



DIGITAL STRATEGY FOR TOKYO 2020



SUMMARY

1. OVERALL STRATEGY
2. TOKYO OPERATION
3. RESULTS



1. OVERALL STRATEGY

STRATEGY - MAIN PILLARS

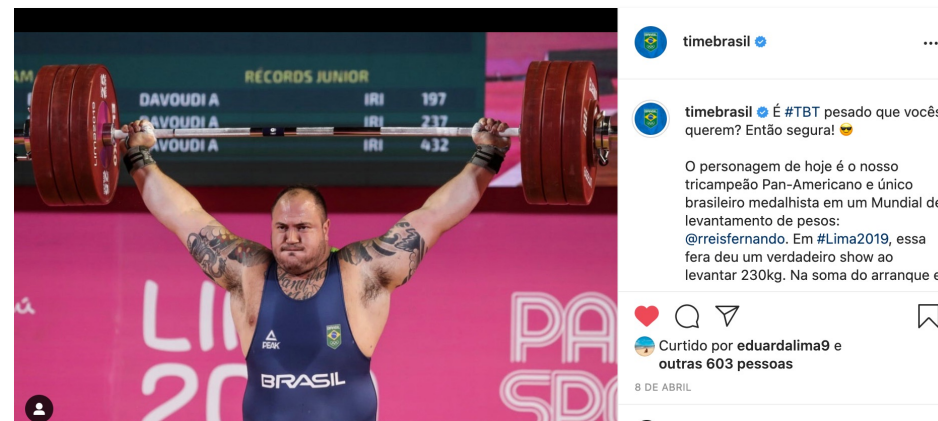
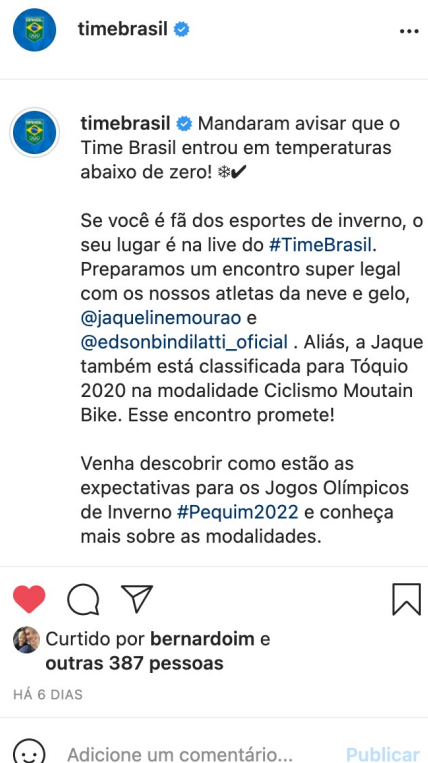
- ✓ Promote all sports equally
- ✓ Use athletes as influencers
- ✓ Engage with fans
- ✓ Work together with Stakeholders; partnerships
- ✓ Promote the Canal Olímpico do Brasil
- ✓ Produce specific content for each channel.



PROMOTE ALL SPORTS EQUALLY



Promote all 35 Sports Federations



USE ATHLETES AS INFLUENCERS

🗣️ Voice to the athletes!



ENGAGE WITH FANS



Support from the fans!



baldini04 Contando os dias, as horas, os minutos e até os segundos 🔥🔥🔥🔥

"Counting the days, hours, minutes and also seconds!"



_supermano BORA MEU BRASIL!!!!!!

"Let's go Brasil!!"



volney.paulo Vamos pra cima time Brasil

"Let's go for it Team Brasil!!"

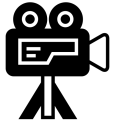


rosasouza8 Tá chegando!! Vamos ficar daqui torcendo muito! 🇧🇷🙌🙌

"It's coming! We'll be here cheering a lot!"

