYONGCHANG ORGANIZING COMMITTEE

\$30M AVERAGE ANNUALLY PER SPONSOR

\$253M 11 PEYONGCHANG OFFICIAL PARTNERS

\$23M AVERAGE ANNUALLY PER SPONSOR

11 PEYONGCHANG OFFICIAL SPONSORS

\$118.8M

\$10.8M AVERAGE ANNUALLY PER SPONSOR

U.S. OLYMPIC COMMITTEE PARTNERS

\$55M

\$2.5M AVERAGE ANNUALLY PER SPONSOR

HOW WE CAN HELP YOU

ESP Properties offers a full range of services to help rights-holders grow revenue from their commercial programs.

In addition to providing partnership valuation and packaging strategies, our consulting team works with clients in the areas of: digital content and fan engagement to better understand audiences and create more relevant ways to connect with them. This provides brand partners more meaningful engagement with fans and followers.

With extensive contacts and deep insights into what it takes to create successful partnerships, our sales team provides guidelines with partnership strategy and sales representation to the world's most active sponsors.

Please contact Jim Andrews, at jim.andrews@espproperties.com to discuss how ESP Properties can positively impact your partnership efforts.

ABOUT ESP PROPERTIES

Building on the 35 year legacy of sponsorship pioneer ICG, ESP Properties—a WPP Company—was founded in 2015 as a new breed of agency dedicated to helping properties attract more value from their audiences, media and brand partners.

With content to provide thought leadership across the industry through the annual conference, publications, webinars, etc., ESP Properties works directly with rights-holder clients to take advantage of digital and content changes in the media landscape.

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For more information about the value of sponsorship and partnerships, as well as ESP services, insights, reports and events, please visit www.ESPproperties.com or contact us: 800.339.4520 (outside the U.S. and Canada, 312.725.5100).

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OLYMPIC MARKETING OVERVIEW

The International Olympic Committee is entirely privately funded and therefore operates Olympic marketing programmes to attract commercial partners, which are crucial to the continued success of the Olympic Games and the operations of every organisation within the Olympic Movement.

Where Olympic marketing revenue comes from

Managed by the IOC

- The Olympic Partner (TOP) programme
- Broadcast partnerships
- IOC official supplier and licensing programme

In addition, the NOCs and IFs generate revenue through their own commercial programmes

Managed by the Organising Committees for the Olympic Games (OCOGs), under the direction of the IOC

- Domestic sponsorship
- Ticketing
- Licensing within the host country

IOC revenue sources (2013-2016)

73% Broadcast rights
14% TOP programme marketing rights
8% Other revenue
5% Other rights

Where IOC revenues go

90% 10%

- NOCs to help them support their athletes at national and local levels
- IFs to run and promote their sports globally
- Individual athletes and coaches, via Olympic Solidarity funding
- The Organising Committee of each Olympic Games
- Other Olympic Movement and sport organisations to promote worldwide development of sport
- IOC activities, projects and programmes aimed at supporting the staging of the Games and promoting the worldwide development of sport and the Olympic Movement

IOC contributions to support the Olympic Winter Games!

Olympic Solidarity

\$599m Olympic Solidarity budget for 2017-2020 (in USD), representing the NOCs' share of Olympic broadcasting rights

21 World programmes Available to all NOCs worldwide

5 Continental programmes

In addition to these programmes – which aim to support athletes, coaches, administrators and promote the Olympic values – was an assistance programme to help the NOCs participate in the Olympic Winter Games PyeongChang 2018

Olympic marketing in numbers

- 200+ The number of countries/territories broadcasting coverage of PyeongChang 2018
- \$3.4m Every day the IOC distributes the equivalent of USD 3.4m to help athletes and sports organisations at all levels around the world
- 90% The percentage of IOC revenues that are distributed to the wider sporting movement
- 13 The number of Worldwide Olympic Partners in the current TOP programme
- 7.6% The percentage increase in IOC revenues from 2000-2012 to 2013-2016
- \$5.7bn IOC's total revenue for the 2013-2016 Olympiad

Olympic Solidarity at PyeongChang 2018

- 268 Athletes from 60 NOCs supported by Olympic Scholarships competed in PyeongChang
- \$11m All participating NOCs benefited from the IOC subsidies for NOCs' participation in the Olympic Games (totalling USD 11m)
- 13 Teams supported by Olympic Solidarity Scholarships from 10 NOCs
- 13 Medals (6 gold, 3 silver, 4 bronze) won by Olympic Scholarship recipients
- 57 Diplomas won by Olympic Scholarship recipients

P&G showed sports marketers how to build a global, multi-product activation around social responsibility by funnelling its 'Proud Sponsor Of Moms' platform through a 'Love Over Bias' campaign: one which calls for consumers all over the world to be kind to one another and imagine what the world could be if we all saw each other through a mom's eyes.

Paralympics

Following the Winter Olympics, the largest Winter Paralympics saw a record 567 athletes from 48 countries (plus the 'neutral Paralympic athlete' delegation) compete for 80 medals in six sports - alpine skiing, snowboarding, Para-ice hockey, wheelchair curling and the nordic skiing disciplines of cross country and biathlon.

North Korea made its Winter Paralympics debut with two athletes in cross country skiing, but unlike in the Olympics where North and South Korean athletes marched at the opening ceremony under a unified flag the two nations remained separate for the Paralympics.

Georgia and Tajikistan will also make their Winter Games debuts, while the USA will have the largest team with 68 athletes and Russian athletes competed as 'neutral Paralympic athletes' (NPA) after the nation was banned following proven state-sponsored doping.

Notable work from PyeongChang include spots from Toyota, the Canadian Paralympic Association, Virgin Media and the Samsung/IPC blogger programme.

“Thanks to Olympic Broadcasting Services and our rights-holding broadcasters more coverage was available than ever for a Winter Games: with record-breaking coverage across digital platforms helping engage audiences like never before. The success would not have been possible without our marketing partners who provide essential resources, crucial services and products and innovative global marketing campaigns to promote the Games and Olympic values.”

Tsunekazu Takeda, Chairman, IOC Marketing Commission



“Together we embrace the digital age: making it possible for us to reach out more than ever to the younger generation. We are not only communicating the sports excellence and athletes’ achievements, but also the Olympic spirit.”

Thomas Bach, IOC President

Broadcast

The 2018 Winter Games boasted strong viewing statistics around the world: according to the IOC, more than a quarter of the world’s population (28%) followed the action across all platforms.

More content was available from PyeongChang than any previous Games: a combined 157,812 hours (a 38% rise from Sochi 2014).

OBS, responsible for delivering the images and sounds from all PyeongChang 2018 competition events and ceremonies to rights holding broadcasters, produced approximately 5,400 hours of coverage (20% more than Sochi 2014).

Its PyeongChang production innovations included 56 hours of live high definition virtual reality and 360 hours of Ultra High Definition (4K UHD) using 450 cameras (50 High Speed Slow Motion and Super Slow Motion, 18 aerial cable systems, two drone cameras and several athletes’ Point-of-View cameras.

The 9 February Opening Ceremony drew 88m TV viewers in Europe (Discovery

Communications) and 28.3m in the USA (NBC Sports).

Discovery’s data follows on from its 2015 rights deal for 50 European territories in a four-Games deal from 2018 to 2024.

Discovery said around 58% watched on free-to-

air and pay-television in its top 10 markets across Europe (with a 90% TV audience share in Sweden and Norway).

While 76mn users accessed the Games online via social and the integrated Eurosport app (which included free content and sport streaming service, Eurosport Player).

“We are seeing some statistics that blow us away, both in terms of the total scale of viewership, but also in terms of reaching younger audiences,” Jean-Briac Perrette, chief executive of Discovery Networks International.

“We have heard this sort of rumour that the Olympics as a franchise was aging and maybe losing some of its appeal. Based on the feedback and numbers we are seeing, including on Snapchat where users are younger, if anything it is as powerful as it ever has been. While digital is growing, the traditional platforms remain dominant in the vast majority of engagement and viewership,” he said.

While Winter Olympics viewer rating in the USA were down from 2014 (the lowest since NBC bought the rights in 2002), NBC still delivered an average audience of 19.8m (dwarfing the average audience of its prime-time network competition) and generated \$920m in national ad sales - a Winter Games record.

‘We finished Pyeongchang with more than \$920 million in national ad sales, a Winter Games record,’ said NBC Broadcasting and Sports chairman Mark Lazarus.

‘We added more than \$20 million once the games began due to viewership exceeding our advertiser guarantees.’

'Our long-term Olympics rights agreement through 2032 is the best in all of media,' said Lazarus.

'With Tokyo, Beijing, Paris and Los Angeles coming up as hosts—and coming off of four consecutive profitable Games—we are very bullish on our investment.'

While TV remained a powerful media - and a key IOC revenue stream - both the IOC, the official broadcasters and the social media giants were integrated into a new official content distribution approach that included the newly created Olympic Channel.

There was huge digital growth: coverage across the websites, apps and social media channels of rights holding broadcasters totalled 97,041 hours (62% more than Sochi 2014).

670 million global online users viewed digital broadcast coverage: 120% more than Sochi 2014.

In total, there were 3.2 billion video views on digital platforms: double Sochi 2014 and over nine times those of Vancouver 2010.

PyeongChang 2018 was also the biggest Olympic Winter Games ever on social media platforms with official content consumed by 300 million users resulting in over 1.6 billion video views.

BRANDWATCH STATS

The games were mentioned nearly 18 million times on social media in English, Spanish, French and German over the event's duration (9 to 25 February).

The majority of these mentions (16.7m) were in English

Nearly 70,000 of those mentions – 0.4% of the total, or one in every 260 – related to the top-tier Worldwide Olympic Partners.

Nearly a third (32% of those mentions) were of Intel- more than double the share of voice of any other sponsor.

One in seven (14%) were of fellow tech firm Samsung, while Toyota and Visa both enjoyed 9% of the sponsor mentions.

GE notched up 8%, watchmaker Omega 7% and Dow got 6%. Coca-Cola got 5%.

The remaining sponsors were Atos, Procter & Gamble (both getting 3%), Alibaba (2%) Bridgestone and Panasonic (both 1%).





Rights-Owners





IOC
'Become The Light'
Publicis / Poke



IOC Links With The UN For Global Brand Campaign 'Become The Light'

The international Olympic Committee (IOC) launched a new, integrated, global brand campaign called 'Become The Light' that encourages people to share their exercise activity through the Olympic Channel, promote the concept of 'Olympism' and light-up a refugee camp.

The campaign ran up until the 2018 PyeongChang Winter Olympics and its broad objective was to promote the Olympic values of 'excellence', 'friendship' and 'respect' and the winter-themed creative revolves around using 'light' as a symbolic representation of these values.

Hubbed around The Olympic Channel itself, the campaign is fronted by a set of Public Service Announcements (PSOs) which spearhead the rights-holder's message that the inspirational achievements of athletes and the Olympic spirit can motivate people around the world to 'Become The Light' and act as beacons of positivity.

There four films in the PSA series (directed by the award-winning Jaron Albertin and produced by Smuggler Films) are being broadcast globally in collaboration with the IOC's international network of

broadcast partners.

They are led by a 90-second hero spot, supported by three 30-second videos (each inspired by the three Olympic values: Excellence, Friendship and Respect).

There is also a digital trailer and a seven-minute documentary accompanying the video strand of the campaign (while a 30-second digital trailer and accompanying seven-minute documentary were directed by Max Cutting and produced by Ceen Studio)

These are all also amplified across the rights-holder's digital and social channels linked by the hashtags #BecomeTheLight and #WithRefugees.

All the creative includes a call-to-action inviting viewers to participate through the Olympic Channel campaign hub (www.olympicchannel.com/light).

The channel forms the digital fulcrum of the campaign and on it members of the public can sign up through Olympic+ through on the campaign homepage, link up their fitness trackers and record their physical contribution as 'sparks'.

Participants can also compare their activity to the overall Olympic+ Community, their friends and Olympians.

The cause core of the initiative, which has been developed by agency Publicis (London) and by digital specialist POKE, also sees the IOC partner with the UNHCR (the United Nations' Refugee Agency) to bring sustainable, solar powered lighting solutions to refugee camps.

Supporting the IOC's self-declared mission to 'build a better world through sport', the campaign assets all invite viewers and participants to 'donate' their physical activity (through the medium of the IOC's Olympic Channel) to collect together a total amount of energy or 'sparks'.

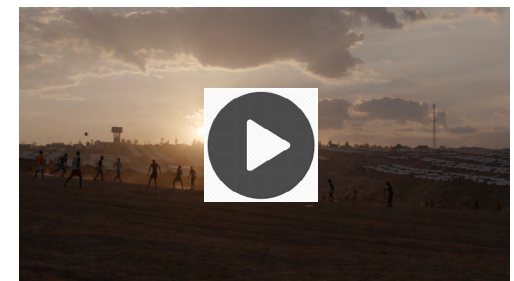
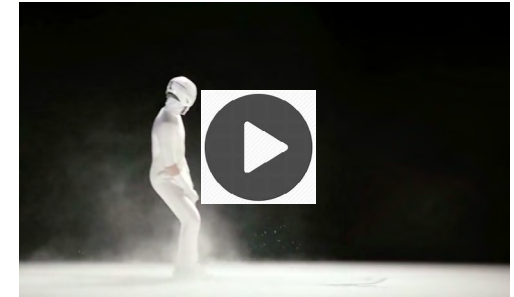
Tying this to the 'light' theme, the IOC will then convert this consumer created and supplied activity record library into tangible support for refugees.

Thus, once the goal has been achieved and enough people have uploaded their exercise activity, the IOC will make a donation to UNHCR to light up the Mahama Refugee Camp in Rwanda – home to more than 55,000 refugees.

It will do this by providing sustainable, solar powered lighting solutions for the Rwandan camp.

This strand aims to build on the IOC's long-standing commitment to refugees around the world and the core campaign idea is based on research showing that 90% of those in refugee camps have no access to electric lighting

"Sport is about building bridges, bringing people together in the spirit of friendship and respect,"



"In a world of uncertainties, the message that our shared humanity is greater than the forces that divide us is more relevant than ever before. Athletes carry the light and inspire us, giving us all hope that a better world is possible. We are pleased to be able to continue our close cooperation with UNHCR and our support for refugees as part of this campaign."
Thomas Bach, IOC President

explained IOC President Thomas Bach.

“In a world of uncertainties, the message that our shared humanity is greater than the forces that divide us is more relevant than ever before. Athletes carry the light and inspire us, giving us all hope that a better world is possible. We are pleased to be able to continue our close cooperation with UNHCR and our support for refugees as part of this campaign.”

UN High Commissioner for Refugees Filippo Grandi added: “Sport can be a lifeline for young refugees uprooted by conflict and violence, forced to abandon their homes, communities and even their families. Sport restores childhood. It helps to heal and restore a sense of normalcy, offering a safe space where children can grow, learn and develop. By providing sustainable, solar powered lighting in refugee camps, we can boost sport and education opportunities for young refugees.”

Nick Farnhill, CEO of Publicis London & POKE commented: “Working with the IOC and UNHCR has been a huge privilege and we’re incredibly proud of the work we’ve created for this campaign. Not only is it beautifully crafted but its objective is to deliver real good in the world and hopefully transform lives. It’s been a huge effort from everyone involved and we can’t wait to see the positive impact we hope it makes when live”.

Comment

The ‘Become the Light’ campaign rolled out ahead of the IOC 2018 Winter Olympic Games in PyeongChang as the Torch Relay parades around the host country (the Republic of Korea) with its

message of hope and inspiration, and it follows the adoption of the Olympic Truce Resolution by all UN Member States.

The Olympic Truce Resolution is a commitment to support the safe passage of athletes and all participants to the Olympic Winter Games PyeongChang 2018 and promote diplomatic solutions to conflicts around the world (in line with the ancient Greek tradition of the Olympic Truce “Ekecheiria”).

“As an Olympian, I truly believe athletes have a crucial role to play to inspire the next generation, especially those who share a passion for sport, as sport can unite the world, breaking down barriers and having a positive impact on society,” said Angela Ruggiero, Chair of the IOC Athletes’ Commission.

The tone and objective of this initiative seems to have as much in common with a quasi religious movement as a rights-holder marketing campaign.

Indeed, like so many religions, the IOC is also a not-for-profit independent international organisation staffed by a small cabal of well-paid executives and supported by a mass of volunteers.

The IOC’s own PR material states that it redistributes more than 90% of its income to the wider sporting movement: that equates to the daily equivalent of \$3.4m handed over to help athletes and sports organisations at all levels around the world.

The campaigns were shown across 100 markets







POCOG
'Share The Passion'
Ticket Sales



POCOG's Multi-Platform Winter Olympic Online Ticket Sales Campaign

The Pyeongchang Organising Committee (POCOG) launched the second phase of its multi-platform 2018 Winter Olympic ticket campaign in September 2017 to promote the opening up online sales to next year's Games.

The online and mobile sales strand – which operates on a first-come, first-served basis – began on Tuesday, 5 September in South Korea with a relatively aggressive publicity and marketing work.

The dual domestic and international campaign is led by a re-released version of the ticket campaign's hero film (the first version of which debuted back in January during the first 'ballot' sale phase) which is running on traditional channels (eg TV) as well as online channels (eg Twitter).

This spearhead spot is supported by additional 'direct ticket sales' digital and social executions on Weibo, Instagram, and Twitter.

Plus there is also a fresh wave of parallel non ticket-specific, engagement focused content

ranging from emotional film, and the Games' 'Let Everyone Shine' anthem video, to spots following the ongoing adventures of the Pyeongchang 2018 mascot Soohorang.

The online ticket sales phase also coincided with the launch of the torch design, while an additional, ongoing Games' support marketing strand featuring athletes and celebrities also continues to run in parallel with the specific ticket sales activity

Comment

Early, unconfirmed reports suggest that locals bought a further 17,000 tickets on the first two days of resumed online sales.

But organisers have admitted that it has sold fewer tickets than it had previously hoped during the first 'application lottery' sales phase.

This initial wave earlier this year saw organisers offer 162,000 tickets in an application lottery, but they have thus far only sold 52,000 of those tickets (plus a further 177,000 to overseas fans).

In total there are 1.18 million tickets for the two-week event held in February 2018: 70% of these are being allotted to South Korean residents and 30% to overseas fans and sponsors.

Only 20% of all available tickets have been sold with only five months before the opening ceremony.

"It's true that the first-phase sale was rather disappointing," said POCOG media spokesperson Song Hun-Seok.

"But we will make efforts to create a greater

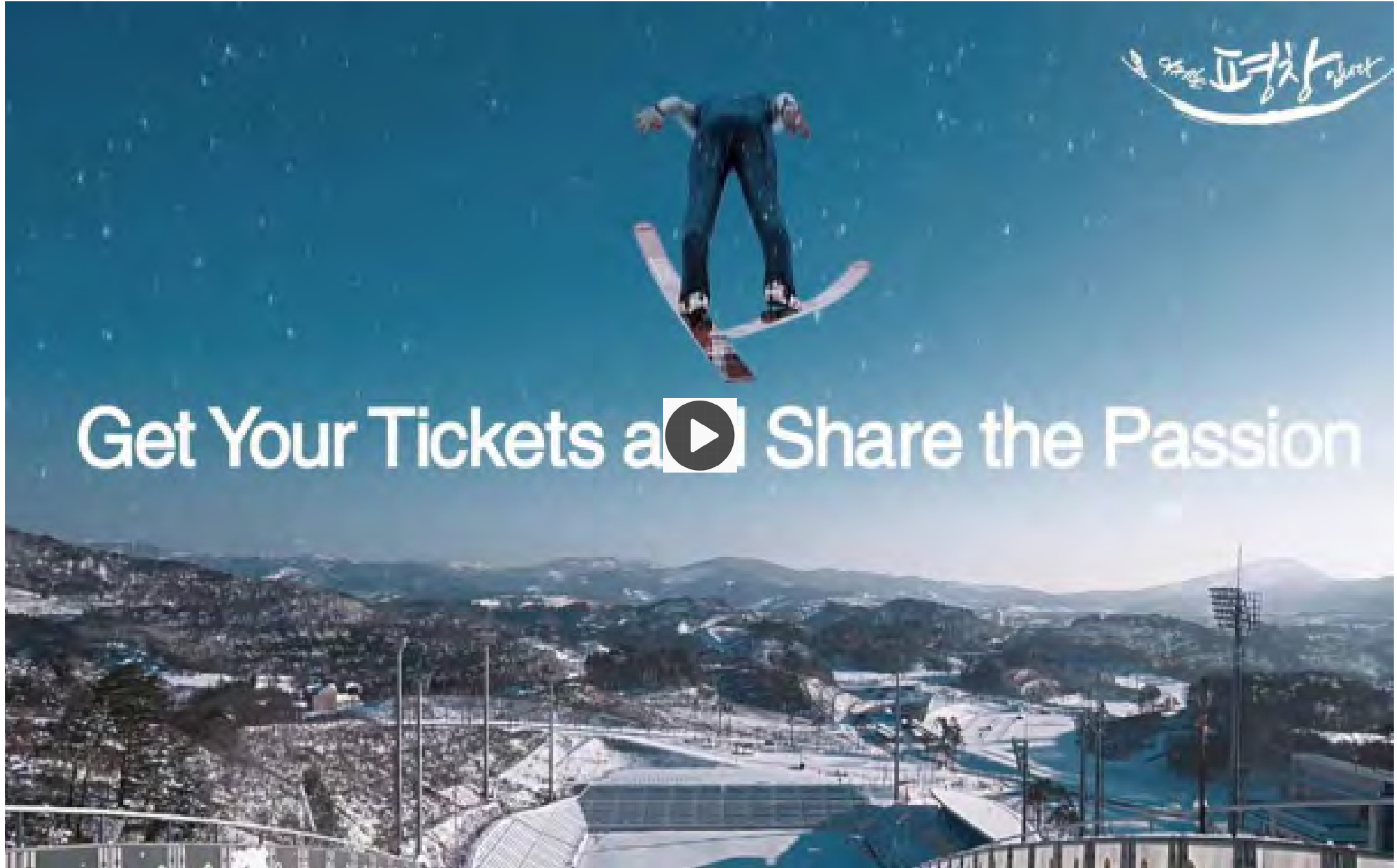
Olympic buzz with various build-up events" including performances and street campaigns, he said.

There is plenty of speculation surrounding these slow sales: not least because Pyeongchang is hosted in a nation with a limited winter sports tradition that is a long distance from the Winter Games' traditional core markets of Europe and North America.

The media has also cited other issues, from South Korea's biggest political scandal in years, to concern around recent North Korean nuclear weapons testing.

A third ticket sales phase will commence in November, when POCOG plans to start selling tickets offline at airports and train stations and a further integrated ad campaigns are planned for television, newspapers, cinemas and online.





IOC Partners





Alibaba
‘To The Greatness Of Small’
BBDO / Proximity

相信小的伟大
TO THE GREATNESS OF SMALL

Alibaba's First IOC Activation: 'The Greatness Of Small'

Alibaba's IOC partnership is built on the idea that technology can play in transforming the Games.

The brand's 10-year IOC partnership, penned in January 2017, led to Alibaba making its debut at the Olympic Winter Games PyeongChang 2018 as the official 'Cloud Services' and 'E-Commerce Platform Services' partner and a founding partner of the Olympic Channel.

For Alibaba, PyeongChang was an opportunity to expand brand awareness with key audiences and to showcase the company's vision for leveraging cutting-edge technology to help transform the Olympic Games.

As well as its global 'Greatness of Small' multi-platform campaign, Alibaba opened a branded event and experience called 'The Olympic Games on the Cloud' at the Gangneung Olympic Park.

Attended by Jack Ma, founder and executive chairman of Alibaba Group, Thomas Bach, President of the International Olympic Committee, as well as distinguished guests, TOP partners and Olympians including Yao Ming (basketball) and Michelle Kwan (figure skating), he showcase

was an interactive, future-looking experience that showed fans, media, athletes, organising bodies and fellow partners, for the first-time, Alibaba's vision for a future Olympic Games – one that runs completely on the cloud.

Visitors could explore various Games related scenarios illustrating the impact of Alibaba's cloud services and e-commerce platform services at future Olympic Games.

During the Games, Alibaba also unveiled a suite of cloud-based and AI-powered solutions that have the capability to help drive the continuous digital transformation of the Olympic Games to benefit fans, spectators, athletes, venues and organisers.

These were built on Alibaba Cloud's high-performance infrastructure of world-class data centres, content delivery networks, and market-leading security services, these new solutions merge data intelligence and machine learning to re-define engagement between fans, organisers, venues and athletes.

As for the global campaign, 'To The Greatness of Small, the idea reflects the vision of Alibaba's founders who saw the potential of technology to help level the playing field so that any small business could compete in the global marketplace.

The creative celebrated Alibaba's belief in the power of the underdog, its commitment to small businesses and young people around the world, and it shined a light on powerful stories that started with something small, but led to unexpected greatness.

The campaign revolved around three ads including a manifesto spot, the story of an amateur ice hockey team from Kenya with dreams of one day reaching the Olympic Winter Games, and a commercial recalling Henry "Bobby" Pearce's small act of kindness during the Olympic Games Amsterdam 1928 that ultimately led to winning gold.

The Alibaba Group rolled out its first Olympic brand campaign with emotional storytelling aimed at driving awareness of its support for small businesses.

The strategic and creative concept aims to use sports to reinforce links between the company's work with small businesses - showcasing just how powerful small can be with the right support.

Spearheading its 10-year Olympic partnership, the long-awaited 'To The Greatness Of Small' campaign broke two weeks ahead of the PyeongChang 2018 Opening Ceremony (a year after the company penned its IOC TOP partnership in January 2017).

The activation, developed by agencies BBDO and Proximity China, spans TV and print visuals in China, as well as digital, social, corporate communications and PR in China, Korea, The US,



"PyeongChang 2018 provided Alibaba with a platform to expand understanding of our brand and to show the world how our Cloud computing and e-commerce technologies will make the Games even more efficient, secure and engaging in the future."

Chris Tung, Chief Marketing Officer, Alibaba Group

UK and Japan, plus research support, OOH work, logo optimisation, outdoor ads and on the ground activation at the Winter Olympics in South Korea.

The creative is led by a set of three films illustrating how one small action can touch millions of people and inspire the world and spearheaded by a hero commercial called ‘Manifesto’.

The spot is essentially an ode to the power of small: showing that every action, regardless of size, has the ability to make a great difference.

It features an under-sized hockey player flattening a much bigger one and a small female boxer’s punching prowess.

The ad’s voice says: “A small character has unrivaled power. A small corner can impact the whole world. A small country’s story can inspire all humanity. From big to small, everyone is making a difference. Alibaba Group, together with the Olympic Games, gives everyone an equal chance. To the greatness of small.

The opening wave of work sees this spearhead spot supported by additional sports true story films.

One of these revolves around a Kenyan ice hockey team and aims to show the power of a small number of people who go against the odds to build a sport that doesn’t sit naturally in its environment.

For this spot’s South African shoot, the crew invited the five Kenyan hockey players to join them whilst they filmed in a proper ice hockey rink. After completing the shoot, these players were invited on a tour of South Africa, but the team captain replied “we do not want to go anywhere else but here in the

professional rink, if only for one more hour”.

Another spot retells a real story of an Olympic rower, Australian sculler Henry Pearce, who stopped to let some ducks pass and yet still won the race in the Amsterdam Games of 1928

Alibaba will leverage different media resources across its own platforms during the PyeongChang 2018 opening ceremony to further promote the campaign and will continue to activate throughout the Games.

“Since our founding 19 years ago, Alibaba Group has believed in and embraced the greatness of small in everything we do,” explained Alibaba chief marketing officer Chris Tung.

At the campaign launch event, Tung said that the company had considered hundreds of sporting and Olympic-themed stories that all underpinned Alibaba’s beliefs and mission.

“Our approach has a lot of in common with the Olympic Games,” he added.

“Before the Games start, every athlete comes in as an equal. Every athlete has a chance to compete and win on this global stage. We believe our mission aligns perfectly with the Olympic spirit. That’s the message we want everyone to hear, loud and clear, from us during the Games.”

Comment

Any debut campaign from a new global IOC TOP partner is eagerly awaited.

And this one more than most!

**100,000+ fans visited the Alibaba Olympic Showcase
100m+ views of “The Greatness Of Small” campaign video**



After all, emerging markets are increasingly engaging with and investing in top-level sport: the next three Olympic Games will be staged in Asia, while Russia and Qatar are the next two FIFA World Cup hosts. Some predict a geographic rebalancing of top level sport and global sports sponsorship.

China is leading the way: spearheaded by Alibaba's new IOC partnership (plus its World Rugby tie-up) and Wanda Group's new FIFA sponsorship (and its UCI alliance).

But this debut activation doesn't itself set in motion a revolutionary new creative or strategic approach. Indeed, this is solid old-school emotional sports storytelling which the brand says will be measured by three classic benchmarks to judge success: overall brand awareness, campaign engagement metrics and foot traffic at the Olympic Showcase.

Alibaba already boasts half a billion consumers buying \$547bn-plus worth of goods and services with 100,000 brands and 10 million small businesses currently using its platforms – thus making it the world's largest online and mobile commerce company, but it is not that well-known beyond China.

So it has ambitious growth plans and aims to reach two billion consumers and tens of millions of merchants worldwide by 2036 as part of a decade-long sponsorship of the Olympics.

Chinese e-commerce business looks to not only "digitally transform" the Games, but also expand its international footprint and secure itself as a long-term global player.

One of 13 TOP programme global IOC partners, it

was back in January 2017 that Alibaba became the first company to sign up to a long term sponsorship through to 2028 (reported to be worth as much as \$1bn).

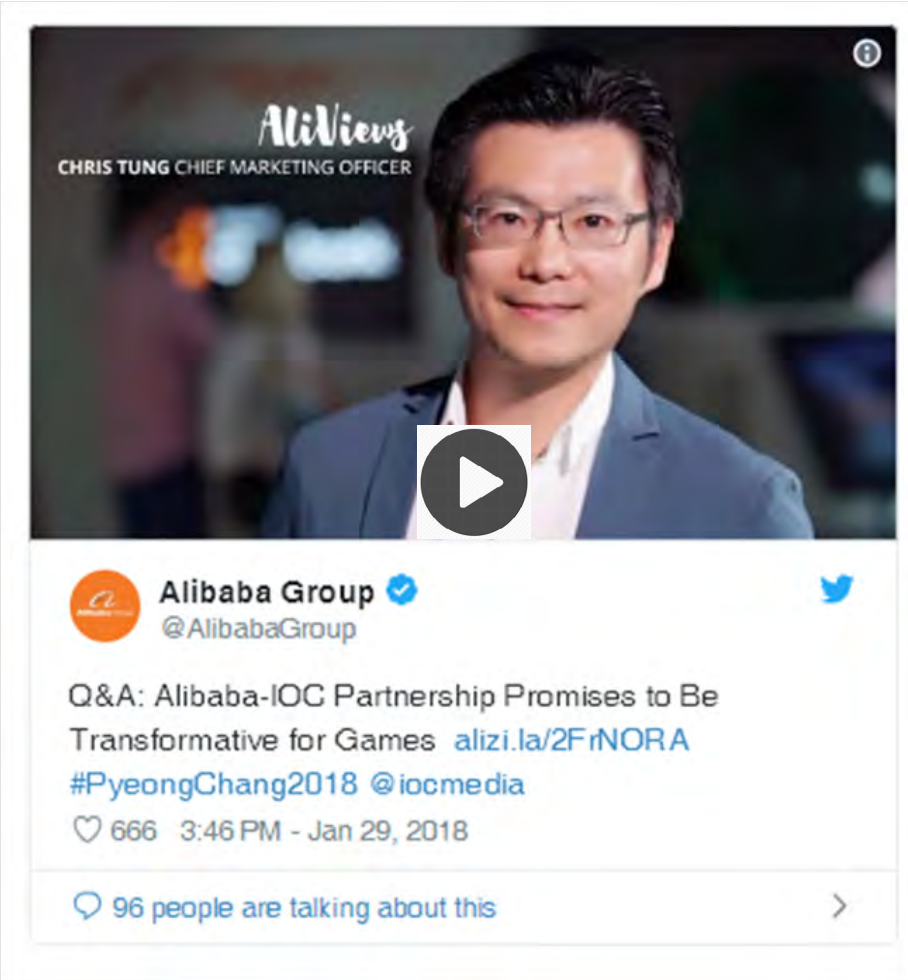
As well as joining the TOP partnership programme for the next six Games, the Hangzhou-headquartered Alibaba Group also became the IOC's official Cloud Services and e-commerce platform services partner (providing cloud-computing infrastructure and services to help transform the Games for the digital era and e-commerce platforms to sell official Olympic-licensed products).

