



# PARTNERSHIP ACTIVATIONS ACROSS SOCIAL PLATFORMS

CANADIAN OLYMPIC COMMITTEE | MARCELA PEREZ | NOVEMBER 22, 2022

# TEAM CANADA

## TODAY'S TOPICS



### PILLARS & STRATEGY



### CONTENT ON SOCIAL



### LOOKING AHEAD TO PARIS





# TEAM CANADA'S DIGITAL TEAM

# TEAM CANADA DIGITAL TEAM



## CONTENT



## PRODUCTS & ANALYTICS



## PARTNERSHIPS & MONETIZATION



# **TEAM CANADA**

## **DIGITAL MONETIZATION**



**MARCELA PEREZ**

**MANAGER, DIGITAL PARTNERSHIPS & MONETIZATION**

- **STARTED WORKING AT THE COC IN MAY 2021**
- **GREW UP IN A BASKETBALL FAMILY**
- **LOVE WORKING IN THE DIGITAL SPACE**
- **LOVE PIZZA EVEN MORE**



# DIGITAL PILLARS

# TEAM CANADA

## DIGITAL PILLARS



**MEDIA**



**CONTENT**



**INTERACTIVE**

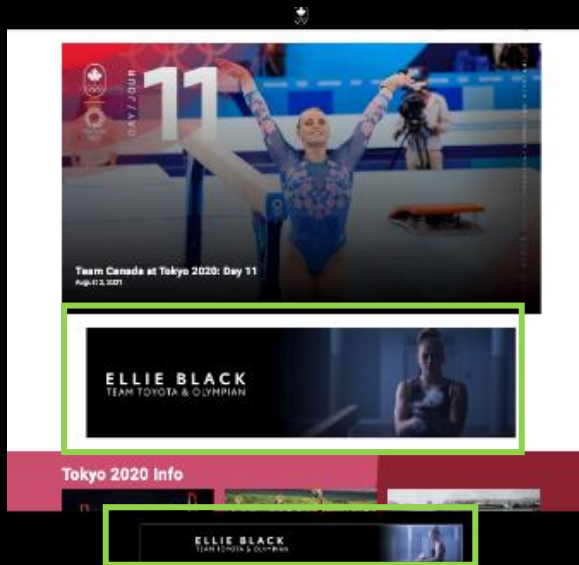


**REWARDS**

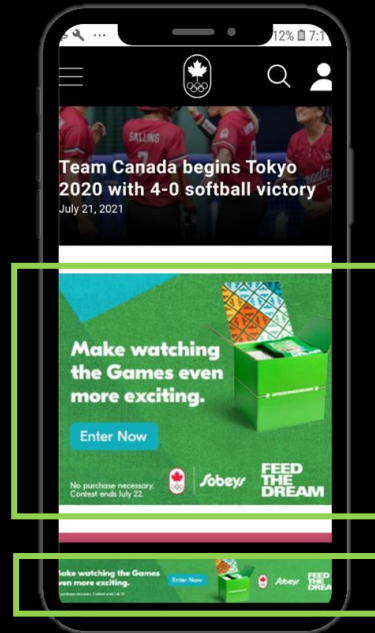


# TEAM CANADA - DIGITAL PILLARS

## MEDIA



WEBSITE



IN-APP



EMAIL NEWSLETTER

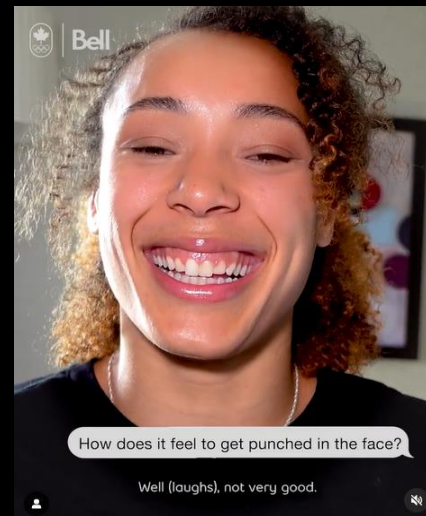


# TEAM CANADA - DIGITAL PILLARS

## CONTENT



**TURNKEY**  
(SPONSORSHIP)



**CO-BRANDED**  
(CUSTOM CONTENT)

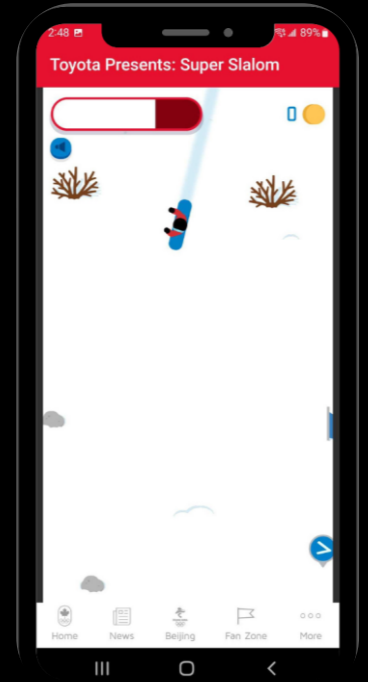


# TEAM CANADA - DIGITAL PILLARS

## INTERACTIVE



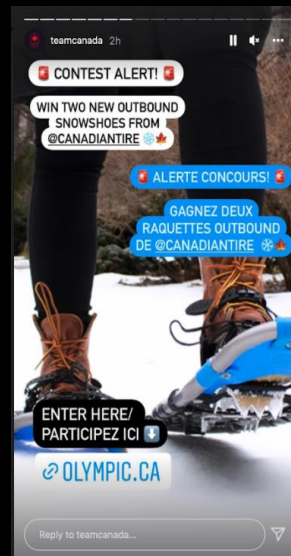
AR EXPERIENCES



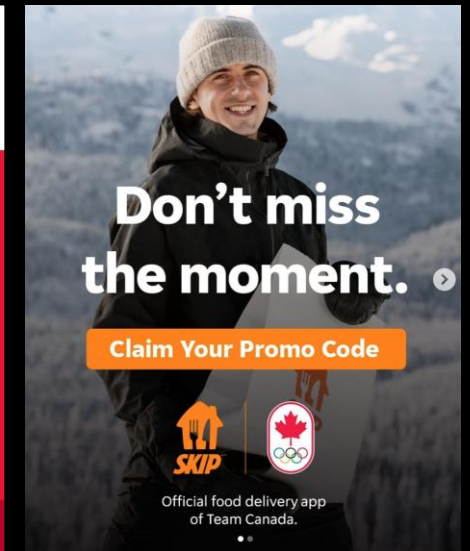
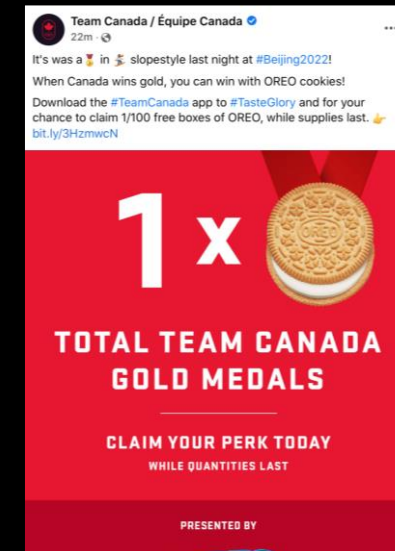
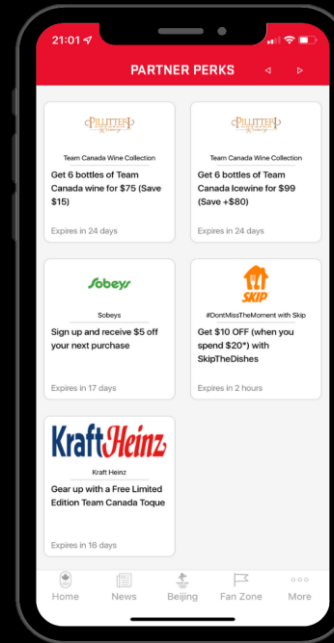
IN-APP GAMES

