

BBDO KNOWS

GET ADVERTISING SMART

SPORTS, FANS & BRANDS

2021

Executive summary

The Sports industry remains one of the greatest and most-loved globally, but large, live audiences made it one of the most high-risk industries during the pandemic. After a year of cancelled/postponed/live-streamed events, things are slowly starting to look up. Events are coming back, and fans are keener than ever to be a part of the action – live or remote.

The pandemic has left people with a greater appreciation of sport than ever. For many, it helped them get through endless days of lockdown – either through small, new daily exercise routines, or by digging through archive footage.

Fans remain one of the most passionate and engaged consumer groups. Not only are they driven by enjoyment and community, but they also often see sport as part of their identity, and they spend on it. For these reasons sports are an important opportunity for brands. The industry is broad and diverse with many touch points and ways in – but there are ideal ways to communicate in this unique world. This paper offers a snapshot view into how to leverage the power of sports and fans for brands.

TIP: You can read our papers largely through the main text slides and just the slide headings. The material provided on the slides is evidence and texture for the point made on the slide heading.

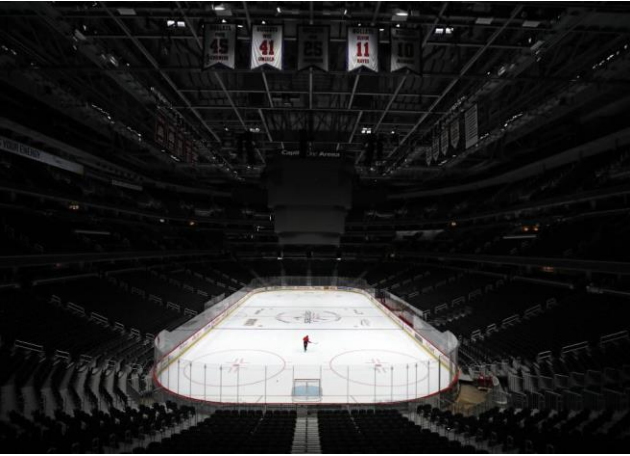
The Sports industry is vast, lucrative and loved.

Sports fans are one of the most highly emotionally engaged consumer groups.

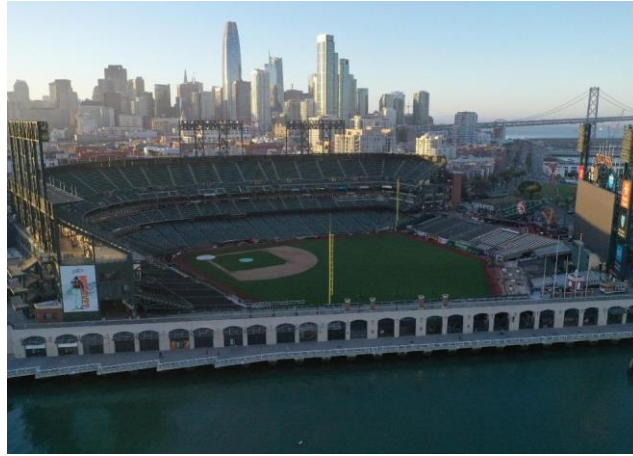
“ Sporting events have always come, essentially, in two kinds. There are the ones that are all about the sport, and then there are the ones that are not just about the sport but about a lot of other things besides. **Things like community and belonging and shared experience. Storytelling and myth-making,** even. And **it's this broader, more all-encompassing kind of sporting event that's going to become more and more important in today's and tomorrow's world.**

— WARC, *‘Upping the game (and avoiding an own goal in sports sponsorship)’*, July 2021

Restrictions were placed on large-scale events –shutting down sporting venues globally



[Pictured: Capital One Arena on March 12, 2020, in Washington D.C.]



[Pictured: An aerial view of the San Francisco Giants' Oracle Park on March 12, 2020]



[Pictured: A sculpture among empty seats prior to the Liga MX match between America and Cruz Azul on March 15, 2020, in Mexico City.]

Events were postponed, matches cancelled, and games shown virtually



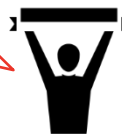
[Pictured clockwise from left:
The 2020 Olympics are rescheduled to 2021 in Japan; Stadiums in China are repurposed to be hospitals; The NFL draft happens virtually in the US; and the MLB re-opens with cardboard cut-outs in the stadium instead of fans.]



Some missed live sport more than they missed their family...

“I miss the excitement and the unpredictability that matches can bring. I’ve been listening to podcasts about football 3-4 times a week and I’ve continued to read articles about the game too. I’ve also used YouTube to watch old highlights...”

- Jamie, 28, Newcastle, UK



@PrototypeDrug



You never know what you have until its gone, NEVER knew I'd miss sports this much.

11:34 PM · May 24, 2020

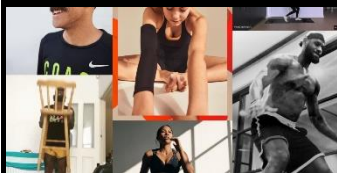


38%

of Gen Y and Z males globally said watching live sport with friends and family was what they missed most during the pandemic – more than feeling safe to go outside or general social interaction with friends or family.

Encouraging people to exercise indoors and rallying around the sporting community

For example



**Play for the
World** [link](#)



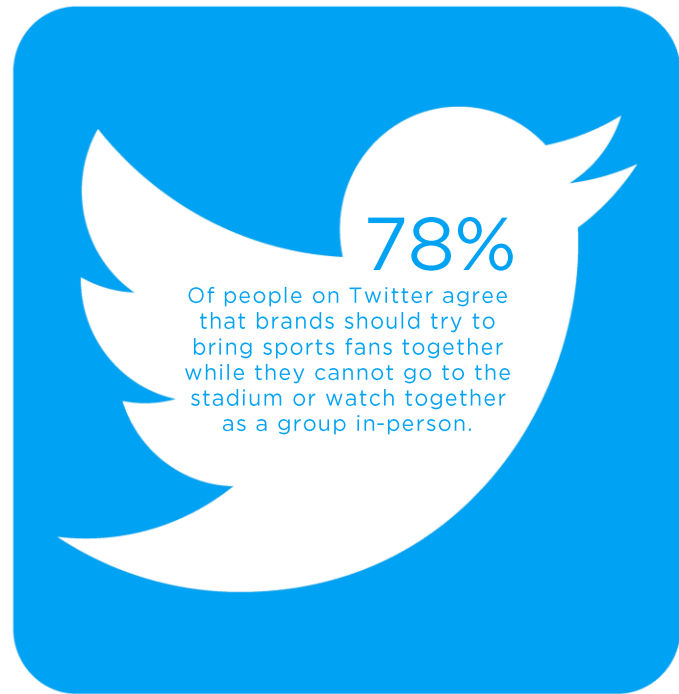
**The Living
Room Cup**

[link](#)



