

# PARIS2024: THE OLYMPICS OF INFLUENCE



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## KOLSQUARE IS EUROPE'S LEADING INFLUENCER MARKETING PLATFORM

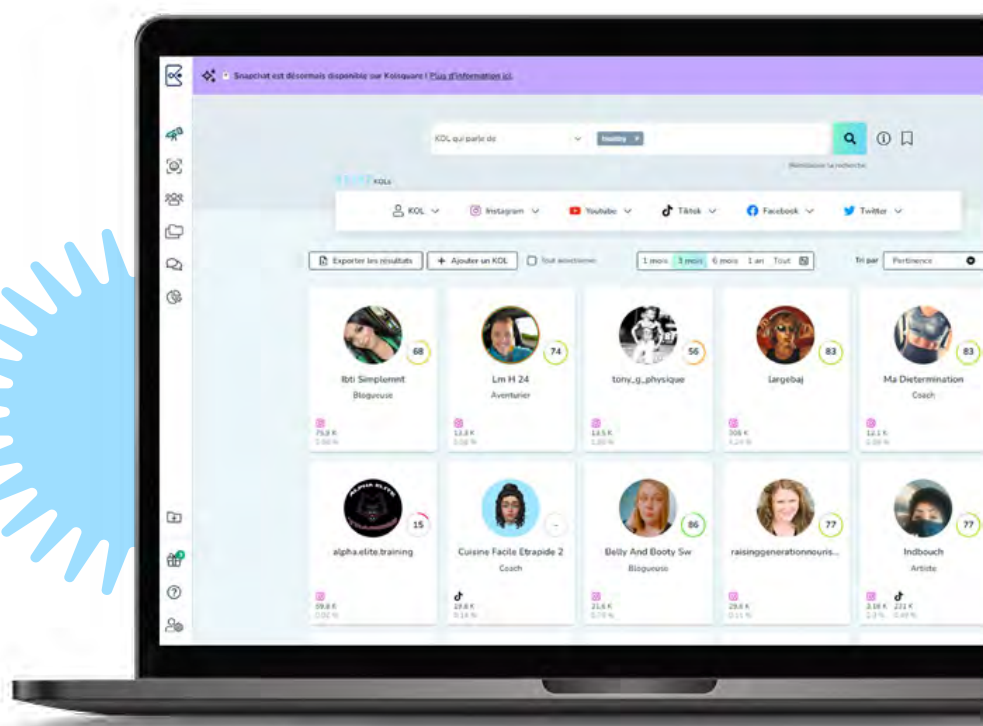
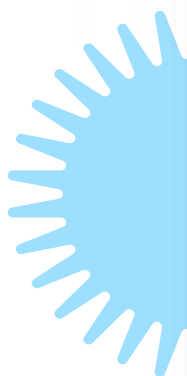
**A data-driven solution that enables brands to develop their Influencer Marketing strategies and implement authentic partnerships with content creators.**

Thanks to our technology, marketing professionals can identify the best KOL profiles, fully manage their KOL Marketing campaigns, measure their results and benchmark their performance against best practices. Kolsquare offers hundreds of customers (Coca-Cola, Danone, Publicis, Orange, Sézane, Decathlon, etc.) the latest Big Data, AI and Machine Learning technologies to activate inspiring and authentic partnerships with an exhaustive catalog of KOLs (Key Opinion Leaders) with over 5,000 followers in 180 countries, on Instagram, TikTok, Twitter, Facebook and YouTube.

As a Benefit Company since 2020, responsible influence is in our DNA and lies at the heart of all our partnerships with customers, KOLs and suppliers.

Visit [www.kolsquare.com](https://www.kolsquare.com) for more information or to book a demonstration with one of our influence experts. Or contact us directly at [contact@kolsquare.com](mailto:contact@kolsquare.com).

**Request a demo** →



# KEY TAKEAWAYS



Paris2024 will be **the most digitally engaged Olympic Games ever staged**, with mil-

lions of viewers around the world consuming Olympics and Olympics-related content through streaming services and social media channels. Many, if not most, of these viewers will be young, Gen Z audiences tuning into the Olympics, perhaps for the first time. This offers brands rich opportunities for meeting them where they are around themes which are important to them.



Despite the **IOC'S STRICT RULES** around Olympics advertising, it doesn't follow that only big brands with deep pockets can leverage the excitement of the Olympics. Creative marketers will lean into storytelling — not product placement — through influencer marketing to align with Olympic themes such as excitement, endeavor, health, strength, hope, and teamwork.



Times have changed. Whereas athletes and sports federations were once frowned upon for speaking out on social issues, to-day questions of **inclusivity, feminism, racism, and environmental sustainability** are at the very heart of the Olympic Movement. The sports vertical offers influencer marketers new ways of communicating around positive messages that are authentic to the brand and the KOL.

## SOME STATS TO GET YOU IN THE MOOD:



**64%**

of Tokyo2020 viewers consumed content on digital and TV platforms

**11%**

of Tokyo2020's audience consumed content on digital platforms only

→ The first Olympics stream on Twitch generated **720K live views** during Beijing2022

**#OlympicSpirit generated 2.1bn views** on TikTok during Beijing2022

**98%**

of interactions on Tokyo2020 Paralympics content on Facebook were positive

→ Tokyo2020 digital audiences delivered 250m digital 'cheers' on content



Don't get on the wrong side of the IOC. **RULE 40** of the Olympic Charter sets out the key principles by which participants, including athletes, can benefit from the commercial opportunities presented by the Olympic Games. Check out our quick FAQ for the dos and don'ts of Olympics advertising on social media.





# INTRODUCTION

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The excitement is palpable. Paris2024 will be the first Olympic Games since the pandemic. Unable to attend in Tokyo in 2021, some 15 million people — including 3 million international travelers — are expected to inundate Paris for the Summer Olympics and the Paralympics this July and August.

Spoilt for choice by the magnificence of the City of Light and the breathtaking achievements of the world's finest athletes, social media is set to be flooded with inspiring, exciting and moving content.

The opportunities for marketers to create impactful influence campaigns around the Games are almost endless. And this in spite of tough restrictions around the use of official Olympics logos and content.

Why? Because at its heart, influencer marketing is about creating and maintaining human connections through storytelling and shared values. And the Olympic Games are nothing if not about values and human stories.

Values of commitment, endeavor, health, hope, and achievement. Stories of teamwork, vulnerability and overcoming hardship to reach one's greatest potential.

