



MARKETING TEAM

DEREK KENT, CMO

OUR MINDSET:

JUST because something is
successful...

...IT **DOESN'T** mean it can't
be better





THE BRAND



VISION:

Be the most **INSPIRATIONAL**,
MAGNETIC and **VALUABLE** national
sports brand in **CANADA**.

MISSION:

Connect athletes to **CANADIANS**
through engaging storytelling and
experiences **CREATING BRAND EQUITY**
TO grow partner revenue.



COC MARKETING STRATEGIES

REVENUE

GENERATE, ENABLE AND PROTECT
LONG-TERM REVENUE STREAMS

CREATING NEW SALES TEAM PROCESS AND
NEW DIGITAL MEDIA SALES PROCESS. RENEWALS.

BRAND STRENGTH

FOSTER FAN EXPERIENCES THAT
ENHANCE OUR BRAND'S VALUE

CREATING AN ARMY OF ADVOCATES THROUGH
A NEW HOLISTIC BRAND PLATFORM, ENTERTAINING
CONTENT, OLYMPIC CLUB, DATA AND INSIGHTS.

STORYTELLING

CREATE AUTHENTIC CONNECTIONS
THROUGH INNOVATIVE STORYTELLING

MEDIA SUMMIT, SEND OFF, HOF
TEAM ANNOUNCEMENTS ON THE ROAD
TO THE OLYMPICS WITH DIGITAL MINDSET.

RELATIONSHIPS

BUILD STRONG AND VALUABLE
STAKEHOLDER RELATIONSHIPS

DELIVERING ROI AND MEASURING
SUCCESS THROUGH MARKET
RESEARCH AND NEW DIGITAL
POWERED ANALYTICS.



