Celebrate Humanity
Like the Olympic Games, Celebrate Humanity transcends sport. Like the Olympic Games, Celebrate Humanity delivers a universal message to all people. The 2004 campaign’s storytellers — having achieved acclaim in an array of endeavors — invite all people in this vast global community, to join them in celebrating the Olympic Games as a reflection of our noblest human qualities. Celebrate Humanity engages our deepest emotions, reminding us that we all share equally in the Olympic values and that the Olympic Games embody the ideals to which we all aspire.

This kit contains all the materials that you would need to support the Celebrate Humanity campaign.

- A brief overview of the campaign strategy and objectives
- A profile of each spokesperson and his/her script
- A VHS tape of the television announcements
- A DVD of the television announcements
- Copies of the print advertisements
- Order and customisation forms

Broadcast-quality tapes and print art can be ordered through Meridian Management via the order forms.

The IOC would like to express its gratitude to the Celebrate Humanity spokespeople, who donated their time and effort to this project and lent their inspiring voices to these Olympic stories.

Celebrate Humanity 2004 was created and produced by Saatchi & Saatchi of New York City. Several other organisations and individuals also contributed their time and talents to the IOC in the production of this campaign.
THE OLYMPIC GAMES GLOBAL PROMOTIONAL CAMPAIGN

The Olympic Games are returning to the place of their ancient birth and the city of their revival. As the ATHENS 2004 Olympic Games draw near, the IOC invites you to support the Celebrate Humanity global promotional campaign.

Celebrate Humanity presents personal interpretations of the essence of the Olympic experience. The messages are simple but of resounding significance. All rejoice in the extraordinary power of the Olympic Games to reflect the human spirit and to inspire hope for a world that has come together to share in this singular experience. Celebrate Humanity resonates with the truth that the Olympic ideals — the values of hope, friendship and fair play, dreams and inspiration, joy in effort — are universal, shared by all.

Celebrate Humanity 2004 follows the success of the two previous editions of the campaign, launched for the Sydney 2000 Olympic Games and the Salt Lake 2002 Olympic Winter Games. The first generation of the Celebrate Humanity campaign was launched in 2000, and a tremendous outpouring of support from Olympic partners and a worldwide audience soon followed.

The Celebrate Humanity campaign has been an effective and powerful tool for Olympic Family organisations, broadcast partners and marketing partners to use in their promotions and programmes. This year’s campaign again offers a unique and exciting collection of announcements to complement the Olympic broadcast and Olympic marketing initiatives.
The television component of Celebrate Humanity 2004 consists of a variety of announcements, each produced in six languages. The announcements feature internationally recognized persons as a voice for the Olympic ideals. While the campaign’s spokespeople have achieved global renown in various fields of endeavor, none have any direct connection to the Olympic Movement or the Games. Their perspectives — the thoughts and feelings that they express — emphasize that the Olympic experience touches all people and that the Olympic ideals are universal. Please see the enclosed spokesperson profiles for details.

The print component of Celebrate Humanity presents original thoughts from distinguished spokespersons that express personal interpretations derived from the unique perspectives of each. While the idea expressed by each respondent is unique, each reflects a universal truth about the Olympic spirit.
The objective of the Celebrate Humanity Olympic Global Promotional Programme for 2004 is to
communicate to a worldwide audience the core values and ideals of the Olympic Games.
Celebrate Humanity is created to remind us all of the special nature of the Olympic Games and
to emphasize the Olympic ideals on a continuing basis.

The following are the objectives of the campaign:

• Raise the awareness of the Olympic Games and the spirit of Olympism using those
  attributes that make the Games special.
• Demonstrate the power of the Olympic Games as the greatest sporting and cultural festival
  in the world.
• Increase excitement and interest amongst the public, thereby helping to build the size of
  Olympic Games broadcast viewing audiences and to assist in providing synergy to the
  marketing initiatives of the Olympic broadcast partners.
• Provide a positive, synergistic backdrop for the Olympic programs of the IOC’s marketing
  partners.
• Create an adaptable, flexible campaign that broadcasters, NOCs and OCOGs can also use
  as a platform for developing their own marketing programs.

