



# MARKETING MATTERS

THE OLYMPIC MARKETING NEWSLETTER

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## IN THIS ISSUE

### TOP PROGRAMME POISED FOR THE FUTURE [page 2](#)

Nine Worldwide Olympic Partners have signed agreements for the TOP VI sponsorship programme (2005 – 2008), setting an impressive rate of early renewals in the process of negotiations to date. [... more](#)

### VISA INTERNATIONAL LAUNCHES SUCCESSFUL VOI PROGRAMME FOR ATHENS [page 3](#)

Visa International announced on 6 August 2003 the launch of the “Visa Olympics of the Imagination” international youth art competition for 2004. In the sixth generation of this highly successful programme, the Worldwide Olympic Partner will send 30 children from 13 participating countries to the 2004 Olympic Games as guests of Visa International. [... more](#)

### XEROX INTEGRATES INNOVATION & OLYMPIC THEMES FOR 2004 [page 4](#)

Xerox has developed a comprehensive and integrated marketing plan that uses the Olympic partnership as a medium for generating business results. Integrating the Olympic partnership with the theme of “Innovation Changes Everything,” the Worldwide Olympic Partner has created a marketing plan designed to provide programmes for customers, increase sales, and showcase Xerox technology. [... more](#)

### SAMSUNG LAUNCHES WOW, ANNOUNCES TORCH RELAY PARTNERSHIP [page 5](#)

Samsung launched its Olympic marketing programme at a ceremony in central Athens on 30 October 2003. Highlights of the event focused on the Worldwide Olympic Partner’s support for the 2004 Olympic Torch Relay and its contributions of wireless communications equipment to the 2004 Olympic Games. [... more](#)

### KODAK TECHNOLOGY PASSES EARLY TESTS [page 6](#)

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### OLYMPIC GAMES UPDATES [page 7–9](#)

- ATHENS 2004
- Torino 2006

CONTACT INFORMATION 



## TOP PROGRAMME POISED FOR THE FUTURE

Nine Worldwide Olympic Partners have signed agreements for the TOP VI sponsorship programme (2005 – 2008), setting an impressive rate of early renewals in the process of negotiations to date.

The TOP programme has never been this far ahead in the process of negotiation and signing. At 18 months prior to the start of the 2005 – 2008 Olympic quadrennium, TOP VI included nine finalised agreements.

TOP V (2001 – 2004) marked the first time that all partnership agreements were completed before the beginning of the four-year Olympic quadrennium that the programme served. In that case, all deals were finalised four months prior to the beginning of the 2001 – 2004 Olympic quadrennium.

TOP VI is the sixth generation of The Olympic Partners worldwide sponsorship programme established by the IOC in 1985. The TOP programme provides support for the IOC, all NOCs and the inclusive OCOGs over a four-year period.

### TOP VI Partners

### Partners signed to date

**Coca-Cola**  
**Kodak**  
**Samsung**

**General Electric**  
**Panasonic**  
**Swatch**

**John Hancock**  
**Schlumberger**  
**Visa**

### Recent Developments in the TOP Programme

- Swatch has joined the TOP programme in the category of Timing and Scoring, becoming the eleventh Partner in TOP V. The company has signed on to the programme through 2010.
- Visa International has signed a TOP VII partnership agreement, committing support for the Olympic Movement through the 2012 Olympic Games.
- General Electric has signed an agreement with the IOC to participate in TOP VI and TOP VII, committing support for the Olympic Movement through 2012.
- Sports Illustrated, a charter member of the TOP programme, and the IOC have reached an agreement to change the nature of the company's relationship with the Olympic Movement. In 2005 Sports Illustrated will end its participation in the TOP programme, but will continue to support the IOC and the Olympic Movement by providing access to Time Inc./Sports Illustrated communications resources. The change in this relationship is intended to better reflect the nature of the publishing industry and to allow the IOC to maximise a broader range of Time Warner resources. The change is also designed to enable Time Inc./Sports Illustrated to enjoy a more streamlined package of rights, which will allow the company to market its products more efficiently.
- Xerox and the IOC announced in October 2003 that Xerox would conclude its participation in the TOP programme at the end of the 2004 calendar year.



