

IOC TELEVISION & MARKETING SERVICES SA

The Olympic Brand and Olympic Games Positioning

2017



Agenda

- The Vision and Missions of the Olympic Movement**
- The Power of the Olympic Rings**
- Olympic Games Positioning**



The Vision and Missions of the Olympic Movement



Fundamental principles of Olympism

(from the Olympic Charter – 1896)



Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind.

Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example and respect for universal fundamental, ethical principles.

Fundamental principles of Olympism

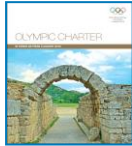
(from the Olympic Charter – 1896)



The goal of Olympism is to place sport at the service of harmonious development of man, with a view to promoting a peaceful society concerned with the preservation of human dignity.

The practice of sport is a human right. Every individual must have the possibility of practicing sport, without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair play

Vision and Missions of the Olympic Movement



Olympism is a philosophy of life, which places sport at the service of humankind.





Brand Architecture Framework

Olympism happens at the Games... ... And between the Games

Vision and Missions of the Olympic Movement

Olympism is a philosophy of life, which places sport at the service of humankind.

VISION Building a better world through sport			
VALUES Excellence		Respect	
		Friendship	
MISSIONS <ul style="list-style-type: none"> Ensure the uniqueness and the regular celebration of the Olympic Games Put athletes at the heart of the Olympic Movement Promote sport and the Olympic values in society, with a focus on young people 			
WORKING PRINCIPLES Universality and Solidarity		Unity in Diversity	Autonomy and Good Governance
		Sustainability	



FLAGSHIP EVENTS

The Olympic Games



The Youth Olympic Games



The Olympic Torch Relay

The Youth Olympic Torch Relay

Cultural Programme

ACTIVITY STREAMS

'Olympism in action'

for the Athletes



1. Technical & financial support
2. Protection of athletes health, safety & security
3. Athletes education & career programme

for the General Public



1. Health through sport
2. Education through sport
3. Development through sport
4. Peace through sport
5. Inclusion through sport
6. Sustainability in sport
7. Culture and sport

Olympism in Action



For the Athletes



Technical and Financial support



Athletes Education and Career Programme



Athletes Health, Safety and Security Programme

For the General Public



Education through sport



Culture and Sport



Health through Sport



Development through Sport



Peace through Sport



Inclusion through Sport



Sustainability in Sport

IOC product portfolio (under review, as of Nov.2016)



Athletes & Entourage

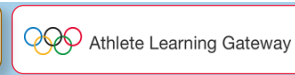
«Olympism in Action»
General public (with a focus on youth)

Promotion of sport practice

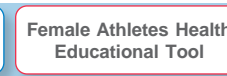
Technical and Financial Support to Athletes and Entourages



