

IOC TELEVISION & MARKETING SERVICES SA

# **Rights Activation Training NOC Slovakia**

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# Agenda

Rights Activation

Reproduction of the Olympic Brand

Overarching Principles

Use of athletes

TOP Product Categories



**Rights  
Activation  
—  
A bit of  
Background**

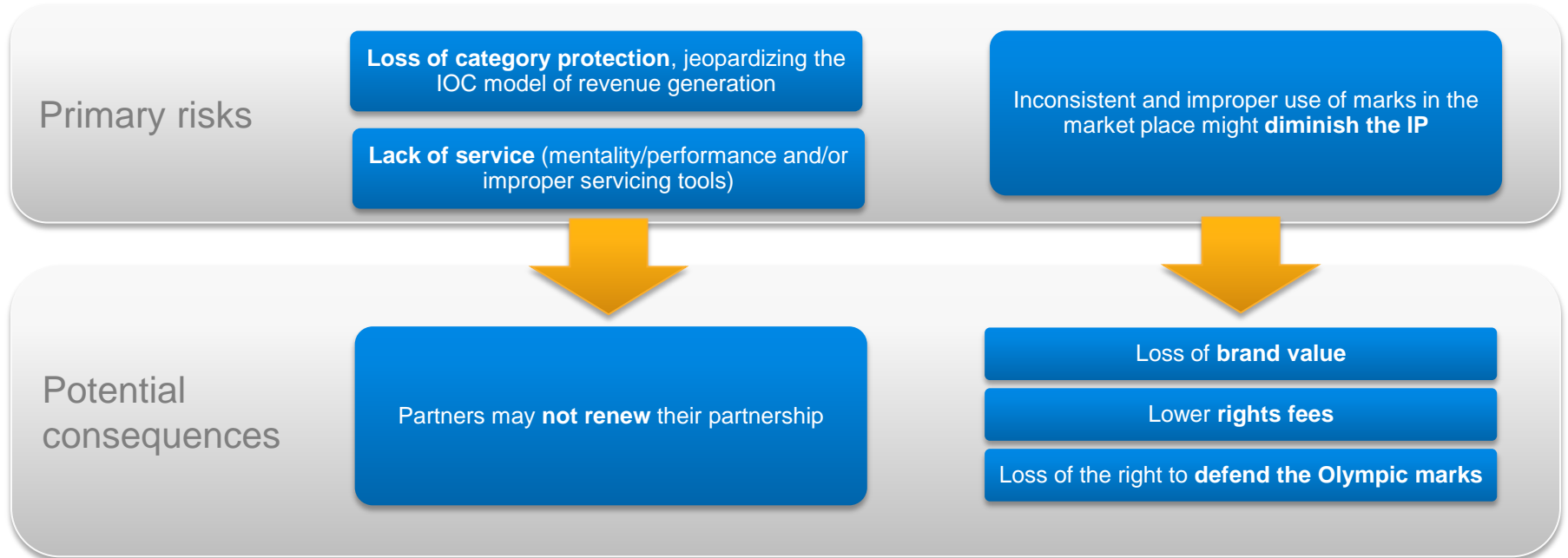


# Rights Activation – A bit of Background

*Approvals is key to Olympic business objectives*



Long term risks if approvals are not managed well:



# Rights Activation – A bit of Background

*Approvals are key to both our business objectives*



Provide security to TOPs when they activate

Protect Partner rights

Deliver TOP Servicing activities

Uphold the value of your Olympic partnership

# Rights Activation Function

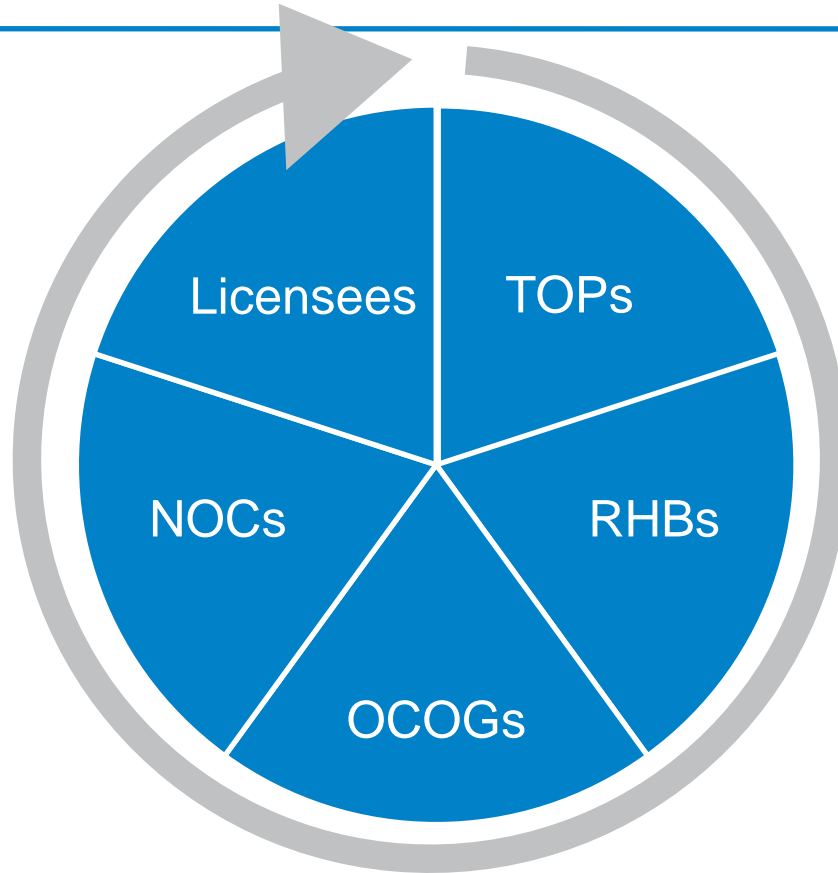
## *Mission*



*With a best-in-class servicing approach, RA **enables** Commercial Partners across the Olympic eco-system to use the Olympic brand.*

# Rights Activation Function

*Client groups*



**360° view**

**Transversal role**

# Rights Activation Function

## *Position*



- **Part of IOC TMS** and as such dependent on what happens within the Olympic Movement
- **Account Management and Rights Activation (RA):** client group focus vs task focus. RA fulfils a central task in managing the Olympic brand.
- **A resource for partners**
  - Experience / best practice
  - You may feel that, initially, we say quite often “not like this” but will do our best to provide solutions



# Rights Activation Function

## *Core activities*



Activations  
**approvals**

Olympic Brand  
and Activation  
**Guidelines** for  
TOPs and RHBs

Activation  
Guidelines for  
NOCs and  
OCOGs

**Training  
programmes** for  
TOPs, RHBs,  
Licensees

“Train the trainer”  
programmes for  
NOCs and  
OCOGs, IOC  
internal

**Systemisation &**  
processes to  
ensure  
consistency of  
services across  
client groups

ShaRing  
management

# Approval Process

*List of items to be submitted*



**All items containing Olympic marks, Olympic terminology, Olympic images and videos**

# Feedback



## *Main reasons for changes / comments*

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- **Commercial / Rights**

- Product category
- Rights of another Partner (RHBs, OCOG partners, NOC sponsors) within the Olympic movement

- **Brand**

- Values of the Olympic brand
- NOC guidelines
- Graphic reproduction
- IP issues
- Impact on sporting system