**You can't
Stop Us** [link](#)

Twitter, [link](#)



Communities came together – united by sport

Coronavirus: Army veteran Tom Moore, 99, raises £4m for NHS

© 15 April 2020



Army veteran makes national headlines by walking up and down his garden to raise money for the NHS, [link](#)



Fitness trainer goes viral for his rooftop workouts organized via WhatsApp to help neighbors have an outlet during lockdown. [link](#)



Roger Federer thrills two girls in Italy with socially distanced tennis, [link](#)

Marcus Rashford: public rallies behind campaign to end child food poverty

Covid-hit firms tweet offers of food donations after MPs reject free school meals plan

- [Coronavirus - latest updates](#)
- [See all our coronavirus coverage](#)



Footballer Marcus Rashford raises money for Free school meals during covid, putting pressure on UK Govt, [link](#)

Now, as some markets re-open and restrictions lift...

People are eager to celebrate and support their teams
– and the industry is predicted to grow.

Analysts anticipate the industry to have a healthy recovery

“Growth is mainly due to the companies rearranging their operations and recovering from COVID-19 impact, which had earlier led to restrictive containment measures involving social distancing, remote working, and the closure of commercial activities ...”



The global sports market is expected to grow to \$440.77bn in 2021 at a compound annual growth rate of 13.5% - from \$388.28bn in 2020.

Viewing numbers indicate how much we missed sport



“According to figures from the BBC and ITV, a peak audience of 31m viewers tuned in to watch the final at Wembley on Sunday night – making it **one of the most-watched broadcasts in British television history.**” [link](#)



“The Wimbledon Championships, has attracted **record-breaking viewership** on its return this year. An audience of 15.5 million on **BBC** has tuned in to watch the marquee tennis tournament this year.” [link](#)

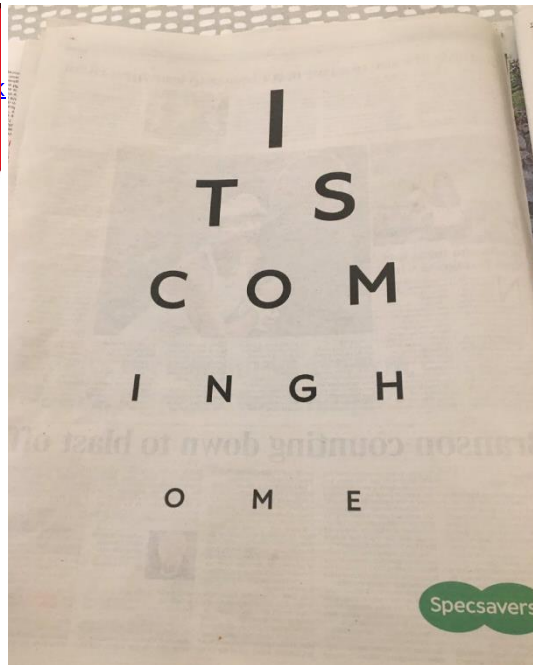


“Viewership for Game 2 of the NBA Finals on ABC was **up 41 percent** from last year’s Game 2, according to Nielsen.” [link](#)



“NBCUniversal’s broadcast of the Tokyo Olympics could be its most profitable ever, even with many parts of the world still battling the coronavirus pandemic.” [link](#)

Hundreds of brands showed up with tactical ads for the Euros final

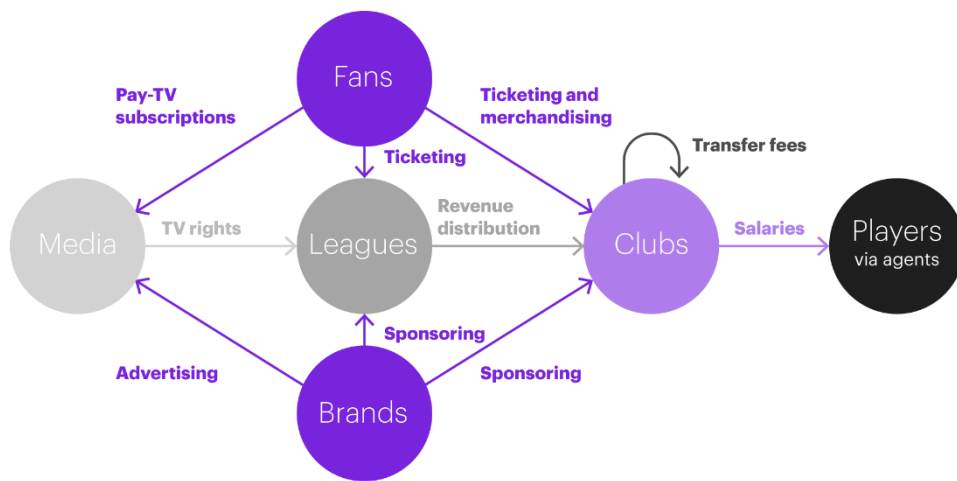


“ New sponsorship entrants, new channels and new fan necessities are key drivers that will impact the value of sponsorship. The identification and measurement of these drivers are essential to unlocking growth for the global sports marketing industry.”

— *Nielsen, The Changing
Value of Sport 2021*

Sport x brands has hugely lucrative possibilities

The sports ecosystem is complex – and depends upon the relationships between fans, media, clubs and leagues. The two most common ways in for brands are advertising and sponsorship:



+63%

More engagement on athlete 'advocacy posts' generated for brands than on owned social media content.

[link](#)

Sport offers significant opportunities for brands.

The key to unlocking opportunities is connecting with the fans.

—
FANS

& Culture



Fans are a significant & powerful consumer segment:

- Sizeable % of the population
- Emotional and sustained engagement
- Community-led, autonomous and highly invested

“ If you're a sports team or an athlete, you want fans to identify with you because that's where the money is.”

