

International Olympic Committee

Marketing Report

London 2012



Contents

Foreword		4
Chapter One	<i>INSPIRE A GENERATION</i>	10
Chapter Two	<i>OLYMPIC MARKETING OVERVIEW</i>	16
Chapter Three	<i>BROADCASTING</i>	26
Chapter Four	<i>SPONSORSHIP</i>	42
Chapter Five	<i>TICKETING</i>	110
Chapter Six	<i>LICENSING & MERCHANDISING</i>	120
Chapter Seven	<i>THE OLYMPIC BRAND</i>	132
Chapter Eight	<i>BRAND PROTECTION</i>	150
Acknowledgements		160



Jacques Rogge, President, International Olympic Committee

The London 2012 Olympic Games provided 17 unforgettable days of sport and celebrations and we are indebted to so many for making this a reality.

At the Closing Ceremony I described the Games as “happy and glorious”. We witnessed sporting magic in action and moments that will inspire young people, not only in the home nation but also around the world.

London showed the best of British hospitality throughout the Games and the public reaction across the entire country was exceptional. These are the people who provided the soundtrack for the Games and their enthusiastic cheers energised the competitors and brought a festive spirit to every Olympic venue.

The legacy of London 2012 will become clear in many ways. Concrete improvements in infrastructure will benefit the host nation for years to come, while the human legacy will reach every region of the world and many young people will be inspired to take up a sport or to pursue their dreams.

None of this would have been possible without the invaluable contributions made by our international and domestic marketing partners. In particular, the Olympic broadcast partners and the Worldwide Olympic Partners played an integral role in giving the world’s best athletes the chance to compete and share their stories with billions of people around the world.

We are profoundly grateful to all our partners for their support, and in this report you will see how important their contributions were to the London 2012 Olympic Games and to the Olympic Movement as a whole.





Gerhard Heiberg, Chairman, IOC Marketing Commission

The London 2012 Olympic Games will live long in the memory for a number of reasons, most notably the exceptional sporting performances we witnessed and the extraordinary atmosphere that was created in the host city.

London 2012 also marked a number of important milestones for the IOC's marketing programmes.

The Games signalled an exciting landmark in Olympic broadcasting, with record broadcast audiences around the world. These were also the biggest Olympic Games in terms of the amount of broadcast coverage made available to fans around the world and the first time that the total number of hours of digital output exceeded that of traditional television coverage.

The continued support of our Worldwide Olympic Partners was also integral to the staging of the Games, providing crucial services and products to the Organising Committee and helping to promote both the Games and the Olympic values through their innovative global marketing activations.

Thanks to the tireless efforts of our broadcasting and marketing partners, and the London 2012 Organising Committee's own domestic marketing programme, the world's greatest athletes were able to achieve their best in London, and the world was able to share these moments with them.

Gerhard Heiberg

Sebastian Coe, Chairman, London 2012 Organising Committee

The summer of 2012 is one that will go down in UK history as a time of great national pride and national celebration. The success of the Olympic Games was down to a combination of factors. The support shown by the UK public created an extraordinary backdrop for the athletes, inspiring them to put in some of the most memorable performances ever seen. Our Games Makers made a unique and outstanding contribution to the success of the Games, providing assistance and support to competitors, spectators and organisers. In short, London – and indeed the whole of the UK – was a special place to be in the summer of 2012.

Our marketing partners also played a crucial role in making these Games a success. Without them, the Games simply wouldn't have happened. We had a group of world-class companies providing funding, products, services, people and expertise, all of which contributed hugely and will always be part of the London 2012 family. We couldn't have done it without them and on behalf of the whole organisation I would like to say 'thank you' to them. Many of their activation plans have taken to heart our vision to use the Games to inspire lasting change and I hope this will continue.

There was massive demand for tickets to London 2012. We stuck to our three guiding principles – we needed to raise enough revenue to help us stage the Games; we needed to make the tickets accessible; and we needed to make them affordable. As a result, we saw venues full of knowledgeable and passionate sports fans.

We also thought carefully about the merchandise programme for London 2012. We set challenging sustainability targets for our licensees and asked them to raise the bar when it came to Games related products. They did this spectacularly and we had a wide range of products available, from collectables to pocket money prices.

Against the backdrop of a challenging economic climate, our commercial programme raised the vital revenue required to stage these Games. More than that, the programme also helped us to reach and inspire millions of people. At the start of the Games I said that London 2012 would see the best of us. I said we would light a flame to ignite the world. We have done this – and more. As a nation we now know what we are capable of achieving.



Chapter One
Inspire A Generation



“The superlatives created here in London will live on long after the cauldron is finally extinguished.”

Jacques Rogge, IOC President

After bursting into life with an eccentric and enthralling Opening Ceremony that celebrated the best of British culture, the London 2012 Olympic Games provided 17 unforgettable days of world-class sport and unbridled celebrations.

IOC President Jacques Rogge said that London was “the beating heart of the world” for the duration of the Games, with billions of television viewers tuning in across the globe and passionate fans showing their support in each and every Olympic venue.

And from spectacular sporting performances to landmark moments in Olympic history, there was plenty for them to enjoy.

In the Olympic Stadium, Jamaican sprinter Usain Bolt successfully defended the three Olympic titles he won in Beijing in 2008, becoming the first man to ever win back-to-back gold medals in the 100m, 200m and 4x100m relay.

American swimmer Michael Phelps also secured his place in Olympic folklore by becoming the most decorated Olympian in the history of the Games, winning four golds and two silvers in the Aquatics Centre to take his total Olympic medal tally to 22.

The host nation also had its own sporting heroes to celebrate, with long distance runner Mo Farah winning both the 5,000m and the 10,000m and track cyclist Chris Hoy claiming two gold medals in the Velodrome – the fifth and sixth golds of his career – to become the most successful British Olympian ever. Backed by enthusiastic supporters in every venue, the British team as a whole enjoyed its most successful Games for 104 years.





New stars were born as well, with Youth Olympic Games champion Chad Le Clos, from South Africa, beating his idol Phelps in the 200m butterfly to signal a new era in Olympic swimming, and 17-year-old American Gabby Douglas winning both the individual and team gymnastics titles.

In total, there were 193 athletes in London who had competed in the inaugural Youth Olympic Games in Singapore in 2010 and they won an impressive 25 medals between them, including eight golds.

Across London's state-of-the-art venues, numerous world and Olympic records were broken, while the history books were also rewritten as women's boxing made its Olympic debut and Brunei Darussalam, Saudi Arabia and Qatar sent female athletes to the Games for the first time. Their participation means that all 204 National Olympic Committees have now been represented by women at the Olympic Games.

The rapturous reception that athletes enjoyed in every arena ensured that London 2012 would be a Games they could never forget, while their superb sporting performances meant that a new generation of Olympic fans was well and truly inspired.

“It has been an extraordinary fortnight, just amazing, amazing scenes. What I witnessed has been both uplifting and energising. I don't think any country – or any city – that has staged a Games is ever the same afterwards. The British people, day after day, have filled our stadiums and turned them into theatres of sport. That, for me, has been the defining part of this two-week experience.”

Seb Coe, Chairman, London 2012

Chapter Two
*Olympic Marketing
Overview*



“In the face of difficult economic times, the London 2012 Olympic Games enjoyed one of the most successful Games marketing programmes in Olympic history.”

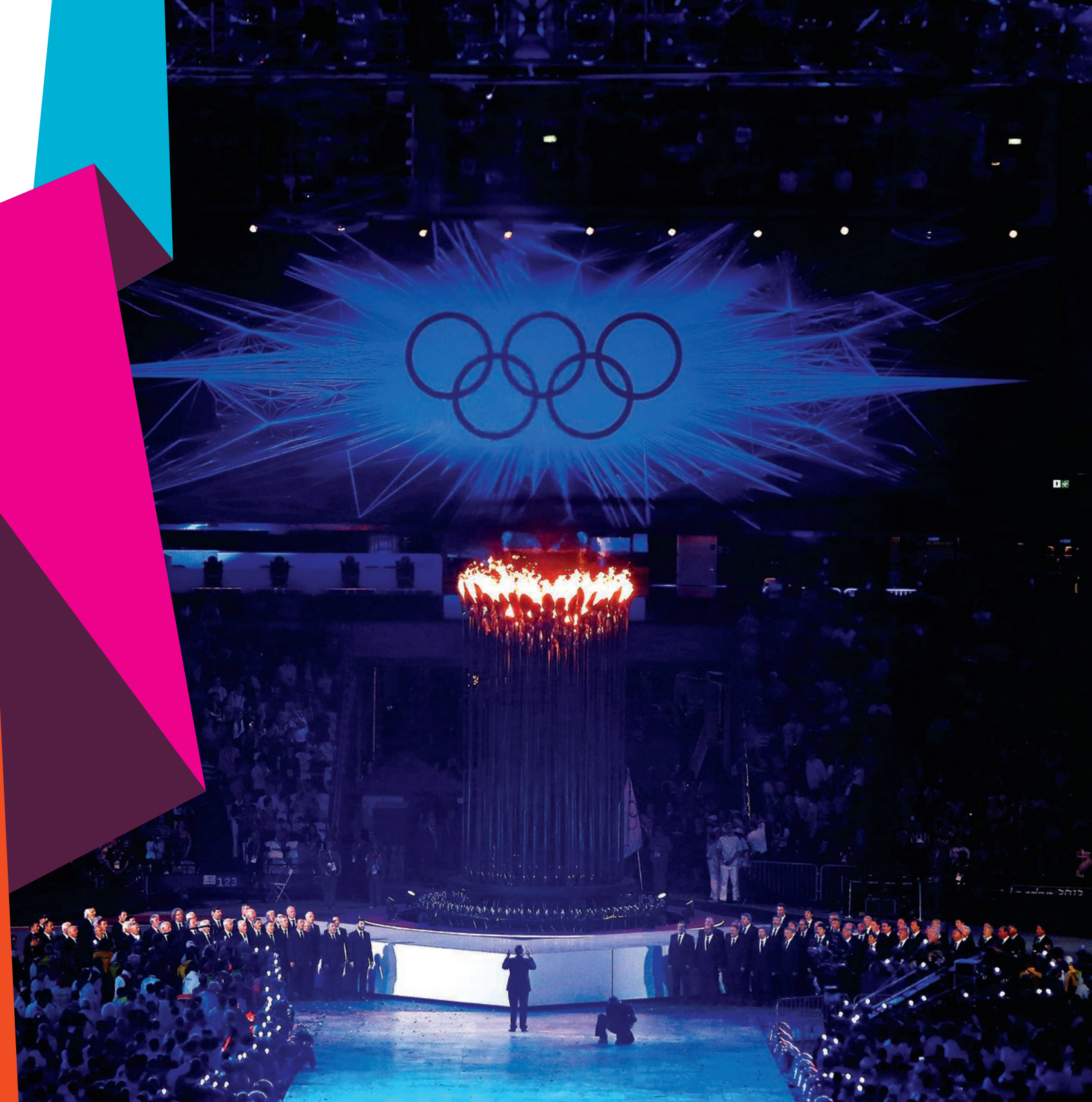
Gerhard Heiberg, Chairman, IOC Marketing Commission

The London 2012 Marketing Report

As well as being hailed as a sporting success, the London 2012 Olympic Games were also an unparalleled marketing triumph, with record television viewing figures around the world, more tickets sold than the three previous summer Games, a highly successful merchandise programme and an exciting array of sponsor activations.

This London 2012 Marketing Report provides a comprehensive overview of the broadcasting, sponsorship, ticketing and licensing programmes that contributed to the success of the Games, while also highlighting the power of the Olympic brand – which is integral to the marketing of the Games – and the measures taken to protect it.

In addition, this report also provides a summary of the Olympic marketing structure, which supports the staging of the Games and allows billions of fans around the world to share in the athletes’ achievements.





Objectives of the Olympic Marketing Programme

The Olympic Marketing Programme uses the unique marketing platform provided by the Olympic Games and the Olympic brand to play an integral role in the promotion, financial security and stability of the Olympic Movement, thereby assisting in the worldwide promotion of Olympism and providing vital support to the athletes.

Through the creation of long-term marketing programmes – such as broadcast and sponsorship agreements – the IOC is able to ensure the independent financial stability of the Olympic Movement, and the future viability of the Olympic Games, by equitably distributing the revenue generated to organisations within the Olympic Movement. These include the Organising Committees for the Olympic Games (OCOGs), the National Olympic Committees (NOCs) and their continental associations, the International Federations (IFs) and other recognised international sports organisations.

Through the sale of global broadcast rights, the Olympic Marketing Programme also ensures that the Olympic Games can be enjoyed by as many people as possible around the world, while the backing of Olympic marketing partners helps support the staging of the Games and enables the widespread promotion of the Olympic ideals.

Revenue Sources

The IOC generates revenue for the Olympic Movement through several major marketing programmes, including the sale of broadcast rights and The Olympic Partner (TOP) programme, which are both managed by the IOC.

The IOC also operates its own official supplier and licensing programme, while each OCOG manages the domestic sponsorship, ticketing and licensing programmes within the host country, under the direction of the IOC.

NOCs also manage their own commercial sponsorship programmes, granting Olympic marketing rights within their country or territory only, in categories that do not compete with the Worldwide Olympic Partners. These local sponsorship programmes support each NOC's sports development activities and Olympic teams, in addition to the support provided by the TOP programme.

Revenue Distribution

Over 90% of the revenue generated by the IOC through its broadcast and sponsorship programmes is distributed equitably throughout the Olympic Movement. Organisations receiving funding include the 204 NOCs, which use it to support their Olympic teams and athletes, OCOGs, which use the funds to help support the staging of the Olympic Games, and the IFs, which receive funding to promote the development of sport around the world.

The IOC retains less than 10% of Olympic marketing revenue to help cover the operational and administrative costs of governing the Olympic Movement.





Broadcast Rights

Since the first televised Games in London in 1948, television coverage has contributed greatly to the global development of the Olympic Games, and Olympic broadcast partnerships have grown to become the largest source of revenue for the Olympic Movement.

As the owner of the global broadcast rights for the Olympic Games – including television, radio, mobile and internet coverage – the IOC is responsible for allocating Olympic broadcast rights to media companies throughout the world through the negotiation of rights agreements.