## VISA INTERNATIONAL LAUNCHES SUCCESSFUL VOI PROGRAMME FOR ATHENS



Visa International announced on 6 August 2003 the launch of the "Visa Olympics of the Imagination" international youth art competition for 2004. In the sixth generation of this highly successful programme, the Worldwide Olympic Partner will send 30 children from 13 participating countries to the 2004 Olympic Games as guests of Visa International.

The Visa Olympics of the Imagination (VOI) programme is designed to teach children about the goals, ideals and history of the Olympic Games while challenging them to use their imaginations to create works of art based on a specific Olympic theme.

For the 2004 VOI programme, children aged 9 to 13 are asked to create works of art that represent the theme, "How the Olympic Games Can Help Create a Better Future." The programme runs in participating countries from August 2003 through January 2004. Winners will be announced in March 2004.

VOI winners for 2004 will be selected from Canada, China, several European countries (including Italy, Greece, Germany, and Norway), Mexico, Poland, Romania, Russia, Saudi Arabia, South Africa, and the Ukraine. Visa will host each winner, with a parent or guardian, at the 2004 Olympic Games in Athens. The top VOI "Best of Show" winner selected in Athens will earn a special trip for two to the 2006 Winter Olympic Games in Torino.

"This unique program provides children of diverse backgrounds with the exclusive opportunity to attend the Games while they learn about Olympic values, view different cultures and participate in onsite Olympic activities. The Visa Olympics of the Imagination program gives children, who might not otherwise have a chance to be involved with the Olympics, a way to participate through art and learning, and experience the thrills of the Games."

— Tom Shepard, Executive Vice President, Global Marketing Partnerships and Sponsorship, Visa International

The 2004 VOI programme will be promoted through multi-tiered marketing and public relations campaigns worldwide, integrating extensive in-school outreach, with cross promotions involving news media and Visa member financial institutions and their merchants. In Mexico, VOI has received support with a major commitment by Televisa, which has added the VOI competition to a daily children's programme that airs through December 2003.

Visa has hosted 175 young artists from 35 countries at past Olympic Games. VOI was launched for the 1994 Olympic Winter Games in Lillehammer. Nearly one million children have participated over the past five Olympic Games.

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## XEROX INTEGRATES INNOVATION & OLYMPIC THEMES FOR 2004



**XEROX**

Xerox has developed a comprehensive and integrated marketing plan that uses the Olympic partnership as a medium for generating business results. Integrating the Olympic partnership with the theme of "Innovation Changes Everything," the Worldwide Olympic Partner has created a marketing plan designed to provide programmes for customers, increase sales, and showcase Xerox technology. The plan applies the "Innovation Changes Everything" theme to historic business in general, to innovative practices at the Olympic Games, and particularly to innovations in Xerox technology over the past 40 years of the company's Olympic sponsorship.

A key sales-generating component of the marketing plan is "Innovation Changes Your City," a multinational sales programme that integrates the Olympic partnership with the innovation theme. The programme is based on Xerox's successful "Bringing the Olympics Home" programme in 2002, a series of 127 local Olympic-themed sales events throughout North America that reached more than 10,000 customers and generated approximately US\$65 million in sales within the U.S. alone. Xerox has expanded the concept and will launch "Innovation Changes Your City" events in major cities in the U.S., Canada, Mexico, Brazil, and throughout Europe in January 2004.

The Xerox marketing plan customer programmes that integrate innovation and Olympic themes include the "Ambassadors of Innovation" and the "Innovation Olympiad" programmes. The Xerox Ambassadors of Innovation programme brings in innovative Olympians from North America, DMO (Developing Markets Organization) subsidiaries and Europe to speak for Xerox and share their Olympic experiences at product announcements, symposia, trades shows, Innovation Changes Your City, and other events. The Xerox Innovation Olympiad programme asks Xerox sales representatives and systems representatives in the field to find innovative, unique and creative customer uses of Xerox equipment, software or services. Launched in October 2003 and running into April 2004, the Innovation Olympiad programme will select 40 Xerox customers to attend the 2004 Olympic Games and to present their innovative approaches to using Xerox technology.

Other key elements of the Xerox integrated marketing plan are designed to enhance Xerox employee morale and corporate hospitality programmes.

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MAIN PAGE

NEXT PAGE





## SAMSUNG LAUNCHES WOW, ANNOUNCES TORCH RELAY PARTNERSHIP



Samsung launched its Olympic marketing programme at a ceremony in central Athens on 30 October 2003. Highlights of the event focused on the Worldwide Olympic Partner's support for the 2004 Olympic Torch Relay and its contributions of wireless communications equipment to the 2004 Olympic Games.

