

THE OLYMPIC IMAGE
AND THE SYDNEY 2000 BRAND

The Olympic Image

THE OLYMPIC GAMES IS A CELEBRATION OF HUMANITY — A CELEBRATION OF CULTURE, ART, EDUCATION, PARTICIPATION and achievement. The Olympic Games is unparalleled in its symbolic power to convey the many ideals and values for which the Olympic Movement stands: the ideals of friendship, unity, peace and goodwill.

The Olympic Movement and the Olympic Games have established an enduring and valuable image. Born within the thoughts and feelings of people around the world, the Olympic Image is rich and consistent, generating a strong and positive emotional reaction within people across the globe and from all walks of life. The symbols and the ideals inherent in the Olympic Image are the cornerstones of Olympic marketing. The Olympic Image, similar to a commercial brand, consists of those core values that the Olympic Games immediately communicate to the people of the world.

The Fundamental Principles of Olympism

Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy found in effort, the educational value of good example and respect for universal fundamental ethical principles.

— The Olympic Charter



THE OLYMPIC IMAGE IS COMPRISED OF FOUR COMPLEMENTARY MESSAGES.

Hope

The Olympic Games offer hope for a better world, using sport competition for all without discrimination as an example and a lesson.

Dreams & Inspiration

The Olympic Games provide inspiration to achieve personal dreams through the lessons of the athletes' striving, sacrifice and determination.

Friendship & Fair Play

The Olympic Games provide tangible examples of how humanity can overcome political, economic, religious and racial prejudices through the values inherent in sport.

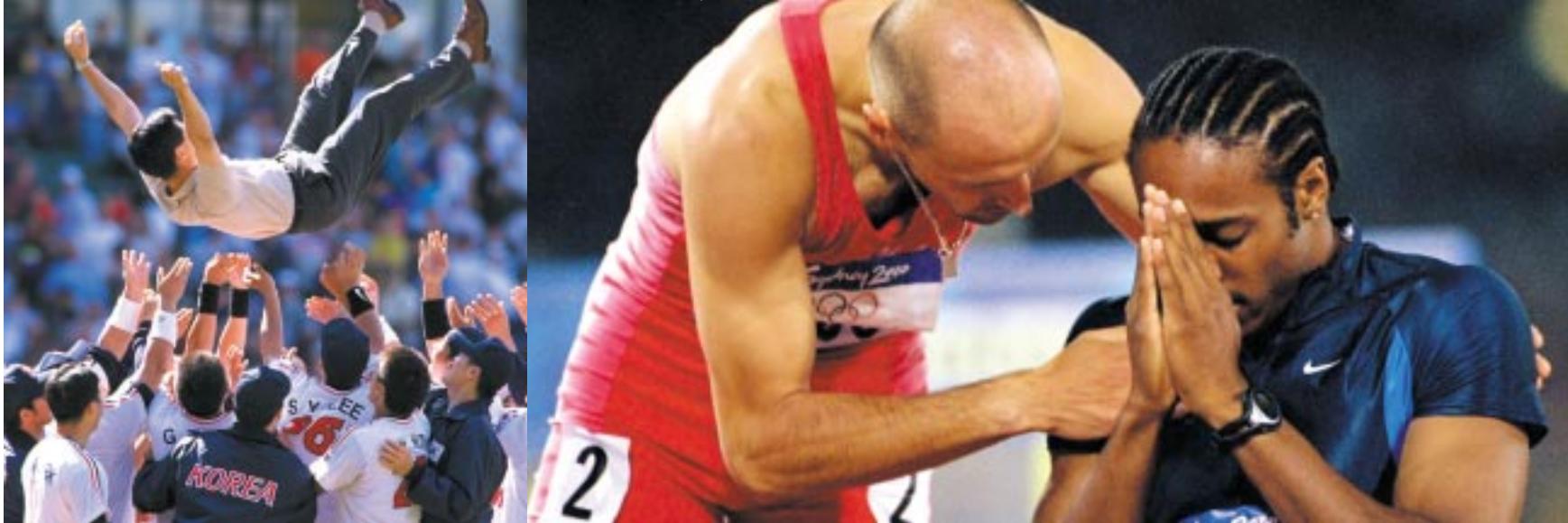
Joy in the Effort

The Olympic Games celebrate the universal joy in doing one's best, regardless of the outcome.