There are plenty of reasons why the world collectively tunes in every four years to watch people twirl a discus, swim the butterfly, or sprint 100m.

But delivering successful campaigns requires more than creating content with a few macro KOLs watching their heroes win gold this summer. Savvy brands have already snapped up partnerships with athletes and sports content creators, and begun connecting with audiences around the major themes of the Games.

**“We’re already finding that large budgets are being redirected to sport, whether it is with Official Partners of the Games or not, because everybody wants to surf the Olympics wave. The idea already plays a major role in the global strategies of brands who want to associate themselves with general messages around health and sport,”**  
**comments Fraich’Touch agency Co-founder and Head of Talent Management Goulven Cornec.**





“As an industry, the question we’re asking ourselves is whether the hundreds of millions of Euros being injected into influencer marketing around the physical activity messages that are being promoted today, will just blow over in September 2024, or is there a real desire to use the Games as an impetus for a new way of communicating?”, continues Cornec.

Influencer marketing campaigns that see lasting success leveraging the Paris2024 Games will not be those which simply achieve the highest impressions during the four-week Games period.

Rather, brands which use the Games to permanently associate themselves with a positive and inspirational message that continues to resonate well after the Games are over will be the big winners.

“The challenge of the Olympics will be to connect with Gen Z, so there will be a lot of responsibility on influencer marketers to get it right. To incorporate marketing objectives into powerful human stories in a responsible manner. All eyes will be on it, so the industry must be responsible with the content it creates,” comments **Bluecell agency New Business and Strategic Sales Manager EMEA LATAM, Lala Prada Streithorst.**

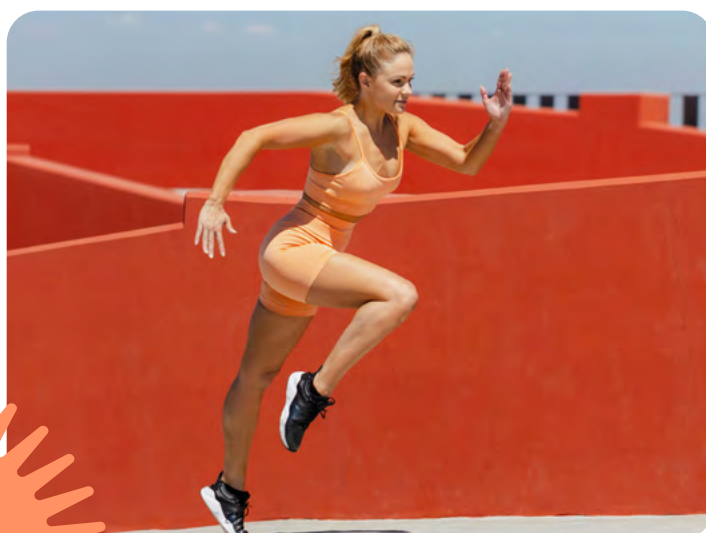
“But if we do manage to get the perfect match between the influencer, the right product and the right message, we are going to have really successful campaigns; much more successful than we have on average.”

Make no mistake, the competition will be tough. Many brands have already partnered with athletes and sports content creators, and begun incorporating Olympic themes into their messaging. And those that haven’t risk racing to the finish line via an intense bidding war to work for the best and brightest creators still on the market.

Meanwhile, audiences are more fragmented, with increasing numbers consuming Games and sports content on digital platforms and following their favorite athletes on social media. Reaching them where they are with inspirational content and innovative formats will be a key challenge.

But don’t worry. This is not designed to make you feel you’re late to the party if you haven’t yet defined your strategy for communicating around the Olympics.

**Kolsquare has got your back.**







1

From TV to digital: why Paris2024  
will deliver the most engaged online  
audience in history

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Not so long ago, linear TV was the only channel available for watching the Olympic Games. Families and friends would plan their social lives around being in front of the box at the designated time to watch the country's newest heroes triumph at the track in the 400m sprint, or in the pool for the 100m medley relay.

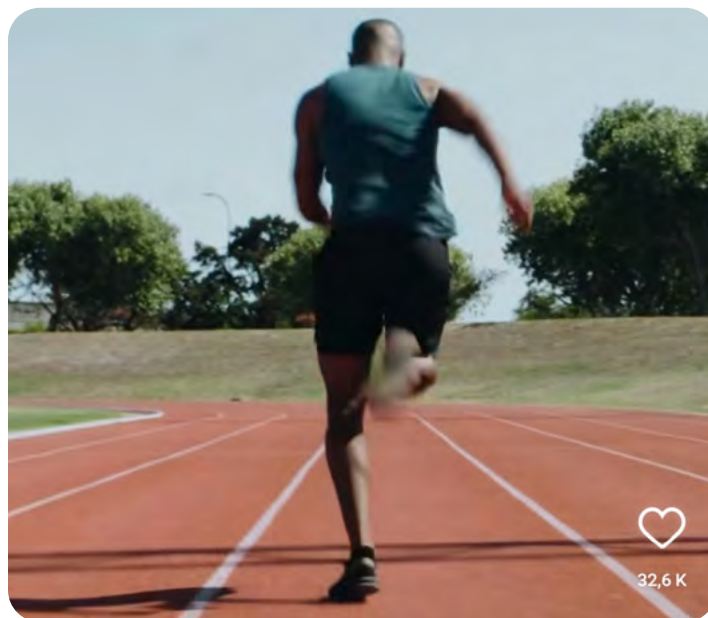
Today, with the broadcast landscape having undergone a seismic change, **spectators are tuning into the Games on demand** — be it events, medal ceremonies or behind-the-scenes content — across any number of digital channels.

The evolution has enabled spectators to engage with participants, support staff and visitors directly on social media, with the effect that the modern Olympics Games are **more inclusive** than ever before.

Since 2012, the [global TV audience](#) for the Olympic Games has shown a steady decline. During the 2020 Tokyo Games, which took place in 2021 due to the Covid-19 pandemic, the TV audience declined to 3.05bn compared to 3.2bn viewers who tuned in for Rio 2016.

But consumption of Olympics content on digital channels has significantly accelerated. The complete lack of spectators at Tokyo2020, and the ban on international travelers to the Winter Games a year later in Beijing, ensured the events were the [most digitally engaged ever](#).