The IOC provides Olympic Family organisations, Olympic marketing partners and Olympic
broadcast partners with a range of exclusive Celebrate Humanity promotional announcements,
with the hope that this promotional campaign will offer mutual benefits to the Olympic Movement,
the Olympic Family, and our partners.

Olympic Family organisations can benefit from the Celebrate Humanity campaign in the following
ways:

• Celebrate Humanity can raise public awareness of the Olympic Games, Olympic teams,
  Olympic athletes, and associated sport and educational programmes.
• Celebrate Humanity promotional spots can be used to maximize Olympic coverage and
  promotions with broadcast and marketing partners.
• The campaign can be incorporated into presentations, speeches and marketing initiatives
  to help communicate the Olympic ideals.
• Celebrate Humanity print ads can be placed in organizational publications to reinforce the
  Olympic values.
Olympic broadcast partners can benefit from the Celebrate Humanity campaign in many ways:

- Celebrate Humanity can raise public awareness of and heighten interest in the Olympic Games, increasing viewer excitement about Olympic television and radio programming.
- Celebrate Humanity can enhance the positive public image of the Games and reinforce the values that make the Olympic Games the world’s greatest and most special event.
- The exclusive Celebrate Humanity announcements secure for the broadcast partner exclusive ownership of the Olympic broadcast in the minds of the viewing public by providing a strong and positive platform for the broadcast partner’s Olympic association.
- Celebrate Humanity can provide support for the broadcast partner’s advertising sales effort and for the initiatives of Olympic marketing partners and broadcast advertisers.

Olympic marketing partners can benefit from the Celebrate Humanity campaign in a variety of ways:

- The Celebrate Humanity promotional campaign may be incorporated into partner initiatives to strengthen the partner’s association with the Olympic Movement.
- Celebrate Humanity may be used internally to motivate employees and build awareness of the partner’s Olympic involvement.
- The promotional announcements may be incorporated into corporate presentations, speeches, and publications to promote the partner’s Olympic association and commitment to Olympic ideals.
- Celebrate Humanity promotions, aired in close proximity to a partner’s paid television advertising on an Olympic broadcast partner network or station, can reinforce a partner’s association with the Olympic Games.
Unlike the previous “Celebrate Humanity” campaign, these new announcements contain global celebrity spokespeople carrying the IOC’s message. Due to legal restrictions inherent in talent agreements for promotional/public service announcements of this type, the scripts cannot be altered in any way, nor can any form of commercial message be added to the text or placed at the end of the announcement. Furthermore, the celebrity voices on these spots cannot be overdubbed.

Each announcement has been recorded in English and other languages the spokesperson may speak. In addition, the entire campaign has been subtitled in: French, Spanish, Mandarin, Greek, and Italian. If your language is not included in the languages mentioned above, you have the option to subtitle any of the announcements in your language.

**How to localize the announcements: Subtitling**

The words and interpretation of the text are extremely important to these announcements. Translation must be as exact as possible and must maintain the message the announcements are intended to convey. The English version, as the original text, should be used as a base for translation. The subtitles should have the same placement, be the same font, size, line spacing and kerning, etc as has already been done on the global campaign. The subtitles should not exceed two lines per frame as to not block the images on screen.

- **Font:** Helvetica
- **Size:** 33pt
- **Line Spacing:** 32
- **Kerning:** 22

In order to receive permission to subtitle the announcements you must go through the following step:

- Fax the Subtitle Customisation Approval Form and a copy of the translated text to Meridian Management for review and confirmation of the translation before production. Meridian Management will fax or e-mail approval.
How to localize the announcements: Spokesperson

Each broadcaster also has the option to customize either “Heart” or “Play” for their specific market by replacing the global spokesperson with a local/regional celebrity that represents the same message as the global celebrity. The new local spokesperson will re-record the voiceover and can either be filmed for a live action end-shot or can be represented by a still photography. It is essential the interpretations and delivery of the message be consistent with the global campaign.