"Sydney restored something to the Olympics you can't measure on a balance sheet: Humanity."

- Observer (United Kingdom)



On a global basis, the concepts most commonly associated with the Olympic Movement and the Olympic Games are friendship, participation, fair play and determination. The Olympic Movement and the Olympic Games are most commonly characterised throughout the world as multicultural, global, peaceful, patriotic, honourable and festive.

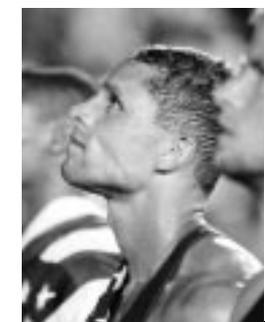
The Olympic Games is the most complex and complete, varied and valuable platform that the world has ever known. The Olympic Family and the Olympic marketing partners work together to promote and protect the Olympic Image.



91% of respondents in a 1996 nine-country survey stated that the Olympic Games hold an unrivaled position as the world's top sporting event.

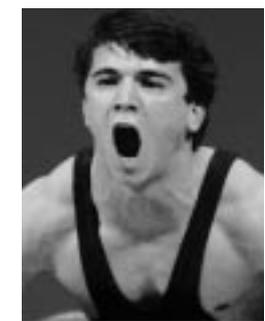


87% of respondents stated that the Olympic Games stand for the highest level of human achievement.



CELEBRATE HUMANITY.

Every two years the world comes together for an extraordinary event called the Olympic Games. This celebration of more than 200 countries provides an opportunity to honor and to learn from one another. The moments we witness are priceless. Like the time the sweet smile of a 17-year-old Russian girl named Olga taught us that our differences weren't as great as they seemed. Or when a father and his injured son finished a race together and defined determination.



Celebrate Humanity: Promoting the Olympic Image

FOR THE FIRST TIME, THE IOC LAUNCHED A GLOBAL PROMOTIONAL PROGRAMME DURING THE SYDNEY 2000 OLYMPIC Games. The programme is themed “Celebrate Humanity” and is designed to communicate the core values of the Olympic Games.

The programme, launched in January 2000, ran on television, on radio, and in print throughout the world before and during the Sydney 2000 Olympic Games. The creative tells stories of Olympic athletes and the remarkable dedication, the friendship, the strength of character and the joy in effort that they demonstrate. The campaign rejoices in and invites the world to celebrate these values.

The campaign is based on the global brand audit conducted by the IOC in 1998 and 1999. The promotional announcements, created and produced by award-winning advertising agency TBWA/Chiat Day, include six television announcements, eight radio announcements and complementary print executions. “Celebrate Humanity” was originally produced in English, French and Spanish, and subsequently translated into fifteen further languages. The English-language version is narrated by Academy Award™ winning actor Robin Williams.

The Fundamental Principles of Olympism

The goal of Olympism is to place everywhere sport at the service of the harmonious development of man, with a view to encouraging the establishment of a peaceful society concerned with the preservation of human dignity.

— The Olympic Charter



You are my adversary, but you are not my enemy.

For your resistance gives me strength.

Your will gives me courage.

Your spirit ennobles me.

And though I aim to defeat you, should I succeed, I will not humiliate you.

Instead, I will honour you.

For without you, I am a lesser man.

— “Opponent”, from Celebrate Humanity

“Many of my favourite Olympic memories were not gold medal situations. They were inspiring moments of humanity that transcended borders, obstacles and languages — and unified people around the world. I feel this campaign conveys that, and I am proud to be a part of it.”

— Robin Williams, Academy Award™ winning actor and “Celebrate Humanity” narrator

“The Olympic advertising and marketing promotions both on TV and radio has been the most effective campaign I’ve seen or heard in the many years I have been involved in the Olympic Movement. They dramatically portray the talent, courage and endurance of the young men and women who enter the arena in the pursuit of excellence. The campaign places the Olympics where they belong — with the athletes.”