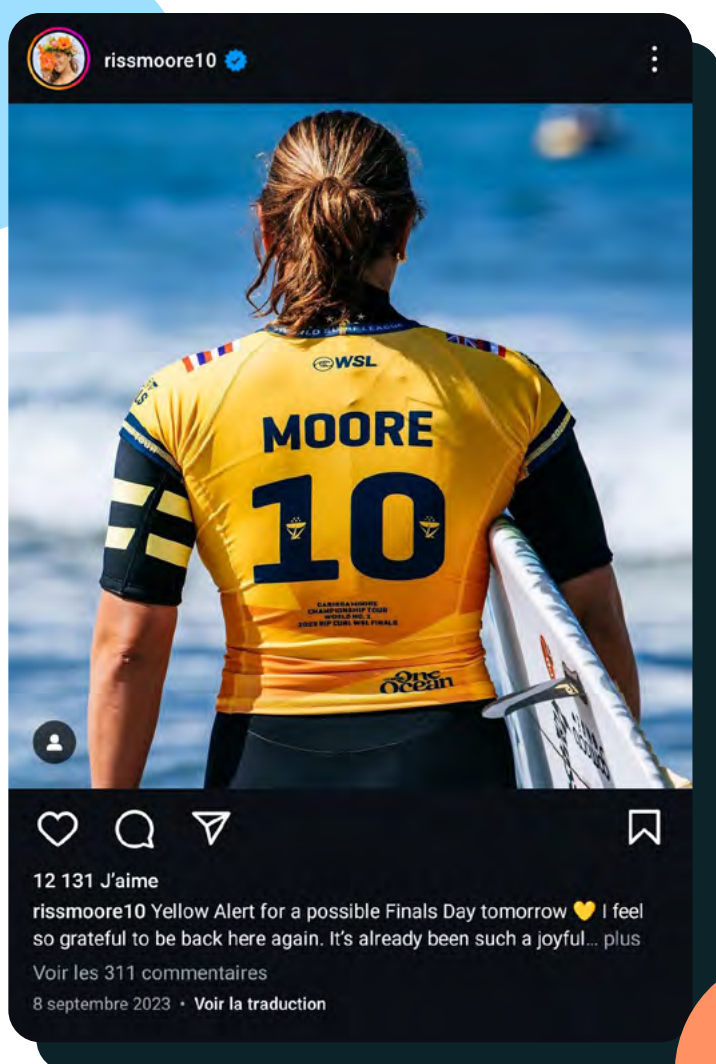
**64% of Tokyo2020 viewers watched the Olympics on digital and TV platforms.** The event generated a whopping [6.1bn engagements](#) on Olympics official social handles, as TikTok users took up the [#OlympicSpirit](#) challenge, Instagram users matched the poses of the Olympic mascot, and Snapchat users embraced the Olympic Spirit with a body tracking AR lens.



During Beijing2022, the first Olympics stream on Twitch raked in 720,000 live views of Olympic gymnastics medalist Nile Wilson (GBR) competing against gamer Captain Puffy in the official Beijing2022 video game.

So with a return of spectators against the spectacular backdrop of the French capital, it's reasonable to expect this year's Summer Games will break all records and then some for social engagement.

"Paris2024 will be the first time in history that we will have this huge, trendy context with the participants being so close to you. You're not going to be the kid that sits in front of the TV and sees people winning medals. You're going to see on your devices how they react, the path they took to get there. And you're not going to see them as superheroes but as people who achieve a lot and represent your dreams. This personal identification will be really something to measure. We're going to see a lot of engagement on Olympic content." **Bluecell New Business and Strategic Sales Manager EMEA LATAM, Lala Prada Streithorst.**



## IN A NUTSHELL: BEIJING WINTER OLYMPICS ON SOCIAL MEDIA



**3.2bn** engagements on  
Olympics social handles

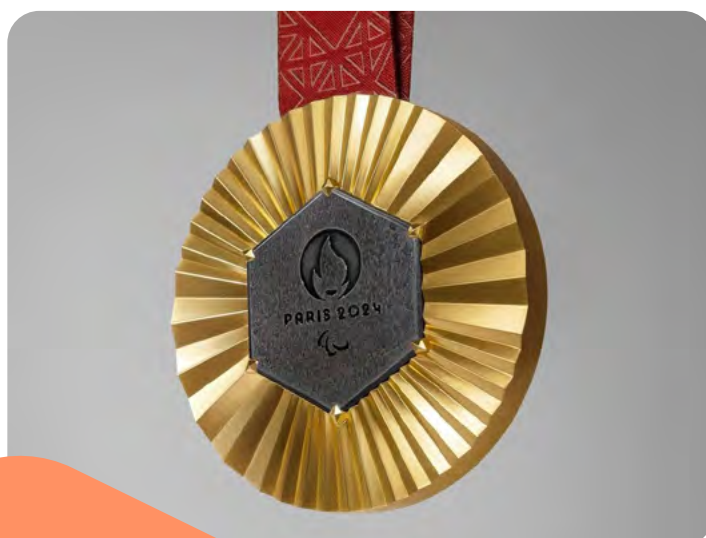
**11M+** new followers Olympics  
social channels

**2.1bn** video views of  
#OlympicSpirit on TikTok

**530m** video views on  
Olympics Instagram channel

**459m** video views  
Olympics YouTube channel

**329M** video views on  
Olympics Facebook channel





# A. WHAT'S THE STORY, MORNING GLORY: WHY OLYMPICS CONTENT LOVES NEW PLATFORMS AND CONTENT FORMATS

Digital platforms provide the space to tell Olympics stories that are bigger than the competition itself. From behind-the-scenes content, to satirical sports parodies and hashtag challenges, or food and lifestyle content, the opportunities for creative storytelling abound.

Television rights holders have understood this trend and acted accordingly. In the US, for example, Olympics rights holder NBC partnered with streaming platform Twitch during Tokyo2020 on an Olympics Channel that highlighted studio shows, gamified pre-Olympics activations and competitions.

And in France, national broadcaster France Télévisions plans to launch The Olympic Channel for Paris2024. The dedicated digital channel will cover the Olympic Torch Relay, related sporting and Olympics documentaries and content, but will not carry official events or medal ceremonies.

New platforms and formats enable brands to go beyond simply talking about sport for sports' sake, comments **Fraich'Touch agency Co-founder and Head of Talent Management Goulven Cornec**. Embracing new forms of content consumption like short video, podcasts and livestreams enables brands to create affinity and impactful projects around real messages.

