

b-focused

rings-focused sport-focused rights-focused project-focused

A sports marketing agency with integrity, credibility, reputation and experience

Jak Wykorzystać Potencjał Wydarzeń Sportowych Dla Miast i Kraju

Marzena Bogdanowicz

Contents

- Kim Jestem
- b-focused
- Dlaczego sport?
- Przykłady & Case Studies
- Wykorzystanie Okazji
- Future Opportunities dla Polski
- Summary



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Kim jestem?



- Polka urodzona w Londynie
- 10 lat Dyrektor Marketyngu – Komitet Olimpijski Wielkiej Brytanii
- Arhitekt marki “Team GB” reprezentacyjny ekipy Olimpijskiej Wielkiej Brytanii (BOA)
- Strategie i plany marketingowe Olimpijskie w Wielkiej Brytanii.
- Programy Olimpijskie sponsorow Coca Cola, Heineken, McDonalds’ ...itd.
- Managing Director – b-focused ltd

b-focused

- **b-focused to agencja marketingu sportowego z siedzibą w Wielkiej Brytanii**
- **Specjalizujemy się w marketingu sportowym**
- **Jesteśmy ekspertami w dziedzinie sportu i ruchu Olimpijskiego**
- **Partnerując organizacjom w całej Europie**
- **Dostarczamy rozwiązania pomagające we wdrażaniu strategii biznesowych bądź określone wsparcie marketingowe, w zależności od potrzeb klientów.**



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Czym się zajmujemy



Z kim lubimy pracować

| | | | |
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Nasze projekty....



**THE OLYMPIC
TORCH RELAY**

LONDON • JUNE 26



**PARADE of the HEROES
ATHENS 2004**



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Dlaczego Sport?



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Dlaczego Sport?

- Universal – Age, Gender, Religion, Race
- Local
- National
- International
- Brand visibility
- Dynamic Brand image
- Emotional
- Media
- Health



Benefits of Sporting Events

- Tourism
- Local Business
- New Business Partnerships
- Perception of local region/city/area
- Local infrastructure
- Employees/Skills Transfer
- Quality
- Legacy - Future