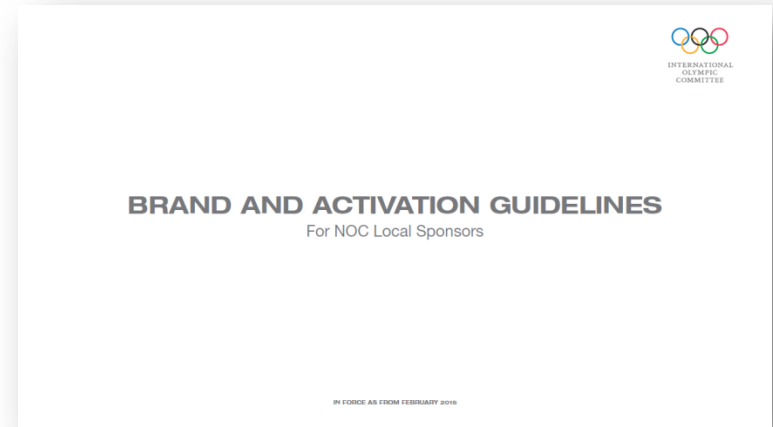
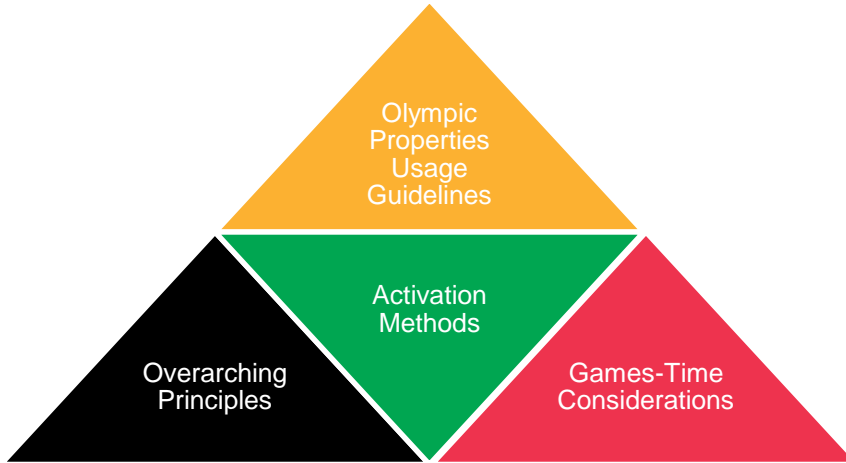
# Olympic Properties Usage Rules

## Reproduction of the Brand



# Olympic Brand & Activation Guidelines

## Major Themes and Principles









## Use of main brand assets



# Use of main brand assets

## *Olympic marks and main properties*



TOP	NOC local sponsors
 <p>Designation: <b>Worldwide Olympic Partner</b>            Olympic Images and footage            Motto: <b>Citius. Altius. Fortius.</b></p>	<p>Olympic Images and footage</p>
 <p>Look of the Games            Designation: <b>Partner of Rio 2016</b></p>	<p>NOC emblem            National Olympic Team            National Olympic Team Terminology</p>
 <p>Designation: <b>Partner of the Country Olympic Team</b>            NOC Slogan            Any other NOC Brand assets</p>	 <p>Designation: <b>Partner of the Country Olympic Team</b>            NOC Slogan            Any other NOC Brand assets</p>

# Use of main brand assets

## *Reference to the Olympic Games*



### TOP

### NOC local sponsors

#### Reference to the Olympic Games

*The Olympic Games*  
*The Olympic Winter Games*  
*The Olympic Games Tokyo 2020*  
*Word mark (e.g. Rio 2016)*

A reference to the Olympic Games and the Olympic Winter Games (including use of the word mark) in activations is allowed as long as it is done in the context of the country Olympic Team

#### Use of the word Olympic

Can be used as an adjective when referring to wording or content that is clearly related to Olympism, the Olympic Movement or the Olympic Games (i.e. Olympic Athlete)

Cannot be used as an adjective to «olympicise» an event/product that is not related to the IOC. i.e. Olympic Contest, Olympic meal



# Use of main brand assets

## *The Olympic rings*



- A unique design
- 6 official colours and 6 monochrome versions
- Integrity to be preserved
- Importance of background
- Valuable asset for Partners

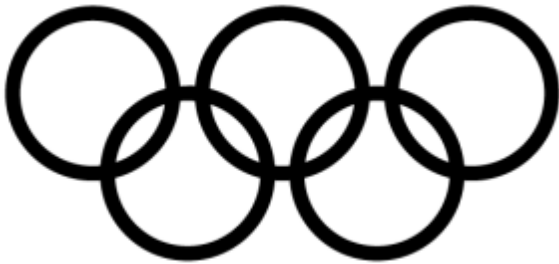


# Use of main Brand Assets

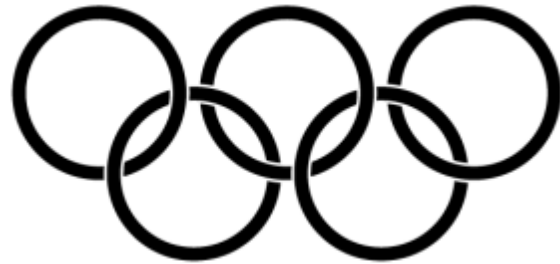
## *The Olympic rings*



✓ Acceptable



✗ Not Acceptable



# Use of main brand assets

## *Composite logo*



### 4 elements

- Olympic mark
- Sponsor logo
- Olympic designation
- Separation



Official Sponsor



# Use of main Brand Assets

## *NOC properties*



- TOP Partner are permitted to activate using NOC properties
  - E.g. Canadian Olympic Committee, NOC Austria car banding



# Guidelines

*Core elements: wrong use of the Olympic rings*



**NOT APPROVED**



# Use of main brand assets

*Which emblems are acceptable?*



✘ Not Acceptable



✔ Acceptable



✔ Acceptable



✘ Not Acceptable



✘ Not Acceptable



✘ Not Acceptable



✘ Not Acceptable

# Use of main brand assets

*Which emblems are acceptable?*



✓ Acceptable



✓ Acceptable



✗ Not Acceptable



✓ Acceptable

# Use of main brand assets

## *Rings animation*



The animation can start with the rings separated.

Once together, they cannot be separated again.

✓ Acceptable



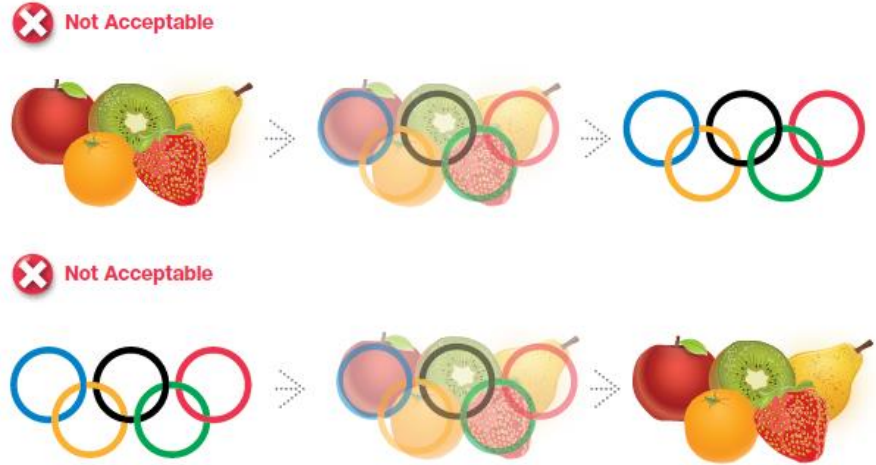


# Use of main brand assets

## *Rings animation*



Rings cannot be transforming from/into a group of shapes/persons/products



# Use of main brand assets

## *Rings animation*



Animations cannot touch the integrity of / devalue the Olympic rings

✘ Not Acceptable



✘ Not Acceptable



# Use of main Brand assets

## *Composite logo – Designation*



### Compulsory

- All platforms, including print, digital, TV, audio, etc.

### Standard wording

- “E.g Sponsor of the Olympic Team
- E.g. Team Partner
  - E.g. Proud Supporter

### Translation possible

- Subject to IOC approval



## Other assets



# Other assets

## *Official terminology*



### Acceptable

- Games of the XXXI Olympiad
- Rio 2016 Olympic Games
- Rio 2016
  
- 2nd Winter Youth Olympic Games
- Lillehammer 2016 Youth Olympic Games
- Lillehammer 2016 Winter Youth Olympic Games
  
- XXII Olympic Winter Games
- PyeongChang 2018 Olympic Winter Games
- PyeongChang 2018

### NOT acceptable

- Olympic Summer Games
- Summer Games
- Summer Olympics
  
- Youth Olympics
- Winter Youth Olympics
- Lillehammer Youth Olympic Games
- Lillehammer YOG
- Lillehammer Olympics
  