“Today’s audience isn’t necessarily interested in the few seconds that the competition lasts. We’re happy if our athletes win a medal, but what do we really remember? We retain the story, the experience, the training sessions, the moments of doubt, failure and victory. The brands that position themselves on the inside of the story will be the big winners,” comments Cornec.

Digital platforms — be they streaming services operated by broadcasters or social media platforms like TokTok or Instagram — are where new and young audiences will be discovering and engaging with the Olympics on a mass scale.

The ability to like, **share and comment on digital Olympics content offers brands opportunities to reach audiences at a profoundly deeper level than in the past.**



## B. NEW FORMATS, NEW IDEAS, NEW OPPORTUNITIES

Make no mistake: Paris2024 will be the short video Olympics. With **TikTok** only just beginning to peak, and **Instagram Reels** and **YouTube Shorts** still in their infancy during Tokyo2020, this summer promises to deliver a deluge of short video content.

From athletes recording the Opening Ceremony on the Seine to the Paris locals hanging over their balconies with cell phones drawn, there are endless opportunities to partner with content creators for inspiring campaigns.

And unlike in the past, it is not an opportunity reserved only for international brands with deep pockets, but can be seized by brands of all verticals and sizes.

“Every brand has its own objectives, and the aim is to meet them in the most personalized and authentic way possible. With smaller budgets we can do interesting things working with micro influencers [...] and find creative ways of relying on opinion leaders, influencers or athletes,” comments **sports and entertainment influence agency House of Stories founder Martin Leroy**.

“It’s a barrier we encounter a lot, this preconceived idea that you have to have incredible budgets to be able to communicate via sport. There are lots of different ways to get messages across.”

This year’s Games also promise to forge new ties with Esports and streamers. Notable too, is that last year **the IOC launched the Olympic Esports Series in 2023**, a global virtual and simulated competition created in collaboration with games publishers and International Federations.

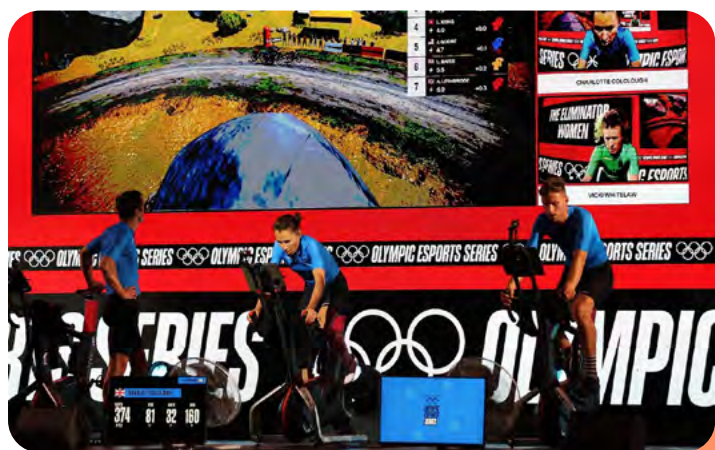


Meanwhile, Spanish Twitch streamer **Ibai Llanos** (15M followers) and the brains behind the wildly successful [La Velada del Año annual livestream boxing event](#), signed on with Eurosport as a commentator for the basketball events during the Tokyo2020 Olympic Games. Bringing his characteristic fresh and entertaining style to the broadcast Llanos’ role was **not limited to narrating the games, but also delved into detailed analysis and discussion** of the most relevant events of each match.

While the vast majority of the Spanish population over the age of 40 would never have heard of Ibai Llanos, he is **one of the most recognized figures of Spain’s Esports sector**.

The partnership represented not only a significant step forward in traditional sports broadcasting but also revealed a savvy understanding of how embracing new digital formats, platforms and their stars can bring new audiences to old formats.

Not to mention the influence its superstars can have on mainstream brands and events.





[@apeleteirob](#)

426K followers



## ANA PELETEIRO, PROVING MOTHERHOOD IS NO BARRIER TO COMPETING AT THE ELITE LEVEL

Triple jumper Ana Peleteiro (@apeleteirob, 426K followers on Instagram) has become a symbol of motherhood in sports by proving that it is possible to have a healthy pregnancy without giving up her dreams and sports career. Through her Instagram account, Peleteiro shared the progress of her pregnancy through to the birth of Lúa. Her honest and transparent account had a significant impact on the sports community, dismantling the entrenched idea that motherhood and elite sports are incompatible.



LVMH  
ARTISAN DE TOUTES  
LES VICTOIRES



[@enzo\\_lefort](#)

31,2K followers



## LVMH AND ENZO LEFORT: ARTISANS OF ALL VICTORIES

Official sponsor of Paris2024, luxury conglomerate LVMH has developed the **Artisans of All Victories** concept that combines the group's DNA in master-craftsmanship with sporting excellence. As part of the campaign, LVMH partnered with French fencer and World and Olympic champion Enzo Lefort. With a small Instagram following (@enzo\_lefort 31K) compared to his outsized achievements, Lefort offers LVMH another opportunity to connect with his audience through his *Le Rebond* podcast, where he discusses the challenges — mental and physical — of competing at an elite level. The partnership is a prime example of how sporting KOLs can be leveraged to deliver powerful messages for brands of all stripes.





Paris2024: Big issues mean big responsibility on brands and KOLs to get it right.

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Beyond winning medals, beyond creating history, beyond representing one's country at the highest level, the real power of a sporting event like the Olympic Games is its ability **to drive awareness of social issues.**

At its heart, the Olympic Games seek to build a better world through sport. It drives this ambition by **fostering inclusion with initiatives like the Refugee Olympic Team**, the development of the **Paralympic Games**, and **local initiatives** to encourage young people to take up sport.

Outside of the Games, sportsmen and women have long been aligned with social causes close to their hearts. Some speak out organically, recognizing the power of their platforms to drive conversations and change.

Others, like football players [subject to racist slurs](#) from club supporters or [unwanted public](#) kisses from team officials in moments of victory, find themselves forced to take a public stand whether they want to or not.