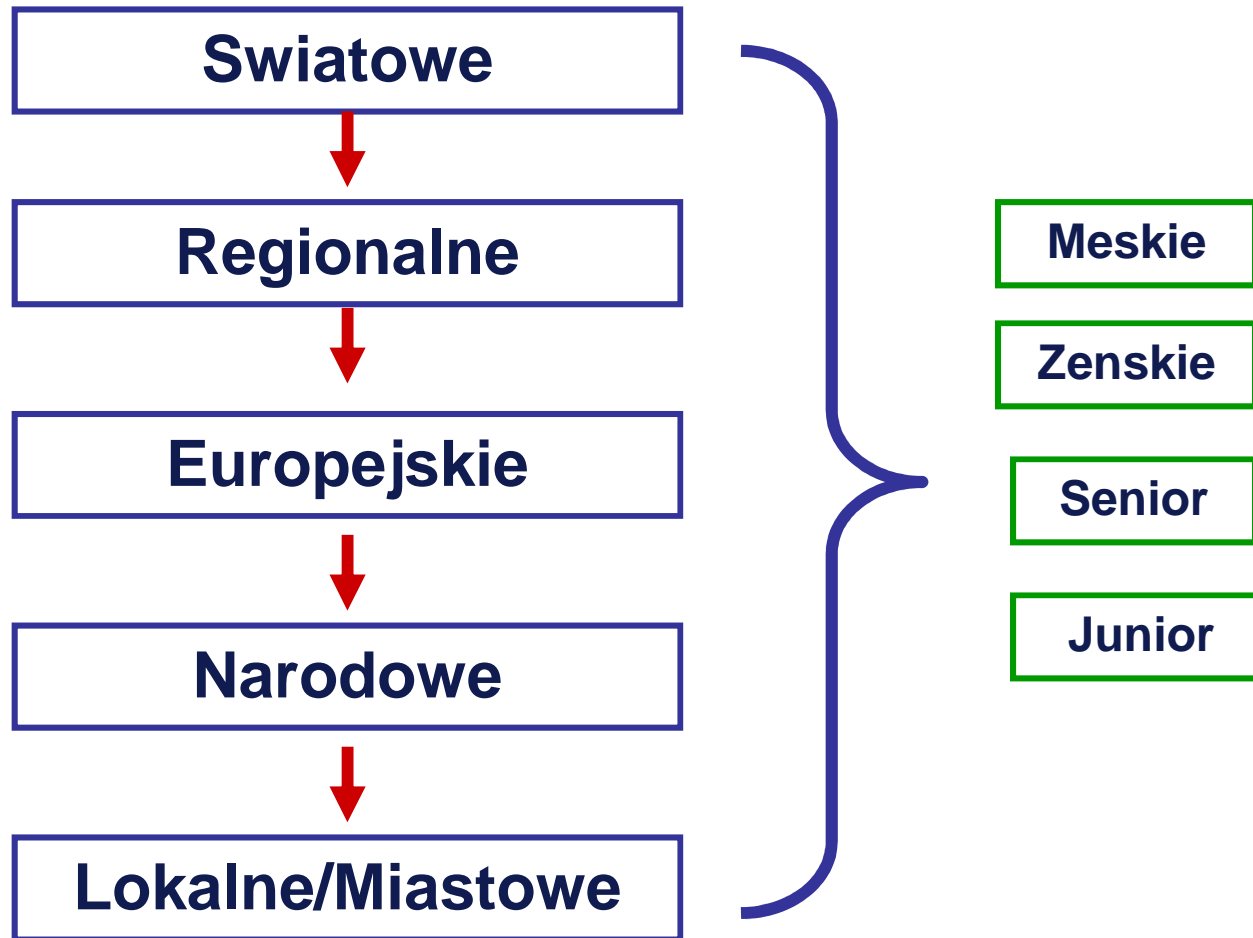
“Holding the 2012 Games on home soil is a once in a lifetime opportunity for British tourism – the biggest visitor event in UK history. Our job now is to ensure that the whole country benefits in the run up to, and long beyond The Games.”

***Tony Blair
Prime Minister 2005***



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Types of Sporting Events



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Przykłady & Case Studies



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Przykłady

- **Barcelona 1992 – Olympic Games**
Double number of international visitors (next decade)
16th to 3rd – short break destination
- **Atlanta 1996- Olympic Games**
Added US\$1.5billion to Georgia economy
Generated US\$1.5billion – out of state visitors
- **Athens 2004 – Olympic Games**
Visitor numbers up by 11% in 2005
- **Germany 2006 – World Cup**
3.5million additional bed nights (Jan-July 2006)
Nationwide Service & Friendliness Campaign



Case Study – Australia & Sydney 2000

To maximise the tourism opportunities presented by Sydney staging the 2000 Olympic Games.



Objectives

- To maximise promotion of Australia through media
- To promote image through partnerships with Olympic organisations and partners
- To increase high yield markets: meetings, incentives, conventions
- To create trade-marketing programme for tourism industry to capitalise Games' opportunities

Case Study – Australia & Sydney 2000

Strategy

- Formulate a strategy early
- Establish a specialist unit
- Educate internally
- Coordinated approach -obtain support of local tourism industry
- Obtain support of Organising Committee
- Obtain Government policy support and funding
- Establish relationships with Olympic Family (IOC, NOC, sponsors, media etc.)



