



INTERNATIONAL  
OLYMPIC  
COMMITTEE

International Olympic Committee

# MARKETING REPORT

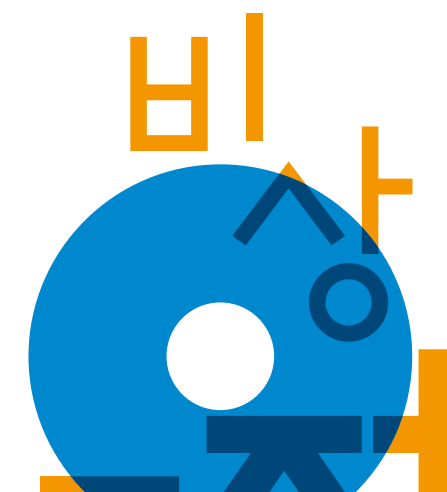
**PyeongChang 2018**





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**THOMAS BACH, PRESIDENT, INTERNATIONAL OLYMPIC COMMITTEE**

The Olympic Winter Games PyeongChang 2018 were truly the Games of New Horizons.

For the first time, the magic of Olympic sport on snow and ice came to the Republic of Korea, with a record number of National Olympic Committees (NOCs) participating in the Olympic Winter Games.

The Games also introduced new events that appeal to new generations, as the best winter sport athletes of the world amazed us with their performances.

Most significantly, these Games also showed the world the power of sport to build bridges. The Olympic athletes showed the world that it is possible for humankind to live together in peace, respect and understanding. The best expression of this was the joint march of the athletes of the NOCs of the Republic of Korea and the Democratic People's Republic of Korea, at the Opening Ceremony in PyeongChang. In this way, the Olympic Winter Games PyeongChang 2018 have opened the door for a peaceful dialogue, and hopefully, a brighter future on the Korean Peninsula.

The Olympic Winter Games PyeongChang 2018 also showcased the best of sport and the best of the Korean people as they connected their passion to the world.

This great success was the result of great teamwork. Thanks to the excellent efforts of the PyeongChang 2018 Organising Committee, the athletes enjoyed the best conditions and venues. They delivered outstanding Olympic Winter Games in every respect.

Thanks to our Olympic broadcast partners, more than a quarter of the world's population watched the action in PyeongChang, with their various new media platforms helping to make these the most digitally viewed Olympic Winter Games ever.

The invaluable support and commitment of our Worldwide Olympic Partners also made it possible for PyeongChang 2018 to open up New Horizons and inspire a new generation with the Olympic spirit.

Our marketing partners played an invaluable role in making the Olympic Winter Games PyeongChang 2018 such a resounding success.

My thanks and gratitude go to everyone who contributed to this celebration of the best of the human spirit. The Olympic Winter Games PyeongChang 2018 truly opened up New Horizons in more ways that anyone could have imagined.



**TSUNEKAZU TAKEDA, CHAIRMAN, IOC MARKETING COMMISSION**

PyeongChang 2018 created lasting memories from start to finish, with spectacular sporting highlights and unforgettable images that showcased the unifying power of sport.

Moments like these deserve to be seen by as many people as possible, and the IOC was proud to partner with the world's leading broadcasters to share these images. Thanks to Olympic Broadcasting Services and our Rights-Holding Broadcasters, more broadcast coverage was available around the world than ever before for an Olympic Winter Games, with record-breaking coverage across digital platforms, including websites, social media and apps helping to engage audiences.

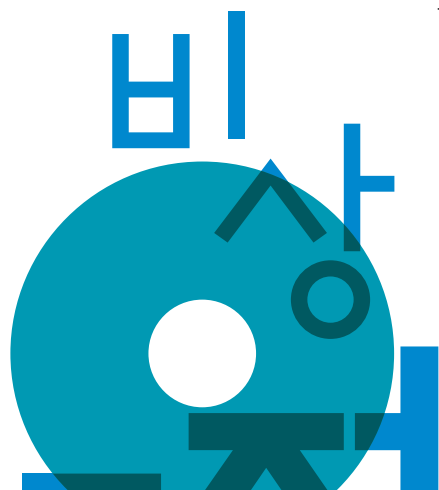
The great success of PyeongChang 2018 would not have been possible without the support of our Olympic marketing partners, who provide essential resources to help stage and operate each edition of the Olympic Games.

In particular, our Worldwide Olympic Partners played an invaluable role by providing crucial services and products to the Organising Committee, while also launching innovative global marketing campaigns to help promote the Games and the Olympic values. Through their actions, they also continue to support the Olympic Movement's vision of building a better world through sport and to realise our objectives set out in Olympic Agenda 2020.

The International Olympic Committee is profoundly grateful for this support, and the PyeongChang 2018 Marketing Report details just how important these partners are to the Olympic Movement as a whole.

In addition, this report serves to highlight the power of Olympic marketing and the enduring appeal of the Olympic Games – for fans, viewers and the world's leading companies alike.

With PyeongChang 2018 heralding the start of an "Asian era" for the Olympic Games, we now look forward to working closely with our long-term partners to ensure the success of Tokyo 2020, Beijing 2022 and beyond.





**LEE HEE-BEOM, PRESIDENT, PYEONGCHANG 2018 ORGANISING COMMITTEE**

PyeongChang 2018 was an Olympic Winter Games with passion and peace at its very core.

We brought the Winter Games to Asia for only the second time in its history, and we ignited passion across South Korea as historic sporting moments were created, captured then connected with billions of people around the world.

We opened up New Horizons for winter sports across Korea, Asia and the world and we could not have done this alone. I would like to thank the IOC, the government, the International Federations and all the international and domestic sponsors for their knowledge, support, insight and experience, which contributed so much to the success of the Games.

It is only through collaboration and teamwork that success can be achieved in sport. On and off the field there are always many parties that play a part in the journey and the outcomes achieved. We have worked as one team and the desired results were accomplished through hard work, dedication and a common passion for the Olympic Movement.

These were a Games of quantity from start to finish. We had the largest number of athletes and officials ever seen at a Winter Games; we had the largest number of National Olympic Committees taking part; we surpassed our targets on ticket sales, sponsorship and merchandise; and we had more broadcast coverage than any Winter Games ever.

The Olympic Winter Games have been welcomed to Asia and have opened up our hearts, our minds, and the opportunities in winter sports for the next generation.

Thank you to everyone for helping make our dream become a reality and for being part of PyeongChang 2018.

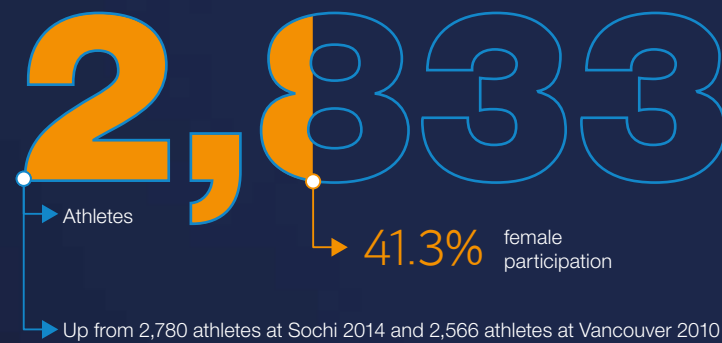


A snowboarder in a white and red Olympic uniform is captured mid-air, performing a backflip over an orange rail. The snowboarder's uniform features the Olympic rings logo. The background is a vast, snowy mountain landscape under a clear blue sky. The text "CHAPTER 1 NEW HORIZONS" is overlaid on the right side of the image.

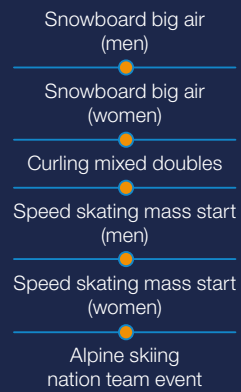
CHAPTER 1  
**NEW HORIZONS**

**PYEONGCHANG 2018 IN NUMBERS**

**Record participation**



**More events than ever before**



**Record-breaking athletes**



**1st**  
**Ester Ledecká** (CZE) became the first athlete to win gold in both Alpine skiing and snowboarding at the same Olympic Winter Games

**15 medals**  
Norway's **Marit Bjørgen** became the most decorated winter Olympian in history

**17 years old**  
**Chloe Kim** (USA) became the youngest female snowboarder gold medallist in Olympic history

**1,000**  
Japanese figure skater **Yuzuru Hanyu** won the 1,000th Olympic Winter Games gold medal

**8**  
Japanese ski jumper **Noriaki Kasai** became the first athlete in history to participate in eight Olympic Winter Games

“Our Korean friends and partners have brought the Olympic Winter Games to a new level.”

THOMAS BACH, IOC PRESIDENT

The temperatures that greeted athletes and fans in PyeongChang may have been icy cold, but the welcome offered by their Korean hosts could not have been warmer, as the XXIII Olympic Winter Games embodied the Olympic values of Excellence, Friendship and Respect.

This celebration of unity saw athletes from the host nation marching side-by-side with those from the Democratic People’s Republic of Korea during the Opening Ceremony, while throughout the Games athletes from a record 91 National Olympic Committees – as well as the Olympic Athlete from Russia delegation – fully embraced the Olympic ideals.

Epitomising the spirit of friendship were the members of the unified Korean ice hockey team, which brought together 35 players from both sides of the border to compete as one for the first time in Olympic history, leading IOC President Thomas Bach to hail their participation as, “a very important powerful message that transcends sport”.

**Huge global interest**





**Ester Ledecká**  
(Czech Republic)

“The Olympic Games brings together the world in peace and harmony. And in PyeongChang, the world became one.”

**LEE HEE-BEOM**, PRESIDENT, PYEONGCHANG 2018 ORGANISING COMMITTEE

The respect between all 2,833 of the competing athletes was also evident across PyeongChang's stunning Olympic venues, for example, with Swiss cross-country skier Dario Cologna epitomising the Olympic spirit as he broke away from celebrating his victory in the 15km free event to salute Mexico's German Madrazo – the last of the 116-man field to finish.

“Of course we are fighting here for medals, but it is also great to see the Olympic spirit.”

**DARIO COLOGNA**, SWITZERLAND, FOUR-TIME OLYMPIC CHAMPION

There was certainly no shortage of sporting excellence either, with established stars such as Cologna confirming their place in Olympic history and young newcomers announcing themselves on the world stage.

Among those to shine were Ester Ledecká, who became the first athlete to win gold in both Alpine skiing and snowboarding at the same Olympic Winter Games, and Marit Bjørgen, whose five medals in PyeongChang took her career total to 15 – more than any other athlete in history.

The new stars to emerge in PyeongChang included 23 former Youth Olympic Games athletes, who won 29 medals between them. In total, there were more than 230 YOG ‘graduates’ competing at the Games, including the USA's Chloe Kim, who became the youngest female snowboarder gold medallist in Olympic history, and German ski jumper Andreas Wellinger, who soared his way to a gold and two silver medals.

The host nation also enjoyed a historic Winter Games, winning a record 17 medals (five gold, eight silver and four bronze), with Yun Sung-bin becoming the Republic of Korea's first Olympic medallist in a sliding sport, as he won the men's Olympic skeleton by 1.63 seconds, and the women's curling team – led by their implacable skip Kim Eun-jung – becoming social media sensations *en route* to the silver medal.



**OLYMPIC SOLIDARITY**

“My Olympic Solidarity Scholarship is really important. I don’t think it would be possible for me to compete at the Olympic Games without it. I’m really thankful to the IOC because for many athletes it’s tough to get funding, but this gives us the opportunity to pursue our goals.”

**DINOS LEFKARITIS**, CYPRUS, ALPINE SKIING

“Being here for the very first time - for my nation, and myself - is amazing. I’m so lucky to get this opportunity.”

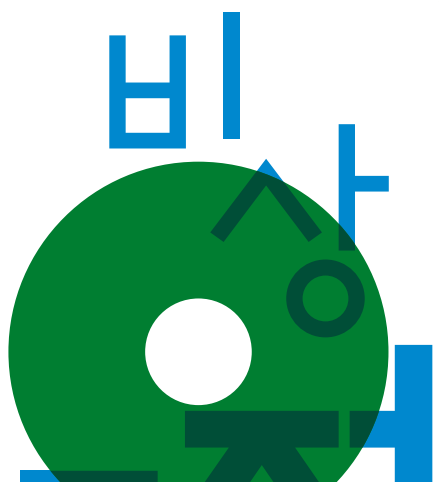
**JULIAN YEE**, MALAYSIA, FIGURE SKATING

Highlighting the universality of the Winter Games, there were also 271 athletes supported by Olympic Solidarity scholarships who competed in PyeongChang, from 60 NOCs. Among those were Ecuador’s Klaus Jungbluth, Kosovo’s Albin Tahiri and Malaysia’s Julian Yee, who were each part of their NOCs’ first-ever Winter Olympic delegations.

With the NOCs of Eritrea, Nigeria and Singapore also sending athletes to the Winter Games for the first time, further spreading the Olympic spirit across the world, PyeongChang 2018 truly lived up to its vision of creating New Horizons.

“The Korean combination of pragmatism, determination and commitment to Olympism has worked wonders. Together, these qualities guaranteed the success of the Games. PyeongChang 2018 will forever be remembered for sporting excellence and for efficiency mixed with kindness.”

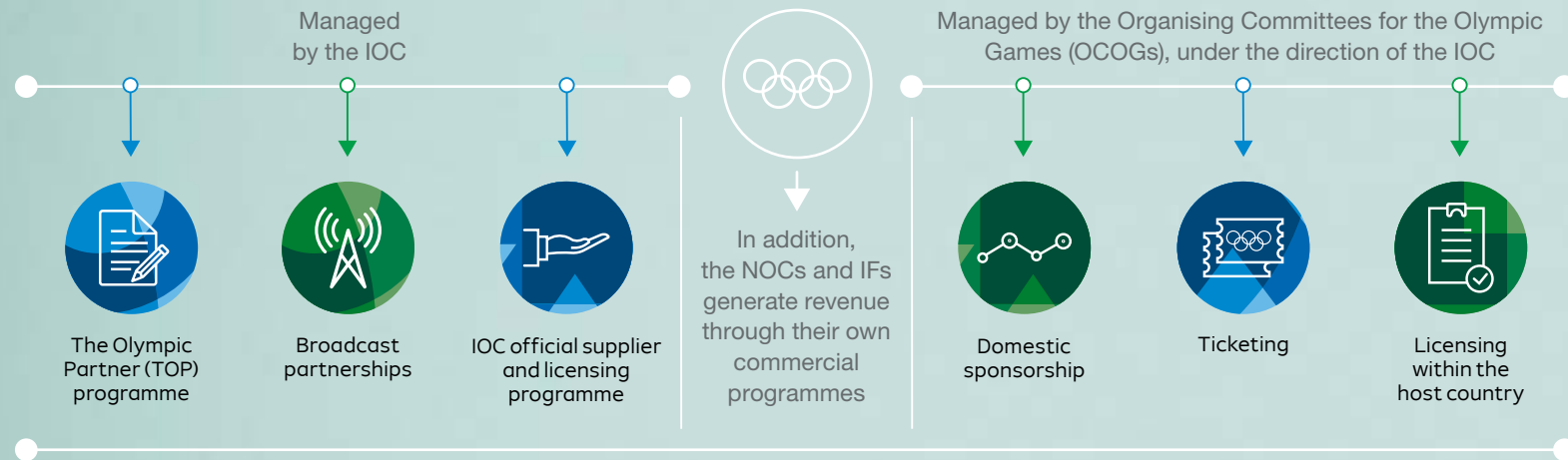
**GUNILLA LINDBERG**, CHAIR OF THE IOC COORDINATION COMMISSION FOR PYEONGCHANG 2018



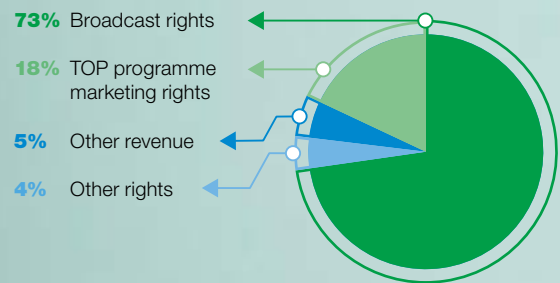
**OLYMPIC MARKETING OVERVIEW**

The International Olympic Committee is entirely privately funded and therefore operates Olympic marketing programmes to attract commercial partners, which are crucial to the continued success of the Olympic Games and the operations of every organisation within the Olympic Movement.