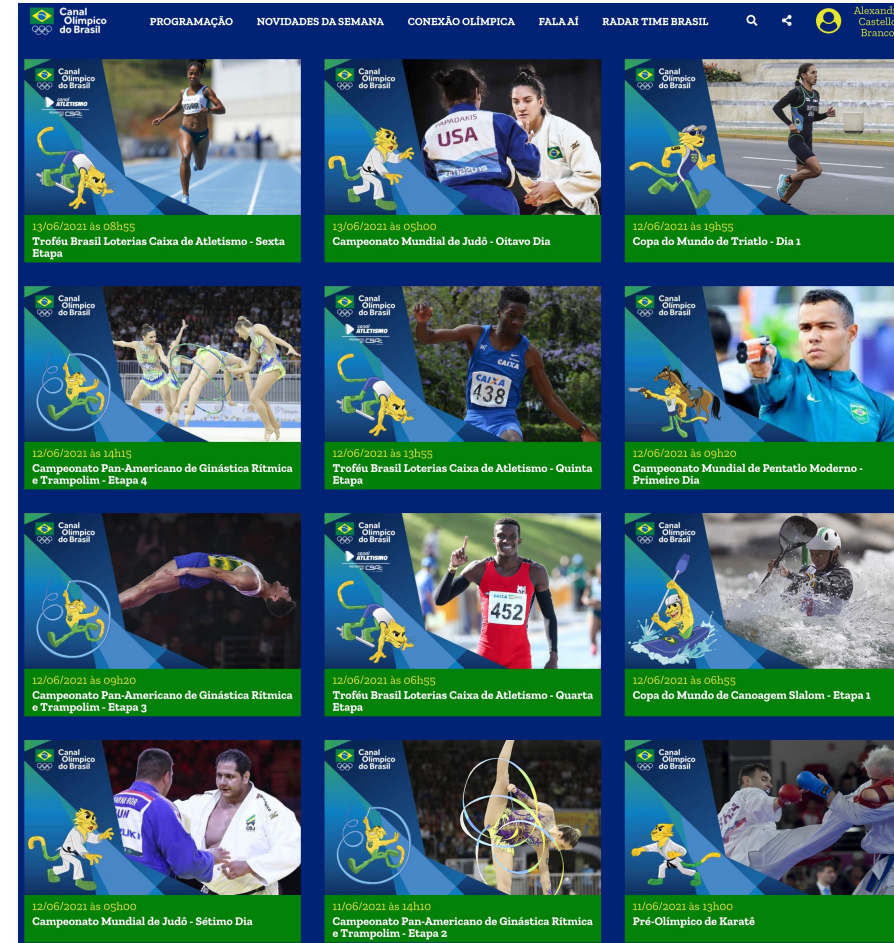


PROMOTE THE CANAL OLÍMPICO DO BRASIL



Visibility to all sports!

- 33 events broadcasted since February
- +700.000 views
- +34min average watch time
- 13,6 million minutes watched
- 23 Olympic Sports broadcasted
- More than 20 Tokyo qualifications broadcasted
- Former athletes as commentators
- +100.000 users registered.



SPECIFIC CONTENT FOR EACH CHANNEL



Understand your audience.



Time Brasil @timebrasil · 7 de jun
DESTAQUES DO FDS 🇧🇷🇺🇸

- 1 @milena_titoneli 🇵🇦 Pan 🇮🇹
- 1 @icarmigueltd 🇵🇦 Pan 🇮🇹
- 1 @Cainho_Souza1 🇵🇦 Pan 🇧🇷
- 1 Rebeca Andrade 🇵🇦 Pan 🇧🇷
- 1 Bruno Fratus 🇵🇦 Mare Nostrum 🇪🇸
- 1 Marlon Zanotelli 🇵🇦 GP 🇮🇹
- 1 @EricaSenaRW 🇵🇦 GP 🇪🇸
- 1 Rayssa Leal 🇵🇦 Mundial 🇮🇹

timebrasil

timebrasil Hoje é Dia do Tenista, por isso o Time Brasil entra em quadra para parabenizar todos os tenistas do país pela sua técnica apurada, por cada jogada incrível e pela garra e dedicação até nas partidas mais duras.