The company also became a partner in the Olympic Channel (the IOC's digital TV service that aims to promote the Games to younger sports fans and offer year-round content).

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The company also became a partner in the Olympic Channel (the IOC's digital TV service that aims to promote the Games to younger sports fans and offer year-round content).

“Through this campaign we can share the story of what Alibaba has stood for from day one, which is to support the small guy and leverage our technology to help the underdog succeed in the global marketplace. We believe that technology can level the playing field, and that even small companies have the opportunity to be global companies.”
Chris Tung, Chief Marketing Officer, Alibaba







Atos
'Various'
Worldwide IT Partner

Digital Transformation for the Olympic Games



Trusted partner for your Digital Journey



Atos Delivers IT Infrastructure

Atos delivered the IT infrastructure and aims to supporting the IOC's objective of ensuring cost efficiencies and reliable, sustainable operations

Atos has been a technology provider for the Olympic Movement since 1989 and Worldwide IT Partner since 2001: so, for the last 25 years, Atos and the IOC have been on a journey together aimed at bringing the Olympic Games into the digital age.

Atos' is committed to delivering the Games' IT backbone, turning it securely into a connected global experience and bringing the Olympic Games in real-time to any digital device all over the world.

This allowed remote access to accurate and reliable Olympic results information, allowing 12,000 media and broadcasters to report on and follow the Games in real-time, while processing and transmitting results to eight billion different devices worldwide in less than 0.5 seconds.

By moving applications further to the Cloud, Atos has an effective and efficient global delivery system.

PyeongChang 2018 was the first edition of the Olympic Games where Atos hosted all critical applications on the Atos Canopy Orchestrated Hybrid Cloud, including accreditations, sport entries

and qualifications, the volunteer portal and other Olympic Information Diffusion Systems (ODS), supported by Atos' Central Technology Operation Centre in Barcelona and its Integration Testing Lab in Madrid.

One major benefit of this is sustainability.

Moving to the Cloud has enabled remote testing and hosting and has:

- Reduced the investment in physical infrastructure: servers, computing resources and physical space;
- Optimised usage of the infrastructure by balancing Winter and Summer Olympic Games consumption of resources;
- Promoted the circular economy with a "build once, use continuously" model.

This strategic move has also enabled Atos to support the IOC in delivering best sustainable solutions. OMS and ODS The Olympic Management System (OMS) – which includes accreditations, sport entries and qualifications, and the volunteer portal – is essentially a suite of applications that conform to the athletic requirements of the IOC: the best in quality and availability.

The ODS applications include the Commentator Information System (CIS) and MyInfo+, providing real-time information on results as well as background information to the media and the whole Olympic Movement.

**Hosting applications 100% on the cloud reduced costs by 30%
50 IT applications to support the Games hosted by Atos
Real-time results delivered in less than 0.5 seconds**

100,000 hours testing
all the Games critical IT applications
to prepare for the Olympic Winter Games
PyeongChang 2018



"Atos supports and drives the digital transformation of the Olympic Games and delivered all critical applications - including the Olympic Management System and the Olympic Diffusion System - over the Atos Canopy Orchestrated Hybrid Cloud, supporting the IOC in delivering the most sustainable solutions ever. As a global leader in digital transformation, Atos has ensured that PyeongChang 2018 was fully connected, secured and the most digitally enabled Games to date."

Patrick Adiba, SVP/CEONorth America Operations & CEO Major Events, Atos





Bridgestone
'Chase Your Dreams'
WeAreFearless/Golazo



Bridgestone 'Chase Your Dreams'

Bridgestone's first global activation as a Worldwide Olympic Partner, 'Chase Your Dream', launched at the Olympic Winter Games PyeongChang 2018 and aimed to raise brand awareness among billions of sports fans and consumers around the world.

Following a limited debut in four countries around the Olympic Games Rio 2016, the company expanded its marketing programme around PyeongChang 2018 to engage customers in new countries and more key markets around the world through the Olympic Movement.

The multi-channel activation focused on a global message which was brought to life in the host country through a variety of OOH executions spanning billboards, digital signage, and vehicle branding in high-traffic areas (including Incheon International Airport), plus the new KTX high-speed trains and in the host cities of PyeongChang and Gangneung.

While Team Bridgestone also supported seven winter sport athletes and one team who collected a total of seven medals and delivered a series of history-making performances at the Olympic Winter Games PyeongChang 2018.

This set of athlete ambassadors was part of a global roster of more than 30 individual athletes and one team from ten countries.

Through community activities, digital content and social media, these athletes worked to share the company's 'Chase Your Dream' message and inspire people to persevere through adversity in pursuit of their goals.

The brand also equipping the IOC fleet, as the Official Tyre of the Olympic Games, with its industry-leading Blizzak winter tyres for all IOC vehicles in the official Olympic fleet.

While PyeongChang 2018 Legacy Bridgestone also partnered with the PyeongChang 2018 Organising Committee (POCOG) to support the PyeongChang 2018 Education Programme.

The company's support helped the official education programme of the Olympic Winter Games reach more students, including those at Shin Mang Won Orphanage in nearby Gyeonggi Province.

Bridgestone's work with the children of Shin Mang Won also included a pair of exclusive experiences designed to bring the Olympic Movement to life.

The company even invited a group from the orphanage to attend Olympic Torch Relay activities in Seoul, and also hosted the children in a special VIP spectator programme at the Olympic Winter Games.

Continued Support of the Olympic Channel

Bridgestone is a Founding Partner of the Olympic Channel and currently serves as the presenting partner of several content series that align with its "Chase Your Dream" message, including "Against All Odds," "The Olympics On the Record," and "Far From Home".

Bridgestone left an important legacy in the host nation and spread the Olympic values in line with Olympic Agenda 2020.

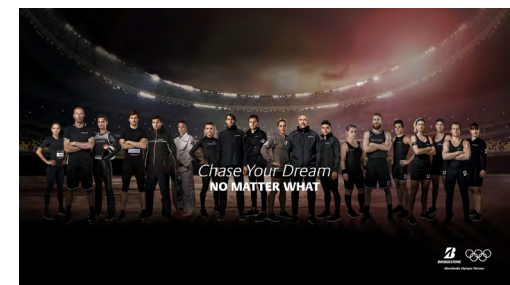
The activation's regional launch was actually first announced at the Geneva International Motor Show on 7 March 2017 by CEO and President of Bridgestone EMEA Paolo Ferrari.

'At Bridgestone we are making a long-term commitment to the Olympic Movement with the purpose of showcasing its support for individuals and efforts to empower people to chase their dreams,' said Ferrari.

'We believe that is a powerful message, and in the coming months you will see how exactly we plan to activate this exciting partnership. But I can say, from my own perspective, I know that sport has a universal appeal, and this is exactly what we need



Gianmarco Tamberi
World Indoor High Jump Champion & European Champion



"As our first Winter Games as a Worldwide Olympic Partner, PyeongChang offered an opportunity to showcase our innovative products and services and our commitments to social responsibility and diversity. We were proud to play a part in a successful Games for the world's greatest athletes who inspire us to chase our dreams every day"
Asahiko Nishiyama, EVP & Executive Officer, Bridgestone



here in our region. This partnership brings emotion to our brand.'

The new work builds on the brand's previous Olympic activation: which ranges from its 'Built to Perform, Road to Rio' campaign developed in harness with Publicis North America, to its 'Battling Spirit' work with the Spanish Olympic team such as this Lidia Valentin fronted spot.

It was actually back in 2014 that Bridgestone announced it has signed up as an IOC TOP worldwide sponsor for a long term partnership that will run through 2024 and will include the Olympic Winter Games PyeongChang 2018, the Olympic Games Tokyo 2020, the Olympic Winter Games Beijing 2022 and the Olympic Games 2024.

The deal, which was reported to see the company pay £204m/\$344m, sees Bridgestone become one of 10 top tier Olympic partners: alongside global brands such as Atos, Coca-Cola, Dow, GE, McDonald's, Omega, Panasonic, P&G, Samsung and Visa.

The deal, which spans several product categories (such as seismic isolation bearings, non-motorised bicycles, and the full range of tyres manufactured by Bridgestone), will also see it supply tyres and related services to support the transport operations at Games time (including vehicles for the athletes, media and officials).

Then, in summer 2016, the Japanese Tire and rubber manufacturer expanded its partnership by signing a four-year agreement to help fund the International Olympic Committee's new television channel – the first company to get on board.

'As a global corporation, Bridgestone is excited to partner with the entire Olympic Movement, a group of organisations that not only brings together the world's athletes at the greatest athletic festival, but also blends this celebration of sport with a spirit of service to community, social responsibility, a respect for diversity and a commitment to the fundamental principles of Olympism,' said Bridgestone CEO Tsuya when the deal was first signed.

The move added the world's biggest sports property to a Bridgestone sponsorship portfolio that also includes title sponsorship of South America's Copa Libertadores football tournament, sponsorship of the International Ski Federation's Alpine Ski World Cup events, plus tie-ins with the NHL, the NFL and the Professional Golfers Association in the United States.

Chase Your Dream (UK)

It was back in March 2017 that the tyre giant and IOC TOP sponsor Bridgestone activated its Olympic rights in the UK with an athlete fronted campaign, called 'Chase Your Dream, No Matter What', that promotes the idea that anything is possible if you the belief and support.

Spearheaded by a trio of British athlete endorsers - decathlon legend Daley Thompson, gold medal winning diver Chris Mears and golfer Charley Hull - this motivational campaign actually aims to encourage people of all ages, abilities and passions to 'find the strength to chase their dream and overcome the obstacles they face on life's journey'.

Bridgestone, an official International Olympic

**250+ hosted in hospitality programmes (guests from 16 countries)
7 athletes and 1 team supported as Team Bridgestone ambassadors,
'Chase Your Dream' OOH ads in 70 high-traffic Korean locations**



Committee (IOC) partner through 2024, hopes the initiative (developed in harness with agency WeAreFearless) brought to life its umbrella company goal of 'keeping you safe and on track on life's journey – just as Bridgestone's tyres do on the road – whatever the conditions'.

The three UK sports stars were unveiled as the brand's athlete ambassadors at a London launch event, hosted by BBC sports journalist and TV presenter Dan Walker, on 16 March.

The launch phase of the campaign itself was spearheaded by a set of three three-minute films: each focusing on each of the athlete ambassadors and telling their own 'No Matter What' story.

These online videos were first posted to the brand's YouTube site on 16 March and include 'Daley Thompson's No Matter What Story' (exploring how the two-time Olympic gold medalist's tough start in life made him the toughest competitor), 'Charley Hull's No Matter What Story' (showcasing what inspired her rise to golfing stardom), and 'Chris Mears' No Matter What Story' (charting how Meare's battle for life in 2009 when he ruptured his spleen and was given just a 5% chance of survival embodies the spirit of never giving up).

The creative, which also fronted the Bridgestone UK web page (<http://www.bridgestone.co.uk/>), was amplified across the brand's digital and social channels with assets and content pieces linked through the campaign's #NoMatterWhat hashtag and was supported by the ambassadors' personal social feeds.

At the launch all three ambassador added their own

personal perspectives on the campaign

'My upbringing and sporting career have taught me that if I work hard enough and remain focused, then I can achieve my goals. I would like to think that I'm a living testament to the Chase Your Dream, No Matter What philosophy,' comments Thompson.

'I've had to deal with some really tough and scary situations over the past few years where both my sporting career and my life have been held in the balance,' adds Meares.

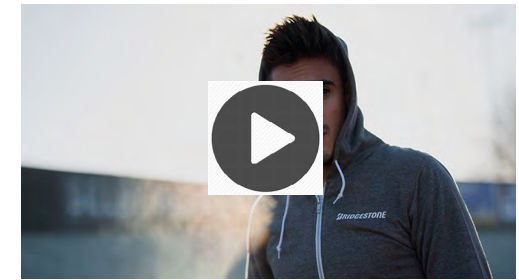
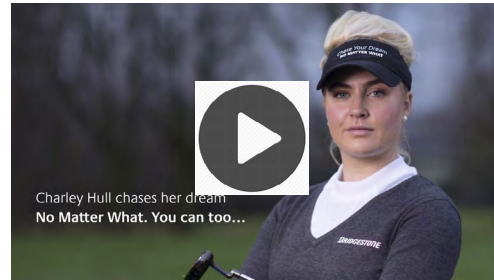
'I believe really strongly in the Chase Your Dream, No Matter What campaign, because I love the fact that Bridgestone values mental and physical determination, strength and endurance, championing the journey to achieve your goals as much as the result.'

'I've come up against many barriers as a female golfer and I've had to learn to battle these to succeed. When you feel strongly about something, it's your spirit as much as your ability that gets you through. I feel that I have the spirit to chase my dream, no matter what,' says Hull.

Later that year the campaign evolved and Bridgestone sponsored a series of golfing events at all levels as well as three grassroots events: one for golf, one for athletics and one for diving, which will be hosted by each of the ambassadors.

'Whatever challenges you face, we believe our role is to keep everyone safe and on track until you safely reach your destination. Our ambassadors are sharing their stories to help everyday people chase their dreams, no matter what,' said Bridgestone

"Our 'Chase Your Dream, No Matter What' campaign aims to inspire people everywhere, whatever their background to find the strength to chase their dreams and overcome any obstacles they face on life's journey."
Robin Shaw, Bridgestone North Europe, Managing Director



Northern Europe MD Robin Shaw.

‘As we start a new Olympic cycle it’s an exciting opportunity to collaborate with the new Worldwide Olympic Partners. Bridgestone is a globally recognised and successful brand and we are excited and proud to work together on their Chase Your Dream, No Matter What campaign,’ added British Olympic Association CEO, Bill Sweeney.

‘Our role in helping the nation’s best Olympic athletes realise their dreams resonates with so many of the stories around the Olympic Games as athletes strive to reach their personal goals and provide inspiration for anyone with their own goals and aspirations.’

In September 2017 Bridgestone UK’s extends its global Olympic partnership ‘Chase Your Dream, No Matter What’ campaign with an event initiative fronted by Chris Mears that sees the Team GB gold medalist aim to inspire everyday ‘battlers’ to leap from the 10 metre diving platform.

The idea behind ‘Take The Plunge’, the first in a series of branded immersive grass roots events, is to bring to life Bridgestone’s Olympic big idea of ‘chasing your dream’ beginning with finding the right mental approach’ to overcome obstacles.

The tire brand’s athlete ambassador teamed-up with a performance psychologist to encourage eight everyday participants to overcome their fears of diving from the 10 metre board.

Chris tasked the group to make the daunting jump off the top of the diving tower at the John Charles Centre for Sport in Leeds and helped inspire and

encourage them by sharing his own personal experiences of fighting to achieve his dream against the odds to encourage participants to do the same.

Mears, the Olympic synchronised springboard diving champion at Rio 2016, ruptured his spleen in 2009 and was only given a 5% chance of survival by his doctors. But his team of medical professionals and his own fighting spirit saw him recover and get back to the board to win Olympic gold.

Joining the Team GB star was English Institute of Sports performance psychologist Laura Cosgrove, who helped the group with techniques and mental approaches to overcome their fears.

While former athlete and trainer Professor Greg Whyte also gave instruction and insight on the benefits of positive thinking in achieving personal goals in everyday life.

The late August experience was filmed and amplified via a PR push and across Bridgestone UK’s digital and social channels such as YouTube, and Facebook.

The idea behind this ‘what are you afraid of’ event is that the collective group embody the spirit of Bridgestone’s ‘Chase Your Dream, No Matter What’ campaign and positions then brand as an enabler that encourages, empowers and supports people to acquire the skills they need to complete their own challenges and chase their own dreams.

“I had the best day,” commented Mears.

“I never expected to get something from the



Lululemon | H&M | Daily Homepod & Co. | Molar



exercise myself. I came away feeling on top of the world that I was able to help people!

“Despite all that Chris has encountered in his life he has kept focused and fighting to chase his dream of becoming champion. He exemplifies the spirit of our Chase Your Dream, No Matter What campaign perfectly,” added Bridgestone North Europe Managing Director Robin Shaw.

“We hope that his inspiring story helped everyday battlers overcome the obstacles they face in pursuit of their own dreams.”

The Olympic activation was developed in harness with Bridgestone’s European content and creative agency for the worldwide Olympic partnership WeAreFearless.

This grassroots event was the first of a series this year to be hosted as part of Bridgestone UK’s Chase Your Dream, No Matter What activation.

Bridgestone Activates IOC & Aus/Nz Team Tie-Ups Via ‘Chase Your Dream’ Snowboard/Ski Ads

In January 2018, ahead of the start of PyeongChang 2018 on 9 February, saw Bridgestone leverage its trio of global and market-specific Olympic sponsorships with linked local campaigns fronted by Australian snowboarder Belle Brockhoff and New Zealand freeskiier Beau-James Wells.

The global tyre giant, a Worldwide International Olympic Committee partner, is also a sponsor of

both the Australian and New Zealand Olympic teams and to activate these tie-ups it has signed up the two winter athletes as ambassadors and shared their powerful, poignant stories - their return from injury and journeys to the 2018 Winter Games - through medium and short form spots.

Brockhoff and Wells both suffered serious ACL ligament injuries in 2016 and have had to work extraordinarily hard to be ready for the Winter Olympics.

The campaign, developed in tandem with agency via VML Australia, are spearheaded by two 2-minute 30-second films focusing on Brockhoff and Wells chasing Olympic dreams and overcoming obstacles en route.

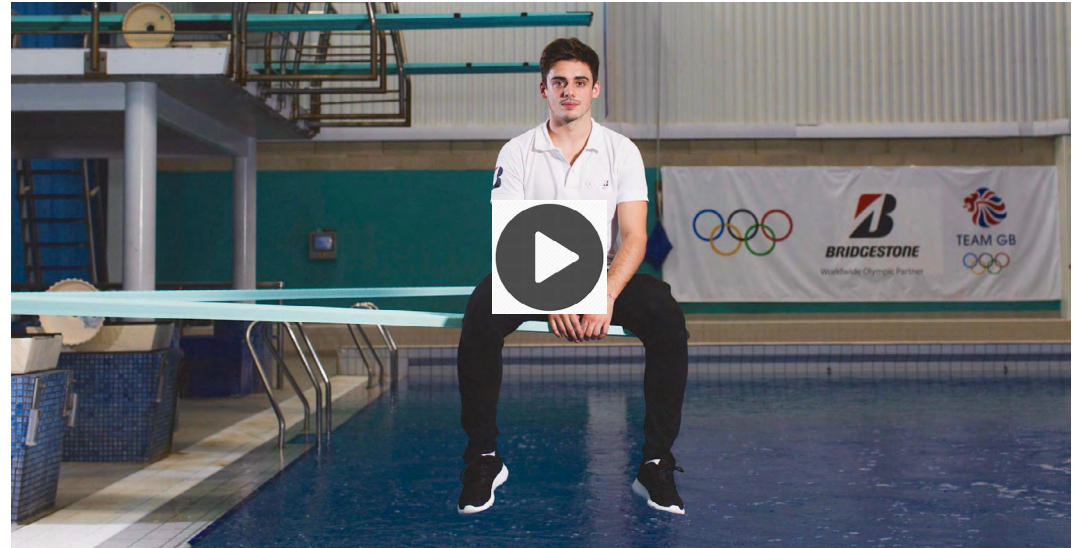
Both athletes have had to recover from serious injuries to make it to PyeongChang.

The longer videos are further supported by shorter, 15-second cut downs.

“The Olympics have been one of my goals for a very long time. A big goal of mine is to medal, and an even bigger goal is to win. I started skiing when I was three years old. And then I picked up a snowboard when I was 10,” admitted Brockhoff.

“That first day when I picked up a snowboard I knew that I wanted to be the best. At that age you don’t think so much of danger, you just kind of go for it – but you have to be so incredibly present. If you’re not, you’ll really suffer the consequences for it.”

While Wells added: “I’ve dreamt of holding up an Olympic medal ever since I can remember.



When we were kids, watching the Games, Dad said ‘someone has to be the best, so why can’t it be you?’ That really fuelled me and it wasn’t long before I hit my first jump. Being told you can’t do what you love for a whole year, to me that’s heartbreaking. But you can turn that pain into a new hunger and now I’m coming back stronger.”

Bridgestone Australia & New Zealand managing director Andrew Moffatt explained that it was the athletes’ determination to chase their dreams despite injury that the brand found so inspirational.

“Every athlete competing in the Olympic Games has their own unique story, but the journeys of Belle Brockhoff and Beau-James Wells highlight the perseverance required to represent your country,” said Moffatt.

“Seeing how focused they both are to achieve greatness is really quite moving, and we’re honoured to be able to share their stories through such evocative clips.”

The VML Australia team was led by creative director Aden Hepburn and included senior art director Louise McQuat, senior copywriter Jack Emery, senior account manager Kiki Jones and producer Mat Barber.

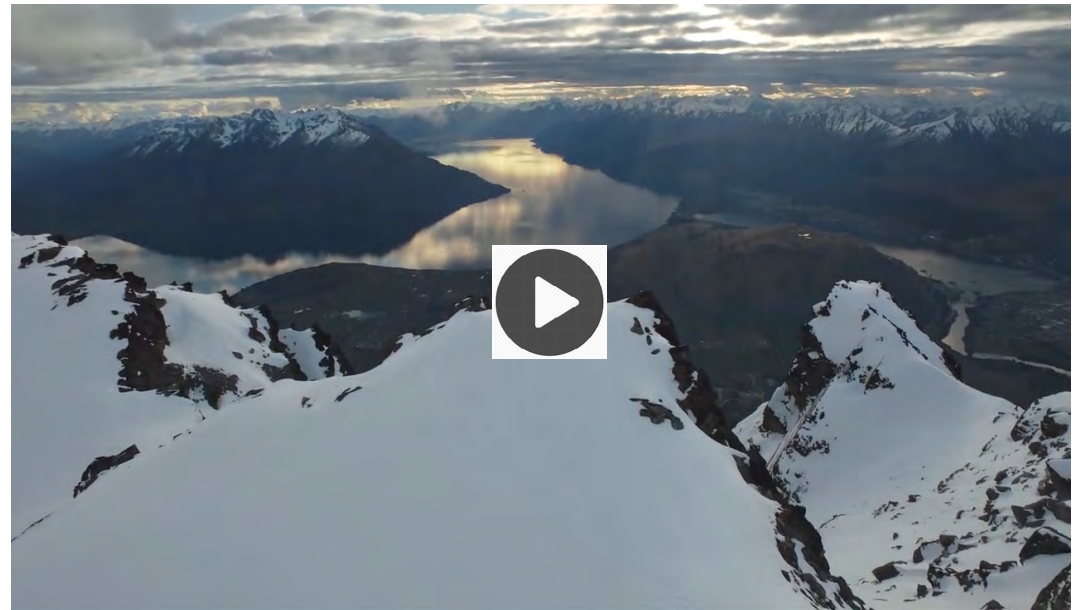
The spots were helmed by Jonathan May, the production company was Flint with local production handled by Two Bearded Men and post production from The Hive.

Injury is an apt theme for inspirational Winter Olympic storytelling: after all, winter sports are typically more dangerous and lead to more serious

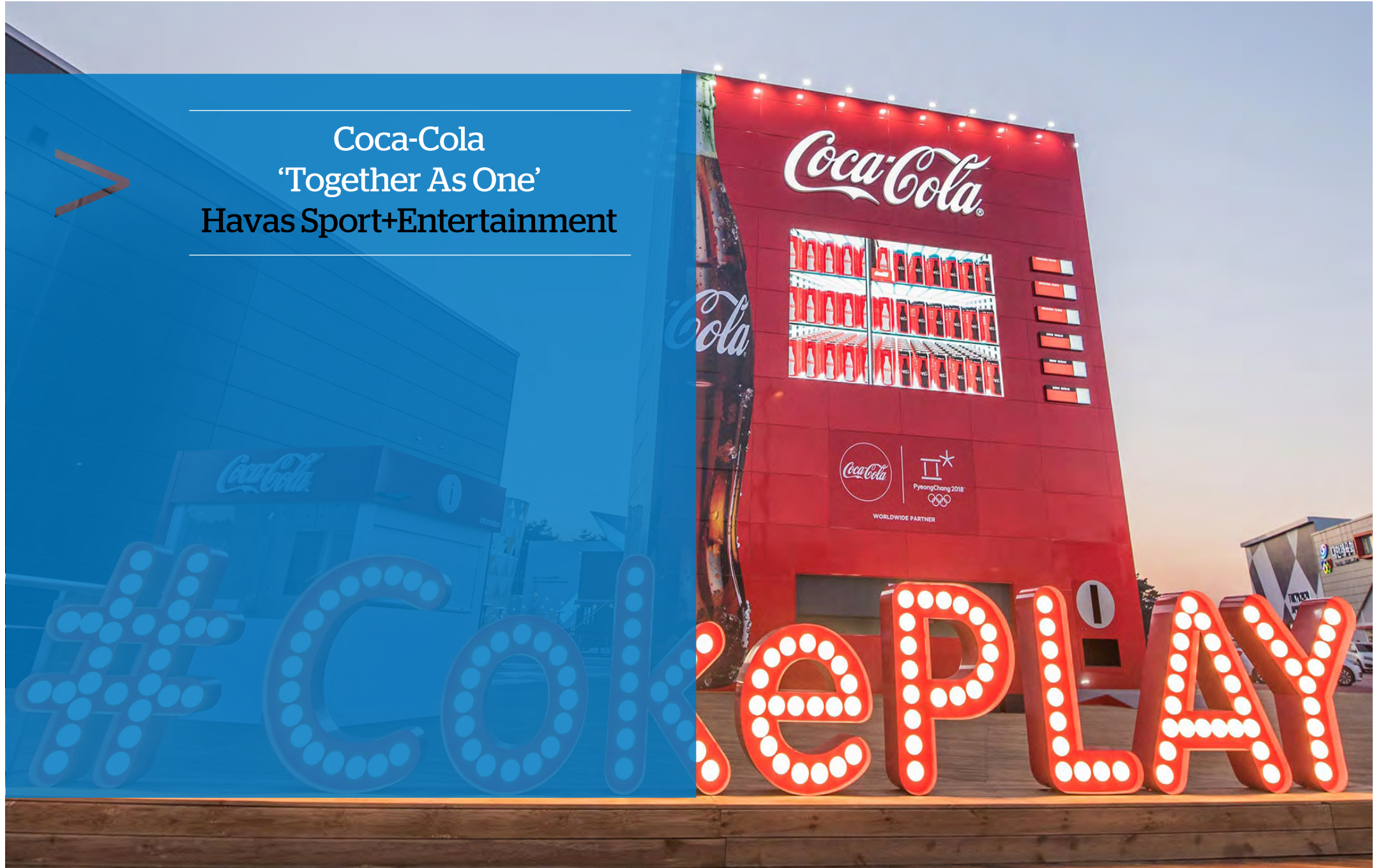
injuries than summer Olympic sports (other current examples include Red Bull’s ‘Back To Life’ documentary on freeskier Torin Yater-Wallace).

Bridgestone is a Worldwide International Olympic Committee Partner, as well as an Official Partner of the Australian and New Zealand teams, and these twin campaigns continue its activation approach based around encouraging all athletes to ‘chase their dream’.

This theme was initially unveiled earlier in the year with the UK launch of ‘Chase Your Dream’.



Coca-Cola
‘Together As One’
Havas Sport+Entertainment



Coca-Cola's 'Together As One' & CokePlay

Coca-Cola's PyeongChang activation programme – themed round 'Together as One' and developed with agency Havas Sports & Entertainment – continued its 90 year Olympic alliance and stretched from its CokePlay digital platform to backing the torch relay and from a giant vending machine to experience led brand spaces.

The CokePlay digital platform linked to the brand's efforts to engage with young people support a key theme of Olympic Agenda 2020 Olympic. CokePlay, an on-pack code linked app enabled consumers to take part in different calls to action to redeem points for exclusive merchandise.

Coca-Cola's Torch Relay alliance starting with the Olympic Games Barcelona 1992 and has since it has supported 11 Olympic Torch Relays, recruiting over 16,000 torchbearers and activating on-route for more than 700 days while connecting with hundreds of millions of spectators "live".

Its 12th participation for the PyeongChang 2018 Olympic Torch Relay, saw Coca-Cola play the role of Presenting Partner and began with a national torchbearer recruiting campaign – run from March to May 2017 - to ignite public attention for the

coming Games and participation in the Olympic Torch Relay.

For the 101 days of the Olympic Torch's journey across all Korean cities and towns, the Coca-Cola caravan and sampling vehicles engaged the public and brought excitement for the start of the Games.

At the Games' themselves, Coca-Cola began by engaging athletes by distributing them all with a customised Powerade squeeze bottle featuring their country's colours and also created brand experiences in three strategic zones.

In the Olympic Villages, it built Coke Lounges: where athletes could relax and unwind while enjoying an ice-cold Coca-Cola.

Coca-Cola also ran a water replenishment programme, adding to the Games' eco efforts, around the venues to improve bio-diversity through wetland vegetation and catchment installation.

While for those unable to join in the Olympic fever at the Olympic sites in PyeongChang, the Coca-Cola Giant Vending Machine – erected in a youth hot spot in Seoul offered various experiences – where consumers could insert large branded gold coins to receive dispensed giveaways including photo opportunities, samples of Coca-Cola products, surprises, pins and a place to warm up.

The Coke polar bears visited the site at different times for photo ops, and brand ambassadors doled out prizes in exchange for social posts by consumers.

Coke also activated a Pin Trading Center for the widely popular pin exchanges tied to the Games.

**250,000 visitors to Coke's Olympic Park Giant Vending Machine
1m+ consumers reached with the CokePLAY digital platform
90 years since Coca-Cola's first supported the Olympic Games**

For this, the brand created 30 pins and invited 40-plus international pin traders who've traded with the brand over the years.

Finally, over at the Medals Plaza in PyeongChang, large visual cubes offered a variety of different photo ops with Coke branding. The polar bears also made special appearances there—more warm and fuzzy photo ops for the fans.

Coca-Cola, which also engaged with young people by supporting a key theme of Olympic Agenda 2020, also leveraged its 90-year partnership with the Games by supporting 90 US athletes.

As well as its IOC tie-up (and its Olympic Torch Relay backing), the soft drinks giant is also a partner of all 204 National Olympic Committees and their teams.

As part of its US team alliance, Coca-Cola partnered with 90 US athletes participating at PyeongChang. These included freestyle skier Mac Bohannon, figure

skater Nathan Chen, bobsledder Elana Meyers Taylor and Paralympic snowboarder Amy Purdy (while ice dancers Alex and Maia Shibutani, plus figure and speed skater JR Celski represented Coke owned brands Minute Maid and Core Power).