**Where Olympic marketing revenue comes from**



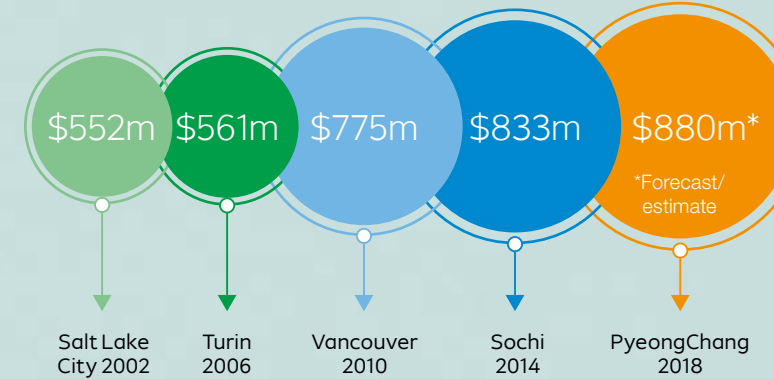
**IOC revenue sources (2013-2016)**



**Where IOC revenues go**



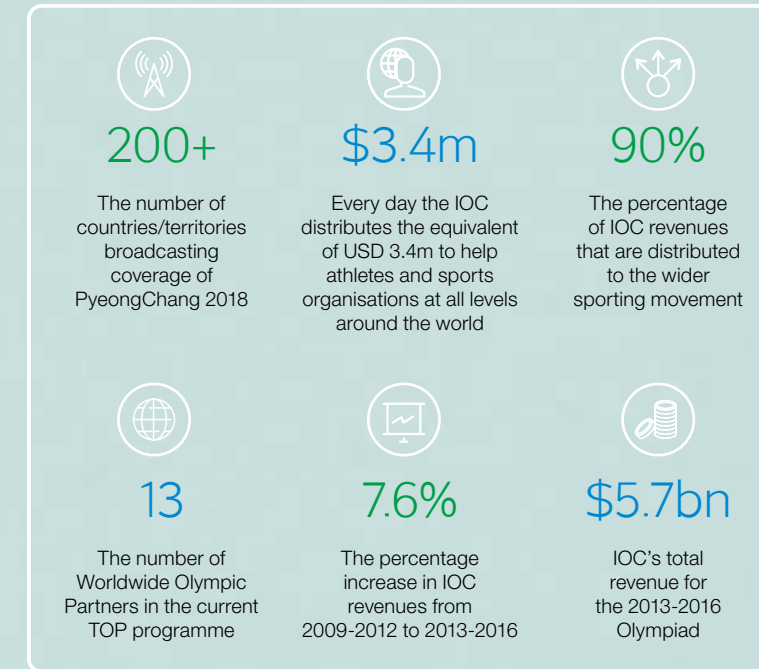
**IOC contributions to support the Olympic Winter Games<sup>1</sup>**



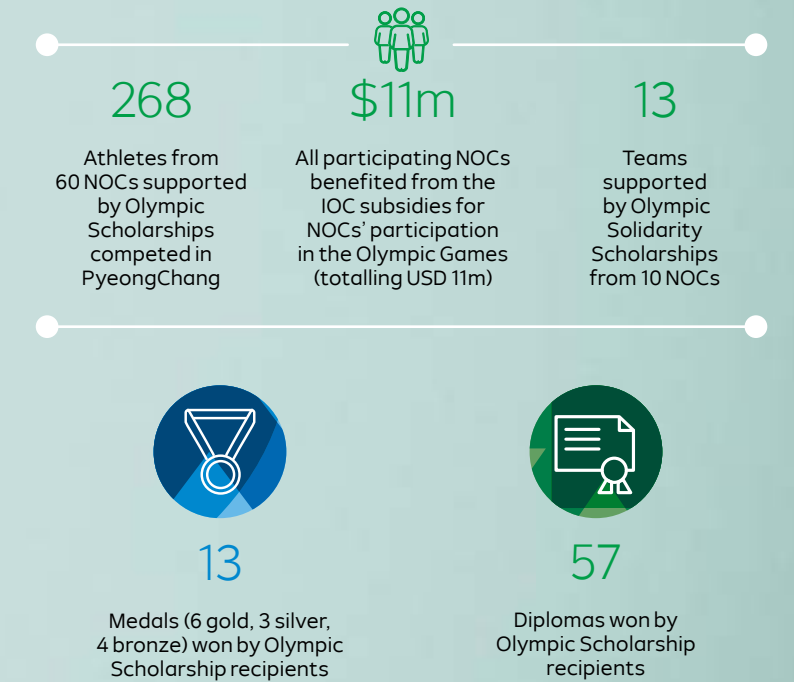
**Olympic Solidarity**



**Olympic marketing in numbers**



**Olympic Solidarity at PyeongChang 2018**



For more information, please see the IOC Annual Report at [www.olympic.org](http://www.olympic.org)

<sup>1</sup>The IOC contribution supports the staging of the Summer and Winter editions of the Games. This includes direct contributions to the OCOGs (through the share of the television broadcasting rights and TOP rights), considerable costs that previously had been borne by the OCOG, such as the host broadcast operation, and various forms of Games support to the OCOG, including through its "Transfer of Knowledge" programmes. The OCOGs also raise additional revenue through domestic commercial activities facilitated by the authorised use of the Olympic marks together with the OCOGs' symbols.

# CHAPTER 3 BROADCASTING





28%

Watched by 28% of the world's population



157,812

Total coverage hours - up 38% from Sochi 2014



97,041

Hours of digital coverage - up 62% from Sochi 2014



3.2 billion

Digital video views - up 130% from Sochi 2014

## BROADCASTING

“All together we embrace the digital age... making it possible for us to reach out more than ever to the younger generation. We are not only communicating the sports excellence and the athletes' achievements but also the Olympic spirit and what it means.”

THOMAS BACH, IOC PRESIDENT

Broadcast coverage of the Olympic Winter Games PyeongChang 2018 captured the imagination of billions of viewers, as more than a quarter of the world's population followed the action across various media platforms.

In total, the IOC's global broadcast partners made more coverage available from PyeongChang than any previous Olympic Winter Games, offering a combined 157,812 hours – an increase of 38 per cent from Sochi 2014.

In particular, there was huge growth in the amount of digital coverage available on the websites, apps and social media channels of Rights Holding Broadcasters, totalling 97,041 hours – 62 per cent more than was available for Sochi 2014.

The positive response from viewers to this increased digital coverage helped make PyeongChang 2018 the most digitally viewed Olympic Winter Games ever, with 670 million global online users viewing digital broadcast coverage – 120 per cent more than watched Sochi 2014. In total, there were 3.2 billion video views on digital platforms – more than double the number of digital video views recorded during Sochi 2014 and over nine times those of Vancouver 2010.

PyeongChang 2018 was also the biggest Olympic Winter Games ever on social media platforms, with official content consumed by 300 million users, resulting in over 1.6 billion video views.

## OLYMPIC BROADCASTING SERVICES (OBS)

“By embracing new advanced technologies, OBS offered viewers around the world the opportunity to experience the Games more intensely and closer than ever before, hopefully inspiring future generations of sports fans and athletes.”

YIANNIS EXARCHOS, OBS CEO

OBS was responsible for producing the images and sounds from all PyeongChang 2018 competition events and Ceremonies and delivering it in a variety of ways to Rights Holding Broadcasters (RHBs) to share with their audiences around the world.

In total, OBS produced approximately 5,600 hours of coverage – more than any previous Winter Games and around 55 per cent more than Sochi 2014. This included 867 hours of live sport, as well as select official trainings and ski jumping trials; the Opening and Closing Ceremonies; the daily Medals Plaza Victory Ceremonies; the Olympic Channel News; digital content; and other additional production material.

In order to take the Olympic viewing experience to an even higher level, OBS also introduced several innovations for its PyeongChang 2018 production.

For the first time, viewers around the world were able to enjoy the excitement of the Winter Games in high-definition Virtual Reality (VR). Overall, more than 56 hours of live sport coverage was produced in VR, supplemented with on-demand replays and daily highlights packages.

In addition, an estimated 360 hours of coverage was produced in Ultra High Definition (4K UHD), providing viewers with a pixel resolution four times that of High Definition (HD) – the current standard.

Furthermore, among the more than 450 cameras deployed by OBS at the Games were nearly 50 High Speed Slow Motion (HSSM) and Super Slow Motion (SSM) cameras to convey a greater emotional insight into the action, 18 aerial cable systems and two drone cameras to show new angles of the sporting performances, and several athletes' Point-of-View (POV) cameras, which offered a unique insight into the action.

Together, all these cutting-edge technologies helped bring a richer, more immersive viewing experience to audiences around the world, setting the tone for the future of Olympic broadcasting.



5,600

Hours of coverage produced - 55% more than Sochi 2014



450

Cameras



360

Hours produced in 4K UHD



56

Hours of live sport produced in VR for the first time





## GLOBAL BROADCAST HIGHLIGHTS

### REPUBLIC OF KOREA



54%

Of all Games TV consumption was by female viewers



841 million

Hours of Games content consumed by Korean viewers - up from 367 million for Sochi 2014



18%

Of Olympic viewers were under 30 years of age, compared with 16% for other programming



1,242

Hours of dedicated PyeongChang 2018 coverage shown across the host country - up from 415 hours for Sochi 2014



Over 1/2

Of the potential TV audience saw at least one minute of the Opening Ceremony



57.5%

Live speed skating coverage on Sunday 18 February attracted 57.5% of those watching TV at that time



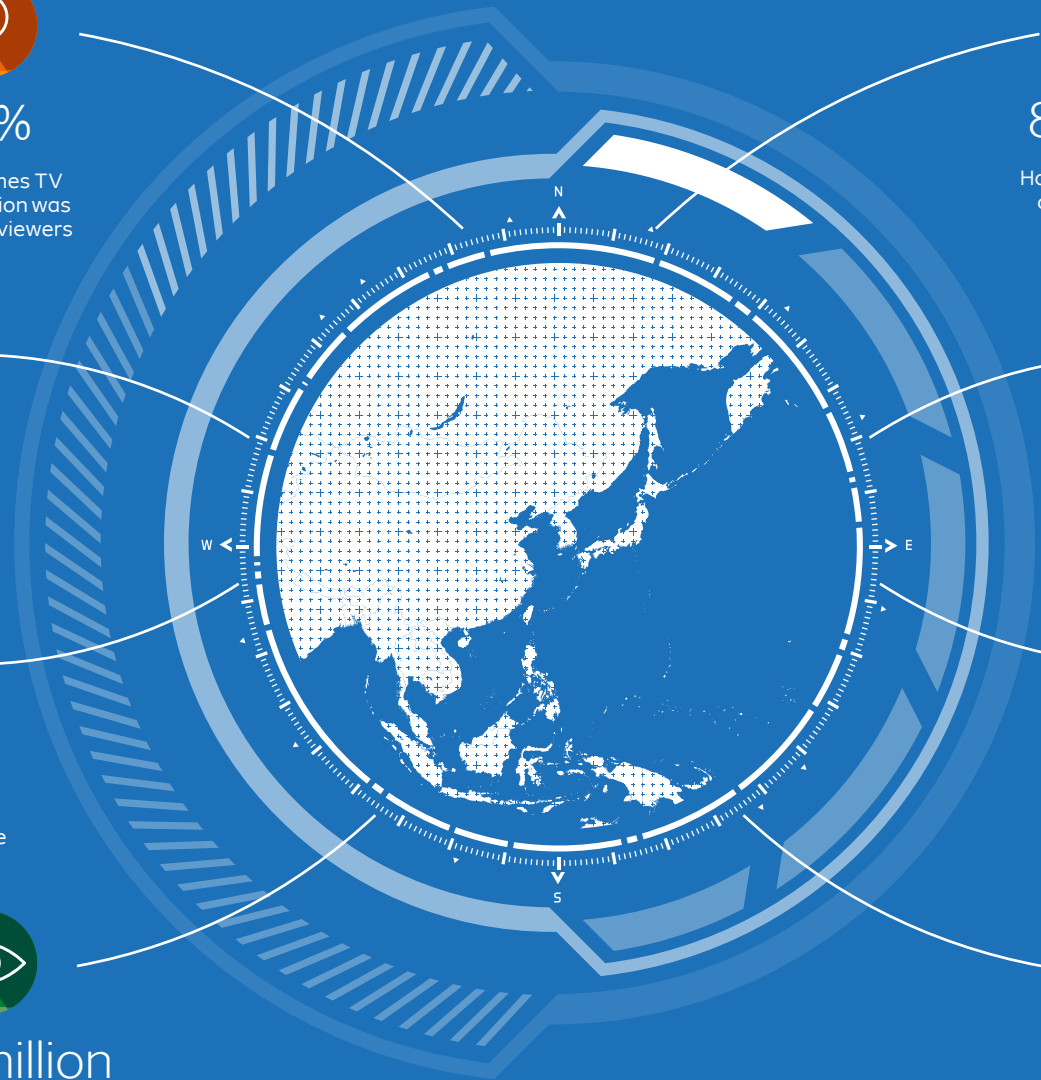
10.74 million

Viewers watched the women's 500m speed skating final, as Lee Sang-Hwa won silver. This is comparable to the highest audiences for Korea's most popular drama programmes

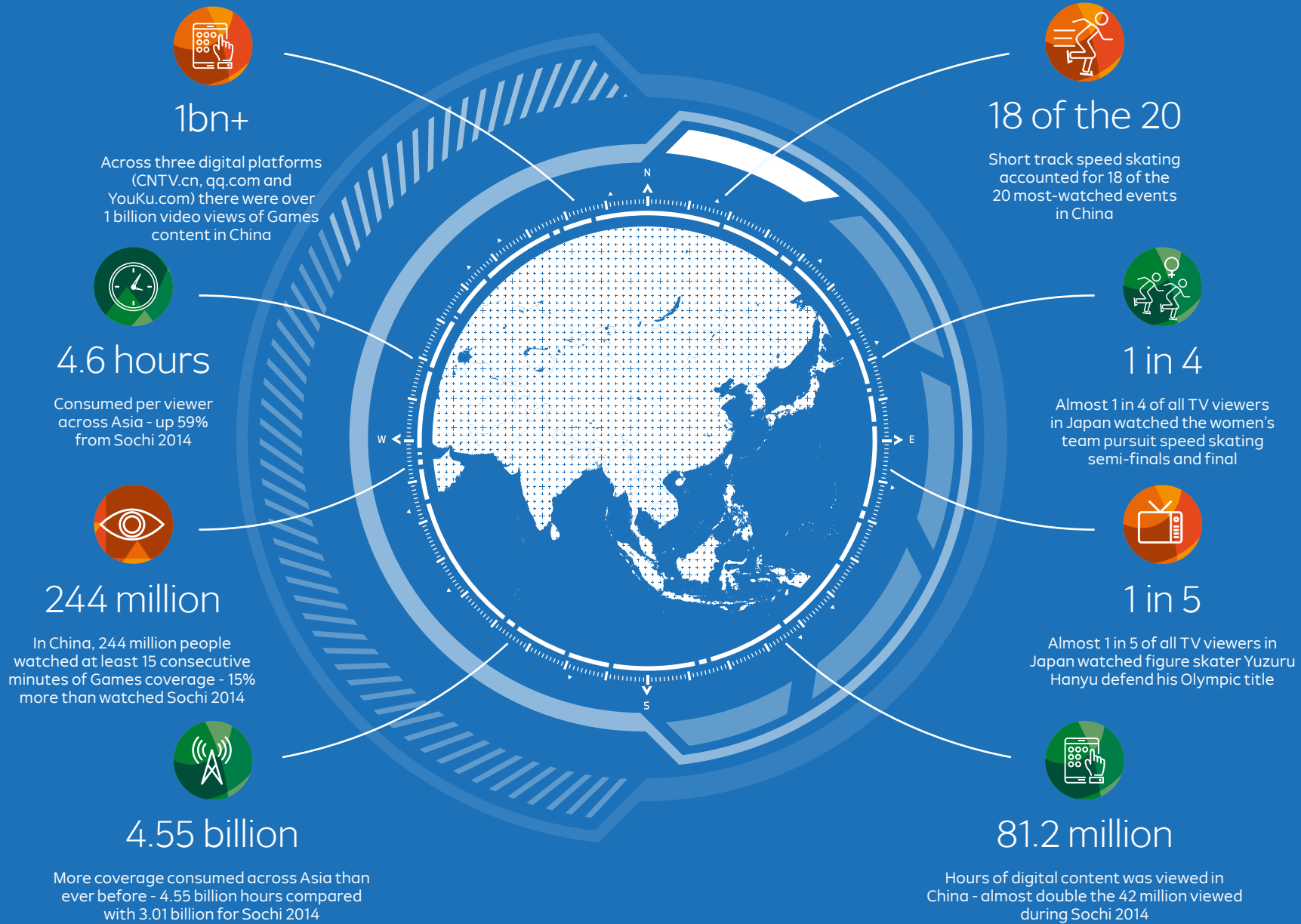


5x

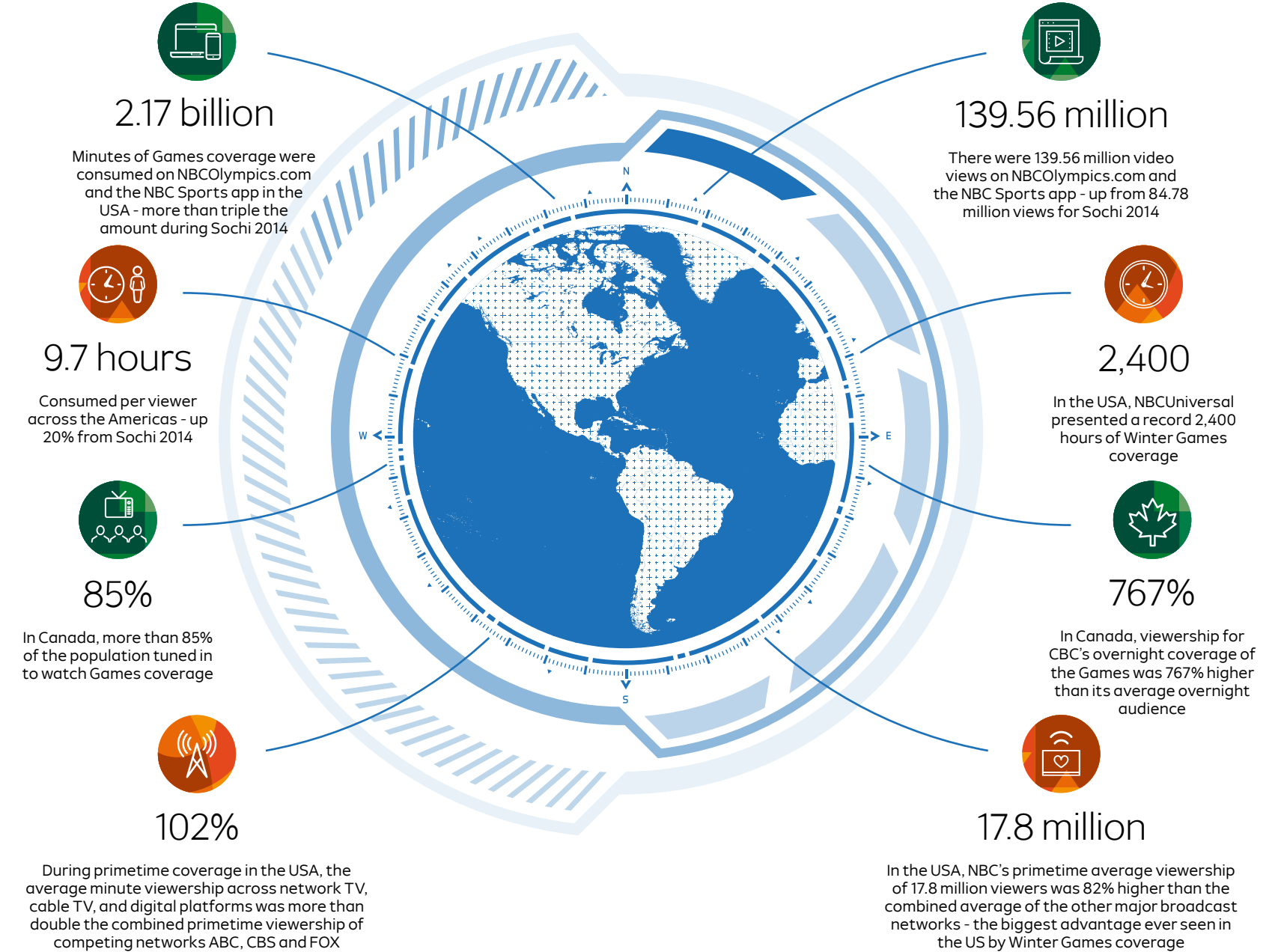
The average audience for live TV coverage of the Opening Ceremony was more than five times the audience for the Opening Ceremony of Sochi 2014