Athletes Education and Career Programme



Protection of Athletes Health, Safety and Security Programme



Health through Sport

Education through Sport

Development through Sport

Peace through Sport

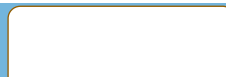
Inclusion through sport

Sustainability in sport

Culture and Sport

Olympism in Action Congress

Engage Young People

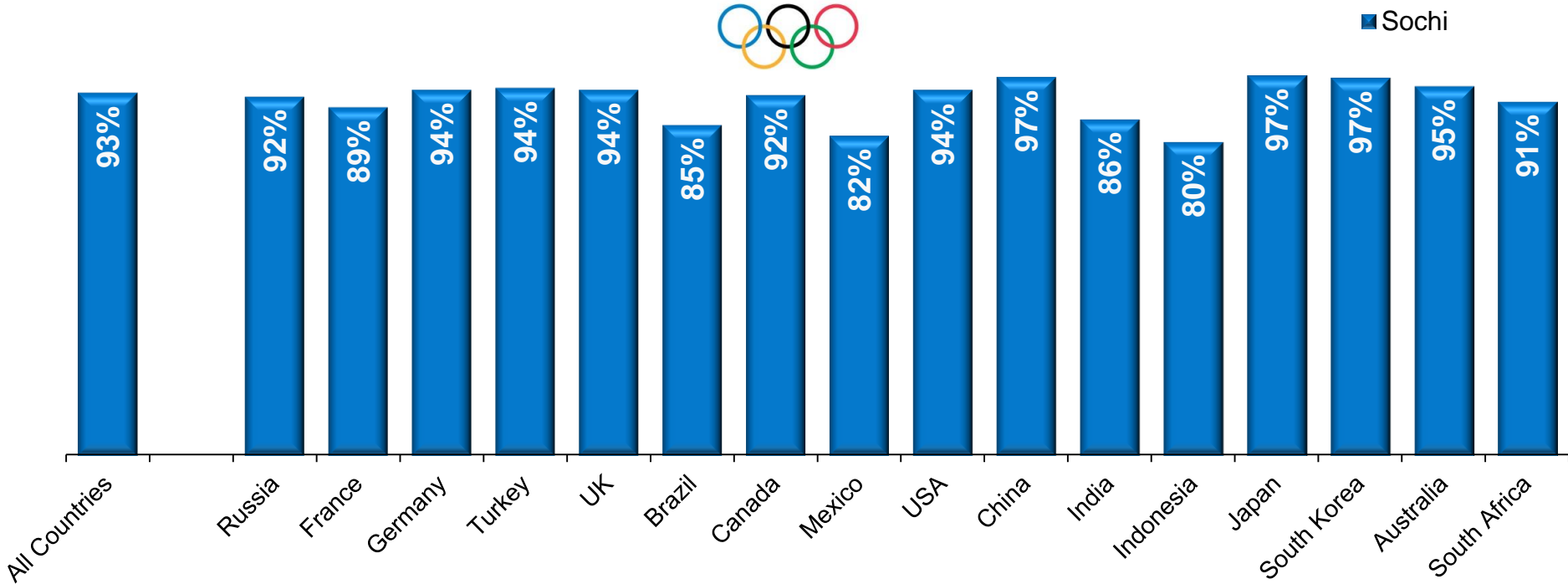




The Power of the Olympic Rings



A strong Olympic Brand recognised around the world

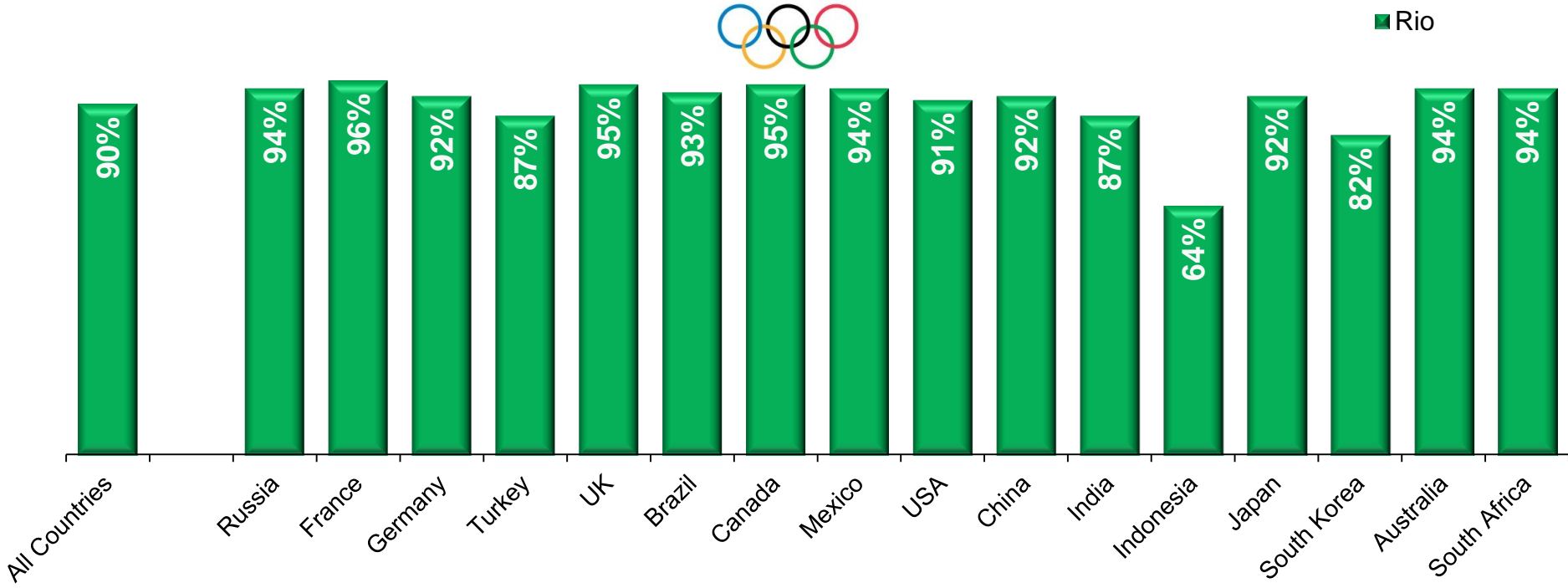


Question: Please can you write in what you think the symbol/logo is?

Base: Respondents aged 13-65 y.o.

Source: IOC Proprietary Research, Sochi 2014, Kantar Media

A strong Olympic Brand recognised around the world



Question: Please can you write in what you think the symbol/logo is?

Base: Respondents aged 13-65 y.o.

Source: IOC Proprietary research, Rio 2016, Sponsorship Intelligence

Globally, the Olympic rings symbolise their original intent: a global community



TOP ATTRIBUTES, unprompted

63%



5 Continents



Unity



Peace & Friendship



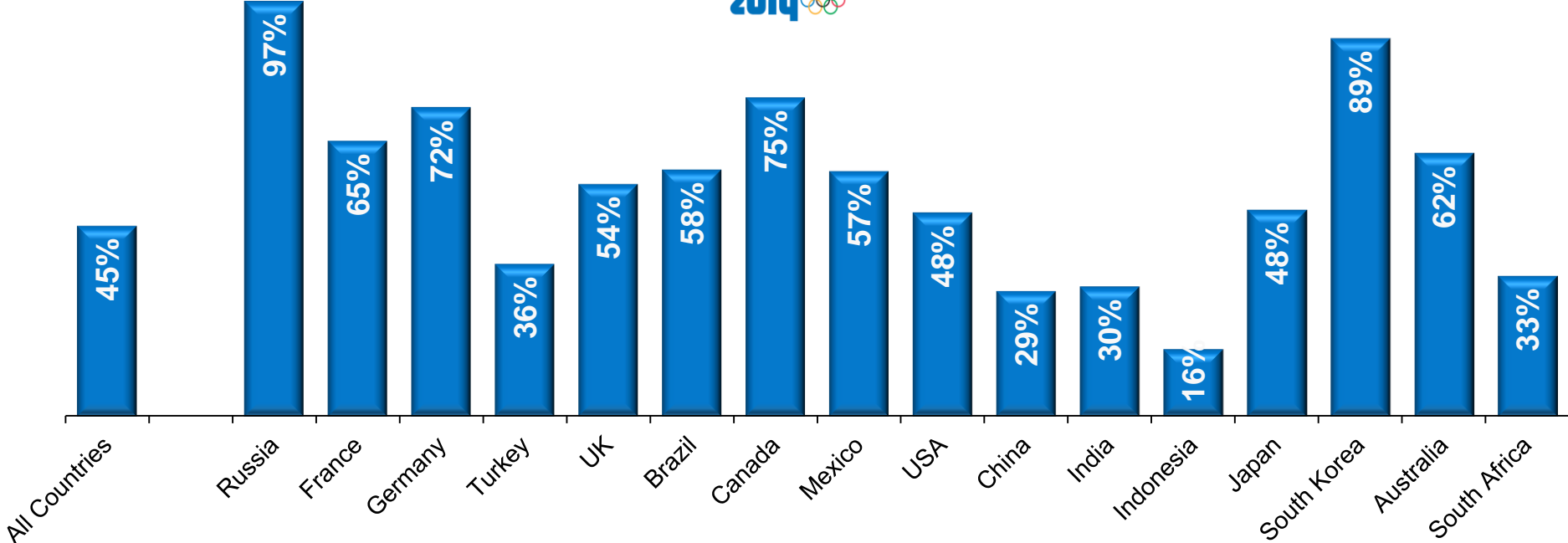
Global & Universal

Question: As you may or may not know this symbol is the Olympic Rings. What do you think the Olympic Rings stand for? [unprompted]