Ms Gianna Angelopoulos-Daskalaki, ATHOC President, and Mr Il-Hyung Chang, Samsung Electronics Senior Vice-President and Chief Communications Officer, signed an agreement declaring Samsung an Official Presenting Partner of the 2004 Olympic Torch Relay. Samsung is working with Coca-Cola, also a Presenting Partner of the Torch Relay, on the organisation and operation of the 11-week relay.

Samsung also presented the Wireless Olympic Works (WOW), a communications system developed to enable 2004 Olympic Games officials and staff to access critical data and to transmit results and special information about the Olympic Games. Samsung worked in close collaboration with Schlumberger, a Worldwide Olympic Partner, Cosmote, an ATHENS 2004 Grand National Sponsor, the IOC and ATHOC to develop WOW with the goal of making Olympic Games operations more efficient. To support the staging of the Games, Samsung will provide more than 22,000 wireless communication devices to athletes, officials, media, staff and volunteers.

Samsung hopes to build upon recent Olympic marketing success, when the company experienced a 44-percent increase in telecommunications products sales during the year following the Sydney 2000 Olympic Games.

“Our Olympic marketing efforts are an important part of our sports marketing strategy to strengthen the Samsung brand and enhance our global market position, while at the same time contributing to the success of the Olympic Games. The ATHENS 2004 Olympic Games will prove to be a very significant moment in our sponsorship history as we integrate our marketing efforts globally to ensure a consistent program of activity and message.”

— Il-Hyung Chang, Senior Vice President and Chief Communications Officer, Samsung

Samsung is also continuing two of its traditional Olympic marketing programmes for 2004. In August 2003, the company launched an online essay contest on its [www.samsung.com/olympics](http://www.samsung.com/olympics) web site. The “My Olympic Hero” essay contest offers six first-prize winners a trip to the 2004 Olympic Games, and six second-prize winners the chance to be a torchbearer in the 2004 Olympic Torch Relay. Samsung also will recreate the Olympic Rendezvous @ Samsung for 2004. OR@S will provide a pavilion on site at the Games, where Olympic athletes may gather with their families and where Olympic visitors may enjoy entertainment and experience Samsung's latest wireless technology. The OR@S pavilions established for Sydney 2000 and Salt Lake 2002 welcomed 1.1 million visitors and 240,000 visitors, respectively.

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MAIN PAGE

NEXT PAGE





## KODAK TECHNOLOGY PASSES EARLY TESTS



In the latter half of 2003, Kodak participated in several events to develop and test its technological and operational contributions to ATHENS 2004. Results indicate that Kodak technology is ready for the 2004 Olympic Games, as the Worldwide Olympic Partner continues the development and testing of its Games time contributions that will help to make ATHENS 2004 an operational success.

*“There’s no better stage upon which to showcase Kodak products and services than the Olympic Games. We’re in the business of capturing and sharing memories, and no event creates lasting memories like the Olympic Games. They are truly the ultimate platform to demonstrate Kodak’s innovation and excellence.”*

— Daniel A. Carp, Chairman and CEO, Eastman Kodak Company

In August 2003, Kodak participated in the initial testing of the full accreditation system that will be used for the 2004 Olympic Games. At three test event sites, Kodak technology was used to capture images and produce more than 4,000 accreditation badges. In Athens, Kodak will produce more than 350,000 security badges and 80,000 credentials for Olympic officials, athletes, volunteers and sponsors. Kodak technology will produce each ATHENS 2004 credential in a record 10 seconds time.

At the Pan American Games held in Santo Domingo in August 2003, Kodak tested several new digital services that will be available to photojournalists covering the 2004 Olympic Games in Athens. Included were remote venue

photo services, allowing photographers to access the broad array of digitisation and image upload services available at the Kodak Image Center from a remote venue. For ATHENS 2004, the Kodak Image Center will be a 25,000 square-foot facility within the Athens Main Media Center that will provide traditional and digital photographic products and services to more than 1,000 professional photojournalists covering the Games. All photo images from 2004 will be digitised for easier manipulation and quicker dissemination worldwide.