Somos seus fãs! 🇧🇷

Dá uma olhada na seleção de fotos que a gente fez com retratos marcantes

Liked by bernardoim and 880 others

1 DAY AGO

Comitê Olímpico do Brasil
37,907 followers
3w · 🇧🇷

Hoje vamos conhecer um pouco mais sobre Marcelo Santos, líder do Time de TI do COB. É ele que, junto com a equipe da área, disponibiliza recursos tecnológicos e mantém recursos operacionais para o COB e para a ...see more

See translation

Somos um time **apaixonado** pelo que fazemos e nos **orgulhamos** de fazer parte dessa instituição que desenvolve, promove e protege o **Movimento Olímpico do Brasil**

Marcelo Santos, Gerente de Infraestrutura de TI

230 · 68 comments

Time Brasil
Publicado por Swat.io · 1 de junho às 10:00 · 🇧🇷

Hoje começa o **#JunhoVermelho**, uma campanha de conscientização e incentivo à doação de sangue. Nós do Comitê Olímpico do Brasil reforçamos todo o nosso apoio a essa causa, sobretudo neste momento em que zelar pela saúde de todos é dever de cada um. Vamos juntos! **#DoeSangue**

DOE SANGUE
#JUNHOVERMELHO



2nd NOC IN THE WORLD



We are the 2nd NOC in the World with the biggest digital reach!

RANKING DIGITAL - COMITÊS OLÍMPICOS

IBOPE | REPUCOM

JANEIRO/2021 - Facebook, Twitter, Instagram, YouTube e TikTok

#	Comitê Olímpico	Combinado	Facebook	Twitter	Instagram	YouTube	TikTok
1º	Estados Unidos	8.527.523	4.084.394	1.977.533	847.596	218.000	1.400.000
2º	Brasil	2.953.869	2.275.443	362.485	257.291	9.950	48.700
3º	Grã-Bretanha	2.846.547	1.597.020	869.678	317.649	18.000	44.200
4º	Canadá	1.953.746	895.689	721.996	318.561	17.500	*
5º	Japão	1.157.740	656.237	410.664	79.611	6.830	4.398
6º	Jamaica	805.271	633.464	35.533	135.424	850	*
7º	França	632.260	336.928	183.918	103.774	7.640	*
8º	República Tcheca	626.707	396.368	30.032	121.007	79.300	*
9º	Itália	600.459	223.856	246.044	123.959	6.600	*
10º	Austrália	489.543	292.608	91.884	101.991	3.060	*
11º	Nova Zelândia	385.686	297.903	29.860	46.755	4.610	6.558
12º	Alemanha	375.033	220.432	21.854	98.717	6.130	27.900
13º	Espanha	304.387	184.903	88.796	27.004	3.240	444
14º	Rússia	185.568	27.045	76.511	61.865	12.600	7.547
15º	Coreia do Sul	147.648	102.283	19.995	9.770	15.600	*
16º	Ucrânia	138.477	118.138	3.753	12.966	3.620	*
17º	Suécia	116.428	80.223	6.555	29.650	*	*
18º	Países Baixos	113.844	44.088	60.435	7.451	1.870	*
19º	Grécia	88.636	63.812	7.430	16.441	953	*
20º	Noruega	50.915	30.826	10.602	9.212	275	*
21º	Romênia	48.958	44.276	1.889	2.398	395	*
22º	Polónia	47.778	33.470	7.439	5.839	1.030	*
23º	Cazaquistão	41.693	7.209	486	31.748	2.250	*
24º	Hungria	38.454	29.881	*	7.576	997	*
25º	Quênia	25.670	23.984	242	1.427	17	*
26º	Bielorrússia	18.353	9.963	*	7.878	512	*
27º	Irã	2.184	680	*	1.504	*	*
28º	China	0	*	*	*	*	*
29º	Cuba	0	*	*	*	*	*
30º	Etiópia	0	*	*	*	*	*

Data da análise: 13 de Janeiro/21 - somente dados das páginas oficiais dos Comitês Olímpicos Nacionais.

Não são considerados dados declarados, apenas as contagens oficiais das próprias plataformas.