- PyeongChang Winter Olympic Games

# Other assets

## *Official terminology*



### Use of the word Olympic

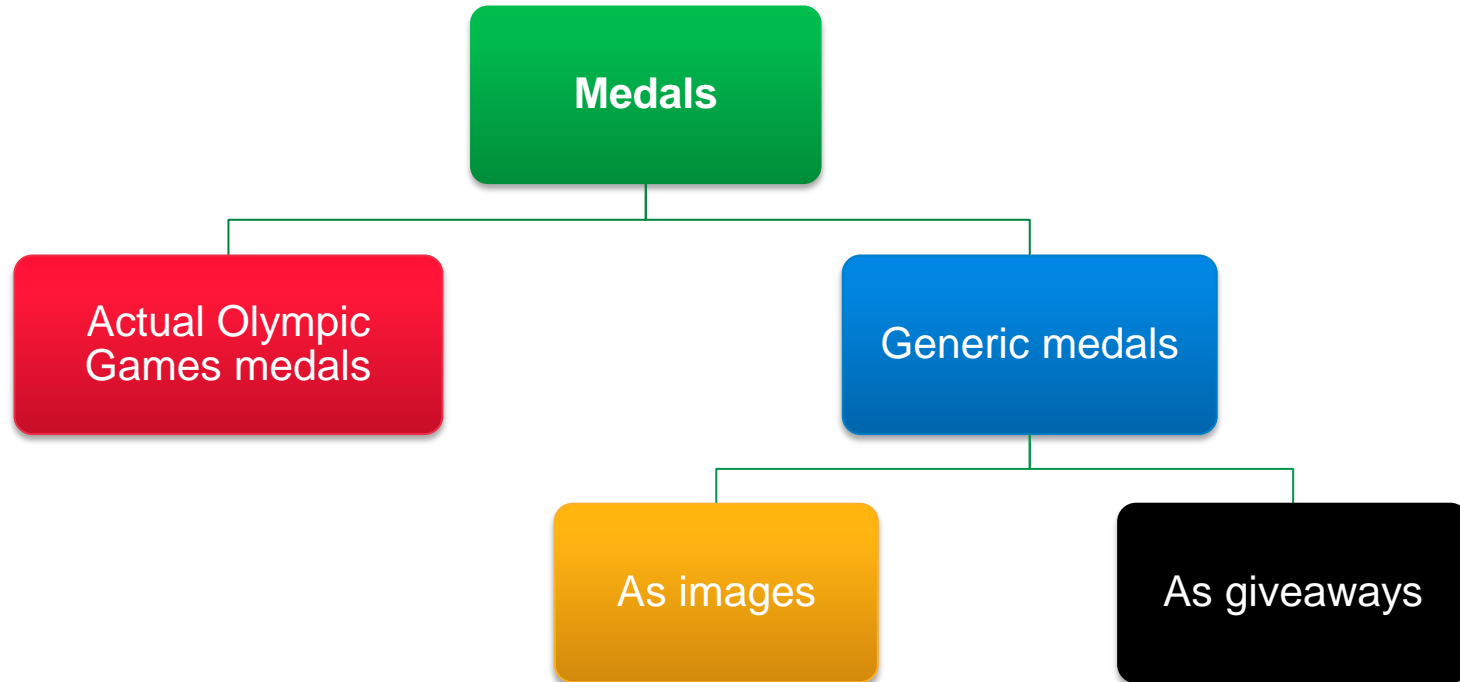
- The Olympic Charter
- The Olympic flag
- The Olympic Games
- The Olympic Movement
- The Olympic rings
- The Olympic stadium
- The Olympic symbol
- The Olympic torch relay
- Olympism

### Do not “olympicise” standard elements

- “Olympic” is not to be used as an adjective

# Other assets

## *Use of medals*



# Use of Medals



## Use of Olympic Games medals during athlete appearances/ in activations:

- Olympic medals should only be used with specific reference to the athlete who won the medal



## Use of generic medals images:

- They are not representing official Olympic medals
- No Olympic properties can be superimposed on the medal (except a TOP's composite logo)
- The medal is not represented by a Partner's product(s)



## Use of generic medals as premiums:

- Not a replica of any official Olympic Games medal(s)
- Not made of valuable metal (i.e. gold, silver or bronze)
- Design includes the Partner composite logo or corporate logo
- Interval incentive programmes only (may not be awarded as a consumer premium)







### Generic medals as images

- Not representing official Olympic medals
- No Olympic properties superimposed apart from an NOC local sponsor's composite logo
- Not represented by an NOC local sponsor's product



### **Generic medals as giveaways**

- Internal use only
- Not a replica of any official Olympic Games medal
- Not made of valuable metal
- Design includes the NOC local sponsor composite logo or corporate logo

Would you approve this?



✓ Acceptable



✗ Not Acceptable



✗ Not Acceptable

# Other assets

## *Victory ceremonies and podium*



**Promotions should not replicate any official Olympic award ceremony or podium**

**In an Olympic setting:**

- Podium design must be generic
- Podium design must bear either the NOC local sponsor composite logo or the corporate/brand logo or must be generic and unbranded
- No standalone logo can be used

**At a non-Olympic event:**

- No Olympic properties may appear on the podium or in the immediate surroundings

# Ceremonies / Podium

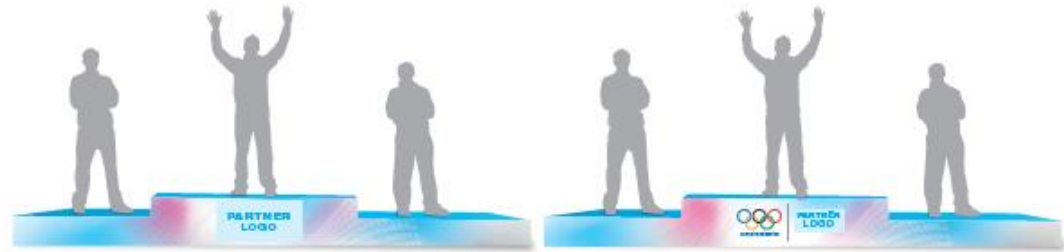


## Use of a podium or creation of an award ceremony setting:

- Its design must be generic
  - Olympic Look of the Games elements or the Olympic rings and Games marks on their own
- Partner composite logo or the corporate/brand logo or be generic and unbranded



Acceptable



Not Acceptable



## Non-Olympic-themed event:

- No Olympic properties may appear on the podium or in the immediate surroundings

# Other assets

## *Victory ceremonies and podium*



At an Olympic-themed event/activation

# Olympic Motto

*Citius. Altius. Fortius.*



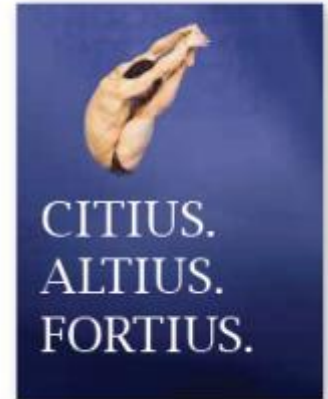
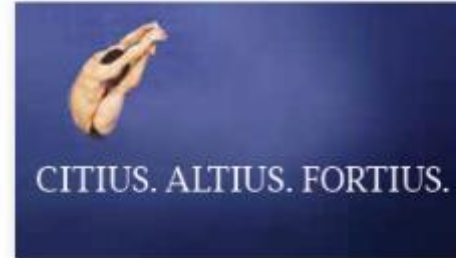
## Usage:

The Olympic motto must be used only in a manner that appropriately reflects its meaning and upholds its integrity

The motto must be used in its entirety, in the correct order and not separated

In animations, the motto must always resolve as the complete phrase

The motto may appear in the Partners' brand typeface, provided that it does not detract from the spirit of the words and is readable

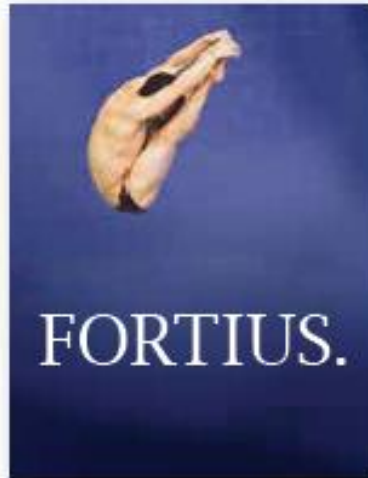
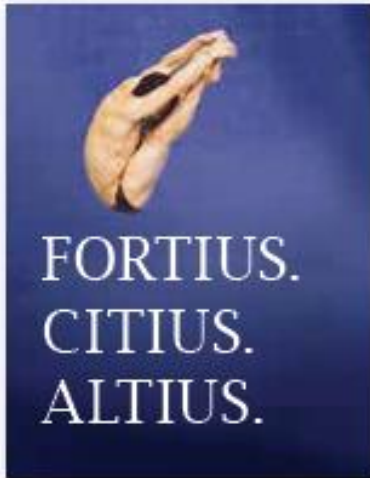


