

OLYMPIC MARKETING



COOPERATION WITH THE FINNISH OLYMPIC COMMITTEE



- Castrén & Snellman has been the Finnish Olympic Committee's official partner and legal advisor since 2013.
- We help create the conditions to enable the Finnish Olympic Committee to do its best both in the sports arena and behind the scenes.
- We have already started evaluating and providing advice relating to marketing campaigns for the 2022 Beijing Winter Games.
 - ➔ Our goal is to clarify the rules and to draft instructions so that participants in the games can put all their energy into their performance.



ONE OF THE MOST VALUABLE SPORTS BRANDS IN THE WORLD



- The Olympics are one of the most effective international marketing environments.
- Extensive recognition and the attention of a global audience make the event a particularly attractive marketing environment for companies.
 - This makes the Olympic movement one of the world's most valuable sports brands.
- The trademarks and other intellectual property rights associated with the Olympics are the property of the International Olympic Committee (IOC) and its national member organisations.
- Due to the recognition of the brand, these intellectual property rights represent significant financial interests.
 - Managing them is an important part of safeguarding the reputation and continuity of the Olympics.

RULE 40 - GUIDELINES FOR COMMERCIAL EXPLOITATION



- Rule 40 includes rules for the competitors, coaches and other team members participating in the Olympics under the commercial pressure of global interest during the Olympic Games.
- It provides instructions for the use of Olympic-related trademarks, the commercial exploitation and communication of an athlete on social media, as well as other channels.
- The rule allows the IOC to safeguard its main sponsors' exclusive right to exploit the brand and trademarks of the Olympic movement in their marketing **during the Olympic Games**.
- In return, sponsors provide support to enable the Olympic movement to operate and host the Olympics.
 - ➡ Allows athletes at the Olympics to focus on sports, and commercial exploitation associated with the Olympics is made by those who have the rights to it through contracts.

RULE 40



“Competitors, team officials and other team personnel who participate in the Olympic Games may allow their person, name, picture or sports performances to be used for advertising purposes during the Olympic Games in accordance with the principles determined by the IOC Executive Board.”

Bye-law 3 to Rule 40 of the Olympic Charter

SCOPE OF RULE 40




- Rule 40 is applicable during the **Games Period:**
i.e., from the date of opening of the Beijing 2022 Olympic Village until the date two days after the Beijing 2022 Closing Ceremony.
27 January 2022 - 22 February 2022.
- Rule 40 applies to competitors, coaches, trainers and officials who are participating in Beijing 2022.
- Does not apply to Olympians who have competed in previous Olympic Games but who are not participating in Beijing 2022 in any capacity.

January

M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

February

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

 Key Principles apply on these dates

 Opening and Closing ceremony

ADVERTISING IN THE CONTEXT OF RULE 40



- **Advertising:** all forms of *commercial promotion* by organisations, participants or relating to a commercial relationship with the organization, including:
 - social media and social network posts and promotions
 - traditional advertising in paid-for space
 - direct advertising
 - PR, such as personal appearances and press releases
 - lending or gifting of products to participants
 - on-product and in-store promotions



ADVERTISING BY NON-OLYMPIC PARTNERS



- **Non-Olympic Partners**: brands, companies or other organisations which are not Olympic Partners.
- Non-Olympic partners are permitted to use participant images for advertising during the Games Period **if**:
 1. any necessary consents from the participants featured are obtained.
 2. advertising respects the policies of the IOC and relevant National Olympic Committees (NOC).
 3. advertising does not use any Olympic Properties, such as the Olympic Symbol.
 4. advertising constitutes Generic Advertising and is compliant with any Generic Advertising rules of the relevant NOC.
- Non-Olympic Partners **may not** use participant images in a manner that creates or implies any **association** between the Olympic Games or the IOC and a company's products and services.

OLYMPIC PROPERTIES



The Olympic Symbol

Any NOC emblem or emblem of a national Olympic team

“Olympic”, “Olympics”, “Olympic Games”,
“Olympiad”, “Olympiads”

The names of Olympic teams

The Olympic motto: “Citius – Altius – Fortius”

All films, musical works, artistic works and designs created by the IOC, the Beijing 2022 Beijing 2022 Organising Committee, or any NOC

Any Olympic-related words and symbols registered as trademarks

Beijing 2022 emblem, mascots, pictograms and Beijing 2022 graphics

Any other symbols, designs, works, words or expressions that are translations of, or which could be confused with any of these words

GENERIC ADVERTISING



- **Generic Advertising:** any advertising of a company or brand:
 1. where the *only connection* between the Olympics and the relevant marketing activity is the fact that the advertising uses a participant's image;
 2. which has been in market for *at least 90 days before* the Games Period; and
 3. which is run consistently and *not materially escalated* during the Games Period.



