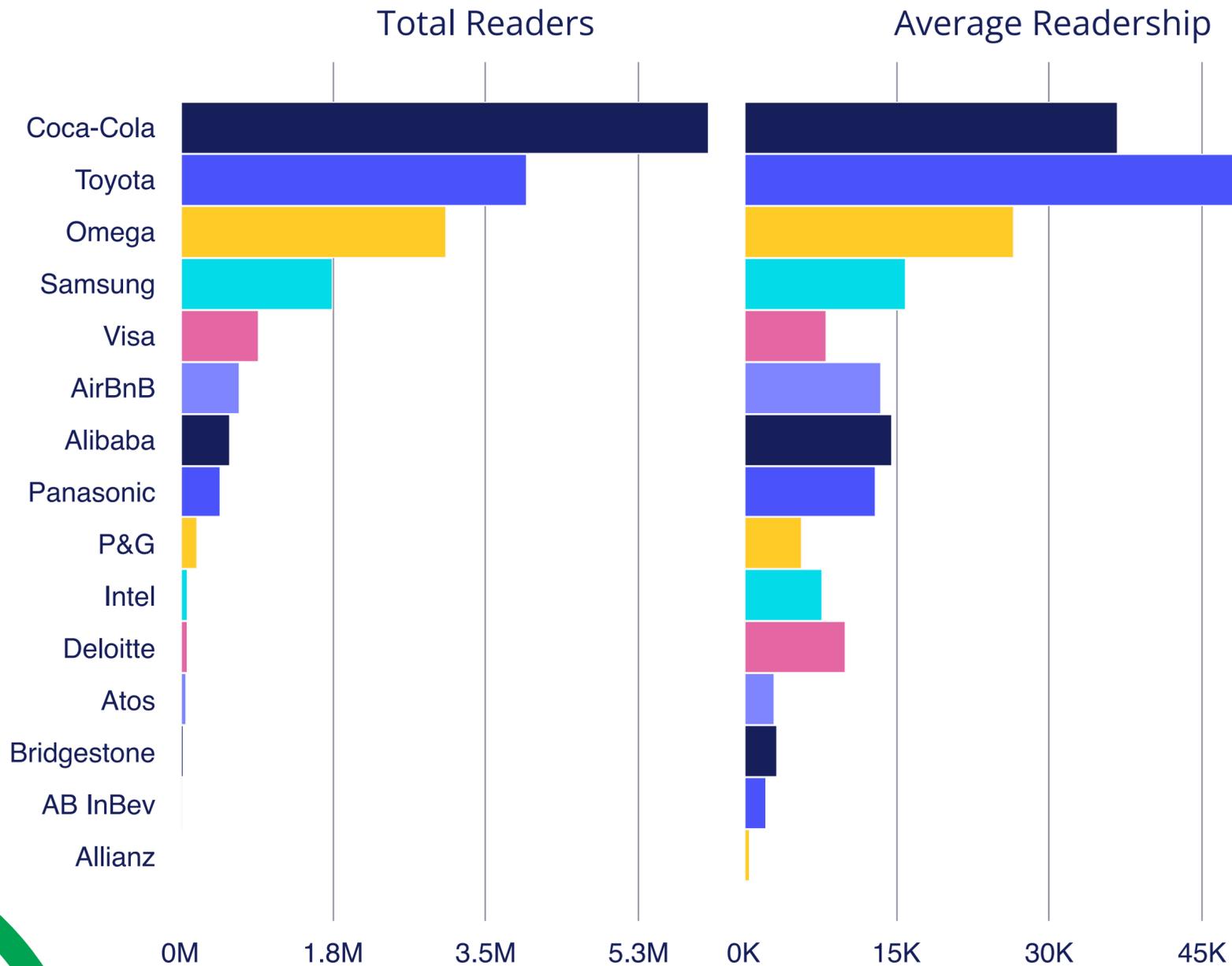


# 2024 Summer Olympics Brand Analysis

## How many people read about the Paris Summer Olympics?



# How many people read about Olympic Partners?



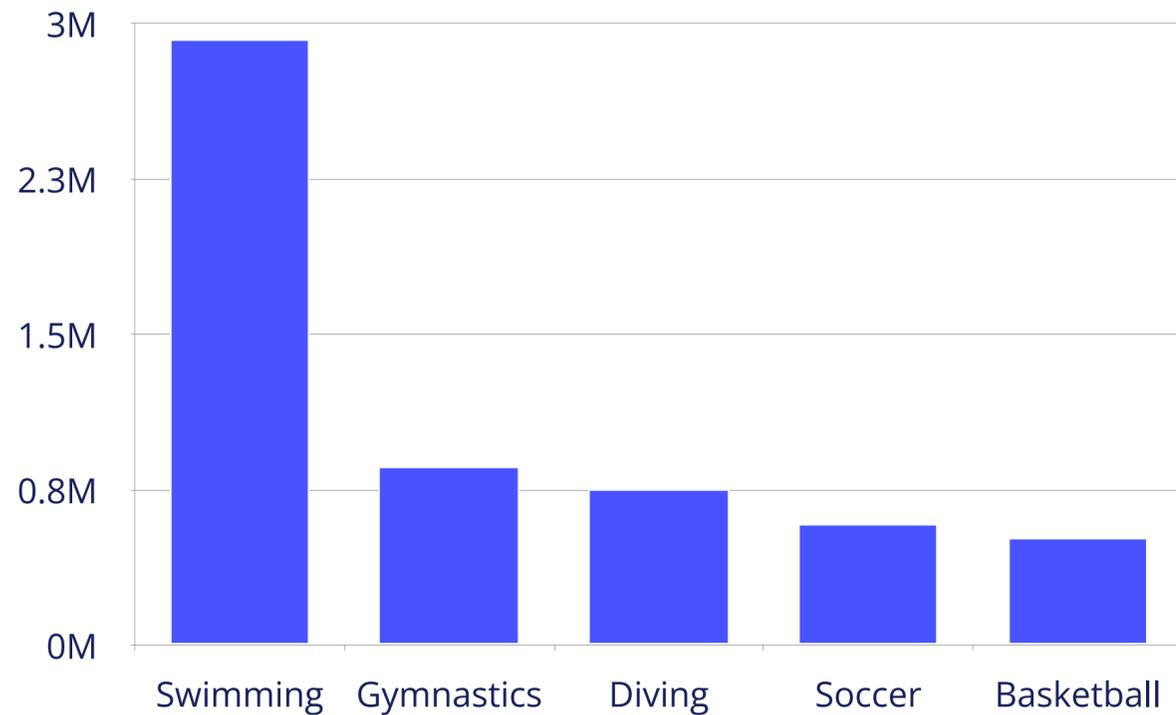
The two biggest winners of the Olympics were the two brands that invested the most in their sponsorships.

**Coca-Cola** was the leading official partner of the 2024 Olympic Games, with over 6 million readers. The company penned its current sponsorship deal for \$3 billion in 2020 to extend its Olympic partnership until at least 2032 (*Fortune*). High readership was fueled by Olympic swimmers drinking Coca-Cola to fight off bacteria after competing in the polluted Seine River. In addition, Coca-Cola teamed up with the International Olympic Committee (IOC) for the official Olympics song, 'Hello World,' featuring Ryan Tedder, Gwen Stefani, and Anderson .Paak.