# Olympic Motto

*Citius. Altius. Fortius.*



 Not Acceptable





# Olympic Flag Image



## Usage:

It is used only in a manner that appropriately reflects its meaning and upholds its integrity

No elements (e.g. pictures or text) are superimposed

It is featured in its entirety



# Olympic Flame / Cauldron Images



## Application:

Applications of the Olympic cauldron and Olympic flame must be used only in a manner that appropriately reflects their meaning and upholds their integrity

Past and current Olympic flame or cauldron images may be used in Partner activations provided such use does not suggest they are/were a sponsor of that Games edition if they are/were not

Partners may not recreate the lighting ceremony

If Partners recreate a cauldron, it cannot be confused with a torch



# Venue / Field of Play



Modelling parts of an Olympic venue or implying an event is an Olympic event



- No commercial branding may appear
- Includes field of play



Non-Olympic sport venue



- Partner branding may appear
  - E.g. athlete apparel, field of play
- No third-party branding is permitted



# Other assets

## *Olympic photographs and footage*



### TOP

Use of **Olympic photographs and footage** for activations within the Partner's product category:

- Venues
- Landmark
- Athletes\*
- Olympism
- Etc.

\* subject to Athlete's consent and Rule 40 waiver during Games time.

### NOC local sponsors

Images of venues, landmarks and other Olympic assets may be used subject to the following conditions:

- The message does not imply that the NOC sponsor is a sponsor of the Olympic Games
- The activation **is centered around the [Country] Olympic Team**
- Sponsor can utilise the Olympic Archive for a fee.

If the sponsor is using past Games images/videos and was not a sponsor, the **sponsor must not imply that they were a partner of the Games or of the competing country Olympic team:**

*e.g. Sponsor since XXX, Supporter of the country Olympic team since XXX*

## Other assets

### *Olympic photographs and footage*



**Images cannot be changed in a way to alter their original meaning**

**There is some flexibility to allow colourisation, superimposition, blurring, cropping under strict conditions**

**Sponsors responsible for clearance of rights**

# Other assets

## *Olympic photographs and footage*



Original



✓ Acceptable



✗ Not Acceptable



Original



✓ Acceptable



✗ Not Acceptable



# Other assets

## *Olympic photographs and footage*



Original



Original



✓ Acceptable



✗ Not Acceptable



# Other assets

## *Olympic photographs and footage*



✓ Acceptable



✓ Acceptable



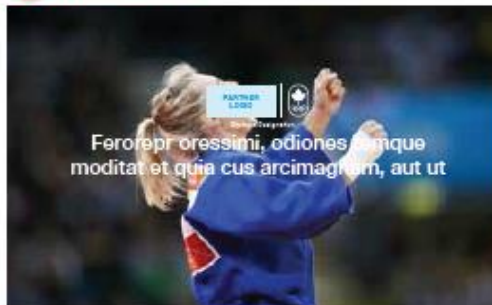
✓ Acceptable



✗ Not Acceptable



✗ Not Acceptable



✗ Not Acceptable





# Other assets

## *Olympic photographs and footage*



✓ Acceptable



✗ Not Acceptable



# Other assets

## *Olympic photographs and footage*



Original



✓ Acceptable



✗ Not Acceptable



# Other assets

## *Olympic photographs and footage*



Original



Original



✓ Acceptable



✗ Not Acceptable





## Use of OAF (Olympic Archive Footage)



# Olympic Archive Images and Footage

## *Principles*



**Images/Footage cannot be changed in a way to alter their original meaning**

**There is some flexibility to allow colourisation, superimposition, blurring, cropping under strict conditions**

**Partners responsible for clearance of rights: athletes, other third parties**

**TOPs cannot be seen as reporting news about the Olympic Games. (Promotion of the Partner and its Products only)**

# Third-Party Footage



## What is third-party footage?

- Any footage that is not OAF / OBS footage

## Principles

- No third-party branding being visible
- It is Toyota's responsibility to secure all rights including the rights to alter the image

## Examples of when you may consider using third-party footage

- The sport is new to the Olympic programme and no OAF exists (e.g. surfing)
- The athlete has never competed at the Olympic Games

## Some flexibility to the principles above may be granted

- In documentary style material that is clearly trying to tell a story and the images/footage are not being portrayed as Olympic events or attempting to recreate an Olympic moment
- Note: On-screen/on-image mention of the actual event that is being shown is required.
- Direct competitors to Olympic Partners must be scrubbed



# Overarching Principles Activations



# Overarching Principles



1

**Promotion  
within Product  
Category**

2

**Third Parties**

3

**Clearance of Rights**

4

**No Endorsement**

5

**Timing**

6

**Obligation to Submit  
for Approval**



# Promotion within your rights

## *Principles*



### Only within acquired rights (e.g. within Product Category)

- If you haven't acquired a right or the right is not expressly granted, you cannot activate

# Activation through a third party

## *Principles*



### Definition

- A third party is any entity that is not an Olympic sponsor

### Main Principles

- The third party does not gain an Olympic related association
- **The third party is not an Olympic sponsor competitor**

# Activation through a third party

## *Principles*



### Sponsor leading the promotion

- Promotion run by, positioned and led by the sponsor through sponsor customary channels

### Sponsor branding more prominent

- Sponsor Look and Feel
- Composite logo only (standalone logo not allowed)
- Sponsor mentioned first

### Third party branding

- One logo only
- Separated from Olympic brand assets
- Less prominent
- No visual identity elements

### Qualifier

- A qualifier must accompany the third party mark (e.g. «Available at»)

### End date

- Promotion must have an end date

Would you approve this?

NO LOCAL SPONSOR LOGO  
GHANA OLYMPIC COMMITTEE  
Olympic Designation

**FREE NOC LOCAL SPONSOR  
GHANA OLYMPIC TEAM HAT**

SEE SPECIAL PACKS  
FOR DETAILS

AVAILABLE AT:  
THIRD PARTY LOGO

✓ Acceptable

NO LOCAL SPONSOR LOGO  
GHANA OLYMPIC COMMITTEE  
Olympic Designation

THIRD PARTY LOGO

**FREE**

**INOC LOCAL SPONSOR  
OLYMPIC GAMES HAT**

SEE SPECIAL PACKS FOR DETAILS

✗ Not Acceptable

NO LOCAL SPONSOR LOGO

**FREE INOC LOCAL SPONSOR  
OLYMPIC TEAM HAT**

SEE SPECIAL PACKS  
FOR DETAILS

GHANA OLYMPIC COMMITTEE  
Olympic Designation

THIRD PARTY LOGO

✗ Not Acceptable



# Activation through a third party

## *Applications for Point of Sale materials*

### Integrity of the Olympic marks must be preserved

- i.e. no Olympic marks placed on the floor

### Area must be self contained

- Not give any association to the retailer and/or third party product



# Activation through a third party

## *Applications for Point of Sale materials*



✓ Acceptable



✗ Not Acceptable



# Commercial Activations

## *Retail Activations*



Would you approve this?



**WE  
ARE  
LONDON**

ONLY AT  
**JD**

**ARE YOU?** [adidas.com/wearelondon](https://adidas.com/wearelondon)

**adidas**  
official sportswear partner



 Acceptable



Would you approve this?

**GOLD**

YOU COULD  
**WIN\***  
GROCERIES FOR  
**ONE YEAR**

**SILVER**  
\$500 in groceries

**BRONZE**  
\$250 in groceries

TO ENTER, VISIT US AT  
**metro.ca**

 **Coca-Cola**  
WORLDWIDE PARTNER

\*SEE METRO.CA FOR DETAILS. Open to residents of Canada. In some other countries, Coca-Cola and Pepsi are not sold. ©2012 Metro Inc. All rights reserved. Metro Inc. is a registered trademark of Metro Inc. The Olympic rings are a registered trademark of the International Olympic Committee. Coca-Cola, Coca-Cola Zero, Coke, and Sprite are registered trademarks of The Coca-Cola Company. Fanta is a registered trademark of The Coca-Cola Company. All other trademarks are the property of their respective owners. In the United States of America, the Coca-Cola logo is used with permission of The Coca-Cola Company. \*Not for sale in the United States and some other countries. Terms and conditions apply. See metro.ca for details. ©2012 Metro Inc.

