THE OLYMPICS and the CULTURE of BRAZIL

How Brands can Leverage a Major Media Event with Cultural Understanding

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April 10, 2015
The Olympics is:

Amazing, Compelling, Sensational...
and also wonderfully

ODD
The Olympic Games are a symbol of many things
Peace
Hope
Inspiration
Pride
Brotherhood
Sisterhood
Unity
Determination
Human Potential
Human Frailty
But the Olympic games are also symbolic of...
Racial Injustice
Terrorism
Political Ego
Wasted Resources
Environmental Concerns
Corruption
Exploitation of the Land
My point is not to say the Olympics is bad or the Olympics is good.

My point is to say that...

I love the Olympics
The Olympic Games have had a significant and varied impact over an extended period of time on our human, social, economic and political narratives across the globe.

As do other large scale global events that attract media attention.
And in today’s social and digital media landscape, institutions have less and less of an ability to control or manipulate these narratives.
So what do we mean by narrative?

And why does this matter for brands?

How a brand sees the event determines how the brand relates to the event.

Events and circumstances that gives birth to the stories.
Brands cannot control the narratives.

But they can participate in them.

better yet, brands can contribute—and that may be one of the most powerful things a brand can do in today’s marketplace.
If Brands want to participate, they should possess a holistic consideration and understanding of the event as it exists and has existed in culture.
So is it worth it?
If you are the right brand who understands who they are and the narrative they want to participate in.
The event provides an opportunity for brands to say or offer something “New”

- Competitive Advantage

- High Stakes = Intense Emotions

- Ads are an accepted and invited part of the event experience

- Eager and captive ‘live’ audience
And today, major live broadcast events have special and coveted media properties that non-live, anytime, anywhere content does not posses....
Live Media is the Stage. Social Media is the Conversation.

Unique opportunity for brands to turn paid media into earned media via Social Media.

Unique opportunity for brands to demonstrate that they are “in touch” with culture.
LIVE is more than just the Event

Pre
Setting the stage

Brands offer value by “priming” the consumer with relevant content that maximizes the consumers’ enjoyment

During
Enhancing live participation

Brands provide content and experiences that complement and enhance enjoyment of the event.

Post
Interpreting the Event

Brands can celebrate and honor the event.
Is sponsorship the right choice?
Sponsorship Today = Higher Risk
Potential for Further Reach = Higher Reward
Sponsorship Today = Potential for Further Scrutiny

Newcomer establishes them as mainstream
People have Greater Awareness

People expect brands to have greater awareness too.

People hold brands more accountable for their choices today.
I’m @brazuca, match ball of the 2014 FIFA #WorldCup. Yes I’m a ball. Yes I’m tweeting. Join me on my journey! #ballin pic.twitter.com/KerKWgFdez
the end of the #worldcup, the end of an era, the end of this account. follow @adidasfootball for more!
Naturally Powering Everyone
“What a terrible thing to be 'proud' of...#visa #fail”
- @emilyrocks.

“What do #Visa add to the #Olympics? The inability for some to pay... #Fail.”
- @nick_pope

“Great Work Visa, Now I Hate You”
- blogger
Time to get real, Coke.
Coca-Cola in Sochi / Contradiction with their supposed values of inclusivity
Send your cheers to your favorite Sochi 2014 corporate sponsor or the International Olympic committee. They’ve all betrayed the ideals in Olympic charter. **How do you feel about that?**

40,980 #CHEERSTOSOCHI AND COUNTING

FIND A MEME  MAKE A MEME
#CheersToSochi?

i’m lovin’ it

#CheersToSochi

@declark44

CelebrateWithALite Hey, McDonald’s, you really Super-sized your anti-gay bigotry this time. Boycott Olympic sponsors!

2:58 PM - 7 Feb 2014

Dave.

@101flyboy

We’ll never forget your spinelessness @CocaCola @McDonalds @Visa @ProcterGamble @generalelectric. Have fun w/ your blood money #CheerstoSochi

2:58 PM - 5 Feb 2014
#CheersToSochi

sochi.ru

THANK THE SPONSORS OF THE HOMOPHOBIC OLYMPICS

- McDonald's
- Coca-Cola
- GE
- Dow
- P&G
- Panasonic
- Samsung
- Atos
- VISA
- Omega
Olympic Sponsors Were Warned About Sochi; Now McDonald's and Coca-Cola Are Having a PR Nightmare

Posted: 01/28/2014 12:06 pm


13,097 people recommend this. Be the first of your friends.
The Sunday Times says it has millions of emails showing how the World Cup venue was “bought”.

Sepp Blatter announcing Qatar’s successful bid.