“The Games represent so much more than sports. We see Paralympians getting cyber harassed, racial abuse, issues of acceptance linked to the LGBTQ community. These messages are booming in the sports world and all are linked to Paris. The Olympics is not just about sports and physical activity, it's linking it all together. Where we're going to win is by thinking about strategy before we think about profitability. Do I prefer profitability over a story that will endure long after the games are over?”, **Fraich'Touch agency Co-founder and Head of Talent Management Goulven Cornec.**





## LILI ÁLVAREZ: BLAZING A TRAIL IN SPORT, FASHION AND FEMINISM

Spanish international tennis player and Olympian Lili Álvarez is an icon of Spanish fashion and feminism. The first Spanish woman to compete in a Summer Olympics in 1924, Álvarez's influence transcended the tennis court as she positioned herself as a fashion icon in 1920s and 30s Europe.

Álvarez shocked the tennis world by sporting a divided tennis skirt (shorts, in modern parlance) designed by Italian fashion designer Elsa Schiaparelli. Her ability to fuse sporty elegance with the sophistication of Parisian fashion captured the imagination of designers and admirers alike.

Her avant-gardist approach had major fashion houses from Chanel, to Patou and Schiaparelli competing to dress her, recognizing the power of the athlete's influence with a female audience. Her collaborations with these brands not only catapulted her to the top of the fashion world, but also made her a precursor of the term influencer in the sports field well before the concept existed.

Although steeped in sporting competition, Paris2024 is about so much more.

Prominent athletes like Spanish triple-jumper Ana Peleteiro, or American track and field Olympian [Allyson Felix](#) (@allysonfelix, 1.12M followers on Instagram) are leading a movement **to raise awareness about the importance of supporting female athletes who are mothers**. By challenging traditional stereotypes, these athletes send a powerful message: motherhood and athletic success can not only coexist, but can also complement and strengthen each other.

For influence marketers, opportunities lie in identifying common themes in stories of role models like Peleteiro and Felix and developing creative campaigns around them that will resonate with the right audiences.

In France, for example, as the government aligns with the Olympics to promote a general health and wellness campaign around the importance of movement, brands and public authorities are turning to influencers to widen the scope of their messaging.

"What is positive is that the message is going in the right direction: in terms of getting moving, being healthy, feeling good, and reducing one's mental load through sport. All these issues revolve around this wonderful event that we're hosting in France," comments Cornec."





## A. TREAD CAREFULLY: NOT EVERY BRAND OR KOL CAN, OR SHOULD, COMMUNICATE ON EVERY ISSUE

With so many opportunities to communicate around positive messages, running influence campaigns incorporating the Olympics nonetheless carries two key risks:

1. Accusations of hypocrisy, insincerity and/or greenwashing;
2. Drowning the audience in content.

In some verticals, KOLs active in verticals other than sport are beginning to feel the financial pinch of brand attention being focused on athletes and messages that feel unfamiliar to them.

The risk is that in attempting to surf the wave of the Olympics, **KOLs and brands will deliver the wrong message and expose themselves to backlash.**

“Sport is an extraordinary vector for change in society. We’re seeing a growing search for meaning in activities and events in the sector. We’re trying to ensure that influence can also be a tool for responding to these issues. We make sure our athletes are aware of these issues and are regularly approached by advertisers and events looking to develop them.”  
**Sports and entertainment influence agency House of Stories founder Martin Leroy.**

Before the Paris2024 has even begun, users are already calling out double standards.

**According to organizers Paris2024 has committed to being the most environmentally sustainable Games ever.**

The event has aligned with the Paris Agreement to half emissions and offset residual emissions to ensure carbon neutrality.

But while the intentions are laudable, the execution of a truly sustainable Games remains extraordinarily complicated. Games organizers have already [come under fire](#) for greenwashing over plans to build a new judging tower for the surfing events at Teahupo’o Beach in French Polynesia, despite the sport’s federation saying it’s not required.

Meanwhile, the [official Paralympics TikTok account](#), which has 3M followers, has been accused of being insensitive for its use of memes and audio which some users say mock and demean athletes.

In the current market, where audiences crave **authenticity** above all, brands and KOLs should attach themselves to messages with caution. Just as not everyone is capable of running a marathon, neither is everyone capable of effective communication around sensitive issues.

“Audiences will be expecting a deluge of content and digital means they are in control, they can switch off whenever they want. If you choose the right influencer with the right message to speak to your target audience, you will gather them naturally. But there is a very high standard for agencies and brands to think in a strategic way and connect with the audience in a way that is truthful and honest,” comments **Bluecell agency New Business and Strategic Sales Manager EMEA LATAM, Lala Prada Streithorst.**





## LE COQ SPORTIF TAKES TO THE STREETS WITH PARALYMPIAN DIMITRI PAVADÉ

Le Coq Sportif, clothing merchandise supplier to the Paris 2024 Olympic Games, has been collaborating with Paralympic gymnast Dimitri Pavadé since 2019. The partnership aims to promote inclusion and the Olympic Spirit. Using creative tools such as vox-pox sidewalk interviews and contests on Instagram, Pavadé and Le Coq Sportif highlight diversity and sporting excellence. With over 7K followers for Pavadé and 390K for Le Coq Sportif, their collaboration delivers messages of perseverance and equality. Online competitions and engaging directly with the public deliver increased visibility; with Reels gaining 176K views in some cases. This initiative reinforces the inclusivity message of the Olympic Games, and illustrates the positive impact brands can have in celebrating sport and its values







3

Get creative: surf the Olympic wave by partnering with a variety of athletes and creators

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One of the many beauties of the Olympic Games is that **anything can happen**. From a country's golden girl having a bad day at the office or a member of the relay team twisting an ankle mid-race, hopes can be dashed in the blink of an eye.

Equally, athletes no one has ever heard may rise against the odds to... come last, but inspire millions with their courage and determination as they do so. (They might also win and go on to global superstardom, but that's another story.)

The Olympics and Paralympics are full of these **stories**. That they are the stories most likely to resonate with audiences and go viral is evident from the stats.



THE TOKYO2020  
PARALYMPICS  
GENERATED:



4m

social interactions on  
Facebook, Twitter and  
Instagram

12m

video views on YouTube

4m

video views on  
Facebook

98%

of interactions on  
Facebook were positive





**Aitor Francesena Uria** (@aitorfrancesena, 13K followers on Instagram) is a **blind** surfer from Spain's Basque region who has twice been crowned ISA world champion and world champion of the ASP world circuit of adapted surfing. With surfing entering the Olympic roster as an official sport for the first time at Paris2024, Uria is set to make his Olympic debut. Despite losing his sight completely at the age of 42, Uria has continued to practice the sport he is so passionate about, reinforcing the message that **disabilities need not be a barrier to doing the things we love.**

In addition to his outstanding career as a surfer, Uria is known for his work as a national surf coach and for being a pioneer in the creation of a surf school. He has also written a surfing manual called «**Las olas contadas**» (Counting the Waves). Currently, Uria has a community of more than 13,000 followers on Instagram who trust the quality of his content and work, which is reflected in the 84 credibility points in his audience on Kolsquare, and an average engagement of 4.97% in his publications.