Base: All responses aged 13-65 Note: attributes calculation based on net scores

Source: IOC Proprietary Research, Rio 2016, Sponsorship Intelligence

The Sochi 2014 official emblem is recognised by nearly half of respondents and fluctuates by market



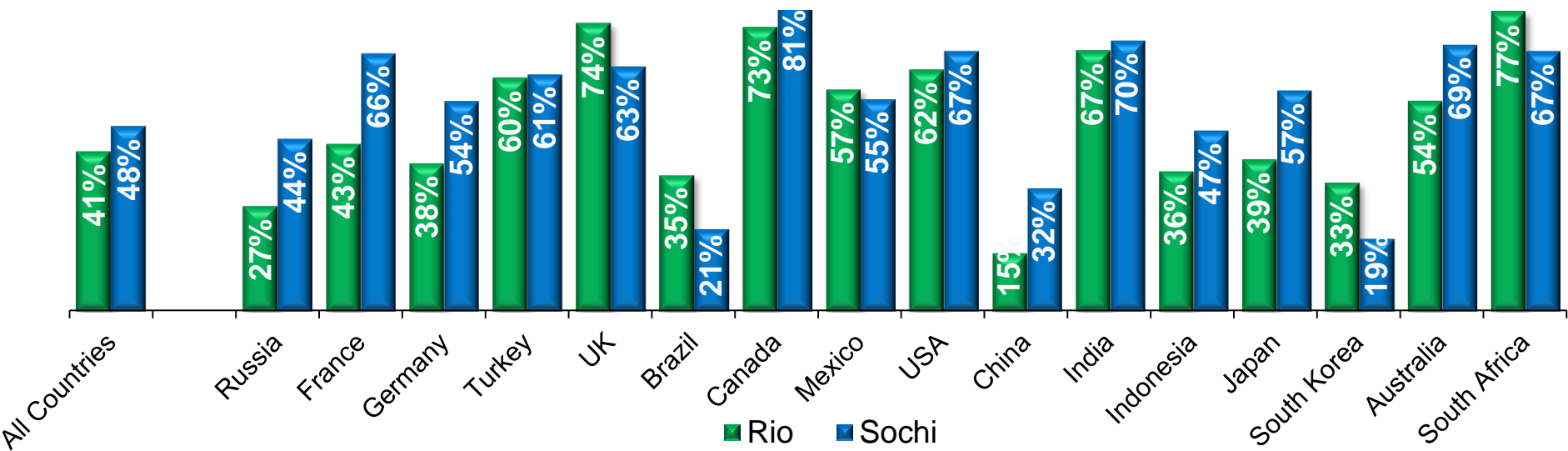
Question: Please can you write in what you think the symbol/logo is?
Base: Respondents aged 13-65
Source: IOC Proprietary Research, Sochi 2014, Kantar Media

The Rio 2016 official emblem is highly and homogeneously recognised across markets



Question: Please can you write in what you think the symbol/logo is?
Base: Respondents aged 13-65
Source: IOC Proprietary Research, Rio 2016, Sponsorship Intelligence

Recognition of NOC official emblem

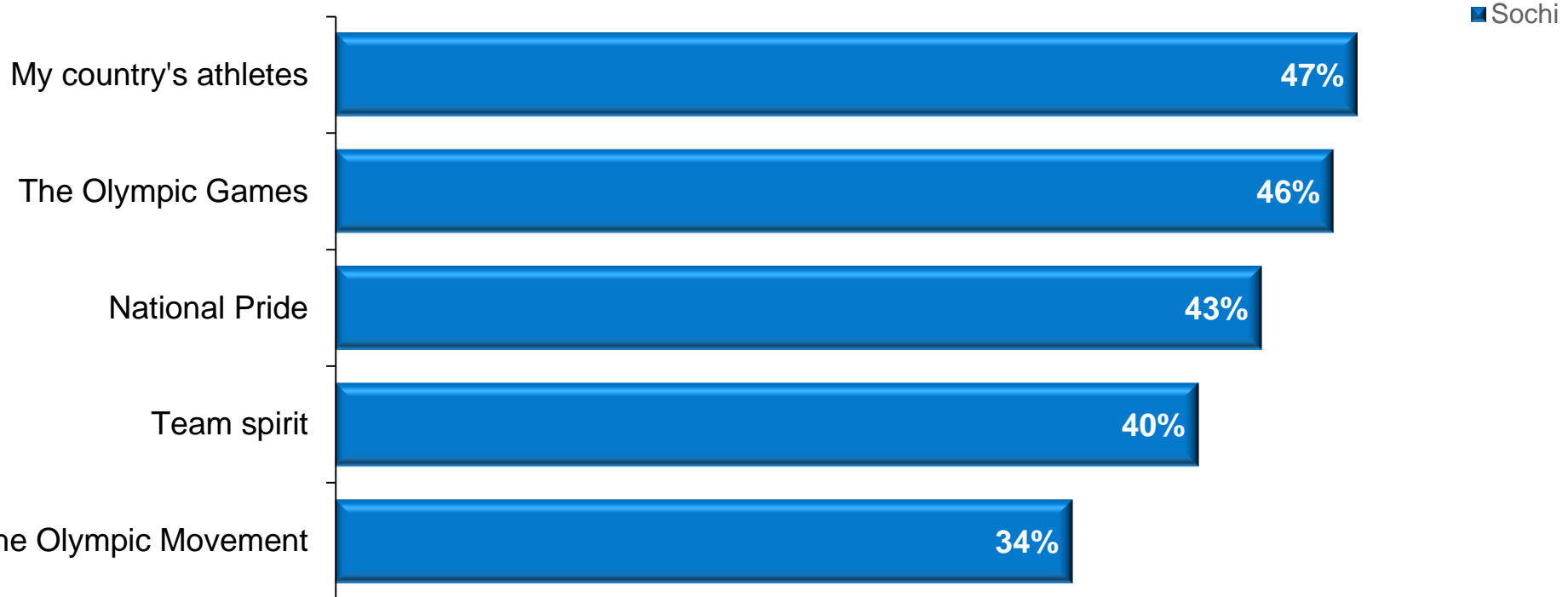


Question: Please can you write in what you think the symbol/logo is?
Base: Respondents aged 13-65
Source: IOC Proprietary Research, Kantar Media (2014), Sponsorship Intelligence (2016)

The NOC emblem is most strongly associated with a country's athletes



WHAT THE NOC EMBLEMS STAND FOR



Question: This symbol represents your country's National Olympic Team / Committee. What comes to mind when you see it?