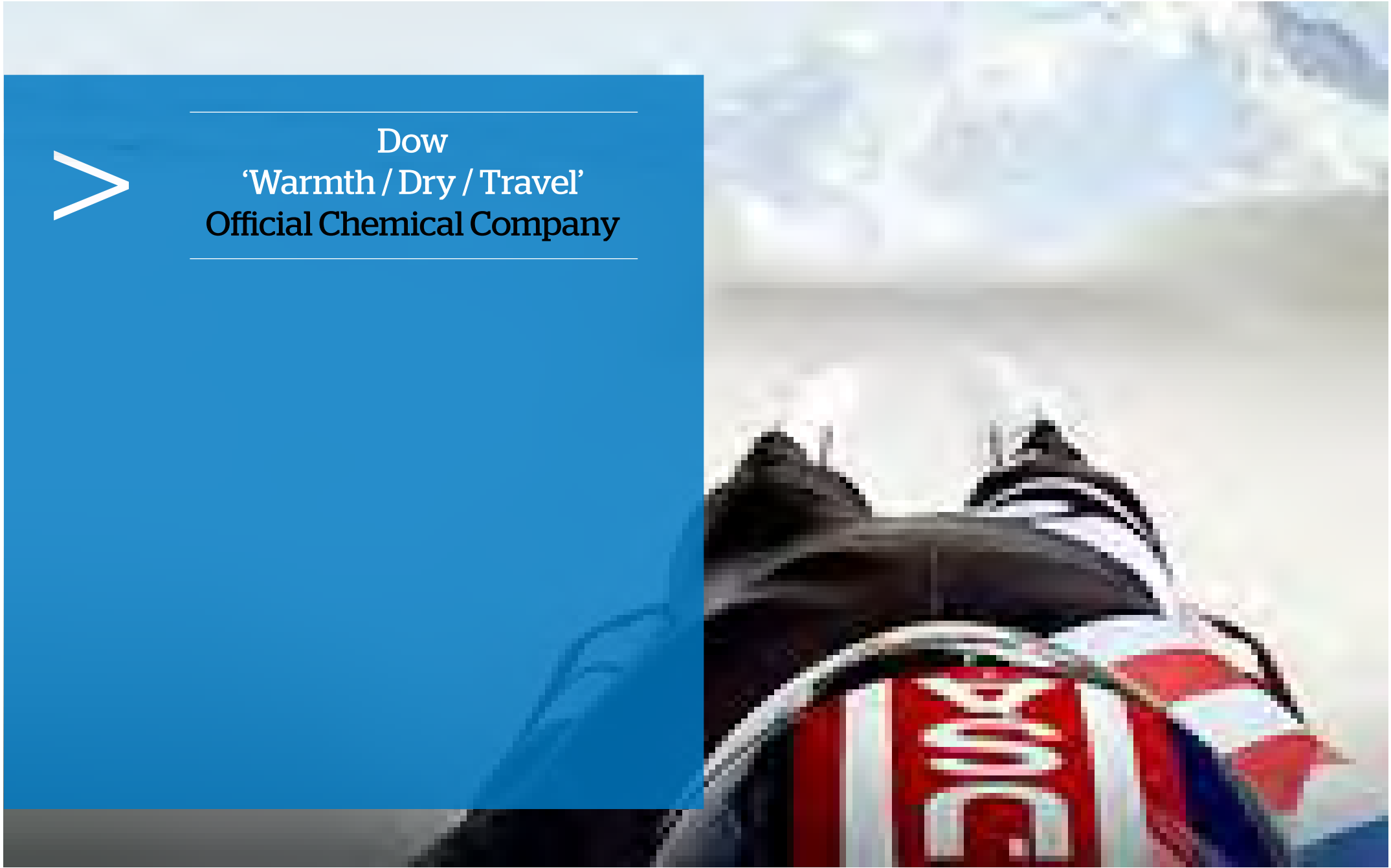


**"The Olympic Winter Games PyeongChang 2018 marked the 90th year that Coca-Cola has been proud to support the Olympic Games and interact with consumers all over the world. For these Games, digital was a key component of our campaign to fully engage youth and get them excited about the Olympic Games in Korea and around the world."
Ricardo Fort, VP Global Sports Partnerships, Coca-Cola**





Dow
'Warmth / Dry / Travel'
Official Chemical Company



Dow: Official IOC Chemical Partner

The Olympic Winter Games PyeongChang 2018 enabled The Dow Chemical Company (Dow) to showcase its science, innovations and technology beyond the host city and beyond the world of sport.

A significant amount of science and innovation went into helping make the iconic sporting event smarter, better and safer and Dow took the opportunity to showcase the solutions that supported the creation of more sustainable infrastructure and better experiences for athletes and fans alike.

The Science of Warm

For warmth, energy efficiency and sustainability during the Games, PIR panels incorporating Dow PAPI™ Polymeric MDI were used to insulate the walls and roofs of the International Broadcast Centre (IBC) and Modular Houses.

Dow Corning® 1001 Perimeter Silicone Sealant was used to fill and seal gaps between walls and doors or window frames at the IBC, the Olympic Village and Modular Houses to help prevent cold air from seeping through the cracks.

The Science of Cool

A polyurethane spray foam made with Dow

VORANOL™ Polyether Polyols and PAPI™ Polymeric MDI was used to insulate the ice at the Olympic Sliding Centre, keeping it from melting by providing reliable temperature regulation for the luge, bobsleigh and skeleton competitions.

Four ice rinks also used DOWTHERM™ Heat Transfer Fluids to maintain ice surface temperatures and consistent skating dynamics.

The Science of Dry

The slabs and roofs of the IBC and the Olympic Plaza were protected from costly water damage by Dow's waterproof solutions, including VORANOL™ and ISONATE™ polyurethane coating technology and VORASTAR™ coating technology.

The Science of Travel

Parts of the Yeongdong Expressway connecting Seoul with PyeongChang was marked with traffic paint powered by FASTRACK™ Quick-Set Technology, which better retains glass beads and retro-reflectance, helping lane markings appear clearer to drivers. FASTRACK™

Technology also helps accelerate the dry time of waterborne traffic paint, even under adverse weather conditions and helps dramatically reduce volatile organic compound (VOC) emissions.

The Science of Comfort

Dow VORANOL™ Polyether Polyols were used in some of the mattresses in the Olympic Village.

The technology is integrated into the polyurethane slab foam, creating a comfortable sleeping environment. VORANOL™ Polyether Polyols was

also employed in a number of mattresses in hotels across PyeongChang.

Dow's expertise and support to compensate carbon emissions from the IOC's daily operations and beyond is an important enabler for the IOC's Sustainability Strategy execution, in line with Olympic Agenda 2020



OFFICIAL CHEMISTRY COMPANY

“As the Official Chemistry Company of the Olympic Games, we bring Dow’s game-changing solutions to facilitate better infrastructure performance both for the Games and the surrounding communities. Dow goes beyond business as usual to offer sustainable and innovative solutions at the intersection of science and sport.”
Louis Vega, VP, Dow Olympic & Sports Solutions

Over 200 TOP customers and executives participated in Dow’s Winter Games programme





GE
Industry Partner
Energy, Health & Transport



PyeongChang 2018™



WORLDWIDE PARTNER

GE: Provider Of Industrial Equipment For Energy, Health, Transport & Infrastructure

A Worldwide Olympic Partner since 2005, GE, the exclusive provider of a range of products and services integral to staging the Games, helped deliver infrastructure solutions and digital industrial technology to bring the Games to life for athletes and spectators in the venues and global viewers.

These ranged from power connectivity (for the athletes village and media centre), to athlete healthcare (including medical imaging technologies).

For PyeongChang 2018, GE linked up with the IOC to create an Athlete Management Solution - a new analytics tool - to provide clinicians with information to help them predict injury and illness and personalise treatment for the 2,900 athletes at the Games.

GE also applied digital industrial technology to monitor the real-time energy consumption of all

Olympic venues in PyeongChang.

It also activated an inventive partnership with the Korean national skiing and snowboard teams that saw it supply digital technology and a customised sports leadership training programme based on Predix to help athletes and coaches prepare for the Games

While GE's customised leadership curriculum, developed at its global leadership institute in Crotonville, New York (USA), also helped athletes focus on personal development and emotional resilience.



“We are proud to work with the IOC and the local Organising Committee to deliver infrastructure solutions for the world’s premier winter sports event in PyeongChang.”
John Flannery, Chairperson & CEO, GE





Intel
'Experience The Moment'
Drones, VR, 5G & eSport



Intel 'Experience The Moment'

Intel announced its long-term Olympic partnership in June 2017 to bring the company's leading tech to the Games through 2024 with the aim of making them more innovative and immersive than ever before for athletes and fans.

At PyeongChang 2018, its first Olympics, Intel's tech-led activations set out to reimagine the Games for fans: from the sporting events and an integrated 'Experience The Moment' campaign, to on-site activations and experiences using drones, VR and 5G, as well as eSports and gaming initiatives.

Drones:

Intel showcased its drone technology with a drone opening ceremony light show, plus it captured behind-the-scenes footage giving fans unprecedented views of the action. Its Guinness World record breaking (most unmanned aerial vehicles airborne simultaneously) opening and closing ceremony shows featured 1,218 Intel Shooting Star drones and dazzled audiences and athletes with spectacular formations in the sky.

Virtual Reality:

Using Intel True VR technology, broadcasters brought Olympic fans from all over the world to PyeongChang through an immersive viewing experience.

Cameras in strategic locations enabled viewers equipped with a VR app to transcend their traditional role as passive spectators and experience the excitement of the Games firsthand.

Fans could choose their viewpoint, enjoy realtime stats and data, and catch behind-the-scenes content for a unique view of the Games.

5G:

Intel 5G technologies enabled a series of 5G-powered experiences at the Olympic Games, providing a sneak preview of how 5G will change the way people live, work and play.

Esports:

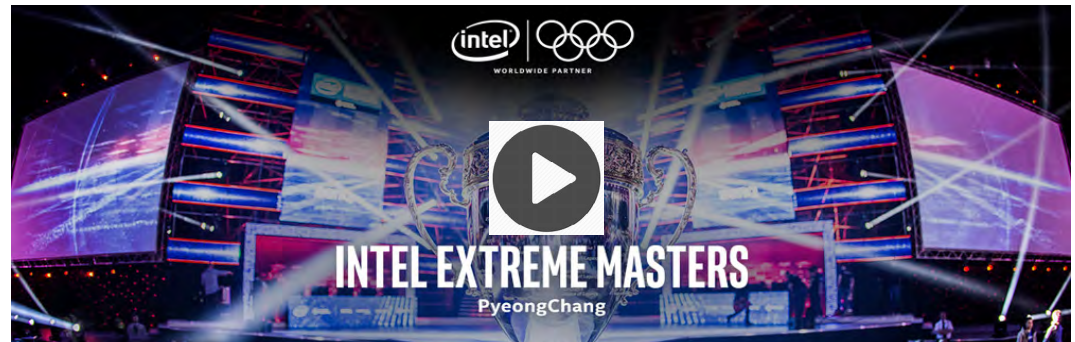
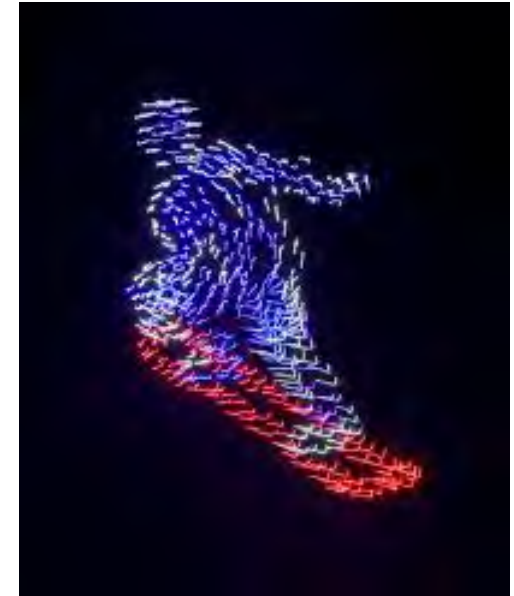
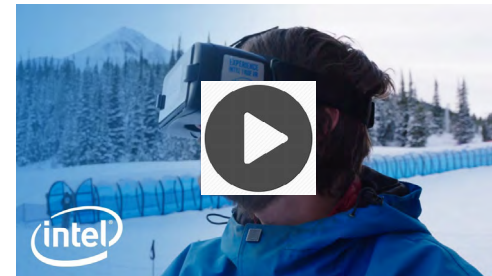
Intel also brought the first-ever Esports competition to PyeongChang for the Olympic Winter Games. This focused on two distinct gaming experiences: the Intel Extreme Masters PyeongChang Esports tournament for StarCraft II and a separate exhibition featuring Ubisoft's action-sports title 'Steep Road to the Olympics' (the official licensed game of the Winter Games PyeongChang 2018).

'Experience the Moment'

Intel's first Olympic integrated marketing campaign showcased technology's impact and highlighted how Intel technology brought the amazing moments in PyeongChang directly to fans all over the world.

Intel profiled four Olympic athletes in a three-part documentary series and showed how Intel True VR technology helped bridge the thousands of miles between the athletes and their loved ones during their Olympic journey.

1,218 Intel Shooting Star Drones used as part of the Opening Ceremony broadcast Intel True VR technology offered a new, immersive viewing experience for 30 live and on-demand events



"The Games provided the ultimate platform to showcase our industry leading technology to the world. From our live drone light shows, to Intel 5G technologies and Intel True VR, PyeongChang 2018 provided a global platform for Intel to push the boundaries of what's possible. We look forward to what technology can make possible in Tokyo 2020 and beyond"

Aicha Evans, SVP & Chief Strategy Officer, Intel

As the world watched the PyeongChang Winter Olympics 2018, the watching world saw the planet's elite athletes in their sports and learn of the inspiring personal stories of all of those competing.

For this Games, IOC partner Intel helped tell some of those stories through a docuseries campaign that incorporates its virtual reality technology.

In the 'Experience the Moment campaign,' Intel followed and showcased the performances of a set of world class athlete ambassadors who have all completely dedicated their lives to their respective sports.

The chip and tech giant also helped bring the excitement of the Olympic Winter Games to athletes' hometowns around the world by providing the families Intel VR technology.

The objective was to help close the distance between the athletes and their loved ones by providing a firsthand experience to their performances, which can be seen in the films.

The initiative was led by a three-part docuseries profiles the journeys of four competing athletes, sharing their moments of triumph and perseverance that led them to the Games.

Each of the videos tells the story of a young athlete and the loved ones whose support made their Olympic competition possible.

In 'Two Teams, One Dream,' Marissa Brandt hopes to make a connection with her birth mother as she plays for team Korea, joined by her sister, Hannah, who is also competing in women's ice hockey on behalf of team USA.

In 'Walking the Dream,' Ayumu Hirano – the youngest medalist in X-Games history at the age of 14 – the now 17-year-old showboarder has become a hometown hero, representing Murakami, Japan, an inspiration for young athletes from his community and around the world.

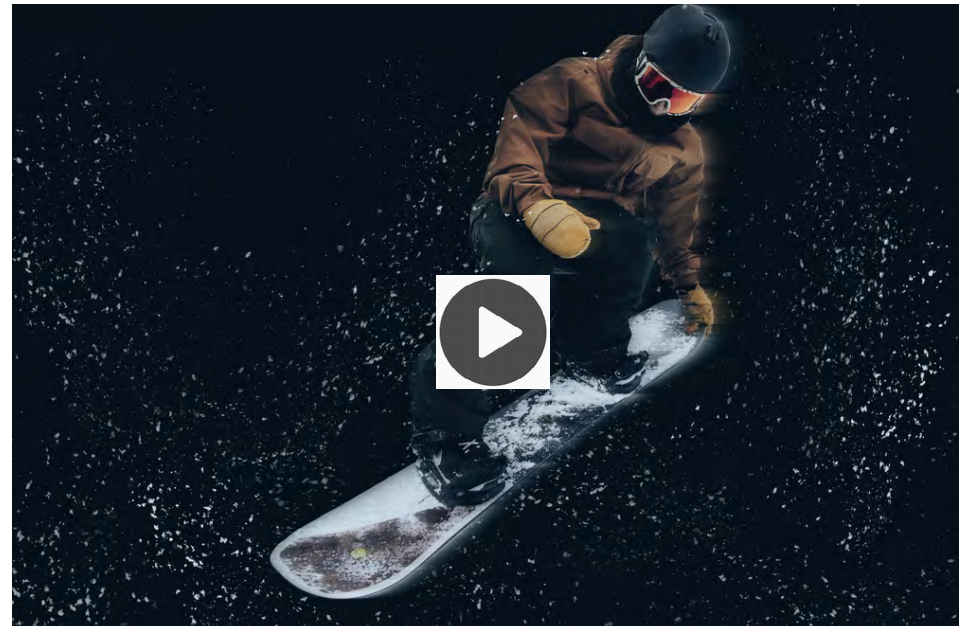
While in 'Skating Through Obstacles,' Chinese competitor Fan Kexin, a short track speedskater, overcame extreme financial hardships on her quest to become an Olympic medalist.

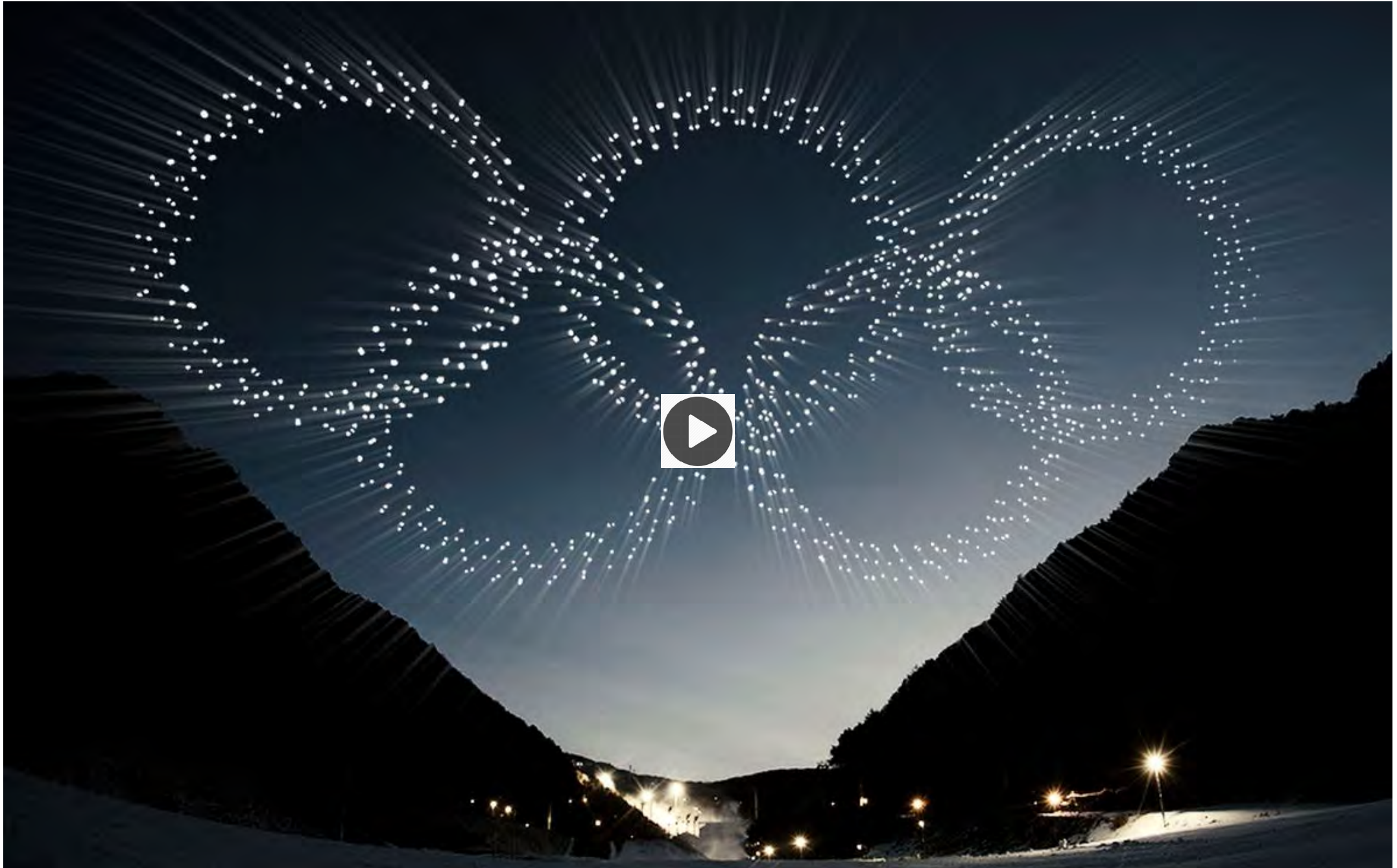
In the film she shares an emotional look at the crawlspace that she called her bedroom as a child and tells how she is channeling that struggle into motivation to go for gold.

"VR is such a powerful way of bringing people together," said Intel VP of Global Creative Direction Teresa Herd. "If they can't be at the games, this is the next best thing."

"We looked for compelling stories—for us, that is what the Olympics is about," said Herd. "[We wanted] to show people the impact the tech has in the viewing experience and show the marriage of technology and humanity."

To capture these stories, Intel sent a production crew on the road for over 40 days, filming in locations from Minnesota to Murakami, where they set up multiple VR sessions for the athletes and their families to talk, and come competition time, VR capture technology will put those families in the stadium to watch the athletes live.







Omega
'Recording Olympics Dreams'
Official Timekeeper



Omega 'Sign Of The Times'

Omega originally acted as the Official Timekeeper of the Olympic Winter Games way back in 1936 when a single company technician used 27 Omega stopwatches to time every second of every event. 82 years later the brand carries out the same role but, of course, with significantly more advanced innovation and technology.

From photofinish cameras and photocells, to starting gates, scoreboards and new motion sensor technology attached to the athletes themselves, the brand's time keeping team provided continuous measurements from start to finish of all events.

In PyeongChang, Omega recorded 25 Olympic records and three world records, while capturing over 800,000 pieces of data overall.

It leveraged its official status through a 360° marketing campaign called 'Recording Olympic Dreams'.

This was led by a 30-second TV commercial recognising the tremendous emotions of the iconic sporting event and featuring Harry Styles' 'Sign of the Times'.

Set to striking footage of winter athletes during their famous moments of victory, the spot was supported by photographs from these moments in

the form of a series of print, digital and social media executions.

In Seoul, Omega also created an 'Olympic Games Exhibition' for the public to get a fascinating insight into the brand's timekeeping role and the history of the Games, while in PyeongChang itself Omega hosted timekeeping visits for the media to show them the new and existing technology that is crucial within every event.

Omega also produced to PyeongChang 2018 watches: the Seamaster Planet Ocean PyeongChang 2018 (limited to 2,018 pieces) and the Seamaster Aqua Terra 'PyeongChang 2018' limited edition (with the five colours of the Olympic Rings creating the words PYEONGCHANG 2018 on the dial).



**300 timekeepers
350 trained volunteers
230 tonnes of equipment
800k pieces of data recorded**



“Omega, the official timekeeper of PyeongChang 2018, saw the watch brand record each moment and support every athlete – bringing to life its dedication to precision and passion only grows stronger.”
Raynald Aeschlimann, President & CEO, Omega





Panasonic
Projectors/Screens/Speakers
Audio & Visual Solutions

Worldwide Olympic Partner
Panasonic



Panasonic

At PyeongChang Panasonic provided its full line-up of AV equipment - including staging and system operations solutions - for the Opening and Closing Ceremonies, competition venues and broadcasting locations.

Audio and Visual Solution Partner Panasonic's laser projectors of no less than 30,000 lumens, coupled with proficient technical operations, offered audiences spectacular images of the Opening and Closing Ceremonies and sporting competitions.

In total, Panasonic supplied 82 units of high-brightness 30,000-lumen laser projectors in its role as the "Official AV Ceremony Partner", improving the level of visual entertainment in the Olympic Stadium and around the world.

In addition, Panasonic provided high-brightness 27,000-lumen laser projectors to the 8K Super Hi-Vision Theatre, which was set up by Olympic Broadcasting Services (OBS) and the Japan Broadcasting Corporation (NHK) inside the International Broadcast Centre.

To convey the best quality acoustics and unique atmosphere of the Games, Panasonic introduced its new RAMSA brand line-array speaker system, amplifying the excitement of competitions at four venues: the ski jumping and snowboarding venues, the Yongpyong Alpine skiing venue and Gangneung Olympic Park.

As a new challenge, Panasonic also adopted a multi-video distribution system for figure skating on a trial basis as part of the company's new initiatives toward 2020.

Panasonic supplied LED large-screen displays to the Live Site outdoor entertainment areas in PyeongChang where spectators could share the enthusiasm and emotion of the Olympic events.

In terms of marketing, the Panasonic Centre Tokyo – with the IOC – offered interactive exhibits to the public featuring valuable items related to the Games during the PyeongChang 2018.

Under the three themes of sports, culture and education, Panasonic implemented a wide range of activities at the NEXT2 Communications event space, in which large numbers of people including many young people, took part.

Plus the Panasonic Center Tokyo will hold a special exhibition during the Olympic Winter Games PyeongChang 2018 in collaboration with the International Olympic Committee.

A new section for exhibiting and introducing valuable content related to the Olympic Winter Games PyeongChang 2018 will be established on the first floor that will enable visitors to experience the excitement of the competitions through video and other media.

Panasonic's past partnership activities were also introduced on its Facebook page and official website dedicated to the Olympic Games.

During the Games, Panasonic utilised these media outlets to post timely updates of its activities from

82 laser projectors for Opening/Closing ceremonies

LED large-screen display systems for the Live Sites

New RAMSA brand linearray speaker systems at 4 venues

the ground, to share the passion and excitement of the Olympic Games to the world.

Panasonic's cutting-edge audio-visual technology engaged fans in-stadium and around the world.



“Panasonic has been a TOP Partner for the past 30 years - since Calgary. We focus on delivering, with passion, the excitement and wonder of the Olympic Games to the world, so I hope people saw and felt these emotions through each of our products and equipment.”

Kazuhiro Tsuga, President & CEO, Panasonic

Official Worldwide Olympic Partner

Panasonic



SHARING THE PASSION
at PyeongChang 2018



PyeongChang 2018



Worldwide Olympic Partner

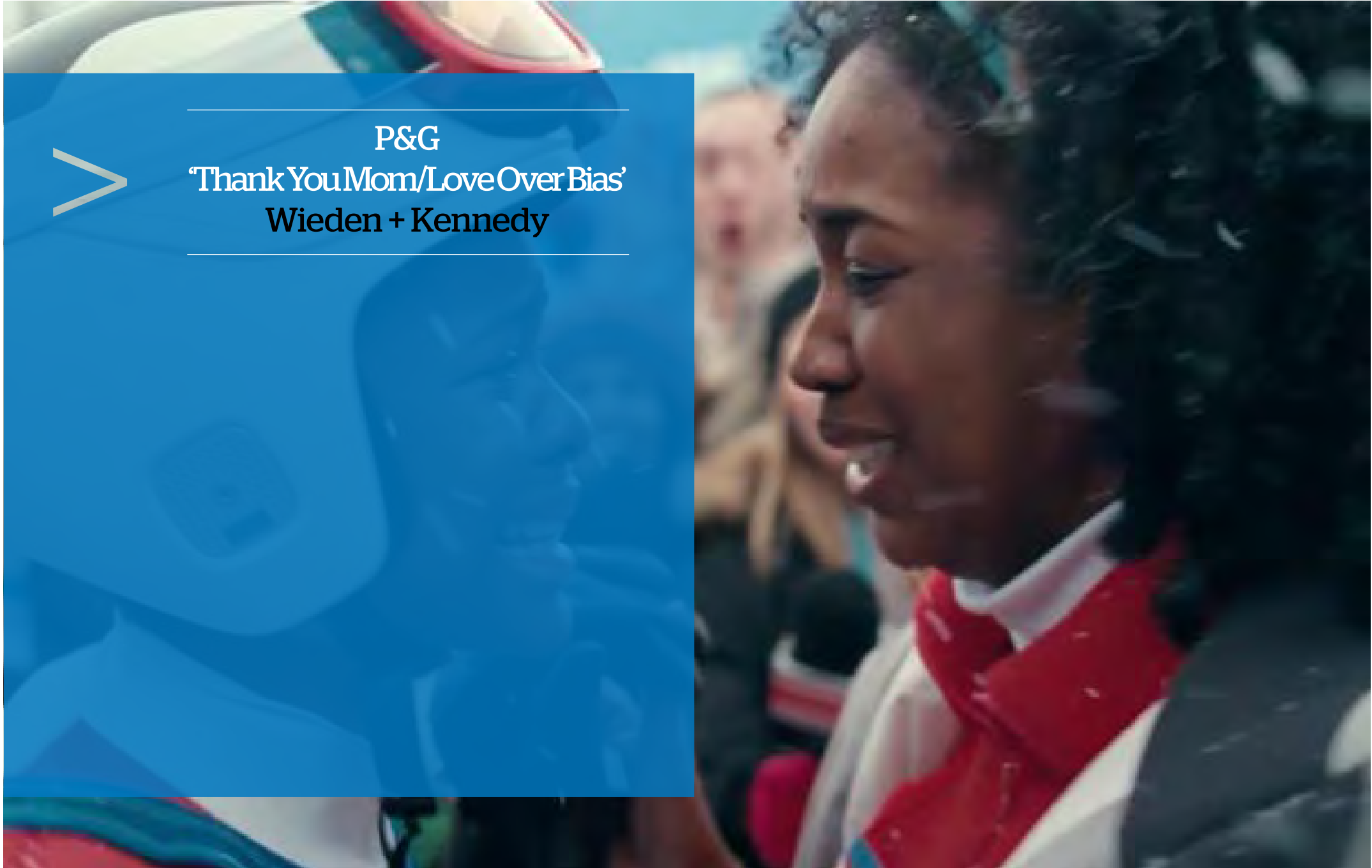
Panasonic





P&G

‘Thank You Mom/Love Over Bias’
Wieden + Kennedy



P&G ‘Love Over Bias’ & ‘Thank You Mom’

As well as providing a range of personal care and household products to help take care of many of the everyday needs of athletes and families during the Games, P&G and its brands also partnered with more than 40 global athletes and ran a major ‘Love Over Bias’ cause campaign all under its ‘Proud Sponsor Of Mums’ platform.

While during the Games themselves, P&G’s ‘Thank You, Mom’ programme hosted more than 70 guests from six countries - including mothers, family members and, for the first time, digital influencers to share their stories.

P&G provided a home away from home for more than 2,500 athletes, coaches, family and friends from around the globe through their hospitality venue, the P&G ‘Family Home’.

Built in Nations Village, it acted as a destination for athletes and their families to celebrate, relax and cheer on their team.

Athletes interacted with P&G brands during ‘Beauty & Grooming’ touch-ups, content capture opportunities with top influencers, and interviews with global media.

In total, P&G’s ‘Family Home’ branded space hosted 385 athletes and more than 3,000 total guests over the course of the Games: including nearly 200 total media outlets who conducted 180+ interviews globally in our media space.

A variety of events also took place in the P&G Family Home: including 39 appearances by P&G’s family of athletes, such as American skier Lindsey Vonn (Bounty), American snowboarder Jamie Anderson (Downy), Japanese ice skater Yuzuru Hanyu as well as a press conference featuring four top-performing Korean athletes: speed skater Seung-Hi Park, skeleton athlete Sungbin Yoon, speed skater Choi Min-Jeong, speed skater Sangwha Lee and speed skater Choi Min-Jeong, and their moms.