**IGNITE
CANADIAN PASSION**



**ENGAGEMENT
BETWEEN GAMES**



GOALS

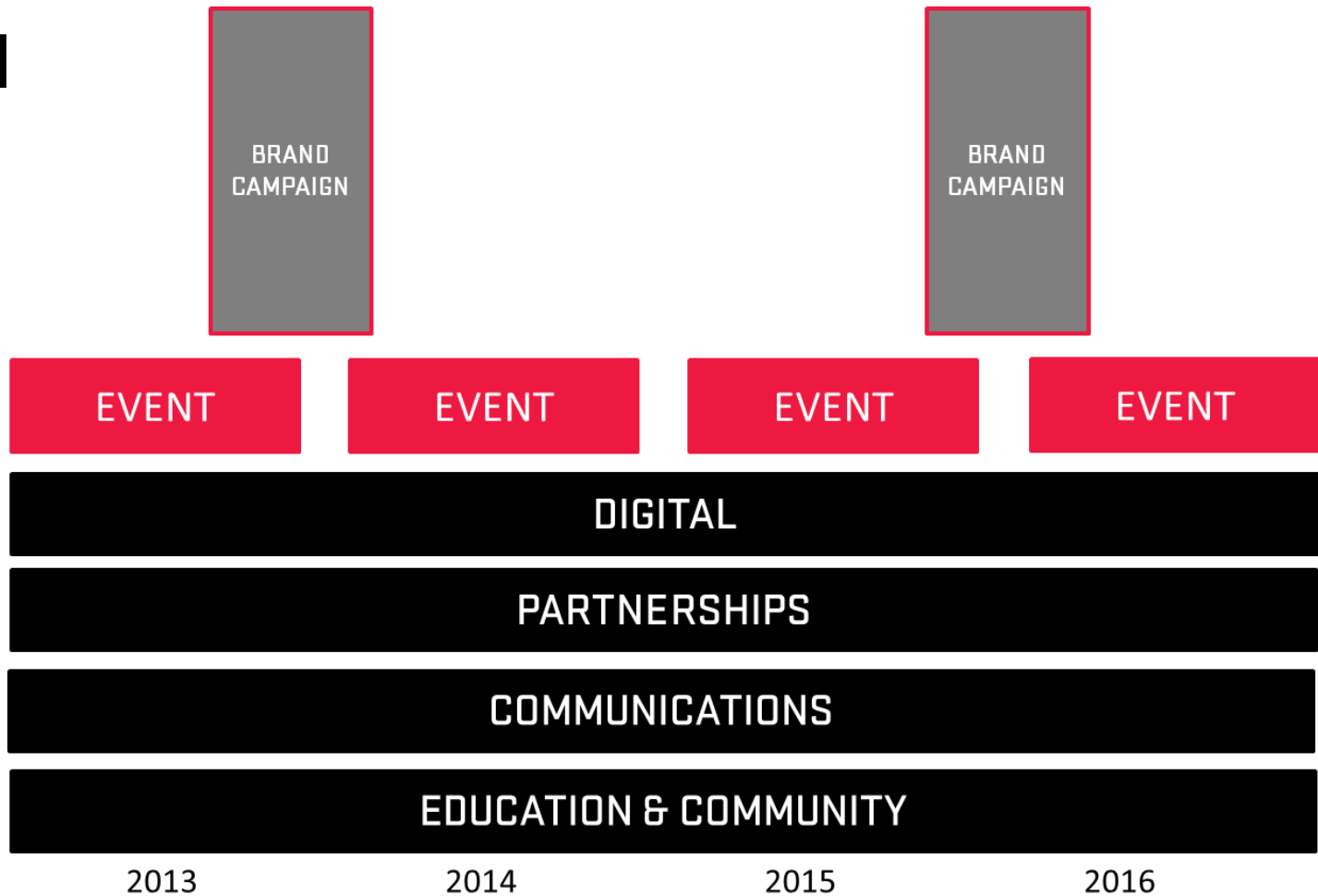


**SHOWCASE
ATHLETES AND
THEIR STORIES**



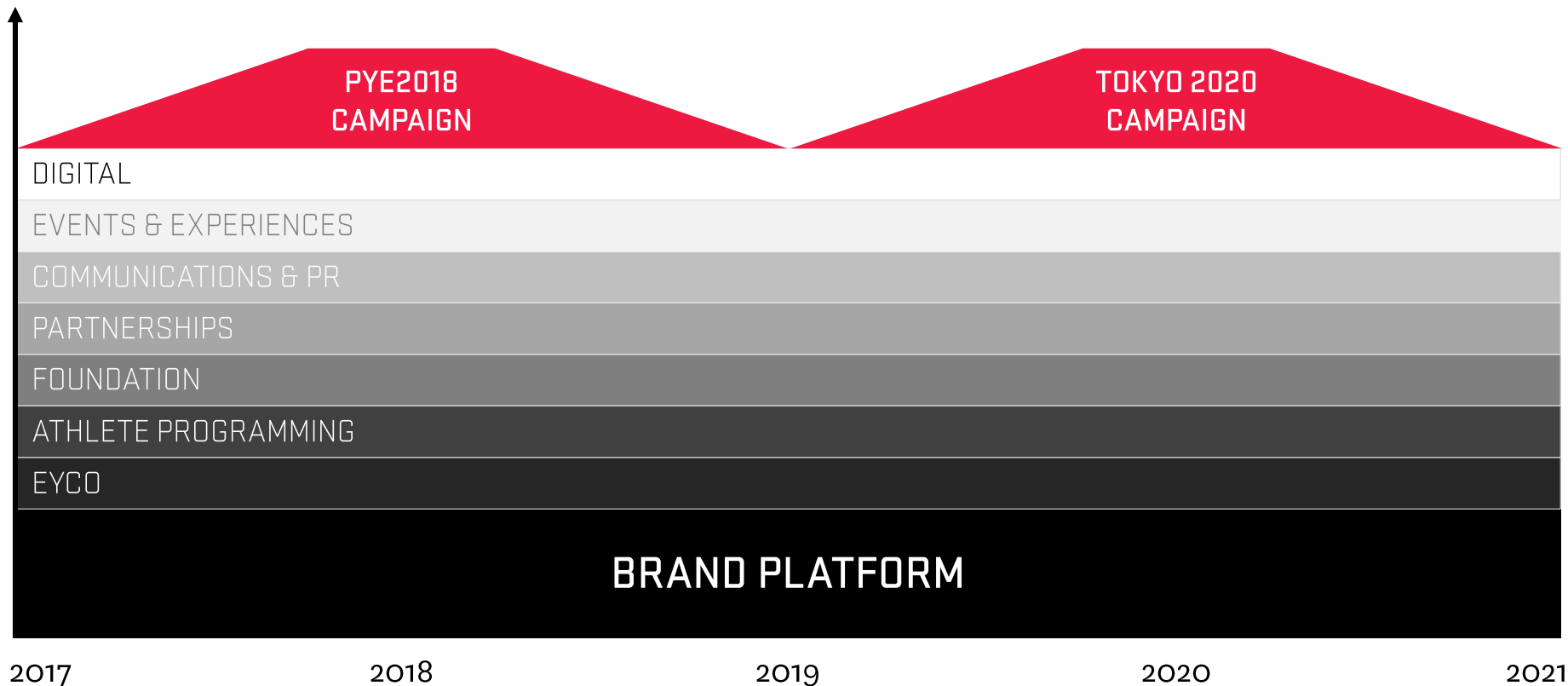
**INTEGRATE
STAKEHOLDERS**

FROM



TO:

ESTABLISH A BRAND PLATFORM THAT SERVES AS THE FOUNDATION
FOR ALL MARKETING ACTIVITIES - BEFORE, DURING AND AFTER THE