Crítério: os 30 países com o maior acumulado de medalhas nas últimas 5 edições das Olimpíadas de Verão

* Não possui conta oficial nesta plataforma ou não divulga o volume de inscritos em seu canal.

É PRATA!

SEGUNDO O IBOPE REPUCOM, SOMOS O SEGUNDO COMITÊ OLÍMPICO NO MUNDO COM MAIOR ALCANCE DIGITAL!

TIME BRASIL

[View Insights](#)
[Promote](#)

Liked by xandicastellobranco and others

timebrasil É PRATA! SOMOS SEGUNDO NO MUNDO! Seguidores e torcedores, temos uma notícia incrível para



ANOC SOCIAL MEDIA DASHBOARD



Great tool!

**ANOC | NOC SOCIAL MEDIA DASHBOARD**

Month: 9. May 2021 (1) ▾

NOC ▾

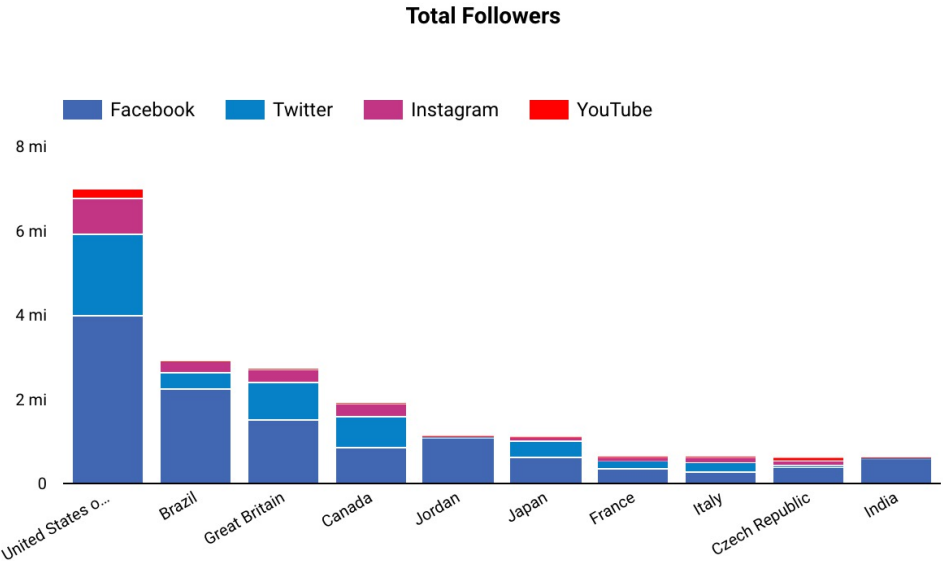
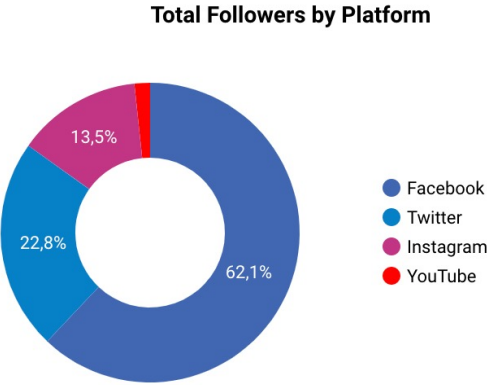
Continental Association ▾

