
Brand Olympics

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The Headlines

McDonald's had the largest Twitter following of all the Olympic sponsors, but was the least successful brand in our study. There was a consistent, negative conversation during the games and the company made little effort to counter it by

promoting its positive contributions to the event.

For Adidas, too, it wasn't all fair sailing, but its team worked at it. The brand faced extensive negative feedback due to its severance pay to Indonesian workers. At the start of the Olympic period, Adidas was at the lower end of the rankings, but the brand successfully used its #stagetaken campaign to redirect the conversation and positively change the nature of the discourse.

When successfully managed, such conversation can be very positive. General Electric was the top-performing sponsor as a result of direct conversations with fans attending the Games.

Similarly, P&G ran a very successful digital campaign with an inspiring and emotive piece of content entitled "the hardest job is the best job". Research showed the advertisement to be the most shared piece of sponsor content across all digital channels.

British Airways was another successful sponsor, fuelling patriotism for the Games and Team GB. It used the hashtag #homeadvantage, and supported it with a widely-hailed TV advertising campaign and integrated digital initiatives.

Six Key Ways to Succeed with Digital Activation

1. Talk to your consumers
2. Distribute effective content
3. Be passionate
4. Create great experiences
5. Remain relevant
6. React to negativity

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