

International  
Olympic  
Committee

# IOC DIGITAL ENGAGEMENT AT GA ASOIF

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# OLYMPIC QUALIFIERS

# SEASON 2022-2024

Promote Athletes on the Road To Paris2024



#OlympicQualifiers #RoadToParis2024

# STORY-TELLING TO PROMOTE QUALIFIERS SEASON EVENTS



## LEVERAGE THE CAPACITY OF OLYMPICS WEB & APP, SOCIAL MEDIA AND MARKETING CHANNELS



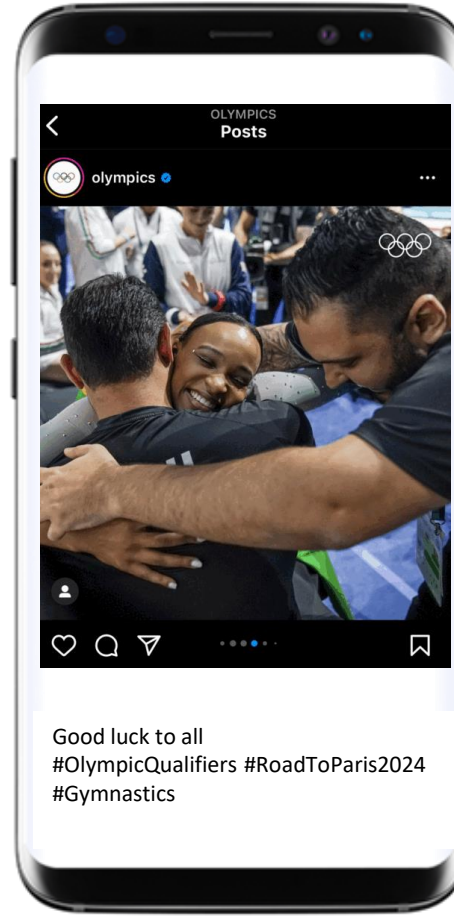
### OLYMPICS.COM WEB & APP

**Schedule and explainers** about the qualifying events

**Broadcast** - Non-exclusive Worldwide Live rights (when available)

**Content** team on ground and remote or content production for Web & App and Social Media, Athletes interviews, live blog, VOD highlights, News, Results, Sport pages, Events pages, Paris2024 pages,

**Localisation** in 12 languages  
**5M** monthly users



### OLYMPICS SOCIAL MEDIA

**Athletes** - Build on top stories and athletes to drive engagement on social. Team on ground and remote for Athletes interviews, stories, promotion of their content ..