The IOC's broadcast policy is fundamentally based on the Olympic Charter, which stipulates that the IOC must ensure the fullest coverage of the Games by the different media, enabling the widest possible audience to experience the Games.

The Olympic Partner (TOP) Programme

The Olympic Partner (TOP) programme is the highest level of Olympic sponsorship and attracts some of the best-known multinational companies in the world. Created by the IOC in 1985, the TOP programme operates on a four-year term in line with each Olympic quadrennium. It is now in its seventh generation (TOP VII) and features 11 Worldwide Olympic Partners, with each receiving exclusive global marketing rights within a designated product or service category.

The Worldwide Olympic partners have a crucial role not only in the staging of the Olympic Games, but in the continuous development of the Olympic Movement around the world. There are three important components to the partnership.

Firstly, the products, technology and expertise the Partners provide, which are vital to the staging and success of the large-scale project that is the Olympic Games.

Secondly, the promotion of the Olympic values around the world by the Partners, contributing to the Olympic Movement's vision of building a better world through sport.

And finally, the revenue the Partners provide, which supports the Organising Committees in the staging of the Games, as well as the 204 NOCs and their Olympic teams, helping not only athletes to be able to compete in the Games but also people around the world who can draw inspiration from these athletes' performances.

Chapter Three
Broadcasting



“London 2012 heralds a new era in Olympic broadcasting.”

Timo Lumme, Managing Director, IOC Television and Marketing Services

The Broadcast of the London 2012 Olympic Games

The London 2012 Olympic Games were a milestone in the history of Olympic broadcasting, with more coverage available on more platforms than ever before.

When the Olympic Games were last held in London, in 1948, it marked the first time that TV coverage of the Games had been broadcast into people’s homes, with approximately 500,000 viewers – mostly residing within a 50-mile radius of the city – watching the 64 hours of Olympic programming that were made available.

In contrast, London 2012 had a global reach of 3.6 billion people – the highest in Olympic Games history – in 220 countries and territories around the world. The host broadcaster, Olympic Broadcasting Services (OBS), produced more coverage than ever before, which was provided to the IOC’s Rights-Holding Broadcasters (RHBs). The RHBs in turn broadcast approximately 100,000 hours of Olympic coverage across more than 500 television channels around the world during the Games – far exceeding the 61,700 hours that were broadcast during the Beijing 2008 Olympic Games.

Digital coverage also grew considerably in the four years since Beijing, with internet, mobile and other digital platforms exceeding television coverage for the first time. In total, official broadcast partners delivered over 1.9 billion video streams globally on more than 170 websites and other digital platforms during the Games.

For the first time, the IOC also broadcast live and on-demand Olympic Games content on its YouTube channel (www.youtube.com/olympics) in 64 territories in Asia and Sub-Saharan Africa, providing more than 2,700 hours of broadcast coverage and delivering a total of 59.5 million video streams during the Games, including 34.5 million live streams.

The debut of live 3D coverage included both the Opening and Closing Ceremonies, as well as athletics, gymnastics, swimming and diving events, with more than 230 hours of 3D coverage being made available to RHBs.





Olympic Broadcasting Services

“The fact that more and more countries are able to enjoy watching the Olympic Games and the excitement, drama and good feelings they produce proves not only that the Olympic Movement itself continues to grow, but also that OBS is successfully capturing the unique atmosphere of the venues and the host city.”

Manolo Romero, CEO, Olympic Broadcasting Services

The record-breaking coverage of London 2012 was produced by OBS, which was established by the IOC in 2001 to serve as the permanent host broadcaster for the Olympic Games, ensuring that the high standards of Olympic broadcasting are consistently maintained from one edition of the Games to the next.

London 2012 marked the first summer Games at which OBS acted as the sole host broadcaster – following its joint venture with the Beijing 2008 Organising Committee at the previous Games – meaning it was solely responsible for providing the international television and radio signals from the Games to all RHBs around the world.

To produce the more than 5,600 hours of high definition London 2012 coverage that was made available to RHBs, OBS utilised more than 1,000 cameras, including 40 High Super Slow Motion cameras and 33 True 3D cameras.

Global Broadcast Highlights

The global interest in the London 2012 Olympic Games could not be underestimated, with the spectacular Opening Ceremony drawing in record audiences around the world and broadcasters in numerous markets enjoying their highest-ever audience figures during the Games – on both television and digital platforms.

The following section provides a summary of the London 2012 broadcast highlights from around the world.

Europe

In the host country, the London 2012 Olympic Games were the biggest national television event since current measuring systems began more than a decade ago, with 51.9 million (nine out of 10 people) watching at least 15 minutes of Games coverage on the BBC. More than 24 million people (42% of the British population) also watched at least 15 minutes of interactive digital TV coverage.

The most-watched broadcast in the UK was the Opening Ceremony, which attracted a peak audience of 27.3 million and an average audience of 23.4 million, making it more popular than the Royal Wedding in 2011. The men's 100m final, meanwhile, was the most watched sporting event, drawing a peak audience of 20 million.

Online video proved hugely popular as well, with 106 million requests for video streams throughout the Games, which far exceeded the previous highs of 32 million for the Beijing Games and 38 million for the 2010 FIFA World Cup.

Across Europe, Eurosport drew in an overall audience of 106 million television viewers during its London 2012 coverage and also broke all its previous online records. The pan-European media group increased its average TV audience by 80% over the two-week Games period, compared to its yearly audience.





In France, approximately 85% of the population watched the Olympic Games on television, with the average audience of dedicated coverage on France Télévisions more than double that achieved by coverage of Beijing 2008 or Athens 2004. Olympic content also helped France 2 achieve its highest daily share of viewing for seven years.

In Italy, there was a total of 4,113 hours of Olympic content aired by the IOC's broadcast partner Sky Italia and the sub-licensee Rai – equivalent to almost half a year of solid broadcast coverage. In total, over 72% of the Italian population watched London 2012 coverage, while the highest rated broadcast was watched by 1.9 million more viewers than the highest rated Beijing 2008 broadcast.

In Germany, London 2012 coverage on ARD and ZDF was watched by a total of 48.5 million viewers – approximately 68% of the German population – and represented a 7% increase on coverage of Beijing 2008. The most-watched broadcast saw 9.7 million viewers tune in to see Bjorn Otto and Raphael Holzdeppe win silver and bronze medals respectively in the men's pole vault.

RTVE in Spain, NRK in Norway and NOS in the Netherlands also enjoyed impressive viewing figures, with the most-watched sports broadcasts in each country receiving more viewers than any coverage from the last three editions of Olympic Games.

North America

In the USA, 219.4 million viewers watched coverage of London 2012 on NBC Universal's networks, making the Games the most-watched television event in American history – surpassing the 215 million viewers who tuned in to the Beijing 2008 Olympic Games.

NBC Universal presented an unprecedented 5,535 hours of London 2012 coverage across its networks – including NBCOlympics.com, two specialty channels and the first-ever 3D platform – far exceeding coverage of Beijing 2008 by nearly 2,000 hours.

Over the course of the Games, NBC averaged 31.1 million primetime viewers, making London 2012 the most-watched non-US summer Games in primetime since Montreal in 1976 – topping Beijing by 12% and Athens by 26%.

NBC's coverage of London 2012 also proved hugely popular with young people. Overall viewership for teenage girls, aged 12-17, was up 54% compared to Beijing 2008, while overall viewership among teenagers as a whole was up 29%. In total, teen viewership of the London Games was more than six times higher than traditional broadcast viewing habits and ratings among teen girls for the Games were more than double the equivalent ratings for the highest primetime shows on other broadcast networks.

NBC Olympics Digital also set multiple records during the Games, serving 159.3 million video streams – more than double the figure it served during Beijing 2008. NBCOlympics.com also received 1.9 billion page views – 650 million more than Beijing 2008.

Canada's Olympic Broadcast Media Consortium also delivered record Olympic coverage, with more than 5,550 hours available to viewers. An incredible 31.9 million Canadians, or 95% of the population, watched some coverage on Consortium channels from the start of London 2012, with viewing figures up a remarkable 88% over Beijing 2008.

The average Canadian viewer watched almost 21 hours of content during London 2012 and the Closing ceremony was the most-watched Summer Olympic Games broadcast on record in Canada. A total of 3.4 million hours of content was also viewed at CTVOlympics.ca and RDSolympiques.ca.





Asia and Oceania

In China, 1.18 billion people watched TV coverage of the Games. Live coverage of the Opening Ceremony, which was shown early in the morning, attracted 108 million Chinese viewers – an increase of 12.96% on that of the Opening Ceremony of the Athens 2004 Olympic Games, which was in a comparable time zone.

In Japan, 861 hours of London 2012 coverage were aired by the channels of the Japan Consortium – 8% more than was aired during Beijing 2008. The highest-rated broadcast of the Games was the live coverage of the women's group stage football match between Sweden and Japan, which received an average audience of 23 million viewers – higher than any sports coverage from Beijing 2008.

In South Korea, coverage of London 2012 was watched by 90.6% of the population – approximately 41.9 million viewers – with live coverage of the men's bronze medal football match between South Korea and Japan enjoying a peak audience of 10.4 million viewers, equivalent to 21.9% of the South Korean population, despite the match being played at 3am Korean time. This was a higher audience than was achieved by any single broadcast during the Beijing 2008 Games.

In India, there were a total of 1,170 hours of dedicated London 2012 television coverage, with 310 hours being aired by the free-to-air broadcasters DD1 and DD Sports. Approximately 325 million viewers in India watched London 2012 coverage, representing 43% of those with access to a television.

Asia as a whole also became the biggest consumer of online video during the Games, with a combined total of more than 1.19 billion video streams on official broadcast platforms in the respective territories, including on the IOC's dedicated YouTube channel.

In Australia, meanwhile, the Nine Network's Olympic coverage reached more viewers than any other Olympic broadcast in Australian television history, with its free-to-air coverage attracting more than 13.57 million viewers – outperforming the Beijing 2008 Olympic Games by almost 920,600 and the Athens 2004 Olympic Games by 1.06 million.

Latin America

In Brazil, there were a total of 2,587 hours of London 2012 television coverage – more than was aired for any other Games in history – with the free-to-air coverage that was aired by Rede Record watched by 86 million viewers, or 73% of the potential audience. The most watched event was the live coverage of the men's gold medal football match between Brazil and Mexico, which was simulcast across three channels and achieved a combined audience of 9.9 million viewers.

The match also proved popular in Mexico, where 11.48 million viewers across three networks tuned in to watch Mexico beat Brazil 2-0. This represented 12.4% of the country's potential television audience and 62% of those who were watching television at the time.

In Argentina, live coverage of the country's only gold medal performance attracted the highest television audience of the Games, with 1.8 million viewers tuning in to watch Sebastian Eduardo Crismanich win the men's -80kg taekwondo competition.

Pan-Latin America online media company Terra, meanwhile, served a total 122.4 million video streams, including 10 million to mobile, with over 4,750 hours of coverage available in both Spanish and Portuguese languages. In total, there were 125 million visits to the site by 62 million unique users.

Africa

In South Africa, television coverage of London 2012 was seen by 26.5 million viewers, which represents 67% of those with access to a television. The most watched event was the women's football match between Sweden and South Africa, which saw 2.7 million viewers tune in.

In Sub-Saharan Africa, a specifically tailored feed was provided for the first time in the region and in turn the official free-to-air terrestrial channels broadcast a total of more than 3,500 hours of coverage.



Chapter Four
Sponsorship



“The Worldwide Olympic Partners’ contributions go beyond supporting the Olympic Games and its athletes. They promote the Olympic values and support the Olympic Movement all year round.”

Jacques Rogge, IOC President

Commercial partnerships are crucial to the continued success of the Olympic Games and the operations of every organisation within the Olympic Movement. In return, Olympic partners receive numerous benefits including exclusive marketing rights and the use of Olympic images and marks.

Benefits for the Olympic Movement

Sponsorship agreements provide an important source of funding for the entire Olympic Movement, with Olympic partners also providing technical services and product support to the IOC, the Organising Committees of the Olympic Games (OCOGs) and the National Olympic Committees (NOCs). Through this commitment, Olympic partners provide the foundation for the staging of the Games and help more athletes from more countries participate on the world’s biggest sporting stage. Without this support, not every NOC would be able to send athletes to compete at the Games.

Olympic partners also help promote the Games around the world through their marketing campaigns and sponsorship activations, helping the Olympic Movement reach the widest audience possible.

Benefits for Olympic Partners

As the world’s biggest sporting event, the Olympic Games provide an unparalleled marketing platform for Olympic partners, allowing them to showcase their business to billions of people in a relevant and dynamic way. Delivering on a stage such as the Olympic Games also provides Olympic partners with an unparalleled opportunity to enhance their corporate reputation, while an association with the Olympic rings and the Olympic values enables them to enrich their own brand image.

The Games also offer partners innovative ways to build their businesses, increase sales, connect with the public and develop customer relationships through exclusive marketing programmes and showcasing opportunities. Through internal reward schemes and community outreach initiatives, partners can also use the Games to motivate their employees and leave a lasting legacy in the communities where they do business.



“The sheer volume of London 2012 sponsor activities was staggering, with more than double the number of activations than for Beijing in 2008.”

Timo Lumme, Managing Director, IOC Television & Marketing Services

The London 2012 Sponsorship Programme

With the support of 11 Worldwide Olympic Partners the London 2012 Olympic Games benefited from a comprehensive sponsorship programme that provided significant funds, as well as vital goods and services in a variety of different product categories.

The following section outlines the essential contributions that the Worldwide Olympic Partners made to the Games, as well as the innovative marketing programmes that they developed to promote their Olympic sponsorship, support the athletes and spread the Olympic values around the world.



The Worldwide Olympic Partners

Coca-Cola

acer

Atos

Dow

GE

McDonald's

OMEGA

Panasonic

P&G

SAMSUNG

VISA



“The Move to the Beat™ campaign has inspired teens all around the world, through their passion for music and sport, to get engaged in the London 2012 Olympic Games. We are delighted to have been able to bring our campaign fully to life and celebrate how London moved to the beat during Games time.”

