



MATT MURPHY

- CLIENT:** Confidential (international entity, uses UK spelling and grammar)
- PROJECT:** White paper developed exclusively for a client, not publicly released
- OBJECTIVE:** Profile 14 global sports competitions for best practices in developing cohesive event thematics and large-scale activation platforms
- SUMMARY:** This document extract contains select pages from the evaluation of one of the events as well as part of the closing analysis

Introduction & Process

Host nations for previous major world sporting events, including the FIFA World Cup, Olympics, and UEFA European Championship, have positioned themselves and their respective events in various ways on the world stage. By studying the thematic developed by each nation, we are able to identify best practices that can inform the way we shape our own theme for the **Client event**.



14 Total Events



Brazil 2014 was also reviewed as a real-time example of FIFA World Cup event preparation and thematic development

—— Olympic Thematics ——

London 2012



Thematic

“Inspire A Generation”

Derived from the mission of the International Inspiration Programme, which was created in 2007 with the goal of enriching the lives of young people around the world through physical education, sport, and play

Recognized that every Olympian began as a young competitor and dedicated his/her life to competing at the highest level, and thus used this as a form of inspiration for the up-and-coming generation of athletes

Served as the theme for a landmark moment in modern Olympic history when International Inspiration became the first international legacy sports programme conceived and implemented by a host city with the formal backing of the IOC

In addition to driving youth participation in sport, the thematic encouraged personal achievement in other areas of young people’s lives as well as volunteering and community involvement

“It is the heartbeat, the very DNA of this organisation and a rallying cry for the athletes to come to the UK to perform at their very best and inspire the world.”

- Lord Coe, Chairman, British Olympic Association (and formerly LOCOG)



Sample Execution

Element	Description
Emblem	<p>Deliberate change from previous Olympic logos as it specifically targets young people</p> <p>Created with the intention of transcending an event logo and becoming a brand that stands for the larger goal of inspiring youth involvement in sports in the years leading up to and immediately following 2012</p>
Theme Song	<p>Muse's Survival chosen as the official song of the London Games and played throughout the events (e.g., athlete entrances, medal ceremonies, etc.)</p> <p>Lead vocalist Matt Bellamy wrote the song with the Games in mind, expressing a refusal to give up and determination to win in the form of a rock anthem to inspire those competing and watching</p>
Mascots	<p>"Wenlock" and "Mandeville" inspired by historical figures in British Olympic/sport history and bore numerous Olympic-themed symbols</p> <p>Children's storybook and animated program (with appearances by Olympic athletes) created around the mascots, who also made an appearance in British children's comic The Beano</p> <p>Appeared at schools and community events around the UK</p> <p>A product of the digital age, the mascots were found to be appealing to their target audience of children 5-15</p>
Torch Relay	<p>Torchbearers were primarily nominated locally for their achievements or good works, thus serving as role models for younger audiences</p>



Thematic Fulfilment

Key Area	Results
International Inspiration Programme	<p>Achieved target goals of engaging 12M children across 20 countries 5 months before the 2012 Games</p> <p>To date, over 15M children in 21 countries have been engaged through the programme, and partnerships have been created with 594 schools</p> <p>Focus is currently on ensuring the programme is sustainable in each market beyond its planned end in 2014</p>
Sport Participation	<p>While current participation in sport (defined as once per week for 30 minutes) matches the boost seen immediately following the Games and that of certain groups is increasing (e.g., minorities, disabled, 26-and-over demo), current figures are down from December 2012</p> <p>Participation among the 16-25 group has declined 12% from April through October, and 75% of 10-and-unders who did not previously participate in sport were not inspired to do so after the Games</p> <p>Only 5 sports have increased participation since 2005 (athletics, cycling, boxing, table tennis and archery), none of which include traditional high-participation sports such as football, which has fallen in popularity as a participation sport (currently fourth behind swimming, athletics, and cycling)</p>
Volunteerism	<p>44% of 11-16 demo claimed to be inspired to volunteer after the Games</p> <p>Although not the primary target, adults tended to be less impacted in this respect, with 17% expressing interest in volunteering in general, and only 1 in 50 being inspired to volunteer in their communities as a direct result of the Games</p>

Takeaways

Simple is preferable

“Inspire A Generation” was easy to communicate and execute in easily-understandable ways

Simplicity also allows for more flexibility in creating meaningful, themed programmes

A strong thematic allows for effective extensions

The UK built a fully-integrated platform around the Games through International Inspiration, which unified the efforts of all constituents under the “Inspire A Generation” call-to-action before, during, and after the Games

If creating a lasting legacy in any capacity is a primary goal, it is vital to have buy-in from key groups and commitments of sustained support of the initiatives post-event to maintain momentum

Thematic Summary

Thematic	Event Relevance	Execution	Cultural Link	Snapshot
London 2012 "Inspire A Generation"				Aligned with core Olympic values but relatively narrow in focus, executed via fully-integrated platform with fair results, minimal cultural link as objectives were focused elsewhere
Beijing 2008 "One World One Dream"				Aligned strongly with Olympic values and spirit, cleverly executed in various ways, marketing elements linked well to cultural heritage but strongly contradicted present conditions
Athens 2004 "Welcome Home"				Highly-relevant to event given its origin but could have been more inclusive in spirit, executed consistently but very short-sighted, highly-linked to Greek culture and the true "home" of the Olympics
Sydney 2000 "Share The Spirit, Dare To Dream"				Aligned strongly with the spirit of the Games, very well-planned and executed leading up to and during the event with positive results, applicable but generic link to local culture
Atlanta 1996 "Come Celebrate Our Dream"				Embodied Olympic values but somewhat self-centric, average execution combined with unfortunate incidents and criticism in various areas, close cultural link but not readily apparent to non-Americans

