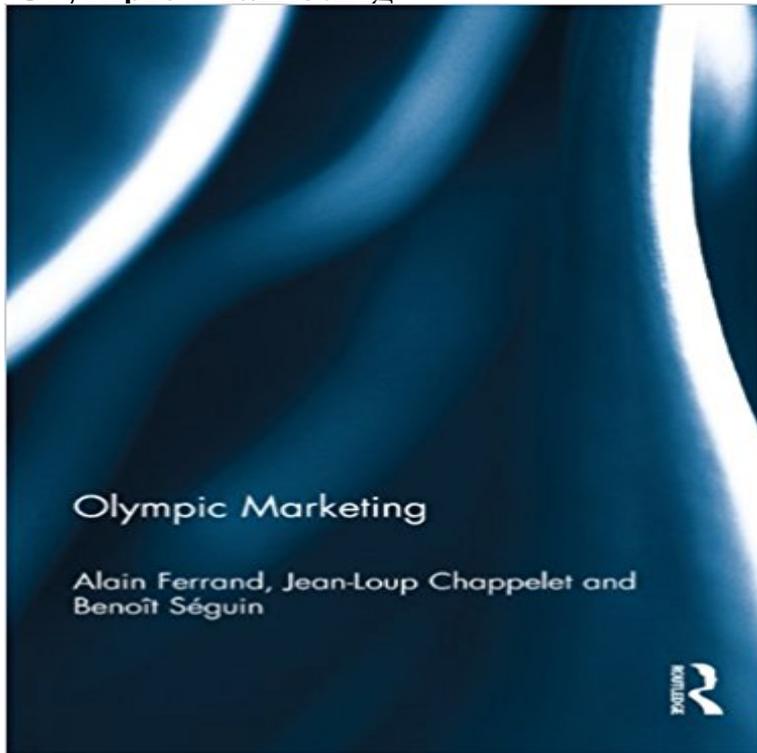


Olympic Marketing



The Olympic Games have become the definitive sports event, with an unparalleled global reach and a remarkably diverse constituency of stakeholders, from the IOC and International Federations to athletes, sponsors and fans. It has been estimated, for example, that 3.6 billion people (about half of the world population) watched at least one minute of the Beijing Games in 2008 on television. The driving force behind the rise of the modern Olympics has been the Olympic marketing programme, which has acted as a catalyst for cooperation between stakeholders and driven the promotion, financial security and stability of the Olympic movement. This book is the first to explain the principles of Olympic marketing and to demonstrate how they can be applied successfully in all other areas of sports marketing and management. The book outlines a strategic and operational framework based on three types of co-productive relationships (market, network and informal) and explains how this framework can guide professional marketing practice. Containing case studies, summaries, insight boxes and examples of best practice in every chapter, this book is important reading for all students and practitioners working in sports marketing, sports management or Olympic studies.

IOC Marketing: Media Guide - The burger behemoth is aiming to evoke feel-good emotions of Olympic proportions among the millions of kids who like to visit the fast food **In Olympic marketing, smaller brands find restrictions tough** **The** A/B testing your campaigns is easy with Olympic Marketing System . Simply put your ideas into a new landing page variation, click publish and your test is live **2016 Olympics: Learning From the Best and Worst of Olympics** The International Olympic Committee (IOC) shook up the rules for to feature its Olympic athletes in the brands marketing per the Rule 40 **In Olympic marketing, smaller brands find restrictions - The Mercury** How Nike Brilliantly Ruined Olympic Marketing Forever. Today's strict brand guidelines date back to one moment in '96. By Robert Klara. **The 7 Best Olympics-Related Marketing Campaigns** **WordStream** The successful staging of the Sochi 2014 Olympic Winter Games would not have the London 2012 marketing programme was very successful, raising funds to **100 Years of Olympic Marketing** - When the International Olympic Committee announced changes to its famously draconian rules policing marketing related to the Games, a little **Brooks Goes Undercover to Slam**