Joe Tripodi, Chief Marketing and Commercial Officer

The ambition of Move to the Beat™, the Coca-Cola global campaign for London 2012, was to bring youth across the world closer to the Olympic Games. Harnessing passions for music and drawing inspiration from London’s musical heritage, the campaign fused music with sport.

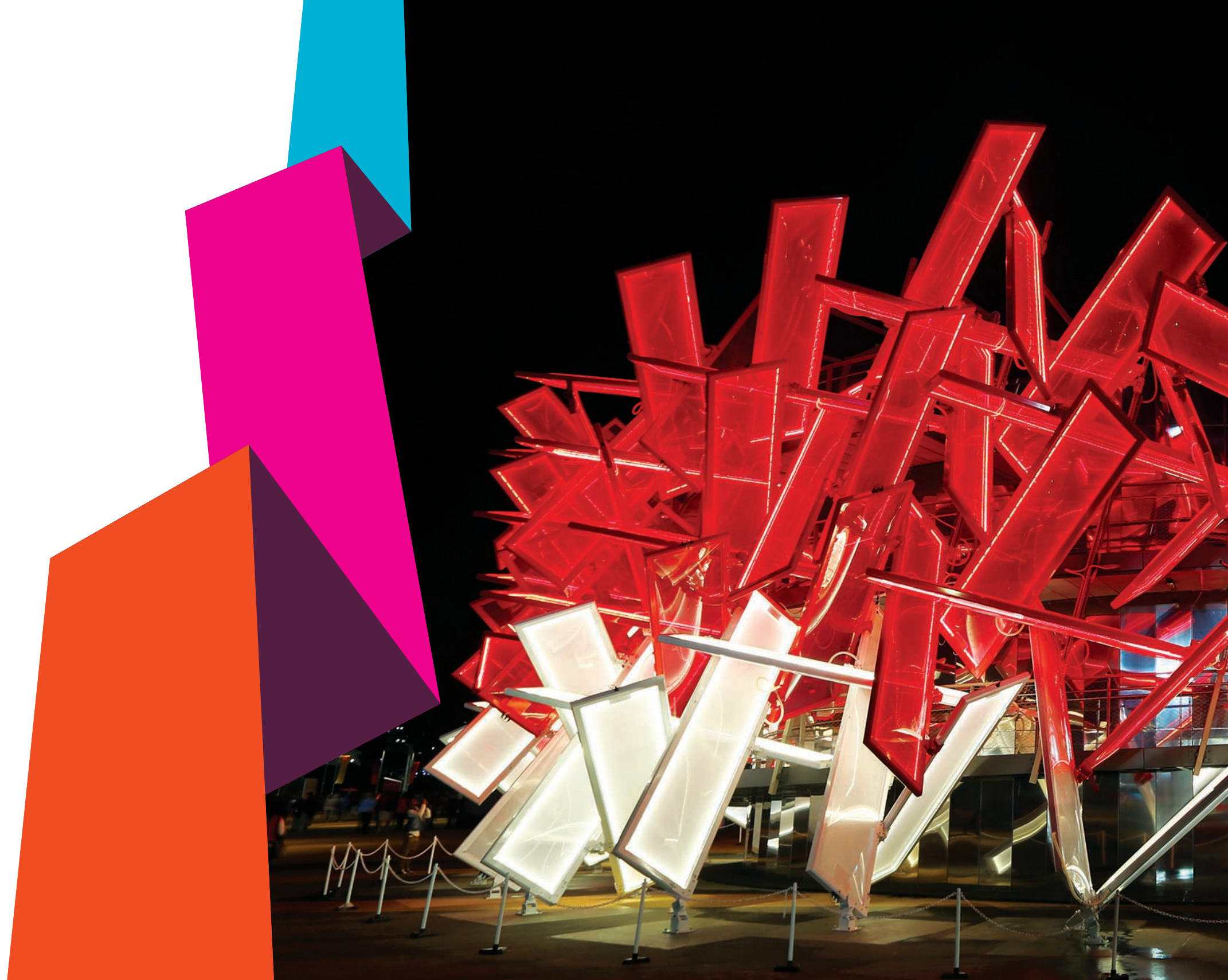
Anywhere in the World

Coca-Cola partnered with award-winning producer Mark Ronson and vocalist Katy B to record ‘Anywhere in the World’, the anthem at the heart of the campaign. Ronson travelled the world, meeting athletes to record their sporting sounds, providing the beat of the song. A documentary following Mark’s progress aired worldwide while Mark & Katy were also joined by the athletes in a global television commercial.

Digital activations encouraged teens to interact with the campaign. Desktop and mobile applications featured social media plug-ins, allowing users to fuse personal music and sporting preferences, creating truly tailored experiences.

Coca-Cola Presents: Beat TV

Coca-Cola captured the sights and sounds of London through a daily television show aimed at bringing the social side of the Games to teens. Coca-Cola Presents: Beat TV broadcast globally for 10 nights of the Olympic Games, featuring celebrity and athlete interviews, on-air challenges and live music performances from international talent.





The Coca-Cola Beatbox

Coca-Cola commissioned two emerging architects to take inspiration from Move to the Beat™ and create an experience within the Olympic Park to excite and inspire visitors. The Beatbox presented a unique visual and sensory experience, allowing interaction with the structure. Sound cushions embedded with anthem beats were 'played' by visitors.

Olympic Torch Relay

As Presenting Partner of the London 2012 Olympic Torch Relay, Coca-Cola rewarded inspirational teens making a positive difference in their communities through the Future Flames campaign. More than 1,300 people, the 'Future Flames', were given a once-in-a-lifetime opportunity to carry the Olympic torch as it travelled 8,000 miles across the UK.

Music and celebration joined the relay, culminating in a spectacular London 2012 Olympic Torch Relay Finale concert on the day before the Opening Ceremony.

Sustainability and Legacy

At London 2012, Coca-Cola provided the widest range of drinks and sizes ever offered at an Olympic Games, refreshing more than six million athletes, officials and spectators.

Committing to make London 2012 the most sustainable Games ever, Coca-Cola products were served in 100% recyclable plastic bottles. Every product recycled was made into a new bottle. Deliveries arrived in biogas trucks, energy-efficient coolers were used and visitors were encouraged to recycle at all London 2012 venues.

Coca-Cola's investment encouraging people to become active ranges from top athletes to grassroots sports. In addition to supporting the Olympic Movement, over 250 physical activity and nutrition education programmes are sponsored worldwide. In Great Britain, Coca-Cola, working in association with StreetGames, will bring more than 110,000 young people closer to sport, leaving a lasting legacy for London 2012.



“Making an important contribution to the smooth and efficient running of the London 2012 Olympic Games is a very exciting task for Acer, as we continue to serve more and more business customers. We want to prove that as our equipment and engineers can support the biggest sporting event in the world and satisfy the diverse needs of our Olympic customers, there is no doubt that we can also support businesses of any size.”

Walter Deppeler, Acer Sr. Corporate VP & Chairman of Marketing Committee

In 2009, Acer became a Worldwide Olympic Partner for the Vancouver 2010 Olympic Winter Games and the London 2012 Olympic Games. Acer also extended its support to the Youth Olympic Games in Singapore in 2010 and Innsbruck in 2012.

As a Worldwide Olympic Partner in the computing equipment category, Acer’s responsibility is to provide the PC infrastructure that supports the Games and the company actively worked with the London 2012 Organising Committee (LOCOG) to ensure that the 2012 Games ran faultlessly.

The PC Infrastructure Behind the Scenes

The PC infrastructure provided by Acer to power the Olympic Games covered the entire Olympic complex. In total, more than 16,000 desktops, notebooks and tablets – as well as 950 servers – were deployed to serve the numerous venues, including the Technology Operations Centre (TOC), Media Centres, the Olympic Villages, the LOCOG headquarters and all the competition venues. Acer also provided ground support at the Olympic venues to ensure that all Acer equipment ran smoothly and delivered the excitement of the Games to people the world over.

After four years of planning and execution, Acer’s technology team of engineers and technicians delivered above expectation, with the team growing from just a few people in 2008 to 425 people at Games time.






In order to be in line with London 2012's sustainable philosophy, Acer powered the Games with its innovative eco-friendly computers. Its Veriton L670G desktops deliver various benefits, such as reduced space, low weight and energy consumption savings, which allowed LOCOG to have a reduced environmental impact during the Games.

Acer Internet Lounges

For the London 2012 Olympic Games, Acer created four Internet Lounges for both media and athletes, located in the three Athletes' Villages and the Main Press Centre.

Acer Internet Cafés were open 24 hours a day during the Games and provided 200 fully-equipped stations with broadband Internet access, communication and social networking environments, keeping athletes and journalists up to date with the things that mattered the most and in touch with their friends and family. Acer's on-site support staff and service technicians also provided customer support.

Acer also offered a special stage to athletes allowing them to share their "Beyond Limits" moments with Acer Facebook fans. More than 290 athletes participated in this initiative.

Acer Sport and Technology Showcase

Acer engaged with Olympic Park visitors through the Acer Journey Pavilion, offering a two-storey interactive experience showcasing the best of Acer.

Thanks to an innovative animated LCD screen, Acer reached an estimated 1.2 million visitors in the Olympic Park with product and brand messages, while offering an immersive 20-minute journey through technology and products to thousands of people.

The visitors' journey included a mixed reality theatre explaining the role of Acer as a Worldwide Olympic Partner, as well as interactive challenges such as the Fast, Faster, Fastest Arena.



“The Olympic Games are a complex mix of technology, processes and people. Our challenge for London 2012 was to create an IT solution that allowed the capture and reporting of every moment of the action and supported the world’s media in bringing it to the world via television, the internet and social networks – first time, every time.”

Patrick Adiba, CEO Iberia, Major Events and Olympic Games at Atos

London 2012 was the most digitally enabled Olympic Games in history, with more people than ever tuning in to watch the events on more devices than ever before.

Key to the success of the IT systems for the Games have been Atos Business Technologists, who each achieved a ‘personal best’ to transmit the results to the world’s commentators before the roar of the crowd is heard – in 0.3 seconds.

What Atos Delivers

The Olympic Games cannot happen without the intense use of Information Technology. The event itself is, in fact, a great technological feat.

The Atos Business Technologists are responsible for delivering key information – including results – to the wider world. Atos is also responsible for developing applications, such as the accreditation system and the volunteer portal, as well as integrating teams from different technology partners, the Organising Committee and the IOC into one flawless IT ecosystem.





Atos

Atos pledged its 'Personal Best' for London 2012

Atos Business Technologists, who have been involved in every Olympic Games since Salt Lake City in 2002, have strived to achieve their own personal bests for London 2012 in the same way as any athlete.

By achieving a personal best for the Games, Atos helped deliver the platform to create the greatest Games yet, with 30% more information being processed by its Business Technologists than ever before.

The Atos marketing platform "Personal Bests to Everyone's Progress" highlights the unrivalled experience of Atos at the Olympic Games and challenges colleagues, customers and athletes to go further than ever before and set new personal bests. The technical skills of the Atos Business Technologists, unseen by the billions watching in the stadiums and at home, have been crucial in delivering a flawless Games experience.

Atos has been the Worldwide IT Partner for the Olympic Games since Salt Lake City in 2002 and, over the last 10 years, has been integral to making every Winter and Summer Olympic Games a success. It is all of this experience and expertise that allows Atos to consistently deliver outstanding results for clients around the world.



“We demonstrated in London that science-based innovations from Dow make the Games safer, higher-performing and more sustainable. As The Official Chemistry Company of the Olympic Movement, Dow is committed to working with host countries and regions to support their infrastructure and sustainability goals – for the Games and beyond.”

George Hamilton, Vice President, Dow Olympic Operations

While London 2012 marked Dow’s first Games as a Worldwide Olympic Partner, the company has a long-standing history of collaboration with the Olympic Movement. Science-based solutions from Dow have been an important part of the Olympic Games since 1980, when insulation products were used in ice rinks and bobsled runs at the Lake Placid Winter Games. Since then, the partnership between Dow and the Olympic Movement has only grown stronger, culminating with a successful debut as a Worldwide Olympic Partner in London.

From improved playing surfaces to increased energy efficiency in multiple sports venues, solutions from Dow improve the Olympic experience for host cities and countries, athletes and fans everywhere.

Some of Dow’s solutions for London 2012:

- **Wrapped in technology:** The 306 fabric panels that encircled London’s Olympic Stadium were Dow’s most visible solution at the London 2012 Olympic Games. A scientific breakthrough in textile design and manufacturing, the stadium wrap will be recycled and reused for projects in the UK and will be used for shelters to serve at-risk children in Africa and Rio de Janeiro – home to the 2016 Olympic Games.
- **Pretty in pink:** Celebrated by athletes, coaches, journalists and fans as one of the most exciting fields-of-play during the Olympic Games, the pink and blue artificial turf at the Riverbank Arena was enabled by Dow technology. While the pink and blue turf represented the look of the 2012 Games, Dow’s science-based solutions also enabled faster game-play and increased visibility, enhancing the player and fan experience.





- **Faster, safer:** By providing runners with the perfect balance of hardness and elasticity, the Olympic Stadium's running track staged some of the most memorable achievements of the London 2012 Games. Solutions from Dow helped to ensure a safer and more reliable surface for both sprinters and long-distance runners on the Olympic Games' most prestigious stage.
- **Built to last:** Venues like the Olympic Stadium, Copper Box, Olympic Village, International Broadcast Centre and the Main Press Centre benefited from Dow insulation solutions that improve energy efficiency and moisture resistance. Dow's roofing and flooring solutions are also enabling the Athlete Village to be transformed into 2,800 permanent homes, including 1,379 affordable homes for East London residents.
- **From London to Tanzania:** With a potential global audience of nearly five billion people, such tremendous broadcast success relied on efficient transmission. Dow solutions helped to protect cables and transmit broadcast signals to billions of viewers. After the Games, Dow is partnering with Michigan State University to use recycled broadcast cables to connect remote schools in Tanzania with the global communications infrastructure, helping foster education in the region.

Marketing and Branding

Dow stepped onto the largest global sports and marketing stage with a new and exciting advertising and brand campaign: "Solutionism. The New Optimism." Solutionism is the belief that together, science and humanity can solve nearly everything.

