



# OLYMPICWATCH

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INFORMATION

## Ad Round Up



February, still six months from the opening ceremony, it is still the Chinese domestic market that leads the way in terms of new Olympic-led advertising activity.

Perhaps the highest profile brand to reveal its hand in February was **Nike**, which has just launched the first phase of its activity (see this issue's Case Study).

This is just the opening gambit from Nike which will run a wave of activity from now until the closing ceremony. Indeed, the Portland based sportswear giant spent a hefty Rmb 72m for space during CCTV's live games broadcasts in the last round of the CCTV auction, which covered the residual airtime around the Beijing Olympics.

Figures from that auction showed an 18% increase (up from the previous year's 15% rise) with total bids topping US\$1bn. July and August, which usually mark the low TV revenue season in China, surged 47% above the same period in the previous year.

Many of the other official sponsors and key Olympic advertisers who bought CCTV slots during the games have yet to roll out their core work. For example, official Olympic sponsor **Air China**, which won the bidding for the 15-second commercial slot during the weather forecast in the Olympic month of August with a bid of nearly Rmb 37m, has yet reveal its key work and its Olympic-related above the line advertising to date as largely been limited to featuring the sponsorship logo at the end of its TVCs (as demonstrated in the example top right).

The same is true for energy drink **Red Bull**, which purchased prime space in the Olympic-related 'Star of Today' show through July and August (an integrated package which includes CCTV website exposure, newspapers' slots, IPTV, HDTV, and mobile marketing, as well as TV airtime). However, the brand's most recent February Chinese print work does show signs that its creative is moving towards aligning itself – on this occasion through imagery – to mainstream Olympic sports rather than just the more extreme, alternative sports that are the brand's traditional main area of focus.



## Feature

### Risk, Negative PR and the Beijing Olympics

By Paul French

*In recent months stars such as Steven Spielberg and Haile Gebrselassie have raised a number of issues – from Darfur and Tibet, to pollution, the environment and censorship of the press and the Internet censorship – in connection with the Beijing Olympic Games.*

*As these stories are brought to the world's attention, marketers and sponsors are increasingly realising that they need to prepare themselves for a range of potential protests, uprisings and negative PR that may threaten the Beijing Olympics.*

*How China will handle any protests and what the international public response will be remains to be seen, but with the world watching, sponsors will be praying the 2008 Olympics are remembered for all the right reasons.*

Drama, timing and telling a good story are all key elements of Steven Spielberg's Hollywood movie-making magic. A few weeks ago the Hollywood director used these skills cleverly to maximise publicity for the ongoing tragedy in Darfur with his highly public announcement that he was

resigning from his role as artistic director for the Beijing 2008 opening and closing ceremonies. To date the Spielberg affair has been the highest profile of the political minefields and image problems that may surround the games which many marketers must prepare and plan for.

Spielberg's decision came as a significant publicity blow for the Beijing Government and the Organising Committee, but a major success for Dream For Darfur, an NGO seeking to seeking to pressurise those connected to the Beijing games – organisers, politicians and sponsors – over China's connections with the Sudanese Government.

Darfur is just one of a slew of issues connected to China being raised by lobbyists, protestors, support groups and politicians. Just last week another much publicised story broke with an announcement from Ethiopian long distance legend Haile Gebrselassie that he will not run the marathon (the event in which he is the current world record holder) in the Beijing Olympics because of Beijing's air pollution levels. "The pollution in China is a threat to my health and it would be difficult for me to run 42km in my current condition," Gebrselassie said.

#### Legacy Of Negative PR

Of course negative press and the Olympics is nothing unique to the Beijing Games. Recent Olympics from Salt Lake City, Turin

and Athens have all had their fair share of negative PR. Indeed, London 2012 has already been the subject of endless negative column inches too.)

From the Cold War tit-for-tat US/Soviet boycotts of the Moscow and Los Angeles games, to Black Panther fistful salutes, the Ben Johnson drugs crisis and the critical press in Athens about building delays, traffic congestion and pollution, the Olympics are a regular, high profile target. Perhaps the most controversial of them all was the way Hitler and Goebbels attempted to manipulate the Berlin Games of 1936 by using it to promote Nazi ideology.

Indeed, until fairly recently the Beijing Organising Committee for the Olympic Games (BOCOG) was feeling pleased with itself. After Beijing had been awarded the Olympics there was a rather muted outcry about human rights from organisations



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## Campaign Focus > Nike

### 'Chone/Heroes: Just Do It'

*'Chone' is the title of latest element of Nike's 'Just Do It' campaign in China. Developed by Wieden+Kennedy Shanghai, this is Phase I of Nike's wider Olympic-led advertising initiative. Despite not being an official sponsor of the games, this work marks the start of what is expected to be a huge burst of 2008 competition related brand activity.*

Launched in mid February, the work attempts to reinvigorate the 'Just Do It' slogan by focusing on the participatory aspect of sport.



## Insight Report

Olympic Watch is a unique service providing valuable global creative and actionable insights in to advertising's biggest global event in 2008 – the Beijing Olympic Games. It combines the world's largest online Olympic-related creative database with in-depth expert analysis of Beijing 2008 marcoms. Subscribe now for only £3,999.

- Keep up to date with all key Olympic creative from around the world as it breaks 24/7
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- Unpick advertising strategies, explore brand positions, analyse creative and reach to tactical activity
- Understand and plan for potential pitfalls and challenges of Beijing 2008 marketing

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