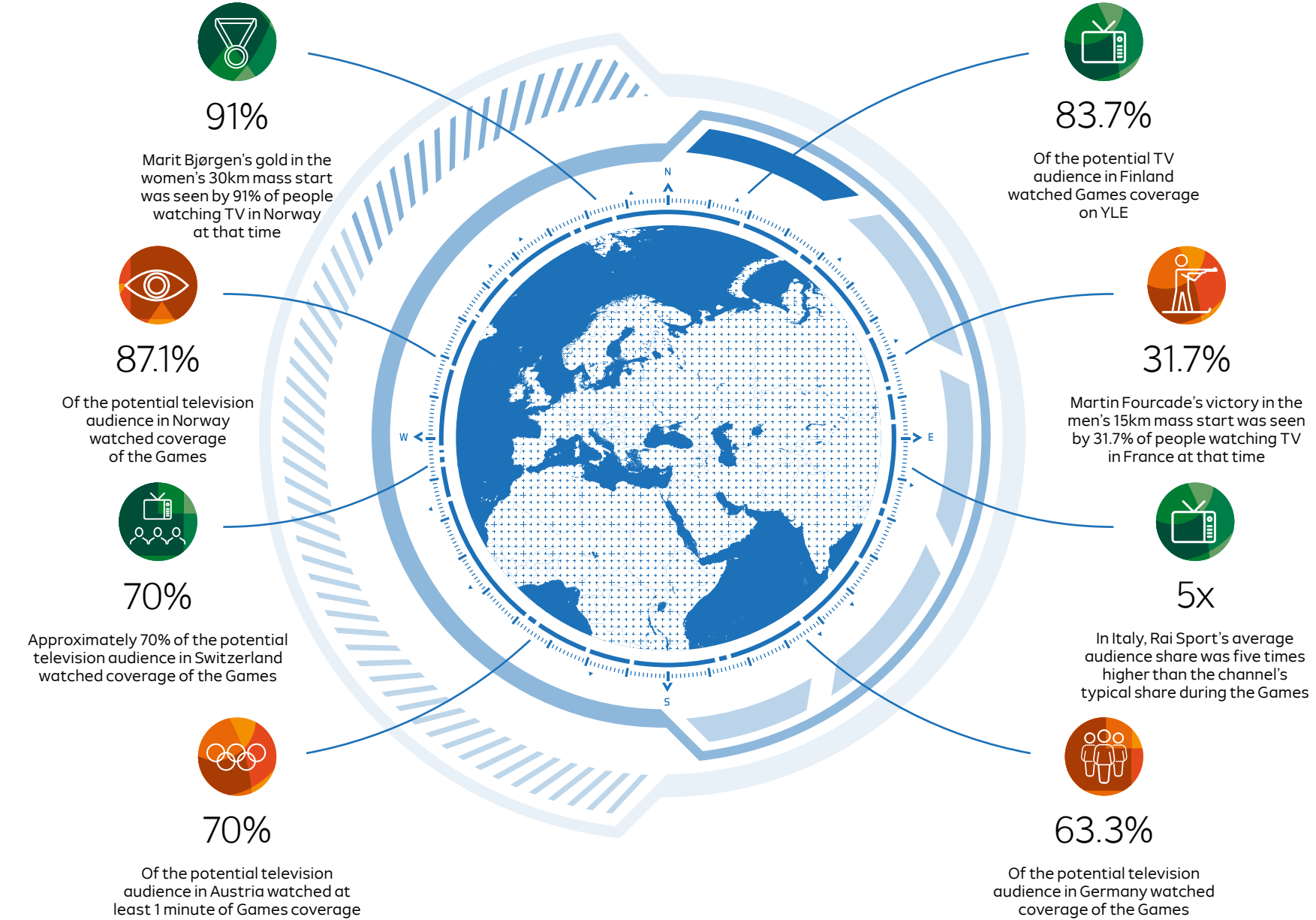
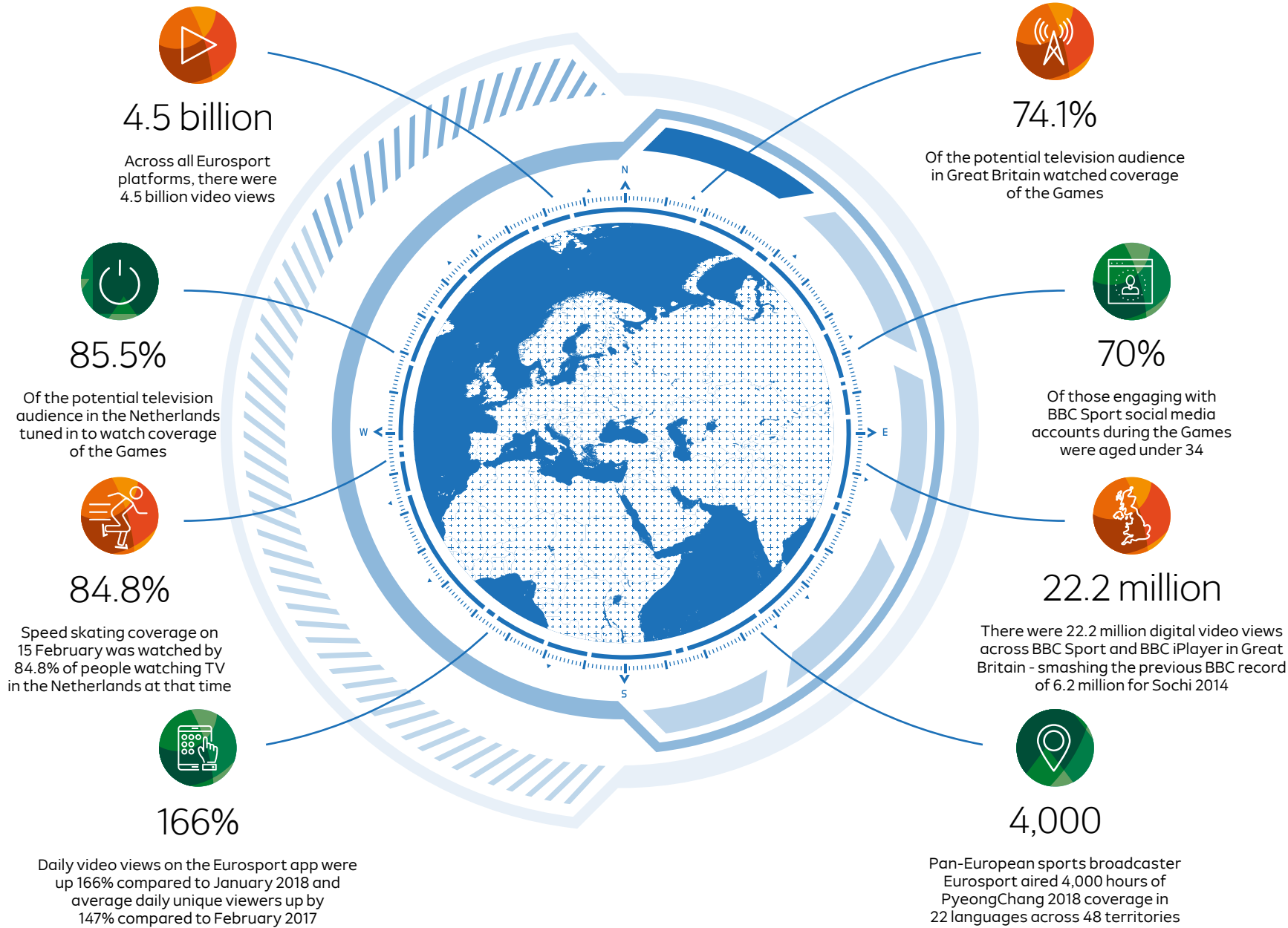
REST OF ASIA



THE AMERICAS



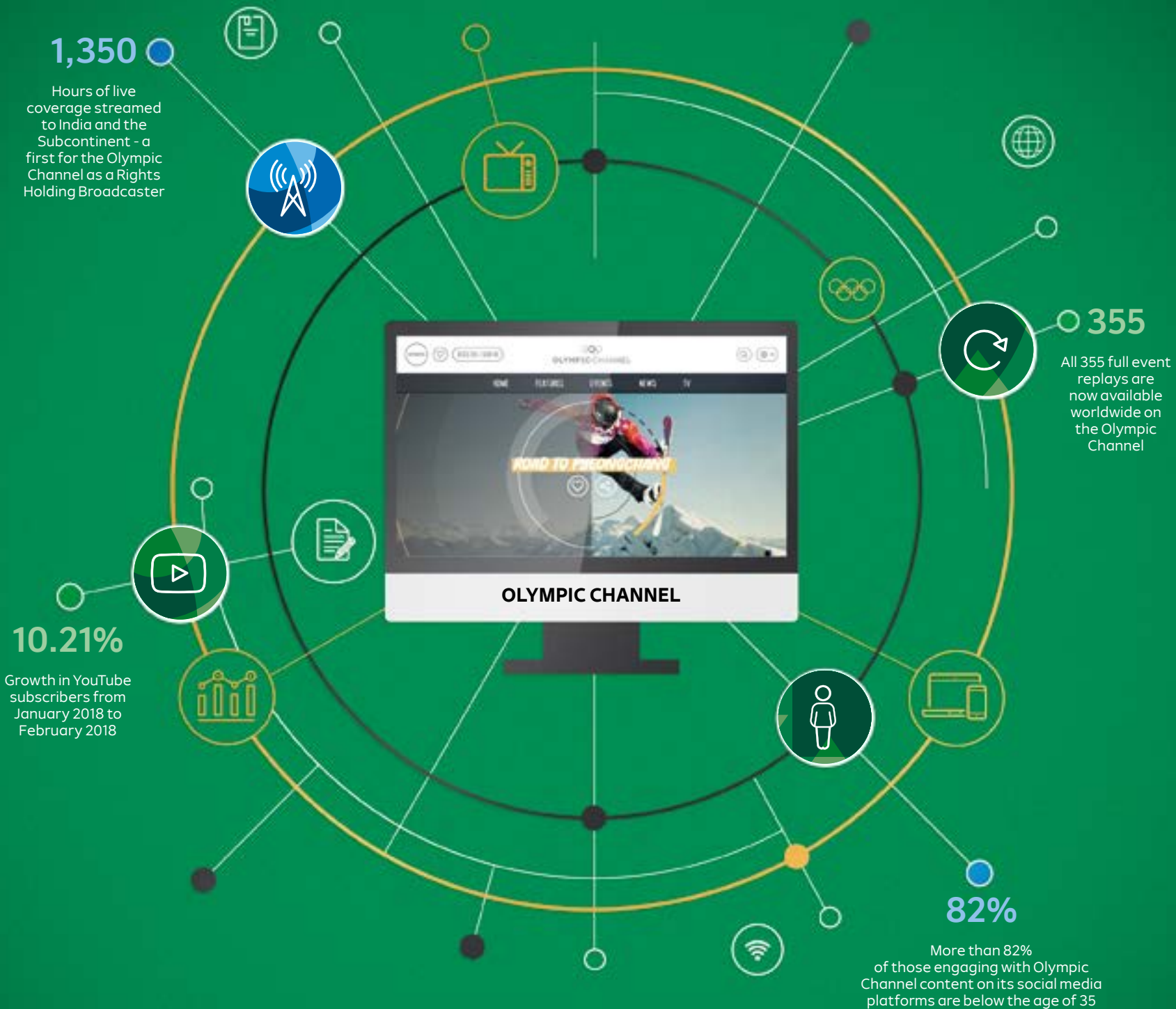
EUROPE



OCEANIA







**OLYMPIC CHANNEL**

“Providing fans around the world with the opportunity to relive the Olympic Games is a primary objective of the Olympic Channel. We hope our audiences are inspired by the heart-warming and amazing achievements of the athletes at the PyeongChang Games and are moved to discover and engage in new sports.”

**MARK PARKMAN**, OLYMPIC CHANNEL GENERAL MANAGER

From the Olympic Torch Lighting in Olympia Greece to the Closing Ceremony in PyeongChang, the Olympic Channel provided fans with a dedicated platform to follow the stories behind the sports and athletes at the Olympic Winter Games PyeongChang 2018.

Through exclusive athlete interviews, behind-the-scenes content, original programming, breaking news and interactive games that “Go Beyond” the competition, the Olympic Channel provided comprehensive coverage on its global digital platform and social media platforms.

In addition to daily event coverage, the Olympic Channel live streamed PyeongChang 2018 across India and the sub-continent – including Bangladesh, Bhutan, the Maldives, Nepal, Pakistan and Sri Lanka – marking the first time the global digital platform provided live Olympic Games coverage.

Following the end of the Games, fans have been able to relive all the excitement of PyeongChang 2018 on the Olympic Channel, with full event replays from all 355 events available anytime, anywhere on olympicchannel.com and its mobile apps.

The Olympic Channel is available worldwide via mobile apps for Android and iOS devices and at olympicchannel.com.





CHAPTER 4  
**PARTNERSHIPS**

**PARTNERSHIPS**

“Our partnerships with market leaders will drive the future of the Olympic Games through innovation and cutting-edge technology. In PyeongChang, you could already see this digital future.”

**THOMAS BACH**, IOC PRESIDENT

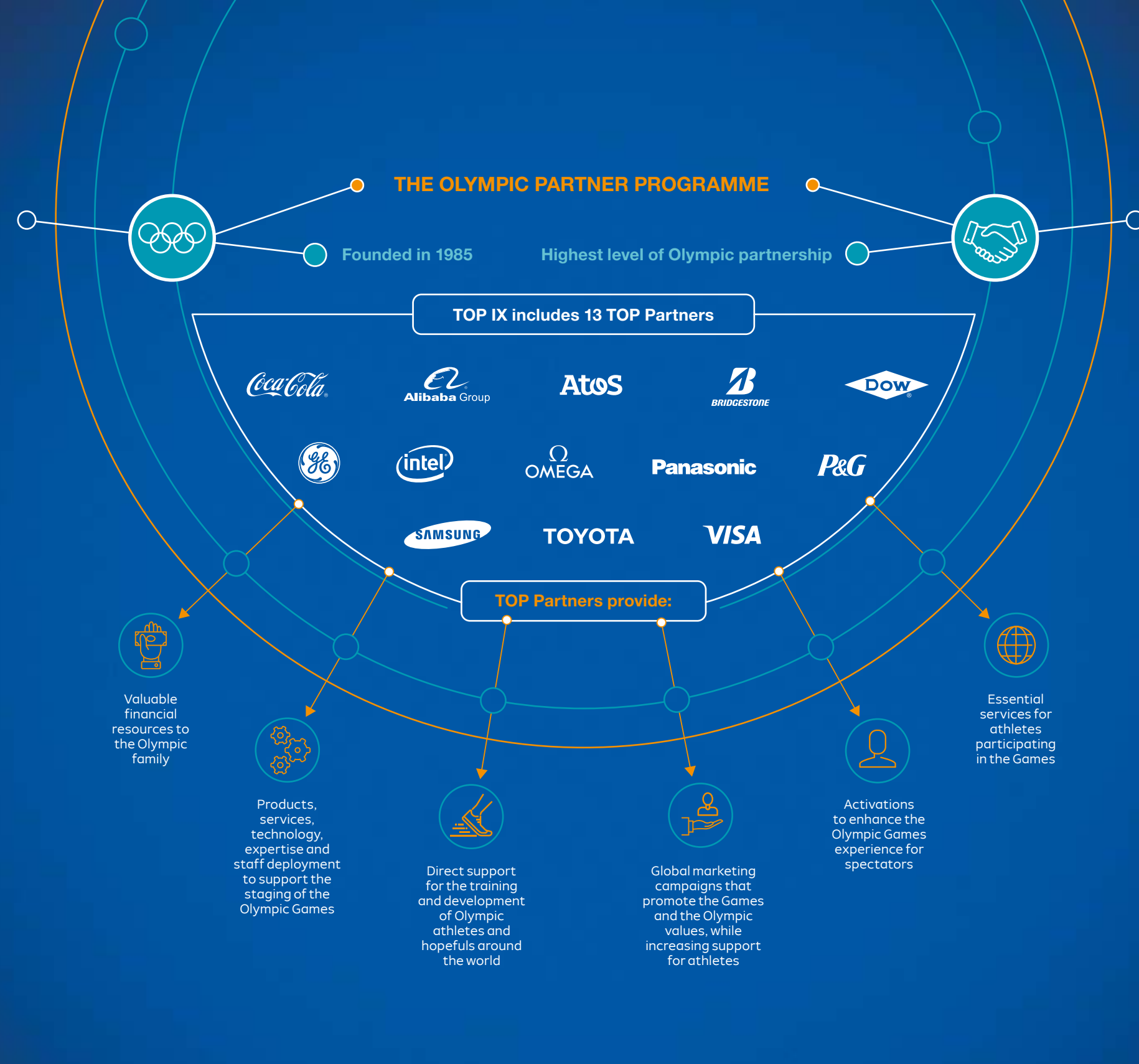
Support from the Worldwide Olympic Partners was essential to the staging of the Olympic Winter Games PyeongChang 2018.