Solutionism helped to colour the streets of London with a giant banner facing the Olympic Park at the Westfield Shopping Centre, three-dimensional billboards at Heathrow Airport, and 500 Solutionism-branded taxis throughout the host city. Dow also helped to celebrate the excitement of the Sochi 2014 Olympic Winter Games with a unique experiential unit at Sochi.Park, located in London's Hyde Park, including bobsled simulators and a flyover video of the upcoming 2014 Olympic Winter Games host city.



“We are committed to working with the IOC and the local Organising Committees to deliver world-class infrastructure solutions and a sustainable legacy to future generations.”

Jeff Immelt, GE Chairman & CEO

GE is the exclusive provider of a wide range of innovative products and services that are integral to staging a successful Olympic Games. GE works closely with host countries, cities and Organising Committees to provide infrastructure solutions for Olympic venues including power, lighting, water treatment and transportation, and supplies local hospitals with diagnostic imaging equipment and healthcare IT solutions. GE’s Olympic Games partnership was launched in January 2005 and an extension to the partnership was announced in July 2011 to take it to 2020, including the Sochi 2014 Winter Games, the Rio 2016 Olympic Games, the Pyeongchang 2018 Winter Games, and the 2020 Olympic Games.

GE and London 2012

GE equipment was at work in all sporting and non-sporting venues at London 2012, including the Olympic Village. Three GE Jenbacher CHP engines in the Energy Centres provided power, heating and a cooling system across the Olympic Park for the Games and continue to work for the new buildings and communities that are developing now.

GE also worked with the Mayor and Transport for London, in association with LOCOG and fellow London 2012 sustainability partners EDF and BMW, to install 120 GE charge point electric vehicle charging stations that supported a fleet of zero-emission electric vehicles used during the London 2012 Games and continue to work in London post-Games.

GE also equipped the Polyclinic in the Olympic Village with best-in-class digital imaging including MRI, CT, X-Ray and Ultrasound, allowing the diagnosis of injuries.





Sporting legacy

GE became the Elite Partner of the British Triathlon Federation in April 2010, providing support and expertise for the athletes as they prepare and compete at the highest levels. In keeping with previous Games, where GE provided state-of-the-art medical imaging equipment for the early diagnosis and treatment of sporting injuries, the partnership used GE's healthcare technology and expertise to help to optimise and improve the performance of the team in the events leading up to and including London 2012.

Olympic community and education programmes

GE donated £4.7 million of medical equipment as a legacy gift to the Homerton University Hospital, the hospital for the London 2012 Olympic Games, for a new maternal and newborn centre. GE and its partners also replaced the lamps on London's iconic Tower Bridge, providing a state-of-the-art, energy-efficient lighting system that will have energy savings of 40-45% over the previous artistic lighting fixtures. Energy-efficient LEDs and floodlights will now illuminate and showcase the towers of the bridge.

GE has also launched a new campaign, in conjunction with the London 2012 'Get Set' initiative, to improve break times in schools. The Design My Break schools competition for 11- 14-year-olds asked students to work in teams and think about how they could spend the second school break of the day – typically lunchtime – differently, to improve their nutrition, physical activity and emotional well-being.



“As a Worldwide Olympic Partner, we are proud to bring the Olympic spirit to life through meaningful experiences for our customers who attend the Games and those who visit our restaurants around the world.”

Dean Barrett, Global Marketing Officer, McDonald’s Corporation

London 2012 marked McDonald’s ninth consecutive Games as the Official Restaurant of the Olympic Games. McDonald’s brings the Olympic spirit to life for more than 69 million customers each day in its 33,500 restaurants in 119 countries around the world.

The Official Restaurant of the Olympic Games

McDonald’s was proud to feed the athletes, officials, media and spectators its high-quality, great tasting food during the Olympic Games. McDonald’s served record-breaking crowds the most extensive menu in its Olympic history at four Olympic Park restaurants with a balanced variety of options. Well-known favourites included the Big Mac, Chicken McNuggets, salads and World Famous French Fries, as well as great-tasting menu choices from the UK, including porridge and an assortment of wraps. The Happy Meal also made its debut at the Games, which included the options of fruit and vegetables.

To highlight its culinary expertise, menu innovation and quality ingredients on-site at the Games, McDonald’s Executive Chef and Senior Director of Culinary Innovation Dan Coudreaut hosted a series of chef demonstrations at the company’s Main Media Centre restaurant, which were featured on AboutMcDonalds.com and YouTube. Chef Dan was joined by special guests including athletes, nutritionists and families.





McDonald's Champions of Play Programme

McDonald's Champions of Play programme encouraged a fun approach to smart eating and active play for children and families around the globe. McDonald's brought nearly 200 children from 34 countries to London for a once-in-a-lifetime opportunity to attend Olympic events, meet athletes, get a behind-the-scenes tour of the Olympic venues and visit cultural sites.

The programme extended beyond London digitally and through in-restaurant materials that promoted play. ChampionsofPlay.com featured Olympians who starred in a series of imaginative challenges where children could participate by doing real-life physical activities on their own and logging those activities online. Athletes encouraged children along their journey and more than 140,000 visitors in 83 countries logged more than 150,000 activities.

McDonald's Olympic Champion Crew

McDonald's brought its best crew to London to serve the world's best athletes as members of the 2012 McDonald's Olympic Champion Crew. As part of this unique programme, nearly 2,500 managers and crew from 42 countries had the opportunity to meet athletes, attend Olympic events, visit cultural sites, and interact with peers from across the globe.

London 2012 Games Makers

For the first time ever, McDonald's was the presenting partner of the London 2012 Games Makers volunteer programme. McDonald's commitment to people and proven track-record in employee development and training was a key factor in partnering with the London 2012 Organising Committee. McDonald's helped attract, select and train the 70,000 volunteers who delivered a first-class customer service experience for the athletes and spectators.



“The London 2012 Olympic Games were particularly significant for Omega as we celebrated our rich sporting history, the evolution of our timekeeping technology and our long-standing role as Official Timekeeper. We were proud to have been at the service of the finest athletes in the world. It was a thrilling edition of the Games and we congratulate the competitors, the IOC, LOCOG and the people of London for making this a truly unforgettable experience.”

Stephen Urquhart, President, Omega

Omega first served as the Official Timekeeper at the Los Angeles 1932 Olympic Games, equipped with just 30 handheld stopwatches that were used to time every event. Since then, the IOC and Omega have developed a long, rewarding relationship that has lasted 80 years, and has led to Omega serving as Official Timekeeper for 25 Olympic Games.

At the London 2012 Olympic Games, Omega’s 450 professional timekeepers and data handlers, along with hundreds of local volunteers, used 400 tonnes of equipment to ensure that the timing, scoring, display and distribution of each athlete’s results were successfully executed.

London 2012 Timekeeping Technology

Omega debuted several new timekeeping technologies in London, which included:

Quantum Timer: With an enhanced resolution of one millionth of a second, the Quantum Timers mark the beginning of a new generation of Omega Timing products, providing 100 times greater resolution than previous devices.

Athletics Starting Blocks: The runners’ reaction times are measured entirely by the force against the back block and not by movement.

Swimming Light Show: Lights mounted on the starting blocks instantly indicate the first three swimmers to tap their touch pads at the end of a race.





Open Water Gate: New gates provide timing information at intervals throughout the swimming marathons so intermediate times can be recorded for each of the racers.

The Countdown Clocks

Among the symbols that best represent Omega's Olympic Games role is the Countdown Clock. Exactly 500 days before the Opening Ceremony was scheduled to begin in London, the Countdown Clock was unveiled in Trafalgar Square. The clock was 6.5 metres high, five metres long and weighed more than four tonnes. In July 2011, a second Countdown Clock was activated in Greenwich.

Omega's Olympic Games Marketing

Omega created a range of marketing materials to support its Official Timekeeper role at the Olympic Games. The television commercial included in Omega's "Start Me Up" campaign featured Olympic athlete ambassadors just moments before their performances began and used the Rolling Stones' 1982 hit "Start Me Up".

On major social media platforms, such as Facebook and Twitter, Omega used interactive posts and tweets to successfully connect fans and followers to the brand and its athletic ambassadors. Timekeeping highlights videos from the Olympic Games were also posted on the brand's YouTube channel. Omega also created a brochure that recalled the birth of modern timekeeping at the London 1948 Olympic Games, when it was also Official Timekeeper.

Omega Seamaster 1948 Co-Axial 'London 2012' London Edition

The Omega Seamaster Diver 1948 Co-Axial 'London 2012' Limited Edition combines a design influenced by the very first Omega Seamaster, launched in 1948, and the brand's cutting-edge Co-Axial technology. When the Games were last held in London in 1948, Omega was on hand as Official Timekeeper so the classically-styled wristwatch is a perfect tribute to a special year. The watch has an 18-carat gold medallion embossed with the London 2012 logo mounted on the caseback.



Panasonic

“In the spirit of the Panasonic Olympic Games slogan ‘Sharing the Passion’, we are committed to share the passion of athletes with people around the world and connect people who are passionate about sports and the Olympic Games. We are proud of our partnership with the IOC and OBS to create a new and successful era in Olympic broadcasting with the first live 3D Olympic Games in London. We believe that the 3D coverage dramatically changed and expanded the way that people enjoy the Games.”

Hironobu Nishigai, Head of Global Sponsorship & Events Management, Panasonic Corporation

Panasonic has been an Official Worldwide Olympic Partner in the Audio and Visual Equipment Category for more than 25 years, providing the Olympic Games with state-of-the-art digital audio/video equipment, such as flat screen TVs, digital video cameras, DVD recorders, large projectors, professional sound equipment and broadcast products.

The Olympic Games have always been at the forefront of AV technology and London 2012 was no exception, with Panasonic also supplying its 3D equipment to the Games, meaning that – through a 3D technical partnership with the International Olympic Committee and Olympic Broadcasting Services (OBS) – the London 2012 Olympic Games were the first Games ever to be broadcast in 3D.

Sharing the Passion

Under the slogan ‘Sharing the Passion’, Panasonic contributed to the success of the Olympic Games with its technology and video expertise, from large screen displays, audio and broadcast equipment at the event venues to supplying top-of-the-range cameras, recorders and plasma displays to support the training programmes of athletes, such as the British sailing team and heptathlete Louise Hazel. With its audio-visual equipment, Panasonic aimed to deliver the thrills of the Olympic Games in HD and 3D and ‘Share the Passion’ of the Games with people all over the world.





Products and Services at London 2012

Panasonic delivered the largest supply of its audio-visual equipment for any Olympic Games to support the London 2012 Olympic Games. For the Opening Ceremony, the world's smallest and lightest** 20,000 lumens projectors (PT-DZ21K and PT-DS20K), with a high brightness and high quality yet compact form, were installed. Panasonic boosted the mood of the Opening and Closing Ceremonies by delivering vivid and impressive HD footage to the audience. Panasonic also provided LED Large Screen Display Systems, offering the largest number of screens and the largest area ever, at the competition venues as well as at the Park Live Site in the Olympic Park. At the indoor event sites, 103-inch PDP displays were adopted for the first time in the history of the Olympic Games.

Full HD 3D Theatre

At the Panasonic Full HD 3D Theatre, set up inside the Olympic Park, highlights from the Opening Ceremony and from each of the competitions were shown in 3D, while semi-finals and finals from highly anticipated events, such as swimming and track and field, were also screened live in 3D. The 3D footage of the Olympic Games proved popular with visitors to the Olympic Park, particularly the live broadcasts, with almost 40,000 people visiting the showcase during the Games.

Panasonic/Worldwide Olympic Partner Facebook page

The "Panasonic/Worldwide Olympic Partner" page on Facebook helped introduce people to the company's wide variety of activities as a Worldwide Olympic Partner. In addition, Panasonic communicated with users through the site, sharing the passion with users around the world who love the Olympic Games. During London 2012, Panasonic increased its updates on Facebook, gathering close to 95,000 fans by close of the Games, and will continue to post its activities on the site in the build-up to Sochi 2014 and Rio 2016.

Kids Witness News

Kids Witness News (www.panasonic.net/kwn) is a global video education programme supported by Panasonic, with the aim of boosting creativity and communication skills and fostering teamwork through video production by children at the elementary and secondary school levels. The Global Contest 2012 Awards Ceremony was held in London during the Games, with Sembawang Secondary School, from Singapore, winning the grand prize. IOC Vice-President Ser Miang Ng attended the Awards Ceremony on behalf of the IOC.



“On the surface, P&G and its brands have little to do with the Olympic Games. Except for this: every Olympic athlete has a mother. And mothers are with their children every step of the way, nurturing and encouraging them and helping them realise their dreams. And while we are not in the business of athletic equipment or sports apparel, P&G is in the business of helping mothers. We help her family in many ways. From nappy changing, to teeth brushing, to hair washing, to clothes cleaning, to air freshening.”

Marc Pritchard, Global Brand Building Officer, P&G

In 2010, P&G embarked on a 10-year partnership with the International Olympic Committee, becoming a Worldwide Olympic Partner of the Olympic Movement. This relationship, one of the most far-reaching partnerships in P&G history, included programmes in nearly every market in which P&G operates, and campaigns from more than 30 of its leading brands. P&G supported more than 150 athletes from around the world, who served as ambassadors for the company and its brands.

But the most meaningful message behind P&G’s sponsorship was to recognise and celebrate the one person who always stood by and supported each athlete: their mother. Although P&G doesn’t make athletic equipment or sneakers or sports drinks, it does know something about mothers – the company has been helping them for more than 175 years through its trusted brands. So, P&G launched its ‘Thank You, Mum’ programme to honour and thank mothers everywhere for all they do to help their children be the best they can be.

Celebrating Mums

To highlight the inspiration behind the ‘Thank You, Mum’ campaign, P&G produced a two-minute tribute video demonstrating that the hardest job in the world is also the best job in the world. ‘Best Job’ launched digitally on P&G’s YouTube channels around the globe as well as brand Facebook sites and digital hubs. The video received more than 20 million views online, and was also awarded an Emmy in 2012.





Additionally, P&G produced a series of short films titled, 'Raising an Olympian'. Shot in documentary style, the inspirational 'Raising an Olympian' videos depicted the journey of becoming a world-class athlete, as seen through the eyes of the athlete's mother. P&G created more than 60 'Raising an Olympian' videos, shared out via a variety of digital hubs and networks.