On the morning of the Olympic Games PyeongChang 2018 Opening Ceremony, Head & Shoulders, Gillette and Braun welcomed Olympians for a special grooming event. Celebrity stylists and barbers helped athletes – including American freestyle skier Gus Kenworthy, Korean tennis player Hyeon Chung and German ski jumper Richard Freitag – look their best before the world celebrated the Opening Ceremony.

On Valentine’s Day, P&G brands, including Pantene, Olay, and Secret offered styling services to American bobsledder Aja Evans, American figure skating legend Michelle Kwan, Chinese speed skater Yang Yang and German ski jumper Carina Vogt, providing them with the ultimate beauty experience on-site at the Games.

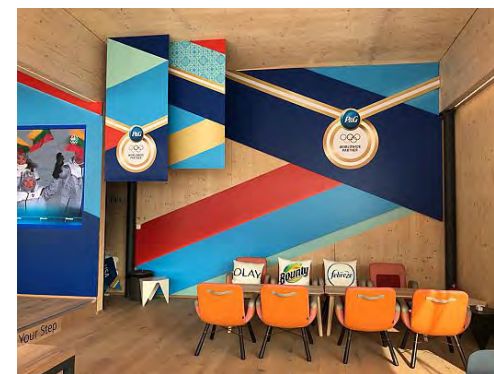
The brand’s ‘Love Over Bias’ multi-platform campaign, the latest instalment of its award-winning ‘Thank You, Mom’ campaign, Olympians – including Kwan, the IOC’s Anita DeFrantz, American bobsledder Elana Meyers Taylor, Polish speed skater Katarzyna Bachleda-Curuś and Canadian freestyle skiers Justine and Chloe Dufour-Lapointe – participated in a panel discussion about their individual journeys to the global stage.

They talked about the role of their moms in encouraging their participation in sport, mentorship and support from other women, as well as their hopes for what the current global movement for gender equality will mean for future generations of female athletes.

The campaign kicked off in November 2017 with the debut of ‘Love Over Bias’: a film that imagines what the world could be if we all saw each other through a mom’s eyes.

“Love Over Bias” reflects stories of real athlete challenges through their moms’ eyes, and honours the spirit of the Olympic Games

385 athletes and more than 3,000 total guests hosted in the P&G ‘Family Home’ 40 athletes supported in the build-up to the Games



“P&G was honoured to be in PyeongChang at the Family Home, where our brands supported athletes, moms and families with a place to reunite and enjoy the comforts of home. We know that moms and families are an integral part of an athlete’s journey to the Games and it was our privilege to help facilitate great experiences and meaningful connections for the athletes and their loved ones in PyeongChang”
Phil Duncan, Chief Design Officer, P&G

themselves, which inspire the world to look beyond the things that divide us to celebrate the things that all people share.

The film reflects struggles with prejudices that real athletes have encountered, and celebrates mom's role as her child's first and greatest advocate, the one who sees her child's potential regardless of how others see them.

The hope is that this film will help bring people together to talk openly about bias, its role in limiting human potential and the need to see beyond the things that divide us to the common things that can bring us together.

The critically acclaimed short films from P&G's previous Olympic Games campaigns are among the most viewed Olympic Games videos of all time and since launch "Love Over Bias" has been viewed more than 300 million times in 18 languages across multiple platforms.

As a continuation of this campaign, during the Games, P&G hosted a panel of decorated female Olympians, who discussed their own journeys to the global stage.

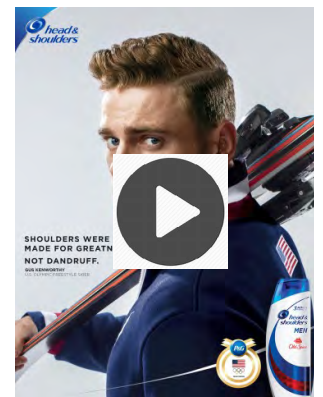
The discussion, moderated by Michelle Kwan, Olympic medalist and world champion and the most decorated U.S. figure skater, included the role of their moms, mentorship and support from other women, as well as their hopes for what the current global movement for gender equality will mean for future generations of female athletes.

P&G also sponsored #SeeHer TV spots during the Olympics with the goal of supporting the

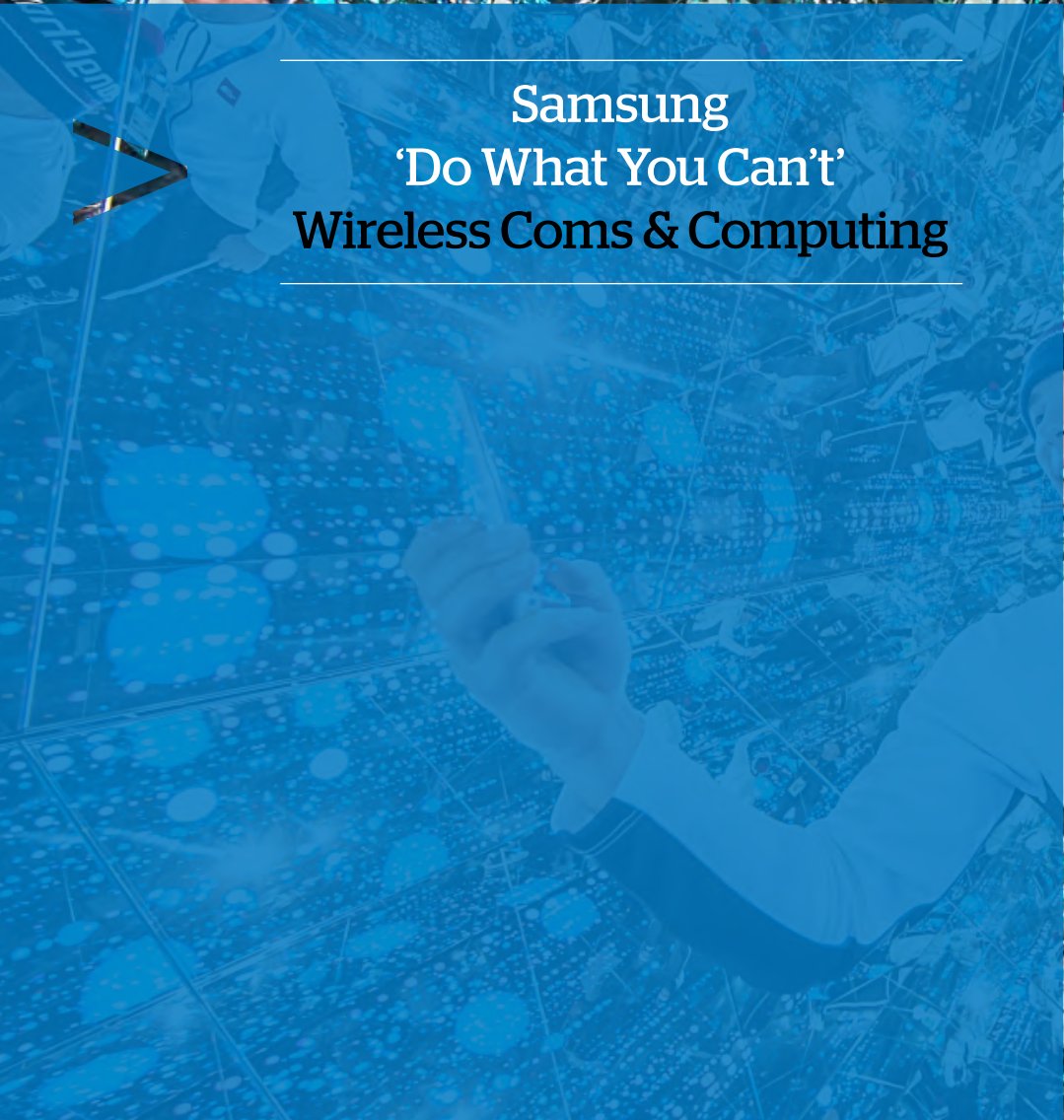
accurate portrayal of all women and girls in the media, and hosted a gender equality panel featuring former Olympians such as Michelle Kwan and Elana Meyers Taylor.

P&G is committed to developing programmes to foster respect and gender equality – key recommendations of Olympic Agenda 2020

**300m+ 'Love Over Bias' views in 18 languages via multiple platforms
80% of P&G Twitter mentions came from its hashtag #LoveOverBias**







2
Samsung
'Do What You Can't'
Wireless Coms & Computing



Samsung 'Do What You Can't'

To celebrate its 11th Olympic Games and to honour its 20-year commitment to The Olympic Partner (TOP) programme, Samsung Electronics delivered a series of experiences and innovations during the Olympic Winter Games PyeongChang 2018.

As the Worldwide Olympic Partner in the Wireless Communications and Computing Equipment category, Samsung is committed to enabling meaningful connections through innovative mobile technologies.

One of several domestic brands sponsoring the Games, Samsung delivered a series of interactive, tech-centric experiences to fans across PyeongChang, Gangneung and the Incheon International Airport.

Serving as Worldwide Olympic Partner in the Wireless Communications and Computing Equipment category, the brand encouraged consumers to "Do What You Can't" through hands-on engagements at each of nine Samsung Olympic Showcases.

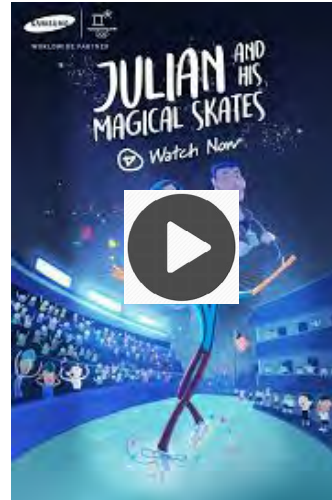
Each touchpoint was designed to showcase Samsung's brand history and heritage, or its partnership with the Olympic Games. Like virtual reality experiences powered by the Galaxy Note8 that allowed fans to virtually hit the slopes in

snowboarding and skeleton simulations.

Olympic Torch Relay

Samsung was one of the three presenting partners of the PyeongChang 2018 Olympic Torch Relay. In the lead up to the Opening Ceremony, Samsung helped spread the passion and hope of the Olympic Winter Games worldwide by selecting 1,500 torchbearers.

They were selected as representatives of the #DoWhatYouCant spirit, having overcome barriers in pursuit of their dreams to carry the flame during its 101-day journey to light the Olympic cauldron.



Samsung Galaxy Note 8 Olympic Games Limited Edition

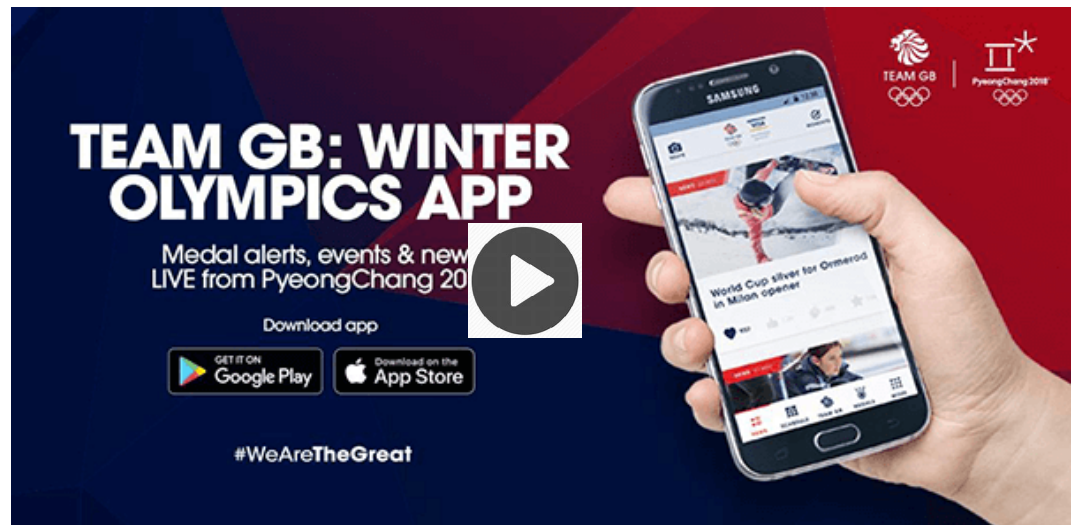
Samsung continued its Olympic legacy by providing over 4,000 PyeongChang 2018 Olympic Games Limited Edition devices that were distributed to athletes at the Games.

This allowed them to keep up with information and maintain real-time connections, as well as to share their experiences with those near and far.

The special PyeongChang 2018 device featured shiny white back glass to celebrate the winter theme and gold Olympic rings inspired by the Olympic Torch.

Official App PyeongChang 2018

Samsung improved the Olympic Winter Games experience for all by providing real-time updates, athlete information, medal standings and Olympic Games records through the PyeongChang 2018



"Samsung tech empowers meaningful connections and fosters a better Games experience for all, now and in the future. Through our innovations in mobile technology, we strive to bring new immersive experiences and to encourage millions of fans and athletes alike to embrace the 'Do What You Can't' spirit."

Younghee Lee, CMO EVP, Samsung

Olympic Winter Games Mobile Guide.

The official mobile app was downloaded 1,282,904 times – reinforcing the demand for an efficient and personalised Games-time experience delivered through technology. Available in five languages, the app featured global navigation, differentiated content based on location as well as an online cheering service to support athletes.

Samsung Olympic Showcases

Samsung encouraged fans and athletes to ‘Do What You Can’t’ through fun, immersive attractions across nine Samsung Olympic Showcases that featured a mix of cultural, technological and hands-on events and experiences.

Over the course of the Olympic Winter Games, more than 430,000 visitors were exposed to Samsung’s latest mobile products and participated in a variety of interactive experiences including: seven immersive VR attractions, such as ‘Mission to Space VR: A Moon for All Mankind,’ which allowed visitors to escape the real-world; a dedicated kids’ lounge featuring a hands-on zone where kids could play and learn by exploring Samsung products; a futuristic display of Smart Home technology demos powered by mobile technology that showcased the Internet of Things, helping visitors to imagine future lifestyles; plus many other ground-breaking experiences that helped create lasting memories and inspire future possibilities for those attending the Olympic Winter Games PyeongChang 2018.

Samsung supports Olympic Agenda 2020 goals by putting athletes at the heart of the Movement and

offering young fans unique Games experiences through advanced mobile technologies

There was also the “Mission to Space VR: A Moon for All Mankind” experience created by Samsung, which took participants on a full space mission, including trying on the training suits and helmets, and allowing them to feel lunar gravity with every step.

The brand also demonstrated the more playful side of technology through a Portrait Pool experience that allowed fans to turn their selfies into painted characters for social sharing, and an S Pen Gallery where they could create their own portraits using a Galaxy Note8 and an S Pen (a stylus) as a paintbrush.

And a dedicated Kids Lounge gave youngsters the opportunity to play with and explore Samsung products through hands-on experiences.

Other highlights included athlete appearances, a futuristic IoT demo powered by Samsung’s mobile technology, an exhibit illustrating the brand’s history, and lifestyle programs activated in lounges and at the Café, where food and beverages were available for purchase using points fans had acquired during the interactive experiences.

**1.28m downloads of Samsung’s official PyeongChang 2018 app
4,000 Samsung Galaxy Note 8 Olympic Games Ltd Edition phones
430,000 Visitors to Samsung’s ‘Olympic Showcases’**





Samsung
'Julian & His Magic Skates'
Ensemble / IPG Mediabrands



Samsung 'Julian & His Magic Skates' Film Created On A Galaxy Note8

To pay tribute to the Winter Olympic debut of Julian Yee, Malaysia's first figure skater Olympian, IOC Worldwide partner Samsung has launched an animated short feature called 'Julian and His Magical Skates' that was created on a Samsung Galaxy Note8.

The brand film was drawn with Samsung's signature S Pen, the campaign was created in harness with Ensemble IPG Mediabrands Malaysia (creative agency) and falls within Samsung global 'Do What You Can't' marketing platform..

This 'magical animated story of a boy who did what he couldn't, with his magical ice skates' is hubbed around a bespoke digital site at <http://www.samsung.com/my/magicalskates/> and is spearheaded by a short feature called 'Julian and His Magical Skates'.

The spot is a tribute to Yee, who will make his debut in at the PyeongChang 2018 Games, and is a tale of humble beginnings, persistence, passion, pushing boundaries, overcoming obstacles and victory.

The production took a month from beginning to end and saw the creative team, working in collaboration with animated post production outfit MFX and sound designers Fuse, watch Yee's competitive performances on film to fine-tune the cartoon character's movements and ensure the viewers feel the fluidity and art form of skating.

"We are proud to support Julian, whose personal story serves as inspiration to us all; and we are inspired with the work of Ensemble who has managed to weave this magical story so beautifully and seamlessly with the use of innovative technology," said Samsung Malaysia chief marketing officer Elaine Soh.

"When we heard the story of Julian, it really captured our hearts, and revealed the essence of Samsung's 'Do What You Can't' campaign. The team set ourselves the task of imagining how we could tell his story, and that story literally came to life on the Galaxy Note8 as a canvas. That's the magic of technology at work," added executive creative director of Ensemble Worldwide Chan Woei Hern.

Woei Hern added, "Going old school and illustrating by hand allowed the artists to go back to the roots of 2D animation and work on characterisation. In the case of this film, the product placement made absolute sense when it came together at the end, as it was an essential part of the storytelling. When it came to the music, we challenged our sound design team to watch the film, and lay out their composition based on each scene. There are a lot of nice touches to complement the different scenes."



"This was a culmination of lots of people coming together to do what they thought they couldn't, which truly embodies the spirit of the "Do What You Can't" campaign, to defy barriers and achieve the impossible. Samsung stops at nothing to create innovative technologies so that people can do impossible things,"

Elaine Soh , CMO. Samsung Malaysia

Comment

We admire the creative synergy that sees the content created on the very product that it is marketing.

Plus, there is plenty to admire about the creative itself.

The campaign is one local market example of Samsung's global Winter Games work which is connected worldwide through the hashtags #Pyeongchang2018 and #DoWhatYouCant.

The idea behind 'Do What You Can't' is that the brand helps people around the world to defy barriers and achieve the impossible: stopping at nothing to create innovative technologies so that people can do impossible things.

Samsung's global umbrella 'Do What You Can't' global big idea also saw the February launch of a new flagship multi-market film called 'Human Nature'.







Toyota
'Start Your Impossible'
Saatchi & Saatchi & Dentsu



Toyota Launches 'Start Your Impossible' Brand Platform At Winter Olympics

The Olympic Winter Games PyeongChang 2018 marked Toyota's first Games as a Worldwide Olympic Partner, as part of its eight-year partnership with the IOC and activation revolved around its new 'Start Your Impossible' global platform.

On 16 October 2017, Toyota kicked off an initiative that aims to inspire Toyota's 370,000 employees, partners and customers, and connect them with the company's core beliefs. "Start Your Impossible" represents Toyota's commitment to support the creation of a more inclusive and sustainable society in which everyone can challenge their own "impossible".

Toyota believes that mobility goes beyond cars; it is about overcoming challenges and making dreams come true.

Internally, many Toyota affiliates worldwide started using this initiative to inspire change amongst its employees and spur connections with communities.

In line with its global initiative and inspired by the Olympic and Paralympic values, Toyota launched

its first-ever global marketing campaign, expressing its vision for the future of mobility and highlighting Toyota's belief that "when people are free to move, nothing is impossible."

One of the highlights of the campaign was "Good Odds", a spot featuring Canadian para-athlete Lauren Woolstencroft, which debuted during the Super Bowl, just days before the Opening Ceremony of PyeongChang 2018.

Team Toyota Toyota sponsored 38 athletes from 17 countries competing across 12 disciplines during the Olympic Winter Games PyeongChang 2018.

Team Toyota athletes took home 18 medals (nine gold, five silver and four bronze) throughout the Games.

On-site Presence

As the Official Mobility Partner, Toyota provided approximately 20 vehicles for use by IOC officials throughout the Games.

Also, Toyota personnel supported eight Team Toyota athletes on the ground in PyeongChang with media and communications activities to share their stories of overcoming their impossible, including Team Toyota brand ambassadors Ashley Wagner (USA, figure skating) and Louie Vito (USA, snowboard), who served as storytellers for the brand.

"Mobility for All" Website

As per Toyota's commitment to using technology to enable human movement and mobility for all, Toyota launched a unique website (www.

Toyota's 'Good Odds' is Called the Most Effective Super Bowl Ad on Key Brand Metrics.

Here's what a blind Paralympic skier sees going down the mountain

This is What Visually-Impaired Paralympic Skier Alanna Fitzpatrick Sees When She Competes

#5 ON SUPER BOWL AD METER

USA TODAY

Instagram played an unlikely role in PyeongChang preparation for rising star Memo Fitzpatrick.

THE NEW YORK TIMES

THE WORLDS LARGEST CAR COMPANY, IS NO LONGER JUST A CAR COMPANY.

18.5 BILLION MEDIA IMPRESSIONS

Automated

In a massive historic shift for Toyota, we had to announce the brand's evolution from an "automotive" company to a mobility company. Start your impossible with Toyota and see how it can be achieved. It's on the biggest celebration of human movement in the world.

The Olympic and Paralympic Games. We told universal stories of exceptional and everyday athletes - of how they use movement to defy the odds, overcome their impossible, and inspire others with hope. Our search firm featured the lives of 100 different people, ages 1 to 100, from all walks of life.

We created an Instagram first, the world's most accessible website and our campaign and stories even influenced NBC to double their coverage of the Paralympic Games.

WEBSITE

PARTNERSHIP

SOCIAL

TV/FILM

"Throughout our history, Toyota has made the impossible possible through innovation and passion, and today we remain committed to doing our part to create an ever better society. For this to happen, we have to dream beyond conventional vehicles and create new forms of mobility that overcome limits and solve the problems of tomorrow. We share this dream and this spirit of continuous improvement with Olympic athletes, who challenge their own limits every day. I hope that everyone affiliated with Toyota will feel inspired by the Games, to challenge their impossible and defy their limitations."

Akio Toyoda, President & CEO, Toyota Motor Corporation

mobilityforall.com) that is fully accessible to people with a wide range of impairments.

The website was built in consultation with the National Centre for Accessible Media (NCAM) in the United States.

Relay Your Challenge

In addition and part of its initiative, Toyota encouraged employees and customers to share their 'impossible statement' and relay it forward so that people worldwide could participate and challenge themselves.

Users around the world submitted their impossible statements or quotes via RelayYourChallenge.com.

Once submitted, the text display transformed and took human form in an animation that moves forward in the relay to achieve their impossible.

Toyota is the first ever Partner of the Olympic Movement, working with the Organising Committees to provide sustainable mobility solutions for the Games, in line with Olympic Agenda 2020

'Start Your Impossible'

Toyota leveraged its IOC global partnership around the 2018 Winter Olympics in February with a blend of international and local market work filtered through its 'Start Your Impossible' initiative (which first launched in October 2017 – see case study) to bring to life its new 'Mobility For All' positioning.

The Japanese headquartered automotive giant is using the Olympics as a global platform based on

unification to spearhead its transformation from a car company to a mobility company.

The global campaign and concept, created in harness with Saatchi & Saatchi and Dentsu, has taken more than a year to develop and is built on the twin creative pillars of 'inspiration' (celebrating the human spirit) and product 'evidence' (showcasing Toyota's ideas for innovations that can help people move freely).

None of the Olympics ad pieces feature existing Toyota products because the Corola is the one, lone Toyota vehicle that is sold globally.

The PyeongChang phase of the sponsor's global activation, developed with a strategy that equally balances Olympic and Paralympic work, is fronted by 10 different spots running in 27 countries.

The lead spot, 'Mobility Anthem', sets out the brand's mobility manifesto and positioning and was rolled out initially through Toyota Global's platforms from November 2017.

But the work began breaking at different times in different markets: for example, in the US, Toyota USA broke its Olympics campaign during the Super Bowl with a shorter, 30-second version of the same manifesto lead spot.

(Which, in the USA during the Super Bowl, was also joined by Toyota USA's multi-religion unity 'One Team' spot specifically leveraging the brand's sponsorship of the USA Olympic Team).

The core IOC campaign then further evolved through a set of themed spots to highlight the brand's commitment to issues such as climate preservation





in the form of 'Frozen', mobility robotics and AI in 'Magic', and 'Runner'.

Plus a set of inspirational Team Toyota ambassador ads often amplified on a local basis and linked to country-specific Olympic committee tie-ups like 'Lanes Of Life', 'Thin Ice' (featuring skater Ashley Wagner), 'Good Odds' (which highlights the story of Canadian Para alpine skier Lauren Woolstencroft who overcame tremendous odds to become a legendary Paralympic gold medallist), refugee Olympic swimmer Rami Anis, and 'As I Really Am' (a beautifully shot film created with The & Partnership that tells the stirring strength and determination story of Italian world champion wheelchair fencer Beatrice 'Bebe' Vio who came back to fencing after having her limbs amputated due to meningitis).

Others in the series of contemplative, bittersweet stories of persistence include films featuring US Paralympian and war veteran Brad Snyder, US snowboarder Hailey Langland, American Paralympian Tatyana McFadden, Australian Paralympic Michael Milton, South African runner Zola Budd, South African Paralympian Tyrone Pillay, Nigerian bobsledder Seun Adigun and British 87-year-old World boxing champion Barbara Buttrick.

These content pieces are all linked by the campaign #StartYourImpossible hashtag and aim to drive viewers to learn more about all of Toyota's mobility ideas at MobilityForAll.com.

In addition to YouTube, the content spans Toyota's global and local digital and social platforms including Facebook, Twitter and Instagram.

These ads also span multiple formats from longer

form film to micro-spots.

Indeed, Toyota has exclusive rights in some markets to quick/short-format ads – such as several six-second ads in the USA (an internet-inspired format designed to land a message before consumers tune out).

"We believe that everybody has a right as human being to be able to move," explains Laukes.

"And that's whether something as easy as getting out of bed in the morning to being able to go to the store, or to the doctor, or to wherever you need to go. We believe it's a human right and we are going to evolve into that company that's going to allow every human to be able to do that."

Interestingly, some local market focus on different variants: for example, the Paralympic TV ads cannot be shown in China because of the markets local laws forbidding the use of anyone with a mental or physical disability in advertising.

This Winter Olympic work marks the first phase of a worldwide Olympic/Paralympic 'mobility partner' partnership programme that will ramp up in the run up to the Tokyo 2020 Games.

"This is [Toyota Motor Co. President] Akio Toyoda's vision around the Olympics and using that platform," adds Laukes.

"It's a big deal for the company and also personally for Akio and his legacy and the Toyota legacy. The last time the Olympics were in Japan was when they introduced the Shinkansen [bullet train in 1964], and that revolutionized rail as we know it around the planet. So the pressure is on."

“It was a very strong and amazing journey watching two massive agencies that came together for the brand with zero resistance,” adds Laukes.

Comment

Following a rights fee reported to be worth \$1bn, the cost of this kind of global activation makes this IOC sponsorship spend jaw dropping.

When Toyota Motor Corporation penned a global Olympic ‘mobility partnership’ back in 2015 it became the first car company to join the IOC’s top-tier marketing program (previously the car category was a domestic sponsorship space).

It is also notable that Toyota is the first IOC global partner to sponsor and activate the Olympics and Paralympics equally.

“We were the ones that pioneered bringing the Paralympic and the US Olympic marks together” in a single effort,” says Ed Laukes, VP for Toyota marketing VP Ed Laukes.

“We championed that and partners such as the US Olympic Committee was extremely receptive to that.”

It is also worth noting that despite the mammoth size and scale of this global push, on-site in PyeongChang there is little direct presence from the IOC’s official automotive partner Toyota.

Indeed, it is the rival and local Korean car behemoth Hyundai that is far more visible and which is making its own experiential and at-event statements in and around PyeongChang (see case study).

This is because, despite Toyota’s IOC global deal and unlike most other global Olympic sponsors (like Coca-Cola and Visa), it is Hyundai that holds PyeongChang domestic sponsorship rights.

In fact, Hyundai/Kia had been part of the 10-year Korean campaign to host the games.

Thus it is hard to spot the IOC car partner Toyota activating around the event in Korea.

Its cars don’t form the Olympic fleet, the logo is practically nowhere to be seen and only visiting Toyota officials from other markets can wear Olympic branding on their clothing).

Toyota knew before penning its IOC deal three years ago that these Korean Games, like the South Korean car market itself, are essentially ‘owned’ by local car giant Hyundai/Kia.

Indeed, Toyota signed its nine-year IOC in 2015 after PyeongChang was awarded the Games and after Hyundai/Kia had secured domestic car category rights.

But then again, traditionally, it is the international ad campaign that really drives revenue for global TOP IOC partners.







1.7bn views of 'Start Your Impossible' content on social media

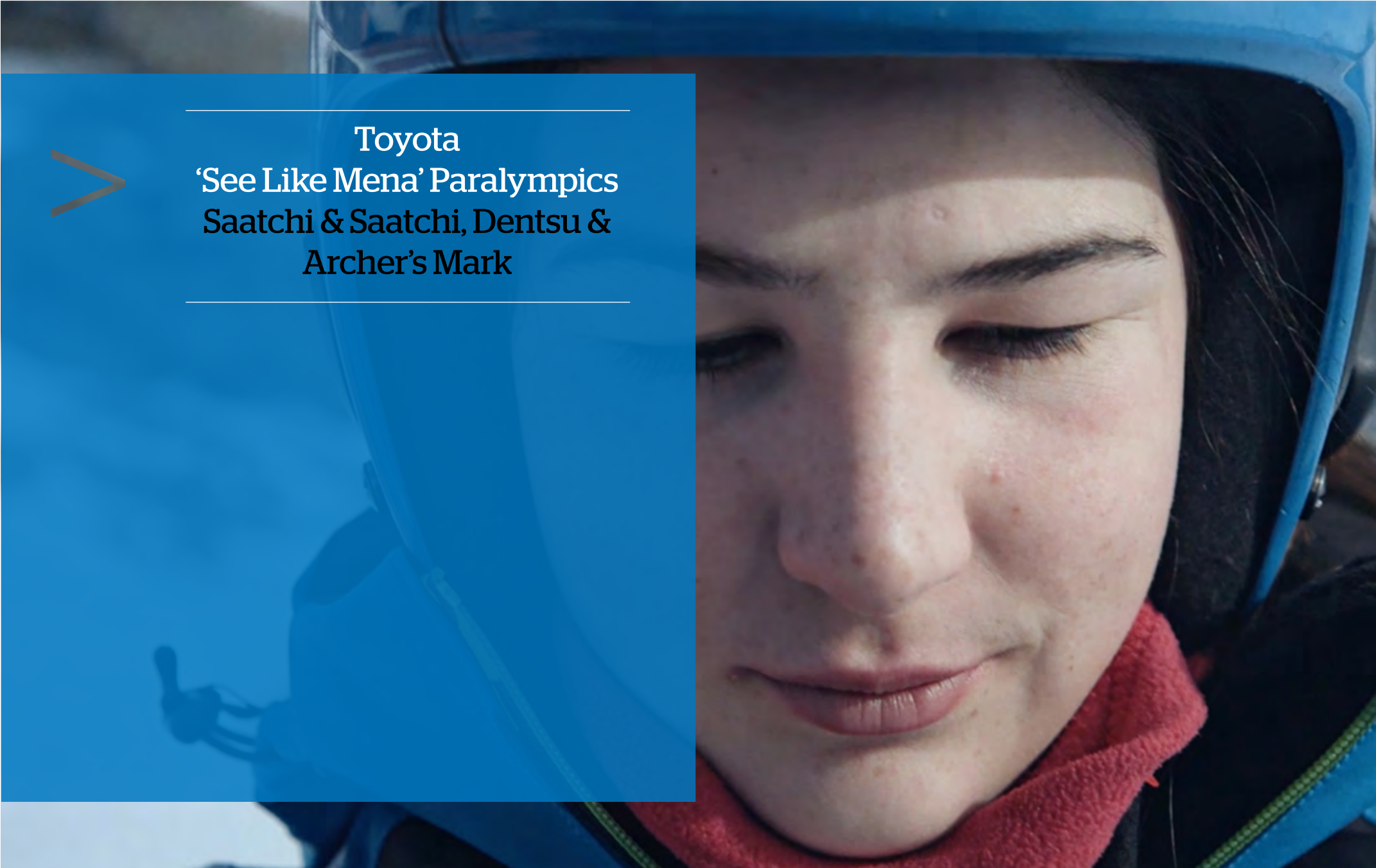
3,500+ people joined the Relay Your Challenge

38 Athletes from 17 countries supported as part of Team Toyota

46 Start Your Impossible campaign activated in 46 markets



Toyota
'See Like Mena' Paralympics
Saatchi & Saatchi, Dentsu &
Archer's Mark



Toyota 'See Like Menna'

A powerful, inventive strand of Toyota's Olympic/Paralympic 'Start Your Impossible' initiative saw it roll out an Instagram account showing what life is like for visually impaired Paralympic Skier Menna Fitzpatrick.