**Referrals to Olympics.com** to drive people to the website for additional coverage.

**Collaboration** with and support to events Social team on content creation and distribution and amplification

**9 languages** on all Social platforms including China

**100M** Followers

**500M** Monthly engagements



### MARKETING

**Sign-ups** to receive newsletters and latest news

**CRM newsletters** direct communication with people through personalized emails

**Advertisement** on Web & App and Social Media

**Mobile push notifications** for highlights and news





ATHLETE-DRIVEN

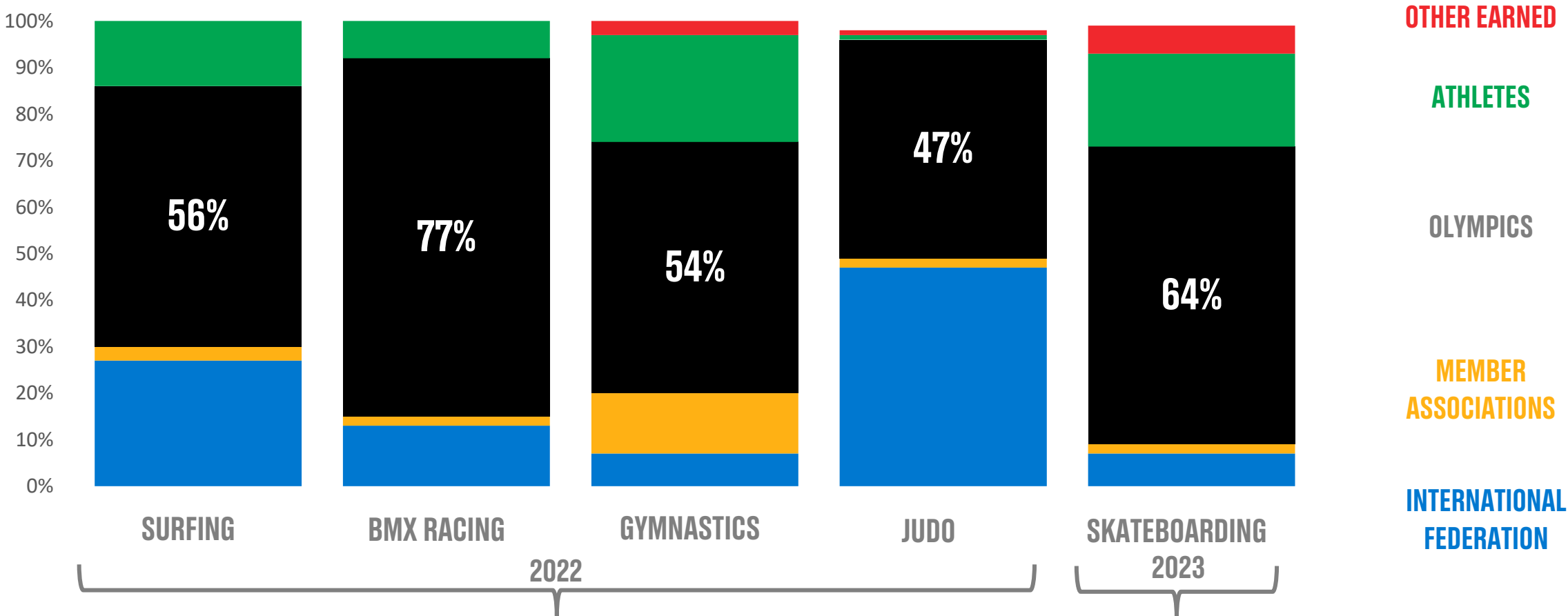
STORY-FOCUSED

MY ROAD TO PARIS

# OLYMPICS SOCIAL MEDIA DRIVE PROMOTION OF OLYMPIC QUALIFIERS EVENTS

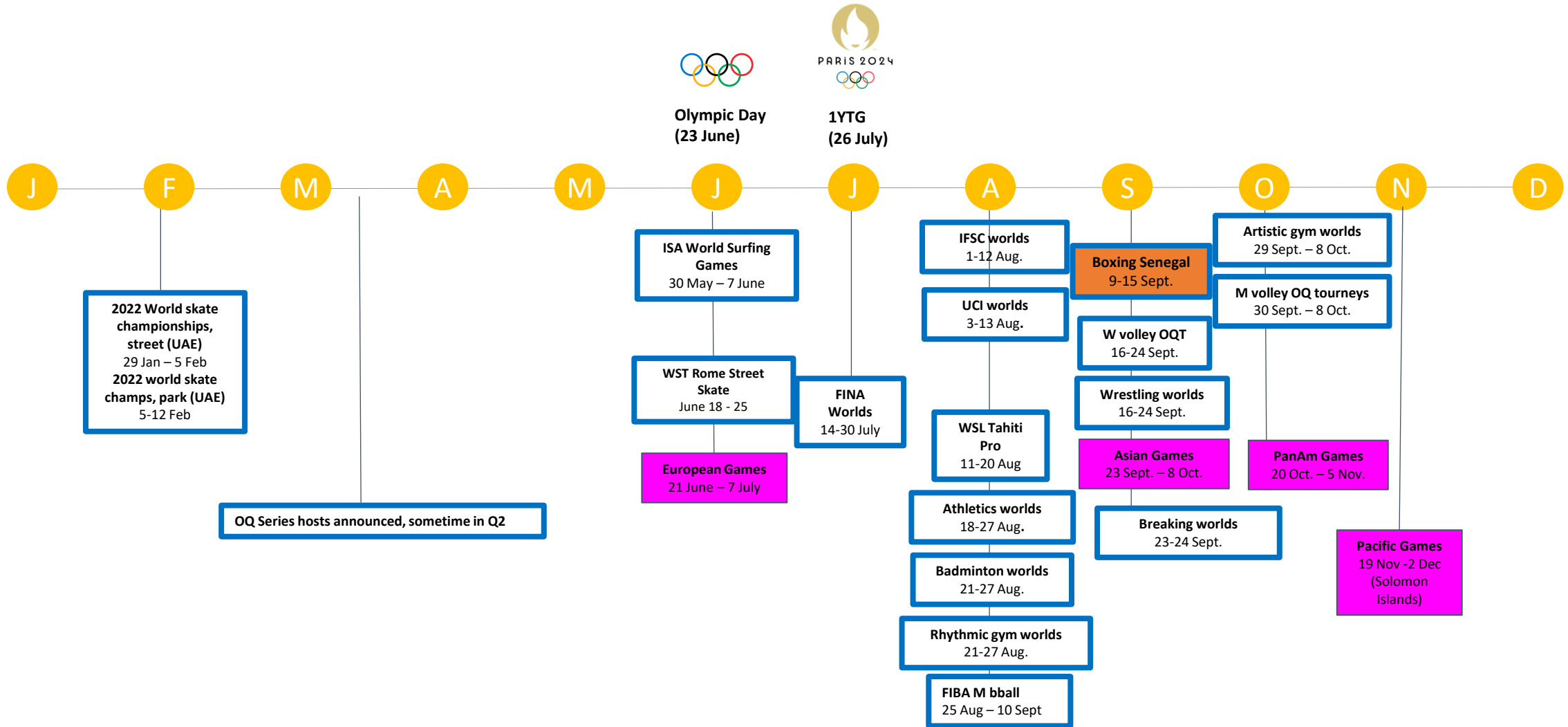