With more than 600 million views around the world, videos produced by P&G and its brands brought the 'Thank You, Mum' campaign to life in every country.

P&G Family Home and P&G Salon at the Wella Studio

Throughout the London 2012 Olympic Games, mothers and families of Olympians were invited to the P&G Family Home in London. This 'home away from home' was designed to serve mothers and families of Olympians from all corners of the globe, offering them a place to relax, unwind and spend time together as their children competed. P&G and its brands provided services, such as a Tide®/Ariel® laundry station, a Pampers® Playground, and salon services featuring P&G beauty brands. In addition, mothers and families were treated to complimentary meals and drinks, and exclusive performances, such as a visit from the cast of the West End hit musical *Chicago*. By the Closing Ceremony, more than 70,000 visitors had been welcomed into the P&G Family Home.

P&G also created beauty salons to pamper Olympic athletes, their mothers (and fathers), and special guests. Four salon locations – in the Olympic Village, P&G Family Home, London Media Centre and the expansive P&G Salon at the Wella Studio in central London – provided more than 26,000 beauty treatments, from hair styling to 'Country Colours' manicures to men's shaving, all delivered using P&G's beauty brands such as Gillette®, Pantene® and MaxFactor®.

Leaving a Legacy

P&G asked mothers what it could do to continue to support them. "Support our kids," was the reply. So in January, at the 2012 Winter Youth Olympic Games in Innsbruck, P&G made a commitment to raise US\$5 million through sales of its brands to support youth sports programmes around the globe. During the London Olympic Games, P&G extended that commitment to raise and contribute US\$25 million over the next four Olympic Games. This extension will ensure P&G's 'Thank You, Mum' programme will continue and leave a lasting legacy well beyond the London 2012 Olympic Games.



“London 2012 delivered a memorable, inspiring experience to all spectators around the world, and smartphone technology played a key role in making this possible. For Samsung, London 2012 was about captivating a global audience and offering new inspiring opportunities to experience and take part in the Games. Through our campaign initiatives and innovative wireless technology, Samsung led the first truly social Olympic Games.”

Sunny Hwang, Vice President & Head of Global Sports Marketing Group, Samsung Electronics

Beginning as a local sponsor of the Seoul 1988 Olympic Games, Samsung expanded its partnership and became a Worldwide Olympic Partner in the Wireless Communications Equipment category for the Nagano 1998 Winter Games. Samsung has been contributing to the successful operation of the Olympic Games since Athens 2004 with its Wireless Olympic Works (WOW), enhancing accessibility and seamless communication. Samsung’s role has evolved throughout the 24 years of its involvement in the Olympic Movement, and its wireless technology helped make London 2012 the most inclusive and digitally advanced Olympic Games ever.

Wireless Communications Equipment

As the Worldwide Olympic Partner in the Wireless Communications Equipment category, Samsung provided around 17,000 mobile handsets and 4,600 mobile accessories to the Olympic Family. Among the handsets, smartphones were pre-loaded with the Samsung Wireless Olympic Works (WOW) application. The application provided real-time Games updates on event schedule, weather, latest reports on results, medal standings and Olympic records.

Olympic Torch Relay

Samsung’s Torchbearer nomination campaign drew a huge number of recommendations from across the world. In total, 1,360 inspirational Samsung Torchbearers from 58 countries were selected for the honour of carrying the Olympic flame. During the Olympic Torch Relay, Samsung supported the 1,093 villages, towns and cities to celebrate the historic moment, helping to create the most participative and inspirational Torch Relay for London 2012.





Samsung Hope Relay

Launched by Samsung's Ambassadors David Beckham, Jamie Oliver and Olympic gold medallist Victoria Pendleton in the UK in summer 2012, the Samsung Hope Relay campaign was expanded to 17 countries resulting in over 1.75 million downloads of the smartphone app. The clever Samsung technology allowed anyone to run a mile for which Samsung made donations to charitable causes around the world supported by the "Samsung Hope for Youth" programme, including Kids' Company in the UK, LOCOG's International Inspiration, and the Red Cross. The virtual campaign enabled everyone around the world to participate in a meaningful experience and be part of the Olympic Torch Relay.

Samsung Global Blogger

The Samsung Global Blogger programme played a key role in helping everyone share in the magic of the Olympic Games, with 76 bloggers from 20 countries being selected for a once-in-a-lifetime trip to the Olympic Games. Equipped with the very latest Samsung smartphones, these vibrant young people shared their unique experiences with people around the world, offering a truly global, digital Olympic experience for everyone. The winners shared the most iconic moments of London 2012 with friends, family and social networks, capturing a global audience of around four million on samsungglobalblogger.com.

Samsung Mobile PIN & GALAXY Studio

At the Samsung premium pop-up stores, Samsung Mobile PIN, located in the Olympic Park and across London, more than 500,000 customers experienced and purchased Samsung mobile phones, including the Galaxy S III. GALAXY Studio, an event space where consumers can enjoy creative activities with the latest GALAXY products, was integrated with the PINs to further expand the hands-on brand experience.

Opening Ceremony featuring Samsung GALAXY products

GALAXY S III and GALAXY Note were presented at the Opening Ceremony performance, as a key part of a dance routine celebrating the role of the internet in global communications. Through television broadcasting, the performance was watched by more than four billion people worldwide, and further buzz was created through the behind-the-scenes interview with Head of Ceremonies, viewed by more than 700,000 people on YouTube.





“We have sponsored the Olympic Games for more than 26 years because it drives our business. The association helps increase brand equity, it helps clients and partners acquire new customers, and it increases preference in our brand.”

Kevin Burke, Visa Inc. Chief Marketing Officer, Core Products

At the London 2012 Olympic Games, Visa was the exclusive payment services sponsor and the only card accepted at the Games. London 2012 represented Visa’s most global and social activation since becoming an Olympic Games sponsor 26 years ago.

Visa Marketing Campaign

Visa Inc.’s global Olympic marketing campaign – Go World – ran in more than 70 countries and celebrated athleticism and human triumph through unique athlete stories. The campaign included a robust social media platform, television and digital advertising, and usage promotions to connect with cardholders and Olympic fans, driving preference for and usage of Visa products worldwide. Visa utilised Facebook, YouTube and other popular social media platforms around the world to encourage more than 60 million fans globally to submit virtual “cheers” for Team Visa athletes.

Visa Europe’s “Flow Faster” marketing campaign featured Innovation Ambassador Usain Bolt and Team Visa Europe athletes in television, digital and outdoor advertising executions. The campaign reflected the speed and ease of contactless and mobile payments, which were showcased across London 2012 venues and enabled cardholders to experience a secure, reliable and fast payments infrastructure. Bolt embodies speed, effortlessness and performance, and the ability to deliver on the world’s biggest stage, making him a perfect fit alongside the rest of the Team Visa Europe athletes.

On-Site Operations

Visa implements and manages the payment system infrastructure and network throughout all Olympic venues at every Games. London 2012 marked Visa’s largest host-market presence ever with 250,000 total point-of-sale pieces across 34 Olympic venues. Over 3,200 contactless enabled point-of-sale devices were also available at merchants in Olympic Games venues. Visa also hosted eight ATMs within the Games footprint and 11 Visa Customer Service Booths at various Olympic venues.





Visa Promotions

London 2012 marked the most active participation among Visa financial institution clients and merchant partners ever. Visa worked with approximately 1,000 financial institution clients and retail merchant partners to build and strengthen their business with Visa and create excitement among customers through participation in Visa's Olympic-driven marketing programmes.

Team Visa London

Visa has empowered more than 1,000 Olympic hopefuls to achieve their dreams over the last 26 years by providing financial support and valuable marketing exposure in pursuit of their Olympic goals. For London 2012, Visa supported 69 Olympic and Paralympic hopefuls along with national teams from more than 30 countries. Led by the record-setting Olympic sendoff of Team Visa veteran Michael Phelps, the final Olympic medal count for Team Visa athletes in London was 35 (16 gold, nine silver, five bronze). A pioneer in real-time Olympic advertising, Visa celebrated the most inspirational performances of Team Visa athletes by running congratulatory advertisements featuring medal-performance footage and, for the first time, photo and video cheers submitted by fans.

Visa Mobile Payments Showcase

Visa and Samsung formed a strategic alliance to introduce the latest innovation in payment technology, enabling mobile payments to be made using the new Samsung Galaxy S III smartphone equipped with NFC contactless technology. An Olympic-branded Visa mobile payment application loaded on a limited quantity of the Samsung phones enabled mobile purchases at 140,000 retailers throughout the UK. The Games presented a unique opportunity to showcase the future of payments coming to life – including Olympic-branded contactless prepaid cards – and left a lasting legacy post-2012 for financial institutions, merchants, mobile operators and consumers around the world.



The London 2012 Domestic Sponsorship Programme

In addition to the funding and support offered by the Worldwide Olympic Partners, the London 2012 Olympic Games also benefited from a domestic sponsorship programme – managed by LOCOG – which granted exclusive marketing rights within the United Kingdom to further help fund and stage the Games.

With seven domestic partners, seven official supporters and 28 official suppliers, the programme enjoyed great success, raising significant funds to support London 2012 and providing LOCOG with help and expertise for specific operational needs during the planning and staging of the Games, while also supporting Great Britain’s National Olympic Committee and its Olympic team.

The following section outlines the contributions and support that the London 2012 domestic partners offered to help make the Games such a success.

London 2012 Olympic Partners



There would be no
GOOSEBUMPS, GASPS,
RECORDS SMASHED, STRANGERS HUGGED,
OR A WHOLE WORLD BROUGHT TOGETHER

LK58 KGJ

271

without...

The Worldwide Olympic Partners



ENVIRO 400
 London 2012 Olympic Partners





Adidas

As the official sportswear partner of the Games, Adidas aimed to deliver brand impact, take commercial market leadership and drive an increase in brand preference amongst UK consumers.

Its 'Take the Stage' campaign was devised to be a motivating, inspiring brand platform, and one that could live through all of Adidas' communications. It was about recognising and supporting current talent, as well as inspiring the next generation to 'take the stage'.

The Take the Stage campaign kicked off in March 2012 with the launch of the Team GB Olympic kit, created by Adidas and designed by Stella McCartney. In a brand first, the Tower of London was secured for the launch event, which featured 33 athletes and more than 250 guests in attendance.

Launched in the spring with an 'all-star' TV advert, Take The Stage saw the likes of David Beckham, Wretch 32 and Derrick Rose invite fans to showcase their talent to win a once-in-a-lifetime experience with their hero. Take the Stage then continued into the Adidas Games-time advertising campaign, where the spotlight focused on the sporting stars as they prepared to take the stage for the performance of their life at London 2012.

To support the Take The Stage campaign, Adidas installed a photo booth at the kit launch and invited all 550 Olympic athletes to 'take the stage' and pose with the must-have product of the summer – the official Adidas Team GB sweatbands. Showing a different, fun side to the athletes, the photo booth images quickly became popular with UK media – being used in print and online every day as a perfect complement to Adidas' stylised kit imagery. The sweatbands themselves later became one of the biggest selling products of the Games.

Adidas also utilised its broader brand ambassadors in the build up to the Games, including David Beckham who surprised fans by appearing in the Take The Stage photo booth in Westfield shopping centre.



BMW

As the Official Automotive Partner of London 2012, BMW provided low-emission diesel, hybrid and electric cars – as well as motorcycles and bicycles – to the London 2012 Organising Committee (LOCOG).

LOCOG's challenging average fleet emissions target of 120 grams CO₂ per kilometre was set significantly below the UK total new car emissions average of 138 grams CO₂ per kilometre, or 54.2mpg. The BMW and MINI fleet surpassed the target with average CO₂ emissions of 116 grams CO₂ per kilometre, or 64.5mpg.

The EfficientDynamics, hybrid and zero emissions cars, motorcycles and bicycles provided by BMW for London 2012 provided essential mobility for athletes and officials, which was vital for the operational success of the Games.

BMW also provided a number of adapted vehicles, enabling disabled people to volunteer as drivers during the Games for the first time.

During the Games, BMW's pavilion, which had a floor space of 800m², welcomed Olympic Park visitors on an elevated site above the Waterworks River, situated between the Olympic Stadium and the Aquatics Centre. The pavilion's innovative design used river water to provide a sustainable source of cooling for the building before returning this filtered water to the river via an eye-catching 'water curtain' feature.

Every element of the BMW pavilion was designed to reflect the company's heritage in environmental innovation. The two-storey superstructure was built of steel with high-recycled content, while the use of carbon-intensive materials such as concrete was also minimised.

In addition to its role as the Official Automotive Partner of London 2012, BMW was also a Sustainability Partner of the Games and a Supporting Partner of the Olympic Torch Relay.





BP

As the Official Oil and Gas Partner for the London 2012 Olympic Games, BP provided fuels and engine oils for more than 5,000 official vehicles. It also provided bottled gas (LPG) for catering facilities throughout the Olympic venues.

BP used its role as a London 2012 Partner to showcase a powerful mix of existing and emerging technologies and practices for fuels and mobility, representing the most efficient and progressive solutions for today and the next 10 to 15 years.

As a Sustainability Partner for London 2012, BP also worked with the Games organisers and other London 2012 Partners to find ways of creating a sustainable legacy for the Olympic Games. “London 2012: Fuelling the Future” is BP’s programme for inspiring change.

So, for example, BP provided responsible transport fuelling options such as advanced biofuel blends, prior to their commercial launch. BP also demonstrated the huge potential of biofuel blends by making them available in limited quantities at BP’s retail site on the Hammersmith flyover in west London, at a scale to fuel 40 vehicles in the official Games fleet.

BP also developed a ‘showcase’ in the Olympic Park, showing how and why ‘Fuelling the Future’ is rooted in reality by demonstrating the many practical, progressive steps that BP and its partners are taking to transform the efficiency of mobility – and how individuals can play their part.

As the Official Carbon Offset Partner for London 2012, BP also offset the official vehicles’ carbon emissions using BP Target Neutral, a not-for-profit programme aimed at encouraging individuals to reduce, replace or neutralise (offset) their carbon emissions from travel.

BP also created an offset offer for all ticketed spectators, helping some half a million of them to reduce and offset their emissions from travelling to the Games.