X BRAND

BRING OUT THE POWER

JANE SMITH

2013 WORLD CHAMPION
2014 OLYMPIC SILVER MEDALLIST
2016 EUROPEAN CHAMPION
2017 WORLD CHAMPION
2019 WORLD RECORD BREAKER



X BRAND

ROAD TO BEIJING

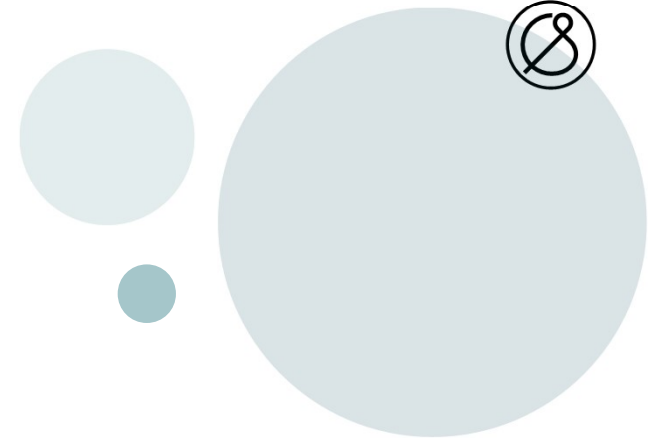
JANE SMITH

2013 WORLD CHAMPION
2014 OLYMPIC SILVER MEDALLIST
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2017 WORLD CHAMPION
2019 WORLD RECORD BREAKER