This new social campaign aims to offer a better understanding of just what it's like (and how daunting it is) to ski down the steepest slopes at over 100 km/hr with only 3% vision.

The Toyota Instagram account, @SeeLikeMenna, uses a visual impairment filter video to take viewers on the slopes through the eyes of the 18-year-old visually-impaired British Para-Alpine World Cup athlete while she trains for the Paralympic Games.

<https://www.instagram.com/seelikemenna/>

The filter was created in conjunction with Fitzpatrick and her sighted guide Jennifer Kehoe with expert input from the Royal National Institute for the Blind (who's team of ophthalmic consultants worked to convey the skier's perception of the world).

The group worked with agencies Saatchi & Saatchi, Dentsu and Archer's Mark on the project.

The Instagram account features a set of images, but it is the thrilling, heart-stopping video clips that stunningly drive home the experience and the scale of Fitzpatrick's challenge.

In one post, the viewer can even hear Fitzpatrick's sight guide Jennifer Kehoe shouting out instructions and helping Fitzpatrick along the way.

The Toyota team created a 360, immersive video experience that also runs across Facebook and YouTube and a 60-second film that introduces viewers to Fitzpatrick without the 3% vision filter.

The 360 video also includes other Paralympic athletes – Marek Kubacka from Slovenia and Maciej Krezel from Poland – to help viewers understand the medical-based classifications for blind sport and the different degrees of visual impairment: B1 (no light perception) B2 (approximately 3% vision) and B3 (4-10% vision).

Comment

You may have imagined what it feels like to be a star athlete, but this initiative challenges us to think hard about skiing mountain curves at high speeds of over 60mph with just 3% of our vision.

This striking experience offers the viewer a unique window into the life of a Paralympic athlete and is certain to make anyone watching pause for thought.

Toyota is leveraging its eight-year worldwide partnership with the IOC and Paralympic Committees to introduce its global, integrated and multi-phase 'Start Your Impossible' programme which is spearheading its shift from a car company to a mobility provider. Toyota's other activation around the Winter Paralympics to date has included powerful and emotive films featuring Canadian para skier Lauren Woolstencroft and Italian wheelchair fencer Beatrice 'Bebe' Vio.



Cannes Lions Bronze > Mobile & Social Influencer & PR
 MobileCannes Lions Silver > Use Of Celebrity Influencer
 Cannes Lion Gold > Overall



1bn media impressions across four continents
41m teaser views (Twitter & Facebook)
250K Instagram likes & comments

seelikemenna

An Instagram experience that lets you see through the eyes of a blind Paralympian

MEDIA IMPRESSIONS 1B

TEASER VIEWS 41M

LIKES & COMMENTS 250K

THE HUFFPOST
This is What Visually-Impaired Paralympic Skier Menna Fitzpatrick Sees When She Competes

Mashable
Here's what a blind Paralympic skier sees going down the mountain

As the Official Mobility Sponsor of the Paralympics, Toyota was on a mission to change the world's perception of the Games and the way we see Paralympians.

@SeeLikeMenna is an Instagram experience that lets you see the world through the eyes of Menna Fitzpatrick, a visually impaired skier and Paralympic medalist. Using data from Menna's medical records, we partnered with the Royal National Institute for the Blind to create native content that was both visually arresting, yet disruptive to Instagram.

It sparked a global conversation and brought people along on Menna's journey to becoming Britain's most decorated Winter Paralympian of all time.

YAHOO! NEWS
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4 CHANNEL FOUR
Forbes
BBC NEWS
The Telegraph
THE TIMES
ibv NEWS
BUSTLE
Rep
WATER DRINK
Adobe Stock
NEWS



Visa
'New Finish Lines'
BBDO

Visa's 'New Finish Lines' Tronts Winter Games Activity

Visa helps bring the Games to life by supporting athletes, engaging Olympic fans at venues and at home and enhancing Games payment experiences for all.

As the exclusive payment technology partner of the Olympic Games for over 30 years, Visa always looks to bring together the best of technology and sports, debuting payment innovation on the world's biggest stage.

During the Olympic Winter Games PyeongChang 2018, Visa managed the entire payment ecosystem and network throughout all venues at the Games, including more than 1,000 contactless point-of-sale terminals capable of accepting mobile and all contactless payments.

Payment Innovation In collaboration with Lotte Card, the financial arm of Korean-based retailer Lotte Department Store, Visa unveiled three limited edition wearable payment devices for PyeongChang 2018.

The contactless-enabled devices were developed with the spirit of the Olympic Winter Games in mind, and were brought to life in the form of

commemorative stickers, Olympic-themed pins and winter gloves – each one allowing fans and athletes to complete seamless and secure payments with a simple tap.

"Finding New Finish Lines" Visa's diverse roster of Team Visa athletes took the lead in launching the brand's full-length 60-second global advertising campaign.

All 54 members of the Team Visa roster – including Olympic and Paralympic athletes, hopefuls, and legends representing 21 countries and 15 disciplines – premiered the full-length spot ahead of its traditional debut on global digital and broadcast channels highlighting their appreciation of the support they've received during their training for PyeongChang 2018.

The global film is a compilation of vignettes that highlight the inspirational and historic stories of eight Team Visa athletes en route to the Games.

Along the way, athletes leverage payment innovations, such as Visa Checkout, contactless cards and the wearable payment devices, including payment-enabled gloves, commemorative stickers and Olympic Winter Games pins.

Following the Team Visa athlete rollout on social, the film aired across 29 markets in five regions and the campaign was supported by broadcast partnerships in the US, Canada and the Republic of Korea.

Fans at Home From the slopes to the online shopping cart, in the United States, Visa debuted an interactive shopping experience for the Olympic

Winter Games PyeongChang 2018.

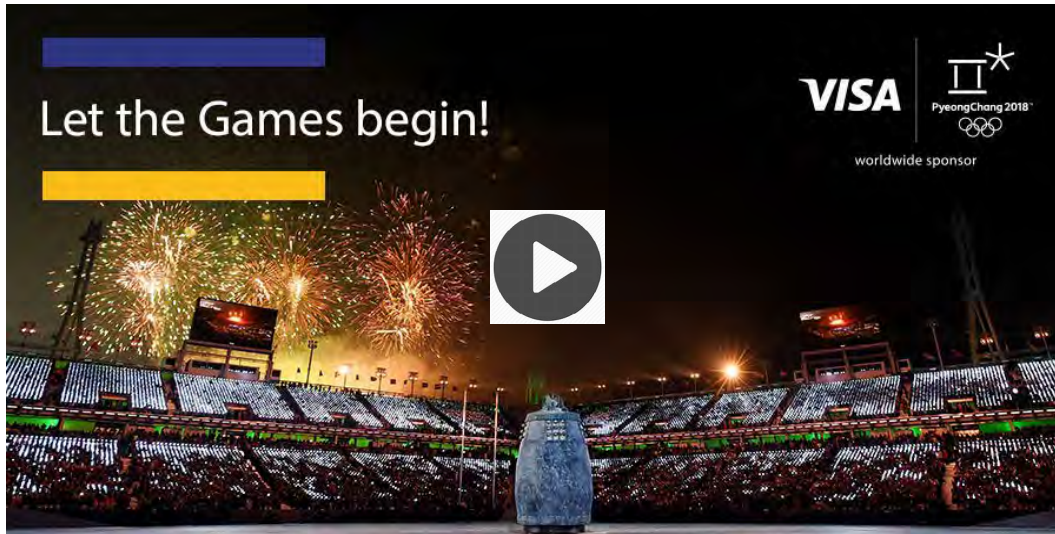
In partnership with NBC, the United States Olympic Committee and Fanatics, fans at home watching the Games were able to buy Team USA apparel with just a few clicks using Visa Checkout while their favorite athletes competed for gold or were celebrating on the podium.

3 new wearable payment devices
1,000 contactless POS terminals
54 Team Visa Olympic & Paralympic athletes backed
27 medals won



"For the past 30 years, Visa has grown alongside the Olympic Games from 'credit card' provider to the leading innovative payment technology brand in the world. Today, the notion of acceptance has transformed our business, but the definition has evolved. Consumers can still be confident their Visa will be accepted everywhere, but it also means redefining the commerce experience for fans at the Games and those at home, and celebrating the accomplishments of our diverse roster of Team Visa athletes."

Lynne Biggar, Chief Marketing & Communications Officer, Visa



The platform was updated and optimised throughout the Games, and integrated into onscreen prompts and digital channels during the competition, directing fans to a new shopping experience that featured similar products to what they saw on athletes.

Additionally, in Canada, 1.3 million fans were able to be part of the action from home via a custom Visa Snapchat lens, which simulated a slopestyle snowboard experience that fans could share with their followers.

Team Visa Since its inception in 2000, Team Visa has been unified by individuals who embody Visa's values of acceptance, partnership and innovation, with athletic talent matched equally by their character.

This diverse group of athletes is made up of some of the best competitors in the world with inspirational stories that encourage fans everywhere to continue chasing their dreams. Collectively, the Team Visa roster for these Games won 27 medals in PyeongChang.

Following on from its initial PyeongChang 2018 '100 Day Countdown' commercial, which broke at the end of October and featured #TeamVisa athletes, Visa continued its Winter Olympic activation in November by launching payment-ready wearables.

The IOC's payments sector sponsor has swapped cards for NFC-chip and antenna equipped gloves as it rolls out a range of smart apparel for guests attending the PyeongChang games.

After introducing tap-to-pay and even payment rings at previous sports properties, Visa continues its tactic of demonstrating new thinking around its tap-to-pay technology at the 2018 Winter Olympics with a trio of NFC-equipped gadgets to help fans shop and pay at the PyeongChang Games without having to use a card or even a phone (thus avoiding cold hands).

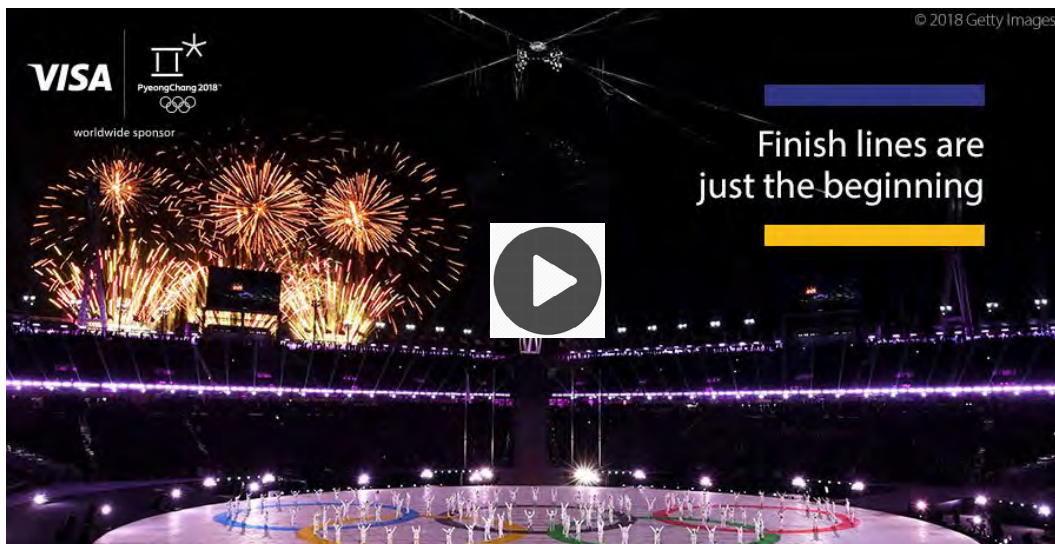
As well as a set of Visa branded, tech-enabled winter gloves that enable the wearer to pay food and Games souvenirs, there are also (four) commemorative lapel pins (\$4.50 each) that you can load with prepaid funds, and a flexible NFC sticker that you can attach to all kinds of objects and accepts prepaid values as high as \$180.

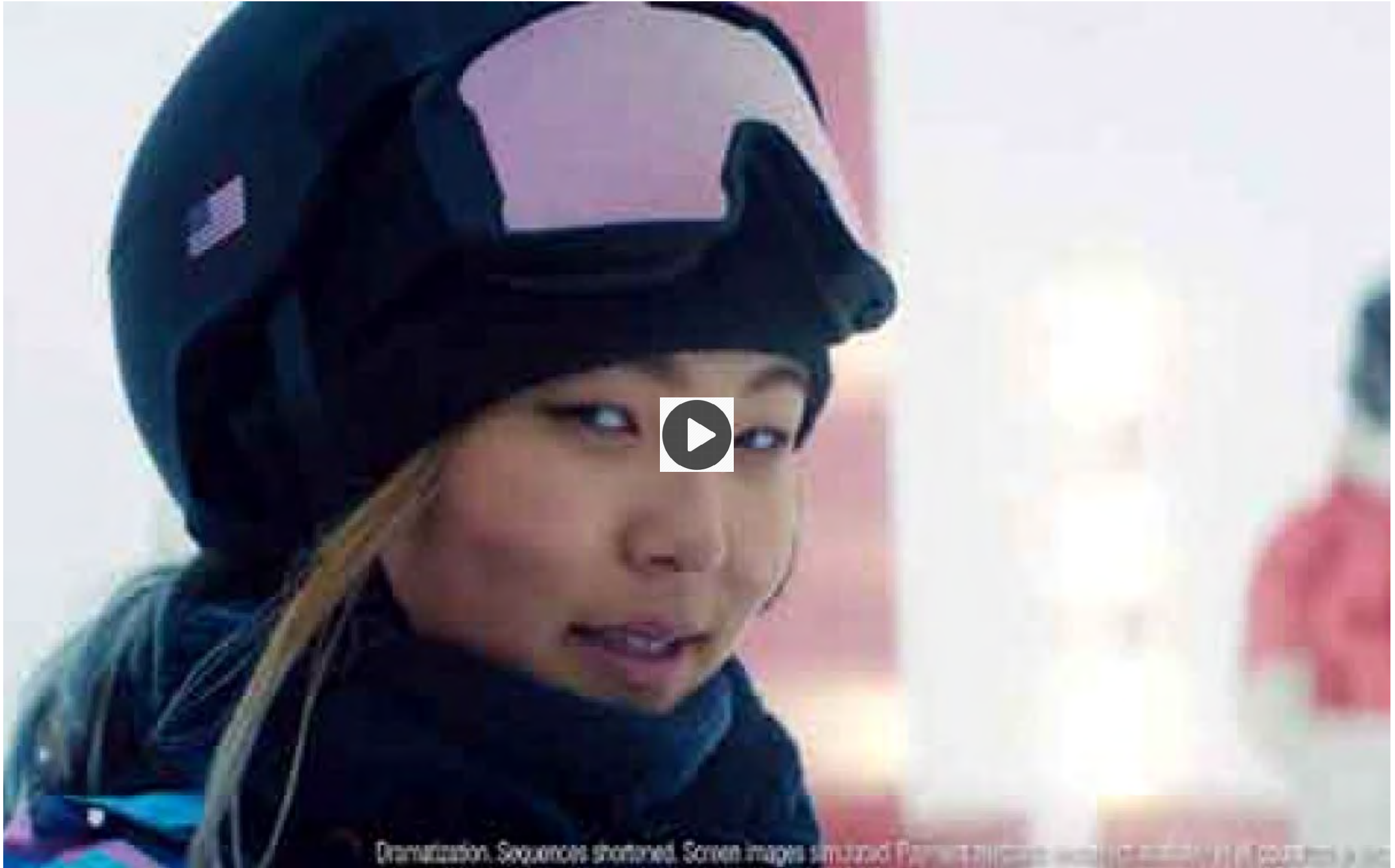
The branded wearables come with prepaid values of between 30,000KRW to 50,000KRW (\$27 to \$45) and aim to encourage easy, warm South Korean shopping at and around the Games.

Visa has teamed up with the financial arm of fellow Games sponsor and South Korean retail giant Lotte on the sales side of its new wearables range and they can be bought with a Lotte Card either online and in customer centres, as well as at Visa vending machines at Olympic Superstores during the games (which run from 9 to 25 February).

Thus Visa, the exclusive payment technology partner at the Olympic and Paralympic Games, hopes it is enabling fans and athletes to complete seamless and secure payments with a simple tap at any contactless-enabled terminal.

"We are looking forward to transforming the payment experience for everyone who attends





Dramatization. Sequences shortened. Screen images simulated. For more information, visit [www.ford.com](#)

the upcoming Olympic Winter Games in PyeongChang,” said Iain Jamieson, Korea country manager at Visa.

“At Visa, we have been working tirelessly to ensure all of the Olympic venues are equipped with the very latest payment capabilities to provide the best experience possible for all those on-site.”

“It is important to me, as a Winter Olympian, to work with a brand like Visa that not only supports a diverse group of athletes, but also enables an enhanced fan experience for those at the Games,” said Mikaela Shiffrin, USA Olympic gold medalist and Team Visa athlete.

“Olympic pins are always the most coveted collectibles, these Visa pins really up the ante.”

“Growing up in South Korea, I am proud that my home country is hosting the Games, and is using this opportunity to introduce Visa payment innovations to the rest of the world,” said Park, Seung-Hi, South Korean Olympic Speed Skating and Team Visa athlete.

“These payment gloves provide a hassle-free way to pay, even when it’s cold!”

Comment

Of course, realistically these are technology demonstration devices rather than mass market consumer products.

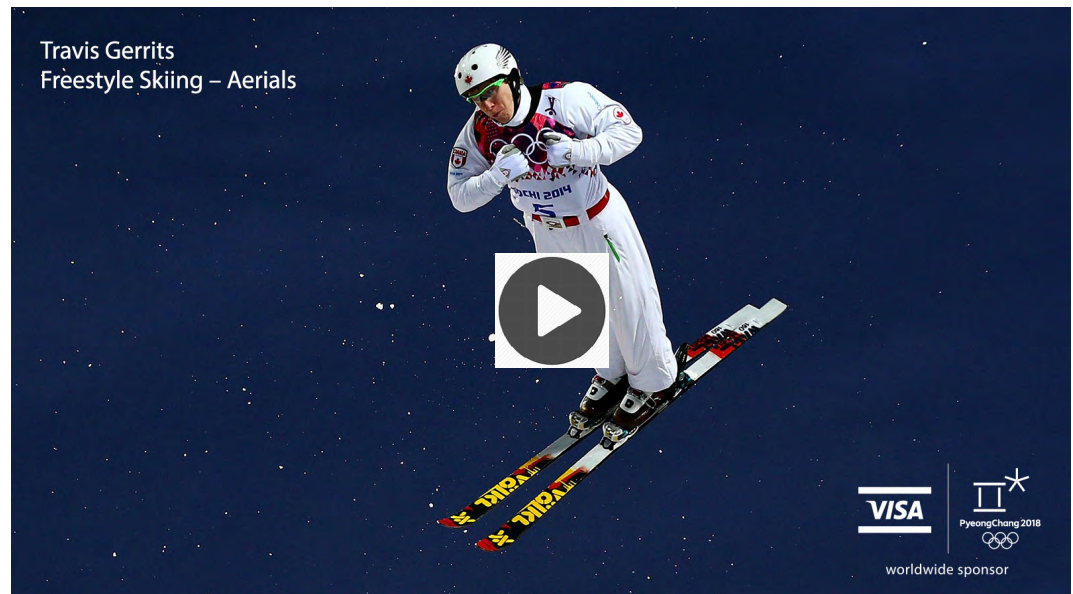
While the pins and stickers add a fresh feature to a long standing tradition, the payment-enabled gloves could prove genuinely useful as the average temperature in PyeongChang will be – 4.8°C.

As well as its ads, global tap-and-pay ticket competition, work featuring its and its #TeamVisa athletes – who include Mark McMorris (Canada), Mikaela Shiffrin (USA), Seung-Hi Park (South Korea), Oksana Masters (USA),

The initiative followed on from a Visa survey in summer 2017 that found 60% of US adults are interested in using a wearable device to pay for something while working out, and 71% carry some form of payment option while they’re exercising or playing in some sporting event.

Visa has been a partner of the Olympic Movement since 1986 and as a Worldwide Sponsor of the Olympic Games, Visa will be the exclusive payment services sponsor and the only card accepted at the Olympic Games through 2020.

Visa is also a proud sponsor of the US Ski, US Snowboarding, and US Freeskiing Teams.



Domestic Sponsors



“Thanks to the support of our many local partners for PyeongChang 2018, we were able to exceed our sponsorship targets and create a Games that provided the highest level of service for all our client groups.”
Eom Chanwang, Director General Of Marketing, POCOG

The PyeongChang 2018 Organising Committee ran its domestic partnership programme, under IOC direction, granting exclusive marketing rights within the host country in four tiers: official partners (Tier 1), official sponsors (Tier 2), official suppliers (Tier 3) and official supporters.



Kepeco

Power Partner

To create the power supply during the Games, Kepeco built the PyeongChang 2018’s electric infrastructure and fuelled its electric facility.

While during the Games, the KEPCO 119 Rescue Squad’s 26 emergency medical technicians and nurses assisted emergency medical services at major venues and the Kepeco pavilion also offered more than 95,000 visitors an opportunity to experience the future of smart energy cities through media shows and various VR programmes.

KT

Telco Partner

The telco built the Games network infrastructure that stretched 1,100km (inc fixed, wireless and broadcasting network services) and a pavilion



in Gangneung Olympic Park that attracted approximately 100,000 visitors. KT offered other services from the Olympic IPTV service (in six language subtitles), plus the LTE-Advanced service and premium GiGA WiFi service .

KT also presented the world’s first 5G trial telco services in PyeongChang, Gangneung and Seoul.

KT was also a presenting partner of Olympic Torch Relay: selecting 1500 Torchbearers under the slogan of ‘Challenge Together’.





Korean Air

Airline Partner

Korean Air signed up as an official partner of the Olympic Winter Games PyeongChang 2018 back in March 2015 and transported Olympic families and supply goods into Korea from around the world.

It wrapped an Airbus 330 with the Games mascots Soohorang and Bandabi, hosted multiple internal events and a set of ads.

The company also supported several star athletes – including Cha Jun Hwan, Lee Sang Hwa, Park Sung Hyun and IOC member Ryu Seung Min – via its ‘Excellence Programme’ to help develop talent and good sportsmanship

McDonald’s

Food Partner

McDonald’s operated two restaurants - one in the Olympic Park for visitors and the other (free) in the Olympic Village for athletes – staffed by 260 employees chosen to be part of the Team Korea Crew.

200,000 visits to both restaurants and the most popular menu item wasThe Big Mac.

The fast food giant also created the special ‘PyeongChang Hanwoo Signature Burger’ and ‘Golden Potato Burger’ and donated 1,000 event tickets to deserving recipients in the host region.

McDonald’s erected a ‘design moment’ in Olympic

Park for fans in the form of a pop-up restaurant in the shape of a hamburger meal: the 1,500-square-foot structure accommodated 160 seats.

The North Face

Clothing Partner

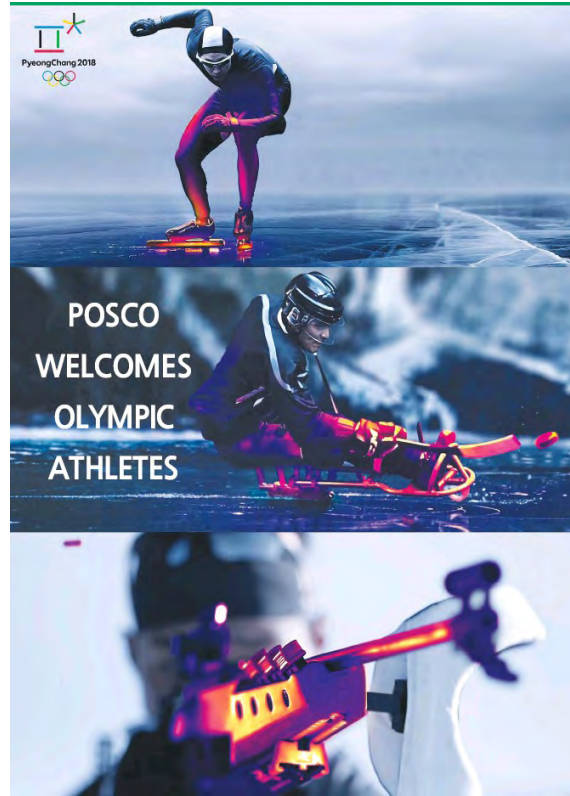
The official sportswear partner of PyeongChang 2018, the Youngone Outdoor Corporation’s The North Face brand provided uniforms for 45,000 volunteers and operations staff, as well as 22 official uniform items for Team Korea athletes including for the podium, the Opening and Closing Ceremonies and daily sportswear.

While licensed sportswear, footwear and other items were released for sale to the public and supplied



to the Superstores at PyeongChang Olympic Plaza and Gangneung Olympic Park, as well as being showcased and made available for purchase at The North Face Village in Gangneung Olympic Park, and at over 100 stores across the nation.

Youngone Outdoor also provided uniforms as a partner of the Olympic Torch Relay. During the Games, Youngone Outdoor operated The North Face Village, which provided more than 180,000 visitors to Gangneung Olympic Park with areas to rest and was used as a base for guest hospitality and brand presentations for business partners.

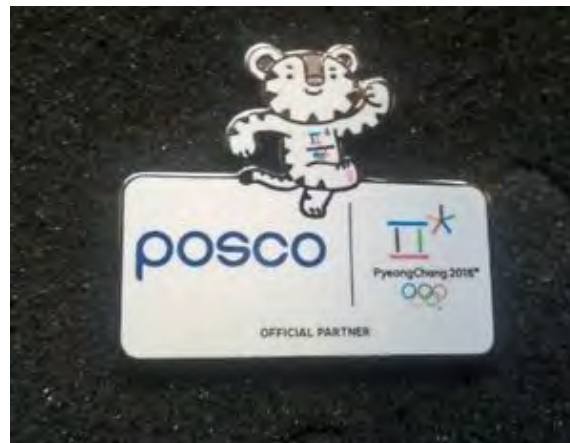


Posco

Steel Partner

POSCO, the official steel partner of the Olympic Winter Games PyeongChang 2018, provided world-class steel products for venues ranging from the International Broadcast Centre, the Media Village and the Kwandong Hockey Centre.

As an official partner, it also ran an ad campaign from December 2017 that highlighted the importance of steel in winter sports and explaining the fact that steel would be used in almost all Olympic events.





Hyundai
Automotive



Hyundai 'Light Up Your Energy'

Hyundai and Kia Motors, the official automobile partner of PyeongChang 2018, provided 3,800 vehicles to the Organising Committee to operate the transport services and an integrated campaign running under the slogan 'Light up your Energy'.

These ranged from a 'Light Up' public ice skating rink in Seoul, to a national digital CSR campaign aiming to change the culture of road traffic, reduce accidents and improve driving etiquette - which included an online 'Light Up Car Curling' game.

Kia Motors also created a "Beat-Play" showcase to provide visitors with a variety of events, including car displays, a Stinger VR experience, mini-curling games and photo events.

Hyundai also ran customer invitation programmes to offer a chance to experience the Games first-hand.

At the Games, the Hyundai Pavilion in the Olympic Plaza gave visitors a chance to experience fuel cell electric vehicles and Hyundai's level four autonomous driving technology.

With the objective of changing brand perceptions, Hyundai's pavilion aims to turn heads and change my minds by creating the darkest space to light a path towards a brighter future.

Sitting at the heart of the Olympic Plaza, the car

giant's Olympic experience is dark...very dark.

The jet black Hyundai pavilion in PyeongChang has been described as the darkest building on earth and aims to offer a deliberate contrast to the bright ice and snow of the Winter Games.

It was designed by architect Asif Khan to steal attention away from the (somewhat architecturally uninspiring) Olympic stadium next door.

The aim of the PyeongChang domestic sponsor is to encourage visitors and consumers to rethink their perceptions about the brand and to consider Hyundai from the perspective of the future of mobility and sustainability: through a creative showcase of its fuel cell technology.

The pavilion's space-inspired exterior symbolises the origins of hydrogen, while its interior water room reflects the seeds of hydrogen on earth.

Coated in Vantablack VbX 2, which the brand claims is derived from the darkest pigment on earth, it's walls were built using nanotechnology-developed exterior absorbs 99% of the light that hits it (compared to normal black paint absorbing 97%): channelling photons into microscopic cavities in the material until they dissipate.

The structure's concave walls are covered with thousands of LED lights on multi-length rods give the visual feeling of stars twinkling in infinite space - especially at night time.

The aim of the effect, according to Khan, isn't just to be a "window looking into the depths of outer space" from afar, but to make visitors feel on moving closer and enter the building as though they

are "being absorbed into a cloud of blackness".

Inside, the feeling is totally reversed as visitors enter a stark white 'water room' holding a huge marble water maze carved with hundreds of channels that carry 25,000 water droplets each minute to a pool.

Each of these water drops aim to represent Hyundai's upcoming Nexo hydrogen fuel cell electric car travelling towards a sustainable future.

The message is that each car contributes to a much greater collective good - as represented by the lake of water at the bottom.

Visitors can even put their hands over air holes to release more droplets to symbolise how each person has a hand in improving sustainability.

The building experience is being promoted and amplified across several Hyundai Worldwide digital and social channels through film and imagery.

"People coming to a motor show know about the

fuel cell electric vehicles, but Olympic visitors really feel estranged from this technology, so we tried to create a story using friendly metaphors like universe and water rather than focus on our product," added Heekyung Kwon, creative strategy team manager at Hyundai's Creative Works group.

South Korea's Hyundai (and affiliate Kia) signed on as a tier one domestic sponsor of the 2018 Winter Olympics in PyeongChang back in 2015) and under the deal provided 4,100 vehicles for VIPs, athletes transport and event operations as well as financial sponsorship for the PyeongChang 2018 Olympic and Paralympic Games.

As a tier-one domestic sponsor, other aspects of Hyundai's programme (which runs under the tagline "Light up your energy") ranged from opening the 'Hyundai Motor's Light Up Ice Rink' at Dongdaemun Design Plaza in December, to participated in the torch relay by recruiting 192 runners (all defined by the brand as 'dreamers and achievers').

Hyundai (and sister company Kia) have also



supported Korea's bobsleigh team, speed skaters and other winter athletes and has activated various rights around the Games in several markets too with work such as its The Coaches film.

Comment

While on-site in PyeongChang, there is little direct presence from the IOC's official automotive partner Toyota, local Korean car behemoth Hyundai is making an experiential statement through this building.