**BA**

British Airways was the official airline partner of the London 2012 Games, as well as the official airline of Team GB.

The airline was involved in the journey to the Games since it successfully helped deliver the bid in 2004. Since then it helped British talent to take off, flying thousands of British athletes around the world to train and compete.

In May 2012, the airline delivered the Olympic flame from Athens to RNAS Culdrose in Cornwall on a flame-coloured aircraft named 'Firefly'. The same aircraft was also used in a fly-past with the Red Arrows to congratulate Team GB at the end of the Games, carrying the message 'Thank You'.

In the run up to and during the Games, the airline's 'Home Advantage' campaign encouraged the public to stay at home and support Britain's athletes. It generated more than 85,000 tweets using the hashtag #HomeAdvantage.

As part of the campaign, the airline placed a giant image of Olympic gold medallist Jessica Ennis on the flight-path to Heathrow with the words 'Welcome to our turf' as the first image incoming athletes and visitors would see. During Games-time, British Airways also transported 2,250 athletes from over 28 countries.

For the first time at an Olympic Park, a viewing area was created for spectators to watch the live action. Park Live presented by British Airways attracted more than 700,000 visitors who came to cheer on the athletes, watch the action on giant LED screens and see athletes interviewed on the BA Stage.



**BT**

As the official communications services partner of London 2012, BT implemented a single, integrated communications network for the first time at a Summer Games, helping to bring the London 2012 Games to the world.

Its network handled all phone, video and data communications during the Games and featured 80,000 connections, 16,500 phone lines, 1,800 wireless access points and 14,000 cable TV outlets in 94 locations. In total, its network capacity or bandwidth was four times that of the Beijing Games. BT engineers also laid 5,500 kilometres of cables to support it – equivalent to the distance from London to New York.

In addition, BT provided super-fast fibre broadband to the Athletes' Village, enabling the athletes to stay connected with family and friends during the Games.

BT was also a Premier Partner of the London 2012 Festival, which provided a fantastic and free London 2012 experience through its cultural projects.





EDF

As the official electricity supplier, EDF powered the London 2012 Games and provided the fuel for the iconic Olympic flame.

EDF set out to use the inspiration of the Olympic Games to help pave the way to a low carbon future and chose to supply London 2012 with electricity backed by low carbon nuclear and renewable sources to encourage people to think about where their energy comes from and the actions they can take to live lower carbon lifestyles.

The EDF Pavilion within the Olympic Park brought the magic of electricity to life for thousands of families and sports fans alike through a fun, educational and inspirational experience.

Elsewhere on the Olympic Park, EDF installed the latest in real-time energy monitoring technology, called Visi, at some of the most iconic sporting venues.

Visi not only helped to cut the carbon footprint of the London 2012 Games, but will also remain at the venues in legacy to enable future energy managers to understand and reduce electricity consumption.

Across London, EDF worked with GE, BMW and Transport for London to develop an innovative recharging solution to support the 200 electric vehicles in the Olympic fleet, while contributing to a legacy of fast charging infrastructure for Londoners.

Looking to the future, EDF has ensured that the positive impact of its London 2012 partnership will resonate for years to come by bringing sustainability to life for the next generation through its programme for greener schools, The Pod. To date, more than 6.5 million young people have engaged with The Pod, which forms part of LOCOG's official education programme, Get Set.





Lloyds TSB

As the Official Banking and Insurance Partner of London 2012, Lloyds TSB's vision was to bring the Games closer to communities, young people and businesses through a programme of inclusive, inspirational and engaging activations.

After launching in 2009, more than 7.8 million young people from more than 19,600 schools took part in the Lloyds TSB National School Sport Week. In 2012, in partnership with the Youth Sport Trust, Lloyds TSB also invited schools to stage their own Games and celebrate London 2012 World Sport Day. More than 4.3 million young people got involved and tried out Olympic and Paralympic sports.

Lloyds TSB also supported and funded 1,000 emerging athletes and future stars of Team GB and ParalympicsGB on their journey to London 2012 and beyond through its Local Heroes programme, in partnership with SportsAid. More than 40 were selected to compete at London 2012.

As Presenting Partner of the Olympic Torch Relay, Lloyds TSB also asked the UK public to nominate people to be Torchbearers for the difference they made in their communities and turned its branches on the route into local hubs enabling people all over the country to join in the celebration.

Through its customer-exclusive programme, Trackside, Lloyds TSB also gave away more than 1,500 pairs of tickets to the London 2012 Olympic and Paralympic Games.

As the Official Partner of London 2012 Ticketing programme, Lloyds TSB also ensured customers and communities had access to information about tickets to the Games, while its Official London 2012 Ticket Guides were available in all of its branches.

Lloyds TSB also supported businesses to maximise the commercial opportunities from the Games, and helped assist in the growth of local economies across the UK.



London 2012 Olympic Supporters**London 2012 Olympic Providers and Suppliers**

Aggreko

Airwave

Atkins

The Boston Consulting Group

CBS Outdoor

Crystal CG

Eurostar

Freshfields Bruckhaus Deringer LLP

G4S

GlaxoSmithKline

Gymnova

Heathrow Airport

Heineken UK

Holiday Inn

John Lewis

McCann Worldgroup

Mondo

Nature Valley

Next

Nielsen

Populous

Rapiscan Systems

Rio Tinto

Technogym

Thames Water

Ticketmaster

Trebor

Westfield

**TEAM
LONDON**

Chapter Five
Ticketing



Volleyball
Earls Court
West London

Level: 4
Block: 48
Row: B
Your seat: J 16

Account: 8-522
Price: £20
Category: E
Session: 1



London 2012
Opening Ceremony

August 10

08:30
Start Time



Swimming
Aquatics Centre
Olympic Park

Germany NOC

2012

Thomas Cook - Sports

“We have three clear principles for our ticketing strategy – tickets need to be affordable and accessible to as many people as possible, tickets are an important revenue stream for us to fund the Games and our ticketing plans have the clear aim of filling our venues to the rafters.”

Seb Coe, Chairman, London 2012 Organising Committee

From the deafening roar in the packed Velodrome, to the wall of sound that greeted athletes during every sold out session in the Olympic Stadium, the London 2012 Olympic Games were defined by the incredible atmosphere that fans created in each and every venue.

The success of the London 2012 ticketing programme, which was the largest and most complex ticketing operation ever undertaken in the UK, saw 97% of all Games tickets sold, raising £659 million for LOCOG’s operating budget. In total, approximately 8.2 million tickets were sold for the Olympic Games – out of a possible 8.5 million.

For the first time in the history of the Games, 33 consecutive morning and evening athletics sessions were sold out, while the 1.9 million football tickets that were sold made the London 2012 competition the biggest football tournament ever held in the UK, eclipsing the 1966 World Cup and the 1996 European Championships.

Ticket Prices

To make the Games as accessible as possible, London 2012 tickets were available at a wide range of prices, starting at just £20.

In total, LOCOG made £20 tickets available for every sport, with 2.5 million tickets at £20 or less, while two thirds of all tickets were available at £50 or less and 90% of tickets were on sale at £100 or less.



Ticket Box Office



Pay Your Age

For the first time at an Olympic Games a concession programme was introduced across all sports. This saw young people (aged 16 and under) pay their age and people aged 60 and over pay just £16 for a ticket. A total of 639,777 concession tickets were sold for the Games.

Ticketshare

The London 2012 Ticketshare scheme saw a total of 340,000 Olympic and Paralympic tickets donated to schools and other good causes, funded through a levy on London 2012 hospitality packages that were sold by Prestige Ticketing.

The scheme delivered 175,000 tickets to schools through the London 2012 'Get Set' Education Programme, including 125,000 to London schools. A further 25,000 tickets were distributed to good causes through the British Olympic Association, the British Paralympic Association, Tickets for Troops and Sport England. An additional 140,000 tickets were donated to the scheme for regional football matches.

Athletes' Friends and Family Programme

In line with staging a Games with the athletes as the priority, LOCOG put in place a ticketing programme that offered every athlete competing at the Games the chance to buy up to two tickets for friends and family for each session in which they were competing.

This was the first time an Organising Committee had centralised the process to include every athlete in every session in every sport, complementing what the athletes were able to access through their NOCs.

Ticket Re-sale Platform

All ticket-holders for the Games were able to re-sell their tickets through LOCOG, at face value. This enabled people whose circumstances had changed to get their money back without resorting to the black market. In total, 180,000 Olympic and Paralympic tickets were re-sold in this way.

Ticket Recycle Programme

A ticket-recycling programme was introduced at the Olympic Park and for tennis sessions at Wimbledon during the Olympic Games. Spectators leaving early had their tickets scanned and these were then re-issued to other people waiting outside, who could then enter the venue for the remainder of the session. In total, 15,944 tickets were recycled in this way, helping to get more tickets into the hands of more spectators.

Accessibility

London 2012 offered more tickets on sale for people with disabilities than any previous Olympic Games.

Tickets for wheelchair users also included a ticket for a carer or companion, while the Ticketcare scheme saw additional tickets for carers at no cost for those ticket holders with high dependency care needs.

In total, 35,767 wheelchair and companion seats were allocated for the Olympic Games. Additional wheelchair and companion seats were allocated during the Games to approximately 250 customers per day. Easy access seats and enhanced amenity seats were also made available and facilities such as enhanced audio commentary were put in place for blind spectators. 'Changing Places' toilets were also installed in almost all venues, and a Games Mobility Service was in place for disabled people that included free wheelchair and scooter hire.





Ticketing Partners

In recognition of its continued support as a Worldwide Olympic Partner, Visa was the only payment card accepted for ticket purchases. Visa also acted as LOCOG's Worldwide Partner for payment services and was responsible for the ticketing programme's payment solutions.

Other partners included Ticketmaster, LOCOG's official ticketing services provider, which coordinated public ticket sales, distribution and queries. It also designed and maintained the systems used for both public and client group ticket sales/allocations. During the Games, Ticketmaster also provided dedicated ticketing teams at all competition and key non-competition venues, as well as the software, support and handheld devices that were used for scanning tickets at venue entry points.

As LOCOG's official ticket marketing partner, Lloyds TSB was responsible for supporting the public ticketing programme and was the exclusive distributor of the ticketing guides and paper application forms.

Prestige Ticketing was LOCOG's official supplier of London 2012 on-site hospitality packages, including event tickets, fine dining and entertainment inside Games venues.

As an official partner of London 2012, Thomas Cook sold a range of UK 'Games Breaks' that included official tickets to London 2012 events, accommodation, some meals and transfers to venues, while Jet Set Sports also sold a range of fully inclusive official Olympic Games packages including tickets, accommodation, food and beverages, and transportation.

London 2012 Ticketing Facts

- 8.5m tickets available
- 97% of tickets sold
- Ticket sales generated £650m in revenue
- 33 consecutive athletics sessions sold out
- 2.5 million tickets at £20 or less
- Two thirds of all tickets available at £50 or less
- 90% of tickets on sale at £100 or less
- 340,000 tickets distributed to good causes

Chapter Six
*Licensing and
Merchandising*



“We had 65 licensees, producing over 10,000 different products covering Team GB, Paralympics GB, mascots and historic products. As well as hitting the revenue target, our merchandise programme also produced number one albums and a number one video game.”

Paul Deighton, Chief Executive, London 2012 Organising Committee

From the traditional soft toys of the Olympic mascots, to a 1kg commemorative gold coin worth £100,000, the London 2012 licensing programme featured a vast array of products to suit all tastes and budgets and proved to be a huge success with Olympic fans, with over 100 million products sold.

Offering 10,000 different product lines across 20 product categories, it was the biggest and most comprehensive licensing programme in Olympic history, generating almost £1 billion in retail sales and raising over £80 million in revenue to support the staging of London 2012, while also promoting the Olympic Games and showcasing the identity of the host city.

“People have come to the Games, bought a ticket, seen some great sport and want to take a souvenir home with them.”

Simon Lilley, Head of Licensing & Retail, London 2012 Organising Committee





Licensed Products

LOCOG granted rights to 65 licensees to manufacture and distribute Official Licensed Products, including apparel, soft toys, pin badges, programmes and other souvenirs.

A special Olympic Venue Collection, which was sold exclusively within Olympic venues, was also launched, representing over 70% of products available, while a Sport Specific range offered products representing every Olympic sport.

The rich history of Olympic numismatic and philatelic programmes was also continued, with both the Royal Mint and the Royal Mail producing extensive collections to celebrate London 2012.

The Royal Mail presented its most ambitious special stamp issue ever, producing limited edition stamps commemorating each British gold medallist within a day of their victory, in addition to collections depicting each of the Olympic sports and key milestones in the build-up to the Games.

The Royal Mint also launched a series of souvenir London 2012 coins, including limited edition £5 and £2 coins and the UK's first-ever five ounce and 1kg coins. More than 90 million 50 pence coins, depicting each of the Olympic sports, were also released into circulation.

Retail Operations

The London 2012 Licensing Programme benefited from one of the most comprehensive retail operations ever initiated for an Olympic Games, with retail locations at every Olympic venue and the largest ever Olympic Megastore operating within the Olympic Park.

In total, there was 5,900m² of retail space within the Olympic Park, including the 4,000m² London 2012 Megastore, as well as three Superstores and an additional shop in the Athletes' Village, which was the largest merchandise store ever opened within an Olympic Village.

A London 2012 Shop at Hyde park provided a further 1,200m² of Olympic retail space during Games-time, in addition to the 80 retail offerings available at all sporting venues. A 70-day mobile retail operation also supported the Olympic Torch Relay.

Non-venue retail operations boasted more than 7,000m² of retail space, with 35 shops around the UK via John Lewis - the Official Department Store Provider – including a 600m² flagship shop in John Lewis' Oxford Street store.

Seven retail stores were also operated in key travel destinations, such as Heathrow Airport, Paddington Station and St Pancras International, while shops also operated in Canary Wharf and the Royal Opera House during Games time.

The website www.london2012.com/shop also provided the first fully-fledged online shop in Olympic history, supported by a mobile site (via the London 2012 App), and fully integrated activity on Facebook and Twitter.