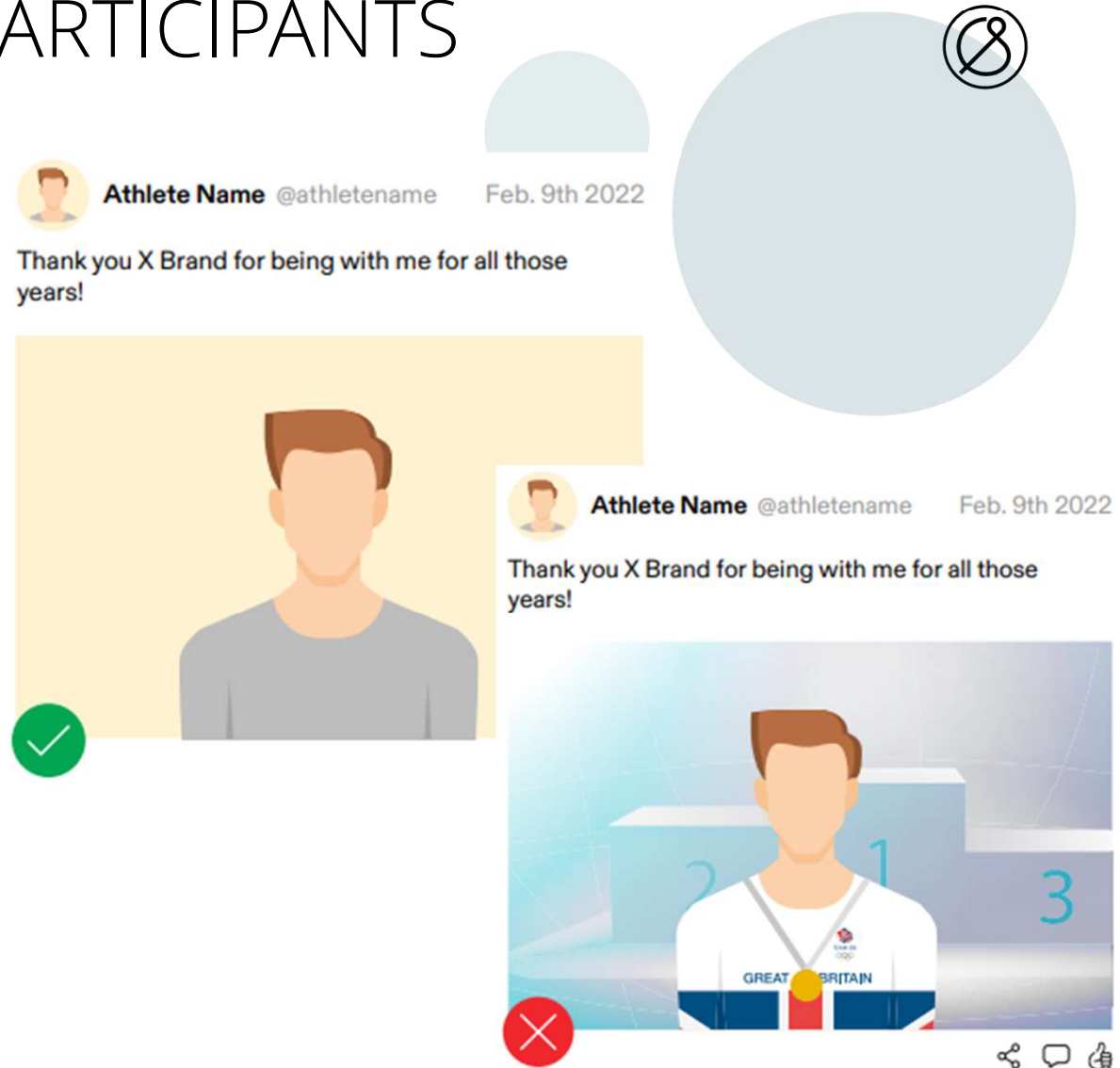
X BRAND

BRING OUT THE POWER



ONLINE MESSAGES BY PARTICIPANTS

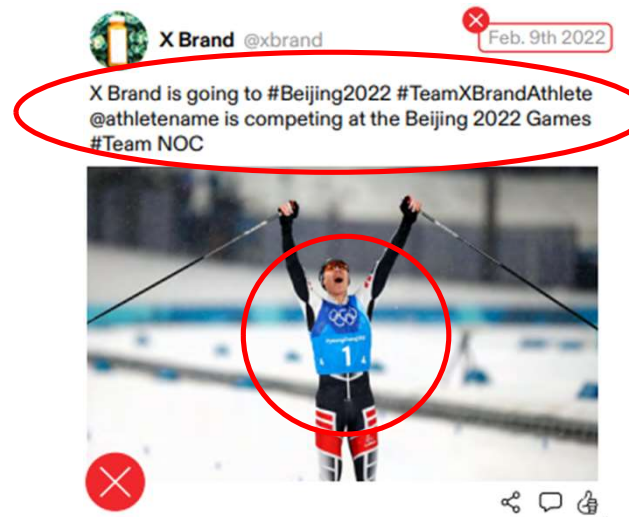
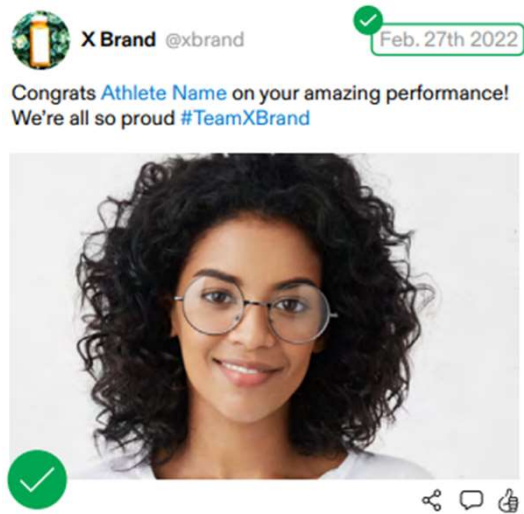
- ✓ Thank-you messages to personal Non-Olympic Partners are **limited to one** per personal Non-Olympic Partner.
- ✓ A single thank-you message can be posted to multiple platforms at the same time.
- ✗ Thank-you messages may not include any statement or imply that a product or service enhanced the Participant's performance.
- ✗ Thank-you messages may not include a personal endorsement of a product or service.
- ✗ Personal sponsors **may not repost** thank-you messages.



CONGRATULATORY ADVERTISING



- **Congratulatory Advertising** is not regarded as being Generic Advertising, because of the intrinsic connection with Beijing 2022 and composes of:
 - **Congratulatory messages** praising the athlete or a national Olympic team for their achievement at Beijing 2022.
 - **Supporting messages** encouraging, commiserating or supporting an athlete or a national Olympic team in connection with their participation at Beijing 2022.



AMBUSH MARKETING



- **Ambush marketing** refers to companies that are not official partners of the Olympics seeking to benefit from the reputation of the Olympics. This kind of marketing creates an unauthorised or misleading commercial connection to the Olympic movement or the Olympics.
- Ambush marketing creates a false impression of cooperation between the commercial actor and the Olympic movement or the Olympics without actually using any intellectual property rights owned by the IOC or NOC.
- Ambush marketing reduces the value of the benefit received by the main sponsors in exchange for their support.
- It is vital to the continuity of this support that the financial benefit of the Olympics is channelled to the organisers and financiers of the games.

Thank you

www.castren.fi