GAMES





ATHLETE
INSIGHT

A QUIET YET FIERCE CONFIDENCE



EXPERIENCES



CANADA OLYMPIC HOUSE

GANGNEUNG OLYMPIC PARK



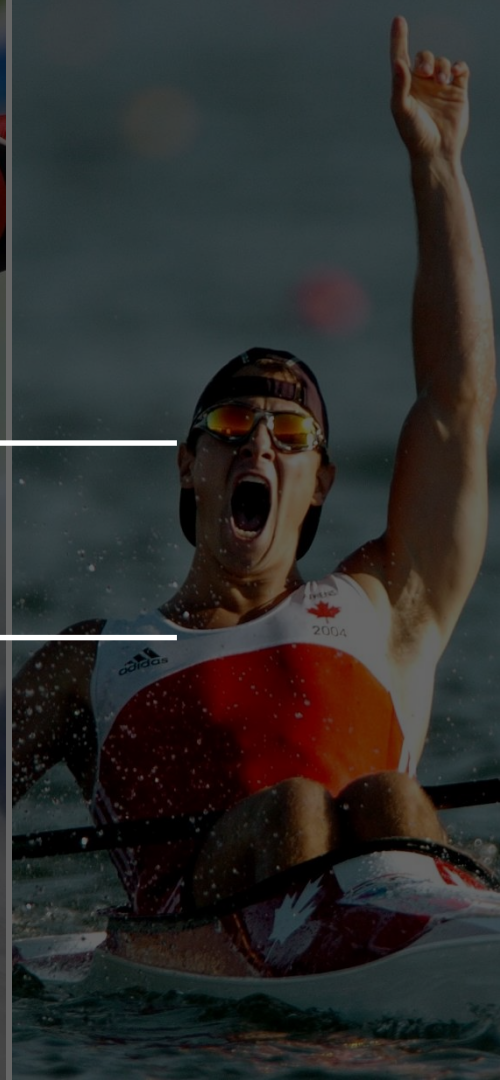
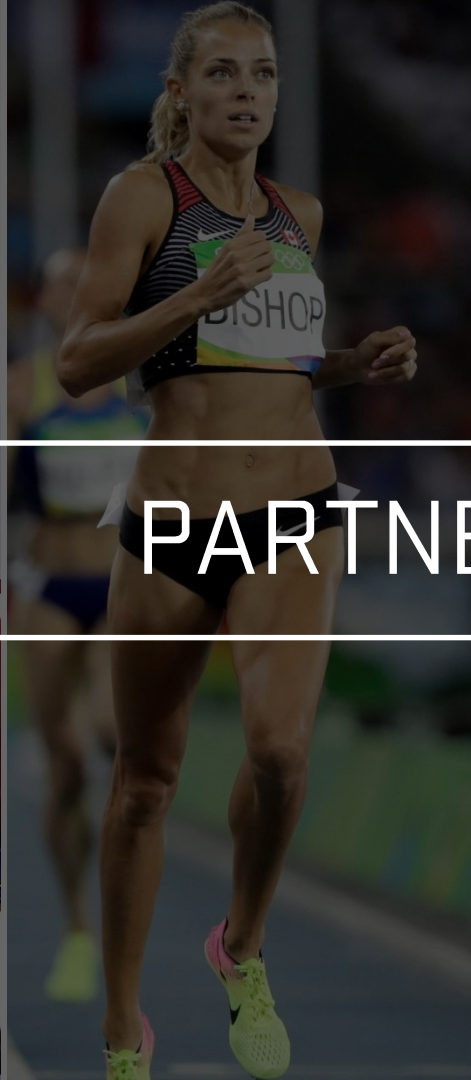
A large sculpture of the Olympic rings stands in a snowy mountain landscape. The rings are blue, yellow, black, green, and red, and are mounted on tall, dark poles. The background features snow-covered mountains and evergreen trees under a cloudy sky. In the foreground, there is a wooden fence and a small sign with the Olympic rings logo. The word "COMMUNICATIONS" is overlaid in white capital letters, centered between two horizontal white lines.