 Not Acceptable

Would you approve this?

**„Danke Mama,  
für deine Unterstützung vom ersten Tag an.“**

*Didi Bueche*  
Didier Cuche,  
Skirennfahrer

**1 PACKUNG = 1 SPENDE\***  
für die  sporthilfe

Auch Sie können mit kleinen Gesten Grosses bewegen – jetzt P&G Produkte kaufen und Schweizer Sporttalente unterstützen.

Jetzt bei 

\* Pro bei Coop verkaufter P&G Packung von 01.12.2011 bis 31.01.2012 spendet P&G 0.10 CHF an die Schweizer Sporthilfe – bis maximal 50 000 CHF.

 Acceptable

# Activation through a Third Party

## Example



**GO LOCAL**  
THAT'S BETTA!

"Hi, my name is Lauren from the Wilton store. Bring these amazing new Panasonic products into your home. Pop into your local Betta where we can help you pick the perfect one."

**LAUREN**  
WILTON 30 Ave. 312

<p><b>NEW!</b></p> <p><b>Image Requested</b></p> <p><b>SCHTZBDSGM</b> <b>\$1234</b></p>  <p><b>Panasonic SOUNDSAR</b> Theater Surround Sound System</p> <p><b>NEW!</b></p> <p><b>SCHC29G</b> <b>\$1234</b></p>  <p><b>Panasonic MICROSYSTEM</b> Theater Surround Sound</p> <p><b>NEW!</b></p> <p><b>SCAKK29GK</b> <b>\$1234</b></p>  <p><b>Panasonic MICROSYSTEM</b> Theater Surround Sound</p>	<p><b>Panasonic SMART 3D Blu-ray Home Theatre System</b> Toshiba 1080P Full HD Power Hybrid, 3.1ch Speaker System, WiFi Capable, 3D Capable, Bluetooth, Smartphone/Tablet Control, NFC Connectivity, USB 3.0/1TB HDD</p> <p><b>\$1234</b></p> <p><b>READY, SET, RECORD</b> Experience all your TV programs, applications and content online with our handy remote control and enjoy content in its native HD or 4K. Effortless viewing plus audio and video in Dolby Digital. Experience all your TV programs, applications and content.</p> <p><b>DMRXW440LX</b></p> <p><b>Panasonic SMART DVD RECORDER WITH TUNER AND TUNER</b> Multi Format Playback, WiFi Capable, Remote Recording, 7 DVD, 10 Ultra HD</p> <p><b>\$1234</b></p> <p><b>DMRM180GL</b></p> <p><b>Panasonic NETFLIX SMART 3D Blu-ray Player WITH TRIPLE HD TUNER</b> 3D Native, 2D-3D Conversion, 3D Capable, Audio DTS, PCM, AAC, 10 HDMI Inputs</p> <p><b>\$1234</b></p>
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Worldwide Olympic Partner




**Betta RENT IT** **RENT & KEEP IT**

TERMS & CONDITIONS APPLY. SEE ONLINE AT BETTARENT.COM.AU

**Acceptable**

Would you approve this?



The advertisement features a blue border. At the top right is the 'SAMSUNG' logo. On the left, there is a Samsung logo with the Olympic rings and the text 'official partner'. The main headline reads 'Free London 2012 football tickets' in a large, white, sans-serif font. Below this, in a smaller white font, it says 'with every purchase of a selected Samsung smartphone'. The central image shows a crowd of football fans at a match, with a Samsung Galaxy Note smartphone in the foreground. The phone's screen displays a soccer ball icon and the text 'Samsung Galaxy Note' and 'Free London 2012 football tickets'. Below the phone, the text 'Samsung GALAXY Note' is written. At the bottom, a white box contains the text: 'Buy any participating Samsung smartphone (Galaxy SIII, Galaxy Nexus, Galaxy Note) and get a complimentary pair of tickets to a London 2012 football match!'. In the bottom left corner is the 'Samsung GALAXY' logo, and in the bottom right corner is the text 'Only available at' followed by the '4u' logo.

SAMSUNG

SAMSUNG  official partner

**Free London 2012  
football tickets**

with every purchase of a selected Samsung smartphone

Samsung GALAXY Note

Buy any participating Samsung smartphone (Galaxy SIII, Galaxy Nexus, Galaxy Note)  
and get a complimentary pair of tickets to a London 2012 football match!\*

Samsung GALAXY

Only available at 



Would you approve this?



The advertisement features a blue border. At the top right is the 'SAMSUNG' logo. On the left, there is a Samsung logo and the London 2012 Olympic rings logo with the text 'official partner'. The main headline reads 'Free London 2012 football tickets' in a large, white, stylized font. Below this, it says 'with every purchase of a selected Samsung smartphone'. The central image shows a crowd of football fans at a match, with a Samsung Galaxy Note smartphone in the foreground displaying a football app interface. At the bottom, it says 'Samsung GALAXY Note'. Below the phone image, the text reads: 'Buy any participating Samsung smartphone (Galaxy SIII, Galaxy Nexus, Galaxy Note) and get a complimentary pair of tickets to a London 2012 football match!'. At the bottom left is the 'Samsung GALAXY' logo, and at the bottom right is the text 'Only available at' followed by the '4u' logo.

SAMSUNG

SAMSUNG

official partner

Free London 2012  
football tickets

with every purchase of a selected Samsung smartphone

Samsung GALAXY Note

Buy any participating Samsung smartphone (Galaxy SIII, Galaxy Nexus, Galaxy Note)  
and get a complimentary pair of tickets to a London 2012 football match!\*

Samsung GALAXY

Only available at 4u





**Activation  
through a third  
party**

—

**Digital  
application**



# Activation through a third party

## *Digital applications*



### All third party rules still apply

### Sponsor's promotion on a third party website

- Self-contained
- Mechanisms owned and controlled by the Sponsor

### No Olympic terminology in the third party URL

- Acceptable: *retailer.com/sponsorpromotion; sponsor.com/retailer*
- Not acceptable: *retailer.com/sponsorolympicpromotion*

### Content

- Limited Olympic content / stories can appear on the sponsor's page of the Third Party website

# Activation through a third party

## *Digital applications*



✓ Acceptable





# Activation through a third party

## Digital applications



 Acceptable



The screenshot shows a retailer website with a green header. The main banner features the text "NOC LOCAL SPONSOR BRANDED" and "SAVE UP TO \$60!". Below the banner, there are sections for "Shop for Products" and "Find Other Related Products". The website layout is clean and professional, with clear navigation and product listings.

 Not Acceptable



The screenshot shows a website with a green header. The main banner features the text "WIN THIS BACKPACK!" and "THIRD PARTY PROMOTION". The website layout is cluttered and unprofessional, with a prominent "THIRD PARTY LOGO" in the top right corner and a "THIRD PARTY PROMOTION" in a red circle in the bottom left corner. The overall design is less appealing and more cluttered than the acceptable example.

# Activation through a third party

## Digital applications



 **Acceptable**

The screenshot shows a retailer website with a green header. The main banner reads "NOC LOCAL SPONSOR BRANDED". Below the banner, there is a video player with the text "Watch the team train for the Olympic Games" and a play button. To the right of the video is another banner that says "NOC LOCAL SPONSOR BRANDED". The page layout includes a left sidebar with navigation links, a central product grid with three items, and a right sidebar with promotional text and a social media feed.

 **Not Acceptable**

The screenshot shows the same retailer website, but with a different activation. The main banner still reads "NOC LOCAL SPONSOR BRANDED". However, the video player area is replaced by a large text box that says "READ ALL ABOUT HOW (ATHLETE) PREPARES FOR THE OLYMPIC GAMES". The rest of the page layout, including the product grid and sidebars, remains the same as in the acceptable version.