## Thinking outside the box

Influencer marketers who come home with medals from this year's Olympic Games will be those who think long-term and outside the box of traditional content creation strategies.

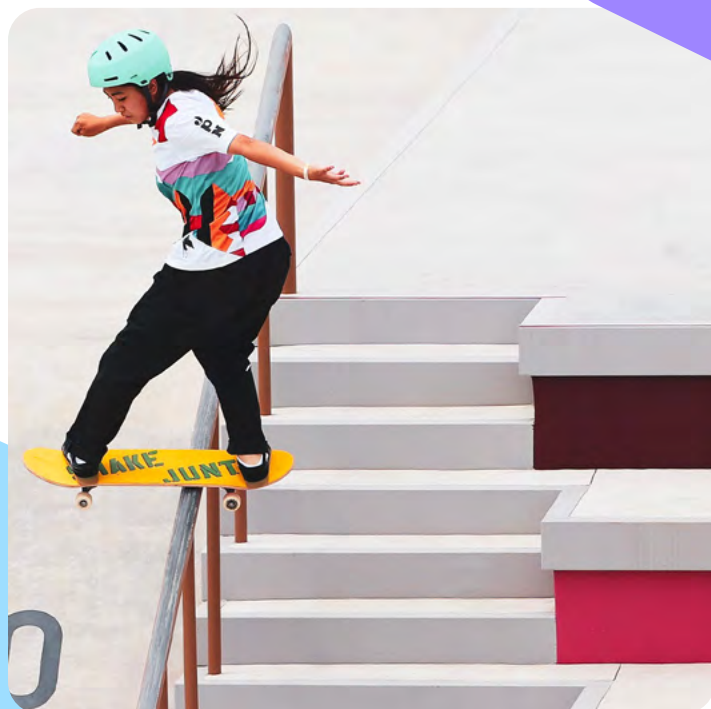
“One of the major challenges is how to combine the codes of influence with those of sport, without distorting either one. That means not breaking with the traditions or values of sport, but still being disruptive and open to new actions and formats,” **comments House of Stories cofounder Martin Leroy.**

Brands might not be able to post campaign content with athletes during the Games Period, but partnering with them **over the long-term for lasting and authentic campaigns will be a winner.**

Athletes have plenty of stories to tell. From what they're eating when training to the sacrifices competing at the elite level requires, or what they're wearing on a rare night out (#GRWM). Add the fact that many competing in Paris will be Gen Z digital natives, and chances are they already have small but loyal and engaged followings to leverage on social media.

Not only that, but Paris2024 will welcome **four new events** that are bound to be a hit with the younger generations: **surfing, sports climbing, breakdancing, and skateboarding.**

Partnering with KOLs in these verticals — whether on their own or in collaboration with Olympics athletes — on creative content campaigns is all but guaranteed to reach new audiences.





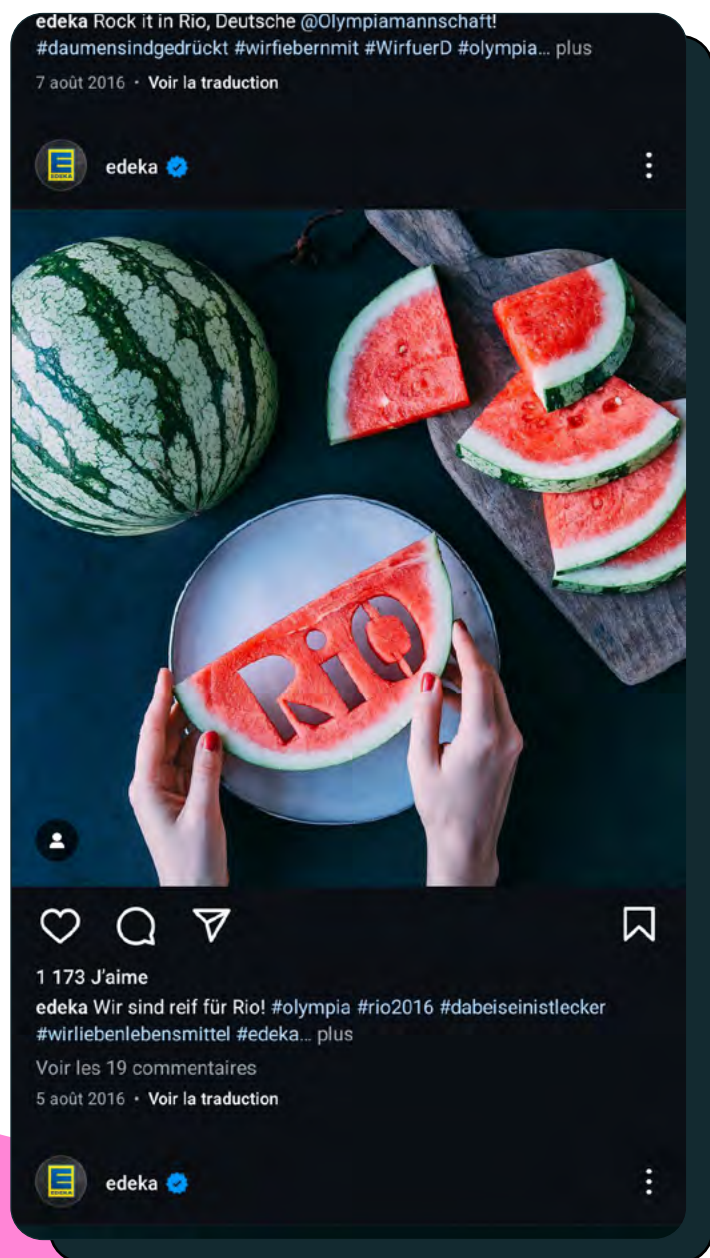


French breakdancer **Khalil Chabouni** (@khalil\_chabou, 22.6K followers on Instagram), has almost 20 years' experience in **breakdancing** and will make his Olympic debut at Paris2024. Through his Instagram and Facebook accounts, Chabouni shares his journey to the Games, revealing the behind-the-scenes of his training and offering a glimpse of his art. His perseverance inspires a growing community of breakdance fans, both in France and abroad. Beyond his personal ambitions, Khalil plays a crucial role in promoting breakdance as an artistic and sporting discipline. Originating in the underprivileged areas of New York, breakdance is now recognized worldwide thanks to artists like Khalil, who push the limits of creativity and originality. As an ambassador for hip-hop culture and the Olympic movement, **Khalil Chabouni embodies the spirit of innovation and diversity**. Sponsored by Nike, he brings a new dimension to the breakdance scene and is paving the way for his high-profile entry into the next Olympic Games.