Not only do the goods, services, innovations and industry expertise offered by these Partners provide the foundation for the staging of the Games, but the revenues generated by their partnerships also help more athletes from more countries participate on the world’s biggest sporting stage.

Through their creative global marketing campaigns, the Worldwide Olympic Partners also helped to bring PyeongChang 2018 to life throughout the world, building excitement ahead of the Games, promoting the Olympic values and increasing the support for Olympic athletes through their unprecedented social media activations.

In addition, the Partners helped support a number of community, education, sustainability and infrastructure development projects throughout the host region, while providing vital financial support to every National Olympic Committee to enable them to develop and support their Olympic athletes.

Through their wide range of programmes and initiatives, the Worldwide Olympic Partners also play a key role in supporting the IOC in its implementation of Olympic Agenda 2020 – the strategic framework for the future of the Olympic Movement.





## COCA-COLA

“The Olympic Winter Games PyeongChang 2018 marked the 90th year that Coca-Cola has been proud to support the Olympic Games and interact with consumers all over the world. For these Games, digital was a key component of our campaign to fully engage youth and get them excited about the Olympic Games in Korea and around the world.”

RICARDO FORT, VICE PRESIDENT, GLOBAL SPORTS PARTNERSHIPS, THE COCA-COLA COMPANY

Since 1928, Coca-Cola has supported every Olympic Games by refreshing Olympic athletes, officials and spectators and by engaging consumers onsite and abroad. Coca-Cola’s involvement with the Olympic Winter Games PyeongChang 2018 followed the company’s rich tradition of engagement through a unifying campaign, Olympic Torch Relay activation, athlete experiences and onsite interactive opportunities for visitors.

### Coca-Cola Korea Campaign

Based on decades of experience and learning from previous Olympic Games activation, Coca-Cola developed its PyeongChang 2018 campaign in the theme of “Taste the Feeling, Together as One!” This theme was based on the brand’s global “Taste the Feeling” campaign, but broadened with “Together as One” to mirror Olympic inclusivity and reinforce the need for the world to unite, at least, during the Games.

The Coca-Cola Vending Machine concept was used to bring the idea to life from a mobile app interface to experiential activations. Using the digital platform of “CokePLAY”, Coca-Cola promoted its Olympic ticket giveaway, Olympic Torch Relay route execution, and the Giant Vending Machine. The ‘CokePLAY’ platform reached more than one million target consumers, engaging them in the PyeongChang 2018 messaging.

### Olympic Torch Relay

Starting with the Olympic Games Barcelona 1992, Coca-Cola has supported 11 Olympic Torch Relays, recruiting over 16,000 Torchbearers and activating on-route for more than 700 days while connecting with hundreds of millions of spectators “live”.

Coca-Cola’s efforts to engage with young people support a key theme of Olympic Agenda 2020



250,000

Visitors to Coca-Cola’s Giant Vending Machine in the Olympic Park



1m+

Consumers reached with the CokePLAY digital platform

*Coca-Cola*





90

Years since Coca-Cola's first supported the Olympic Games

In its 12th participation for the PyeongChang 2018 Olympic Torch Relay, as a Presenting Partner, Coca-Cola held a nationwide Olympic Torchbearer recruiting campaign from March to May 2017 to ignite public attention for the coming Games and participation in the Olympic Torch Relay. For the 101 days of the Olympic Torch's journey across all Korean cities and towns, the Coca-Cola caravan and sampling vehicles engaged the public and brought excitement for the start of the Games.

#### Athletes' Experience

As part of Coca-Cola's tradition for engaging athletes, upon arrival, athletes received a customised Powerade squeeze bottle featuring their country's colours. In both Olympic Villages, Coca-Cola also hosted the Coke Lounge – a place where athletes were able to relax and unwind while enjoying an ice-cold Coca-Cola. In total, Coca-Cola supported more athletes at PyeongChang 2018 than in any previous Winter Games.

#### Coca-Cola Giant Vending Machine (Seoul)

For those who were unable to join in the Olympic fever at the Olympic sites in PyeongChang, the Coca-Cola Giant Vending Machine – located in a teen hot spot in Seoul – proved to be the place to be during the Olympic Winter Games, offering various experiences linked to Coca-Cola's PyeongChang 2018 Olympic campaign theme, "Together as One".

#### Olympic Experiential (Olympic Park & Plaza)

Photo opportunities are always front-of-mind for today's teens. With this insight, a 15-metre-high Coca-Cola Giant Vending Machine (in the Olympic Park) and Photo Cubes (in the Olympic Plaza) created fun and exciting moments with Coca-Cola for Olympic spectators onsite. The Coca-Cola Giant Vending Machine was the place to be in the Park – delighting nearly 250,000 visitors with samples of Coca-Cola products, surprises, pins and a place to warm up.

#### Pin Trading

Coca-Cola created a place where Olympic pin aficionados could meet and trade pins, with those lucky enough to receive pins from the Giant Vending Machine also able to join in the fun.



#### Coca-Cola Water Replenishment Programme

Through a partnership with the PyeongChang 2018 Organising Committee (POCOG) and key stakeholders, Coca-Cola lead a water replenishment programme around Olympic venues to improve bio-diversity through wetland vegetation and catchment installation. The programme contributed to the 'Green Olympic Games' efforts of POCOG and certified Coca-Cola as a sustainability partner of the Olympic Winter Games PyeongChang 2018.





## ALIBABA

“Alibaba Group’s IOC partnership is built on a shared vision for the role that technology can play in transforming the Games. PyeongChang 2018 provided Alibaba with a platform to expand understanding of our brand and to show the world how our Cloud computing and e-commerce technologies will make the Games even more efficient, secure and engaging in the future.”

CHRIS TUNG, CHIEF MARKETING OFFICER, ALIBABA GROUP

After signing a historic, 12-year partnership with the IOC in January 2017, Alibaba Group made its debut at the Olympic Winter Games PyeongChang 2018 as the official “Cloud Services” and “E-Commerce Platform Services” partner and a founding partner of the Olympic Channel.

For Alibaba, PyeongChang 2018 provided an opportunity to expand brand awareness with key audiences and to showcase the company’s vision for leveraging cutting-edge technology to help transform the Olympic Games.

### To the Greatness of Small

For the first-time, Alibaba introduced a global advertising campaign – “To the Greatness of Small” – to audiences around the world.

Alibaba’s founders saw the potential of technology to help level the playing field so that any small business could compete in the global marketplace. Alibaba’s Olympic Winter Games advertising campaign celebrated Alibaba’s belief in the power of the underdog – its commitment to small businesses and young people around the world. The campaign shined a light on powerful stories that started with something small, but led to unexpected greatness. It featured three ads including a manifesto spot, the story of an amateur ice hockey team from Kenya with dreams of one day reaching the Olympic Winter Games, and a commercial recalling Henry “Bobby” Pearce’s small act of kindness during the Olympic Games Amsterdam 1928 that ultimately led to winning gold.



Alibaba supports the implementation of Olympic Agenda 2020 through its innovations and technologies, which help the IOC evolve fully into the digital era.



100,000+

Fans visited the Alibaba Olympic Showcase



100m+

Views of "To the Greatness of Small" campaign video - Alibaba's first global marketing campaign



**Alibaba Olympic Showcase**

On 10 February, Alibaba officially kicked off its first Olympic Winter Games as a TOP partner with the opening of its showcase – “The Olympic Games on the Cloud” – at the Gangneung Olympic Park. The event was attended by Jack Ma, founder and executive chairman of Alibaba Group, Thomas Bach, President of the International Olympic Committee, as well as distinguished guests, TOP partners and Olympians including Yao Ming (basketball) and Michelle Kwan (figure skating).

The Alibaba Olympic Games Showcase was an interactive, future-looking experience that showed fans, media, athletes, organising bodies and fellow partners, for the first-time, Alibaba’s vision for a future Olympic Games – one that runs completely on the Cloud. Visitors had the opportunity to explore different Games-related scenarios that illustrated the potential impact of Alibaba’s Cloud services and e-commerce platform services at future Olympic Games.

**Alibaba Cloud Solutions**

During the Games, Alibaba Group also unveiled a suite of Cloud-based and AI-powered solutions that have the capability to help drive the continuous digital transformation of the Olympic Games to benefit fans, spectators, athletes, venues and organisers. Built on Alibaba Cloud’s high-performance infrastructure of world-class data centres, content delivery networks, and market-leading security services, these new solutions merge data intelligence and machine learning to re-define engagement between fans, organisers, venues and athletes. Potential applications with the Olympic Movement range from supporting host cities to optimising operations to increasing awareness of the Olympic Games.





**ATOS**

“Atos supports and drives the digital transformation of the Olympic Games. For the first time in history, Atos delivered all critical applications - including the Olympic Management System and the Olympic Diffusion System - over the Atos Canopy Orchestrated Hybrid Cloud, supporting the IOC in delivering the most sustainable solutions ever. As a global leader in digital transformation, Atos has ensured that PyeongChang 2018 was fully connected, secured and the most digitally enabled Games to date.”

**PATRICK ADIBA**, SEVP CEO NORTH AMERICA OPERATIONS AND CEO MAJOR EVENTS, ATOS

Atos has been a key technology provider for the Olympic Movement since 1989, and Worldwide IT Partner since 2001. For over 25 years, Atos and the IOC have been on a journey together, bringing the Olympic Games into the digital age.

Atos’ mission is to deliver the IT backbone for the Games turning it securely into a fully connected global experience; bringing the Olympic Games in real-time to any digital device all over the world.

It allows remote access to accurate and reliable Olympic results information, allowing 12,000 media and broadcasters to report on and follow the Games in real-time, while processing and transmitting results to eight billion different devices worldwide in less than 0.5 seconds.

**Atos Canopy Orchestrated Hybrid Cloud**

Since the Olympic Games London 2012, Atos has gradually evolved its functions from a decentralised delivery model to a more centralised one. By moving applications further to the Cloud, Atos now has a very effective and efficient global delivery system.

PyeongChang 2018 was the first edition of the Olympic Games where Atos hosted all critical applications on the Atos Canopy Orchestrated Hybrid Cloud, including accreditations, sport entries and qualifications,

Atos delivers the IT infrastructure of each Olympic Games, supporting the IOC’s Olympic Agenda 2020 framework of ensuring cost efficiencies and reliable, sustainable operations



0.5

Real-time results delivered in less than 0.5 seconds

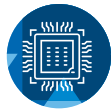






30%

Hosting applications  
100% on the Cloud reduced  
hosting operational  
costs by 30%



50

IT applications to support  
the Games hosted by Atos

the volunteer portal and other Olympic Information Diffusion Systems (ODS), supported by Atos' Central Technology Operation Centre in Barcelona and its Integration Testing Lab in Madrid.

A key benefit from this delivery evolution is sustainability. Moving to the Cloud has enabled remote testing and hosting and has:

- Reduced the investment in physical infrastructure: servers, computing resources and physical space;
- Optimised usage of the infrastructure by balancing Winter and Summer Olympic Games consumption of resources;
- Promoted the circular economy with a "build once, use continuously" model.

This strategic move has also enabled Atos to support the IOC in delivering best sustainable solutions.

#### OMS and ODS

The Olympic Management System (OMS) – which includes accreditations, sport entries and qualifications, and the volunteer portal – is essentially a suite of applications that conform to the athletic requirements of the IOC: the best in quality and availability.

The ODS applications include the Commentator Information System (CIS) and MyInfo+, providing real-time information on results as well as background information to the media and the whole Olympic Movement. Atos has digitally transformed the Olympic Games across 12 different venues, with over 200,000 employees serving three billion customers worldwide, 24/7 from any location and on any device for PyeongChang 2018.





## BRIDGESTONE

“As our first Olympic Winter Games as a Worldwide Olympic Partner, PyeongChang 2018 offered another new and exciting opportunity for Bridgestone to showcase to the world its innovative products and services, as well as our commitments to social responsibility and diversity. We were incredibly proud to play a part in delivering an extremely successful Winter Games for the world’s greatest athletes, who inspire us to chase our dreams every day.”

**ASAHIKO NISHIYAMA**, EXECUTIVE VICE PRESIDENT AND EXECUTIVE OFFICER, BRIDGESTONE CORPORATION

Bridgestone successfully executed its first global activation as a Worldwide Olympic Partner at the Olympic Winter Games PyeongChang 2018. Following a limited debut in four countries around the Olympic Games Rio 2016, the company expanded its marketing programme around PyeongChang 2018 to engage customers in new countries and more key markets around the world through the Olympic Movement.

### Chase Your Dream

Focused on a global Olympic message entitled “Chase Your Dream,” Bridgestone produced a multi-channel marketing campaign around PyeongChang 2018 that raised brand awareness among billions of sports fans and consumers around the world.

The campaign came to life on the ground in the host country through a variety of out-of-home advertising that was visible on billboards, digital signage, and vehicle branding in high-traffic areas, including Incheon International Airport, the new KTX high-speed trains, and the host cities of PyeongChang and Gangneung.

### Team Bridgestone

Bridgestone proudly supported seven winter sport athletes and one team who collected a total of seven medals and delivered a series of history-making performances at the Olympic Winter Games PyeongChang 2018.

Bridgestone has helped leave an important legacy in the host nation and spread the Olympic values in line with Olympic Agenda 2020



7

Seven individual athletes and one team supported as Team Bridgestone ambassadors, winning a total of seven medals





250

More than 250 people hosted in hospitality programmes that included guests from 16 countries



70

"Chase Your Dream" Olympic message showcased across more than 70 high-traffic out-of-home locations in Seoul, PyeongChang and Gangneung



This collection of Team Bridgestone athlete ambassadors is part of a global roster of more than 30 individual athletes and one team from ten countries.

Through community activities, digital content and social media, these athletes worked to share the company's "Chase Your Dream" message and inspire people to persevere through adversity in pursuit of their goals.

#### Equipping the IOC Fleet

As the Official Tyre of the Olympic Games, Bridgestone supplied its industry-leading Blizzak winter tyres for all IOC vehicles in the official Olympic fleet. Engineered with specialised rubber compounds that remain flexible as temperatures drop, Bridgestone Blizzak tyres provide enhanced traction in snowy, icy and slushy conditions – which provided maximum control for Olympic officials while travelling throughout PyeongChang and Gangneung.

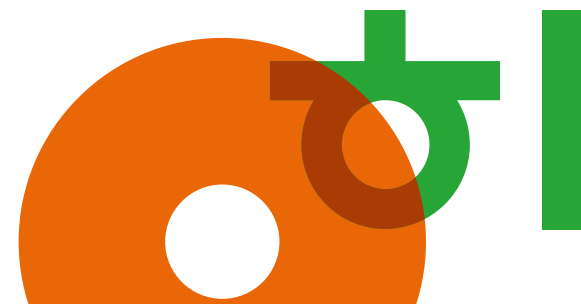
#### PyeongChang 2018 Legacy

Bridgestone partnered with the PyeongChang 2018 Organising Committee (POCOG) to support the PyeongChang 2018 Education Programme. The company's support helped the official education programme of the Olympic Winter Games reach more students, including those at Shin Mang Won Orphanage in nearby Gyeonggi Province.

Bridgestone's work with the children of Shin Mang Won also included a pair of exclusive experiences designed to bring the Olympic Movement to life. The company invited a group from the orphanage to attend Olympic Torch Relay activities in Seoul, and also hosted the children in a special VIP spectator programme at the Olympic Winter Games.

#### Continued Support of the Olympic Channel

Bridgestone is a Founding Partner of the Olympic Channel and currently serves as the presenting partner of several content series that align with its "Chase Your Dream" message, including "Against All Odds," "The Olympics On the Record," and "Far From Home".