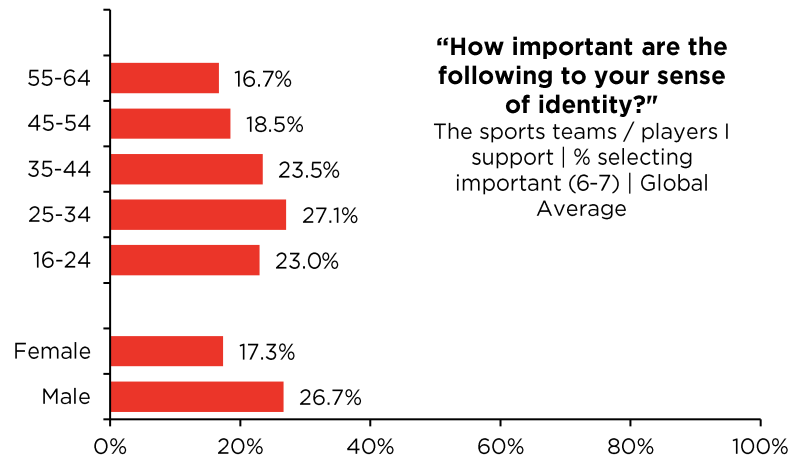
— *Dr. Daniel Wann, Sports
Fan Psychologist*

FANS ARE A SIZEABLE PROPORTION OF THE GLOBAL POPULATION

One in five see sports as central to their identity

*"A key difference is that **strongly identified fans treat sports as part of their identity – it's who they are.** These fans believe they are a part of the team and exhibit a very strong emotional connection, reacting to events that happen to a player or team as if they happened to themselves. They feel good when they win, bad when they lose."* - Dr. Daniel Wann, sports fan psychologist [LINK](#)

**22% of global consumers aged 16-64 years old say
"Sports teams and players are central to their identity:"**



Foresight Factory, Sports Fans 2020 report &

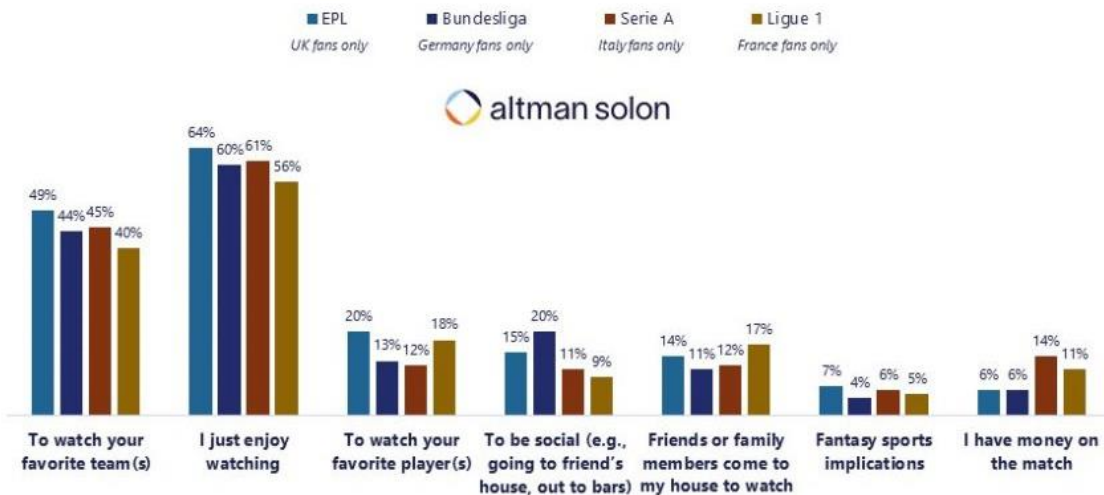
Chart Source: Foresight Factory | Base: 30011 online respondents aged 16-64, Global Average, 2021 March

FANS ARE EMOTIONALLY ENGAGED

Enjoyment is most common reason fans watching their league on TV

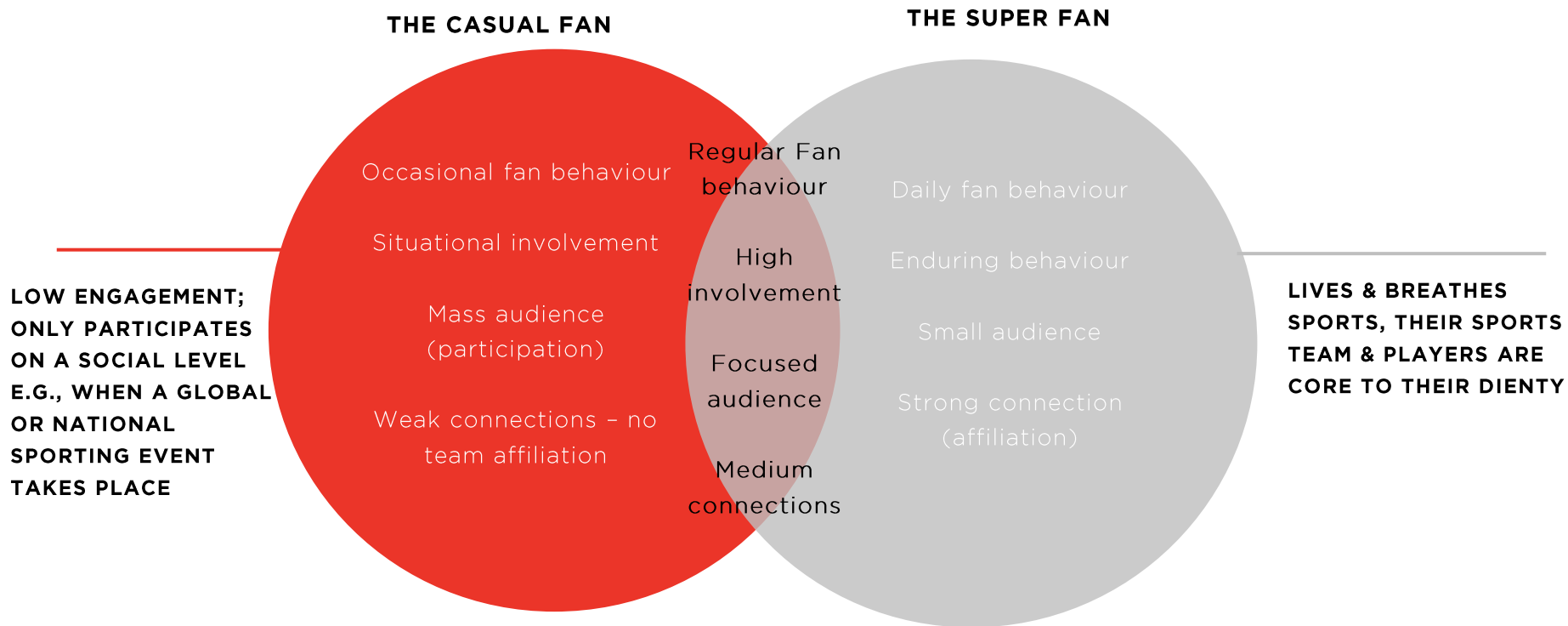
What are your top reasons for watching your league of choice on live TV?