Case Study – Australia & Sydney 2000

Key Points

- **Focus beyond the event**
 - Pre, During, Post
- **Realistic plans**
- **Leadership and coordination**
- **Cooperation & Partnerships**



Case Study – Australia & Sydney 2000

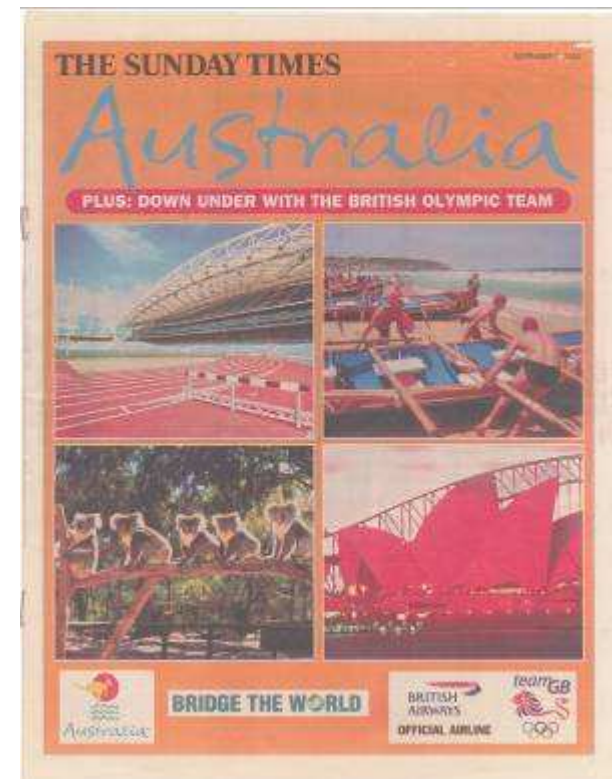
Activities

- **Media Strategy**
- **Joint Advertising**
- **Direct Marketing**
- **Research**
- **Partnerships – worldwide**



Case Study – Australia & Sydney 2000

- Partnership with Olympic Sponsors
- Sponsor workshops with British Olympic Association
- ATC recommended ideas/opportunities
- ATC provided assets – imagery etc.
- Media partnerships:-
 - British Airways & Sunday Times and Bridge the World
 - Special pull-out feature including a guide to the Games and destination information
 - Direct response mechanism for further information and holiday bookings



Case Study – Australia & Sydney 2000

Results

- **Most significant beneficial event in the history of Australian inbound tourism**
- **An additional 1.6million visitors spending US\$3.5billion**
- **Accelerated development of Brand Australia by 10 years**
- **Media relations and publicity programmes generating US\$2.1billion**
- **Olympic sponsors spending US\$170 million promoting Australia**
- **700% increase in traffic to www.australia.com**
- **Post Games tactical campaigns – generating significant business**

Case Study – Australia & Sydney 2000

Lasting Results

- The world's view of Australia has changed forever
- Visitor numbers will increase significantly injecting billions into economy
- New opportunities for ATC in business, government and media
- Tremendous national pride for Australia
- *Now a role model for other countries and sporting events*



Case Study – Manchester Commonwealth Games 2002

Results

- Previous bids – National Cycling Center, MEN Arena, Art Gallery
- Tourism spending £29million during Games
- 2.5million visitors to www.englandnorthwest.com in following year
- Manchester Airport – 7.5% growth in 2003
- 30 million people consider Manchester as tourism or business destination
- World Class Sporting Facilities