**DOW**

“As the Official Chemistry Company of the Olympic Games, we bring Dow’s game-changing solutions to facilitate better infrastructure performance both for the Games and the surrounding communities. Dow goes beyond business as usual to offer sustainable and innovative solutions at the intersection of science and sport.”

**LOUIS A. VEGA**, VICE PRESIDENT, DOW OLYMPIC & SPORTS SOLUTIONS AND PRESIDENT, DOW AUSTRALIA & NEW ZEALAND

The Olympic Winter Games PyeongChang 2018 enabled The Dow Chemical Company (Dow) to showcase its science, innovations and technology beyond the host city and beyond the world of sport.

A significant amount of science and innovation goes into helping to make the most iconic global sporting event smarter, better and safer and Dow took the opportunity to showcase the solutions that supported the creation of more sustainable infrastructure and better experiences for athletes and fans alike.

**The Science of Warm**

For warmth, energy efficiency and sustainability during the Winter Games, PIR (polyisocyanurate) panels incorporating Dow PAPI™ Polymeric MDI were used to insulate the walls and roofs of the International Broadcast Centre (IBC) and Modular Houses. Dow Corning® 1001 Perimeter Silicone Sealant was used to fill and seal gaps between walls and doors or window frames at the IBC, the Olympic Village and Modular Houses to help prevent cold air from seeping through the cracks.

**The Science of Cool**

A polyurethane spray foam made with Dow VORANOL™ Polyether Polyols and PAPI™ Polymeric MDI was used to insulate the ice at the Olympic Sliding Centre, keeping it from melting by providing reliable temperature regulation for the luge, bobsleigh and skeleton competitions. Four ice rinks also used DOWTHERM™ Heat Transfer Fluids to maintain ice surface temperatures and consistent skating dynamics.

Dow’s expertise and support to compensate carbon emissions from the IOC’s daily operations and beyond is an important enabler for the IOC’s Sustainability Strategy execution, in line with Olympic Agenda 2020



20

Dow projects in and around PyeongChang 2018



Over 200

Top customers and executives participated in Dow’s Winter Games programme





Dow's energy-efficient solutions supported PyeongChang 2018's sustainability goals

### The Science of Dry

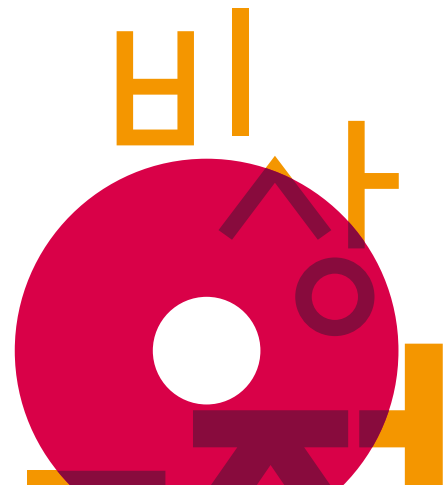
The slabs and roofs of the IBC and the Olympic Plaza were protected from costly water damage by Dow's waterproof solutions, including VORANOL™ and ISONATE™ polyurethane coating technology and VORASTAR™ coating technology.

### The Science of Travel

Parts of the Yeongdong Expressway connecting Seoul with PyeongChang was marked with traffic paint powered by FASTRACK™ Quick-Set Technology, which better retains glass beads and retro-reflectance, helping lane markings appear clearer to drivers. FASTRACK™ Technology also helps accelerate the dry time of waterborne traffic paint, even under adverse weather conditions and helps dramatically reduce volatile organic compound (VOC) emissions.

### The Science of Comfort

Dow VORANOL™ Polyether Polyols were used in some of the mattresses in the Olympic Village. The technology is integrated into the polyurethane slab foam, creating a comfortable sleeping environment. VORANOL™ Polyether Polyols was also employed in a number of mattresses in hotels across PyeongChang.



Chris Mazdzer  
(USA)

**GE**

“We are proud to work with the IOC and the local Organising Committee to deliver infrastructure solutions for the world’s premier winter sports event in PyeongChang.”

**JOHN FLANNERY**, GE CHAIRMAN AND CEO

As a Worldwide Olympic Partner since 2005, GE is the exclusive provider of a wide range of innovative products and services that are integral to staging a successful Olympic Games.

For PyeongChang 2018, GE delivered infrastructure solutions and digital industrial technology that helped bring the Games to life for athletes and spectators in the venues, and for viewers worldwide. This included providing critical services from power connectivity and continuity across the Olympic venues to healthcare solutions for athletes.

GE’s technology helped ensure stable and continuous power distribution to keep the Games up and running, including connectivity for the International Broadcast Centre, which provided live coverage of the Games for millions of fans around the world.

GE also provided medical imaging technologies to help clinicians predict, diagnose, treat and monitor health issues and sports injuries earlier, when intervention is more effective and efficient.

**Athlete Management Solution**

For PyeongChang 2018, GE and the IOC launched a new analytics tool – the Athlete Management Solution (AMS) – to provide clinicians with information to help them predict injury and illness and personalise treatment for the 2,900 athletes at the Games.

The AMS integrated valuable information, such as athlete injury and illness data, with venue, sport and training procedures, to help ensure that clinicians had a comprehensive view of a patient’s health, enabling them to make an informed, rapid treatment decision.

GE provides a range of innovative products and services that help improve sustainability and athlete welfare at the Games, in line with Olympic Agenda 2020



For the first time, GE used digital industrial technology to monitor energy use in real-time across all Olympic Games venue for greater efficiency and reliability





GE's new Athlete Management Solution provided clinicians with information to help them predict injury and illness and personalise treatment for all 2,900 athletes at the Games

The insights also aim to inform long-term improvements to health and safety at the Olympic Games, as part of the IOC strategy to develop and implement effective prevention strategies to minimise the risk for athletes at all levels and in all competitions.

#### Digital Industrial

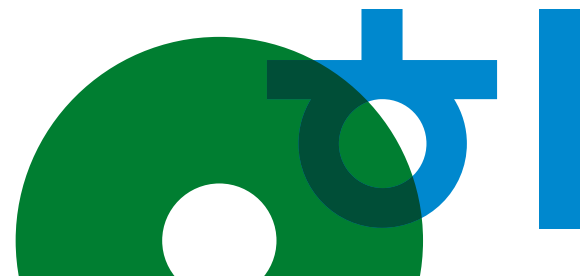
For the first time in Olympic Games history, GE applied digital industrial technology to monitor the real-time energy consumption of all Olympic venues in PyeongChang. GE Digital's Energy Monitoring System (EMS) gave the PyeongChang 2018 Organising Committee real-time visibility of energy use, enabling prompt diagnosis and problem solving if and when a power failure occurred at a Games venue. Installed at the Main Operations Centre, EMS helped ensure the Olympic Games ran efficiently and reliably.

#### Unique Partnership

GE sponsored the Korean national skiing and snowboard teams with digital technology and a customised sports leadership training programme to help them prepare for the Olympic Winter Games PyeongChang 2018.

Based on Predix, GE's industrial internet platform, GE developed an innovative solution to help coaches and athletes develop training strategies to improve an athlete's health and performance.

GE has also been supporting the learning and development of athletes as leaders, with a special customised leadership curriculum – developed at its global leadership institute in Crotonville, New York (USA) – which is focused on personal development and emotional resilience.





## INTEL

“The Olympic Games provided the ultimate platform to showcase our industry leading technology to the world. From our live drone light shows, to Intel 5G technologies and Intel True VR, PyeongChang 2018 provided a global platform for Intel to push the boundaries of what’s possible. We look forward to what technology can make possible in Tokyo 2020 and beyond.”

**AICHA EVANS**, SENIOR VICE PRESIDENT AND CHIEF STRATEGY OFFICER, INTEL

Intel announced a long-term technology partnership, in June 2017, to bring the company’s leading technologies to the Olympic Games through 2024. As a Worldwide Olympic Partner, Intel is playing a key role in accelerating the adoption of new technologies, making the Games more innovative and immersive than ever before for athletes and fans.

### Intel at PyeongChang 2018

At its first Olympic Games as a Worldwide Olympic Partner, Intel technologies helped reimagine the Games for fans, from the sporting events to on-site activations and experiences.

**Drones:** Intel is the leader in drone technology and has broadened the capabilities and applications for drones ranging from entertainment to content capture. Intel showcased its wide range of drone technology with the drone light shows and the Intel Falcon 8+ drone, which captured behind-the-scenes footage before and during the Games, giving fans unprecedented views of the action. To push the boundaries of entertainment, Intel worked with the PyeongChang 2018 Organising Committee to create a Guinness World record for the “most unmanned aerial vehicles airborne simultaneously”, using 1,218 Intel® Shooting Star™ drones. Live Drone light shows dazzled audiences and celebrated athletes with spectacular formations in the sky during Victory Ceremonies and a live 300-drone performance in the Closing Ceremony.

**Virtual Reality:** Thanks to Intel True VR technology, Rights-Holding Broadcasters were able to bring Olympic fans from all over the world to PyeongChang, offering a new, immersive viewing experience.

Intel’s innovative technologies play a key role in advancing the Olympic Games experience for fans around the world



1,218

World record 1,218 Intel Shooting Star Drones used as part of the Opening Ceremony broadcast







30

Intel True VR technology offered a new, immersive viewing experience for 30 live and on-demand events

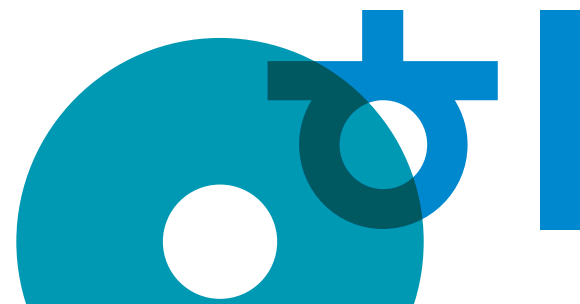
This year marked the first-ever live virtual reality broadcast of the Olympic Winter Games, with a record-breaking 30 events captured in VR. Cameras placed at strategic locations at many Olympic venues enabled viewers, who were equipped with a VR app, to transcend their traditional role as a passive spectator and experience the excitement of the Olympic Games firsthand. Fans could choose their viewpoint, enjoy real-time stats and data, and catch behind-the-scenes content for a unique view of the Games.

**5G:** Intel 5G technologies enabled a series of 5G-powered experiences at the Olympic Games, providing a sneak preview of how 5G will change the way people live, work and play. Intel offered visitors groundbreaking demonstrations of wireless broadband at gigabit speeds, ultra-low latency video distribution and live-streamed immersive content – as part of the world’s biggest showcase of 5G technologies and first broad-scale 5G network.

**Esports:** As one of the leaders in Esports, the fastest growing spectator sport in the world with 386 million viewers in 2017, Intel brought the first-ever Esports competition to PyeongChang, ahead of the Olympic Winter Games. There were two distinct gaming experiences: the Intel® Extreme Masters PyeongChang Esports tournament, featuring the “StarCraft® II” video game; and a separate exhibition featuring Ubisoft’s action-sports title “Steep™ Road to the Olympics” – the official licensed game of the Olympic Winter Games PyeongChang 2018.

#### “Experience the Moment” Campaign

Intel’s first-ever Olympic integrated marketing campaign, “Experience the Moment”, showcased technology’s impact and highlighted how Intel technology brought the amazing moments in PyeongChang directly to fans all over the world. Intel profiled four Olympic athletes in a three-part docu-series campaign and showed how Intel True VR technology helped bridge the thousands of miles between the athletes and their loved ones during their Olympic journey.





## OMEGA

“PyeongChang 2018 has proven yet again that the Olympic Games is an incredible stage for dreams. As the Official Timekeeper, we felt very proud to record each moment and support every athlete. With the difference between gold and silver getting narrower every year, our dedication, precision and passion only grows stronger.”

RAYNALD AESCHLIMANN, PRESIDENT AND CEO, OMEGA

OMEGA first served as Official Timekeeper of the Olympic Winter Games in 1936. For that occasion, a single technician was sent with just 27 OMEGA stopwatches used to time every second. Eighty-two years later, the brand is still in its role, but now with some much-advanced innovation and technology. The timekeeping team arrived with all of its renowned equipment, including photofinish cameras, photocells, starting gates and scoreboards, as well as some new motion sensor technology attached to the athletes themselves.

### OMEGA's New Technology at PyeongChang 2018

Through incredible motion sensor systems, OMEGA was able to provide continuous measurements from start to finish of events, meaning that athletes could gain an immediate understanding of where they gained or lost time, or where they won or lost points. From the live speed of an alpine skier to the jump height of a halfpipe snowboarder, the information provided by OMEGA added a brand new dimension to every performance. Additionally, this information meant that people in the venues, as well as those at home watching on television, could have a far greater understanding of each sport as it happened.

### OMEGA's Timekeeping Highlights

In PyeongChang, OMEGA recorded 25 Olympic records and three world records, while capturing over 800,000 pieces of data overall. Some of the biggest highlights included: the three-person photofinish in the men's 1,000m short track speed skating; the 0.002 second difference between silver and bronze in the men's 5,000 metre speed skating; the shared gold in the men's two-man bobsleigh; and a victory by millimetres in the men's biathlon mass start.

As the official timekeeper through to 2032, OMEGA's technology is crucial in delivering efficient, turnkey solutions for Games operations, in line with Olympic Agenda 2020



300

Timekeepers



350

Trained volunteers

  
OMEGA





230

Tonnes of equipment



800,000

Pieces of data recorded

### OMEGA's Olympic Games Marketing

For PyeongChang 2018, OMEGA produced a full 360° marketing burst to highlight its on-going “Recording Olympic Dreams” campaign. This was led by a 30-second TV commercial recognising the tremendous emotions of the iconic sporting event. The ad featured the track “Sign of the Times” by Harry Styles and was set to captivating footage of winter athletes during their famous moments of victory. Photography from these moments also supported the brand’s full series of print, digital and social media executions.

In Seoul, OMEGA opened its “Olympic Games Exhibition” to give the public a fascinating insight into the brand’s timekeeping role. This mission continued in PyeongChang itself, where OMEGA hosted timekeeping visits for the media to show them the new and existing technology that is crucial within every event.

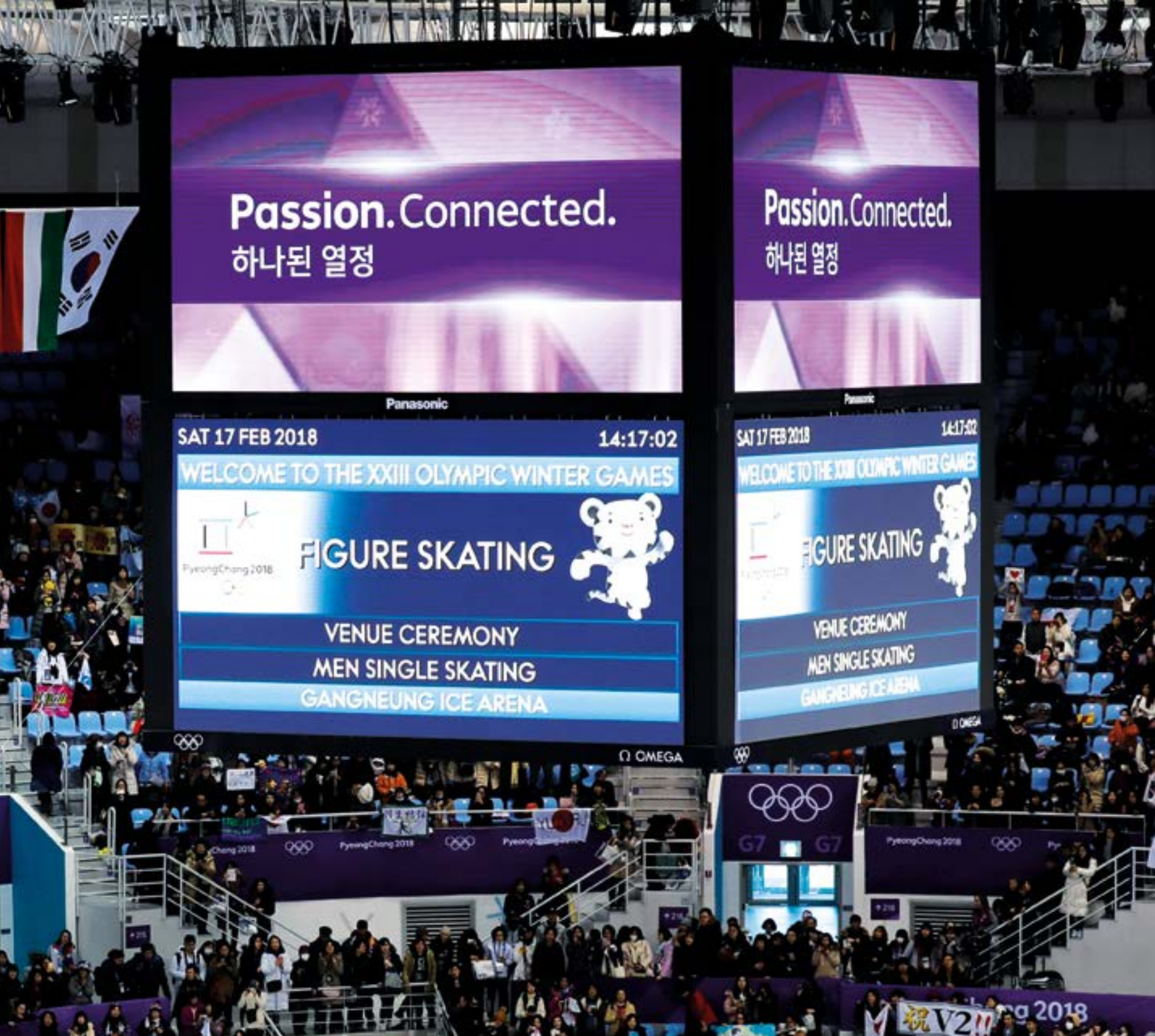
### OMEGA's PyeongChang 2018 Watch Collection

Two OMEGA watches were created in celebration of these Olympic Winter Games.