# TEAM CANADA – DIGITAL PILLARS

## REWARDS



**CONTESTS  
(OLYMPIC CLUB)**



**PARTNER PERKS /  
REDEMPTION PROGRAMS**



# SETTING A WINNING STRATEGY

# TEAM CANADA x COC PARTNER

## DIGITAL STRATEGY



### PARTNER OBJECTIVE

#### AWARENESS

PARTNERSHIP  
OLYMPIC FAN PROGRAM

#### ENGAGEMENT

TEAM CANADA FANS  
CONSUMER TARGETS

#### CONVERSION

CONTESTING + DATA CAPTURE  
PROMO REDEMPTIONS



### CUSTOM DIGITAL PROGRAM

#### MEDIA

HPTOS  
NEWSLETTER BANNER ADS  
WEB/APP RUN OF SITE

#### CONTENT

COBRANDED CONTENT

#### REWARDS

OLYMPIC CLUB CONTESTS  
PARTNER PERKS (APP)  
CUSTOM REDEMPTION PROGRAMS

#### CONTENT

TURNKEY

#### INTERACTIVE

APP GAMES  
CUSTOM A/R EXPERIENCE

# TEAM CANADA x COC PARTNER

## DIGITAL STRATEGY



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PARTNERSHIP  
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### CUSTOM DIGITAL PROGRAM

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#### CONTENT

TURNKEY

#### INTERACTIVE

APP GAMES  
CUSTOM A/R EXPERIENCE



# TURNKEY CONTENT



# TEAM CANADA TURNKEY CONTENT



**DAILY MEDAL COUNT**

Turnkey content is historically high-performing Team Canada editorial content a partner can sponsor.



# TEAM CANADA TURNKEY CONTENT



**DAILY MEDAL COUNT**

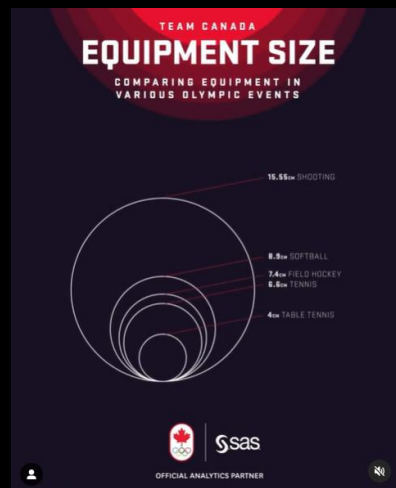
## **BENEFIT TO PARTNER**

- Raises awareness of partnership throughout the games
- Partner receives a “presented by” label + logo integration
- Low lift/effort program for partner

## **BENEFIT TO NOC**

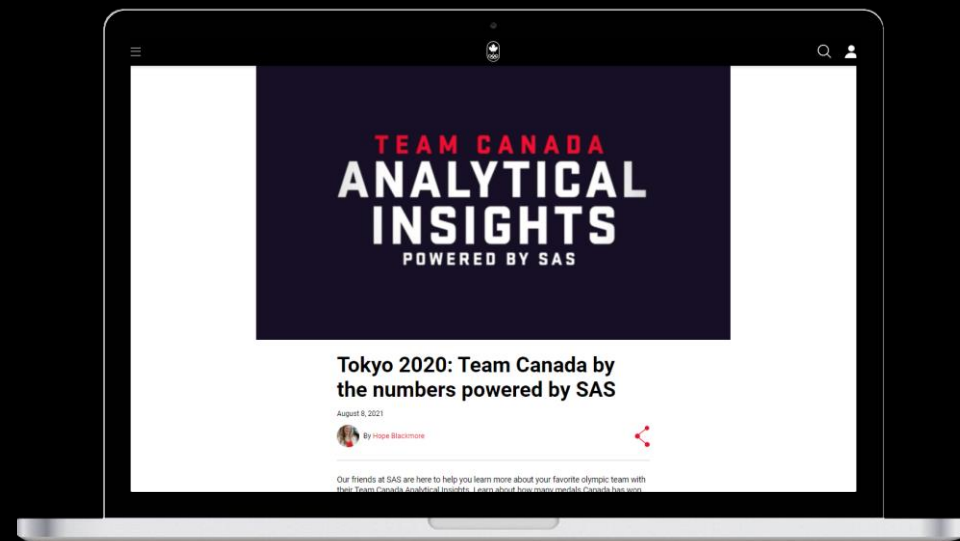
- Monetization opportunity with low lift
- Easy to integrate partner into NOC-led design
- Fan value – interested in this content