— Bud Greenspan, renowned Olympic filmmaker

Sydney 2000 and Celebrate Humanity

BROADCASTERS AROUND THE WORLD AIRED THE SIX TELEVISION SPOTS, PROVIDING EXTENSIVE COVERAGE FOR “Celebrate Humanity”. In Australia alone, media partners provided more than US\$10 million in media support to “Celebrate Humanity”, and the slogan became a common part of the Australian vernacular regarding the Olympic Games. CNN International aired the campaign around the world for more than eight months at a rate of 30 times per day — an estimated total of more than 6,500 times.

Radio, print, and other media support for “Celebrate Humanity” was extensive. “Celebrate Humanity” aired on 203 radio stations in 25 markets in the United States, for a total of more than 11,000 spots. More than 100 further countries aired the audio campaign.

Global print versions of the campaign appeared in more than 30 U.S. and international publications, including the magazines of Worldwide Olympic Partner, Time, Inc. — *Sports Illustrated*, *Time* and *Fortune*. The campaign also ran in *Rolling Stone*, *National Geographic*, *USA Today* and in all national media throughout Australia.



Through Val Morgan, a leading distributor of cinema advertising, “Celebrate Humanity” ran in cinemas throughout Australia and New Zealand, as well as in key markets in the United Kingdom, the United States, Latin America and the Middle East.



More than 30 international airlines aired “Celebrate Humanity” in the lead up to and during the Olympic Games.



During the Games, “Celebrate Humanity” aired on large screens at each Olympic venue and Olympics Live site, as well as on screens around the world, including Kodak's large screen in Times Square, New York City.



The Sydney 2000 Olympic Brand

SYDNEY 2000 IS AN UNPARALLELED BRAND MANAGEMENT SUCCESS STORY.

The full integration of the Sydney 2000 brand development and brand management philosophy was central to the overall success of the Sydney 2000 Olympic Games and marketing programmes. Sydney combined the core values of the Olympic Image with the unselfish, dynamic and optimistic spirit of Australia, providing Sydney 2000 with a powerful brand platform. Every aspect of the 2000 Olympic Games — from the Olympic Torch Relay to the Olympic Arts Festival, from the Look of the Games to the Olympic Games volunteer programme — communicated the values of the Sydney 2000 Olympic brand.

The Olympic Games is a celebration of hope, a celebration of the joy in effort, and a celebration of the dreams of the athletes. This overall Image of Olympism offered a foundation from which to launch the Sydney 2000 Olympic brand. Sydney combined this Image with the mission of the 2000 Olympic Games to form a cohesive, expressive and emotive brand for Sydney 2000.

Sydney's mission was to keep a threefold promise. First, Sydney sought to host the Athletes' Games, an Olympic Games especially dedicated to celebrating the dreams and achievements of the Olympic athlete, and to providing a positive environment in which the Olympians could



thrive. Second, Sydney sought to host the Green Games, an Olympic Games unsurpassed in its commitment to respecting and protecting the natural environment. Finally, Sydney sought to leave a legacy for sport — a legacy of financial support for Olympic athletes and hopefuls in Australia and throughout the world, and a legacy of state-of-the-art sport venues for all people of Australia to enjoy.

The Olympic Games provide a rare opportunity for the host city and the host nation to project the heritage, the culture and the spirit of its people. In commercial parlance, the 2000 Olympic Games offered the world's most powerful platform for the building of a brand — a brand that clearly communicated the image of Sydney and Australia to the world. In turn, the values, the dynamic culture and the rich history of Sydney and Australia provided the 2000 Olympic Games with the core elements of a powerful and expressive brand.

From the time of the city's candidacy, Sydney committed to projecting and enhancing the image, the spirit and the culture of Australia. From the beauty of the land to the vitality of the city, from the good cheer of the tens of thousands of volunteers to the energy of the millions of spectators, from the diversity of the Australian culture to the national spirit of unity and friendship — Sydney achieved all this and more.



THREE WORDS — *UNSELFISH, DYNAMIC, OPTIMISTIC* — COMMUNICATED THE ESSENCE OF SYDNEY 2000.