The Seamaster Planet Ocean “PyeongChang 2018” was limited to 2,018 pieces and is created in the bold blue and red colours of the Korean flag.

The OMEGA Seamaster Aqua Terra “PyeongChang 2018” Limited Edition is created in stainless steel and uses the five colours of the iconic Olympic Rings to create the words “PYEONGCHANG 2018” inscribed on the dial.





## PANASONIC

“Panasonic has been extremely honoured to be a TOP Partner for the past 30 years, since the Olympic Winter Games in Calgary. We focus on delivering, with passion, the excitement and wonder of the Olympic Games to the world, so I hope people saw and felt these emotions through each of our products and equipment.”

KAZUHIRO TSUGA, PRESIDENT & CEO, PANASONIC CORPORATION

At the Olympic Winter Games PyeongChang 2018, Worldwide TOP Partner Panasonic once again provided its full line-up of AV equipment, including staging and system operations solutions, for the Opening and Closing Ceremonies, competition venues and broadcasting locations.

### Audio and Visual Solution Partner

Panasonic's laser projectors of no less than 30,000 lumens, coupled with proficient technical operations, offered audiences spectacular images of the Opening and Closing Ceremonies and sporting competitions. In total, Panasonic supplied around 82 units of high-brightness 30,000-lumen laser projectors in its role as the “Official AV Ceremony Partner”, revolutionising the level of visual entertainment in the PyeongChang Olympic Stadium and around the world.

In addition, Panasonic provided high-brightness 27,000-lumen laser projectors to the 8K Super Hi-Vision Theatre, which was set up by Olympic Broadcasting Services (OBS) and the Japan Broadcasting Corporation (NHK) inside the International Broadcast Centre.

To convey the best quality acoustics and unique atmosphere of the Games, Panasonic introduced its new RAMSA brand line-array speaker system, amplifying the excitement of competitions at four venues: the ski jumping and snowboarding venues, the Yongpyong Alpine skiing venue and Gangneung Olympic Park.

Panasonic's cutting-edge audio-visual technology engaged fans in-stadium and around the world



82

Laser projectors supplied for the Opening and Closing Ceremonies

**Panasonic**





LED large-screen display systems deployed at Live Sites

As a new challenge, Panasonic also adopted a multi-video distribution system for figure skating on a trial basis as part of the company's new initiatives toward 2020.

Finally, Panasonic supplied LED large-screen display systems to the Live Sites – outdoor entertainment areas in PyeongChang where spectators could share the enthusiasm and emotion of the Olympic events.

#### Marketing Activities



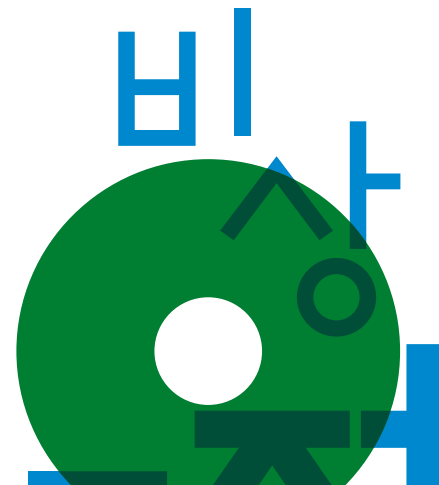
New RAMSA brand line-array speaker systems deployed at four venues

To help share the ideals of the Olympic Movement, the Panasonic Centre Tokyo – in collaboration with the IOC – offered interactive exhibits to the public featuring valuable items related to the Games during the PyeongChang 2018.

Under the three themes of sports, culture and education, Panasonic implemented a wide range of activities at the NEXT2 Communications event space, in which large numbers of people including many young people, took part.

Panasonic's past partnership activities were also introduced on its Facebook page and official website dedicated to the Olympic Games. During the Games, Panasonic utilised these media outlets to post timely updates of its activities from the ground, to share the passion and excitement of the Olympic Games to the world.

**Panasonic**





Yun Sung-bin  
(Republic of Korea)  
and Thomas Bach,  
IOC President

## P&G

“P&G was honoured to be in PyeongChang at the Family Home, where our brands supported athletes, moms and families with a place to reunite and enjoy the comforts of home. We know that moms and families are an integral part of an athlete’s journey to the Games and it was our privilege to help facilitate great experiences and meaningful connections for the athletes and their loved ones in PyeongChang.”

PHIL DUNCAN, CHIEF DESIGN OFFICER, P&G

As the Worldwide Olympic Partner in the personal care and household products category, P&G brands help take care of many of the everyday needs of athletes and families during the Games, just like our brands support and serve moms and families every day around the world.

On the road to PyeongChang 2018, P&G and its brands also partnered with more than 40 global athletes. During the Games, the company’s Thank You, Mom programme hosted 70+ guests from six countries including mothers, family members and, for the first time, digital influencers to share their stories.

### P&G at PyeongChang 2018

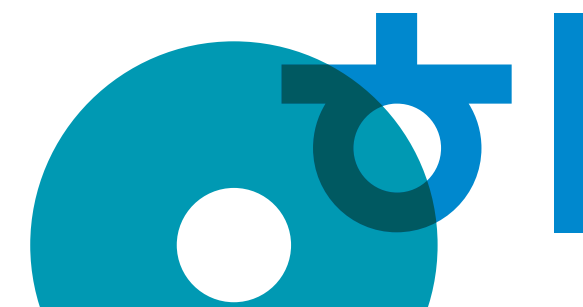
P&G’s Family Home hosted 385 athletes and more than 3,000 total guests over the course of the Games, including nearly 200 total media outlets who conducted 180+ interviews globally in our media space.

On the morning of the Olympic Games PyeongChang 2018 Opening Ceremony, Head & Shoulders®, Gillette® and Braun® welcomed Olympians for a special grooming event. Celebrity stylists and barbers helped athletes – including American freestyle skier Gus Kenworthy, Korean tennis player Hyeon Chung and German ski jumper Richard Freitag – look their best before the world celebrated the Opening Ceremony.

P&G is committed to developing programmes to foster respect and gender equality - key recommendations of Olympic Agenda 2020



“Love Over Bias” campaign viewed more than 300 million times in 18 languages across multiple platforms





385

Athletes and more than 3,000 total guests hosted in the P&G Family Home



40

Athletes from around the world supported in the build-up to the Games



On Valentine's Day, P&G brands, including Pantene®, Olay®, and Secret®, offered styling services to American bobsledder Aja Evans, American figure skating legend Michelle Kwan, Chinese speed skater Yang Yang and German ski jumper Carina Vogt, providing them with the ultimate beauty experience on-site at the Games.

As part of "Love Over Bias," the latest instalment of P&G's award-winning "Thank You, Mom" campaign, Olympians – including Kwan, the IOC's Anita DeFrantz, American bobsledder Elana Meyers Taylor, Polish speed skater Katarzyna Bachleda-Curuś and Canadian freestyle skiers Justine and Chloe Dufour-Lapointe – participated in a panel discussion about their individual journeys to the global stage. They talked about the role of their moms in encouraging their participation in sport, mentorship and support from other women, as well as their hopes for what the current global movement for gender equality will mean for future generations of female athletes.

A variety of events also took place in the P&G Family Home, including 39 appearances by P&G's family of athletes, such as American skier Lindsey Vonn (Bounty®), American snowboarder Jamie Anderson (Downy®), Japanese ice skater Yuzuru Hanyu as well as a press conference featuring four top-performing Korean athletes: speed skater Park Seung-hi, skeleton athlete Yun Sung-bin, speed skater Choi Min-jeong and speed skater Lee Sang-hwa, and their mothers.

#### Thank You, Mom

P&G's Thank You, Mom campaign kicked off in November 2017 with the debut of "Love Over Bias" – a film that imagines what the world could be if we all saw each other through a mom's eyes.

"Love Over Bias" reflects stories of real athlete challenges through their moms' eyes, and honours the spirit of the Olympic Games themselves, which inspire the world to look beyond the things that divide us to celebrate the things that all people share. The hope is that this film will help bring people together to talk openly about bias, its role in limiting human potential and the need to see beyond the things that divide us to the common things that can bring us together.

The critically acclaimed short films from P&G's previous Olympic Games campaigns are among the most viewed Olympic Games videos of all time and since launch "Love Over Bias" has been viewed more than 300 million times in 18 languages across multiple platforms.

Yuzuru Hanyu  
(Japan)



**SAMSUNG**

“Samsung takes pride in ensuring that our technological contributions empower meaningful connections and foster a better Olympic Games experience for all, now and in the future. Through our constant innovations in mobile technology, we strive to bring new immersive experiences and to encourage millions of fans and athletes alike to embrace the ‘Do What You Can’t’ spirit.”

YOUNGHEE LEE, CMO AND EXECUTIVE VICE PRESIDENT, SAMSUNG ELECTRONICS

To celebrate its 11th Olympic Games and to honour its 20-year commitment to The Olympic Partner (TOP) programme, Samsung Electronics delivered unique experiences and breakthrough innovations during the Olympic Winter Games PyeongChang 2018.

**Samsung and the Olympic Games**

As the Worldwide Olympic Partner in the Wireless Communications and Computing Equipment category, Samsung is committed to enabling meaningful connections through innovative mobile technologies. For PyeongChang 2018, athletes and fans were exposed to unique experiences powered by Samsung innovative technologies that helped create, capture and share unforgettable Games-time memories for all.

**Olympic Torch Relay**

Samsung was one of the three presenting partners of the PyeongChang 2018 Olympic Torch Relay. In the lead up to the Opening Ceremony, Samsung helped spread the passion and hope of the Olympic Winter Games worldwide by selecting 1,500 torchbearers. They were selected as representatives of the #DoWhatYouCant spirit, having overcome barriers in pursuit of their dreams to carry the flame during its 101-day journey to light the Olympic cauldron.

Samsung supports Olympic Agenda 2020 goals by putting athletes at the heart of the Movement and offering young fans unique Games experiences through advanced mobile technologies



1.28m

Downloads of the official PyeongChang 2018 app, developed by Samsung







4,000

Samsung Galaxy Note 8  
Olympic Games Limited  
Edition smartphones  
provided to athletes



430,000

Visitors to Samsung  
Olympic Showcases

### Samsung Galaxy Note 8 Olympic Games Limited Edition

Samsung continued its Olympic legacy by providing over 4,000 PyeongChang 2018 Olympic Games Limited Edition devices that were distributed to athletes at the Games. This allowed them to keep up with information and maintain real-time connections, as well as to share their experiences with those near and far. The special PyeongChang 2018 device featured shiny white back glass to celebrate the winter theme and gold Olympic rings inspired by the Olympic Torch.

### The Official App of PyeongChang 2018

Samsung improved the Olympic Winter Games experience for all by providing real-time updates, athlete information, medal standings and Olympic Games records through the PyeongChang 2018 Olympic Winter Games Mobile Guide.

The official mobile app was downloaded 1,282,904 times – reinforcing the demand for an efficient and personalised Games-time experience delivered through technology. Available in five languages, the app featured global navigation, differentiated content based on location as well as an online cheering service to support athletes.

### Samsung Olympic Showcases

Samsung encouraged fans and athletes to 'Do What You Can't' through fun, immersive attractions across nine Samsung Olympic Showcases that featured a mix of cultural, technological and hands-on events and experiences.

Over the course of the Olympic Winter Games, more than 430,000 visitors were exposed to Samsung's latest mobile products and participated in a variety of interactive experiences including: seven immersive VR attractions, such as 'Mission to Space VR: A Moon for All Mankind,' which allowed visitors to escape the real-world; a dedicated kids' lounge featuring a hands-on zone where kids could play and learn by exploring Samsung products; a futuristic display of Smart Home technology demos powered by mobile technology that showcased the Internet of Things, helping visitors to imagine future lifestyles; plus many other ground-breaking experiences that helped create lasting memories and inspire future possibilities for those attending the Olympic Winter Games PyeongChang 2018.





## TOYOTA

“Throughout our history, Toyota has made the impossible possible through innovation and passion, and today we remain committed to doing our part to create an ever better society. For this to happen, we have to dream beyond conventional vehicles and create new forms of mobility that overcome limits and solve the problems of tomorrow. We share this dream and this spirit of continuous improvement with Olympic athletes, who challenge their own limits every day. I hope that everyone affiliated with Toyota will feel inspired by the Games, to challenge their impossible and defy their limitations.”

**AKIO TOYODA**, PRESIDENT AND CEO, TOYOTA MOTOR CORPORATION

The Olympic Winter Games PyeongChang 2018 marked Toyota's first Games as a Worldwide Olympic Partner, as part of its eight-year partnership with the IOC.

### “Start Your Impossible” Global Initiative

On 16 October 2017, Toyota kicked off an initiative that aims to inspire Toyota's 370,000 employees, partners and customers, and connect them with the company's core beliefs. “Start Your Impossible” represents Toyota's commitment to support the creation of a more inclusive and sustainable society in which everyone can challenge their own “impossible”. Toyota believes that mobility goes beyond cars; it is about overcoming challenges and making dreams come true.

Internally, many Toyota affiliates worldwide started using this initiative to inspire change amongst its employees and spur connections with communities.

Toyota is the first ever Partner of the Olympic Movement, working with the Organising Committees to provide sustainable mobility solutions for the Games, in line with Olympic Agenda 2020



1.7 billion

Views of “Start Your Impossible” content on social media

**TOYOTA**





3,500+

People joined the Relay Your Challenge



38

Athletes from 17 countries supported as part of Team Toyota



46

Start Your Impossible campaign activated in 46 markets

**TOYOTA**

### “Start Your Impossible” Marketing Campaign

In line with its global initiative and inspired by the Olympic and Paralympic values, Toyota launched its first-ever global marketing campaign, expressing its vision for the future of mobility and highlighting Toyota’s belief that “when people are free to move, nothing is impossible.” One of the highlights of the campaign was “Good Odds”, a spot featuring Canadian para-athlete Lauren Woolstencroft, which debuted during the Super Bowl, just days before the Opening Ceremony of PyeongChang 2018.

#### Team Toyota

Toyota sponsored 38 athletes from 17 countries competing across 12 disciplines during the Olympic Winter Games PyeongChang 2018. Team Toyota athletes took home 18 medals (nine gold, five silver and four bronze) throughout the Games.

#### On-site Presence in PyeongChang

As the Official Mobility Partner, Toyota provided approximately 20 vehicles for use by IOC officials throughout the Games.

Also, Toyota personnel supported eight Team Toyota athletes on the ground in PyeongChang with media and communications activities to share their stories of overcoming their impossible, including Team Toyota brand ambassadors Ashley Wagner (USA, figure skating) and Louie Vito (USA, snowboard), who served as storytellers for the brand.

#### “Mobility for All” Website

As per Toyota’s commitment to using technology to enable human movement and mobility for all, Toyota launched a unique website ([www.mobilityforall.com](http://www.mobilityforall.com)) that is fully accessible to people with a wide range of impairments. The website was built in consultation with the National Centre for Accessible Media (NCAM) in the United States.

### Relay Your Challenge

In addition and part of its initiative, Toyota encouraged employees and customers to share their ‘impossible statement’ and relay it forward so that people worldwide could participate and challenge themselves. Users around the world submitted their impossible statements or quotes via RelayYourChallenge.com. Once submitted, the text display transformed and took human form in an animation that moves forward in the relay to achieve their impossible.





**VISA**

“For the past 30 years, Visa has grown alongside the Olympic Games from ‘credit card’ provider to the leading innovative payment technology brand in the world. Today, the notion of acceptance has transformed our business, but the definition has evolved. Consumers can still be confident their Visa will be accepted everywhere, but it also means redefining the commerce experience for fans at the Games and those at home, and celebrating the accomplishments of our diverse roster of Team Visa athletes.”

LYNNE BIGGAR, CHIEF MARKETING AND COMMUNICATIONS OFFICER, VISA

As the exclusive payment technology partner of the Olympic Games for over 30 years, Visa always looks to bring together the best of technology and sports, debuting payment innovation on the world’s biggest stage. During the Olympic Winter Games PyeongChang 2018, Visa managed the entire payment ecosystem and network throughout all venues at the Games, including more than 1,000 contactless point-of-sale terminals capable of accepting mobile and all contactless payments.

**Payment Innovation**

In collaboration with Lotte Card, the financial arm of Korean-based retailer Lotte Department Store, Visa unveiled three limited edition wearable payment devices for PyeongChang 2018. The contactless-enabled devices were developed with the spirit of the Olympic Winter Games in mind, and were brought to life in the form of commemorative stickers, Olympic-themed pins and winter gloves – each one allowing fans and athletes to complete seamless and secure payments with a simple tap.