% of respondents who selected each league in their top 3 leagues; domestic fans only; select up to 3



Base: All respondents who selected each league as one of their favorites
Sources: 2020 Sports & News Survey, Altman Solon, Research and Analysis

Especially Super Fans



Created by community - and the freedom to develop an identity within this

A formula for fandom...

Source: The New Fandom Formula - Bodacious

COMMUNITY X AUTONOMY X EQUITY

A true peer-to-peer network, which aids in the feeling of belonging but also in the **sense of intimacy that's created** when you're surrounded by people who share in your passions and interests...

The creative freedom and active encouragement to develop and **share their own ideas and initiatives**, inspired by the objects of their affection, **and to be rewarded for it.**

The ability to **'buy-in' as part of their fandom, to earn based on their advocacy** and have the potential of a shared upside and monetary payback in the future.

... Fans become the multiplier of the message – PR – for good and for bad.

“ **Big sporting events have a remarkable transformative power even on sport itself.** They take exclusive, niche pastimes and for a wonderful brief moment **turn them into inclusive, communal experiences capable of moving the emotions of whole population.**”

— WARC, ‘*Upping the game (and avoiding an own goal in sports sponsorship)*’, July 2021

Fandom has been impacted by the regulations and restrictions of Covid in 4 main ways:



**EVERYDAY
ATHLETES**



**ACTIVIST
ATHLETISM**



**REMOTE
FANDOM**



**NEW
ENTRANTS**

EVERYDAY ATHLETES

#1

39%

Of consumers worked out at home during covid-19, vs. 26% went to the gym pre-covid.

+28%

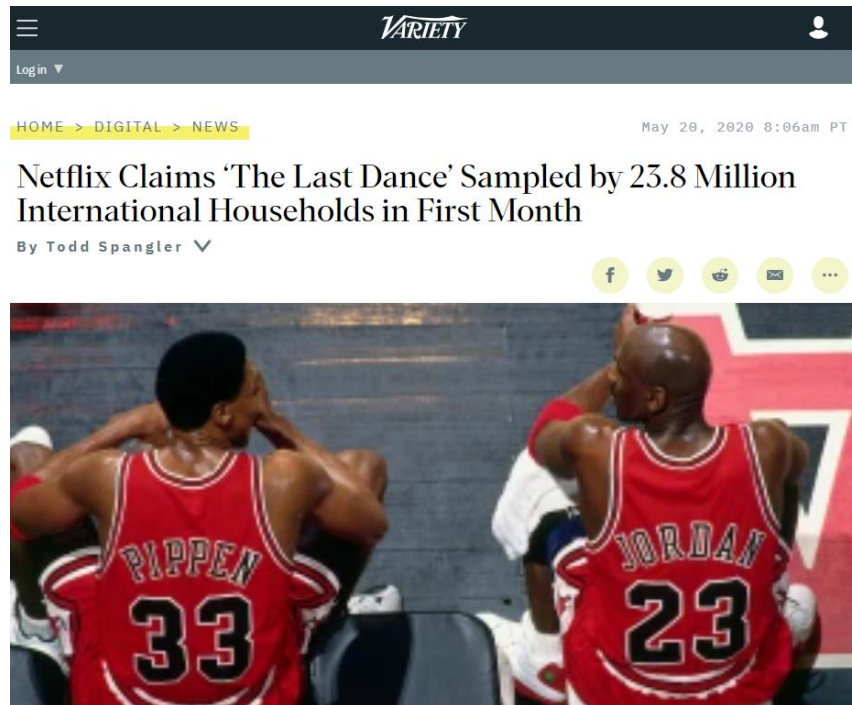
% Of GB consumers and 26% of US consumers said they were doing more exercise as a result of the outbreak.

EXERCISE BRANDS BENEFITED

+197%

Increase in visits to Peleton's website in September 2020 YoY.

Goodform, 2020, [Link](#)



EVERYDAY ATHLETES

HIGHER SPORTS ENGAGEMENT

The pandemic gave fans a greater appreciation of sports. Globally, more than a third (36%) see sport as important to their identity.



63%

Of 13-39-year-olds consider themselves a fan. [Link](#)

89%

Of those surveyed will attend the same number of live sport events as they did before the pandemic. [Link](#)

46%

Of Snapchatters started watching a new sport during the pandemic - and users watch 28 hours of sport per week. [Link](#)

31%

Of Snapchat users bet on sports while watching live, versus 20% of non-users. [Link](#)



#1 EVERYDAY ATHLETES: consumer takeaways

- More people than ever consider themselves fans – and sport as crucial to their identity
- Fans have a more active and engaged interest in sports

ACTIVIST ATHELETES

#2

THE POWER OF INFLUENCE

95%

of athletes with more +5 million followers on Instagram advocated for causes on social media in 2020

ENGAGEMENT = REVENUE

+63%

More engagement for brands than owned social media content

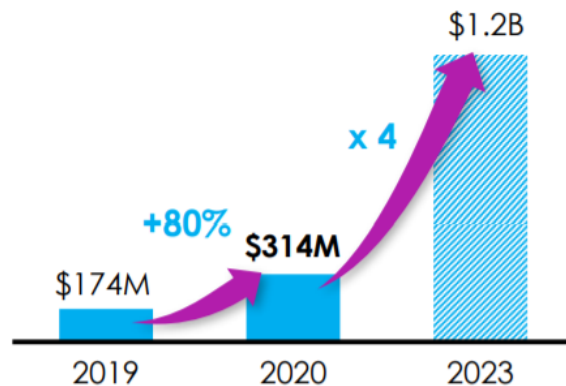
+11%

Revenue growth for over next 3-5years for rights holders with a **sustainable agenda**

Nielsen 2021 [LINK](#)



ATHLETE ADVOCACY MEDIA VALUE GROWTH



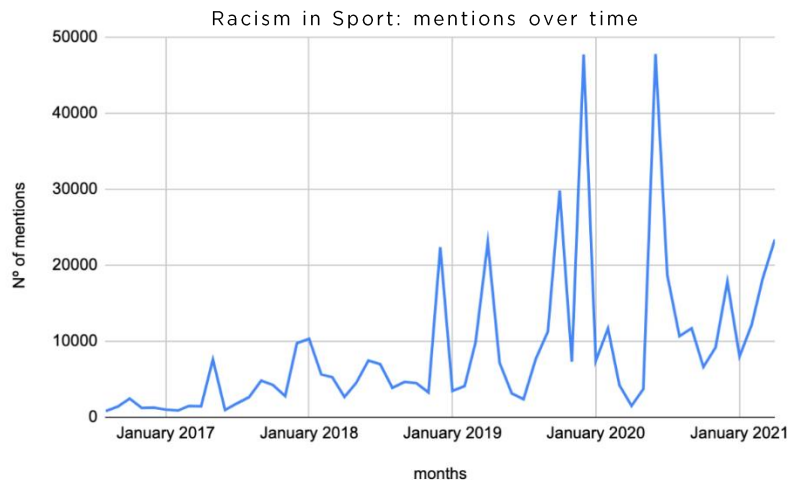
Advocacy collectively generated \$314 million worth of Q1* media value.