Sustainability

The London 2012 Licensing Programme was the most sustainable merchandise programme ever run by an Organising Committee, with LOCOG implementing a social compliance code of conduct that all licensees had to adhere to and a stringent programme that ensured products were both sustainable and ethically sourced.

All the licensees were required to follow an approvals process prior to any production being allowed to commence, while all locations used to produce London 2012 licensed products also had to have management plans in place, which were independently audited and disclosed on the Supplier Ethical Data Exchange (Sedex).

Promotional Campaigns

To help publicise the official merchandise, London 2012 embarked on a series of promotional campaigns in the build-up to, and during, the Games.

These included a Christmas campaign to showcase the official mascots and increase emotional engagement, particularly among young consumers, while also raising awareness of products featuring the mascots. As a result of the campaign, awareness of the mascots increased by over 30%, while sales in London 2012 shops also rose.

To coincide with the growing excitement surrounding the start of the Olympic Torch Relay, a “Gear up for the Games” campaign was also launched, encouraging the public to be part of the Games by purchasing official merchandise, while a Games-time promotional campaign helped drive traffic to London 2012 stores by using a combination of outdoor, print and internet advertising during the Games.

London 2012 Licensing Facts

- Over £80m generated by licensing revenue
- 65 official UK licensees
- Four international licensees
- 10,000 product lines, including the creation of an exclusive Olympic venue collection
- 90 million London 2012 commemorative 50 pence coins in circulation
- Royal Mail produced commemorative stamps for all British gold medallists

Memorabilia

For the first time in the history of the Summer Games, competition equipment and other Games artifacts were meticulously categorised and authenticated to create a highly coveted collection of Games souvenirs.

This extensive range of premium, collectable products – under the designation “Official Sporting Memorabilia” – offered a wide array of autographed and limited edition items.

These collectables were available exclusively through the official online 2012 Games auction site, which was launched in May 2012. Items ranged from authentic Torches, medal presentation trays and ceremony flags to equipment used during Games competition, such as basketballs, tennis balls and football netting.

Official Video Games

To help celebrate the London 2012 Olympic Games, two official video games were released as part of the IOC’s global licensing programme.

‘London 2012 – the Official Video Game of the Olympic Games’ provided a realistic simulation of Olympic sports including athletics, swimming, rowing and archery, and gave gamers the opportunity to control their favourite athletes. Developed by Sega and International Sports Multimedia, it was released on a variety of gaming platforms and became a bestseller in several key markets around the world.

Sega and International Sports Multimedia also developed ‘Mario & Sonic at the London 2012 Olympic Games’, which brought together two of the most iconic video game characters ever and provided a fun and easily accessible way for fans around the world to enjoy the Olympic experience. Available for the Nintendo Wii and Nintendo 3DS, the game proved to be a huge success, with the Wii version selling 2.4 million copies in North America and Europe in its first two months of release, after it was launched in November 2011.



Chapter Seven

The Olympic Brand



“The Olympic symbol, seen by billions of people during each edition of the Olympic Games, is one of the world’s most recognised brands, serving as a visual ambassador for the Olympic Movement.”

Jacques Rogge, IOC President

The Olympic Games have always been based on symbolism, with rituals such as the Olympic Torch Relay and the raising of the Olympic flag separating it from other sporting events. No other symbol is so strongly associated with the Olympic Games than the Olympic rings and, as such, the rings form the basis of the Olympic brand iconography.

Designed in 1912 by Pierre de Coubertin, the Olympic rings are the visual representation of Olympism – a philosophy of life, which places sport at the service of humankind – and therefore represent the vision and mission of the Olympic Movement: to contribute to building a better world through sport by ensuring the regular celebration of the Olympic Games, educating youth through sport and promoting Olympism in society.

The rings also embody the three Olympic values of excellence, friendship and respect, which are paired with the five working principles of Olympism: universality, solidarity, collaboration, autonomy and social responsibility.

With these emotive values at its core, the Olympic brand is able to transcend sport, resonating strongly with people of all ages and cultures from all over the world. Indeed, the Olympic rings are one of the most widely recognised symbols in the world, with IOC research in 2012 revealing that 95% of people aged 13-65 globally can correctly identify them.

These values give the Olympic brand a powerful identity, inspiring future Olympic athletes and people throughout the world to excel. The enduring strength of the Olympic brand also attracts commercial partners eager to align their own brands with the values of Olympism, thus providing a valuable asset to the Olympic Movement and the Olympic Marketing Programme.

“The Olympic rings are an iconic symbol, inspiring athletes and uniting people around the world.”

Seb Coe, Chairman, London 2012 Organising Committee





“This is a truly innovative brand logo that graphically captures the essence of the London 2012 Olympic Games – namely to inspire young people around the world through sport and the Olympic values.”

Jacques Rogge, IOC President

The London 2012 Brand

One of the key tasks for any Organising Committee is creating a unique visual identity for the Games, which reflects the culture of the host city and distinguishes the Games from previous editions. From the palette of colours to the design of the Olympic medals, the brand forms an integral part of the Games and is seen by billions of people around the world.

For the London 2012 Olympic Games, the Organising Committee created a modern, flexible brand to reflect the dynamism and youthful exuberance of the British capital. The official emblem of the Games, which was unveiled in 2007, formed the heart of the London 2012 brand identity and was based on the number 2012 – the year of the Games. The flexibility of the emblem allowed it to be adapted to feature a number of different colour schemes, including those of the official partners and the flags of each competing nation at the Games.

The emblem also formed the basis of the most cohesive Games brand in history, which was applied to well over 250,000 individual items, from the tickets and the buttons on the 70,000 Games Maker uniforms, to the design of the medals, street dressing and even gardening guides for local authorities. This innovative use of the brand across all aspects and assets of the Games proved to be one of the key successes of London 2012 and enabled LOCOG to engage the entire host nation, realising its vision to bring the Games to everyone’s doorstep.

By using interesting shapes and angles, as well as vibrant colours, the instantly-recognisable London 2012 brand created a sense of energy during the Games, with bright pinks, oranges, greens and blues visible throughout the host city.

The modern brand was also designed to appeal particularly to young people – an aim that was also reflected in the official motto for the Games, ‘Inspire a Generation’, which recalled a promise made by the Organising Committee when London won the bid for the Games.

“We’ve created our mascots for children. They will connect young people with sport and tell the story of our proud Olympic and Paralympic history. By linking young people to the values of sport, Wenlock and Mandeville will help inspire kids to strive to be the best they can be.”

Seb Coe, Chairman, London 2012 Organising Committee

Mascots

Official mascots have become a fundamental part of the Olympic Games over the last 40 years, helping connect young people, particularly children, with the Games and providing an element of fun alongside the sporting competitions.

London 2012 provided another memorable character for Olympic fans to enjoy, with Wenlock first being introduced to the public in 2010, alongside Mandeville, the official mascot of the 2012 Paralympics.

The mascots’ names reflect the host country’s rich Olympic and Paralympic history, with Wenlock named after the Shropshire village of Much Wenlock, where the ‘Wenlock Games’ were one of the inspirations that led Baron Pierre de Coubertin to revive the Olympic Games. Mandeville, meanwhile, was named after Stoke Mandeville hospital in Buckinghamshire – the birthplace of the Paralympic Games.

The mascots were highly visible throughout the Games, while they have also starred in four animated films, designed to encourage young people to take up sport and to inspire the next generation of athletes.



“The London 2012 pictograms are a strong and dynamic representation of the 2012 sports and are instantly recognisable as part of London’s look. This is particularly true of the dynamic version, which draws its inspiration from the London underground map, forever linking these Games to this great city.”

Denis Oswald, Chairman, IOC Coordination Committee for London 2012

Sport Pictograms

The London 2012 pictograms – which provide visual representations of each Olympic sport – were developed in consultation with each International Sporting Federation in order to be as accurate as possible.

The designs came in two different formats – a silhouette version for standard use and a dynamic version inspired by the connectivity of the London Underground map – with both designs featuring on merchandise, posters, sign posts and way-finding materials.



“The torch that carries the Olympic flame during the Olympic torch relay is one of the most recognisable and significant symbols of an Olympic Games.”

Seb Coe, Chairman, London 2012 Organising Committee

Olympic Torch

The triangular form of the London 2012 Olympic torch was inspired by the three Olympic values of excellence, friendship and respect, the three words that make the Olympic motto – *Citius, Altius, Fortius* – and the fact that London has hosted the Olympic Games three times, in 1908, 1948 and 2012.

In another design feature, the 8,000 circles that perforated the 80cm-high torch were created to represent the inspirational stories of the 8,000 Torchbearers who carried the Olympic torch during the London 2012 Olympic Torch Relay.

The torch relay itself also featured a strong visual identity, which was an extension of the Games-time ‘look’, further highlighting the cohesiveness of the London 2012 brand.





“Highlighting the effort and achievement of the athletes, as well as the city where the Games are held, these beautiful medals will be a fitting reward for the Olympic medallists of 2012.”

Jacques Rogge, IOC President

Medals

British artist David Watkins designed London 2012’s distinctive medals, which were 85mm in diameter and 7mm thick, weighing between 375g and 400g.

The traditional image of the Greek Goddess of Victory, Nike, featured on one side of the medals – stepping out of the Parthenon to arrive in the Host City – while the reverse featured an abstract design with the London 2012 logo at its centre, which was based on the the shapes and angles that made up the Games-time ‘look’.

The design also featured a ribbon, representing London’s River Thames, and an interlocking grid pattern radiating from the centre that pulls the design together.

“We wanted to create a campaign that would reach and engage young people – by building a correlation between ‘Olympic best’ and everyone’s personal best. Not everyone can be an Olympic athlete, but everyone can strive to be their best at something. This campaign celebrates that effort.”

Timo Lumme, Managing Director, IOC Television & Marketing Services

The Best of Us

The Best of Us campaign was originally launched by the IOC in 2007 in order to promote the Olympic brand and engage a global youth audience in the Olympic values.

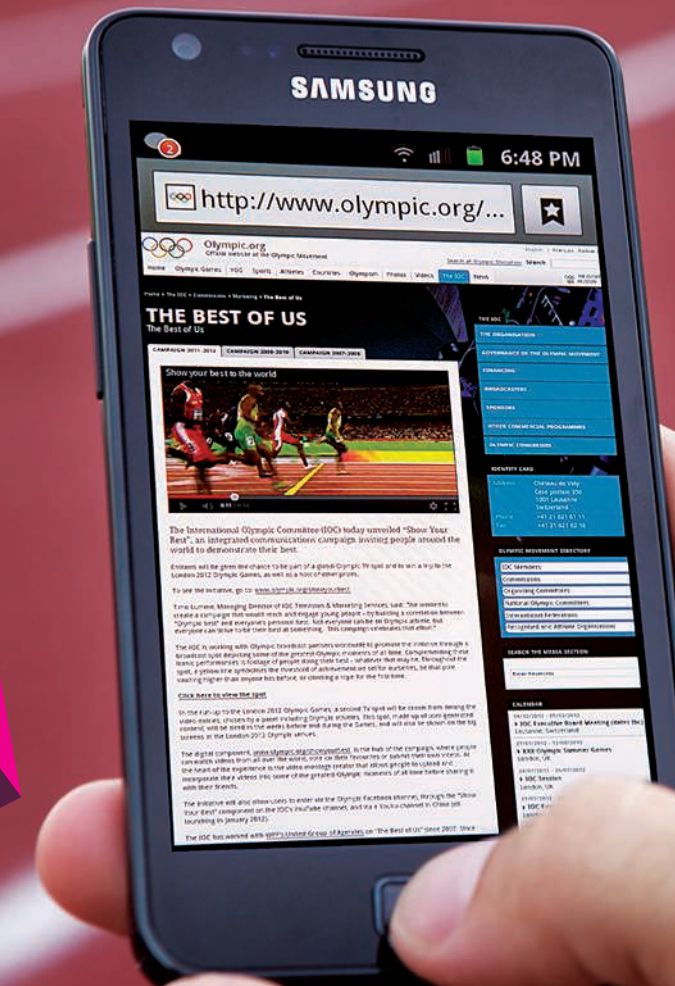
Through imaginative and creative communications, the campaign aims to remind people that sport can bring out the best in us all. By showcasing the performance, determination and unique character of Olympic athletes, The Best of Us campaign also demonstrates the Olympic values to young people and inspires them to fulfill their own potential and be the best that they can be.

Show Your Best

The IOC launched the latest iteration of The Best of Us campaign in November 2011. Entitled “Show Your Best”, the campaign invited people to demonstrate their best to others around the world via an online video competition.

Aimed at engaging young people in the Olympic Movement and creating the next generation of Olympic fans, the campaign used a digital platform (www.olympic.org/showyourbest) to allow people to upload videos and share their talents and skills with the world – whatever they may be.

Users were able to watch videos and vote on their favourites, while those who uploaded their own videos were given the opportunity to be part of a global Olympic TV spot and win a trip to the London 2012 Olympic Games, as well as a host of other prizes from the Worldwide Olympic Sponsors.





The campaign received entries from nearly 60 countries around the world, with users showing their best efforts in a variety of disciplines including sport, music, art and charity work. Three entrants (pictured opposite) received trips to the London 2012 Olympic Games, with the winners chosen by a panel of Olympic athletes, including Charmaine Crooks (Canada, pictured opposite, second from left), Shawn Johnson (USA), Pernilla Wiberg (Sweden), Fabiana Murer (Brazil), Beckie Scott (Canada) and Yang Yang (China).

Campaign Implementation

The IOC worked with Olympic broadcast partners around the world to promote the Show Your Best initiative through two 30-second TV spots and a corresponding digital platform.

The first TV spot depicted some of the greatest Olympic moments of all time, complemented by footage of everyday people doing their best. At the end of the spot, viewers were invited to show their best via video entries to the digital platform.

In the run-up to the London 2012 Olympic Games, the second TV spot was launched, using footage from the video entries on the Show Your Best digital platform.

The second spot was aired by the official broadcast partners of the Olympic Movement in 138 countries in the months before and during the London 2012 Olympic Games. It was also shown on the big screens in all Olympic venues throughout the London 2012 Games, as well as appearing on the IOC's YouTube channel and other social media sites.