Total Followers
29,1 mi

Absolute Growth
133,1 mil

Video Views
13,8 mi

Engagements
5,8 mi



2. TOKYO OPERATION



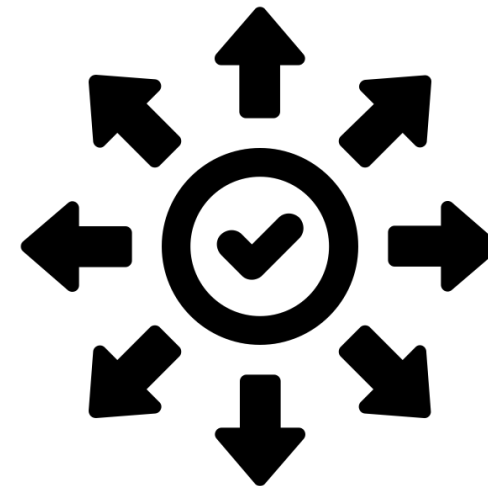
CHALLENGES AND OPPORTUNITIES

- . Medical aspects will lead decisions during the Games
- . **Japan timezone challenge (+12h)**
- . Limited access to our athletes by the media
- . **Athletes will come back to Brazil shortly after their participation (48h)**
- . 1st edition with the Canal Olímpico do Brasil; opportunity to direct and control our messages



OVERALL COMMUNICATION STRATEGY

- . Protect our athletes but at the same time give opportunities for the media.
- . **Promote Canal Olímpico do Brasil as the main second screen during the Games; Exclusive content, mobile friendly.**
- . BOC to be the main content distributor for national and international media before and during the event.
- . **Produce and distribute content: BOC website, Team Brazil social media channels and Canal Olímpico do Brasil.**



BRAZILIAN DELEGATION

- 👁 280-300 athletes
- 👁 Biggest delegation ever (not counting Rio 2016)
- 👁 +46 sports
- 👁 1st athletes arriving in Japan on July 6
- 👁 Training Camps in 08 bases



COMMUNICATION TIMELINE

June - July

Pre-Games

- . **Olympic qualifications/team announcements**
- . Infographics from previous editions of OG
- . **Countdown**
- . Japanese culture episodes on the Canal Olímpico do Brasil
- . **Warm up with fans**
- . Team Brazil uniform
- . **Training and final preparation in Japan**

July - August

Games Time

- . **Agenda**
- . Medals
- . **Exclusive interviews**
- . Photo albums
- . **Fan engagement**
- . Daily bulletins with a host and athletes
- . **Canal Olímpico do Brasil as the main 2nd screen**
- . Athletes expectations (previously recorded)
- . **Athletes arrival in Brazil**
- . Content and media coverage of the medalists

August - December

Post Games

- . **Athletes arrival in Brazil**
- . Content and media coverage of the medalists
- . **Exclusive interviews**
- . Photo albums
- . **Olympic #TBT**
- . Sponsors activations



ROAD TO TOKYO



QUALIFICATIONS (SINCE 2019)

Present our athletes!