Nielsen 2021 [LINK](#)

RACISM IN SPORT



A CONSUMER TOPIC THAT ISN'T GOING AWAY



[LINK](#)

Consumers
are:

4.5 X

More likely to buy from a
brand that addresses
human rights

4 X

more likely if it speaks out
on systemic racism

ATHLETES TAKE A STAND

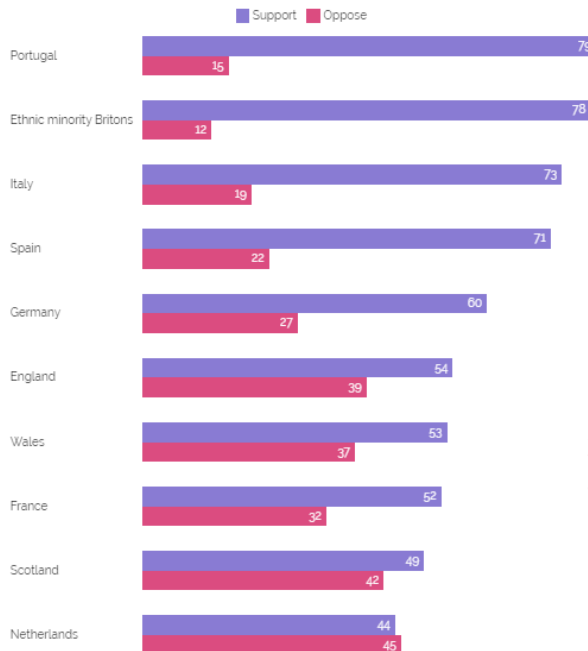
Especially since the pandemic, we've seen many sports athletes publicly take a stand against racism in sports, from [Lewis Hamilton](#) at Formula One, [Naomi Osaka](#) at the US Open, [Germany football team](#) walking off at the Olympics 2021, and most notably [UK football players](#) kneeling at the Euros 2021:

AND IT'S INFLUENCING POPULAR & CONSUMER CULTURE IN SPORT:



Football fans across Europe tend to support players taking the knee

In some countries, professional football players and staff have chosen to kneel at the beginning of each game to show their support of the Black Lives Matter movement. Would you support or oppose professional players and staff in your country kneeling before each game in this fashion? (% of football fans in each country)



YouGov

YouGov, 2021 [LINK](#)

23 February - 31 March 2021

41%

of people from ethnic minority backgrounds say they are hesitant to attend live sporting events because of fear over racial and physical abuse.
Sky Sports, 2021 [Link](#)

CLOSING THE GENDER GAP

Women make up:

47%

of **passionate fans** across 13 of the world's most popular sports - Gemba Insights [Link](#)

YET:

7 in 10

Women think that women's sports does not get enough coverage; AND **½ of men (50%)** think the same - Good Form [Link](#)



CONSUMERS CALL FOR BETTER REPRESENTATION

More than

1 in 3

(37%) think there are too few women in sports media

Over:

1/4

Of consumers think that female athletes are **NOT well-represented** in British Media

Nearly:

Half

(47%) say they would watch more women's sport of it were readily available

Good Form, 2020 [LINK](#)

“Sports is not immune to gender bias... **notably lopsided coverage of women's sports** by the media and the **disproportionate level of brand sponsorship** spend allocated to men's sports. This situation changes, however, during a two-week period every two years when the eyes of the world focus on the **Olympics, the only global sporting event characterized by true gender parity.**”

“ We know that investing in women’s sports isn’t just the right thing to do, **it’s a really savvy business decision**...the fluid fan is the path to growth – women’s sports fans are the most fluid of all.”

— *Megan Perry, Executive Director of Women’s Initiatives, Sports Innovation Lab, 2021*

“ As a brand we’ve recognized the opportunity in women’s sports...I would say now **we’ve actually 100% reorganized in order to get after the opportunity.**”

— *Tanya Hvizdak, VP of Women’s Global Sports Marketing, Nike, 2021*



#2 ACTIVIST ATHLETES: consumer takeaways

- Brands need to be active allies, by educating their followers and impacting behavioural change
- A top priority should be helping to close the gender gap in sports
- Brands need to create safe and inclusive environments for underrepresented sports fan attending live events

REMOTE FANDOM

#3

DIGITAL-FIRST VIEWERS

57%

Of young UK-based sports fans would prefer to watch goals as they go in on social media rather than through a live broadcast. [Link](#)

69%

Of fans say that the use of emerging technologies has enhanced their viewing experience both inside and outside the stadium. [Link](#)

IMPACTS ADVERTISING

64%

Of executives said they expect the industry to focus more on digital advertising, and 43% said marketing will not be as tied to major sporting events. [Link](#)



OPINION

Life in a pandemic: Why we miss sports so much

Jean Ryan

March 29, 2020 | Updated: March 29, 2020 4 a.m.



“I now understand that the bond we feel with our sports teams can be as strong as the bond with family and friends.”

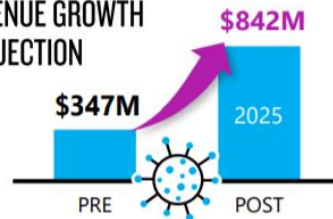
San Francisco Chronicle, [link](#)

E-SPORT COVID BOOM

While live sport was put on pause during the pandemic, professional gamers playing e-sports flourished – as did their fanbases.