—  
 Visa helps bring the Games to life by supporting athletes, engaging Olympic fans at venues and at home and enhancing Games payment experiences for all  
 —



3

Wearable payment devices introduced



1,000+

Contactless point-of-sale payment terminals deployed throughout Olympic venues





54

Team Visa Olympic and Paralympic Athletes competed in PyeongChang



27

Medals won by Team Visa athletes in PyeongChang

### “Finding New Finish Lines”

Visa’s diverse roster of Team Visa athletes took the lead in launching the brand’s full-length 60-second global advertising campaign. All 54 members of the Team Visa roster – including Olympic and Paralympic athletes, hopefuls, and legends representing 21 countries and 15 disciplines – premiered the full-length spot ahead of its traditional debut on global digital and broadcast channels highlighting their appreciation of the support they’ve received during their training for PyeongChang 2018. The global film is a compilation of vignettes that highlight the inspirational and historic stories of eight Team Visa athletes en route to the Games. Along the way, athletes leverage payment innovations, such as Visa Checkout, contactless cards and the wearable payment devices, including payment-enabled gloves, commemorative stickers and Olympic Winter Games pins. Following the Team Visa athlete rollout on social, the film aired across 29 markets in five regions and the campaign was supported by broadcast partnerships in the US, Canada and the Republic of Korea.

### Fans at Home

From the slopes to the online shopping cart, in the United States, Visa debuted an interactive shopping experience for the Olympic Winter Games PyeongChang 2018. In partnership with NBC, the United States Olympic Committee and Fanatics, fans at home watching the Games were able to buy Team USA apparel with just a few clicks using Visa Checkout while their favorite athletes competed for gold or were celebrating on the podium. The platform was updated and optimised throughout the Games, and integrated into on-screen prompts and digital channels during the competition, directing fans to a new shopping experience that featured similar products to what they saw on athletes.

Additionally, in Canada, 1.3 million fans were able to be part of the action from home via a custom Visa Snapchat lens, which simulated a slopestyle snowboard experience that fans could share with their followers.

### Team Visa

Since its inception in 2000, Team Visa has been unified by individuals who embody Visa’s values of acceptance, partnership and innovation, with athletic talent matched equally by their character. This diverse group of athletes is made up of some of the best competitors in the world with inspirational stories that encourage fans everywhere to continue chasing their dreams. Collectively, the Team Visa roster for these Games won 27 medals in PyeongChang.



Maggie Voisin (USA)  
and Ngozi Onwumere  
(Nigeria)



### DOMESTIC PARTNERSHIPS

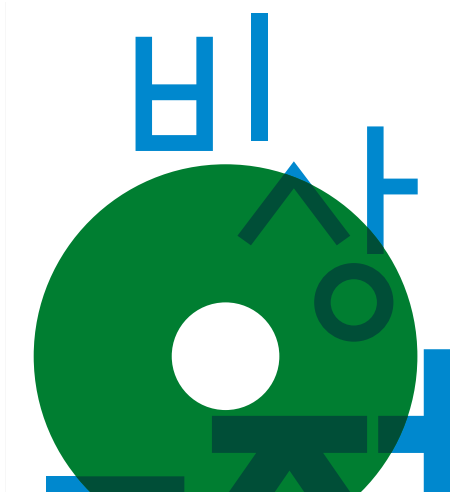
“Thanks to the support of our many local partners for PyeongChang 2018, we were able to exceed our sponsorship targets and create a Games that provided the highest level of service for all our client groups.”

**EOM CHANWANG**, DIRECTOR GENERAL OF MARKETING, PYEONGCHANG 2018

To further support and fund the staging of the Olympic Winter Games, the PyeongChang 2018 Organising Committee operated its own domestic partnership programme – under the direction of the IOC – which granted exclusive marketing rights within the host country.

PyeongChang 2018’s first official partner joined the programme in July 2014 and by Games-time had signed a wide range of leading companies as official partners (Tier 1), official sponsors (Tier 2), official suppliers (Tier 3) and official supporters.

With such comprehensive support, the PyeongChang 2018 domestic partnership programme was able to exceed its initial funding target.



**McDONALD'S**

For the Olympic Winter Games PyeongChang 2018, McDonald's operated two restaurants in Gangneung – one in the Olympic Park for visitors and the other in the Olympic Village offering free meals for athletes. Throughout the Games, the McDonald's restaurants were staffed by 260 employees specially selected to be part of the Team Korea Crew, who were able to enjoy the once-in-a-lifetime experience of serving athletes and visitors from around the world while offering them the best service possible.

McDonald's also launched the special 'PyeongChang Hanwoo Signature Burger' and 'Golden Potato Burger' to celebrate the Olympic Winter Games PyeongChang 2018 and donated 1,000 event tickets to deserving recipients in the host region.

**KT**

As the official telecom partner of PyeongChang 2018, KT built the network infrastructure for the Games that stretched a total of 1,100km and included fixed, wireless, and broadcasting network services. KT also offered numerous innovative services including the Olympic IPTV service that provided six different language subtitles for the first time in the world, as well as the LTE-Advanced service and premium GiGA WiFi service for the first time in Olympic history. In addition, KT presented the world's first 5G trial telecommunications services in PyeongChang, Gangneung and the capital city, Seoul.



KT also participated in the nationwide Olympic Torch Relay as a Presenting Partner, selecting 1,500 Torchbearers under the slogan of 'Challenge Together'.

During the Games, KT operated the '5G.Connected.' pavilion in Gangneung Olympic Park, attracting approximately 100,000 visitors.



### THE NORTH FACE

As the official sportswear partner of PyeongChang 2018, the Youngone Outdoor Corporation's The North Face brand provided uniforms for 45,000 volunteers and operations staff, as well as 22 official uniform items for Team Korea athletes including for the podium, the Opening and Closing Ceremonies and daily sportswear. In addition, licensed sportswear, footwear and other items were released for sale to the public and supplied to the Superstores at PyeongChang Olympic Plaza and Gangneung Olympic Park, as well as being showcased and made available for purchase at The North Face Village in Gangneung Olympic Park, and at over 100 stores across the nation. Youngone Outdoor also provided uniforms as a partner of the Olympic Torch Relay.

During the Games, Youngone Outdoor operated The North Face Village, which provided more than 180,000 visitors to Gangneung Olympic Park with areas to rest and was used as a base for guest hospitality and brand presentations for business partners.



### KOREAN AIR



Korean Air, the Republic of Korea's flagship carrier, became an official partner of the Olympic Winter Games PyeongChang 2018 in March 2015. Using its professional expertise, the airline transported Olympic families and supply goods into Korea from around the world. It also wrapped an Airbus 330 with PyeongChang 2018 mascots Soohorang and Bandabi, held multiple internal events, and created advertisements dedicated to the Olympic Winter Games.

In addition to being an official partner of PyeongChang 2018, Korean Air is committed to supporting a wide variety of sports. The company supports renowned athletes such as Cha Jun Hwan, Lee Sang Hwa, Park Sung Hyun and IOC member Ryu Seung Min through its 'Excellence Programme', which helps develop talent and good sportsmanship.





### HYUNDAI & KIA MOTORS

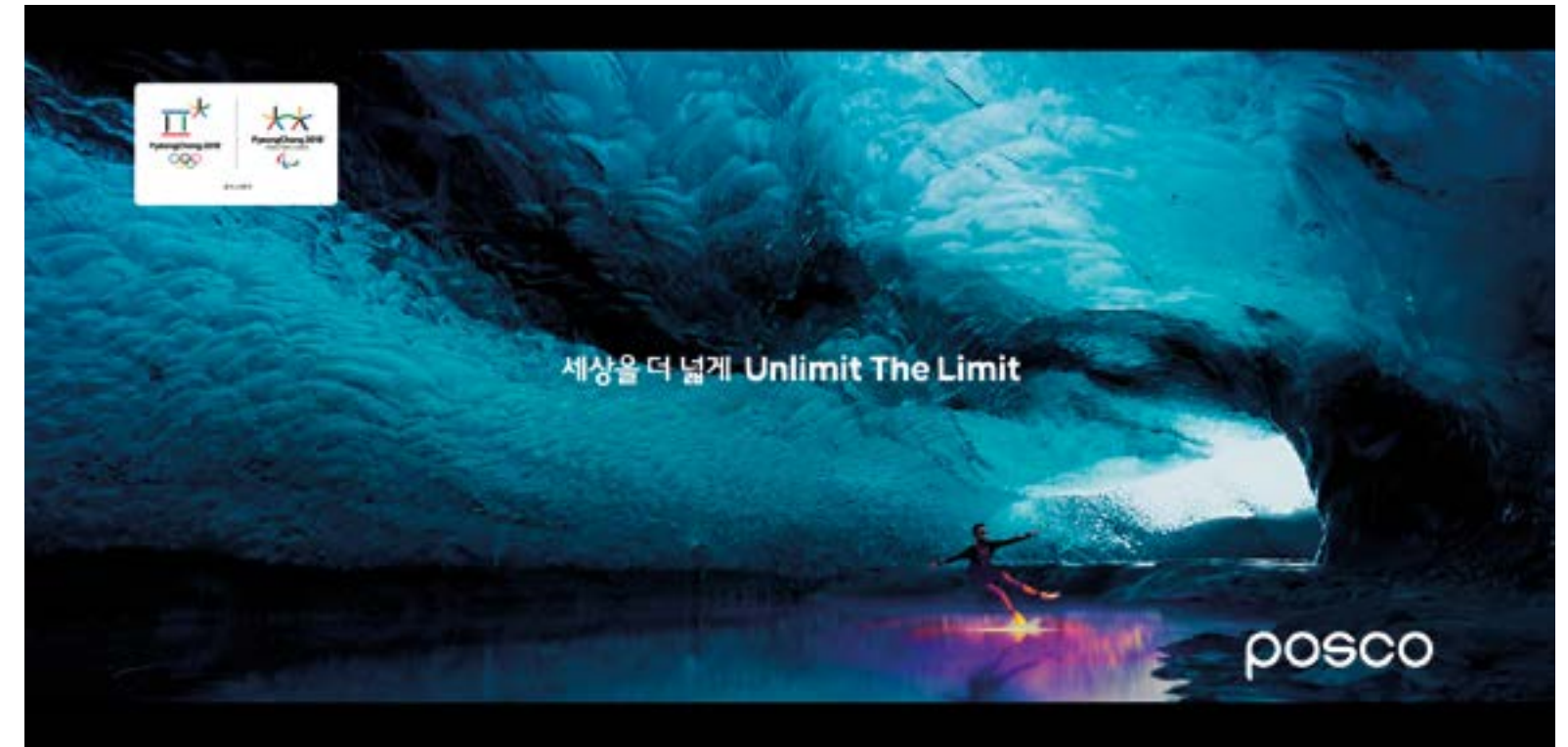
Hyundai and Kia Motors, as the official automobile partner of PyeongChang 2018, contributed to the success of the Games by providing approximately 3,800 vehicles to the PyeongChang 2018 Organising Committee to operate efficient transportation services.

In addition, Hyundai carried out various campaigns, under the slogan “Light up your Energy”, to raise public awareness and interest in the Olympic Winter Games. These included a ‘Light Up’ public ice skating rink in Seoul and a nationwide digital CSR campaign designed to change the culture of road traffic, reduce accidents and improve driving etiquette, which included an online ‘Light Up Car Curling’ game. During the Games, the Hyundai Pavilion in PyeongChang Olympic Plaza also gave visitors a chance to experience fuel cell electric vehicles and Hyundai’s level 4 autonomous driving technology.

Kia Motors also created a “BEAT-PLAY” showcase in Gangneung to provide visitors with a variety of events, including car displays, a STINGER VR experience, mini-curling games and photo events. The company also ran invitation programmes for customers, giving them the chance to experience the Games first-hand.



### POSCO



POSCO was the official steel partner of the Olympic Winter Games PyeongChang 2018. During preparations for the Games, POSCO's world-class steel products were applied to venues such as the International Broadcast Centre, the Media Village and the Kwandong Hockey Centre.

In order to communicate its participation as an official partner of PyeongChang 2018, POSCO also launched an advertising campaign in December 2017, highlighting the importance of steel in winter sports and explaining the fact that steel would be used in almost all Olympic events.



## KEPCO



To ensure stable power supply during the Games, KEPCO constructed PyeongChang 2018's electric infrastructure and organised its electric facility. Furthermore, KEPCO established a PyeongChang Olympic Power Supply Division to monitor and recover power supply system and support events during the Olympic Winter Games.

During the Games, the KEPCO 119 Rescue Squad's 26 emergency medical technicians and nurses assisted emergency medical services at major venues.

In the PyeongChang Olympic Plaza, the KEPCO pavilion also offered more than 95,000 visitors an opportunity to experience the future of smart energy cities through media shows and various VR programmes.



**Kim Dong-woo**  
(Republic of Korea)

# CHAPTER 5 TICKETING & SPECTATOR EXPERIENCE

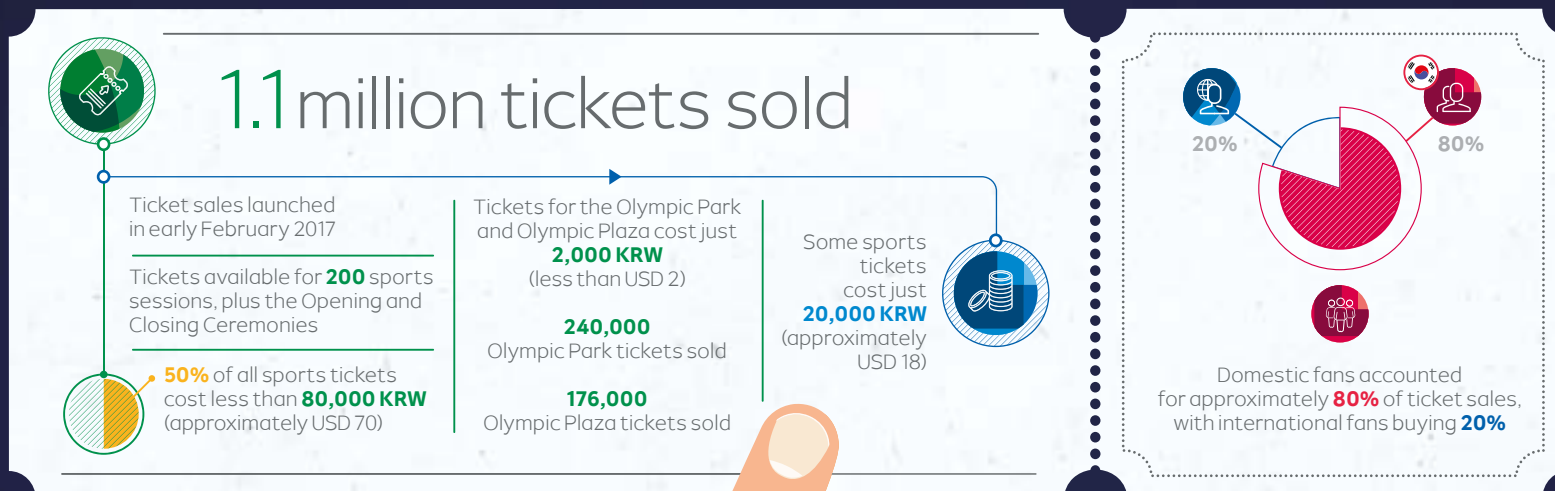


TICKETING & SPECTATOR EXPERIENCE

“The local and international spectators came out in force to support PyeongChang 2018. They helped us go beyond our ticketing target and create a great atmosphere at all venues. The Korean public found a new passion for snow sports and sliding, as well as flocking to the traditional ice sports to cheer on their home team. We have ignited a new interest in winter sports across the country and long may it continue.”

KIM HEE-SOON, DIRECTOR OF TICKETING, PYEONGCHANG 2018

PYEONGCHANG 2018 TICKETING PROGRAMME



Anyone lucky enough to experience the incredible atmosphere in the sold-out Gangneung Ice Arena during the short-track speed skating events could see how passionately fans embraced the Olympic Winter Games PyeongChang 2018.

In total, 1.1 million tickets were sold for events and ceremonies during the Games, generating vital revenue for the PyeongChang 2018 operating budget.

The ticketing programme, which was managed by the PyeongChang 2018 Organising Committee under the direction of the IOC, was designed to allow as many people as possible to enjoy the Games experience, with tickets available at a wide range of prices. Almost half of all sports tickets cost less than 80,000 KRW (approximately USD 70), with some available for as little as 20,000 KRW (approximately USD 18) and discounts available for people such as senior citizens, students and people living with a disability or reduced mobility.

By the end of the Games, bobsleigh and short-track speed skating proved to be the most popular disciplines, with 100 per cent of tickets sold for these events.

“It was really special to be out on the ice with all the support from the fans that we had.”

DANIELLE IM, KOREA, ICE HOCKEY





### Spectator Experience

“The atmosphere everywhere has been so good, and I think it really adds to why everyone’s been doing so well here; the Koreans are just loving it so much.”

EMILY ARTHUR, AUSTRALIA, SNOWBOARDING

Fans at the Olympic Winter Games PyeongChang 2018 were able to enjoy the Olympic experience in two Olympic Parks – the Gangneung Olympic Park and the PyeongChang Olympic Plaza – as well as numerous specially equipped Live Sites around Korea.

Tickets to access the Olympic Park and the Olympic Plaza were available for just 2,000 KRW (less than USD 2), with more than 240,000 fans taking the opportunity to purchase tickets to the Olympic Park to experience the unique Games atmosphere, and a further 176,000 buying tickets for the Olympic Plaza.

With ticketholders for sports events and ceremonies also able to access these venues during the Games, they welcomed almost one million fans who could enjoy everything from live event coverage on big screens and sponsor showcases to Games megastores and cultural performances.

Those fans unable to attend either of the Olympic Parks were still able to enjoy and watch live Games events at one of seven specially equipped Live Sites located in seven major Korean cities, as well as at one of 17 moveable Live Sites that toured other cities around the country during the Games. In total, approximately 715,000 fans enjoyed these Live Site experiences.