This on-site experience certainly has architectural impact and it packs a punch, but does it drive home a simple message to visitors who don't opt for the explanatory guided tour option?

But, while not all visitors will take the time to understand (or even care) about the science behind the brand's hydrogen fuel production, the building experience still effectively communicates Hyundai's idealistic and futuristic brand vision.

Architect Asif Khan previously collaborated with Coca-Cola on its Beatbox-themed brand pavilion for London 2012 Olympics.

Interestingly, while Hyundai hasn't publicly revealed the cost of the Winter Olympic experience, it has admitted that it is so confident of the value of the project that it hasn't made any additional investment to measure the ROI.

Despite Toyota's IOC global deal and unlike most other global Olympic sponsors (like Coca-Cola and Visa), it is hard to spot the IOC car partner Toyota activating around the event in Korea.

Its cars don't form the Olympic fleet, the logo is

practically nowhere to be seen and only visiting Toyota officials from other markets can wear Olympic branding on their clothing).

Because Toyota knew before penning its IOC deal three years ago that these Games, like the South Korean car market, are essentially 'owned' by local car giant Hyundai/Kia.

Toyota signed its 9-year IOC deal in 2015 after PyeongChang won the Games and after Hyundai/Kia had secured domestic car category rights.

In fact, Hyundai/Kia had been part of the 10-year Korean campaign to host the games.

Toyota maintains the rights to use the Olympics logos in its advertising elsewhere in the world and is doing so prominently during the Games in multi-platform 30-country ad campaigns in other markets (see case study) – including running two commercials during the Super Bowl in the USA.

The hydrogen technology explored in the pavilion will be available to consumers across South Korea (and parts of the US and Europe) when the company's latest hydrogen fuel cell vehicle (FCEV), the Hyundai Nexo eco-friendly SUV, finally goes on sale.

So will the pavilion led experiential space approach actually drive Hyundai sales and profits?

After all, traditionally it's the international ad campaign that drives revenue for TOP IOC partners.

Well, in addition to on-site domestic Korean visitors, the pavilion project has certainly managed – with the help of a digital and social campaign – to attract plenty of international attention and media coverage.

“Normally a commercial brand builds a pavilion to exhibit their own products and services. But this time we don't display any cars, we just want visitors to touch and feel what Hyundai's brand represents and also what Hyundai wants to talk about.”
Hyundai EVP & CMO Wonhong Cho

And not just in the automotive, advertising and architecture press, but from the mainstream media too.

A home Olympics, like PyeongChang for Hyundai, is a once in a lifetime opportunity which many big brands feel it is vital to be part of: even if you have to work within some strict rules.

Restricted by an inability to directly leverage the Games via consumer advertising outside Korea, Hyundai has come up with an innovative approach to bringing attention to its brand.

Hyundai's rights meant it would have been able to include vehicles in the pavilion if it had chosen to do so, but according to Ian Lim of Hyundai Creative Works, they decided to go in another direction and focus on explaining the hydrogen Nexo technology

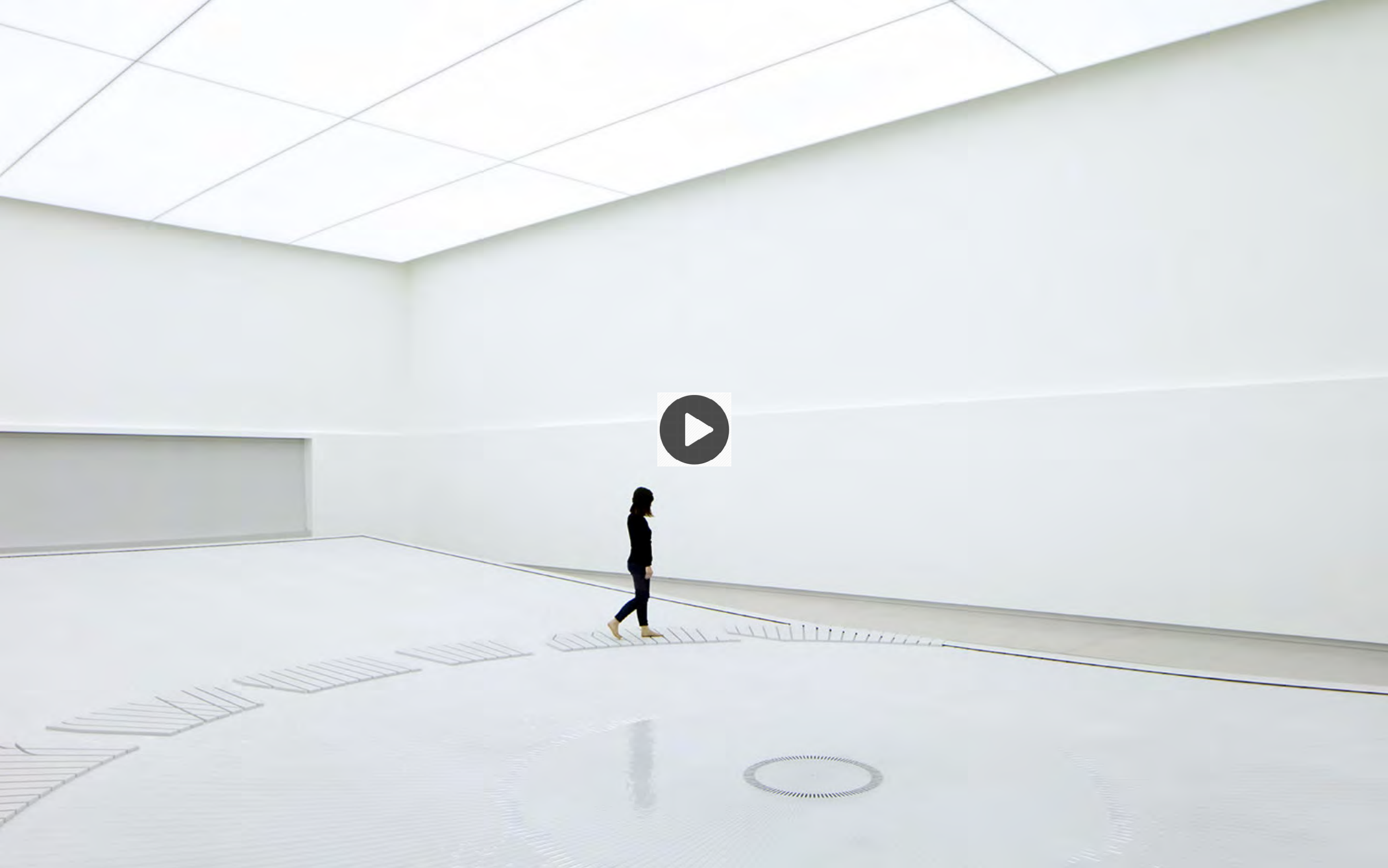
and it exemplifies Hyundai's brand commitments and philosophies.

“We wish to introduce a wide range of values to our consumers' lives by combining art and technology, cars and lifestyles,” said a Hyundai press statement around the pavilion opening..

Whether this decision to focus on hydrogen technology rather than actually directly selling the actual Nexo car may well help reinforce Hyundai as an innovative leader in hydrogen technology and the future of mobility.

And the brand will hope that using that rare opportunity, a home Olympic Games, to build this type of equity is more valuable in the long run than selling a few more Nexos.





Team / Team Sponsors





Aldi / Team GB
'Everyday Amazing'
McCann

Good luck!



Everyday **Amazing.**

Aldi's 'Team GB' Winter Olympic Work Fronted By Eddie The Eagle + Torvill & Dean

Retailer Aldi launched its Team GB activation a week ahead of the Winter Olympics with work led by ambassadors and former UK Olympic legends Torvill and Dean and Eddie the Eagle Edwards

The objective behind bringing British snow and ice athlete icons to the fore is to 'show how the spirit of the Winter Olympics in PyeongChang is in the heart of every Brit as they try to go about their daily business'.

The campaign, developed with agency McCann and launched in the first week of February ahead of the 9 February PyeongChang 2018 opening ceremony, is spearheaded by a pair of TV spots

The opening film features a granny pulling off a ski jump in a mobility scooter (with a Ski Sunday soundtrack), while the second ad (set to Torvill and Dean's famous Ravel's Bolero) sees a man struggling home with his shopping on the icy pavement before gracefully transcending into impressive ice skating.

The lead commercials are amplified across the brand's digital and social platforms (including Instagram and Twitter) - with a bit of support across Team GB channels too.

Linked by the #WeAreTheGreat hashtag, the spots are supported with additional good luck messages, and a set of team GB athlete ambassador content pieces (images and GIFS) linked to specific products/menus (such as the 'healthy, fresh Super 6' range) that aim to further drive public support.

Comment

These ads continue to adopt an approach, tone and sense of humour that it Aldi feels (hopes) is classic and recognisably British.

The German supermarket chain continues where it left off at Rio 2016 (see case study) to use the Team GB partnership not only to boost public support for the team, to spread humour, to promote product messaging, but also to try and consolidate its UK positioning and set the brand and its values at the heart of the nation's consciousness.

For Aldi, which first announced its Team GB sponsorship as part of its 25th anniversary in 2015, the sponsorship strategy here is consistent and simple: a German brand aiming to align more closely with UK consumers by celebrating both the British produce it sells and the British Olympians it backs.



“With our Winter Olympics campaign, we wanted to capture the adventurous spirit of the Games whilst still retaining our well known irreverent humour. Who better than British winter Olympic legends Torvill and Dean, and everyone’s favourite ski jumper Eddie ‘The Eagle’ Edwards to tell our message of benefitting from Olympic sized savings whilst enjoying medal winning products exclusively at Aldi.”

Aldi UK Marketing Director Adam Zavalis



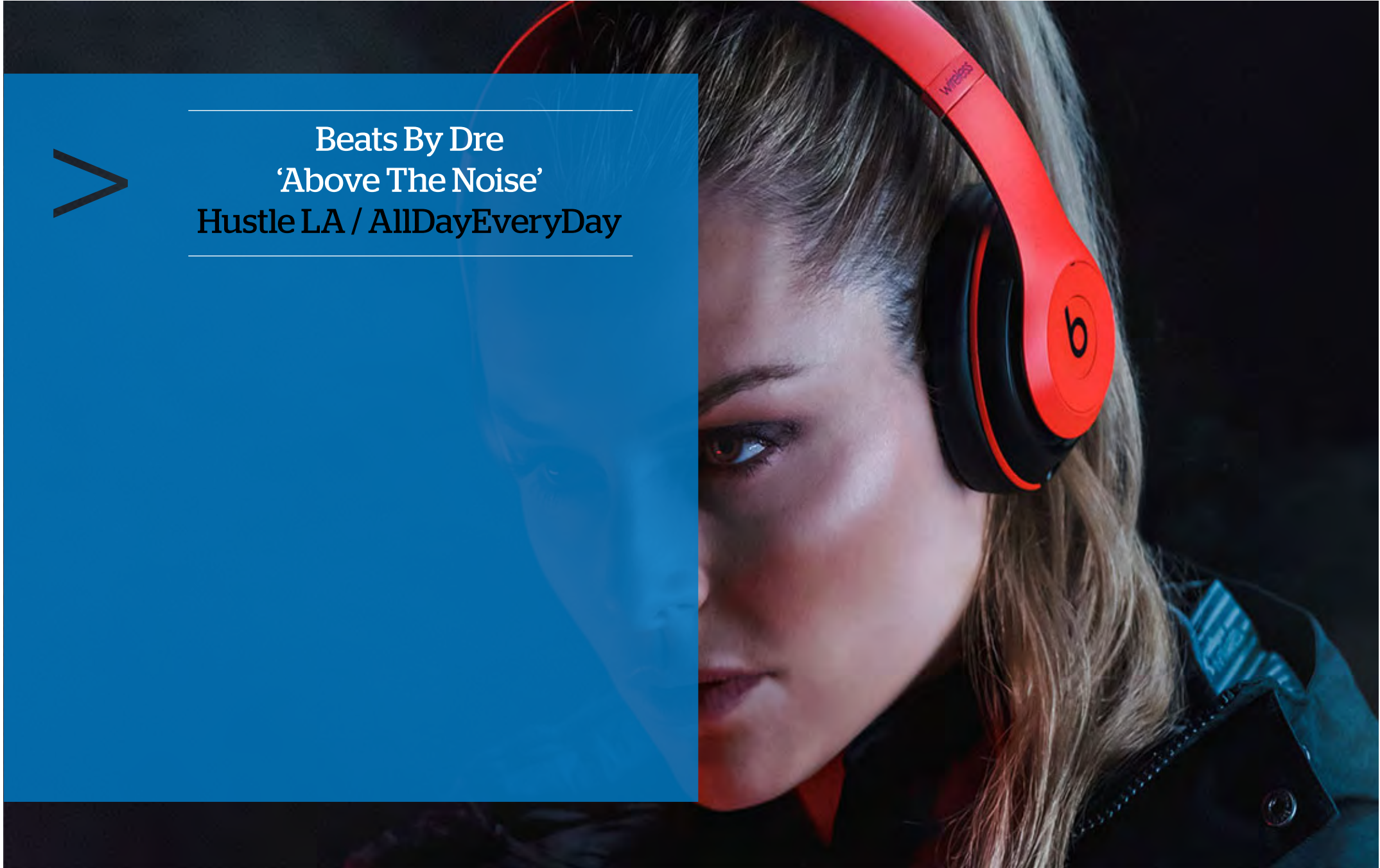
Tweets **123 mil** Siguiendo **3.811** Seguidores **332 mil** Me gusta **64,6 mil** Listas **3** Momentos **2**

[Seguir](#)





Beats By Dre
'Above The Noise'
Hustle LA / AllDayEveryDay



Beats ‘Above The Noise’

Mid January saw Beats by Dr release the latest instalment of its ongoing, global ‘Above the Noise’ initiative with a set of spots starring some of the world’s stand-out winter athletes.

Leveraging February’s Winter Olympic Games in Korea, the Beats creative is fronted by snow sports stars such as iconic US snowboarder Shaun White, teammate Jamie Anderson and skier Lindsey Vonn, plus French freestyle skier Kevin Rolland, Japanese snowboarder Ayumu Hirano and Chinese winter athletes Sui Wenjing and Han Cong.

The central signature spot, which explores how these athletes maintain focus and all share an unwavering drive to perform at the elite level, blends training footage and career highlights with a series of stunning feats, insane jumps and inspiring tricks, plus a few scary crashes and nasty injuries.

Shining on these crucial moments is a shifting red and blue light: symbolically representing the chaos, fears and ‘noise’ they need to block out to achieve success.

The athletes all wear the special edition Beats Studio3 Wireless and Powerbeats3 Wireless in Winter Red and the film, as all Beats spots in the series are, is set to a thumping soundtrack – G-Eazy and Zoe Nash’s ‘The Beautiful & Damned.’

The central commercial is further supported by a set of individual athlete digital/social spots including one focused entirely on White, another on Rolland, and an additional spot (by Hustle LA) focusing on the groundbreaking (story of the pre-Games build-up) Nigerian the women’s bobsled team.

“I don’t really get afraid, I kind of feel like fear is kind of a pointless emotion because if you’re afraid, you’re never going to accomplish the things you want to accomplish, you know,” said Vonn in the accompanying campaign press release.

“I’m not afraid of really anything, not even failure, because I know if I try my best, that’s all I have to give. And that’s how I see it at big events when I’m racing, there’s no point in being afraid or being nervous because I’m not going to ski my best if I am that way anyways, so what’s the point?”

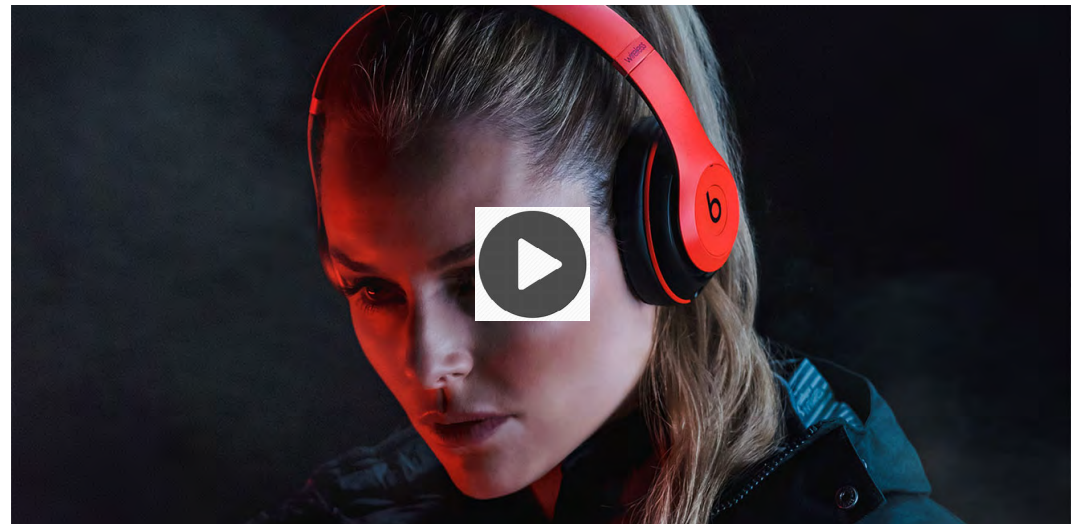
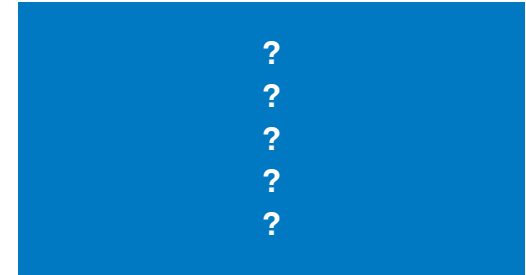
Anderson added: “Dealing with all the energy and expectations that come. It’s a lot to manage and you have to be really calm and collected in yourself to perform good. In some environments it can be extremely difficult. I think what I love the most is dealing with those nerves and energy, it makes me feel totally alive, present and in the exact moment, which is so beautiful! No past no future just the now.”

Comment

Timed to leverage interest around PyeongChang 2018, this marketing burst follows the same creative and strategic approach of previous Beats’ ‘Above the Noise’ (which followed on from the brand’s previous ‘be Heard’ idea) campaigns.

All of these blend pounding music and stunning athletic struggles and successes (with athletes wearing new Beats (products).

Other ambassadors and ads in the brand’s endorser stable include Neymar Jr (see case study), Serena Williams (see case study), Anthony Joshua (see case study) and Conor McGregor (see case study).







Cheetos
'Do The Curl'
The Marketing Arm



Cheetos Mixes Moves, Music & Football In #DoTheCurl Music Video With The USA Curling Team

Frito Lay chip brand Cheetos linked with the USA Curling team to encourage Americans to #DoTheCurl.

The campaign, which both pushes the release of a new, limited-edition Cheetos Winter White Cheddar Curls and aims to raise awareness about the winter sport ahead of the PyeongChang 2018 Games.

The objective behind the #DoTheCurl campaign is ostensibly to popularise a co-branded dance called 'The Curl': which is part inspired by other sports scoring celebrations such as the recently re-leagised NFL touchdown dances.

The campaign, developed with The Marketing Arm, was initially teased socially on 5 January.

It stars Cheetos brand mascot Chester Cheetah, plus musician/actor/YouTuber Todrick Hall, pro footballers Vernon Davis and LaDainian Tomlinson, all of whom help a (deliberately dorky) team of US curlers improve their moves.

The full Cheetos 'Teach Me How to Curl' music video, backed by a beat and lyrics that closely resemble the 2011 Cali Swag District hit single 'Teach Me How to Dougie', debuted on the brand's YouTube channel on 9 January.

The central music video is supported across the Cheetos and parent company Frito Lay's social and digital platforms.

As well as by US Curling itself and Todrick Hall.

The campaign assets all encourage fans/viewers/consumers to show off their own curl moves by socially posting them with the #DoTheCurl hashtag in celebration of the USA Curling team.

Comment

Fresh, funky, surprising and inventive (and catchy too) – what's not to love?

This original approach doesn't just bring two unlikely bedfellows (chips and curling) together, but also adds in a famous brand mascot, an emerging YouTube star, professional footballers, musicians and Olympic athletes to a marvellous mix that engages as a whole as well as through niche silos.

We feel it is one of the stand out Winter Olympic sponsor activation ahead of PyeongChang 2018.

The effort aims to educate consumers about the sport of curling - "one of the country's most underappreciated sports," per the release - and encourages them to share their own videos of the curl dance or other curling moves using the hashtag #DoTheCurl.







Hershey's / Team USA
"Taste The Gold"
Crispin Porter + Bogusky



Skating Icon Ohno Fronts Hershey's #TasteTheGold Olympic Work

Gold medal winning skater Apolo Ohno spearheads a Hershey's campaign leveraging the Winter Olympics and the brand's Team USA sponsorship which promotes a new Hershey's Gold bar.

The short track speed skater, an eight-time Olympic medallist and the most-decorated Winter Olympic US athlete of all time, plays an over-the-top, deliberately exaggerated version of himself in the US chocolate giant's new creative.

While Ohno won his last three medals back in 2010 (at his last Games) he is still well connected to the Winter Olympics through his role as a commentator on NBC.

The TV work sees Ohno meet with his agent and express surprise as he tastes the bar: he thinks that because he's representing Hershey's he'd be promoting chocolate.

The creative plays on the idea that while Ohno loves gold, but that Hershey's Gold is better: scenes feature Hershey's Gold bars taped to red,

white and blue ribbons to look like medals, plus gold bandannas and even a gold tracksuit.

The TV spots released thus far include 'Endorsement' and 'Trophy Case'.

As well as leaning heavily on the gold theme, Hershey's also prominently features its partnership with the US Olympic Committee in the campaign.

Online work, featuring the #TasteTheGold hashtag, sees Hershey also feature other famous Team USA athletes: including four-time gold-medal gymnast Simone Biles.

The push includes giving out coupons for at least 10,000 Hershey's Gold bars through posts on Facebook and Twitter each time a US athlete wins gold in Pyeongchang, South Korea.

The Hershey's Gold campaign has been developed in harness with CP&B (which became one of Hershey's two main creative agencies in 2017).

Comment

'Gold', which is something of a departure for Hershey's, is a bar of caramelized creme with bits of salty peanuts and pretzels, was initially teased and unveiled in early November – a launch date deliberately chosen as it marked 100 days from the start of the 2018 Winter Olympic Games (which start on 9 February).

But the core marketing wave featuring Ohno began a month ahead of PyeongChang 2018 and the company is particularly targeting millennials and Hispanics (hence Ohno was chosen to be the product endorser) – both are considered important

growth segments.

Gold is the Hershey's first new bar branded with the company name in 22 years and the first Hershey's bar ever without chocolate.

But why Gold?

Hershey's, the USA's top chocolate maker with a market share around 44%, is facing increasing competition from smaller brands offering unique products, fresh flavours and fewer processed ingredients.

Industry research suggests US consumers are eating more snacks, but seeking products they feel less guilty about eating.

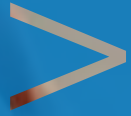
So Hershey is moving in to new categories to transform itself from an old school confectionery company into a flexible snacking powerhouse adapted to changing shopping and food trends and dietary concerns.

So this latest work from Hershey's sees it test out the kind of marketing tactics more usually associated with a challenger brand than with the market leader.

"This is a big moment. This isn't just a bar. This is a moment in time for our company where we really feel like this is the next big generation of bars for Hershey," says Chuck Raup, VP and general manager, chocolate.







**Nabsico / Team USA
'Can't Miss Moments'
Mondelez International**



Nabisco Launches Team USA ‘Can’t Miss Moments’ Winter Games Work With Ritz ‘Skating Dad’ Ad

Ritz Crackers has joined its parent company Nabisco/ Mondelez’s “Can’t Miss Moments” campaign activating its sponsorship of the United States Olympic Committee ahead of February’s Winter Olympic Games.

The Team USA snack sponsor’s Ritz work is led by a TV commercial that sees a dad attempt a comic (cringe worthy) Olympic ice skating routine in his living room (in his socks instead of skates) to try and make his kids laugh.

His performance is judged by his family seated on the lounge sofa: he is awarded scores and the gold-ish Ritz crackers.

The idea is that when the Winter Olympics are on the television (in this case, US figure skater Polina Edwards performs her Olympic routine in the background on the television) it leads to family moments and Ritz snacking moments.

Premiering on the Jimmy Kimmel Show live on ABC, the spot is also amplified across the brand’s

digital and social channels – including Facebook.

The tagline, “Celebrating Team USA with your own can’t miss moments makes life rich. RITZ”, is part of the parent company’s umbrella Team US activation that aims to “help Team USA spark joy back home by celebrating the unique and special ‘Can’t Miss Moments’ that bring us together”.

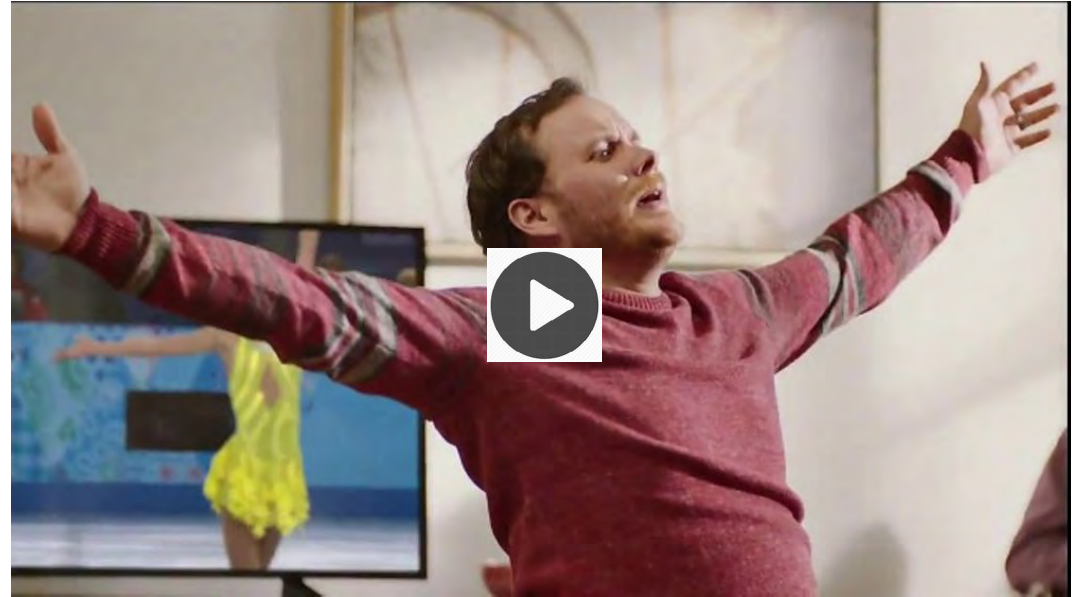
Nabisco, the maker of Oreo, Ritz and Chips Ahoy, and which in turn is owned by Mondelez International, signed a multi-year Team USA sponsorship in September 2017 and the alliance’s activation started in earnest from 1 January ahead of the Olympic Winter Games 2018.

Led by brands Ritz, Oreo and Chips Ahoy, the company is bringing “Can’t Miss Moments” to life for customers with in-store work as well as ad campaigns.

From 21 January, all three Nabisco brands feature Team USA-themed packaging and the iconic Oreo cookies come embossed with Team USA-themed emblems.

Nabisco is also running a #BitetoWinSweepstakes: offering customers and fans chances to win big by mirroring their favorite athletes.

The idea is that as US Olympians bite into their medals during the PyeongChang podium medal ceremonies, fans are invited to take photos of themselves biting into Oreo, Ritz or Chips Ahoy! products and share on social media for a chance to win a \$10,000 entertainment package or hundreds of other prizes awarded each day of the Olympic Winter Games¹.



Further activations spans additional TV, digital and social media content campaigns and in-store recipe sampling.

Comment

This mainstream, family focused snack/food sponsor spot is one of the less creatively notable Team USA Winter Olympic partner campaigns: other Team USA tie-ups running prior to PyeongChang 2018 in the category range from Kellogg’s and Hershey’s to Cheetos.

“Team USA and the Olympic and Paralympic Games embody a long-standing tradition of celebrating outstanding moments. Just like the Games, our brands bring people together – from teammates to roommates, fans to families – to share a moment, big or small,” said Stephen Chriss, Head of NA Marketing Activation/Partnerships, Mondelez International at

the time of the announcement.

“Through this sponsorship, we’re joining the celebration and honoring those “Can’t Miss Moments” that bind us, whether it’s a Team USA athlete at the Olympic Winter Games or fans at home coming together to watch and cheer, while sharing a snack.”

“With the anticipation of the Olympic Winter Games ramping up, we are thrilled to team up with two 2018 Team USA hopefuls who may be representing our country in PyeongChang,” said Jason Levine, Vice President of Marketing, Mondelez International.

“As they continue their journey towards the international stage, we’re proud to support the “Can’t Miss Moments” Ligety and Kim have been working so hard to achieve. We look forward to helping their fans, who will be cheering them on from afar, fuel their own moments at home.”

Can't Miss Snacks for your Can't Miss Moments!




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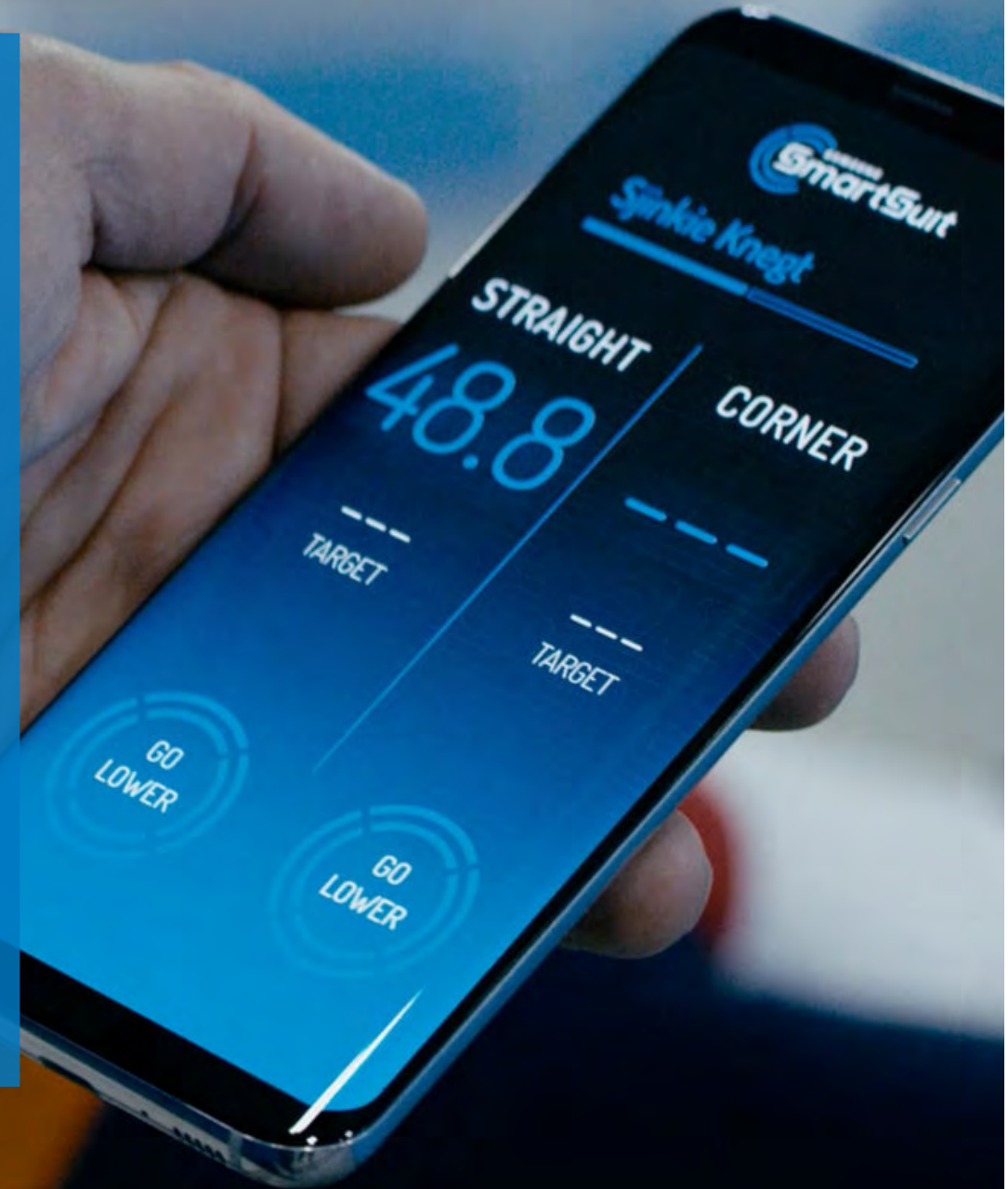


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Samsung
'Smartsuit'
Cheil Amsterdam



Samsung Aids Netherlands Skaters With Wearable Tech 'Smartsuit' At Winter Games

A month before the start of the PyeongChang 2018, Samsung Benelux has unveiled a high-tech 'SmartSuit and App' combination which has been used by the Dutch skating team ahead of the Winter Olympic Games.