Case Study – Manchester Commonwealth Games 2002

Continued Legacy

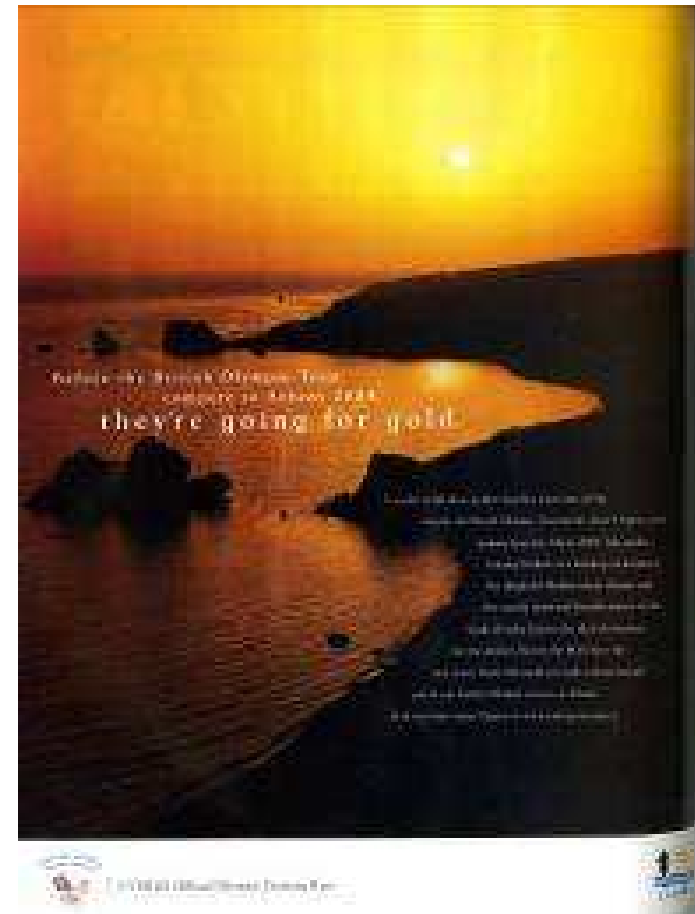
- 2008 – host to 6 international events
- Increased tourism growth continues
- Became 3rd most popular UK destination (from 4th) after London and Edinburgh
- 2002-05 Tourism added further £350million a year
- Now worth £4billion annually
- Sporting results



Case Study – Cyprus & Athens 2004

Cyprus Preparation Camp for Team GB 2004

- Partnership with Team GB
- Olympic promotions in UK during 2004
- Leverage Athens 2004
- Link to British Team
- Media coverage
- Additional tourism



Case Study – Visit Britain & London 2012

Objectives

- Engage all UK tourism businesses
- Improve international perceptions of Britain
- Deliver a first-class welcome for all visitors
- Improve the skills of the workforce



Case Study – Visit Britain & London 2012

Objectives

- Drive up quality in accommodation
- Maximise the opportunities for increasing business visits and events
- Spread the benefits across UK
- Improve sustainability



Case Study – Visit Britain & London 2012

Strategy

- Plan developed 2007 – 2012
- Olympic Unit
- Marketing & Branding
- International Programme
- Stakeholder Involvement
- Proactive