**FAMILY DOLLAR**  
my family. my family dollar.

SEARCH: enter keyword(s)

Be a Fan, Follow Us, Watch Us, & Get Mobile Apps

WEEKLY ADS | COUPONS | SWEEPSTAKES | STORE LOCATOR | PRODUCTS | RECIPES | CAREERS

Receive savings in your inbox. **SIGN UP** >>> enter your email address

Home > PRODUCTS > Get \$5 OFF Home Decor

Compare & Save up to 30%  
Over 1,000 Food Items FOR LESS  
Savings For Your Baby  
Sign Up for Email & Mobile Savings  
Get \$5 OFF Home Decor  
Win a Family Vacation | Enter Now  
New Spring Clothing  
Personal Care  
Health and Wellness  
Beauty and Hair Care  
Laundry Care and Detergents  
Household Cleaning  
No Contract Wireless

LOLO'S MOM SPECIAL OFFERS LOLO'S JOURNEY

1

**LOLO'S JOURNEY**  
Follow Olympic Lolo Jones on her Journey through The London 2012 Olympic Games

2 Follow Lolo

3

twitter  
lolojones  
1. Lift weights. 2. Look in the gym mirror to see if there is instant improvement. 3. Repeat  
@ChrisSolinsky I spit out laughing reading ur tweet. Laugh of the day. Thx  
@ChrisSolinsky I spit out laughing reading ur tweet. Laugh of the day. Thx

4

**"Thank you, mom"**  
Find out why P&G is celebrating moms for supporting their children's dreams. >

5

THE OFFICIAL COUNTDOWN TO THE LONDON 2012 OLYMPIC GAMES

119	23	33	20
Days	Hrs	Mins	Secs

London 2012 Olympic Games

**X Not Acceptable**

LOLO'S MOM SPECIAL OFFERS LOLO'S JOURNEY

1

**LOLO'S JOURNEY**  
Spend \$25 on participating P&G brands and  
**Get a \$5 Visa® Prepaid Card** by mail  
Click to learn more. 1

LOLO'S MOM SPECIAL OFFERS LOLO'S JOURNEY

3

twitter  
lolojones  
1. Lift weights. 2. Look in the gym mirror to see if there is instant improvement. 3. Repeat  
@ChrisSolinsky I spit out laughing reading ur tweet. Laugh of the day. Thx  
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5

THE OFFICIAL COUNTDOWN TO THE LONDON 2012 OLYMPIC GAMES


119	23	33	20
Days	Hrs	Mins	Secs

London 2012 Olympic Games



Would you approve this?

facebook

**vitaminwater** ▶ party with **Jessie J**  
Food/Beverages · New York, New York



**win**  
**London 2012** tickets &  
party with *Jessie J*

we    
worldwide partner and best mate

enter your code below and hit submit for your chance to go to the London 2012 Olympic Games, with bells on.

you'll be having it rather largely in a **fantastic 5 star hotel** and getting unrivaled gold medal access to an **exclusive Jessie J gig**.


now don't panic, if you're **not sure where to find your code** just take a peek inside the Jessie J promotional sleeve you got with your special vitaminwater bottle, that's right, there it is, and... relax

unique code:

**submit**

**view downloads**

plus free exclusive *Jessie J* content with every promotional bottle




vater. revive  
vitamin b's + potassium  
fruit punch

Wall  
Info  
Friend Activity  
home  
Photos  
Events  
Videos  
Links  
Questions  
uncapped LIVE  
Glaceau Global  
**party with Jessie J**  
LESS

About  
hydration for every occasion

**3,162,977**  
like this

**21,039**  
talking about this

 **Acceptable**

# Activation through a third party

## Digital applications



The co-operative insurance Home emergency protection just 12p\* a year Find out more: quote & buy POPULAR SEARCHES ON DS

Apple iPad Katy Perry Pam St Clement Bel Ami

Like 38k Follow @digitalspy 49.9k followers

# digital spy

Home Headlines Fortunes Video NEW! Pictures Play & Win

SHOWBIZ MUSIC MOVIES TV SOAPS REALITY TV US TV CULT GAMING TECH COMICS BOLLYWOOD ODD MEDIA

News Showbiz Videos Pictures Fashion & Beauty Comedy Gay Spy 10 Things Celebrity Birthdays Showbiz Forum

Home > Showbiz Wednesday, March 7, 2012

## SHOWBIZ



### Sienna Miller: 'Pregnancy very exciting'

The actress confirms that she is in the "second trimester" of her pregnancy.

- David Arquette splits from girlfriend
- Oprah previews Bobbi Kristina interview
- Katie Price swimwear launch - pictures 2
- Kirk Cameron denies gay remark offensive 3
- 'Jersey Shore' Snooki confirms pregnancy 2
- Kim Kardashian: Kanye West is a genius 1
- Bleakley, Osbourne fitness launch pics 3
- Prince Harry shows off dance moves: pics 1
- Celebrity pictures: Carey Mulligan, more
- Monkees to miss Davy Jones funeral 2
- Bieber mother writing autobiography 3
- Jason Manford to make West End debut
- Snickers tweets cleared by ASA 6
- Uma Thurman: Election is a freak show

More Showbiz headlines



### LOVEFILM

Instant movies and TV series

FREE 30 day trial + £15 Amazon Voucher if you become a paying member

## MOST POPULAR

ARTICLES COMMENTS VIDEOS

- 01 Body found in search for EastEnders star 30
- 02 Reeditors 'hated Walking Dead twist' 17
- 03 Andy Gray: 'I consider anti-life' 24

MADE IN CHELSEA MILE Jennifer Lopez V Magazine Photoshoot - Behind The Scenes





# General Digital activations



# General Principles

## Content



### Purpose

- Showcase their sponsorship of the NOC and the National Olympic Team
- Cannot be perceived as reporting about the Olympic Games

### URLs

- Must contain the correct NOC terminology
  - *i.e. they should be related to the NOC or the National Olympic Team*



[www.NOClocalsponsor.com/NOC](http://www.NOClocalsponsor.com/NOC)  
[www.NOClocalsponsor.com/team\[country\]](http://www.NOClocalsponsor.com/team[country])  
[www.NOClocalsponsor.com/\[country\]OlympicTeam](http://www.NOClocalsponsor.com/[country]OlympicTeam)  
[www.NOClocalsponsor.com/team\[country\]sochi2014](http://www.NOClocalsponsor.com/team[country]sochi2014)



[www.NOClocalsponsor.com/Olympic](http://www.NOClocalsponsor.com/Olympic)  
[www.NOClocalsponsor.com/OlympicGames](http://www.NOClocalsponsor.com/OlympicGames)  
[www.NOClocalsponsor.com/Sochi2014](http://www.NOClocalsponsor.com/Sochi2014)

# Social Media

## *Principles*



**Olympic terminology** still stands

**“IOC Social Media and Blogging Guidelines”**

- For **participants and other accredited persons**
- Separate document published by the IOC prior to each Games edition

**#tags, schedule, templates to be submitted for approval**

**Monitoring** consumer posts required

Athlete's post or post tagging athlete's possible\*

Games-time: NOC and NOC local sponsors cannot act as an RHB/Media/Reporter





### Considerations

- Website URL
- Sitemap
- Mock-ups of the website structure
- Highlight all Olympic marks usage
- Video player format and layout
- Other branding elements or features
- All content (texts, images, videos)
- Social media integration into website / video player
- Any third party integration should be included in submission (service provider etc.)

# User-Generated Content



Concept  
must be **pre-**  
**approved**

Must be  
**monitored**

Focused on  
the  
**individual's**  
**personal**  
**experience**

Only videos  
shot **outside**  
**competition**  
**venues**

Not infringe  
on any  
**athlete's**  
**individual**  
**privacy**

**Not interfere**  
with the  
Olympic  
venue  
operations



## Other Digital Activations

- Partner Website
- Banners



### OMEGA STARTET DEN COUNTDOWN

Omega startet den -1 Year-Countdown mit einer speziellen Zeremonie in Seoul und bereitet sich als offizieller Zeitmesser auf ihren 25. Olympia-Einsatz vor.

[MEHR](#)

**VISA** | **commanditaire mondial**

Grâce à la carte Visa, vous pouvez gagner un voyage aux Jeux olympiques de Rio 2016

Utilisez votre carte Visa et vous pourriez GAGNER  
AUCUN ACHAT N'EST NÉCESSAIRE POUR PARTICIPER OU GAGNER. CLIQUEZ ICI POUR OBTENIR DES PRÉCISIONS. [Plus >](#)

En savoir plus.