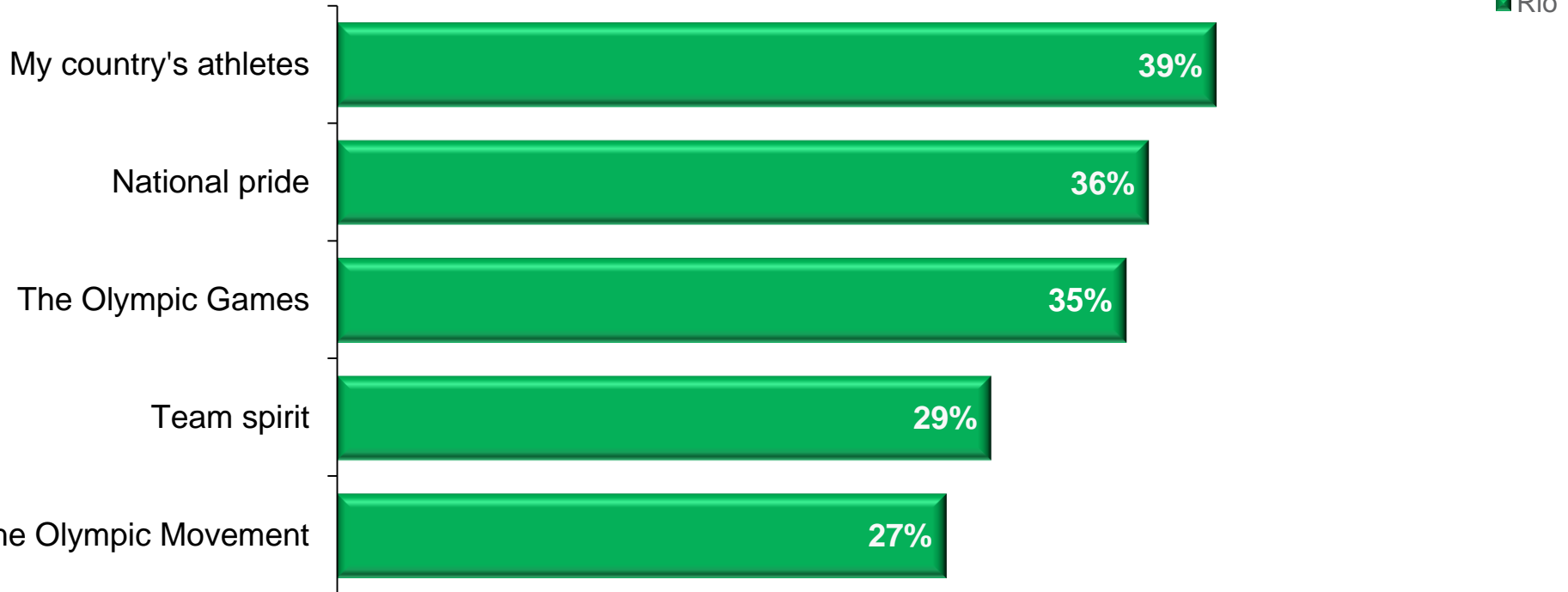
Base: Respondents aged 13-65

Source: IOC Proprietary Research, Sochi 2014, Kantar Media

The NOC emblem is most strongly associated with a country's athletes



WHAT THE NOC EMBLEMS STAND FOR



Question: This symbol represents your country's National Olympic Team / Committee. What comes to mind when you see it?

Base: Respondents aged 13-65

Source: IOC Proprietary Research, Rio 2016, Sponsorship Intelligence

Appeal of the Olympic Rings and the NOC emblems are strong



■ Sochi



NOC Emblem



ON A SCALE OF 10

Question: How appealing are these symbol(s) to you? Please indicate your answer using a scale from 1 to 10, where 1 means you find it “not at all appealing” and 10 means you find it “extremely appealing”.

Base: Respondents aged 13-65

Source: IOC Proprietary Research, Sochi 2014, Kantar Media

Appeal of the Olympic Rings and the NOC emblems are strong



■ Rio

7.9

NOC Emblem



7.3

ON A SCALE OF 10

Question: How appealing are these symbol(s) to you? Please indicate your answer using a scale from 1 to 10, where 1 means you find it “not at all appealing” and 10 means you find it “extremely appealing”.









Base: Respondents aged 13-65

Source: IOC Proprietary Research, Rio 2016, Sponsorship Intelligence



Prompted attributes of the Olympic Rings first focus on **Global**, then encompass the full spectrum of Olympism

OLYMPIC RINGS ATTRIBUTES *Globally*

	Global	9.0		Friendship	9.0
	Heritage & Tradition	8.3		Respectful	8.3
	Diversity	8.2		Excellence	8.2
	Peace	8.2		Inspirational	8.2

Question: Using the sliding scale, please score each symbol/logo according to how much you think the word/phrase “<insert word/phrase>” applies to it.









Base: Respondents aged 13-65 who correctly identify the symbol/logo

Source: IOC Proprietary Research, Sochi 2014, Kantar Media



Prompted attributes of the Olympic Rings first focus on **Global**, then encompass the full spectrum of Olympism

OLYMPIC RINGS ATTRIBUTES *Globally*

 Global	8.8	 Heritage & Tradition	8.0
 Diversity	7.9	 Inspirational	7.7
 Excellence	7.7	 Friendship	7.7
 Peace	7.6	 Respectful	7.5

Question: Using the sliding scale, please score each symbol/logo according to how much you think the word/phrase “<insert word/phrase>” applies to it.