ESPORTS SPONSORSHIP REVENUE GROWTH PROJECTION



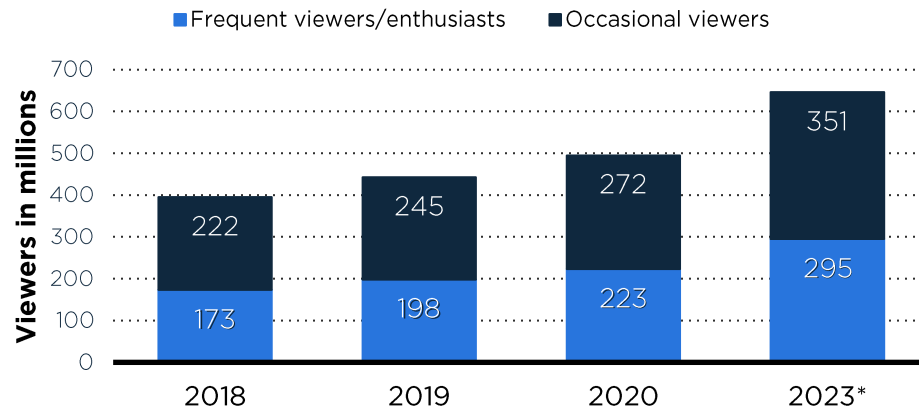
Source: Nielsen Sports Analysis

Esports are an effective way to connect with new and younger audiences while being well-placed to solve one of the major challenges of the pandemic with in-person events cancelled. This makes esports even more attractive to brands looking for robust sponsorship platforms and to rights holders in traditional sports looking to unlock brand marketing spend.



Nielsen, 2021 [link](#)

Esports audience growth 2018-2023, by types of views (in millions):



Statista, 2020, [Link](#)



#3 REMOTE FANDOM: consumer takeaways

- Brands need to make the most of additional digital touchpoints
- E-sports industry growth promises to be a lucrative opportunity

NEW ENTRANTS

#4

GAMING IS A KEY LEISURE ACTIVITY

55%

Of sports fans play games online against other people at least weekly, compared to only 37% of non-fans (FF, Sports Fans report 2020)

78%

Of sports fans said they'd used YouTube in the past month and 83% watch video content weekly (FF, 2020)

DRIVE BRAND AFFINITY

Twitch users are:

+34%

more likely to want brands to run communities [LINK](#)

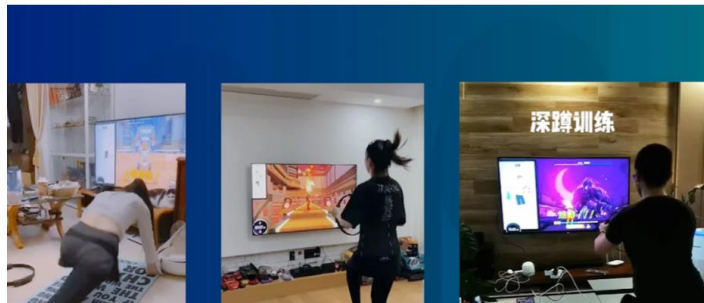
**abacus**

Demand for Ring Fit Adventure for Nintendo Switch soars in China as coronavirus keeps gamers at home

The popular Nintendo Switch exercise game is being sold at twice its retail price on ecommerce sites

Topic | Nintendo Switch**Josh Ye**[+ FOLLOW](#)

Published: 8:00am, 5 Feb, 2020

[Why you can trust SCMP](#)

South China Morning Post, [LINK](#)

THE RISE OF SUBCULTURES & NON-TRADITIONAL SPORTS



COMMUNITY LED SPORTS INITIATIVE



CLMBXR – A community led rock-climbing group aimed at diversifying rock-climbing [LINK](#); [LINK](#)



Sliver Fit – an exercise community for OVER 45s, offering everything From yoga to cheerleading sessions [LINK](#) [LINK](#)



ASRA– Running club created for Muslim women looking for a safe space to get fit, [LINK](#) [LINK](#)



Sibling Skate– A grassroots LGTQIA+ skate collective, inclusive to anyone at all levels [LINK](#)



Run With Purpose –A community helping men overcome mental health issues through running and socialising [LINK](#)



Forest Flyerz– A disability inclusive hockey club, offering, training sessions and matches, often with the support of the England team [LINK](#)



#4 NEW ENTRANTS: consumer takeaways

- Digital-first behaviours result in subcultures – and these are impacting sport in a myriad of ways
- Tap into the local subcultures and community led sports initiatives in your market
- There are now more opportunities to reach consumers in sport than ever before

Fandom is a powerful thing; it's an emotional connection, which transcends demographics and geography, and creates communities. It should not be underestimated.

BRANDS

(if needed) # Best practice comms



How brands can leverage the power of fandom:

1. Join the conversation
2. Change the conversation
3. Celebrate the game
4. Enhance the game

Tactical ads around the UK final**BT - 50 YEARS OF HURT**

In the lead up to the final of the Euros UK telecoms company BT ran OOO display ads which had the word 'hurt' repeated across them - in reference to the '50 years of hurt' England has endured since they last won the FIFA world cup in 1966.

[LINK](#)**PERONI - THREE LIONS**

Peroni released a tongue in cheek campaign supporting England - with their labels changed to say 'Leoni', 'Lion' in Italian - in reference to England's three lions.

[LINK](#)

KÖMMÖNENGLAND
It's coming home.
'PRICELESS'

**IKEA - KOMMONENGLAND**

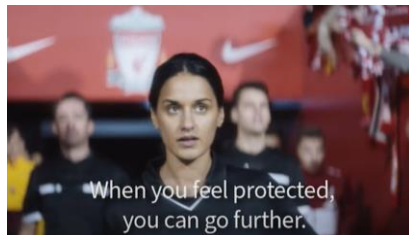
IKEA launched a local campaign in the UK selling their glass as a 'priceless' cup - with the item called Kommonengland in a show of support for the England team.

[LINK](#)

Communicating for implicit change**FOOTLOCKER - SHOES DON'T CHANGE THE WORLD, BEING YOURSELF DOES**

Footlocker “wanted to amplify those who never really feel like they fit in, but who embrace this and inspire others to be themselves, with confidence. To tell this story... we worked with Model and presenter Jordan is using his voice to celebrate albinism and being different. Abisha, London-based queer musician and singer-songwriter, is passionate in her mission of inspiring her audience to embrace their differences.”

[LINK](#) [LINK](#)

**AXA - KNOW YOU CAN**

The 30 second ad by AXA insurance, see's a young girl become inspired to take running after watching sport on TV, before growing up to become a professional football referee. The hop is to inspire a new generation of women to pursue their dreams and defy social constructs of who a woman should be. The ad states “when you feel confident you can go far. When you feel protected you can go further. Know you can.”