Experts say leveraging creators from verticals outside sport to align with Olympic themes will be a key brand strategy during the Games. Plenty of subjects like food, health, and lifestyle align with the Games. Innovative content could involve competitions, parodies, commentary of everyday events as a competition, and more. All without mentioning the Games themselves.

“Let’s get the two worlds of non-sporting creators and top-level sports men and women talking together to try and convey the best message”, comments **Fraich’Touch agency Co-founder and Head of Talent Management Goulven Cornec**.



## TALKING FOOD AT THE OLYMPICS

In 2016, during the Olympic Games in Rio, German supermarket chain Edeka created a campaign dubbed “**The Culinary Games**». **Edeka** had partnered with the German Olympic Sports Confederation for the team’s nutritional needs. For The Culinary Games, Edeka worked with influencer and actress Janina Uhse (@janinauhse, 728K followers on Instagram) and TV chef Tarik Rose (@tarikrose, 16.1K followers on Instagram) and sent the two of them on a culinary tour of Copacabana.







## FAQ



# OLYMPICS ADVERTISING ON SOCIAL MEDIA, WHAT YOU CAN AND CAN'T DO

**Rule 40** of the Olympic Charter sets out the key principles by which participants, including athletes, can benefit from the commercial opportunities presented by the Olympic Games.

The International Olympic Committee (IOC), together with National Olympic Committees (NOC) are responsible for implementing the guidelines of Rule 40.

**Who may use the Olympic brand or trademarks in advertising and social media content?**

Only official Olympics sponsors who have paid for the rights.

**Can I use common phrases like 'Go for Gold' or 'Road to Paris', or hashtags like #Paris2024 in advertising content during the Games?**

No. Companies which are not official partners of the Games cannot use any phrases or hashtags trademarked by the IOC.

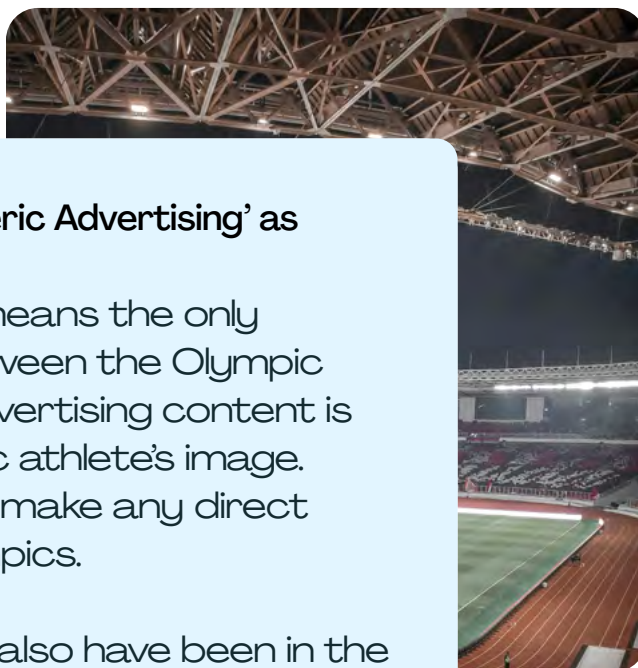
**My brand is a personal sponsor of an Olympic athlete; can I run a campaign during the Games Period (18 July – 13 August, 2024) featuring this partnership?**

Yes, if:

- You have the athlete's permission;
- The campaign respects IOC policies regarding activities that are incompatible with the Olympic Movement;
- It is generic advertising.







**Wait a second, what is ‘Generic Advertising’ as defined by the IOC?**

- Generic advertising means the only connection made between the Olympic Movement and the advertising content is that it uses an Olympic athlete’s image. The content must not make any direct reference to the Olympics.
- The advertising must also have been in the market for at least 90 days prior to the Games Period (ie. before April 18, 2024).
- The advertising must be planned to run consistently and not materially escalated during the Games Period.

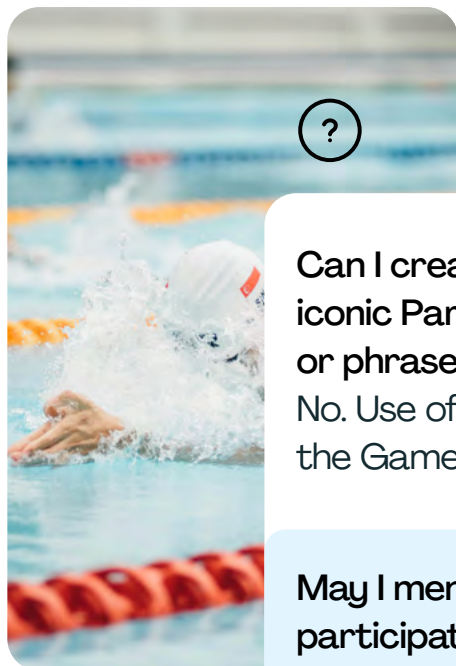
**If my content complies with the conditions of generic advertising, can I boost it with paid media during the games period?**

No. Generic advertising as defined by the IOC must be in the market at least 90 days prior to the Games, should run consistently and must not be materially escalated during the games period.

**May I create and use content advertising that my sponsored athlete is participating in the Paris Games?**

No. Even if the campaign has been in the market for over 90 days, you may not make any connection with the Paris Summer Olympic Games in advertising content, unless you are an Official Partner.





**Can I create content that combines my athlete with iconic Paris imagery, if I don't use any Olympics logos or phrases?**

No. Use of iconic Paris imagery implies a connection to the Games.

**May I mention my athlete's previous Olympic participation in my content?**

Yes, if it is listed factually and not more prominently than the athlete's other sporting achievements.