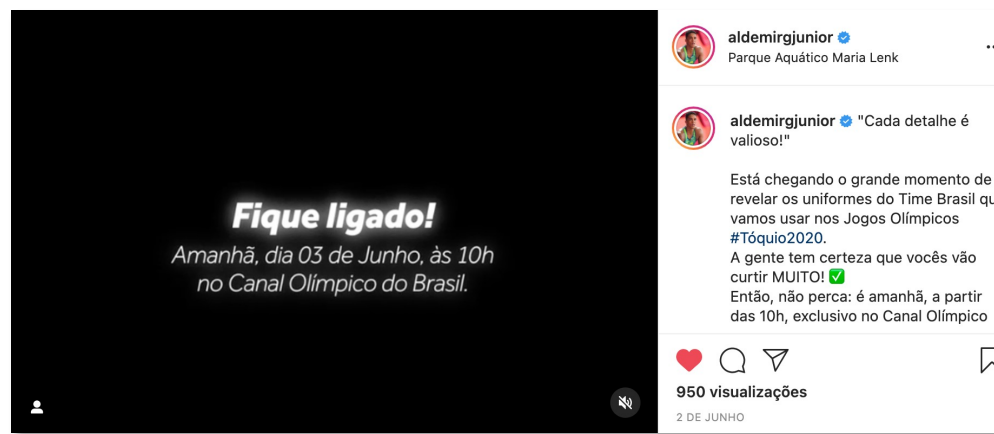
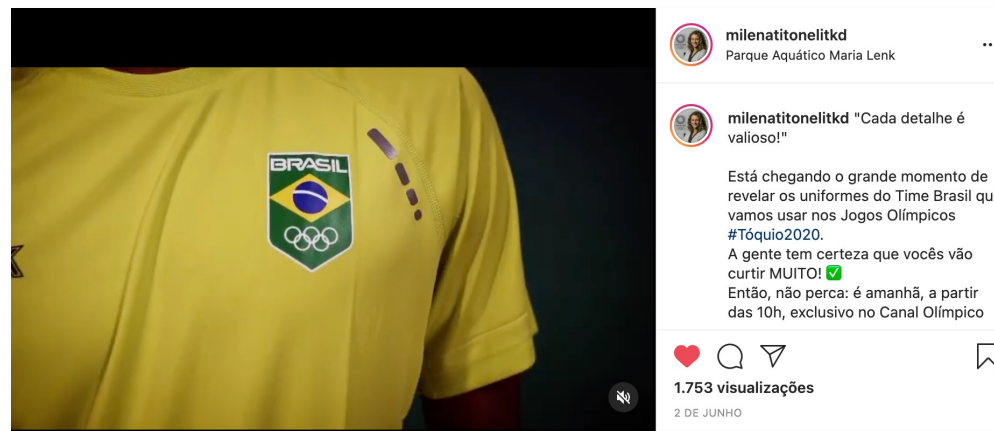
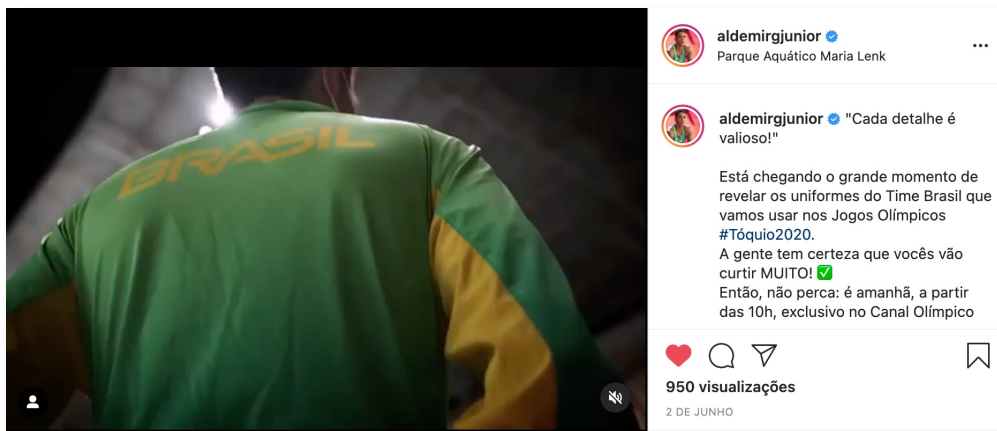


Warming up!



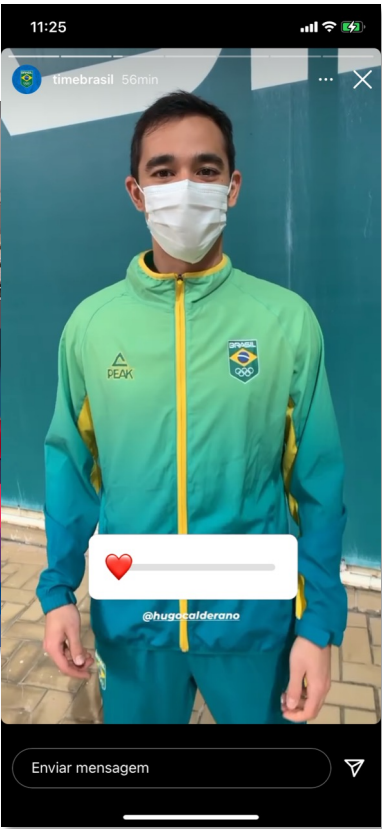
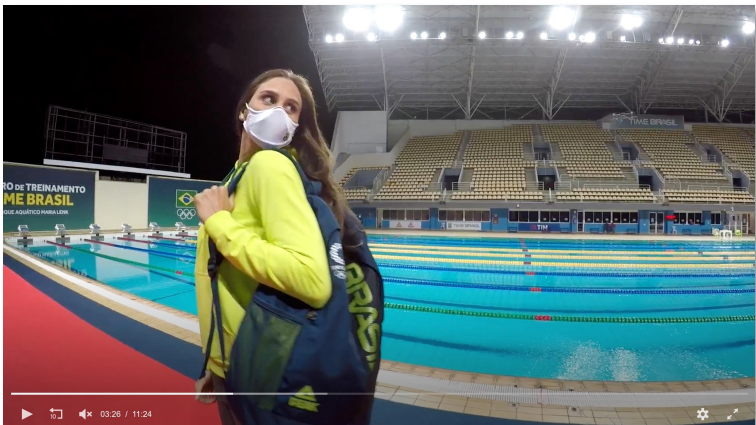
UNIFORM PRESENTATION