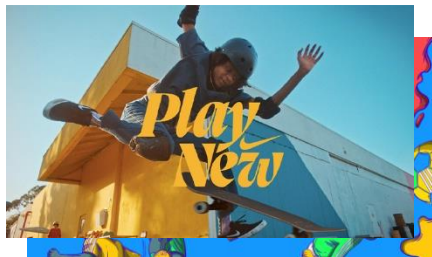
[LINK](#)

BBDO NETWORK EXAMPLE**JUPILER - BRING BACK PASSION**

“Belgium’s largest beer brand Jupiler has partnered with the country’s Pro League association of soccer clubs to help promote the league’s new anti-racism campaign ahead of local fans’ gradual return to stadiums ... “Bring Passion Back, Keep Racism Out,” focuses on all the elements of soccer matches that have been absent since February when fans were barred from attending in person: no chants, no cheers, but perhaps most importantly, no racism.” @BBDO BELGIUM

[LINK](#)

Celebrate the sheer love of games and their players



NIKE - PLAY NEW

Nike is celebrating participating in sports for the sake of sheer pleasure – in spite of not having any natural talent. Canvas8 writes: “With people hesitant to get active and take up sports, Nike is trying to reframe perceptions around sport by shifting away from elite-athlete and tournament-focused narratives. Instead, it’s highlighting the fun and joyful aspects of sport with a campaign that celebrates failure.”

[LINK](#)



ADIDAS - UNCANCELLED CUP

Adidas launched a branded content campaign as part of their #HOMETEAM project – centred around the idea that “life does not stop, it continues at home”. They broadcasted the Uncancelled Cup, a sports tournament in PlayStation where footballers and celebrities join from their homes. This was made up of 51 games, played by 12 players and 12 celebrities. Among these games were those that had been cancelled in real life.

[LINK](#)



SKY - NO MORE EXCUSES

Sky live streamed a gaming tournament to showcase its reliably fast internet speeds – which undermine the gamer’s favorite reason to question a bad result – lag. “Powered by super reliable, Superfast Sky Broadband, we set out to create the ultimate gaming experience.”

[LINK](#)

Contribute to making sports more fun and engaging



BURGER KING - STEVENAGE FC

Burger King got around the primary issue with sponsoring high profile footballers/teams with their Stevenage FC campaign. By sponsoring a little known British team in real-life, their BJ football jerseys made it into the FIFA game. Then, they incentivised gamers to complete competitions for food – which resulted in big players in their branded shirts. The campaign won big at Cannes.

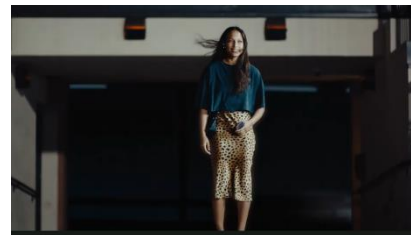
[LINK](#)



REXONA - PITVERTISING

“Rexona owned the summer after unveiling a new form of advertising sponsorship – ‘Pitvertising’. The stunt saw the Rexona logo with its iconic tick featured on the underarms of cricket umpires’ uniforms during the season in an industry-first sponsorship deal with Cricket Australia. The creative was designed to draw a parallel between Rexona’s ability to keep you cool under pressure and the umpire’s ability to keep their cool”.

[LINK](#)



SAMSUNG - BE THERE

In the wake of news that spectators will be banned from watching the Olympics live this year, Samsung released an ad which shows how its technology will allow views to enjoy a similarly immersive viewing experience. “The new film from The Community and directed by Us via Reset shows a series of vignettes of people around the world transported into the Olympics universe”.

[LINK](#)

Through sponsorship and advertising brand can cultivate emotional relationships with fans:

- Showing up at culturally resonant moments
- Creating positive social change
- Highlighting the benefits of play
- Elevating fans' sports experiences

With these learnings in mind

we look ahead to the Olympics...

THE BIG EVENT

Tokyo 2020...in 2021



The Tokyo 2020 Olympics will be held over two and a half weeks from the 23rd July to the 8th August 2021...

But after years of planning - and more than eighteen months of re-planning - there is no single event which more poignantly encapsulates the complexities of sport TODAY.

The opening ceremony – one year late

The New York Times

BREAKING NEWS

The opening ceremony starts now, one year late and in a nearly empty stadium, as Covid cases in Japan rise. Follow our live coverage.

Friday, July 23, 2021 6:58 AM EST

In many ways, the event at Olympic Stadium in Tokyo will resemble opening ceremonies of the past.

But the most remarkable difference is that just like at almost every other Olympic event, there will be no fans. Approximately 1,000 dignitaries and news media members will be there to witness the event live, in a stadium designed to



“ The whole world is coming off a global trauma, and the Olympics is when everyone forgets all that and comes together and celebrates the success and the failure and the triumph and heartbreak.”

— *Jeff Shell, Chief-Executive Officer, NBC Universal*

Viewers, sponsorship and advertising

The Tokyo 2020 Olympic games are taking place in the Komazawa Olympic Park stadium – having been postponed for a year, making them the first games to be delayed for something other than a world war. Here are the games by numbers:



Remote engagement instead of live atmosphere

“These are going to be a quiet games,” said Lee Berke, president of LHB Sports Entertainment and Media Inc., a consulting firm. **“From a television standpoint, the lack of crowd sound can reduce enthusiasm.”**



“We’re going to have more in-venue audio than ever before to share the sounds of the competition,” Molly Solomon, executive producer of the NBC Olympics broadcast, told reporters recently. **“You’re going to hear the sounds of the games like you’ve never heard them before—from the thrashing and splashing in the pool to those intimate conversations between competitors and coaches.”**

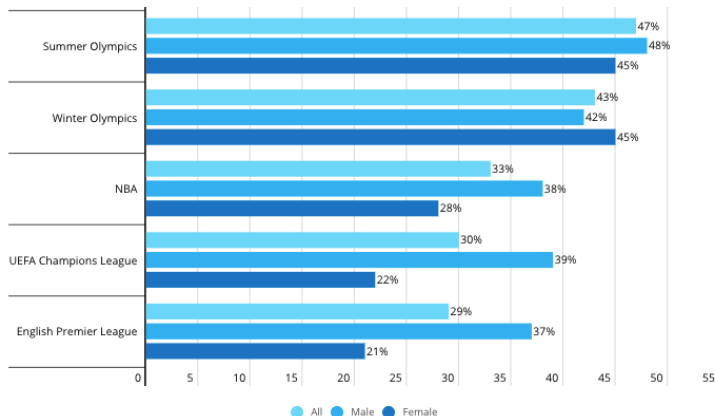
Remotely, internationally and enthusiastically



GLOBAL ADULTS

Nearly half are interested in the Olympics:

% Interested
in major
sporting
events:



Countries covered: Australia, Brazil, China, France, Germany, India, Italy, Japan, Korea, Russia, Spain, U.K. and the U.S.
Source: Nielsen Fan Insights

GEN Z

- **INTERESTED:** 85% of Gen Zers are fans of the Olympics/interested in the games.
- **WATCHING ON TIKTOK:** 53% said they are planning to consume Olympics content on TikTok. YouTube is second with 52% of the vote, followed by Instagram with 51%.
- **ENGAGED BY THE SPORTS:** 77% said they were interested in the competition, 19% in human interest stories, 19% in behind-the-scenes footage.
- **ENGAGED BY PURPOSE:** 50% said they would be more interested in the Olympics if athletes use the games to stand up for a cause.