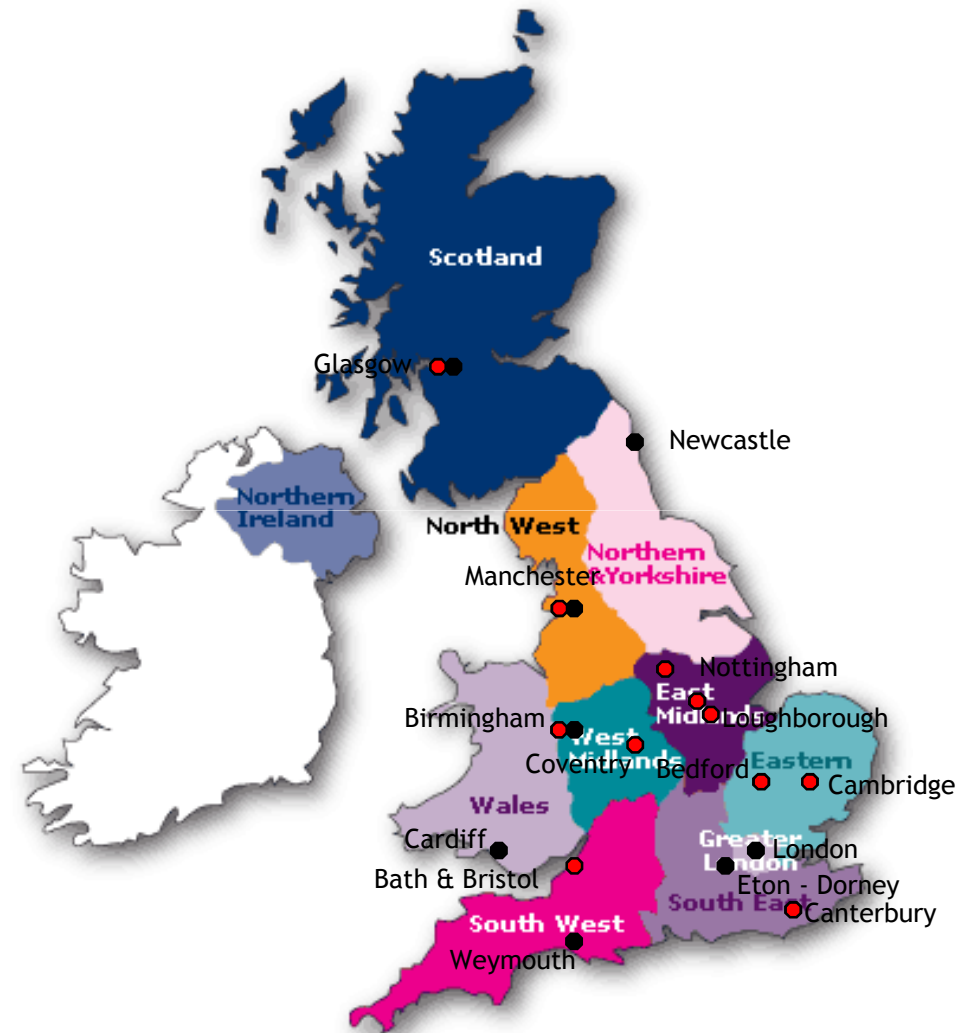


The Geography of London 2012

- 12 Nations & Regions
- Football Competition
- Preparation Camps
- Live Sites

Key

- Olympic venues
- Likely training camps - to be confirmed in 2009



More than Sport

The Cultural Olympiad

- The Cultural Olympiad will include major international festivals:-
 - World Shakespeare Festival
 - National Singing Day
 - Live Sites
 - Film Nation
 - OPEN weekend – annually – July
 - etc..



Jak Wykorzystać Okazje i Możliwości



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Pytania

- Co chcemy osiągnąć przez promocję miejsca przez sport?
- Jakie mamy możliwości?
- Do kogo powinniśmy kierować nasze działania?
- Jak stworzyć interesujący pomysł na promocję przez sport?



Wygramy jeśli obierzemy odpowiednią dla nas strategię

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Considerations

- Resource team for delivery of event
- Resource team for delivery of Marketing Programme
- Budget to exploit the city/region
- Partnerships with event organisers
- Partnership with sports teams/individuals
- Partnerships with ticket/hospitality agencies
- Think beyond sport



Jak Wykorzystać Okazje i Możliwości

Możliwości

- Imprezy sportowe
- Sportowcy – Polacy/Zagranicy
- Kluby sportowe – Polacy/Zagranicy
- Infrastruktura sportowa
- Existing or future?

Każda możliwość ma swoje wady i zalety

Jak Wykorzystac Okazje i Mozliwosci

Do Kogo Adresowac Dzialania

- 3 Grupy docelowych
 - biznes i inwestorzy
 - turyści i odwiedzający
 - mieszkańcy

Do wewnątrz – Na zewnątrz?