Base: Respondents aged 13-65 who correctly identify the symbol/logo

Source: IOC Proprietary Research, Rio 2016, Sponsorship Intelligence



The Olympic Rings rate higher than other major global icons on key values

Global



Heritage & Tradition



Excellence



Inspirational



Respectful



Optimism



Friendship



Question: Using the sliding scale, please score each symbol according to how much you think the word <insert word> applies to it.

Note: A total of 12 logos were tested against 17 values; Values listed above are among the top ranking ones for the Olympic Rings.

Base: All respondents aged 13-65 who correctly identified the logo **Source:** IOC Proprietary Research, Rio 2016, Sponsorship Intelligence



The Olympic Games Positioning



A powerful dichotomy drives interest in the Olympic Games



*People believe the Games are just **as much about taking part as winning...***



*...**but also** see there is **no better achievement than winning a gold medal***

*They think the Games are **more than just a sports event...***



*...**but also** that the Games are **the pinnacle** of all sporting events*

*The Games are about **unity, peace, a global community...***



*...**but also** a celebration of **diversity and patriotism***

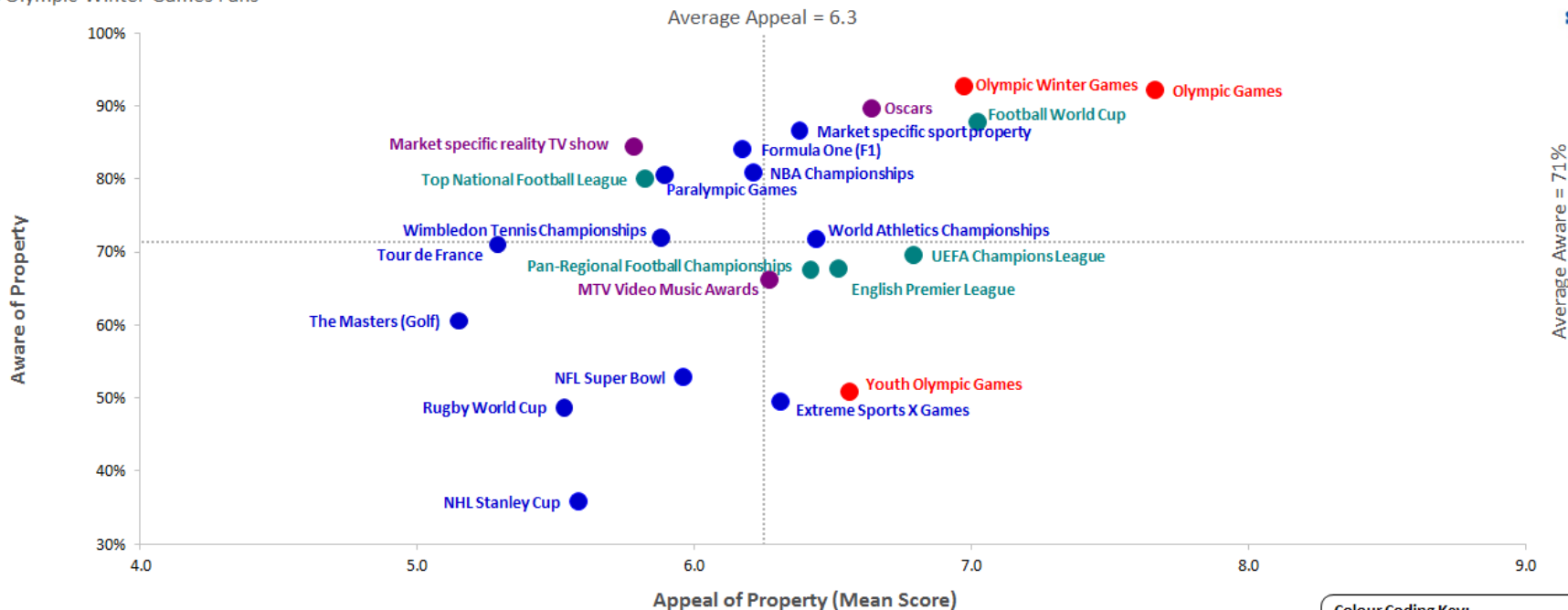
The Olympic Winter Games has the highest awareness among properties and its appeal is among the TOP 3



All Countries - Sochi



74% are Olympic Winter Games Fans



Colour Coding Key:
 Olympic properties (Red)
 Other sports properties (Blue)
 Football properties (Green)
 Non-sports properties (Purple)

Question1: Please state whether you've heard of the following.

Question2: And for those you've heard of, please state how appealing each one is. Please use a scale from 1 to 10 where 1 means it is "not at all appealing" and 10 means it is "extremely appealing".

Note: Market Specific Sports Property, Market Specific Reality TV Show, Top National Football League, Pan-Regional Football Championships & Pan-Regional Games were specific to each market – see Appendix for market specific lists

