

WINTER OLYMPICS 2018



INSIGHT

- The 2018 Winter Olympics is a major international multi sport event taking place from 9th – 25th February in PyeongChang County, South Korea.
- This follows on from a very successful Sochi 2014 that saw an audience of 2.1bn people worldwide and record global engagement through mobile platforms and social media.
- Partners include Coca Cola, Alibaba Group, Atos, Bridgestone, Dow, GE, Intel, Omega, Panasonic, P&G, Samsung, Toyota and Visa.
- The BBC will continue coverage on it's television, radio and online platforms under a deal with Discovery Network who own Eurosport.
- Whilst TV is still dominant globally with viewing figures +13% since Vancouver 2010 - Online increased by +135%

RATIONALE

- A superb opportunity to reach a brand's audience around one of the key sporting events of 2018.
- A national, mobile audience spending money on the move, particularly around city centres, supermarkets, on their commute and in social environments.
- Perfect opportunity for travel clients targeting winter destinations – online search relating to skiing +26% / holidays +36% in January. Price promotions or live weather/ ski conditions from various destinations.
- Flexibility and contextual DOOH to run in line with social media, live feeds, commentary or results. Live events will take place overnight UK time so opportunity to target the AM commute for results and highlights.