# TEAM CANADA TURNKEY CONTENT



## SOCIAL POSTS

ANIMATED VIDEOS



## ARTICLE PAGE

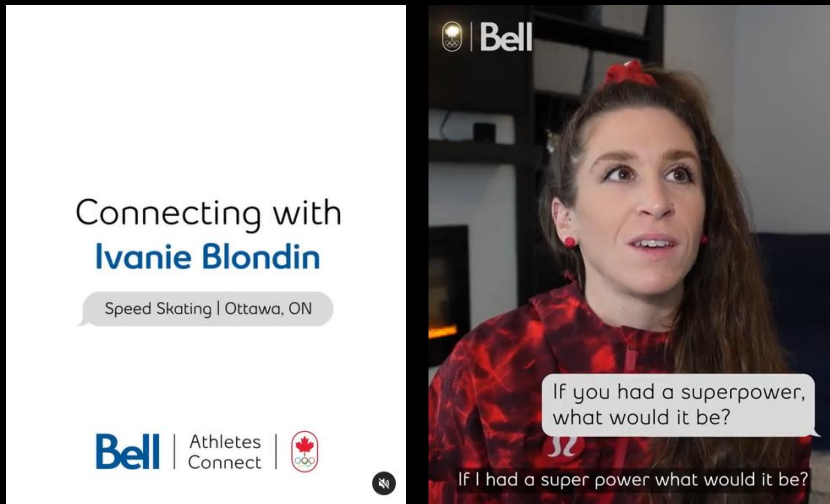
HOUSED VIDEOS

TEAM CANADA BY THE NUMBERS



# CO-BRANDED CONTENT

# TEAM CANADA CO-BRANDED CONTENT



Co-branded content is a custom content solution that allows partners to have an ownable “Team Canada story”.

**BELL**  
**ATHLETES CONNECT**

# TEAM CANADA CO-BRANDED CONTENT



**BELL**  
**ATHLETES CONNECT**

## BENEFIT TO PARTNER

- Engages fans with richer storytelling
- The partner gets a deeper and more valuable integration into the content (ex. a direct tie to their campaign)

## BENEFIT TO NOC

- High value monetization opportunity
- Ability to create innovative, creative content outside our team's budget
- Further build on the relationship between fans and our partners in an authentic Team Canada manner

# TEAM CANADA X CANADIAN TIRE

## PUCK PASS CHALLENGE



### TEAM CANADA CHALLENGE HOST

## THE ASK

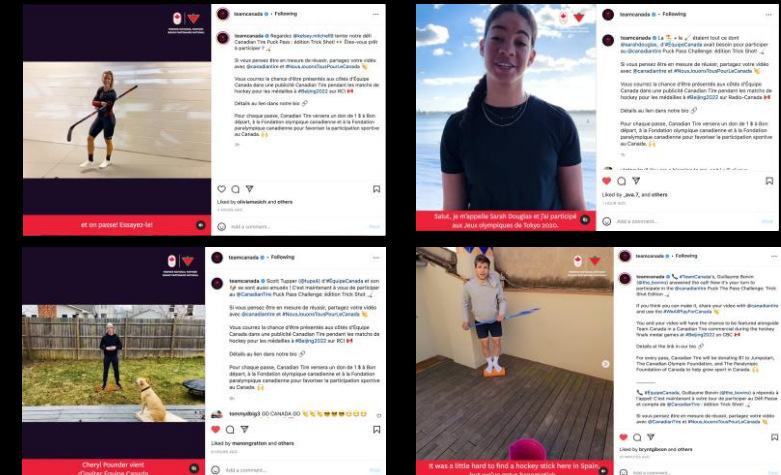
Canadian Tire approached the COC with a request to help bring to life their Beijing 2022 Olympic campaign, The Puck Pass Challenge, in a uniquely Team Canada way.



### TEAM CANADA - TOKYO ATHLETES

## THE STRATEGY

To build excitement around Canadian Tire's social media challenge, we asked Team Canada hockey alumni, Cheryl Pounder, to set a fun trick shot challenge to our recent Tokyo Olympians.



# TEAM CANADA X AIR CANADA

## TAKE OFF WITH TEAM CANADA



### THE ASK

Having ran a successful, Twitter Q&A program with Olympians flying home from the Tokyo, Air Canada once again approached the COC with the task to help capture the excitement of Team Canada athletes as they began to make their way to the Beijing 2022 Olympic Games.