THE OLYMPICS HAS CONTRIBUTED BETWEEN 47% AND 77% OF ALL ENGAGEMENTS (LSC + VIDEO VIEWS) RELATED TO MONITORED OLYMPIC QUALIFIERS



Source: CrowdTangle, Tubular, Netbase | Type: Social Videos Only | Platforms: Instagram (ex video views), Facebook, Twitter, YouTube, TikTok  
Olympics Data supplied by DDnA.

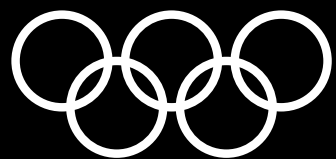
# 2023 OLYMPIC QUALIFIERS GLOBAL PRIORITIES



\* Other OQSeason events will be always on from editorial POV on Olympics.com, App and Social Media to keep the qualifiers flame. However, there is no marketing support for such events.

\*\* Other multi-sport events such as Beach Games have not been selected as priority since they do not provide slots for Paris2024 and due to unclarity of its governance

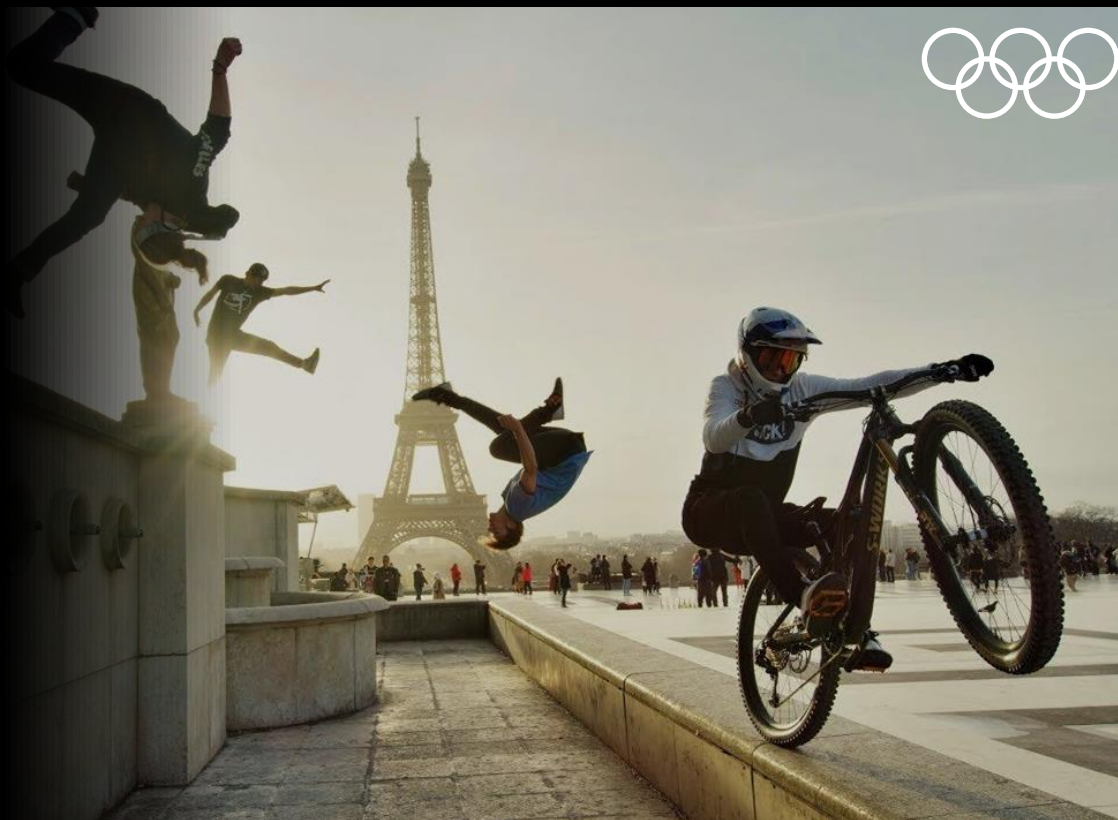




# LET'S MOVE

Inspiring the world to move; anywhere, any day, anyhow.