COMMUNICATIONS



CHEF ANNOUNCEMENT





PARTNERSHIPS

PREMIER NATIONAL PARTNERS



OFFICIAL SUPPORTERS



OFFICIAL SUPPLIERS



MEDIA PARTNERS



WORLDWIDE OLYMPIC PARTNERS



PARTNERSHIP ANNOUNCEMENTS



A person's hands are holding a smartphone, displaying a photo of a group of people. The background is a blurred stadium at night, filled with spectators and illuminated by bright lights. The text "TEAM CANADA DIGITAL" is overlaid in white, centered, and framed by two horizontal white lines.

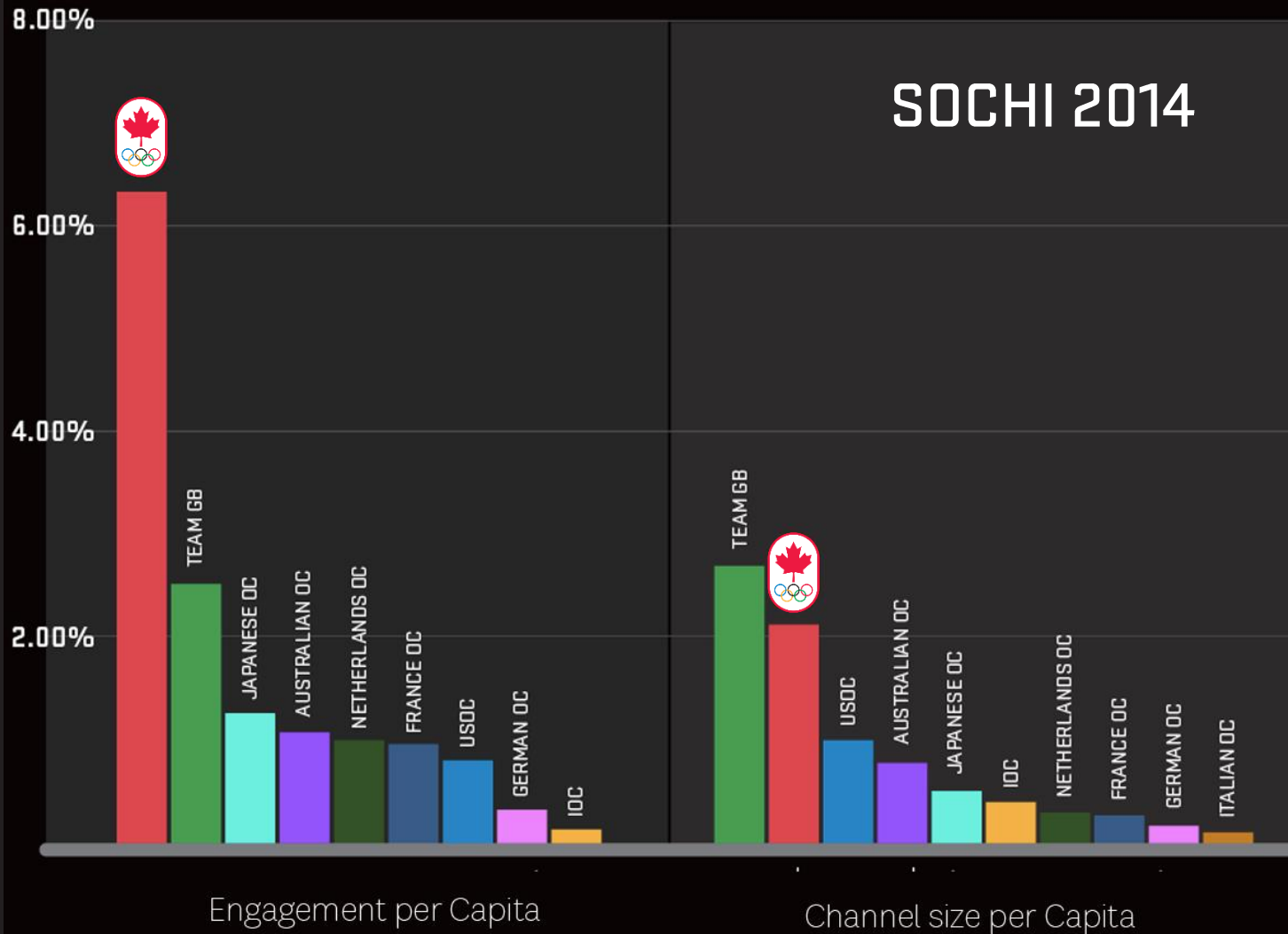
TEAM CANADA DIGITAL

DIGITAL GROWTH ↑

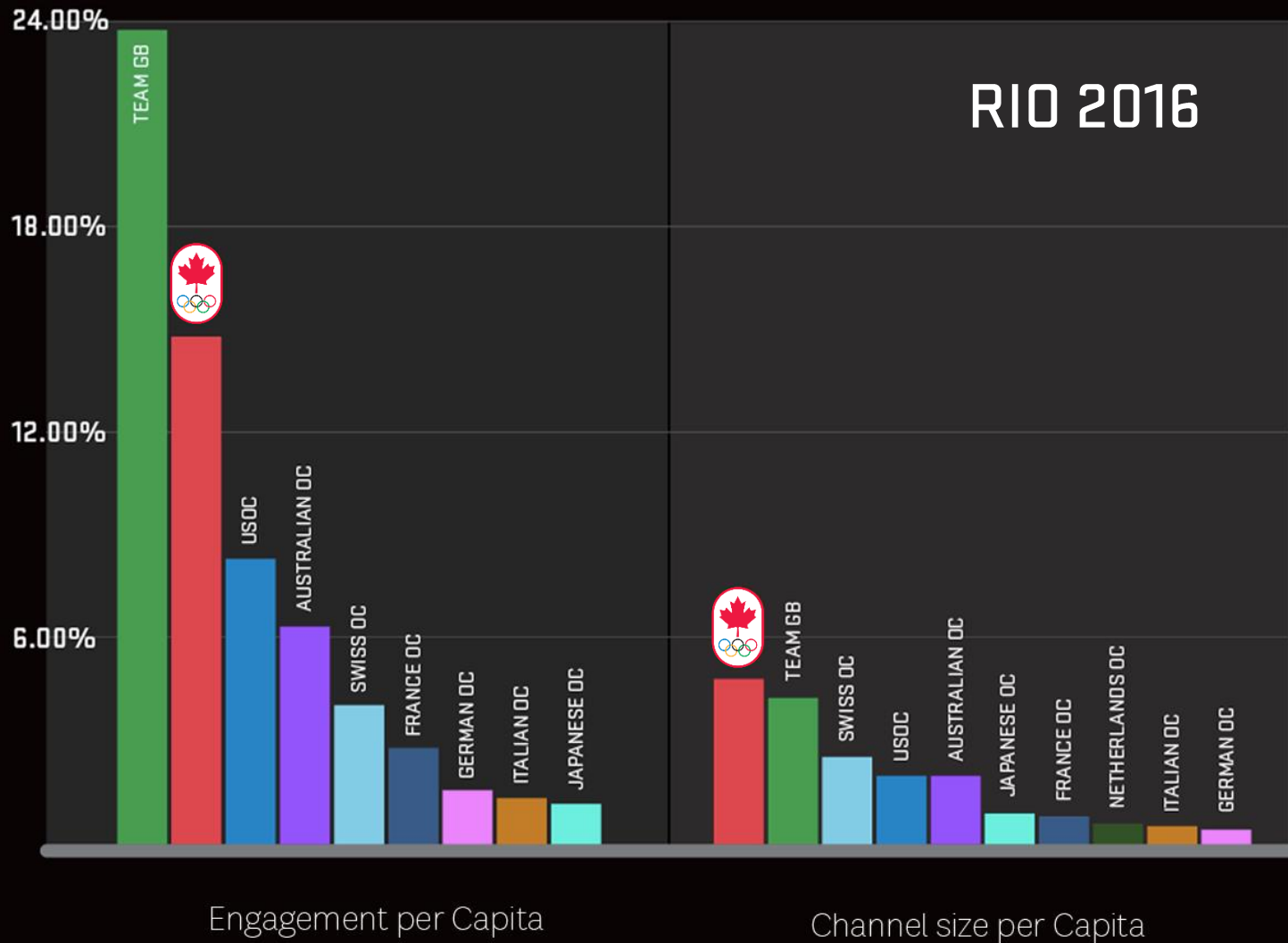
	2012	2017
	188,000	913,000
	30,000	692,000
	N/A	170,000