Engage your athletes! Let THEM announce the uniforms.



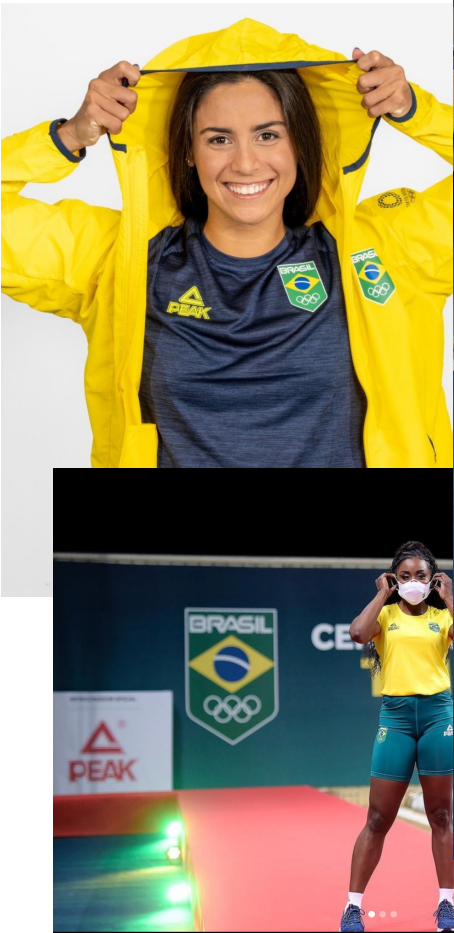
UNIFORM PRESENTATION

Communicate, engage and...



UNIFORM PRESENTATION

... let them own the moment.



lauramiccuci

amiccuci Uniforme oficial de Rio de Janeiro. Feliz de ser convidada para sentar a nova coleção para os Jogos Olímpicos

hugocalderano Rio de Janeiro

hugocalderano Hoje foram lançados os uniformes do @timebrasil pra #tokyo2020! Faltam 50 dias!

Team Brazil uniforms for Tokyo 2020 were presented today! 50 days to go! Alexandre Loureiro/COB

1 sem

_brunatakahashi

1 sem 6 curtidas Responder

timecalderano

1 sem 3 curtidas Responder

Curtido por joyceardies e outras 4.874 pessoas

3 DE JUNHO

Adicione um comentário... Publicar

narmela92 se a perfeição e... ta nesse post!

4 curtidas Responder

aldemirjunior Parque Aquático Maria Lenk

aldemirjunior Pela passada ... Jogou ou não jogou ?

cho que vou ocultar os comentários*

em

nalmeyda1 Hahahahahah milhou no desfilee

em 1 curtida Responder

Ver respostas (1)

tocarvalhaes Joga y jogu...