**May I use an image of my athlete wearing their Olympic team uniform?**

No.

**My product is a sports energy drink. Can I run content with my athlete claiming its performance benefits?**

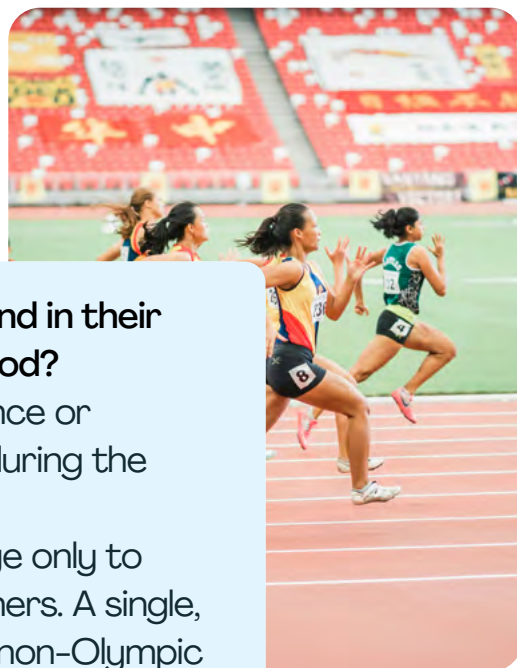
No. Content must not include or imply that a product or service enhanced an athlete's performance.

**When can I post a congratulatory message for my athlete?**

Before or after the Games Period, but not during. Congratulatory messages must not include any Olympic imagery such as medals or official events.







**Can my partner athlete mention my brand in their personal content during the Games period?**

An athlete cannot make repeated reference or connection to their sponsors in content during the Games Period.

Athletes may post one thank-you message only to each of their personal non-Olympic partners. A single, identical thank-you message to personal non-Olympic partners during the Games can be posted to multiple platforms, but posts must be scheduled to appear simultaneously.

**Can I repost athlete content from the Games?**

No. You cannot repost Olympic content or thank-you messages from athletes.

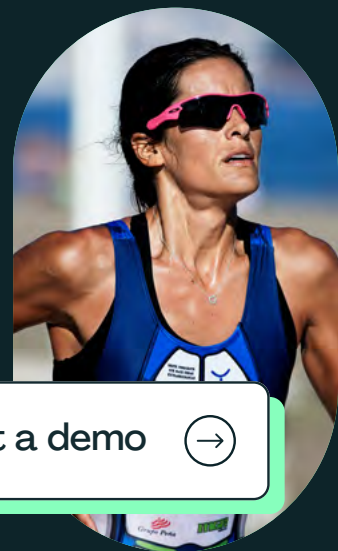
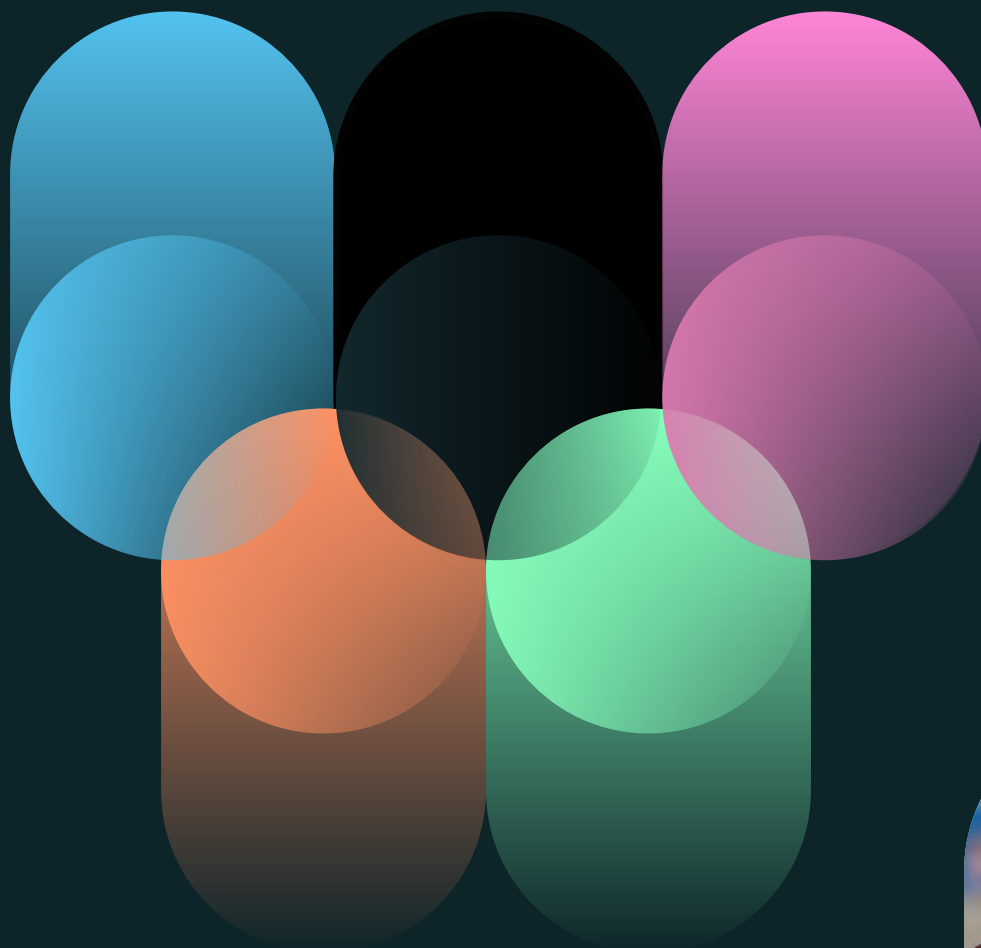
**Can my athlete partner repost content from the IOC or National team accounts?**

Yes, but any reposting of official content must not refer to non-Olympic partners.

**Is there anything else I need to know?**

Brands intending to run campaigns in more than one territory and featuring Olympic athletes during the Games period must notify the IOC or the NOC by 14 June 2024 via the following link. [rule40.olympic.org](https://rule40.olympic.org)





Request a demo



**Sophie Douez**

Journalist

[sophie.douez@kolsquare.com](mailto:sophie.douez@kolsquare.com)

**Lucie Torres**

SEO & Content Manager

[lucie.torres@kolsquare.com](mailto:lucie.torres@kolsquare.com)