The wearable tech suit, which has been developed in a three-way partnership between the Dutch Olympic team, Samsung and agency Cheil Amsterdam, has been worn by short trackers Sjinkie Knegt and Suzanne Schulting during training.

In preparation for the Winter Games, Knegt and Schulting used the suit and its innovations to improve their ideal skating position.

The Dutch pair are the only skaters on the planet currently using the technology: which measures the depth at which the skater bends, to the millimetre.

As a sponsor for Sjinkie and Suzanne, Samsung developed the SmartSuit and its linked app

specifically for the short track skaters.

The suit includes a set of five sensors that map body posture and calculate the distance from the skater's hip to the ice.

These connect to a smartphone app, with coach Jeroen Otter uses to analyse the data in real-time and, if the body position is not optimal, Otter sends a vibration (by pressing a button) and the skaters then feel this and adjust their body position in real-time.

The marketing side of the activation sees the suit promoted across Samsung's digital and social platforms.

"As an agency it is incredible to create something in collaboration with your client that can truly improve the performance level of Olympic athletes," comments Cheil Amsterdam executive creative Director Thijs de Boer.

"This concept allows us to achieve so much more than we would with a generic sponsor campaign."

While Dutch national skating coach Jeroen Otter commented: "By quantifying the posture we can train even more effectively. I notice that both Sjinkie and Suzanne already benefit from this unique innovation. At this level of athleticism it's all about details. The training sessions with the Samsung SmartSuit and the direct feedback via the smartphone can make the difference between a gold or silver medal."

Comment

This trend for sponsors to deploy relevant skills in

order to actively contribute to an athlete's or a team's performance is one that has been emerging during the last Olympic cycle.

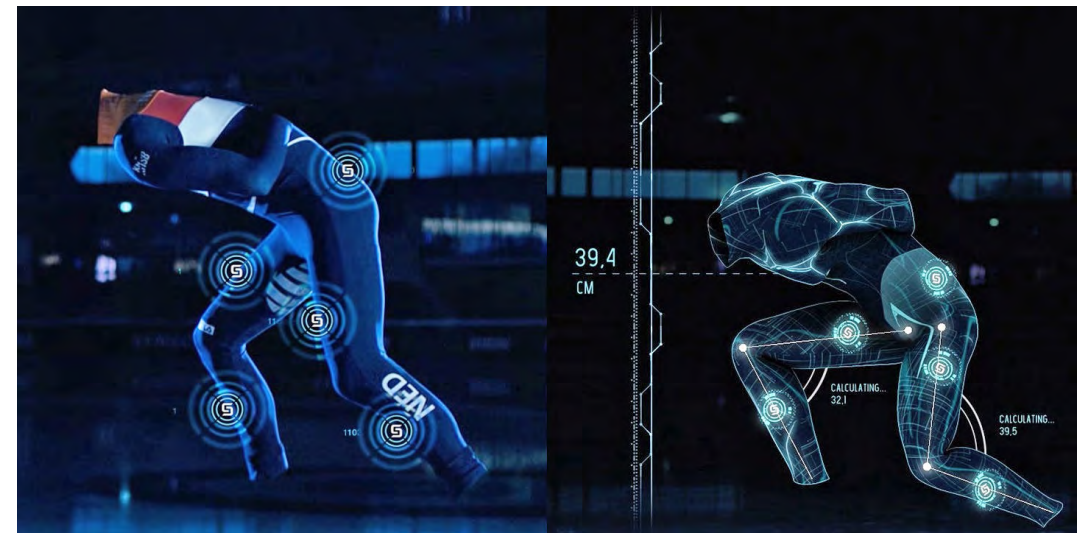
Previous examples of this approach include Samsung's 'Blind Cap' for blind para swimmers and Puma's 'BeatBot'.

Samsung has also been an IOC Olympic sponsor for 29 years and among the brand's previous notable Olympic campaigns are Rio 2016's 'One World, One Anthem' and its Youth Winter Games 'VR Ski Jump'.

€830k free Dutch publicity
€1.4m free worldwide publicity

10% growth of 'Proud-to-Own' brand value in 2 months (from 24% to 34%)

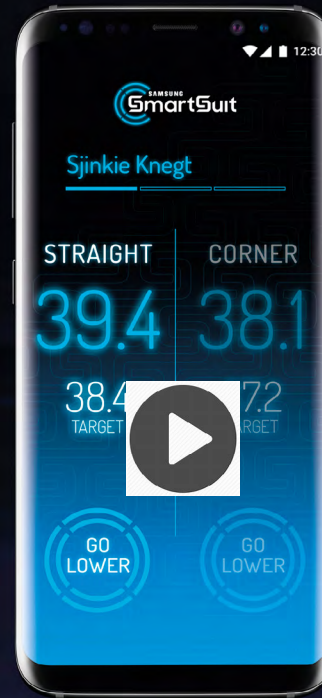
48,100 article read
4,765,194 impressions



"We strive to make daily life easier with our innovations. To us this means our technical expertise can also help improve athletes' performances. With Samsung SmartSuit, we aim to lift Sjinkie and Suzanne's performance to an even higher level and help them achieve their dream of winning an Olympic gold medal."
Gerben van Walt Meijer, Marketing Manager Mobile, Samsung Netherland



WE DIDN'T CHOOSE TO JUST PUT A LOGO ON THEIR SUIT
WE INVENTED A WHOLE NEW SUIT

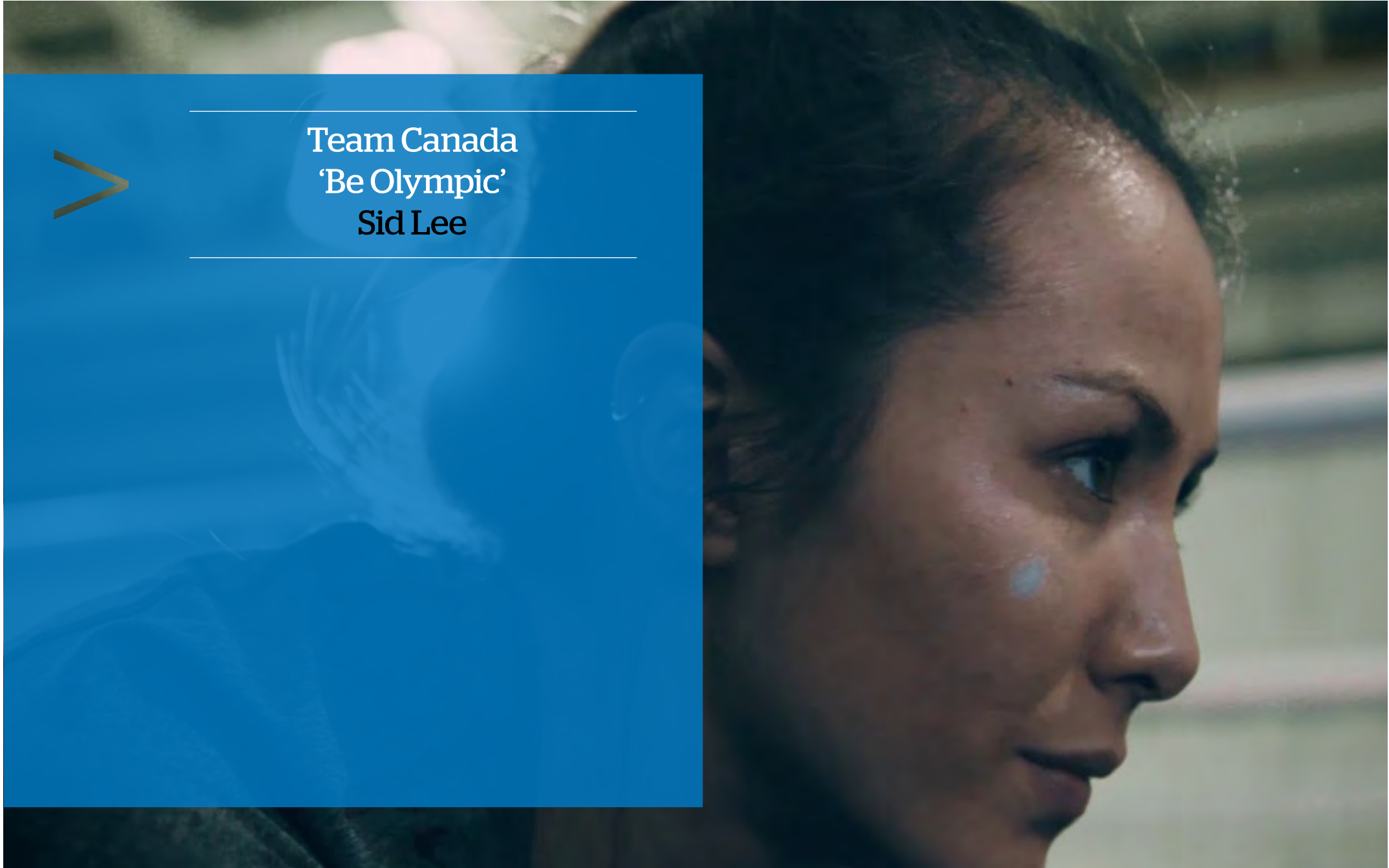


39.4
CM





Team Canada
'Be Olympic'
Sid Lee



Team Canada's Bold, Values-Led #BeOlympic Brand Platform For 2018 Games

Launched two weeks ahead of the PyeongChang 2018 opening ceremony, the Canadian Olympic Committee (COC) rolled out a fresh brand platform highlighting Canadian values called 'Be Olympic'.

The #TeamCanada campaign, launched on 23 January, celebrates the country's Winter Olympians, highlights their shared values and challenges all Canadians to consider just what it means to 'Be Olympic'.

The COC's objective in sharing #TeamCanada athletes' stories is to 'inspire all Canadians through the power of sport: 24 hours a day, 7 days a week, 365 days a year'.

At the heart of the eight-week, integrated campaign is a set of cinematic short films revolving around athlete stories and insights.

This video led approach spans a spearhead 60-second spot with 30-second and 10-second clips, supported by an array of narrative assets and elements ranging from digital and social video

content, Out Of Home advertising, print media stories and social media pieces.

The hero commercial at the campaign's centre is a dreamlike, beautiful and highly stylized TV ad called 'Virtue and Victory'.

It introduces the stories of Canadian athletes that illustrate and reflect both Canadian and Olympic values. And features a team of Canadian Winter athletes: including Denny Morrison (long track speed skating), Chloé, Maxime and Justine Dufour-Lapointe (freestyle skiing), Eric Radford and Meagan Duhamel (figure skating), Mark McMorris (snowboard), Hayley Wickenheiser, Vicky Sunohara and Caroline Ouellette (ice hockey).

This lead TVC closes with a call to action for all Canadian sports fans to learn more about the athlete stories and learn from additional copy, photography and related materials to get behind the #TeamCanada scenes at www.beolympic.ca.

This commercial, like the entire campaign (and the country of course), comes in dual language versions.

"We wanted to shine a light on moments in our athletes' stories that showcase the best of us—values that define what it means to be Canadian and to be Olympic," said Derek Kent, COC Chief Marketing Officer.

"In doing this, we honour their dedication and their journey. We want to encourage Canadians to dig deeper and be inspired by our Olympians' incredible passion for sport. Inspired by their values of determination, unity and resilience."

"We wanted to shine a light on moments in our athletes' stories that showcase the best of us—values that define what it means to be Canadian and to be Olympic."
Derek Kent, COC, Chief Marketing Officer



The lead 'Virtue & Victory' ad features vignettes of each athlete story showcasing their values and these are told in further, more focused details through a series of individual athlete digital/social videos.

This supporting series includes 'Mark McMorris - determination, bravery', 'Denny Morrison - resiliency, courage', 'Dufour-Lapointe sisters - unity, strength', 'Meagan Duhamel and Eric Radford - grace, excellence' and, 'Hayley Wickenheiser, Vicky Sunohara, Caroline Ouellette - leadership, excellence'.

As well as work revolving around a COC's Winter Olympic 2018 manifesto, additional campaign assets include 'Be Olympic' themed spots: including 'Be Excellent', 'Be Courageous', and 'Be United'.

The activation phase follows previous tease phases dating back to a One Year To Go spot, and a more recent strand of work that has seen Team Canada social media channels highlighting Be Olympic stories as part of a 100-Day Countdown to the upcoming Games in PyeongChang.

"Defining what it means to Be Olympic represents a year's worth of insight work and careful thought and consideration," said Colin Freeman, Senior Manager, Brand Marketing for the COC.

"We are proud of this work and are inviting Canadians to engage and learn more about these incredible stories at beolympic.ca. We had a world class partner to work with in Sid Lee."

"This platform gave us the opportunity to re-

envision what it means for athletes and all Canadians to Be Olympic. With this particular campaign, we wanted to illuminate some of this country's most courageous athletes and tell their stories in a thought-provoking way. We hope this ad campaign starts a conversation about our shared values as Canadians," added Sid Lee executive creative director Tom Koukodimos.

In addition to working with the Sid Lee team, the campaign's creative partners include director Ian Pons Jewell, Revolver Films, OMD, North Strategic, Grayson Matthews and Art Jail.

"Playing for Team Canada is one the greatest honours for any athlete. Every time you put on the maple leaf, you are representing Canadians and Canadian values. As Canadians, we have a duty to be leaders within the Olympic Movement and encourage all athletes to Be Olympic," said four-time Olympic hockey champion Hayley Wickenheiser in a campaign PR package.

"I had been through so much with the motorcycle collision and stroke that I felt highlighting the struggles of Olympians as something bigger than just winning medals was a refreshing perspective on the Olympics that everyone can relate to in their own way. Seeing that creative vision come to life through the campaign really captures what I believe is the true spirit of the Olympic Movement: We can all aspire to be better in our everyday lives. That's what Be Olympic means to me and that's what Be Olympic means to my comeback," said Denny Morrison, four-time Olympic Long Track Speed Skating medallist.

Comment

There something of the fashion industry about this campaign: with creative akin to a magazine shoot.

Which helps it cut through some of the more standard 'competition' and 'excellence' Olympic clutter.

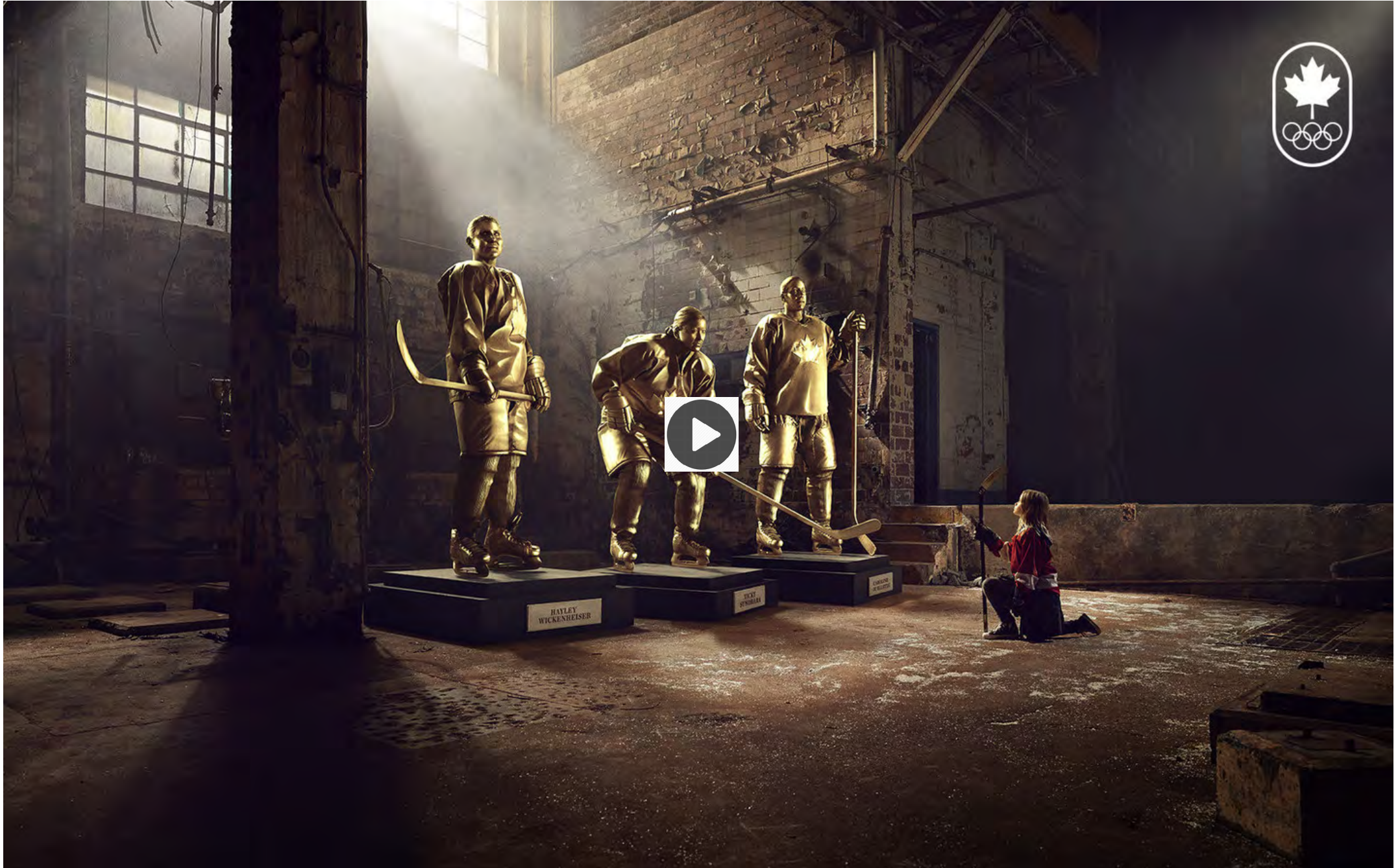
Going back to values is sensible: especially considering a global sporting landscape littered with financial scandal and drugs cheating controversies.

The partnership between COC and agency Soid Lee dates back to 2016 and this is the biggest brand platform emerging from the partnership.

The tie-up has already seen some early work leveraging the next summer Olympics in Tokyo 2020.

The PyeongChang 2018 campaign follows on from the distinctly wintry 'Ice In Our Veins' campaign for Rio 2016 and #WeAreWinter for Sochi 2014..







Team Canada
'Greatness Is Rare'
BBDO Toronto



'Greatness Is Rare' PyeongChang 2018 Paralympic Canada Campaign

Themed around the idea that 'Greatness Is Rare', a new brand platform by the Canadian Paralympic Association aims to generate support and boost viewing around the 2018 Paralympic Winter Games through a series of visually stunning spots.

The campaign's objective is not just to forge closer connections between Canadians' love for winter sports and the achievements of the country's Paralympians at the PyeongChang Paralympics (which run from 9 to 11 March) through creative that is breathtaking, bleak and beautiful, but also to counterbalance the lack of Paralympic TV coverage by urging fans to watch on their own personal social channels.

The campaign debuted on 8 Feb with a lead spot starring wheelchair curling gold medallist Ina Forrest on an ice floe in a landscape.

The video states that 0.97 percent of Canadians curl (that's 360,000-plus), but only 0.00001067 do it in a wheelchair and win back-to-back gold medals.

This introductory ad was followed by a further set of frosty and frozen films with similar statistics.

10 February saw the debut of a spot featuring Alpine skier Mac Marcoux, followed the next day by a spot starring sled hockey player and team captain Greg Westlake.

These individual para-athlete ads were then supported by a further spot starring Forrest, Marcoux and Westlake which argues that 'Greatness Deserves To Be Seen' and invites users to visit the campaign's online hub at <https://greatnessisrare.ca> and broadcast the Paralympics from their social platforms.

Indeed, this microsite enables fans to select the specific events they wish to broadcast and then these competitions are automatically posted to their personal Facebook or Twitter feeds.

A further, supporting behind-the-scenes spot was launched on 8 March about the frosty filming of the campaign.

The films are all, as usual with Canadian creative are dual language, and were created by agency BBDO Toronto and by production house Asymmetric.

Indeed, the BBDO/Asymmetric crew braved fairly brutal conditions in the distinctly icy Yukon Territory and in northern British Columbia where temperatures dipped to 20 below.

"We fell in love with the locations because they provided a nice visual metaphor for our athletes: tough, isolated and rare," explained agency associate creative director Matt Hubbard. "Our athletes needed battery-heated clothing, lenses froze to cameras and our drone refused to fly. The heated seats in our rental truck became our new

best friends."

Hubbard also added that, despite training just as hard or having athlete achievements just as great, the Paralympic Games have historically been overshadowed by those other games.

"Unfortunately, this has also meant less media coverage. Which means fewer Canadians watching and supporting athletes," continued Hubbard.

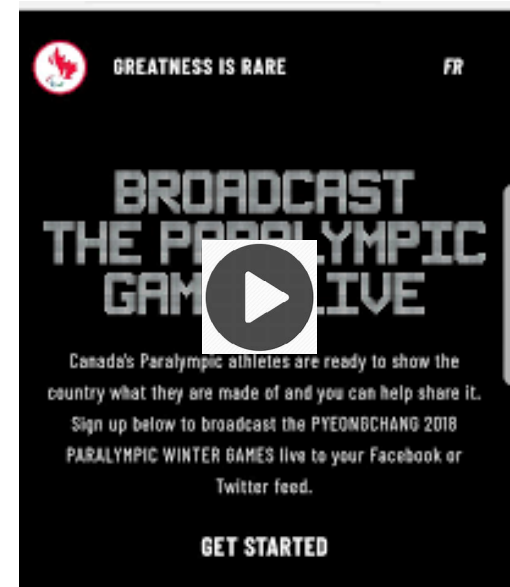
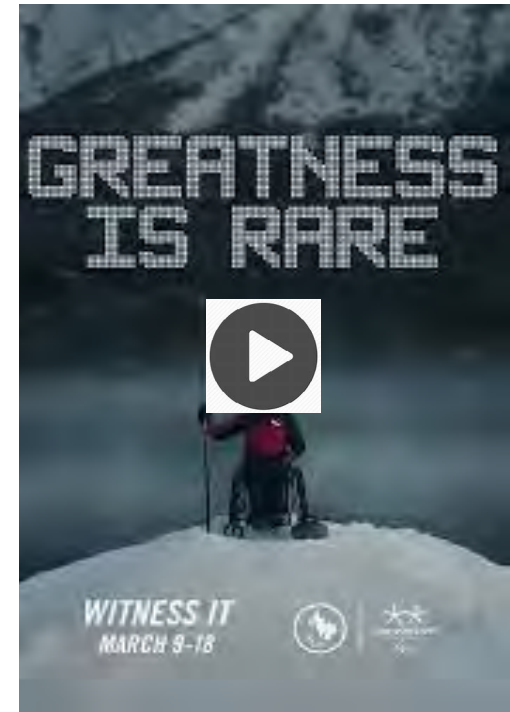
"The idea of 'Becoming a Broadcaster' uses the power of social sharing to ensure as many Canadians as possible can witness greatness."

The stark spots themselves were directed by Kacper Larski in his typical cinematic cool creative style.

The background behind the campaign and its strategy is that, despite the record-smashing 'international' audience statistics for the 2016 Paralympics in Rio, in Canada para-athletes have largely continued to struggle to make any serious inroads into television ratings and marketability.

"Coming back from the Rio Paralympics, the one thing that didn't work is that we didn't increase viewership of coverage of the Paralympic Games, which was obviously something that we wanted to expand on," said Martin Richard, the executive director of brand and communications for the Canadian Paralympic Committee

"According to our survey, 60% of Canadians want to watch the Paralympics on any type of platform, whether it's traditional TV or online streaming. That's a big chunk right there. That's over 10 million. But our audience viewership rating is quite lower. We've got an audience that's off the couch and active, but we



didn't get them to learn more about our athletes.”

Comment

Brrrr....the Activative team started to get chilly just looking at this creative and our fingers and toes starting to get a little numb analysing the campaign.

It's more than a touch #Game Of Thrones' #WinterIsComing.

The creative approach, the colour palette, the tone and rhythm of the work strands in complete contrast with, say, Channel 4's colourful, warm and crowded award-winning work for the 2016 Paralympic Summer Games in Rio (see case study).

The campaign is also something of a thematic and objective contrast to the Canadian Olympic Association's own Winter Games 2018 brand platform #BeOlympic (see case study).

It seems that the struggle for Paralympic recognition and exposure in Canada is not new and we feel that this campaign starkly and smartly starts the creative focus on the athletes, before shifting it to the lack of public awareness and paucity of broadcast coverage.

All while paying an icy homage to Canada's harsh northern landscapes.

The Paralympics can be a powerful vehicle to shift societal perceptions of disability and to inspire a nation – particularly young people (see Virgin Media's research piece around its new BPA partnership).

These unique, personal and powerful stories can

prove to be key selling points to drive change – both in terms of consumers and sponsors.

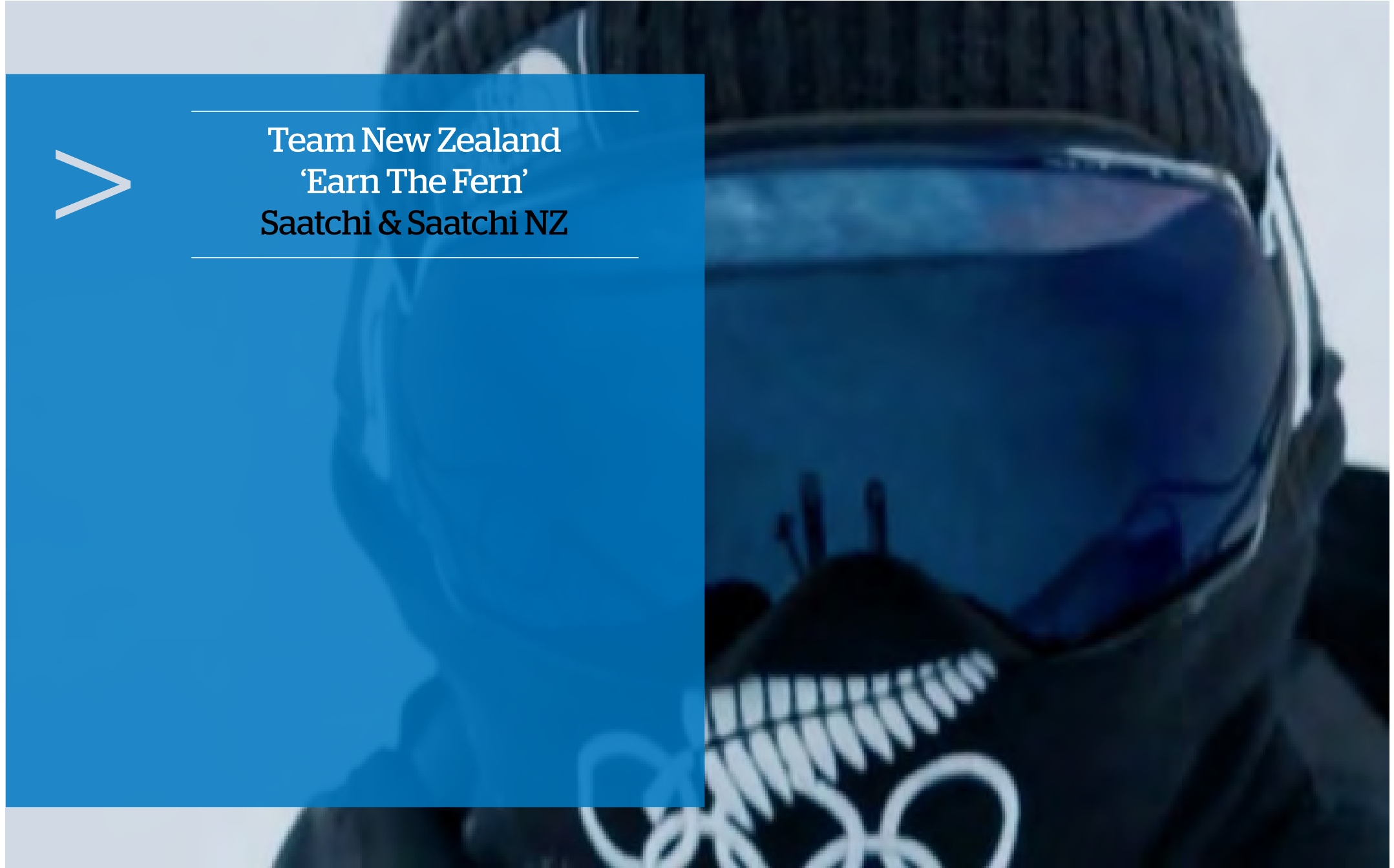
Alongside the Canadian Paralympic Committee's own campaign, one of its key sponsors Pfizer Canada is running a dual language series of functional digital/social spots (with brand synergy) under the title 'Health and Wellness Series Presented by Pfizer', including videos with Alana Ramsay, Mac Marcoux, Greg Westlake, Dominic Larocque, Alex Massie and Curt Minard.







**Team New Zealand
'Earn The Fern'
Saatchi & Saatchi NZ**



NZ Olympic Committee Launch 'Earn The Fern' Brand Platform For Pyeongchang

The new 'Earn The Fern' brand platform is a multi-platform initiative supporting New Zealand's Winter Olympians competing at PyeongChang 2018.

The campaign revolves around exploring what athletes have to do to reach the elite level and earn the privilege of wearing the country's iconic fern symbol.

The initiative saw the New Zealand Olympic Committee work in tandem with agency Saatchi & Saatchi New Zealand on an integrated campaign that spans a video series, digital and social content and OOH work spearheaded by a special build in central Auckland (click to view).

Earn the Fern features an array of New Zealand 2018 Olympians and is spearheaded by a series of social video telling the stories of skier Janina Kuzma, snowboarder Zoi Sadowski Synott, ski cross athlete Jamie Prebble and Bruce Wells, father and coach to the Wells brothers (three of

whom will be competing in Korea).

Rolling out months ahead of the Opening Ceremony of the 2018 Olympic Winter Games and running right through the event, as well as YouTube the campaign content runs across the rights-holder's platforms including Facebook Instagram and Twitter.

The campaign also continues through the competition with #EarnTheFern content pieces rolling out in real-time and in response to New Zealand athlete events and performances.

At its core, the work dovetails to form an athlete's manifesto – one which they themselves helped to write – capturing just what wearing the Fern means to them.