Unselfish

Sydney encapsulated the many ideals of the Olympic Movement into the concept of selflessness: the selflessness of the Olympic athletes who share their Olympic dreams with each other and with the world; the desire of the Olympic Movement to stage an event to be shared by all nations and all people; the unfailing commitment of the Olympic Movement to support and celebrate less fortunate athletes from emerging nations.

The selfless ideal gave Sydney 2000 its foundation and was manifest in everything from the focus on the Athletes' Games, to the abundantly friendly and welcoming people of Australia, to the dedication and enthusiasm of more than forty-five thousand Olympic Games volunteers.

Dynamic

The dynamism of Australia and its people is unmistakable. A nation of cultural vitality, Australia is home to people rich in heritage and spirit. Sydney is a dynamic city, culturally diverse and multiculturally unique. Youthful, progressive, captivating and modern, the thriving

city of Sydney is found amidst an ancient land that bears a strong and proud indigenous culture. The Australian people are warm and inviting, open and enthusiastic. They celebrate life in a young country founded upon ancient land.

The dynamism of the land itself is seen from the Blue Mountains to the Great Barrier Reef, from the rainforest to the red earth at Uluru, from the Outback to the white-sand beaches of the Far North Queensland.

Optimistic

Sydney, like most of the world, found great significance in the year 2000. The dawning of the new millennium was an important milestone for the Olympic Movement along its journey from the revival of an ancient sports festival to the staging of the modern Olympic Games.

The dawn of the new millennium held equal significance for Australia, as the nation turned hopeful eyes toward the future. Australia, a young commonwealth at the doorstep of its own centennial, was eager to showcase itself on the global stage of the Olympic Games. The people of Australia were optimistic that the Olympic Games would do much for the future of the nation by positioning Australia and its people firmly among the world's leaders in business, technology, organisation, art and sport. A vibrant city among a nation of welcoming sports enthusiasts at the dawn of a new millennium — there could be no better integration of the spirit and meaning of the Olympic Movement, and no better home for the 2000 Olympic Games.





The Sydney 2000 spirit of optimism was shared throughout all of Australia, as crowds gathered day and night to witness the passing of the Olympic flame.

Integrating the Sydney 2000 Olympic Brand

The essence and values of the Sydney 2000 brand were fully integrated throughout all aspects of the Olympic Games. The Torch Relay, the Look of the Games, the Sydney Volunteers, the Olympic Arts Festival and even the city's icons reflected the spirit of Sydney 2000 back to the world.



More than forty-five thousand dedicated volunteers were unmistakable, colourful embodiments of selflessness and participation, of Australian generosity and good cheer.

 89% of Olympic athletes in Sydney rated the decoration of the city and stadium as good or excellent. More than 90% of the Olympic athletes surveyed at Sydney 2000 stated that the competition venues were good or excellent.

 The selfless Sydney 2000 volunteers and staff received the highest praise from Olympic athletes in terms of availability and professionalism (92% and 90% respectively).



Sydney 2000 combined the distinct beauty of the Australian landscape with the nation's respect for the natural environment. In keeping with the dynamic spirit of Australia, the Beach Volleyball venue was constructed within view of one of Australia's most captivating natural resources, Bondi Beach. In keeping with the spirit of the Green Games, the temporary structure was dismantled immediately following the Games, so as not to disrupt the environment.

The unselfish element of the Sydney 2000 brand was manifest in such themes as the "Athletes' Games" and the "Green Games", highlighting the selflessness of the Olympic athletes and Sydney 2000's commitment of respect for the natural environment.

The distinctive Look of the Sydney 2000 Olympic Games carried some of the most recognisable Australian icons, capturing the nation's energy, the love for sport, and the proud diversity of culture and heritage. Sydney 2000 even incorporated elements of Australia's beach culture — such as lifeguard chairs and clubies — into the Look of the Games.



The dynamism of the Olympic Movement and of Australian culture was captured in the Sydney 2000 Olympic Arts Festival.



96% of Olympic spectators surveyed at Sydney 2000 believed that the Games would have a positive impact on the image of Australia.