Perfeitaaaa

ssponder

(1)

Que linda Luuu

ssponder

(1)

ss e

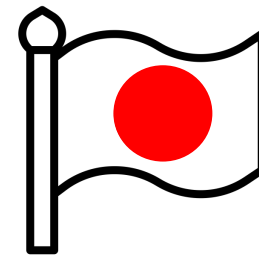
o por lizarvalho e 552 pessoas

ione um comentário... Publicar

Pre Games + Games Time

IN JAPAN - COMMUNICATION VIEW

- . **Communication team in every training facility; heavy content production**
- . Real time; agility to distribute materials
- . **Online press conferences only; exceptions will be analysed.**
- . Every press conference and interview will be available at the Canal Olímpico do Brasil; social media to direct traffic.
- . **Online press room for photos; daily uploads**
- . Google Drive dedicated for press; daily upload with raw materials from our bases





**Canal
Olímpico
do Brasil**

- **Team Brazil Bulletin with Glenda Kozlowski**

- . Latest news from our athletes
- . Images from our bases
- . Remote participation of athletes

- **Press Conference**

- . Latest information about our team with the CDM and our medical leader.

- **Come with Team Brazil!**

- . Athlete presenting our training base in a first person format.
- . Content distributed to media and all of Team Brazil channels.

- **Chat with Medalists**

- . Pieces of the interview will be used in social media through the day.
- *audios to be used in the Team Brazil Podcast.



● Fan Manual

- . Partnership with Movimento Verde Amarelo (MVA)
- . Tutorial videos teaching fans how to cheer for Brazil from home
- . Promotion of the official Fan song; partnership with TikTok to insert the song in the platform

● Let's Go Team!

- . Videos of athletes asking for fan support. Content pre-recorded in a Media Day done previously.

● Agenda

- . Agenda with the schedule of our athletes

● Olympic Games at home

- . Video with reactions of the athletes families during the Games.

● Olympic Quiz

- . Standard audio with questions about the Olympics, favorite sports, etc.

● Tokyo Infographic

- . Information regarding our team, operations, curiosities, etc.

● #TimeBrasilemTóquio

- . As soon as the first athlete arrives in Tóquio, we'll start using this hashtag.

● Photo Galleries

- . Selection of great photos from our athletes in Japan.

● Medals

- . Real time photo!
- . Special art for every medalist
- . Stickers of Ginga celebrating
- .

Use the same content, adapted for different channels.

● Olympic Detail Frequency: TBD

. Details from our athletes performances



● Fan Zone (all platforms)

. We'll bring the best fan celebrations to our channels

● Photos Galleries Frequency: TBD

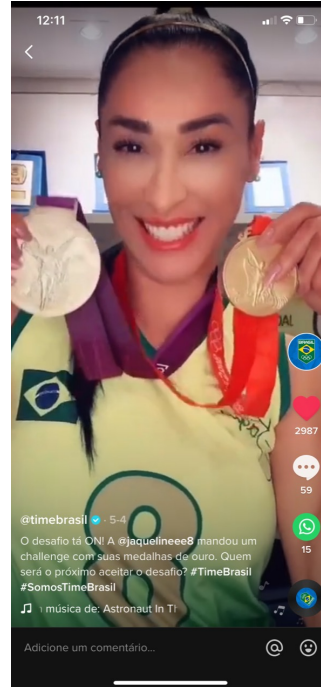
. Best photos from our athletes
. Tag the athletes!
High engagement!



Post Games

Let's keep the flame alive.

- **Medal Challenge**
 - . Tiktok challenge with our medallists
- **Olympic #TBT**
 - . Let's bring back our favorite Olympic moments.



- **Tokyo in Numbers**
 - . Infographic with facts and figures from our participation in Tokyo 2020
- **Games Best Moments**
 - . Videos with the best moments, with comment from fans.
- **Special interviews**
 - . Special interviews with the medalists

3. RESULTS



Key Performance Indicators (KPI)

Check if your strategy worked; adjust for the next events.

Period: June-August

- ✓ Increase engagement rate: **+100%** (all platforms)
- ✓ Increase minutes watched in our social media: **+150%**
- ✓ Gain **20.000 new users** in the Canal Olímpico do Brasil

- ✓ Increase in reach: **+50%**
- ✓ Increase access to the Canal Olímpico do Brasil from social media: **+600%**
- ✓ Brand health: positive feeling online!



THANK YOU.
@timebrasil

Manoela Penna

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