BRANDS ARE SHOWING UP

The 2020 games are supported by record-breaking sponsorship deals:



Global partners are sponsoring the Tokyo 2020 games – paying collectively more than double the previous games (\$3.3 billion)



AND TAKING THEIR LEAVE

However, as the games draw closer some brands have pulled their campaigns:

Tokyo 2020 sponsor Toyota pulls Olympics TV ads in Japan as public support lags

Olympics: Fears more Tokyo 2020 sponsors could cut ties after Toyota withdrew Games TV ads

More Companies Pull Out of Tokyo Olympics Opening Ceremony

By [Takashi Nakamichi](#) and [Yuki Furukawa](#)

July 20, 2021, 5:45 AM GMT+1 Updated on July 20, 2021, 10:13 AM GMT+1

Although some brands have pulled their campaigns,
for many this is not an option –

and the games represent a significant opportunity to
connect and engage with fans...

Olympics advertising – illustrate your value, be useful



BRITISH AIRWAYS - 60 S CHALLENGE

British Airways has teamed up with Cedar Communications to help people stay fit while they travel. The BA60challenge features athletes from team GB and Paralympics GB leading British Airways staff on a quick 1 minute exercise routine while at work. @Cedar UK

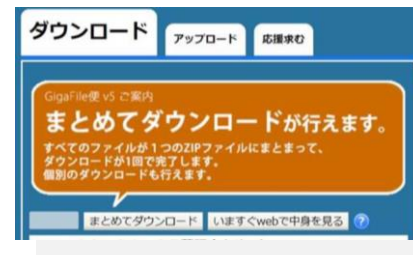
[Link](#)



VISA - VISA TOUCH

BBDO Japan created a campaign with Visa as one of the Olympics' official sponsors. In partnership with Ritsu Doan, the ad shows the Olympic athlete paying using Visa touch – in between showing off his football skills, with the Komazawa stadium in the background. @BBDO Japan

[LINK](#)



GOVT. - OLYMPIC VOLUNTEERS

In this series of videos and graphics, I&S BBDO worked with the Tokyo Government to create content that educated volunteers for the Olympic and Paralympic games. The content clearly details everything they'll need to know for their time at the Tokyo Olympics. @I&S BBDO

[LINK](#)

Olympics advertising – illustrate your purpose, engage meaningfully



GE - NEW PERSPECTIVE

Created with BBDO New York, General Electric's campaign illustrates the need for new perspectives in order to combat the impending threat of climate change. "What the world needs now is people who see things a little bit differently. Seeing how healthcare can be more precise, energy can be more sustainable, and flight can be more efficient. It's how GE is building a world that works...now." @BBDO New York

[LINK](#)



ALLIANZ - SUPPORT DOG SQUAD

"Many of this year's athletes are training, competing, and preparing for the Olympic Games in total isolation. Separated from family and friends because of Covid-19 restrictions, and facing mental health challenges like never before, they needed an on-the-ground support system. Allianz sent in furry reinforcements. Meet the Allianz Support Dog Squad and see how they're making a difference in these athletes' lives" @BBDO New York

[LINK](#)



CALM - CAMPAIGN AGAINST...

"Seven Stones and AMV BBDO have collaborated on a campaign for suicide prevention charity Campaign Against Living Miserably (Calm), encouraging those struggling with their mental health to open up and seek support. The new work uses the context of sport – and heavyweight boxing champion Tyson Fury – to spark a conversation about the impact of mental health challenges, which is positioned as an invisible opponent." @AMV BBDO

[LINK](#)

Olympics advertising**OLYMPIC COMMITTEE
- WHAT AGNES SAW**

"What Agnes Saw" tells the story of 100-year-old gymnast Agnes Keleti, and we see the changing world and humanity through her eyes. The film closes with a look at the next generation of competitors, with a focus on teenage skateboarder Sky Brown."

[LINK](#)**FACEBOOK -
WE CHANGE THE GAME**

Facebook has released a short film, 'We change the game when we find each other' to mark the launch of skateboarding as a sport at the 2020 Olympics. Directed by FK Twigs, the ad is also "Promoting the Facebook App, 'Longboard Family' presents vibrant scenes of freestyle skate-dancing on the streets of Seoul, Barcelona and Los Angeles."

[LINK](#)**OREO - FIERCELY
TOGETHER**

Oreo's "Fiercely Together" spotlights athletes from opposing teams singing along to the classic children's song "The More We Get Together." The competitors put their rivalries aside to celebrate their shared love of Oreos.

[LINK](#)

Olympics advertising**P & G - LOVE LEADS TO GOOD**

"It's been a whole five years since Procter and Gamble (P&G) unveiled 'Thank You Mom', its Rio 2016 masterpiece which celebrated the mothers behind Olympic and Paralympic champions. Now, as we gear up for the postponed Tokyo 2020 Games, the Tide and Always owner is looking to reduce viewers to tears once more by shining its spotlight on parents."

[LINK](#)**BBC CREATIVE - LET'S GO THERE**

The BBC's Tokyo Olympics ad takes the viewer on journey through vibrant Tokyo streets and TV sets, celebrating the cities famous pop culture and distinctive city life. It includes subtle nods to some of the top GB athletes and successfully gets those watching excited for a games clouded by a global pandemic.

[LINK](#)**NATIONAL LOTTERY - WHEN YOU PLAY**

The national lottery has launched its 'biggest brand campaign to date' to remind lottery players how they support British athletes with every ticket they buy. Keith Moor, Camelot's chief marketing officer, said: "Through the scale and reach of this campaign - the National Lottery's largest ever - we want players left in no doubt of the role that they play in supporting our Olympic and Paralympic athletes."

[LINK](#)

The legacy of Tokyo 2020 will be far-reaching.

As well as being iconic in their own right – the Tokyo 2020 games will set a precedent for major international sporting events held while we continue to recover from the covid-19 pandemic.

This sporting event also highlights the continued need for brands to move and adapt quickly to the ever changing context.

A message that is right today, can be completely redundant, inappropriate, insensitive, tomorrow.

But sport is enduring, fans are passionate and committed.

Brands + fans can be a powerful combination.

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