# General Principles

## *Promotions*



No smart phones/tablets **brand names**, logos and/or images are allowed in promotions unless it is Samsung

If any devices are used in the app's promotion, the **promotion must be focused on the app and not on the device**

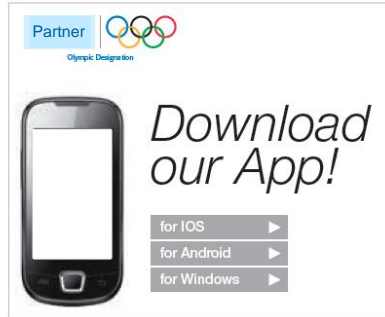
**Operating system:** text reference only

# General Principles Digital Activations

## Promotions

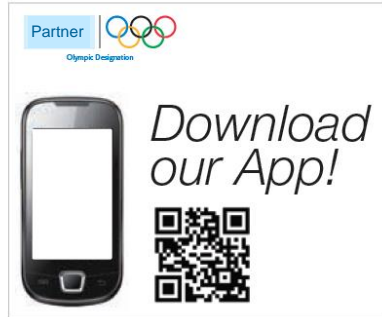


✔ Acceptable



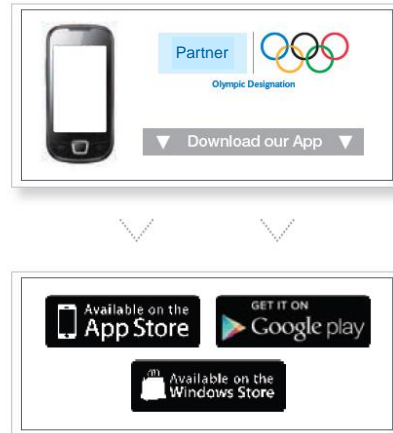
App may be promoted by a text reference to an operating system linked to the app store.

✔ Acceptable



App may be provided by QR code.

✔ Acceptable



The standard app buttons may be used if on a separate page free of any Olympic marks and/or content.

✘ Not Acceptable



The use of app store "buttons" is not allowed on any page that features Olympic properties.

# General Principles

## Promotions



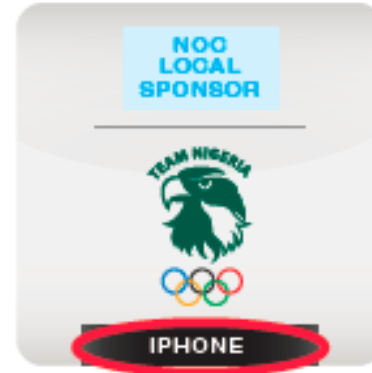
✓ Acceptable



✗ Not Acceptable



✗ Not Acceptable





## Use of Athletes



# Use of Athletes

## *Main principles*



Sponsor's responsibility to **clear all athletes rights**

**No endorsement** of the Sponsor by an athlete is allowed

**Athletes' apparel options** and branding restrictions apply in activations

NOC local sponsors should use **images focused on the National Olympic Team** and not images of the Olympic Games in general

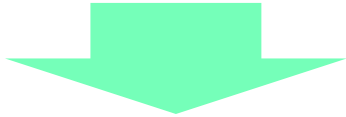


# Use of Athletes

## 2 options

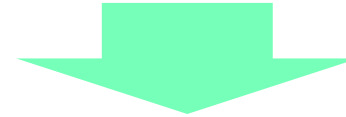


When NOC local sponsors choose to use athletes in Olympic-themed activations they have two options:



### Option 1:

Use Olympic Games photographs and footage



### Option 2:

Produce new photographs or footage, or use existing images from other sport events.

In both cases, a **Rule 40 waiver** will be necessary for Games time activations

# Use of Athletes



## *Option 1: Use Olympic Games photographs and footage*

### **Option 1:**

Use Olympic Games photographs and footage

**“Use of Olympic photographs and footage” guidelines apply**

**If the NOC apparel sponsor has changed in between Games editions:**

- Use the image as such approved providing it is clearly recognisable that it is an image from an Olympic Games edition
- When this is not possible, the activation must include a moniker such as “Athlete first & last name, Games edition + year”

**During Games time, Rule 40 applies**

# Use of Athletes

*Option 1: Use Olympic Games photographs and footage*



 Acceptable



# Use of Athletes



## Option 2: New or existing (non Olympic) images

### Option 2:

Produce new photographs or footage, or use existing images from other sport events.

Outside of Games Time

#### Current NOC uniform

#### NOC apparel sponsor branded apparel

- Rule 50 compliant size is always preferred

#### Past Games NOC uniform

- Provided it is still the same NOC apparel sponsor

#### Generic and unbranded apparel

- Any item of equipment and footwear must also be unbranded

#### NOC local sponsor branded clothing

- As long as the athlete does not appear in an Olympic Games sporting context.
- E.g.: Usain Bolt cannot wear NOC local sponsor branded clothing if he is running in a recreated Rio 2016 Stadium but he could if he is running in the streets of Rio or in a generic stadium
- Rule 50 compliant size is always preferred

# Use of Athletes



## Option 2: New or existing (non Olympic) images

### Option 2:

Produce new photographs or footage, or use existing images from other sport events.

During Games Time

#### Current NOC uniform

#### NOC apparel sponsor branded apparel

- **Must** be Rule 50 compliant

#### Generic and unbranded apparel

- Any item of equipment and footwear must also be unbranded

#### NOC local sponsor branded clothing

##### • **Not allowed in promotions**

- A composite logo may appear on athletes' apparel, as long as it is Rule 50 compliant and only during physical appearances at sponsors' events (e.g. press conference, motivational speeches)
- The images from these events can be used in PR materials on all platforms, but cannot be utilised for advertising campaigns

Would you approve this?



 Acceptable

Would you approve this?



 Not Acceptable

Would you approve this?



 Acceptable



Would you approve this?



 Not Acceptable

Would you approve this?



Outside of Games Time

Acceptable

Not Acceptable

During Games Time

Not Acceptable

Would you approve this?



Outside of Games Time

 Acceptable

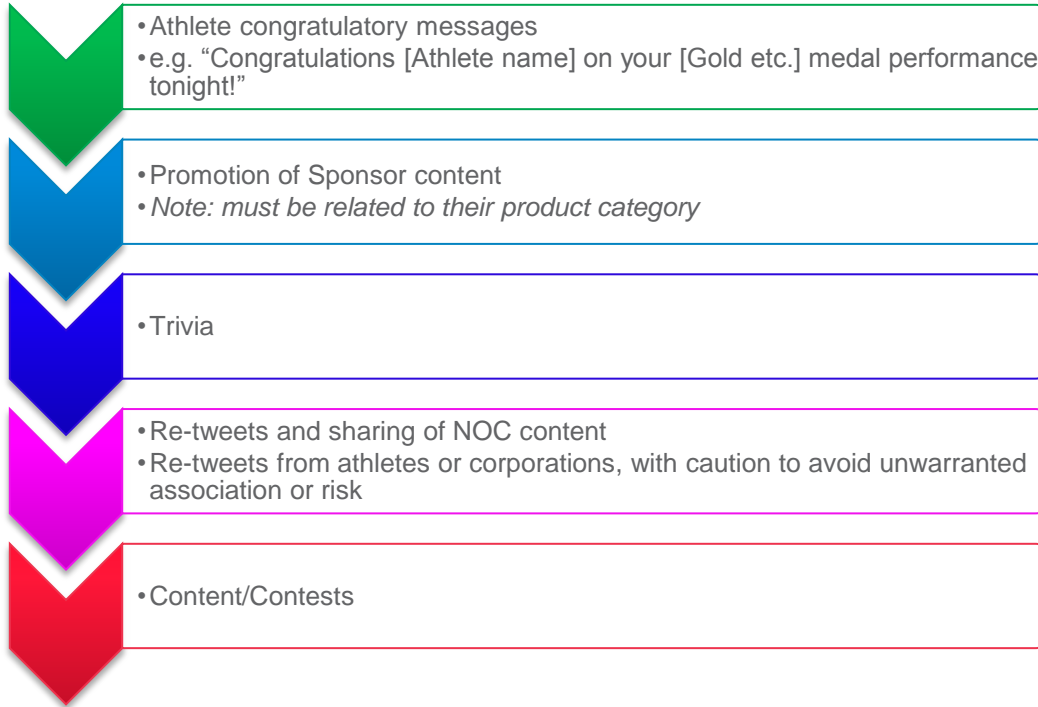
During Games Time

 Not Acceptable

 Acceptable

# Social Media

## Application – Sponsor messaging



# Acknowledgement of certain TOP partner rights



## General principles

Be aware of the TOP product categories  
Don't activate against TOP partner rights