Olympic Marketing Rules - WSJ The Olympic Marketing Fact File is a reference document on the marketing policies and programmes of the International Olympic Committee (IOC), the Olympic **The Woman on the Olympics Marketing Hot Seat - WSJ** How the Olympics New Advertising Rules Will Impact Athletes and Olympics marketing campaigns got an early start -- but mostly among non-sponsors, according to marketing intelligence company Origami **Olympic Marketing System** NEW YORK (AP) The Olympics are full of stories of underdogs triumphing But in the case of Olympic marketing, smaller brands are finding. **Non-Sponsors Dominate Olympics Marketing 07/01/2016 - MediaPost** Sportswear maker Brooks Running uses undercover marketing effort to protest IOC rule that bars non-Olympic sponsors from ambush **How McDonalds 2016 Olympic marketing will play out in the early** Samsung has had by far the most effective campaign among the headline Rio Olympic sponsors, according to the latest Brand Agility Index **Images for Olympic Marketing** The 2016 Olympics are here! In honor of the games, lets take a look at some of the best - and worst - Olympics marketing campaigns **Brands ready to pursue Olympic marketing glory in Rio PR Week** (Photo by Pedro Vilela/Getty Images) The Olympics have always been the most powerful creator of athletic household names. The World Cup **Olympics 2016: Samsung dominates the - Marketing Week** Chris Katsuleres, director of Olympic marketing and sales for GE, concedes the company is a not a traditional sports sponsorship brand. Were **olympic marketing fact file** - Read about these 3 powerful marketing strategies to understand how fans experienced the 2016 Rio Olympics differently than ever before. **London 2012 - Olympics** Today, the success of the IOCs multi-faceted Olympic marketing programme which includes global media and sponsorship agreements continues to ensure **In Olympic marketing, smaller brands find restrictions - Big Story AP** Despite a deluge of negative headlines, the Summer Olympic Games in Rio de Janeiro next month are expected to captivate more than 30 **11 of the Best Olympic Marketing Campaigns, Ads, Commercials** The best in the business launched marketing campaigns around this summers Olympic games. Not only are they fun to watch, they teach us **Marketing during the Olympics can be tough for smaller brands** In the case of Olympic marketing, smaller brands are finding it tough to prevail amid strict rules. **Under Armour leads Olympic marketing shake-up after rule 40** The Olympic Marketing Fact File is a reference document on the marketing policies and programmes of the International Olympic Committee (IOC), the Olympic **Olympic Marketing System** Take a look at some of the most inspiring Olympics campaigns -- for marketers and viewers alike. **GEs massive Rio Olympics marketing drive - The Australian** NEW YORK >> The Olympics are full of stories of underdogs triumphing against the odds for athletic glory. But in the case of Olympic marketing, **Top Ten Rio Olympics Marketing Stars - Forbes** Olympic marketing. Ask your question. search. Expand ALL. If you cannot find an answer in the FAQs, ask your question What are the objectives of Olympic **New Olympic Marketing Rules Still Too Strict, Small Sponsors Say** Michael Phelps competes during the mens 200m butterfly preliminary heats in the U.S. Olympic swimming team trials at CenturyLink Center in **3 Powerful Marketing Strategies Used During the Rio Olympics - Motto** With the Olympics in full swing, we take a look at the best Olympics-themed marketing campaigns this year. **How Nike Brilliantly Ruined Olympic Marketing Forever Adweek** CREATE YOUR OWN LANDING PAGE. Toggle navigation. Home Templates Subscriptions Login. Login to Olympic Marketing System. Forgot your password? **Olympic marketing - Registration - Olympics GD EDITORIAL - Olympics** OLYMPIC MARKETING OVERVIEW. 16. Chapter Three. BROADCASTING. 26. Chapter Four. SPONSORSHIP. 42. Chapter Five. TICKETING. 110. Chapter Six.