Chapter Eight
Brand Protection



“We’re lucky to be the custodians of one of the most powerful brands in the world – the Olympic rings. They underpin our London 2012 brand and they are our most valuable asset; they communicate the spirit of our Games, but they are also very commercially valuable and it is the role of the Brand Protection team to maximise that value and make sure we protect it.”

Alex Kelham, London 2012 Brand Protection Manager

All rights to the Olympic symbol and other Olympic properties belong exclusively to the IOC and therefore may only be used by official marketing partners, broadcasters, licensees and non-commercial organisations of the Olympic Movement.

Due to the power and symbolism that is inherent within the Olympic brand, the Olympic Movement has to take action to protect it from unofficial use and exploitation, which devalues the brand and undermines the investments made by the official marketing partners.

The IOC issues clear guidelines for the use of the Olympic symbol in order to ensure that its integrity is maintained every time it is used, while it also implements a number of brand protection programmes to preserve the integrity of the Olympic brand.

For each edition of the Olympic Games, the IOC entrusts the local Organising Committee with the responsibility of protecting the Olympic brand within the host, as well as upholding the integrity of the Olympic Games.

“We have to protect the sponsors because otherwise there is no sponsorship and without sponsorship there are no Games.”

Jacques Rogge, IOC President





London 2012 Brand Protection Programme

When London won the right to host the Olympic Games, the London 2012 Organising Committee (LOCOG) became a guardian of the Olympic brand and sought special legal rights from the British Parliament in order to protect it.

The London Olympic Games and Paralympic Games Act 2006 (referred to as the 2006 Act) gave LOCOG the exclusive right to grant its partners and licensees authorisation to create an association between their business, goods or services and the London 2012 Olympic Games. It also gave LOCOG the right to prevent people creating an unofficial association with the Games.

In addition, the Olympic Symbol (Protection) Act 1995 (referred to as OSPA) prevented the use, in the course of trade, of any of the Olympic symbols, including the Olympic rings and the official London 2012 emblem. It was therefore unlawful, for example, for companies that were not affiliated with the Games to use any Olympic symbols in advertising, on goods or packaging, or on signs under which goods or services are offered.

Counterfeit Merchandise

Counterfeit London 2012 merchandise not only undermines LOCOG's ability to raise the revenues needed to stage and host the London 2012 Games, but the goods themselves are likely to be of inferior quality and not meet the stringent safety and sustainability standards that all official products must meet.

To protect the exclusivity of the London 2012 brand and ensure that the public were not duped into purchasing counterfeit goods, LOCOG implemented a secure licensing solution, incorporating holograms (or product labels) into all official London 2012 merchandise. The holograms had special visual features built into them, so that consumers could be sure the products were genuine.

“The IOC and its partners in the Olympic Movement take the threat of ambush marketing very seriously. We want to protect the integrity of the Olympic rings, the Olympic values and the future viability of the Olympic Games.”

Gerhard Heiberg, Chairman, IOC Marketing Commission

Ambush Marketing

Any attempt to create an unofficial association with the Olympic Games or the Olympic Movement is known as ambush marketing.

Unauthorised associations diminish the value of Olympic partnership investments, tarnish the image of the Olympic Movement and risk the Organising Committee’s ability to fund the Games successfully.

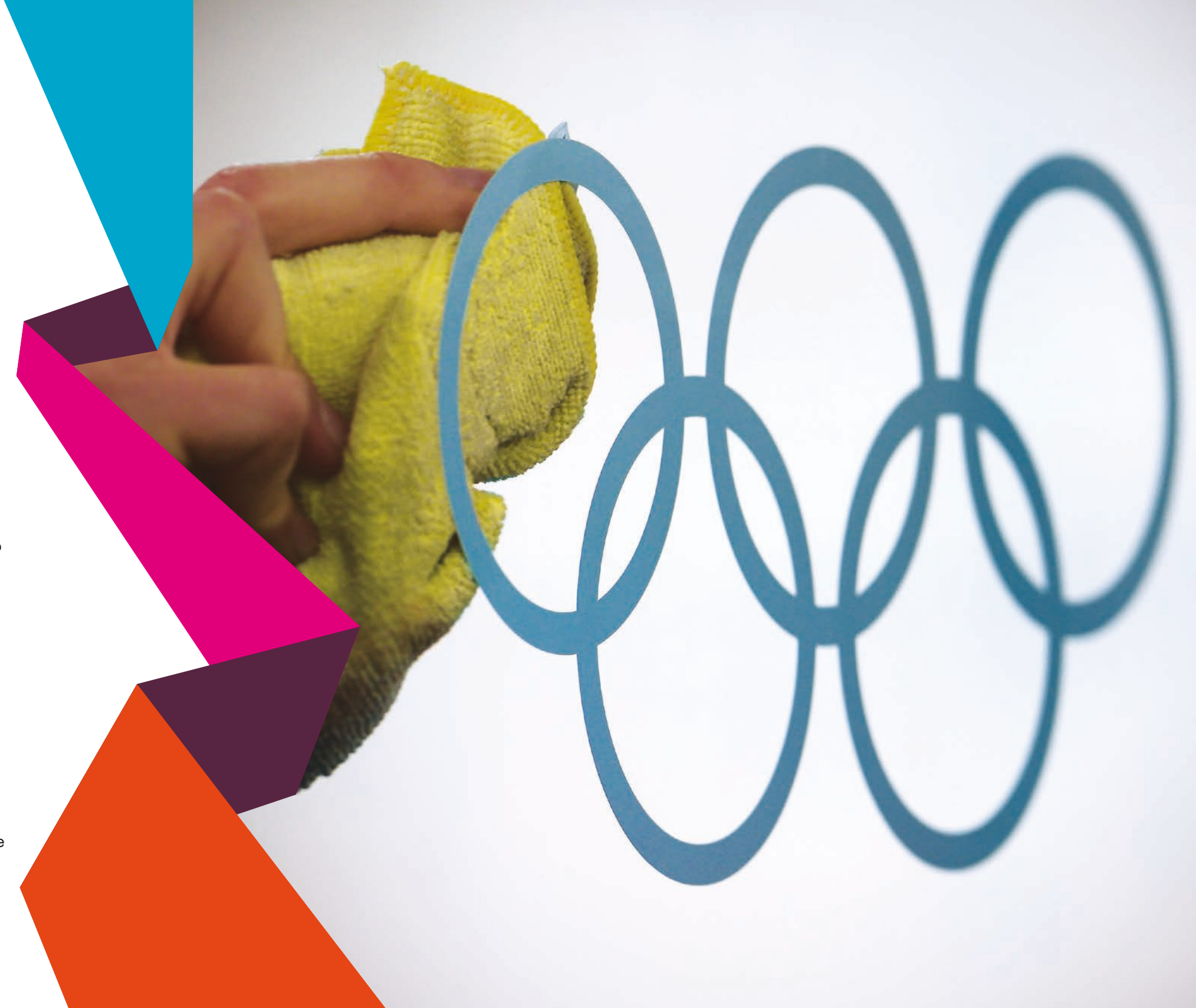
Efforts to prevent ambush marketing are therefore designed to ensure that no entity creates such an unauthorised association with the Games or the Olympic Movement. These measures protect the exclusive marketing rights of official Olympic partners, who are vital to the Olympic Movement and to the future of sport.

For the London 2012 Olympic Games, LOCOG initiated a brand protection education programme for businesses and members of the public to inform them of how they could appropriately align themselves with and support the Games, without infringing on the exclusive commercial rights of the official marketing partners.

Clean Field of Play

The Olympic Games maintain a strict clean field of play policy, which restricts any advertising or commercial branding from appearing on the field of play. This policy also extends to the areas immediately surrounding the Olympic venues.

As well as helping to protect and enhance the value of the Olympic brand, this policy ensures that the emphasis is always on sport, rather than commercialisation. The IOC has been working closely with LOCOG in the build-up to the Games to ensure this policy is adhered to in London.



Olympic Rights Activation

Olympic partners are allowed to communicate their association with the Olympic Movement through the use of Olympic marks and imagery. They must, however, adhere to established standards for proper usage in order to protect the Olympic brand and ensure the value of an Olympic association.

All materials, executions and communications produced by Olympic partners and broadcasters that include Olympic references, imagery or marks are therefore reviewed by the IOC and the Organising Committee to ensure compliance with the guidelines for proper usage.

Broadcast Monitoring

The IOC monitors the global broadcast coverage of the Olympic Games to identify any messages that damage the Olympic brand or infringe upon the rights of the official Olympic marketing partners.

This Infringement Monitoring Programme also ensures that unauthorised parties do not use Olympic intellectual property and that Olympic broadcast rights holders comply with their contractual obligations.

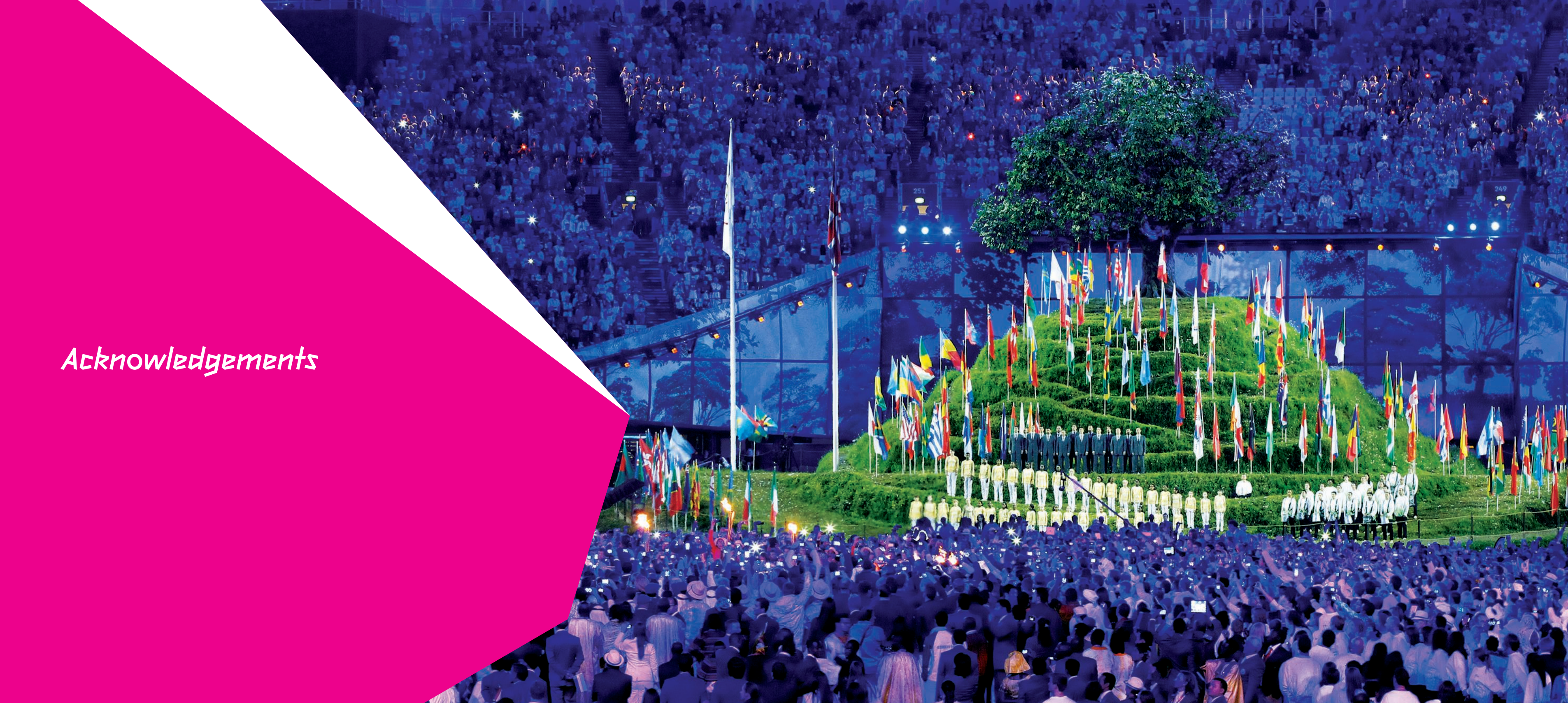
By checking for ambush marketing advertisements, unauthorised commercial overlays and overt in-studio commercial signage, the programme helps preserve the unique 'clean' nature of the Olympic Games broadcast.

Internet Monitoring

In addition to monitoring the Games broadcasts around the world, the IOC also implements an Internet Monitoring Programme at each Games, which uses the most advanced technologies available to prevent, track and take action against violations, such as video infringements.

The Internet Monitoring Programme also monitors geo-blocking, to ensure that rights-holding broadcasters respect their territorial rights online, as well as online advertising, news access and ambush marketing.

Acknowledgements



“The London 2012 Olympic Games would not have been possible without the hard work and dedication that was shown by our broadcast partners, the Worldwide Olympic Partners and the domestic sponsors, not to mention the incredible efforts of the London 2012 Organising Committee.”

Jacques Rogge, IOC President

Olympic Broadcast Partners

América Televisión	NBC
Arab States Broadcasting Union	Nine Network Australia PTY Limited
Asia-Pacific Broadcasting Union	Octagon
Canada's Olympic Broadcast Media Consortium	Rádio e Televisão Record S/A
Caracol Televisión	Seoul Broadcasting System
Chinese Central Television	Sky Italia
ELTA	Sky Network Television Limited
ESPN Latin America	Solar Entertainment Corporation
ESPN STAR Sports	South African Broadcasting Corporation
European Broadcasting Union	Sportsmax
Grupo Albavisión	Telesur
i-Cable	Televisa
ICRT	Televisión Nacional de Chile
Japan Consortium	Terra
Medcom	

The Worldwide Olympic Partners

London 2012 Olympic Partners



London 2012 Olympic Supporters



London 2012 Olympic Providers and Suppliers

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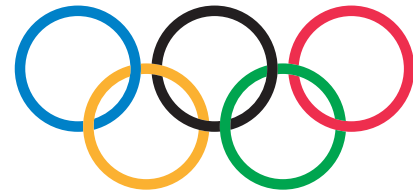
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INTERNATIONAL
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COMMITTEE

International Olympic Committee
Château de Vidy
1007 Lausanne, Switzerland
Tel: +41 21 621 61 11
For more information, visit: www.olympic.org



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