CANADIAN OLYMPIC TEAM
CHANNELS GREW BY 500%

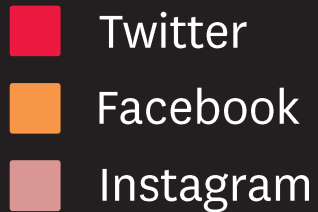
PUNCHING
ABOVE
OUR
WEIGHT



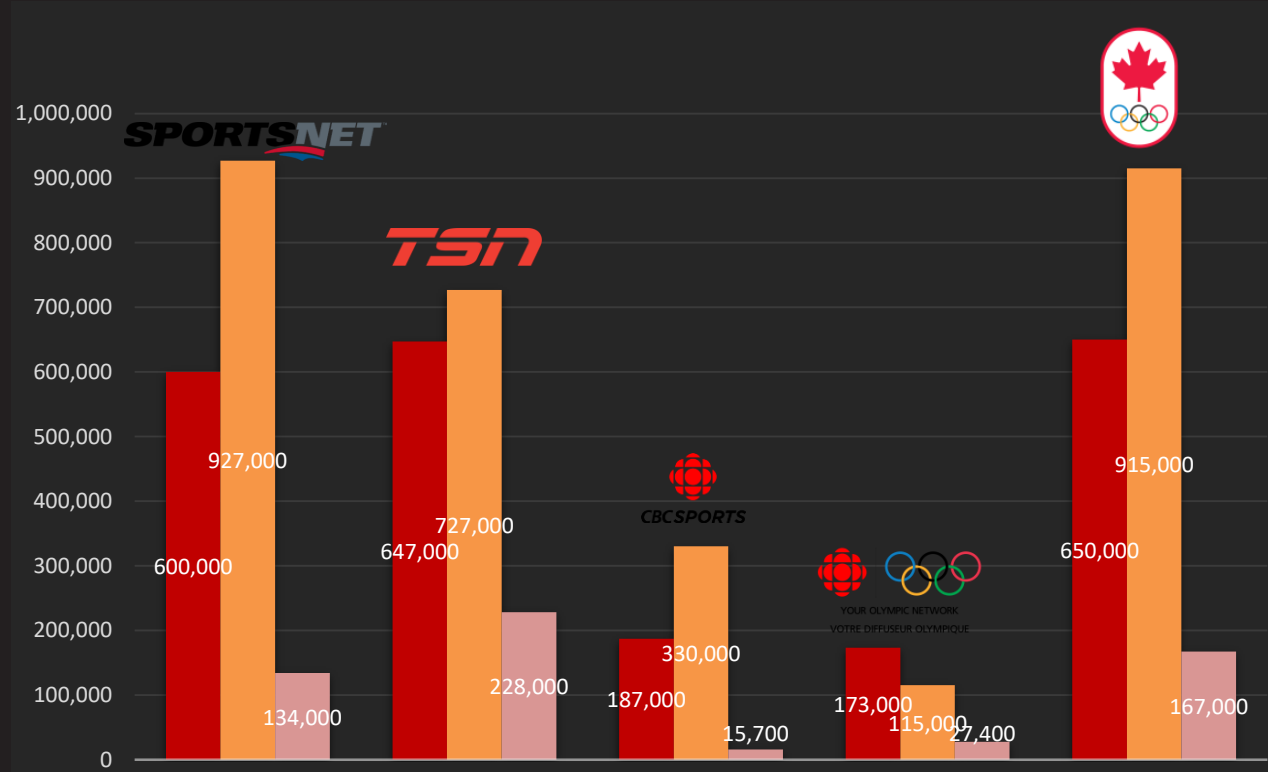
PUNCHING
ABOVE
OUR
WEIGHT



TEAM CANADA VS. MEDIA PROPERTIES IN CANADA



RIO 2016



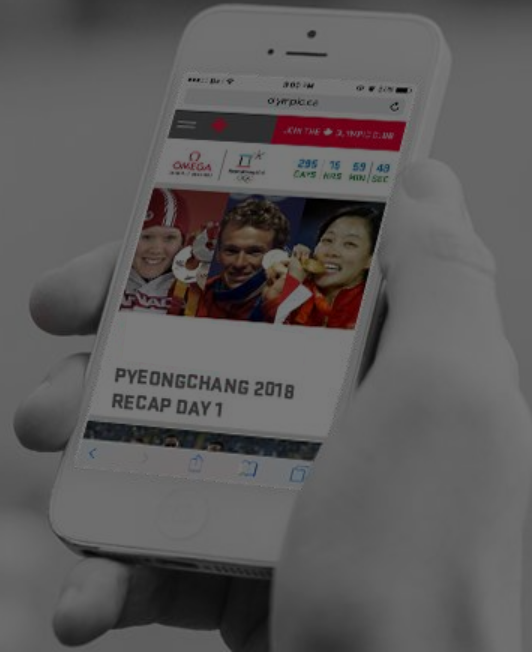
A person is shown from the chest up, wearing a black long-sleeved shirt. They are wearing a red and white knit beanie with the word "CANADA" in white letters on a red band. Below the band is a grey and white patterned section with a small red and white Olympic logo. They are also wearing red and white knit mittens with a large white maple leaf on the red part. The person is holding a tablet in front of their chest. The tablet screen displays the website of the "OLYMPIC CLUB". The website has a dark background with a red maple leaf logo and the text "OLYMPIC CLUB" in white. Below the logo, there is a blue button that says "Log in with Facebook". The text "BRANDED CONTENT" is overlaid in large white capital letters across the center of the image, between two horizontal white lines.

BRANDED CONTENT

DAILY PYEONGCHANG RECAP SERIES

MORNING MOMENTS

Brand recognition
Posted early morning
Hosted by an athlete
Product placement



AND WE ARE NOT
SATISFIED



LOOKING AHEAD



INNOVATE RELENTLESSLY



360° VR



TIMELINE OF OUR KEY MOMENTS

JUNE

3-4 Media Summit

19 CBEC / Presentation to council

23 Olympic Day

JULY

1 Canada 150



AUGUST

HBC Red Mitten Launch TBC

SEPTEMBER

HBC Kit Launch TBC

Hockey Jersey Launch

PYE Team Announcements

Partner Hosting Experience

OCTOBER

PYE Team Announcements

Deloitte Live Like a Champ

NOVEMBER

1-100 Days to PYE Campaign

PYE Team Announcements

HOF

DECEMBER

COH Announcement

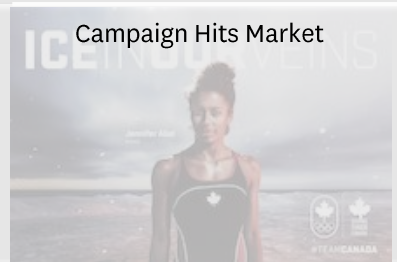
PYE Team Announcements

Olympic Experience

Team Send Off

JANUARY

Campaign Hits Market



FUTURE





EN / FR MENU

2016: ANNUAL REPORT

CANADIAN OLYMPIC COMMITTEE

