APRIL 2024

LET'S MOVE OLYMPIC DAY ATHLETE BRIEF

LET'S MOVE THE WORLD TO WARM UP FOR PARIS 2024.

A global call to action, a rallying cry. Inspired by the Olympic Games, let's mobilize the world to move starting with Olympic Day and beyond. Everywhere, every day.

LET'S MOVE 2024 CAMPAIGN IDEA

We'll invite our fans to create their own moves and share them on their social media using **#LetsMove** to cheer and inspire their favorite athletes leading up to **Paris 2024 Olympics.**

THE INSIGHT

The key to sustainable movement lies in **unlocking the natural joy of movement.**

THE OPPORTUNITY

Leverage **social media to create a fun and accessible movement** that everyone can enjoy!

THE CAMPAIGN

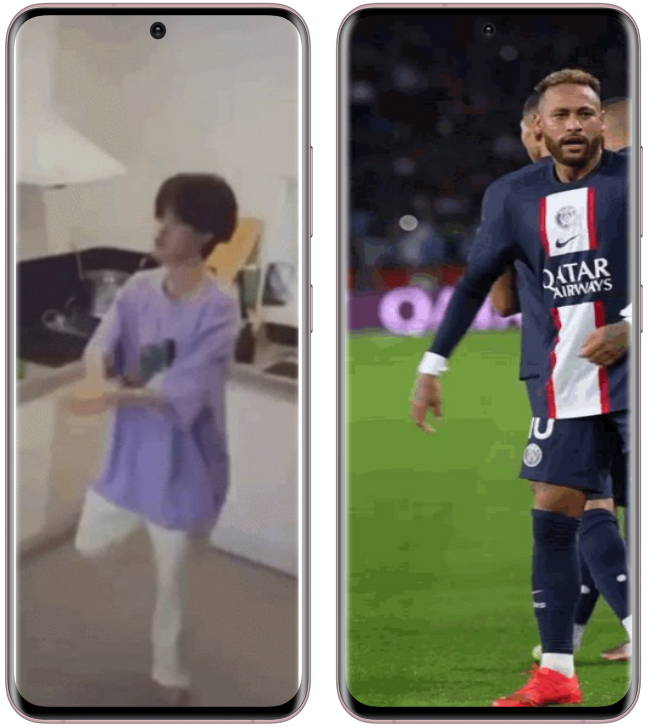
We want to create a global movement to **inspire people to move.**

THE AMBITION

In 2023, Let's Move inspired +15 million people to move. **This year we can do more.**

#LETSMOVE

YOUR ACTIVATION



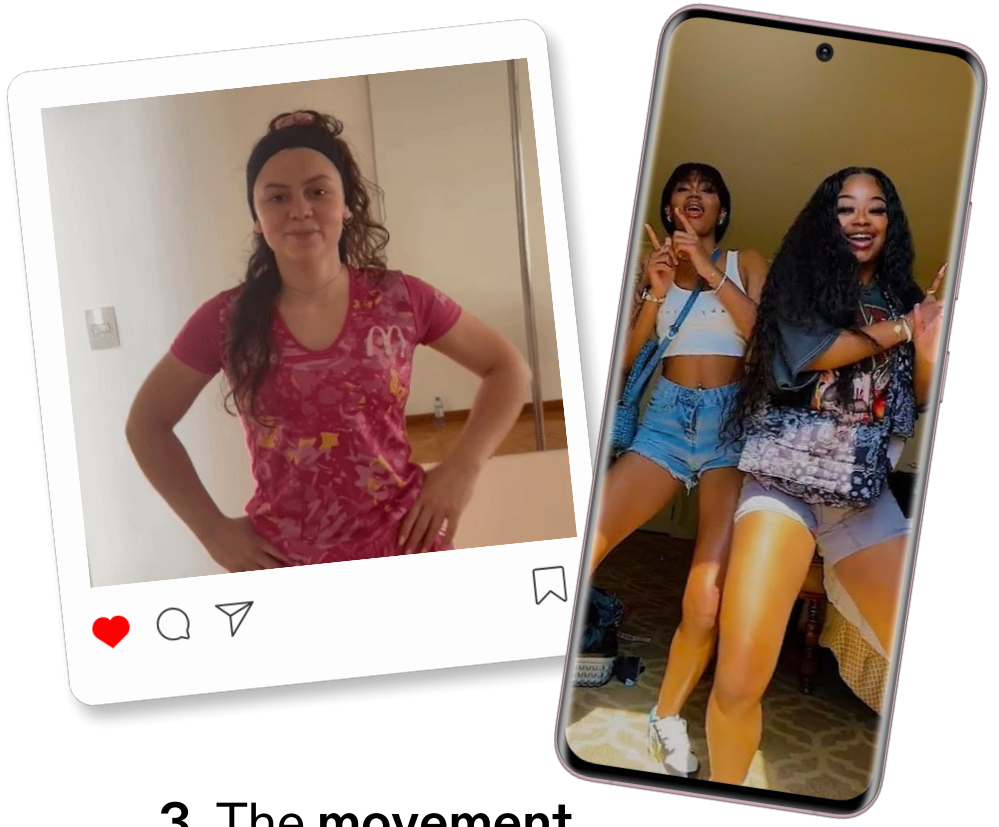
1. Get **inspired**

2. Create your video

3. Publish your video

#LetsMove | #OlympicDay

YOUR VIDEO



1. The **intro**

- Name
- Country
- Sport
- Where are you filming from?

