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
Voice to the athletes!
Support from the fans!

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

"Let's go Brasil!!"

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

"It's coming! We'll be here cheering a lot!"
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.
Understand your audience.
We are the 2nd NOC in the World with the biggest digital reach!

RANKING DIGITAL - COMITÊS OLÍMPICOS

<table>
<thead>
<tr>
<th>#</th>
<th>Comitê Olímpico</th>
<th>Combinado</th>
<th>Facebook</th>
<th>Twitter</th>
<th>Instagram</th>
<th>Youtube</th>
<th>TikTok</th>
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</tbody>
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* Não possui conta oficial nesta plataforma ou não divulga o volume de inscritos em sua canal.

** Notas:** O ícone no topo do eixo representa o ranking dos comitês olímpicos em 2019. O ícone no lado esquerdo indica o ranking dos comitês olímpicos do Brasil.


*APRESENTO 100% de dados coletados e analisados pela Time Brasil. Os dados são atualizados no ranking dos Comitês Olímpicos. **

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DESIGNAÇÃO

ANOC SOCIAL MEDIA DASHBOARD

Great tool!

Month: 9. May 2021

<table>
<thead>
<tr>
<th>Category</th>
<th>Total Followers</th>
<th>Absolute Growth</th>
<th>Video Views</th>
<th>Engagements</th>
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<tr>
<td>NOC</td>
<td>29,1 mi</td>
<td>133,1 mil</td>
<td>13,8 mi</td>
<td>5,8 mi</td>
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<tr>
<td>Continental Association</td>
<td>-</td>
<td>-</td>
<td>-</td>
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</table>

Total Followers by Platform:

- Facebook: 62.1%
- Twitter: 32.8%
- Instagram: 13.5%
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
. 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.
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
ROAD TO TOKYO
QUALIFICATIONS (SINCE 2019)

Present our athletes!
COUNTDOWN

Warming up!
Engage your athletes! Let THEM announce the uniforms.
UNIFORM PRESENTATION

Communicate, engage and...
UNIFORM PRESENTATION

... let them own the moment.

Team Brazil uniforms for Tokyo 2020 were presented today! 50 days to go!

Alexandre Loureiro/CB

Timecalderano

Curtido por joyceardies e outras 4,874 pessoas

3 DE JUNHO

Adicione um comentário...
Pre Games + Games Time
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
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

- **Photos Galleries**
  - Frequency: TBD
  - Best photos from our athletes
  - Tag the athletes! High engagement!

- **Fan Zone (all platforms)**
  - We’ll bring the best fan celebrations to our channels
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

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