In order to customize the celebrity you must take the following step:

- Fax the Spokesperson Customisation Approval Form to Meridian Management for review and approval.

Included in the fax should be:

- A copy of the translated text (to be spoken by the new celebrity).
- A short biography of the chosen celebrity and rationale for their selection to be a part of the campaign.

Meridian Management will fax or e-mail approval. Upon approval you will receive the production specifications and can proceed with your local production arrangements including inviting the celebrity to participate in the campaign.

How to localise the announcements: Athens 2004 Olympic Torch Relay

For countries where the Athens 2004 Olympic Torch Relay will pass through, broadcasters will have the option to customize the end-frame of any of the announcements to heighten awareness of the Torch Relay’s arrival. An example of the end frame can be found on the Olympic Torch Relay Customisation Form. If you decide to customise an announcement for the Olympic Torch Relay, you will need to replace the city and date on the end-frame template provided on the end of the Digital Beta with the relevant local information.

For all customisations:

Please send a copy of your produced announcement on an NTSC VHS tape to Meridian Management for archives.
It is essential that approval be obtained on any customisation before the announcement is broadcast. This guarantees continuity of the campaign around the world. It also protects you and the status of this campaign as a promotional/public service programme, and prevents possible legal complications.

**How a broadcaster can add a station message:**

Broadcasters cannot alter the promotional announcements in any way by introducing a third-part or station message as this would breech existing agreements for promotional/public service announcements.

We understand that many Broadcasters will want the opportunity to link their Olympic Broadcaster status with this Celebrate Humanity promotional programme. The following are guidelines for an acceptable rights holder/broadcaster promotional message.

1. The rights holder/Broadcaster message can only be run following the Celebrate Humanity promotional announcement. The broadcaster message can follow the Celebrate Humanity announcement only on a separate screen and with a clean break (fade to black) after the end of the Celebrate Humanity Olympic promotional announcement.

2. The rights holder/Broadcaster message may contain reference to the station as e.g. “Canada’s Olympic Network” or “Your Olympic Network” with appropriate tune-in references. Broadcasters can also use statements like “The Olympic Games will be brought to you in August on this station,” or “Watch the Olympic Games on station X.” No other type of message in permissible due to legal constraints.

If you have questions about this or wish to discuss a particular station message, please contact Meridian Management.
MATERIALS REQUEST: PRINT

To order copies of the print, please fill out and fax the Print Request Form to Meridian Management and materials will be sent within one week of the receipt of the request.

MATERIALS REQUEST: BROADCAST

If you did not receive the broadcast materials in the correct format, please fill-out the Broadcast Materials Request Form and fax it to Meridian Management. You will be sent the correct materials within one week of the receipt of the request.

IMPLEMENTATION

The IOC hopes that the Broadcast Partners will give this programme strong support and air these announcements in prime time and at weights that will allow audiences to see all of the announcements regularly. Individual contracts detail the number of spots agreed to, but it is hoped that this will be expanded to support the programme with an increasing number of announcements as the Games gets closer. Showing these announcements regularly will help drive awareness and your association with the upcoming Games and consequently improve rating during the Games.

Although broadcast contracts stipulate airing on a weekly basis, Broadcasters can run the announcements in flights, grouping the spots over several weeks and running with greater frequency.

BROADCASTER REPORTING

The IOC asks your cooperation in advising when the announcements have run, as it will be important for the IOC to keep a record of each Broadcaster’s support and commitment. Included in the Appendix is a Broadcast Reporting Form providing a simple format to document which announcements have been run and when. Your cooperation in completing this form is essential to the successful implementation of this programme and to the fulfillment of your contractual obligation.

In addition, the IOC is interested in your comments on this Programme and welcomes your input. Please contact Meridian Management.
Celebrate Humanity

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