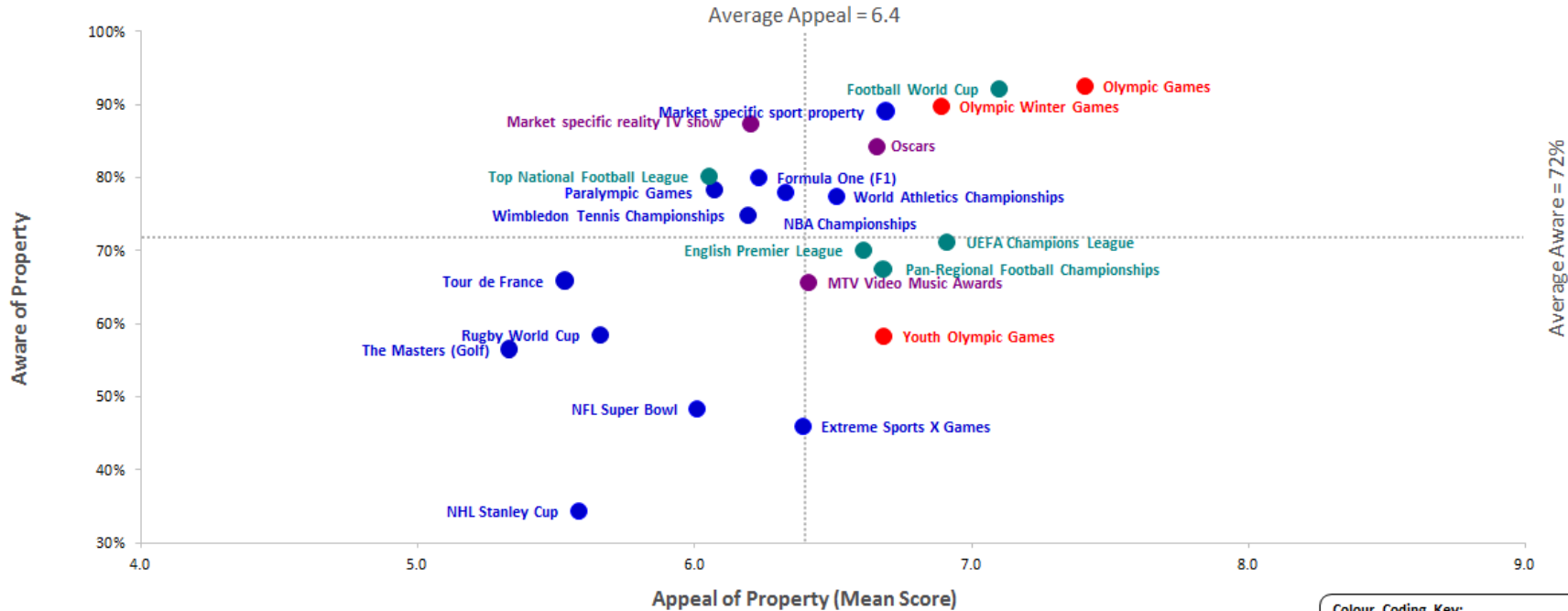
Source: IOC Proprietary Research, Sochi 2014, Kantar Media

The Olympic Games has the most awareness & appeal versus other popular properties



80% are Olympic Games Fans

All Countries - Rio



Colour Coding Key:

- Olympic properties
- Football properties
- Other sports properties
- Non-sports properties

Question1: Please state whether you've heard of the following.

Question2: And for those you've heard of, please state how appealing each one is. Please use a scale from 1 to 10 where 1 means it is "not at all appealing" and 10 means it is "extremely appealing".

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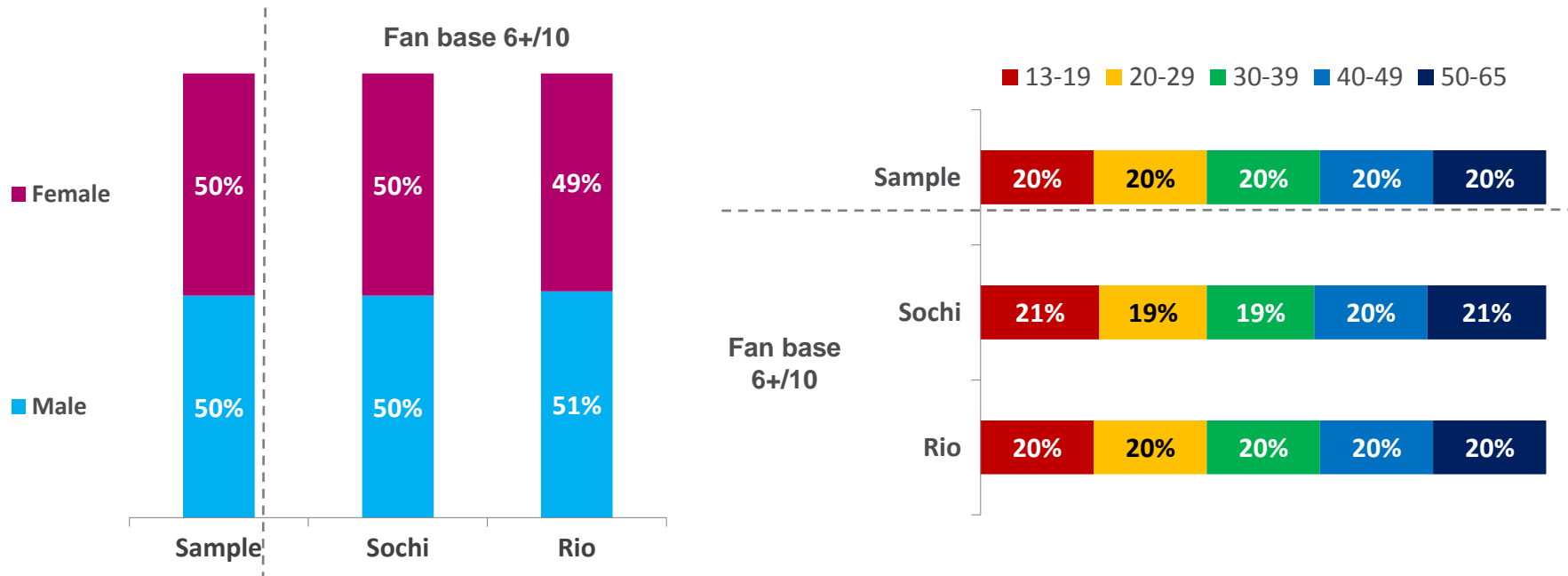
Source: IOC Proprietary Research, Rio 2016, Sponsorship Intelligence

Olympic Games fan base is balanced

All countries sample vs. All Olympic Games fans



All Countries



80% are Olympic Games Fans (13-65)