2. The **call to action**

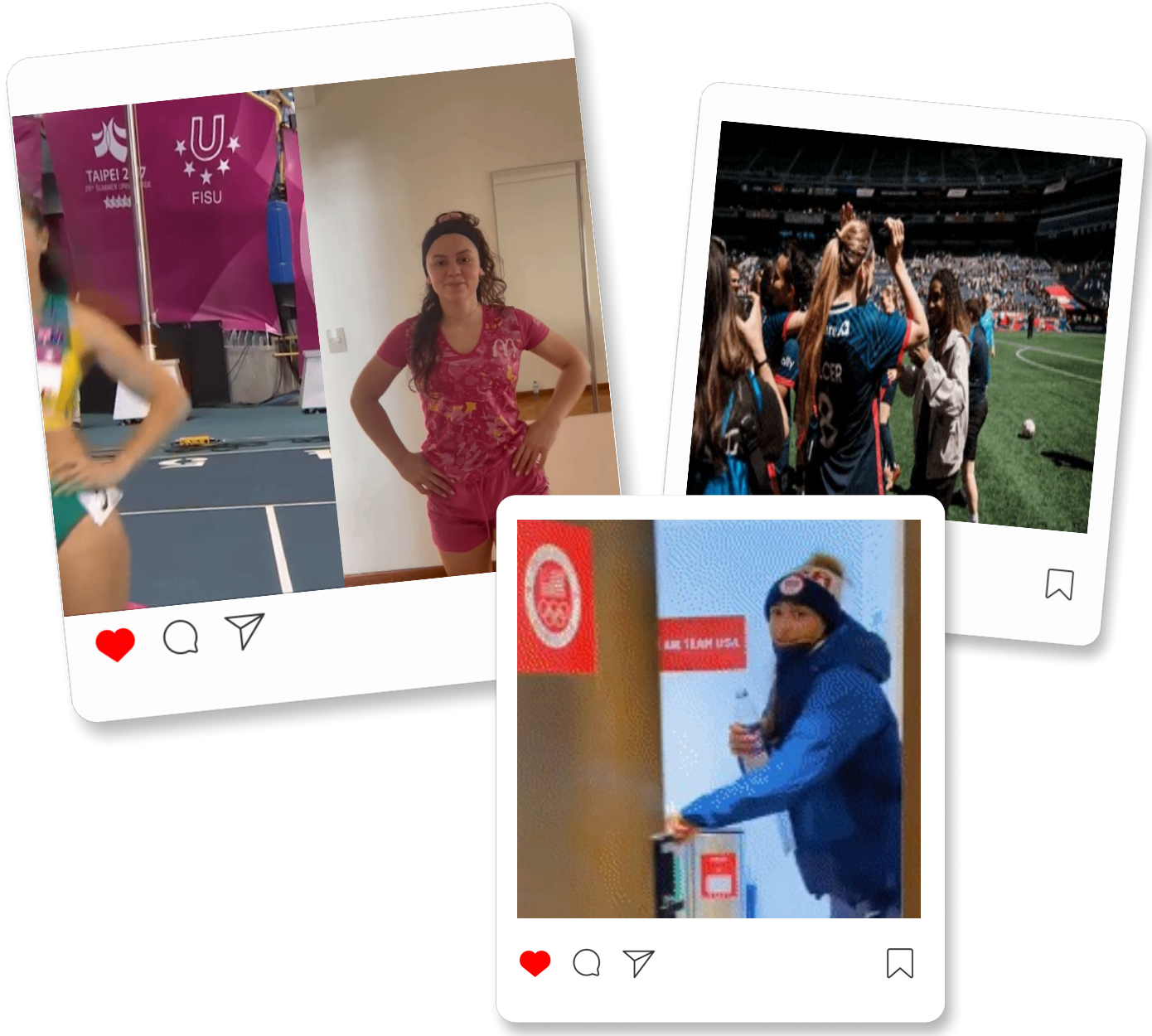
- Which athlete are you challenging?
- Show the move you challenge them to make at Paris 2024.
- Invite your fans to share their moves on social media.

3. The **movement**

NICE TO HAVE

NECESSARY

IDEAS FOR SOCIAL CONTENT FROM USERS AND ATHLETES



PLEASE USE #LETSMOVE #OLYMPICDAY AND TAG @OLYMPICS.

INSPIRATION FOR THE CALL TO ACTION

Hi, this is (name), (sport) athlete, from (country)!

I challenge (athlete name) to celebrate with this movement at Paris 2024.

- MOVE -

This is my invite to make sure you challenge your favourite athletes this Olympic Day and share the joy of movement with the world!

Let's Move!

MESSAGING FOR THE CAPTION

CAMPAIGN TITLE	CAMPAIGN MESSAGE	CAMPAIGN #HASTAGS
Let's move and celebrate	The Olympic Games are coming to Paris and it's time to inspire and cheer the athletes. **Make your move and post it on your social networks.**	**#LetsMove**

PLEASE NOTE

Please avoid featuring any obvious brands/ logos in your video when using #LetsMove or referring to the campaign.

THANK YOU