A first at the Olympic Games, the Olympics Live sites integrated the brand of Sydney 2000 by capturing the dynamic spirit of Australia. The major plazas, parks and squares throughout the city of Sydney were transformed into central Olympic Games gathering places, with large-screen live coverage of the Games and exciting cultural performances. The sites attracted Sydney-siders and business people who sought a break from their busy days in Sydney's Central Business District, families and tourists who sought to embrace the spirit and festivity of the Games as they toured the city, and throngs of revelers each night.



89% of corporate guests thought that the Sydney 2000 Games had a positive impact on the image of Australia.

Protecting the Olympic Brand

"... the IOC has gone to Sydney determined to protect its commercial partners ..."

– Daily Telegraph (United Kingdom)

THE INTERNATIONAL OLYMPIC COMMITTEE HAS ESTABLISHED A FOUNDATION OF policies and practises that work to build, manage and protect the Olympic Image and the Olympic brand. Sydney 2000 built on this foundation to provide the highest level of brand protection in the history of the Olympic Games.

Policy

The Olympic Charter is the codification of the Fundamental Principles, Rules and Bye-laws that govern the organisation and operation of the Olympic Movement and the Olympic Games. Many Olympic Charter provisions are designed to preserve the Olympic Image and the special nature of the Games, as well as to protect the rights of the Olympic Family and Olympic marketing partners.

Legislation

The five-ring Olympic symbol is the most recognised icon in the world. The IOC works to protect the value inherent in the Olympic rings and encourages the rest of the Olympic Family to



The Olympic Movement maintains and enforces a strict clean venue policy, prohibiting any advertising or commercial messages within Olympic venues. This policy extends to limit advertising outside, around and above venues as far as possible. Today the Olympic Games is the only major event in the world to hold such a policy.

protect the Olympic rings. Sydney worked to establish a body of legislation to protect the intellectual property of the Olympic Movement and the contractual rights of Olympic marketing partners. This legislation, culminating in the Olympic Arrangements Act, is by far the most effective and comprehensive legislation ever to be developed for the protection of the Olympic brand.

Education

The Olympic Family undertakes major corporate education programmes to ensure that all potential ambush marketers are aware of the consequences of unauthorised marketing activity related to the Olympic Games. In Sydney, education and information programmes were developed for consumers, the media and the business community on the problem of unauthorised marketing activity.

Olympic Brand Management and Protection Initiatives

The Olympic parties have established the most comprehensive Brand Protection programme in the sports industry, designed to protect the Image of the Games and the rights of the Olympic marketing partners. The programme for Sydney 2000 was most effective in recent history, enabling the Games to be virtually ambush free.

The Sydney Organising Committee developed a Brand Protection team under the Legal Counsel department to manage the legal and marketing issues related to brand protection. The team developed legislation as well as public relations and education programmes to protect the Olympic brand.

"Ambush marketing is not clever marketing — it is cheating. And who wants to be a cheat?"

— Michael Payne, IOC Marketing Director



66% of Sydney 2000 Olympic Games spectators agreed that “only companies that actually sponsor the Games should be allowed to use an Olympic message in their advertising”.

The IOC monitors the Olympic Games broadcast across 220 countries for any message that damages the Olympic brand or infringes upon the rights of the Olympic marketing partners. For the first time at Sydney 2000, a similar programme also covered the Internet. The Olympic Family has agreements with print and electronic media owners to monitor advertising and prevent ambush activity.

In Sydney, teams of brand protection professionals and volunteers monitored the host city for infringements against the rights of the Olympic Family and the Olympic partners. Sydney was prepared with several tiers of responses to ambush marketing. Sydney enlisted teams of investigators for a pirate merchandise identification programme that conducted regular surveillance of well-known pirate outlets.

The Olympic Family managed outdoor advertising opportunities in Sydney by establishing strategic partnerships and arrangements with local authorities, companies and associations to control outdoor advertising. A programme was established between Sydney and Australia Customs officials to identify and seize counterfeit merchandise at the borders.



71% of Sydney 2000 Olympic Games spectators agreed that it is wrong for a company to deliberately avoid paying for Olympic rights.