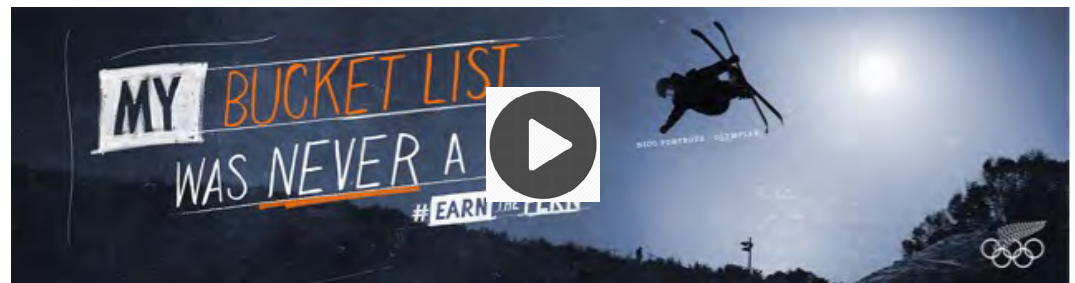
"The Fern is far more than a just a logo or a trademark. The Fern is where courage, conviction and composure meet...the Fern is our guide... we don't just want to wear it. We want to take it somewhere it's never been before," explains Sharon van Gulik, commercial director of the New Zealand Olympic Committee.

"The brief was to build an over-arching campaign for our 2018 Games that spoke to the unique audiences and athletes competing at each Games. Our Olympic Winter Games campaign kicks off the first of these, with stories from our small but dynamic New Zealand Team."

Toby Talbot, chief creative officer at Saatchi & Saatchi NZ, adds: "It has been a real honour to partner with the New Zealand Olympic Committee and our Winter Olympians in the creation of this

campaign. Each athlete's story is unique, but what they all share is a deep pride in the Fern. The fearlessness it takes to do what they do is truly inspiring."

In addition to the creative team from Saatchi & Saatchi New Zealand, others involved in the brand platform included production outfit Frontside, Out of Home contractor APNO, director Sigi Spath and camera operator John-Jo Ritson.



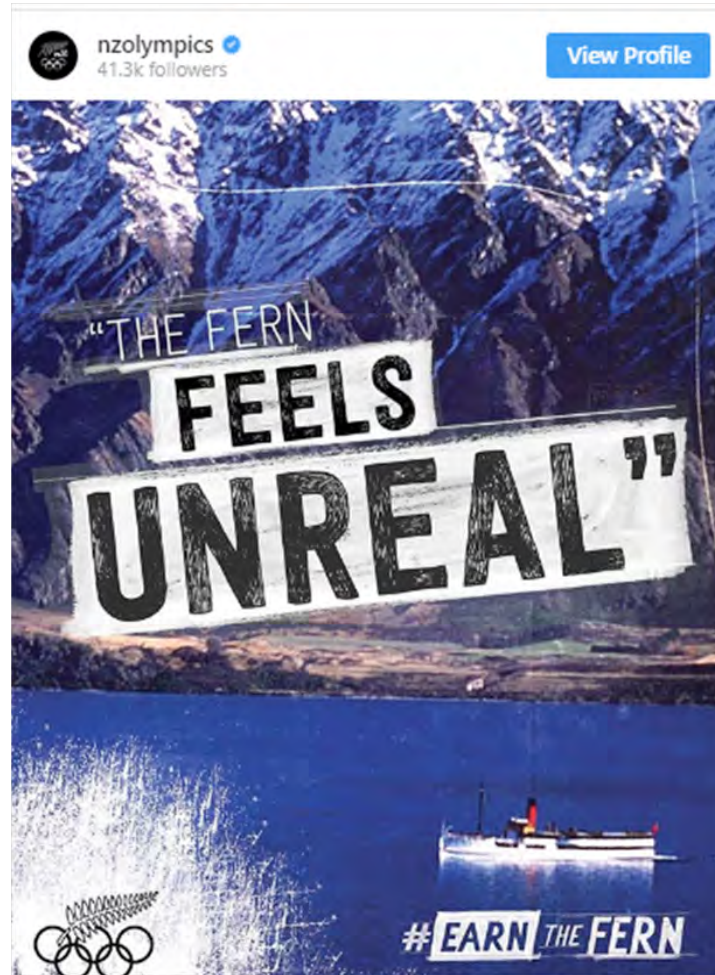
The campaign also already looks set to run through to this year's Commonwealth Games.

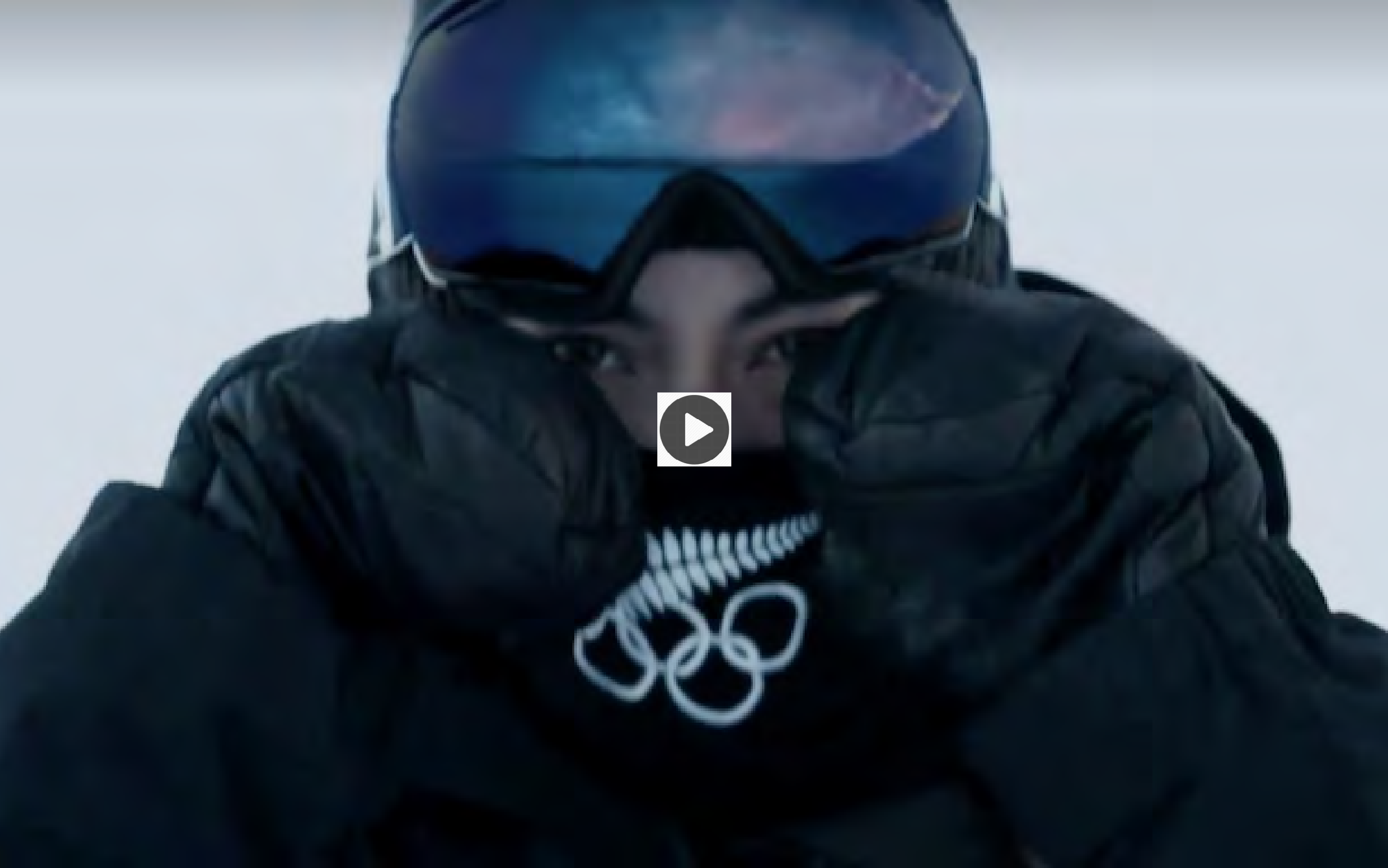
Comment

This is a serious approach to leveraging the snow and ice sports of the Winter Olympics.

Indeed, the topic of danger and the athlete journey of overcoming fear and recovery from injury has been one of the most prominent narrative themes of both rights-holder marketing, broadcaster promos and sponsor activation around the 2018 Winter Olympics.

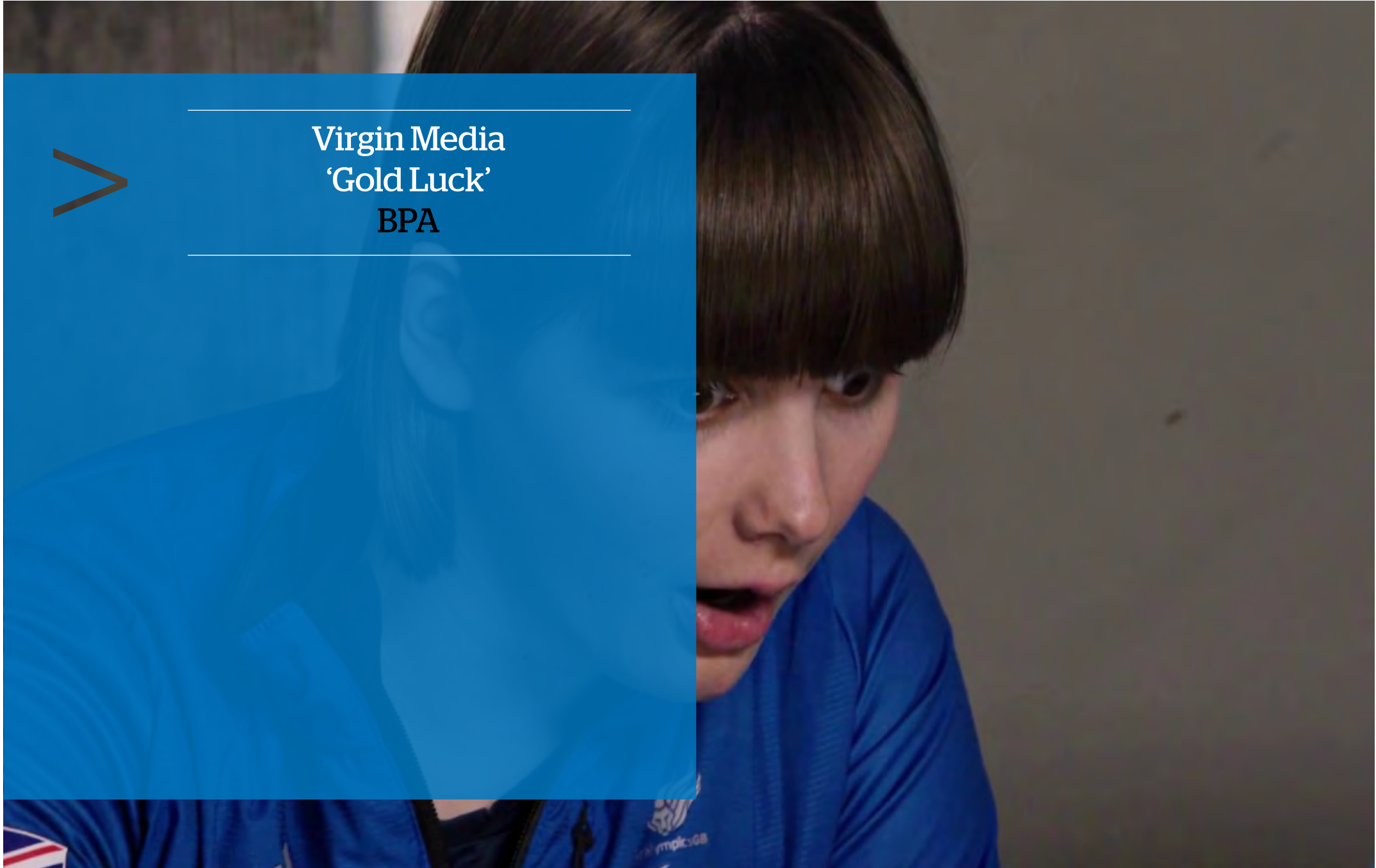
And this campaign is no exception dovetails with that thematic trend.







Virgin Media
'Gold Luck'
BPA



Virgin Media Wishes BPA Winter Games Team 'Gold Luck'

March saw Virgin Media pen a partnership with the British Paralympic Association (BPA) and immediately activate around the 2018 Winter Games through a multi-phase campaign that began with a research-led inspirational strand and then followed up with a 'Gold Luck' video.

The deal announcement was made just four days before the start of the 2018 Winter Paralympic Games – which run from 9 to 18 March – and was promoted across both brand and rights-holder PR, digital and social channels.

The first phase of the activation programme opened immediately on 5 March with work promoting primary research, carried out by Virgin Media, that found Paralympians were the most inspirational athletes for British children and young people.

Paralympians who topped a poll of the most inspirational athletes for children and young people (31%) – well ahead of footballers (9%) and rugby players (5%).

Virgin Media says that its work with the BPA aims to shift people's perceptions of disability, and to

encourage the whole nation to become braver – inspired by Paralympic athletes.

Indeed, the research shows that it is 'fearless athletes' who provide the most inspiration for what is largely a 'risk-averse nation'.

The data shows that 60% of UK adults see themselves as being 'risk-averse', with more of 69% believing they are less likely to take risks than a decade ago: 66% say they do not take risks because they are worried about failing.

Yet, the statistics suggest there is a willingness to change: 66% acknowledged that taking risks can pay off and lead to success and more than half of those surveyed say they are pleased to have challenged themselves after taking a leap of faith.

The February research, which was conducted by Censuswide and included 2,026 16+ drawn from a random sample of UK adults, was promoted across Virgin Media's digital and social platforms – including Twitter and Instagram.

This Paralympic research complements work that Virgin Media is already doing via its partnership with disability charity Scope.

In 2017 Virgin Media and Scope launched a new initiative, called 'Work With Me, that aims to support one million disabled people to get into and stay in work by the end of 2020.

The second phase of Virgin Media's Paralympic activation around PyeongChang followed two days later with a set of inspirational good luck family and friends message videos recorded and then shown to the Paralympians.



"We know ParalympicsGB athletes are amongst the most inspirational and the most fearless figures in public life and their success can have a real impact by challenging perceptions of what disabled people can achieve. This is a very proud moment for everyone at Virgin Media. We're supporting our sensational Paralympians whose mindset and attitude – Be Fearless – is inspiring."

Virgin Media CEO Tom Mockridge

Again, this emotional activation strand, which was called 'Gold Luck', ran across both the brand and the rights-holders digital/social channels.

The messages were presented as a surprise to Team GB's Paralympic heroes, as friends and family members, along with Sir Mo Farah and Richard Branson, wished athletes all the best for the Pyeongchang 2018 Paralympic Winter Games.

"With the Winter Paralympic Games just days away it is a wonderful boost to be able to announce this exciting new partnership with Virgin Media," said BPA chief executive Tim Hollingsworth

"We know ParalympicsGB athletes are amongst the most inspirational fearless figures in public life and their success has a real impact by challenging perceptions of what disabled people can achieve."

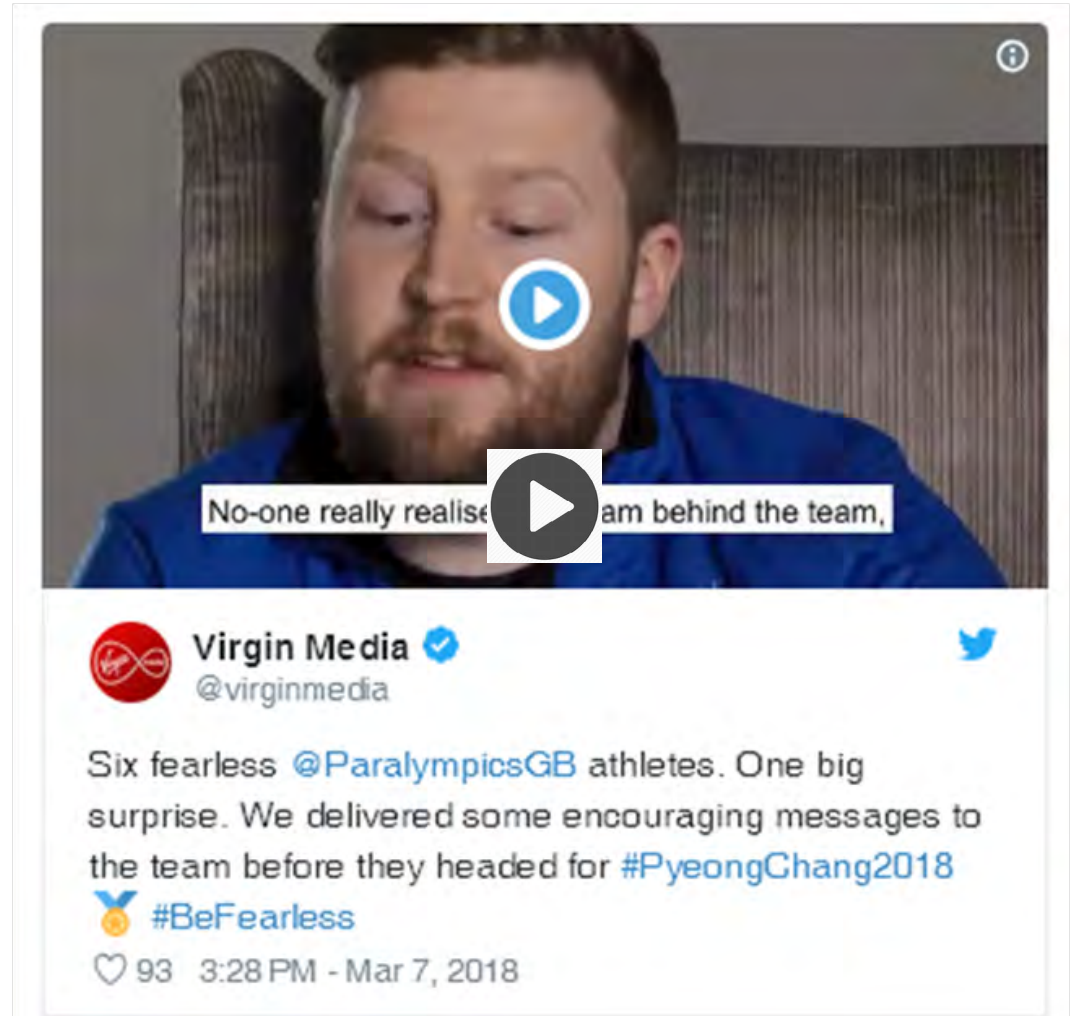
"This is a proud moment for everyone at Virgin Media. We're supporting our sensational Paralympians whose mindset and attitude – Be Fearless – is inspiring," said Virgin Media CEO Tom Mockridge.

"We can't wait to see our incredible athletes unleash their potential in PyeongChang."

Comment

Indeed, this focus on being 'fearless' is linked to leveraging Paralympics GB's own campaign for PyeongChang which is called #BeFearless

The new tie-up sees the UK based communications and TV provider sponsor the BPA, as gold tier BPA partner alongside Adidas, Sainsburys and Toyota through to Tokyo 2020.





Media



IOC
'Trending Gold 360'
Olympic Channel

TRENDING GOLD

→ BIG AIR SNOWBOARD TRAILER

IOC Olympic Channel Brings Games To Life In Virtual Reality / 360 'Trending Gold' Film Series

In early January 2018 the International Olympic Committee (IOC)'s own Olympic Channel launched a new virtual reality series, called 'Trending Gold', designed to help sports fans develop a greater appreciation of the behind-the-scenes work.

Launched ahead of PyeongChang 2018, the series, produced by VR specialist Jaunt, is filmed entirely in 360-degree virtual reality.

The 'Trending Gold' series is hosted on the Olympic Channel's digital platform (<https://www.olympicchannel.com/en/playback/trending-gold/episodes/>), as well as on its mobile apps and the Jaunt app.

Alongside 'Episode One – Dream Big' (which introduces Nigeria's first ever women's bobsleigh team), a behind-the-scenes, six-minute launch film, directed by Corey Rich, introduces the series which aims to enable sports fans to "experience the thrills and spills of being a top winter Olympic hopeful in

immersive 360 VR as they prepare for the 2018 Games" and itself explores what goes into making the Olympic Channel's first-ever VR Series.

Other episodes feature snowboarders James Anderson and Max Parrot, alpine skiers Ilka Stuhec and Luca Aerbi and Korean short track skaters Ye Jin Kim and Dae Heon Hwang.

The IOC is also promoting the VR series across its other platforms – including Twitter, and Instagram.

Comment

Why VR?

"We wanted to provide viewers both the access and first-hand experience of what it means to be an Olympian," explained Nicolas Delloye, Commissioning Editor for the Olympic Channel.

"Lucas Wilson, who EP'd the series alongside me, did a superb job of delivering these first-person experiences across four fast as lightning winter sports — and in a way that everyone of all ages can enjoy," said joint Executive Producer Canaan Rubin.

"When you take the snowboard flips in Big Air that Max Parrot captured, we pause you mid-air, upside down, in 360. Everything goes silent and you become the athlete yourself in that moment."

The campaign launch, a month before the start of PyeongChang 2018, was timed to leverage sports fan interest in the Winter Olympic Games.

Although reports suggest that it was originally planned and pitched to roll out in the build up to the Summer Games of Tokyo 2020.

Whether there remains sufficient fan appetite for VR, or even mainstream headset accessible remains open to question.

To us, leading edge VR work feels just a bit 2016 (and even experimental sports augmented reality already feels, well, a little 2017).

S1. Ep 1 YouTube Views 37K
S1 Ep 2 YouTube Views 38k
S1 Ep 3 YouTube Views 7k



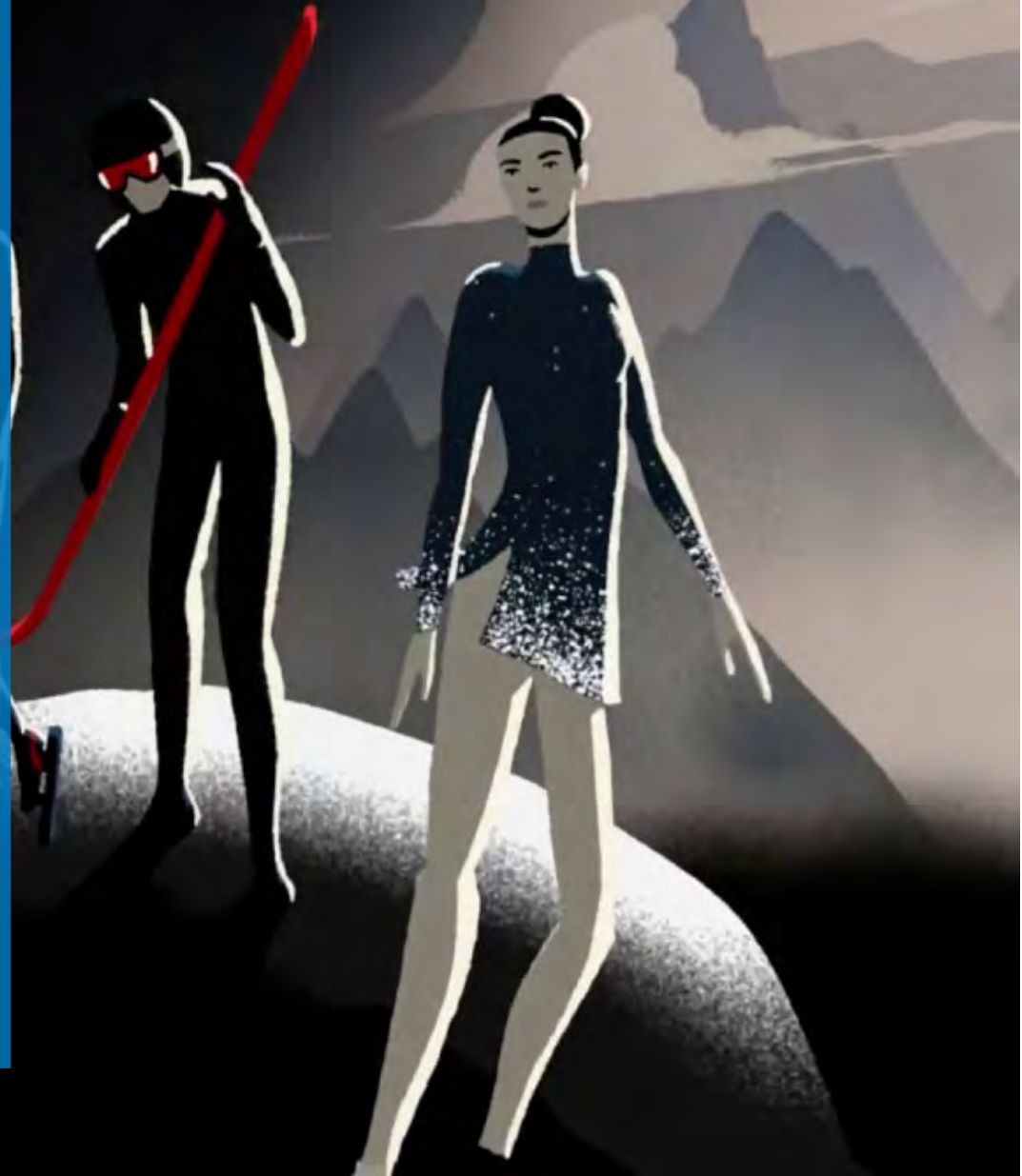
"That journey brings them to four continents and seven different countries - all while experiencing four completely different sports. From markets in Nigeria to yoga in California, the transportive and introspective features of VR make this possible. That's the reason why VR has become a new benchmark in storytelling. It's hugely exciting."

Nicolas Delloye, Commissioning Editor for the Olympic Channel





BBC
‘The Fearless Are Here’
Y&R London



BBC Animated 'The Fearless Are Here' Winter Olympics Idents

The BBC's new Winter Olympics ident brings to life the fearlessness athletes must possess to succeed on the snow and ice.

The spearhead spot, called 'The Fearless Are Here', saw lead creative agency Y&R London team up with animators Smith & Foulkes at Nexus Studios to create a bold, dark cartoon that conjures up a sense of intensity.

According to the agency, the animation's aim is to personify the fear visually and thus 'applaud athletes for their resounding focus and determination to surmount fear itself and perform at the highest level, often to defy the odds'.

The UK's official Olympic broadcaster debuts its lead promo on the evening of Saturday 20 January at 10:27pm on BBC One between 'Hard Sun' and 'Match of the Day'.

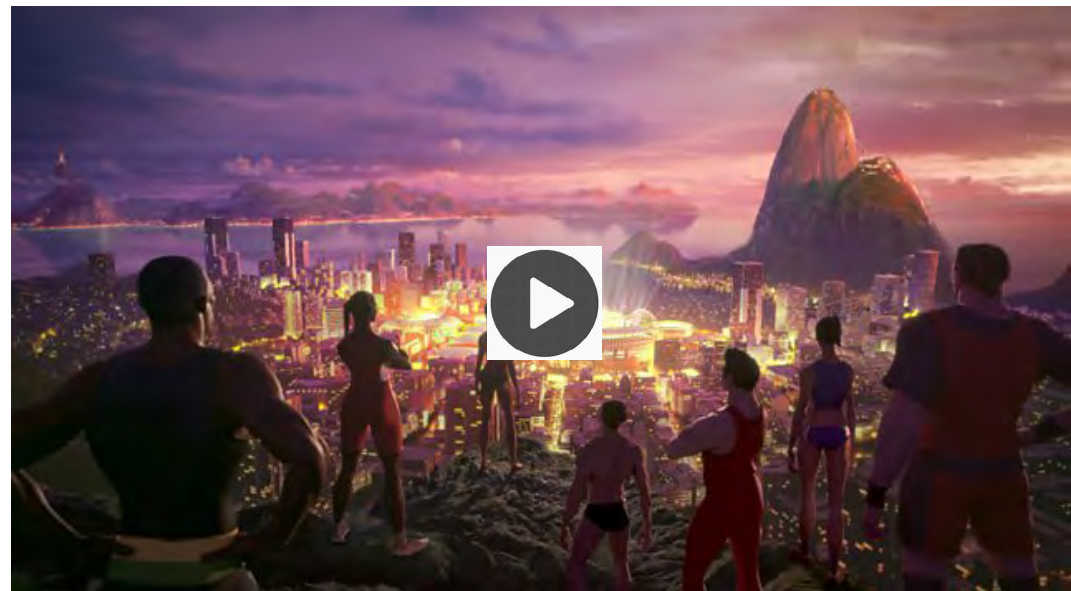
The ad will continue to air for the length of PyeongChang 2018 – which runs from 9 to 25 February.

The creative will also be used as the idents for all Winter Olympics programming on the BBC throughout the Games.

Comment

Not the first PyeongChang activation to take an animated cartoon creative approach, but this is a little darker than the light-hearted United Airlines #TeamUSA superhero spots.

It also follows in the creative, animated footsteps of so many previous recent BBC Games idents – just a little darker.







Eurosport / Discovery
'Warm Up Animations'
Red Bee



EUROSPORT **PLAYER**

KAŻDA SEKUNDA ZIMOWYCH IGRZYSK OLIMPIJSKICH W PJONGCZANGU

eurosportplayer.com



Eurosport & Discovery Roll Out Winter Olympics Social Animations Prior Pyeongchang

Discovery owned Eurosport rolled out a set of comic creative animations on social media to engage younger audiences in the Winter Olympics.

The film series, which aims to 'bring together winter sports fanatics and those less instinctively excited about the Games', features the voices of British comedians Morganna Robinson and Beattie Edmonson and were animated by Julian Frost (the animator behind 'Dumb Ways To Die').

The ads star two sisters with opposite views: fact-fuelled sports fan Emma and disinterested Robyn.

Launched on Facebook and YouTube they seek to spark younger audience interest in the Winter Games and aired on Eurosport 9 and 25 February.

The suite of short social spots don't just promote February's Games in South Korea, but also use accessibility and humour to broaden and widen viewer knowledge about specific winter sports:

Luge, Downhill, Alpine, Curling and Bobsleigh.

The films were penned by Hannah Ford of creative agency Red Bee (which developed the campaign alongside client Discovery Creative London and Oscar-winning animation studio Passion Pictures).

Jim de Zoete, deputy executive creative director at Red Bee said: "The Olympics in all its forms is very close to our hearts here at Red Bee, so it was an absolute privilege to work on this campaign with the teams at Discovery and Eurosport. The Olympic Winter Games can sometimes feel a bit distant and technical, so we hope through humour and quirkiness our animated characters will help explain and make accessible some of the trickier events."

Comment

The Warm Up ads are short, sweet and fun and intended for sharing in social. Each alludes to the feats of endurance, strength and danger involved in winter sports, but in a witty and knowing way."

The films aim to help Discovery achieve its ambition of ensuring that PyeongChang 2018 is the 'first fully digital Olympic Games' across Europe.

This objective has also seen Discovery team up with sports marketing firm Wasserman to boost its Winter Olympics social content.

Wasserman subsidiary Cycle Media is producing additional Games-related original content for Eurosport's social and digital platforms to generate interest and drive knowledge around the Games.

This included influencer creative and work based on the broadcaster's Snapchat channels in the UK, Germany, Norway and Sweden which makes use of new and heritage Winter Olympics footage.



"We looked at as wide a variety of ways in which to bring the upcoming Olympic Winter Games to the broadest audience as possible - especially for non-sports aficionados across all platforms through humour, emotion and through storytelling,"

Robin Garnett, ECD, Discovery Creative (London)



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