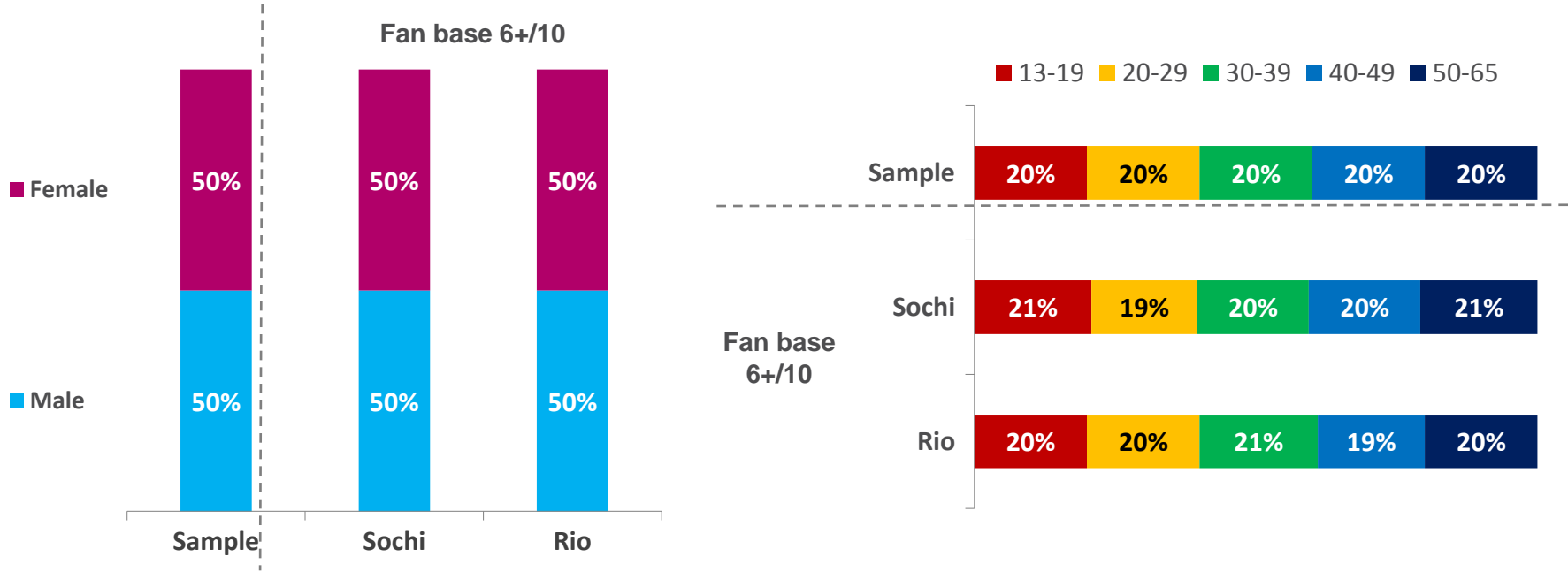
Question2: And for those you've heard of, please state how appealing each one is. Please use a scale from 1 to 10 where 1 means it is "not at all appealing" and 10 means it is "extremely appealing". Fan Base = 6+/10
Base: All Countries, All Respondents aged 13-65; London n=10000, Sochi n=10148, Rio n=10000; Base Fans: All Countries, All Respondents aged 13-65 scoring 6+/10 for appeal of Olympic Games; London n=6940, Sochi n=7587, Rio n=7016
Source: IOC Proprietary Research, Kantar Media (2014) Sponsorship Intelligence (2016) All countries

Olympic Winter Games fan base is balanced

All countries sample vs. All Olympic Games fans



All Countries



74% are Olympic Winter Games Fans (13-65)

Question2: And for those you've heard of, please state how appealing each one is. Please use a scale from 1 to 10 where 1 means it is "not at all appealing" and 10 means it is "extremely appealing". Fan Base = 6+/10
Base: All Countries, All Respondents aged 13-65; London n=10000, Sochi n=10148, Rio n=10000; Base Fans: All Countries, All Respondents aged 13-65 scoring 6+/10 for appeal of Olympic Winter Games; London n=5682, Sochi n=6938, Rio n=6216
Source: IOC proprietary research, Kantar Media (2014), Sponsorship Intelligence (2016) All countries



What makes the Olympic Games appealing?

They are relevant in today's world

- The Olympic Games **contribute to building a better world through sport**
- The Olympic Games have **an important place in today's society**
- The Olympic Games **are a force for good**
- The Olympic Games **helps me appreciate different cultures**
- The Olympic Athletes **inspire people to the best they can** in their every day lives
- The Olympic Games **are relevant to the younger generation**



What makes the Olympic Games appealing?

They have unique and powerful qualities

- They provide **a good role model for children** encouraging them to participate in sport
- Olympic Games **are more than just a sport event**
- The Olympic Games have **something for everyone**
- They **expose me to sports** that I wouldn't normally be interested in
- They are **special** as they only happen once in a while
- No other event **brings the world together** quite like the Olympic Games
- The Olympic Games **are the pinnacle of sports events**
- There is **no better achievement in sport than winning a gold medal**
- The Olympic Games **is as much about taking part as it is about winning**

How do consumers describe the Olympic Games?



Olympic Games brand attributes

(as defined by consumers)



- Being the best
- Peace
- Patriotic
- Too Commercialised
- Respectful
- Celebration
- Determination
- Authentic
- Trustworthy
- Unity
- Political
- Spiritual
- Dynamic
- Excellence
- Innovative
- Equality
- Striving
- Festive
- Global
- Heritage
- Friendship
- Optimism
- Tradition
- Diversity
- Participation
- Inspirational
- Universal
- Exciting
- Fair Play
- Inclusive



The attributes that consumers believe most describe the Olympic Games are grouped into 4 different categories...





...associated with
**sports &
athletes:**

- Being the best*
- Striving*
- Excellence*
- Determination*
- Dynamic*
- Exciting*
- Participation*





...associated with
**the global
community:**

- Global*
- Friendship*
- Universal*
- Peace & Unity*
- Patriotic*
- Celebration*





...associated with
respect:

- Respectful*
- Fair Play*
- Equality*
- Inclusive*
- Diversity*





...associated with
**Olympism as a
philosophy
of life:**

- Inspirational*
- Optimistic*



The Olympic Games derives its power from a diverse base of values and attributes



POWERFUL & EMOTIVE BRAND





The Olympic Games Positioning:

For everyone around the world, the Olympic Games is the unique, global, multi-sport, cultural event that unites humanity in celebration of the pinnacle of sporting achievement and the Olympic values, inspiring us to strive to be the best we can be





The essence of the Olympic Games positioning is captured in 3 communication platforms:

- Striving for Excellence*
- Celebrating Friendship*
- Demonstrating Respect*





Striving for Excellence:

*The Olympic Games
offer examples of the
pinnacle of sporting
achievement
inspiring us to strive
to do, and be, our
best in our daily
lives.*





Celebrating Friendship:

The Olympic Games provide examples of how humanity can unite, overcoming political, economic, religious and racial prejudices and forge friendships despite those differences





Demonstrating Respect:

The Olympic Games present examples of the profound meaning of 'respect', as a life lesson for humanity:

Respect for:

- yourself
- others
- the rules



THANK YOU



THE WORLDWIDE OLYMPIC PARTNERS








Appendix – Research Methodology



SAMPLE AND METHODOLOGY

16 Countries	Sample	Methodology
		
<p>Brazil, Canada, Mexico, USA, China, India, Indonesia, Japan, S. Korea, France, Germany, Russia, Turkey, UK, Australia, S. Africa</p>	<p>1,100 respondents in China; 700 in Canada; 600 in Australia & S. Africa; 750 in all other countries</p>	<p>Self-completion, online surveying Post Rio 2016 Olympic Games</p>
<p>Country selection criteria: Continental representation; Population; Future Olympic host; Stage of economic development; Importance as host of international sports competitions</p>	<p>12,000 respondents aged 8 to 65 years old; Equal split by gender and age</p>	<p>25 minute survey for 13-65s; 15 minute version for 8-12s</p>
	<p>6 age groups*: 8-12, 13-19, 20-29, 30-39, 40-49, 50-65 <small>*8-12 and 13-65 data reported separately</small></p>	<p>Data from this wave to be compared with London & Sochi GT research</p>

WEIGHTING THE DATA

In order to better reflect a more accurate global population, the data presented as “All Countries” has been weighted to reflect the contribution of the individual countries to the total eligible* population of the basket of 16 countries. The contribution of the various countries is set out below:

Country	Contribution	Country	Contribution
China	31.2%	Mexico	2.8%
India	17.3%	UK	2.7%
USA	13.0%	France	2.6%
Brazil	5.4%	South Korea	2.1%
Japan	5.3%	Turkey	2.1%
Russia	4.8%	Canada	1.5%
Indonesia	3.6%	South Africa	1.2%
Germany	3.3%	Australia	1.0%

* Eligible population calculated by taking the population aged 8-65 & applying the published level of internet penetration to the total population of 8-65s.

The weighting framework is refreshed every year and remains the same throughout the year, even if the source data changes.

TESTED MARKETING SPECIFIC SPORTS PROPERTIES



UK



FRANCE



BUNDESLIGA

GERMANY



TURKEY



INDONESIAN
PREMIER LEAGUE

INDONESIA



RUSSIA



BRAZIL



CANADA



MEXICO



USA



CHINA



INDIA



JAPAN



K LEAGUE

S.KOREA



SOUTH AFRICA



AUSTRALIA

AWARENESS & APPEAL MATRIX – TESTED MARKET SPECIFIC PROPERTIES

The Sport Properties below were specifically tested in each market:

Market	Market specific sports property
Brazil	Superliga Brasileira de Voleibol
Canada	World Series (Baseball)
Mexico	Liga Mexicana de Béisbol
USA	World Series (Baseball)
China	Chinese Basketball Association (CBA)
India	Indian Premier League (Cricket)
Indonesia	All England Super Series (Badminton)
Japan	Nippon Professional Baseball League
S. Korea	Korean Basketball League
France	Top 14 (Rugby Union)
Germany	DFB-Pokal
Russia	World Figure Skating Championships
Turkey	Türkiye Basketbol Ligi (TBL)
UK	Six Nations (Rugby Union)
Australia	Australian Football League (AFL)
S. Africa	Super Rugby

The Reality TV Shows below were specifically tested in each market:

Market	Market specific Reality TV Shows
Brazil	Big Brother Brasil (BBB)
Canada	Survivor
Mexico	The Voice
USA	Dancing with the Stars
China	China's Got Talent
India	Indian Idol
Indonesia	Indonesian Idol
Japan	Kōhaku Uta Gassen
S. Korea	Moohandojun
France	The Voice
Germany	Ich bin ein star - Holt mich hier raus!
Russia	The Voice
Turkey	Survivor
UK	The X Factor
Australia	My Kitchen Rules
S. Africa	Step Up or Step Out

Q1: Please state whether you've heard of the following.

Q2: And for those you've heard of, please state how appealing each one is.

AWARENESS & APPEAL MATRIX – TESTED MARKET SPECIFIC PROPERTIES

The Top National Football Leagues below were specifically tested in each market:

Market	Market specific Top National Football League
Brazil	Campeonato Brasileiro de Futebol Serie A
Canada	Canadian Soccer League (CSL)
Mexico	Fútbol de Primera División
USA	Major League Soccer (MLS)
China	Chinese Super League (Football)
India	I-League (Football)
Indonesia	Indonesian Premier League
Japan	J-League (Football)
S. Korea	K-League (Football)
France	Championnat de Ligue 1
Germany	Deutsche Bundesliga
Russia	Russian Premier League
Turkey	Super Lig
UK	<i>n/a (already tested as a separate property)</i>
Australia	A-League (Soccer)
S. Africa	Premier Soccer League (PSL)

The Pan-Regional Football Championships below were specifically tested in each market:

Market	Market specific Pan-Regional Football Championship
Brazil	Copa América da CONMEBOL
Canada	CONCACAF Gold Cup (Soccer)
Mexico	Copa América da CONMEBOL
USA	CONCACAF Gold Cup (Soccer)
China	AFC Asian Cup
India	AFC Asian Cup
Indonesia	AFC Asian Cup
Japan	AFC Asian Cup
S. Korea	AFC Asian Cup
France	UEFA European Football Championships ("EUROs")
Germany	UEFA European Football Championships ("EUROs")
Russia	UEFA European Football Championships ("EUROs")
Turkey	UEFA European Football Championships ("EUROs")
UK	UEFA European Football Championships ("EUROs")
Australia	AFC Asian Cup
S. Africa	Africa Cup of Nations

Q1: Please state whether you've heard of the following.

Q2: And for those you've heard of, please state how appealing each one is.