The Telegraph

Fifa loses three key sponsors as Castrol, Continental and Johnson & Johnson sever ties with world governing body

Castrol, Continental and Johnson & Johnson all quit as pressure mounts on president
But what if sponsorship is clearly not an option for your brand?
Ambush Marketing
Less investment but stand-out creativity is essential
BEATS BY DR. DRE PRESENTS NEYMAR DA SILVA SANTOS. JR.
THE GAME BEFORE THE GAME
THEGAMEBEFORETHEGAME.COM
NR NOT RATED
DURING THE WORLD CUP, ARE YOU READY TO MISS A MATCH OF YOUR TEAM FOR A WHOPPER®?
YOUR TEAM

OR THE WHOPPER®
An Interesting Option:
The Anti Sponsor
#NewFIFANow

SKINS. | FIFA
OFFICIAL NON-SPONSOR
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<th>NON-SPONSOR</th>
<th>SPONSOR</th>
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<tr>
<td>PAY FIFA NOTHING</td>
<td>PAY FIFA OBSCENE AMOUNTS OF MONEY*</td>
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<td>MAKE FOOTBALL GREAT AGAIN</td>
<td>MAKE LOADS OF MONEY*</td>
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<td>SPEAK OUT ON ISSUES THAT AFFECT THE GAME</td>
<td>“SIT DOWN, SHUT UP”**</td>
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<tr>
<td>END CORRUPTION IN FOOTBALL</td>
<td>“WE SINCERELY BELIEVE THAT THERE’S NO CORRUPTION”**</td>
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O GIGANTE
NÃO ESTÁ MAIS ADORMECIDO.

KEEP WALKING, BRAZIL
Real Time Marketing

Responding to Conditions as they unfold
Brazil and Coca-Cola: Case Study
LET'S LOOK AT THE WORLD A LITTLE DIFFERENTLY
Ele viu o Brasil perder em 1950.

He saw Brazil lose in 1950.
What do all the successful examples have in common?
Each brand is contributing to culture.
Each brand is playing a recognizable role in culture.
Brand Roles in Culture

- inform a conversation
- provoke a conversation
- create a new way of doing or being
- create with us
- entertain us
- amplify a conversation
- challenge their own category conventions
- support a subculture
- challenge institutions
- address a cultural tension
- help "right" a "wrong"
- taking a stand based on values [not profit]
- help people adapt/adjust to new conditions
- challenge the status quo
- promote morals and values
- invite people to participate and express their values
- help people adapt and adjust to new conditions
- create with us
Brands are now, in part, taking on a function in culture that traditionally belonged to intellectuals and artists.
Purpose

Corporate Social Responsibility (CSR)

Shared Value
So what are the important perspectives for brands who want to leverage the 2016 Olympics?
Consumers are savvier...and more aware, both individually and collectively and will hold you accountable for choices that don’t make sense for your brand.

1. Consumers are savvier...and more aware, both individually and collectively and will hold you accountable for choices that don’t make sense for your brand.

Consumers = AUDIENCEs, FANS AND FOLLOWERS
2. A brand’s cultural understanding of the event, the audience and themselves is increasingly critical.

We live in a world of more aware consumers. All past deeds are on display.

People will hold you accountable for choices that don’t make sense for your brand [or just dismiss you all together].
3. A historical and cultural understanding of the event will become invaluable if you already have resources available for real time marking.
4. Know what narratives you want to be a part of and know what narratives you may become a part of.
5. Be familiar with today’s emerging global cultural values and how these value may affect what narratives people care most about.
6. Shift your Marketing Mindset from selling to contributing.
Preview:

Culture of Brazil Research
Playfulness

I TAKE DROPS OF JOY EVERYDAY.

DROPS OF JOY
Looking at this image makes me think of taking drops of joy every day. That's probably something I should do in my own life.
In the US we only value play as a means to learn.
In school we have to be reminded to be creative.
Happiness

TODA TRISTEZA TEM UMA DOSE DE ALEGRIA
I think happiness in America is very driven by competing and coming out on top, and looking better and feeling superior.
I’ve started to come to the understanding that happiness comes from within. Happiness doesn’t come after you acquire something. Happiness is a decision and it’s attainable at any moment.
“In the East Harlem school where I work, there’s the graffiti hall of fame with beautiful images and positive messages. It’s very motivating for the students.”
Intimate Social Ease
In Brazil, it’s the fabric of their lives — inviting people over to their homes, sharing meals. So when you go to a place where there are a lot of people you don't feel awkward. It's life. You share your life with people.
In America, we’re eager but we're not at ease, which is strange. I'm not sure why we're like that as a culture. Why don't we just chill out, calm down and take it easy?
That’s where people’s anxieties probably come from is the fact that they’re being judged constantly.
I think that here love is so focused on relationships with Match.com sites. But I feel like in South America, in Brazil, I think that love is so much more of a focus on family and community.
I think that here in America love is kind of taken for granted a little bit. I feel like it's so easily thrown away, or maybe it's hard to find.
Collective Problem Solving
I think it would be wonderful to have some community support that says, hey, let's acknowledge that this old lady goes around pushing a cart around collecting cans. Let's celebrate what she does. Let's give her a kiosk where we can bring cans to her.
We do have a lot of issues that probably could be mitigated if we came together as a collective.
The Street is the Destination
I miss my old neighborhood. I miss knowing my next door neighbor. I miss being able to talk to everyone on my block. Now I don't know these people.
It used to be that everyone would call each other and say I’ll be outside on the sidewalk or street, or you’d just look outside. Now play dates just complicate everything.
Mash-up Creativity
With our generation there’s almost more comfort in the mash-up. It’s just become so usual to see things mixed together that I feel more comfortable to be in a mash-up situation.
Thank You

follow me on twitter @tasha_space