Several Kodak products that are set to support the ATHENS 2004 Olympic Polyclinic were showcased this December at the Radiological Society of North America tradeshow in Chicago (USA). Radiologists overseeing the Athens and Torino Olympic Games medical programmes attended the RSNA exhibit and previewed the latest digital and computed radiography equipment and services that Kodak will offer at future Olympic Games. Kodak will provide more health imaging technology to the ATHENS 2004 Olympic Polyclinic than ever before, including full digitisation of one X-Ray room, high-quality image-processing software, fully-automated backup of patient images, as well as Kodak dental products. For Salt Lake 2002, Kodak technology served 4,500 athletes and conducted more than 400 exams.

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**ATHENS 2004** 

### Major Achievements for ATHENS 2004 Sponsorship

The domestic ATHENS 2004 sponsorship programme has been highly successful to date. The programme managed by the Athens Organising Committee (ATHOC) already far exceeds original revenue projections. The ATHENS 2004 sponsorship programme (including Grand National Sponsors, Supporters and Providers) has generated €273 million to the ATHENS 2004 balanced budget of €1.962 billion.

- The National sponsorship revenue of €273 is more than 136% of the original target of €200 million.
- The initial revenue target of €200m was accomplished two years before the Games.
- The first ten Grand National Sponsors alone have provided €226.4 million.
- The combined revenue from National sponsorship and Torch Relay sponsorship currently is €286m, 43% higher than initial estimates.
- The national and international sponsorship revenue combined is expected to account for approximately 23% of the ATHENS 2004 balanced budget.

### ATHENS 2004 Launches Second Ticketing Phase

The second phase of 2004 Olympic Games ticket sales began 1 October 2003 for citizens of the European Union and the European Economic Area. Those outside of the EU and EEA may purchase tickets through their respective NOCs.

The highly successful first phase of ticket sales was conducted from 12 May – 12 June 2003. The first phase showed very strong results, as 591,112 tickets were ordered, representing revenue of 46,999,820. The Athens ticketing programme expects to generate 183 million in revenue.

ATHOC has made available a total of more than 5.3 million 2004 Olympic Games tickets. Approximately 3 million of these will be available to the public in the EU and EEA.



## 2004 Torch Relay Draws Partnership Support

The 2004 Olympic Torch Relay has drawn vital support from Olympic marketing and broadcast partners. Sponsorship has generated €19 million to date in support of the first multinational Olympic torch relay in history.

Coca-Cola and Samsung, two Worldwide Olympic Partners, are the Presenting Partners of the 2004 Olympic Torch Relay.

European Olympic broadcast partner Eurosport is the Official Supporter of the international Torch Relay, and Gefyra S.A. is the Official Supporter of the Greek Torch Relay.



The international scope of the Torch Relay is projected to reach a population base of more than 250 million people over a three-month period, providing sponsors and supporters with the opportunity to activate programmes and touch consumers in diverse markets throughout the world.

The 2004 Olympic Torch Relay will visit 33 cities in 27 countries. The Torch Relay route will pass through every city that has hosted or is set to host future Olympic Games (summer), plus several other major cities throughout the world. An estimated 10,000 torchbearers will cover the route, with 3,500 in the international section and 6,500 in Greece.



### First Torino Olympic Store Opens

The first Olympic Store for Torino 2006 is open for business. A ceremony was held on 11 December 2003 to open the first Olympic Store for the 2006 Olympic Winter Games in Torino. The 72-square-metre Olympic Store is located in the departure area of the Torino Caselle Airport. A total of eight Torino 2006 Olympic Stores are expected to open by 2006, including stores in the centre of Torino, Sestriere, and in the Milan Malpensa and Rome Fiumicino airports.

The Olympic Store is managed by the Nuance Group, the world's leading airport retailer. Nuance is a Swiss company that managed and is managing the Sydney 2000 and ATHENS 2004 Olympic Stores.

### Sponsorship & Licensing Update

TOROC has signed agreements with a total of 14 companies to participate in the Torino 2006 sponsorship programme. The three-tiered sponsorship programme to date includes two Main Sponsors, four Official Sponsors and eight Official Suppliers. The Torino 2006 licensing programme now includes eight licensees producing official merchandise to commemorate the 2006 Olympic Winter Games.



# MARKETING MATTERS

THE OLYMPIC MARKETING NEWSLETTER

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*Coca-Cola*

*John Hancock*

**Kodak**



**Panasonic**

**SAMSUNG**

**Schlumberger**

**Sports Illustrated**

swatch

**VISA**

**XEROX**



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