# Games-time considerations





## What is Games-times?

- Period of the Games
- Special rules apply:
  - Activations with athletes (rule 40 Olympic Charter)
  - Clean venue principle (rule 50 Olympic Charter, also valid outside Games-time)
  - On-site activations in host city

# Rule 40



*Ensure the financial stability of the Olympic Movement and the viability of the Olympic Games by providing value to the Partners*

*Preserve the unique nature of the Olympic Games by protecting the Olympic Games and the Olympic brand from over-commercialisation*





# Games-time



## *Rule 40 – Games-time Activation with Athletes*

---

### **What is Rule 40?**

#### **Rule 40, Bye-law paragraph 3 of the Olympic Charter**

*“Except as permitted by the IOC Executive Board, no competitor, coach, trainer or official who participates in the Olympic Games may allow his person, name, picture or sports performances to be used for advertising purposes during the Olympic Games”*

**As per the IOC Executive Board’s decision, there are certain exceptions to this rule and Games-time advertising activities are regulated.**

# Games-time

## Rule 40 – Activation with Athletes



### Who does it apply to?

- **All participants:** Athlete, Coach / Trainer Official e.g judge

### When does it apply?

- **Start:** 9 days prior to the opening of the Olympic village
- **End:** 3 days after the closing of the Olympic Village

### Who can advertise?

- **NOC local sponsors**
- Broadcast Partners
- TOP Partners


### What is the process?


- Rule 40 Requests from all regions must submitted to Michiko Taniguchi
- Submission to the IOC

# Social Media


## Application – Athletes posting during Games Time



- 
- Athletes may post a link to Partner’s content as long as it is **directly related to the athlete**.
  - e.g. Athlete’s video shot by the Partner

- 
- **Thank you note** to Partner for their support.
  - e.g. “Thank you [Partner] for supporting me”

- 
- Reference a **personal experience at the Games**
  - e.g. “I had a great time @ the [Partner] showcasing/event today”

- 
- Cannot endorse products
  - e.g. [Partner] has the best [Products] #Partnerpromotion



# The Coca-Cola Company

## Non-Alcoholic Beverages



### SOFT DRINKS/CARBONATED BEVERAGES



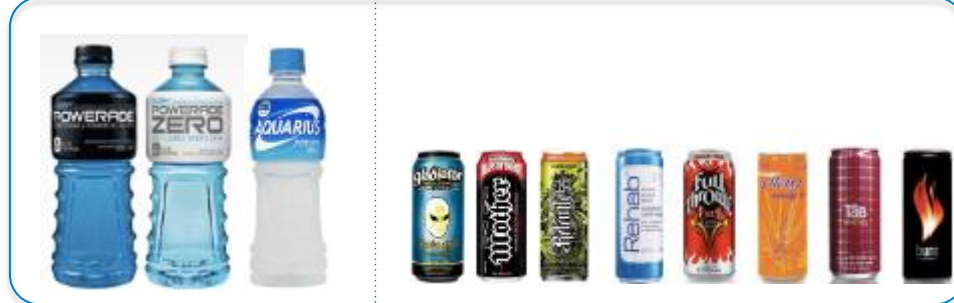
Coke, Sprite, Fanta, Dr. Pepper, Canada Dry, Kinley, Fresca...

### BOTTLED WATER



Dasani, Vio, Vitamin Water, BonAqua, Valsler...

### SPORTS & ENERGY DRINKS



Powerade, Aquarius, etc

Burn, Gladiator, Full Throttle, Play, Tab...



# The Coca-Cola Company

## Non-Alcoholic Beverages



### SMOOTHIES



*Innocent, etc.*

### YOGURT BEVERAGE



*Core Power, etc.*

### COFFEE & TEA



*Georgia, Honest Tea, Café Zu, etc.*

### JUICES



*Minute Maid, Odwalla, Fuze, Five Alive...*



**Atos**



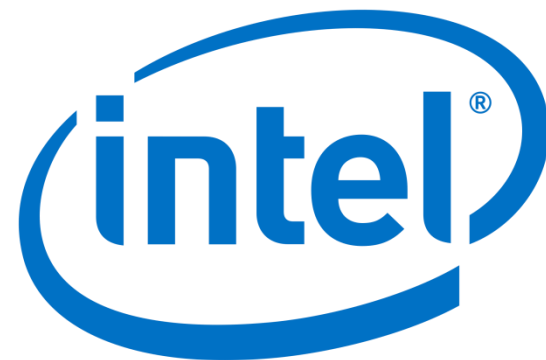
*Information Technology Products and Services*



# Intel TOP Partnership (2017 – 2024)



- Intel has exclusive rights as it relates to:
  - 5G Technology Platforms
  - VR, 3D and 360-degree Content Development Platforms
  - Sports Performance Platforms
  - Artificial Intelligence Platforms
  - Unmanned Aerial Systems (UAS)



# Alibaba Group

## *E-commerce and Cloud Infrastructure & Services*





## TIRES

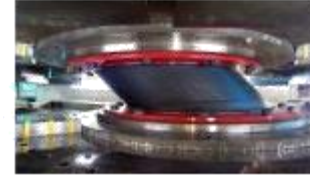


© 2010 Bridgestone Corporation. All rights reserved. Bridgestone is a registered trademark of Bridgestone Corporation. First production model of A380 (Singapore Airlines)

## AUTOMOTIVE VEHICLE SERVICES



## MULTI-RUBBER SEISMIC ISOLATOR



## MARINE FENDERS



## CERTAIN ROOFING & BUILDING MATERIALS



## BICYCLES (self-propelled bicycles as electric bicycles are in Panasonic's PC)



# TOYOTA

# Toyota Motor Corporation

*Vehicles, Mobility Support Robots, Mobility Services*



## VEHICLES



## MOBILITY SUPPORT ROBOT



## MOBILITY SERVICES





# Dow Chemicals

*The Official Chemistry Company*



**Product Category:** *Chemicals, raw materials and compounds used in the manufacture of products (but excluding such manufactured products themselves) in certain categories of application*

**Carbon Partnership:** *- Dow is the Official Carbon Partner of the IOC from 2017 until 2020.*



# General Electric

*Power, lighting, water treatment and transportation*



## ENERGY POWER GENERATION



## HOME APPLIANCES (USA only)



## ENERGY POWER Generation



## LIGHTING FIXTURES



## SECURITY SYSTEMS



## AIRCRAFT ENGINES



## Portable STRUCTURES





# General Electric

*Power, lighting, water treatment and transportation*



Baby incubator



Medical Equipment (i.e. Polyclinic in the Olympic village)

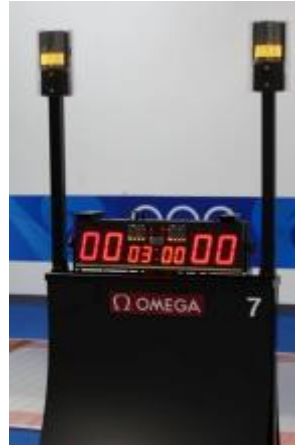


Spectacular lighting  
(i.e. London Bridge)

## WATCHES, CLOCKS & COUNTDOWN CLOCKS



## ELECTRONIC TIMING & SCORING SYSTEMS



## IN VENUE TIMING & SCORING SYSTEMS & SERVICES





# Visa Payment Services



## CREDIT AND CHARGE PAYMENT SERVICES



## DEBIT SERVICES



## PREPAID PAYMENT SERVICES DENOMINATED IN MONETARY UNITS



## TRAVELERS' CHEQUES AND TRAVEL VOUCHERS



## REMOTE PAYMENT SERVICES



## ELECTRONIC MONETARY VALUE EXCHANGE SERVICES



# ISM

## *Interactive Entertainment / Gaming*



**Partnership:** IOC Licensing Partner since 1992

**Product Category:**

- **Games-themed multi-sport** (meaning three or more Olympic sports disciplines)
- **interactive entertainment software** suitable for play on any Platform featuring well-known cartoon characters

**Objectives:**

- To develop and manufacture certain interactive entertainment software incorporating Olympic and Olympic related marks, images and terminology and to distribute, market, advertise and sell such Licensed Products



# THANK YOU



THE WORLDWIDE OLYMPIC PARTNERS



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