- a) - Miasto – turyści
- b) - Miasto - mieszkańcy



Jak Wykorzystać Okazje i Możliwości

1. Start Early
2. Agree Objectives
3. Determine audience
4. Plan Strategy
5. Implementation
 1. Pre
 2. During
 3. Post
6. Monitor Process & Track
7. Review

Przyszle Mozliwosci dla Polski



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Przyszle Mozliwosci dla Polski

- **Basketball – Euro-Championships 2009**
 - GB Qualifier 2012
- **World Beach Volleyball Championships**
- **Women’s European Volleyball Championships**
- **Rowing – Poznan 2009**
- **Euro 2012**
- **London 2012**



Seize the Opportunity



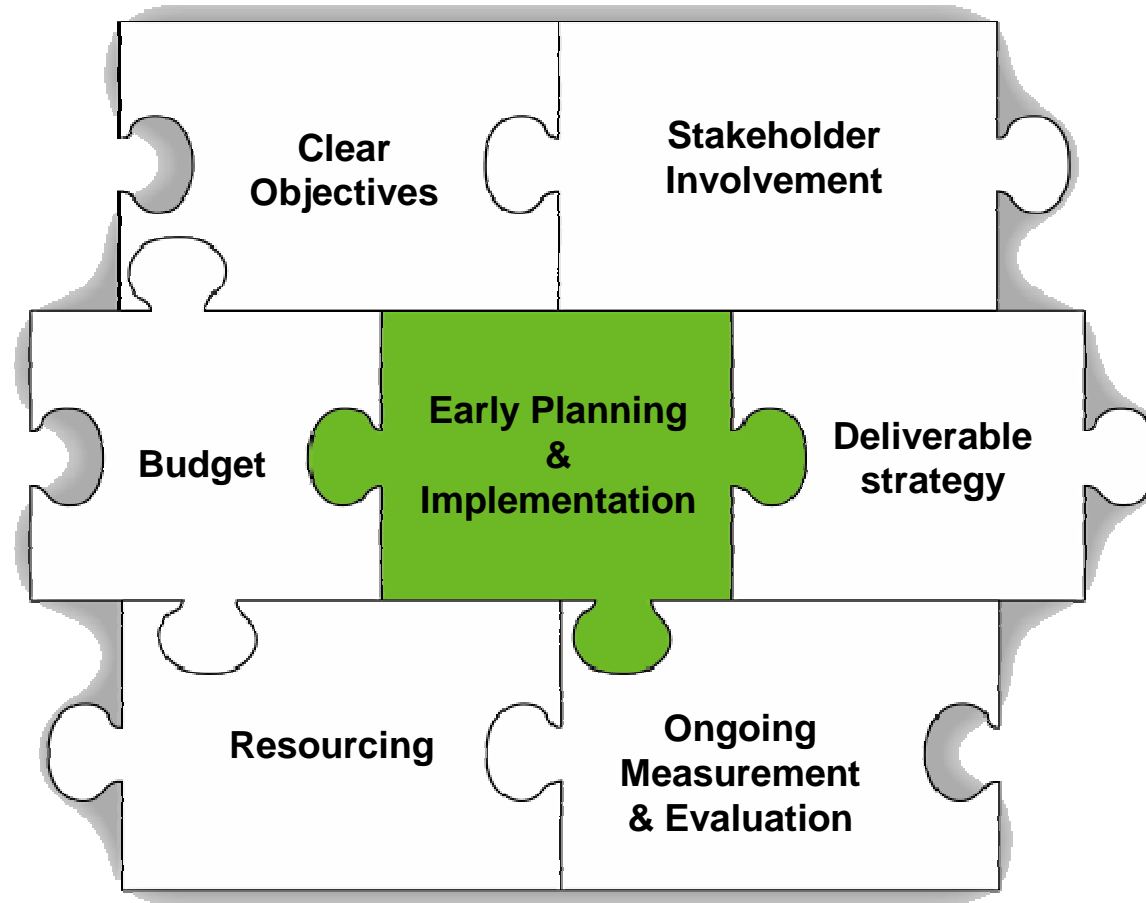
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Summary



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Summary



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Dziękuję za uwagę



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