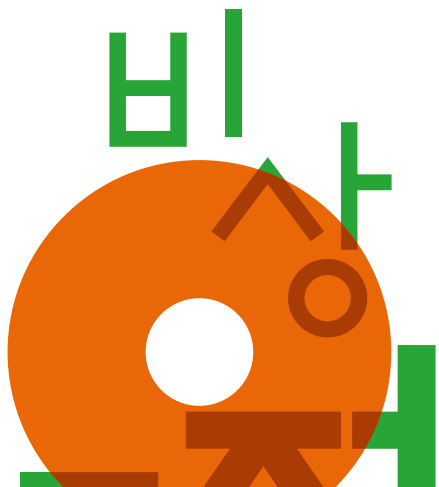
### Olympic Festivals

Fans in the Czech Republic, France, Kosovo and Slovenia were also able to enjoy the PyeongChang 2018 experience thanks to the new Olympic Festival initiative and its 2018 pilot edition.

These innovative new events were organised by the four National Olympic Committees (NOCs) to bring the Olympic Winter Games to their local populations, helping to engage fans, educate youth on the Olympic values and introduce winter sports to a wider audience and younger generation.

In the Czech Republic, the Olympic Festivals in Brno and Ostrava attracted more than 157,000 people during the two weeks, while more than 20,000 people attended the Olympic Festival in Grenoble, France, that coincided with the 50th anniversary of the Olympic Winter Games Grenoble 1968.

All NOCs will be invited to celebrate an Olympic Festival for the Summer Olympic Games Tokyo 2020.





## CHAPTER 6 LICENSING

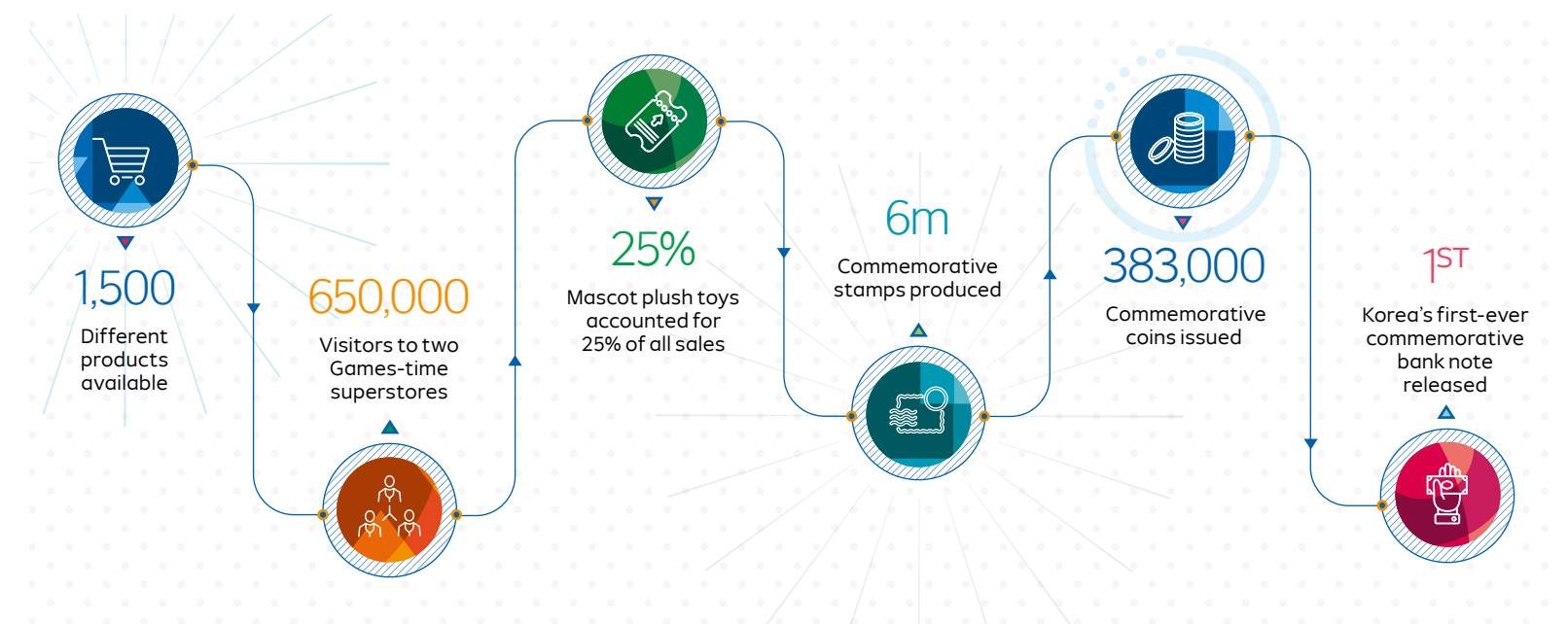


**LICENSING & MERCHANDISE**

“Our PyeongChang 2018 mascot, Soohorang, proved to be an overwhelming success within our Games merchandise. We saw up to 650,000 people visit the two Superstores during Games-time, all eager to take home a piece of PyeongChang as a lasting memory of their experience.”

LEE YONG-SHIN, DIRECTOR OF LICENSING, PYEONGCHANG 2018

**PYEONGCHANG 2018 LICENSING & MERCHANDISE**





With approximately 1,500 officially licensed products on offer, Olympic fans in PyeongChang had plenty to choose from when shopping for the perfect Games souvenir.

From the ever-popular pins and plush toys to clothing, confectionary, stationery and homewares, the four licensees appointed by the PyeongChang 2018 Organising Committee created a wide variety of official products.

With an extensive range to suit all tastes and budgets, the licensing programme proved to be a huge success, generating vital revenue to help support and promote the Olympic Winter Games and showcase the unique identity of the host city.

The incredible popularity of the official merchandise was highlighted by the hordes of fans who flocked to the two huge superstores that operated within the PyeongChang and Gangneung Olympic Parks throughout the Games, with over 650,000 people passing through the doors.

Among the most popular products were the plush toys of the official Games mascots, Soohorang and Bandabi, which accounted for 25 per cent of all sales.



### Retail Outlets

In addition to two Olympic Park superstores and 21 on-site outlets at the Olympic venues, fans were able to purchase licensed merchandise at 37 official PyeongChang 2018 stores in airports, train stations and department stores and 346 non-Olympic themed stores at 13 retailers throughout Korea. An online store also launched on 30 June 2017.

### Philatelic and Numismatic Programmes

As with previous Games, philatelic and numismatic programmes were also launched for PyeongChang 2018. In total, 6 million commemorative stamps were produced featuring 66 different designs, while more than 383,000 coins were issued to celebrate the Games, featuring 23 different designs. The Bank of Korea also launched Korea's first-ever commemorative bank note featuring the seven winter Olympic sports on one side and a reproduction of the Tiger and Pine Tree – a masterpiece by 18th-century Korean artist Kim Hong-do – on the reverse.

### Steep™ Road to the Olympics

To enable Olympic fans around the world to also join in the excitement of PyeongChang 2018, an official licensed video game was developed by Ubisoft. Steep™ Road to the Olympics – the official video game of the Olympic Winter Games PyeongChang 2018 – was released in December 2017, allowing players to join professional athletes such as Lindsey Vonn, Kevin Rolland and Ayumu Hirano on their journey to the Olympic Winter Games.





CHAPTER 7  
**THE OLYMPIC BRAND**





## THE OLYMPIC BRAND

“Ice is ice and a rink is a rink, so the competition is the same, but the rings make it special.”

ALJONA SAVCHENKO, GERMANY, FIGURE SKATING PAIRS GOLD MEDALLIST

The Olympic rings were visible throughout PyeongChang during the Olympic Winter Games 2018, representing the positive, universal values of Olympism and distinguishing the Games from all other sporting events.

With independent research commissioned by the IOC revealing that 9 out of 10 people globally are able to correctly identify the Olympic rings, they are one of the most widely recognised symbols in the world and have been a constant presence at each Games since 1920.

But while the rings provide a symbolic consistency from one Games to the next, each edition also features its own distinctive brand identity, which provides an eye-catching backdrop to the sporting action and adds to the visual spectacle of each Games.

### IOC Global Brand Campaign

In the build-up to the Olympic Winter Games PyeongChang 2018, the IOC launched a global brand campaign that aimed to demonstrate how the inspirational achievements of athletes and the Olympic spirit can motivate people around the world to “Become The Light” and act as beacons of positivity.

Supporting its vision of building a better world through sport, the IOC transformed this positivity into light by providing sustainable, solar-powered lighting solutions for the Mahama Refugee Camp in Rwanda, through a partnership with the UN refugee agency, UNHCR.

The campaign included a series of inspirational films that featured athletes emanating light while competing in winter sports. This “light” represented the Olympic values and the shining examples of the athletes who inspire the world. The campaign films were subsequently shown across 100 markets by RHBs as part of their promotion and coverage of the Olympic Winter Games PyeongChang 2018.



9 out of 10

People globally are able to correctly identify the Olympic rings



100

The “Become the Light” campaign films were shown by RHBs across 100 markets as part of their PyeongChang 2018 coverage



## THE OLYMPIC BRAND

“Our brand was a blend of Korean culture and a look to the future. Our Korean alphabet, Hangeul, was incorporated into the look, the medals and our Passion Crew uniforms. We wanted to share our tradition with a modern feel as we showed the world the most technologically advanced Games ever.”

HWANG YOUNGSU, DIRECTOR OF LOOK AND SIGNAGE, PYEONGCHANG 2018

### The PyeongChang 2018 Brand

The PyeongChang 2018 brand was inspired by the Korean alphabet Hangeul, which is one of the most prominent cultural assets of Korea.

The brand incorporated Hangeul characters in many different ways – from close-ups of letters that looked more like abstract design elements to collections of small letters that together formed snowflakes. The result was a look for the Games that depicted a festive, wintery scene that would be celebrated by people around the world.

#### Emblem



The PyeongChang 2018 emblem was unveiled in May 2013, with the shapes that form the logo stemming from the first consonants of each syllable in the word “PyeongChang” when it is written in Hangeul. The first character in the emblem also represented a gathering place where the three elements of Korean humanism – heaven, earth, and humanity – are in harmony, while the second, star-like character symbolised snow and ice, as well as the athletes’ stellar performances.

#### Slogan

**Passion.Connected.**  
하나된 열정

The official slogan for PyeongChang 2018 was “Passion.Connected.”, embodying the Organising Committee’s vision to expand winter sports participation and encourage people to create and share their once-in-a-lifetime experiences at the Games.





In Korean mythology, the white tiger was viewed as a guardian that helped protect the country and its people



24

There were 24 pictograms in total, all of which were based on four consonants and three vowels from the Hangeul alphabet

**Mascot**

The PyeongChang 2018 mascot was unveiled in June 2016. Named Soohorang, it was based on a white tiger – an animal closely associated with Korean mythology and culture. The name “Soohorang” was also significant. “Sooho,” the Korean word for “protection”, alludes to the protection of athletes, spectators and other Games participants, while “Rang” derives from the Korean word “ho-rang-i”, meaning “tiger”. “Rang” also appears in “Jeongseon Arirang”, the traditional folk music of Gangwon Province, where PyeongChang is located.



**Pictograms**

PyeongChang 2018’s sport pictograms, which represent the 24 sporting competitions across all 15 Winter Olympic disciplines, were unveiled in January 2017. From the 16 vowels and 14 consonants of Hangeul that exist, four consonants and three vowels were represented in the pictograms. The use of the alphabet allowed for them to be reflected in a minimalistic way, while the slanted and curved lines added dynamism and helped express the movements of the athletes.



The PyeongChang 2018 medals ranged in weight from 586 grams for the gold to 493 grams for the bronze



2,018

Over 101 days, the Olympic torch travelled exactly 2,018km through nine provinces and eight major cities across the Republic of Korea

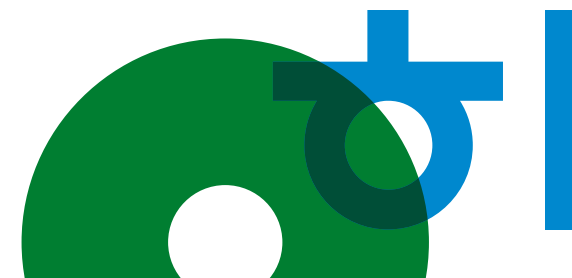
**Medals**

The medals were unveiled in September 2017, with Hangeul consonants being turned into three-dimensional symbols around the outer edge, where they came together to spell “Olympic Winter Games PyeongChang 2018”. Each symbol then extended across the face of the medals to create dynamic diagonal lines.



**The Olympic Torch**

The Olympic Torch was unveiled in February 2017, featuring a five-pronged shape based on the Korean symbol for “PyeongChang”. The torch measured exactly 700mm in length, representing the altitude of PyeongChang, which sits 700 metres above sea level.





CHAPTER 8  
**BRAND PROTECTION**

## PROTECTING THE OLYMPIC BRAND

“Our marketing partners are the pillars on which the Olympic Movement is funded and we therefore need to ensure that their exclusive commercial rights are protected. Ambush marketing is a serious threat that can impact not only the success of the Olympic Games, but also the essential support offered to athletes and the development of sport throughout the world.”

**TIMO LUMME**, MANAGING DIRECTOR, IOC TELEVISION AND MARKETING SERVICES

The IOC offers its marketing partners an exclusive association with the Olympic symbol – one of the most universally recognised brands in the world, representing the Olympic values of Excellence, Friendship and Respect.



Any attempt to use the Olympic symbol without permission reduces the value and integrity of the brand and directly impacts the IOC's ability to generate revenue. With the IOC redistributing 90 per cent of its revenues to the wider sporting movement – equivalent to USD 3.4 million each day – this subsequently reduces the support it can offer to athletes and sports organisations at all levels around the world.

### Ambush Marketing

Without the revenue and support of Olympic broadcasters and marketing partners, the Olympic Games would not be possible. The IOC therefore takes the threat of ambush marketing<sup>1</sup> very seriously, working on a market-by-market basis with the

<sup>1</sup> Direct and/or indirect unauthorised association with, exploitation or promotion of, the Olympic Properties and/or the Games

National Olympic Committees and Organising Committee before each Games to educate each market and companies about who the official partners are and why ambush marketing is detrimental to the Olympic Games.

### PyeongChang 2018 Brand Protection Programme

“The Olympic rings are something that we have been very proud to have here in PyeongChang. POCOG have done our best to respect and uphold the Olympic values by protecting the rings and our own brand across all our marketing programmes and sponsorship agreements.”

**RYU CHULHO**, DIRECTOR OF LEGAL AFFAIRS, PYEONGCHANG 2018

In order to support marketing activities and stop any unauthorised association with the Olympic Games PyeongChang 2018 and/or the official brands, the IOC, working with the PyeongChang 2018 Organising Committee, implemented an extensive brand protection programme, involving the following measures:

#### Education and Engagement

Including a dedicated space on the PyeongChang 2018 website to educate stakeholders regarding the brand protection rules and various training courses and workshops for different target audiences.

#### Activation of Marketing Rights

Reviewing all activation materials produced by official partners in order to ensure that they complied with usage policies and rules.

#### Monitoring Programme

Aimed to identify any ambush marketing or piracy activities.

#### Licensed Products

Including a monitoring programme to curb and fight the sale of counterfeit PyeongChang 2018 products, and special security features, such as holographic seals, tags and labels, to identify official licensed products.

## BRAND PROTECTION

### Ticketing

Including the global monitoring of ticket sales, supported by an online monitoring agency, to ensure the programme's success.

### Clean Venue Policy

Preventing any commercial, political or religious advertising at Games venues, guaranteeing that the main focus is on athletes and sport.

### Out-of-Home Advertising

Designed to secure outdoor media properties in and around PyeongChang 2018 sites and venues and also major transportation hubs for the official Games partners, therefore avoiding any ambush marketing opportunities.

### IOC Broadcast Monitoring

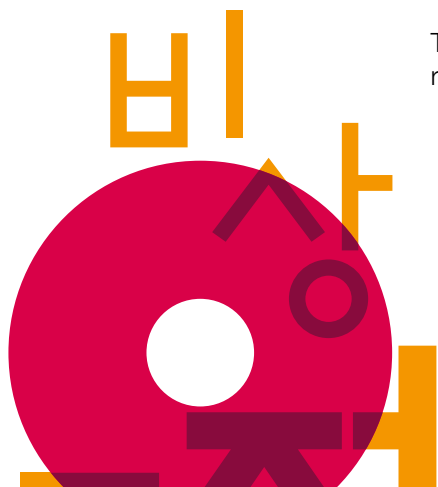
To preserve the unique 'clean' nature of the Olympic Games broadcast, the IOC monitors the global broadcast coverage of the Olympic Games to identify any messages that damage the Olympic brand or infringe upon the rights of the official Olympic marketing partners.

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

### Internet Monitoring

The IOC, in collaboration with the Olympic broadcast partners, also implemented an Internet Monitoring Programme during PyeongChang 2018, which used the most advanced technologies available to prevent, track and take appropriate action against violations, such as video infringements on any online or mobile platform or ambush marketing activities on social media platforms.

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







## CHAPTER 9 ACKNOWLEDGEMENTS

ACKNOWLEDGEMENTS

“Without the efforts of all our marketing partners, the Olympic Winter Games PyeongChang 2018 would not have been possible, so it is thanks to their help that we were all able to enjoy this global celebration for all of humanity.”

THOMAS BACH, IOC PRESIDENT

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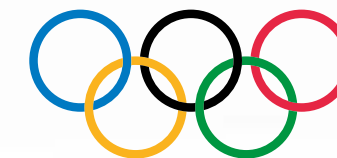
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