### THE STRATEGY

Limited by Covid-19 restrictions at the Vancouver airport, we leverage the popular social trend of “*A day in the life of...*” and sent cameras to Team Canada athletes to help capture key moments of their day as they took off with Air Canada.





# TEAM CANADA X TOYOTA CANADA

## “A GUIDE TO...” VIDEO SERIES

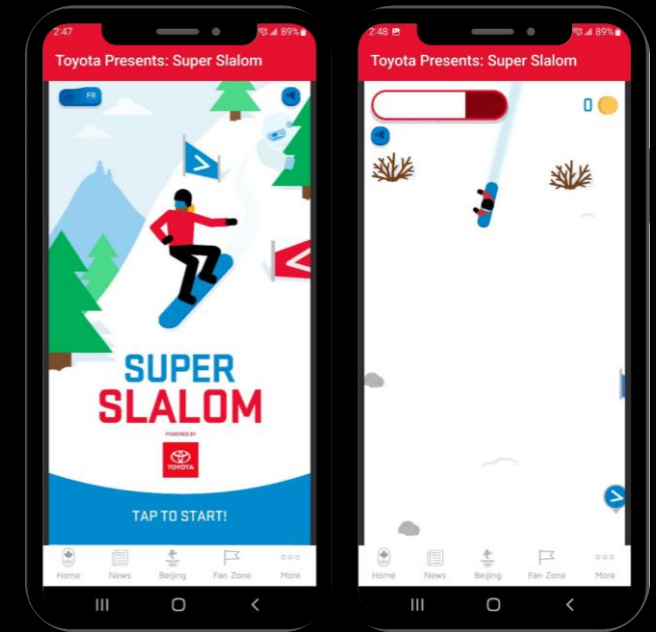
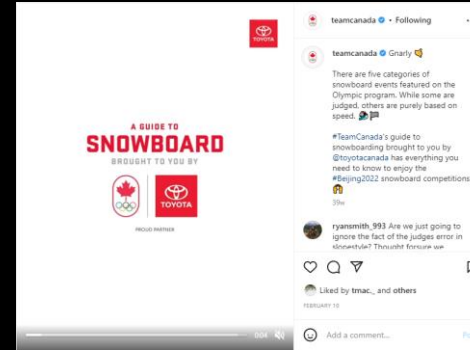


### THE ASK

Launched in PyeongChang in 2018 and brought back for Tokyo 2020, Toyota Canada asked the COC to continue the fan favourite “A Guide to...” sport explainer video series in Beijing 2022. They also tasked us with leveraging the equity of the series in a new and engaging way.

### THE STRATEGY

Along with a “A Guide to...” Bobsleigh, Speed Skating, Curling and Snowboard videos, we created a custom game, *Super Slalom*, in the Team Canada app by using the same recognizable, fun design fans have come to enjoy over the last Olympic games.







# KEY TAKEAWAYS

# TEAM CANADA

## TURNKEY CONTENT - TAKEAWAYS



- Leverage historically, high performing content that you know to be of value to your Olympic fans
- When planning your upcoming Olympic content, consider if it can be “turnkey content” so that a partner can easily sponsor

# TEAM CANADA CO-BRANDED CONTENT – TAKEAWAYS



- Develop ownable partner narratives
- Custom content does not require a huge production budget
- Consider new ways to build on the equity of past content programs
- Consider ways to help amplify your partners' Olympic campaign in your own NOC voice

# LOOKING AHEAD TO PARIS 2024



# **TEAM CANADA**

## **WHAT'S ON OUR MIND**



**OPTIMIZE OUR  
CURRENT DIGITAL  
OFFERING**

**BRING COH TO  
LIFE VIA DIGITAL  
FOR FANS BACK  
HOME**

**EXPLORE  
INNOVATIVE  
TECHNOLOGIES  
AND NEW  
PLATFORMS**



**THANK YOU  
MERCI**



# TEAM CANADA LET'S CONNECT!



**MARCELA PEREZ**

**MANAGER, DIGITAL PARTNERSHIPS & MONETIZATION**

**ALWAYS OPEN TO ANSWER QUESTIONS OR CHAT!**

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- **LINKEDIN.COM/IN/MARCELAPEREZ23/**