#LetsMove



23 June



OLYMPIC DAY

**MOVE  
YOUR  
BODY**

LET'S MOVE | OLYMPIC DAY 2023



#LETSMOVE

**OUR GLOBAL CAMPAIGN  
AND CALL TO ACTION  
THAT WILL MAKE  
OLYMPIC DAY THE DAY  
FOR MOVEMENT.**

**A RALLYING CRY.  
MOBILISING THE WORLD  
TO MOVE ON 23 JUNE  
AND BEYOND.  
EVERYWHERE,  
EVERY DAY.**





# OUR STRATEGY TO GET PEOPLE MOVING

## FROM ATHLETES TO PEOPLE

AN INVITATION AND  
INSPIRATION TO MOVE  
AND EMBRACE AN ACTIVE  
LIFESTYLE.

## MAKE IT FUN

BRING OUT THE JOY OF  
MOVEMENT IN  
EVERYTHING WE DO.

## INCLUSIVE AND ACCESSIBLE

MAKE IT SIMPLE AND EASY  
TO JOIN IN FOR  
EVERYONE, EVERYWHERE.

## MAKE TIME

INVITE PEOPLE TO MARK  
THEIR CALENDARS AND  
MAKE TIME FOR  
MOVEMENT.



1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
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1 – 12 JUNE

## THE WARM-UP PHASE: OUTLINING WHY WE NEED TO MOVE

CREATE AWARENESS AROUND THE IMPORTANCE OF MOVEMENT AND THE FACT THAT THE WORLD DOES NOT MOVE ENOUGH.

13 – 22 JUNE

## THE COMMITMENT PHASE: MARKING OLYMPIC DAY IN EVERYONE'S CALENDARS

CREATE MASS AWARENESS OF OLYMPIC DAY AND INSPIRE PEOPLE TO SCHEDULE AT LEAST 30 MINUTES OF PHYSICAL ACTIVITY IN THEIR CALENDARS.

23 JUNE + BEYOND

## THE ACTIVATION PHASE: CELEBRATING THE JOY OF MOVEMENT

PROVIDING THE TOOLS TO HELP PEOPLE MOVE THROUGH A STAR-STUDDED OLYMPIC DAY WORKOUT AND OTHER DAILY ACTIVITY ROUTINES.



# GLOBAL COMMITMENT TO LET'S MOVE SO FAR...

**20 ICONIC  
LANDMARKS  
TO LIGHT UP**

**ALL IFS AND  
CONT' ASSOC.  
TARGETED**

**OVER 200  
ATHLETES  
ENGAGED**

**PROMO ASSETS  
AVAILABLE TO ALL  
MRH INCLUDING  
COMMITMENT  
FROM VIACOM,  
DISCOVERY, NBC  
AND CHANNEL 9**

**ENGAGEMENT  
FOR ALL STAFF IN  
LAUSANNE AND  
MADRID**

**130 NOCS WITH  
OVER 1 MONTH  
TO GO**

**ENDORSEMENT  
AND COLLAB  
WITH WHO**

**ACTIVATIONS BY  
5 TOPS SO FAR**

**1000'S OF  
GLOBAL SCHOOLS  
VIA ISF/FISU/OCOG**

**DEVP OF 8  
TOOLKITS  
BESPOKE TO  
STAKEHOLDERS  
IN 5 LANGUAGES**

**6 (Y)OCOGS AND  
12 LEGACY  
CITIES**

**BRIEFING TO  
34 OLYMPIC  
MUSEUMS**

**FIRST BESPOKE  
LOCALISED OD  
CAMPAIGN FOR  
CHINA AND INDIA**



# 100'S OF ADAPTABLE AND MODULAR PROMOTIONAL ASSETS FOR ALL STAKEHOLDER CHANNELS AND ACTIVATIONS



+ 500 PIECES OF CONTENT PRODUCED DEDICATED TO LET'S MOVE