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

**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
  - CUSTOMA/R EXPERIENCE
TURNKEY CONTENT
TEAM CANADA
TURNKEY CONTENT

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

DAILY MEDAL COUNT
TEAM CANADA
TURNKEY CONTENT

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

DAILY MEDAL COUNT
TEAM CANADA
TURNKEY CONTENT

SPECIAL POSTS
ANIMATED VIDEOS

ARTICLE PAGE
HOUSED VIDEOS

TEAM CANADA BY THE NUMBERS

TEAM CANADA
ANALYTICAL INSIGHTS
POWERED BY SAS

Tokyo 2020: Team Canada by the numbers powered by SAS
CO-BRANDED CONTENT
Co-branded content is a custom content solution that allows partners to have an ownable “Team Canada story”.

Connecting with Ivanie Blondin
Speed Skating | Ottawa, ON

If you had a superpower, what would it be?

If I had a super power what would it be?
TEAM CANADA
CO-BRANDED CONTENT

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

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.

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 - TAKEWAYS

• 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!
• MPEREZ@OLYMPIC.CA
• LINKEDIN.COM/IN/MARCELPEREZ23/