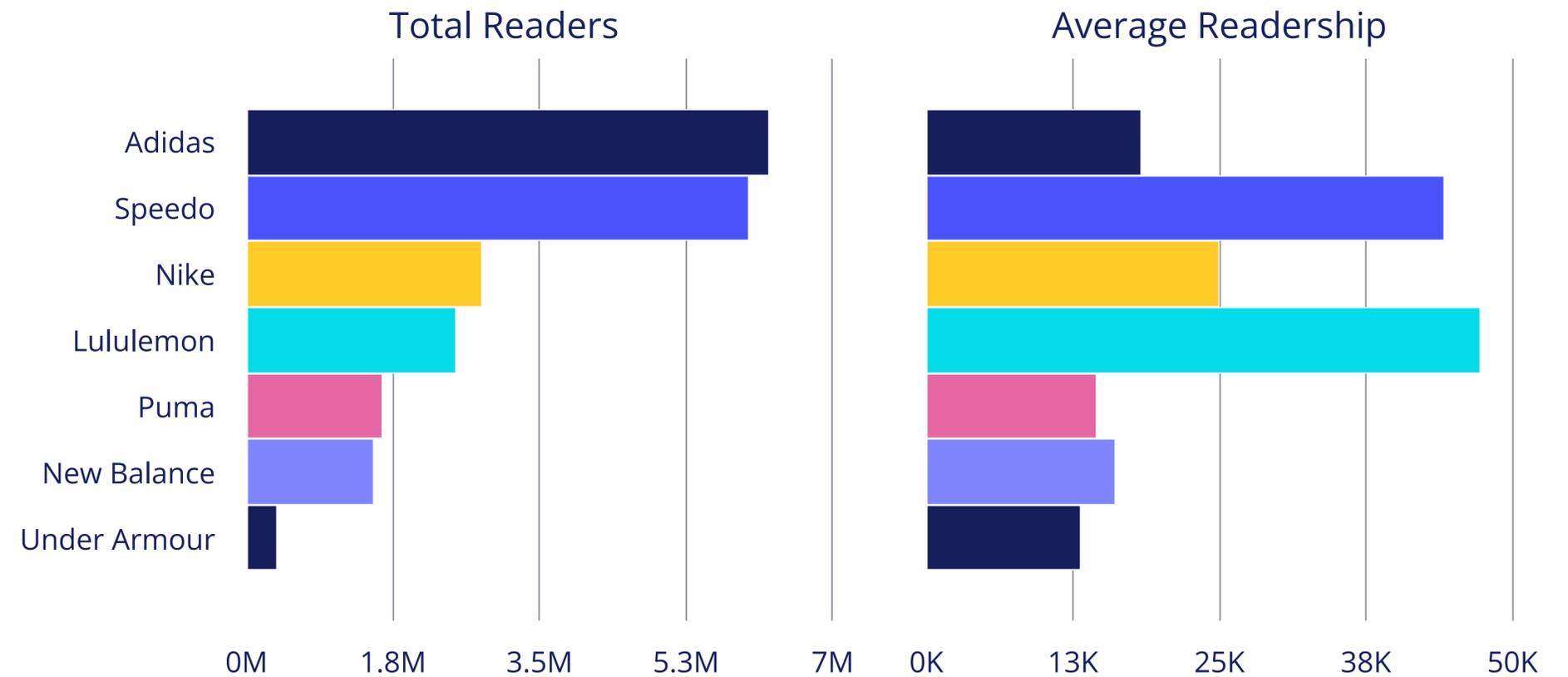
**Toyota** saw high readership on average around using 500 hydrogen-powered Toyota Mirai cars to ferry athletes around and show off the green credentials of the games. In addition, the brand was mentioned as an endorser of individual Olympic athletes including women's gymnast Suni Lee.

Toyota signed a deal with the IOC in 2015, which was rumored at the time to be worth \$835 million for eight years covering four Olympics, beginning with the 2018 Pyeongchang Winter Games and ending with Paris (*Forbes*).

## Which Olympic sport did people read about most?



## Athletic Brand Readership



**Adidas** and **Speedo** were the most successful athletic brands at the 2024 Paris Olympics, driving over 6M readers each.

Athletic brand readership peaked during the **opening ceremony** as team uniforms partnered with brands such as Team Canada by Lululemon and Team Jamaica by Puma.

Speedo saw high readership as a result of the **viral moment** with 'Bob The Cap Catcher', a seemingly regular guy in a Speedo who dived into the pool at the Paris Olympics swim competition and retrieved a competitor's swim caps.

# Key Takeaways

- **Front-loading news at the beginning of the Olympics works.** That's when brands were able to capture the most reader attention.
- **Creative activations win reader attention.** Coca-Cola's Olympic song and Toyota's hydrogen-powered athlete transport vehicles were some of the most-read sponsor stories of the Games.
- **Being a problem solver in a negative news cycle can help you come out on top.** Coca-Cola was able to insert itself in a negative news cycle when news surfaced that athletes were drinking Coke to combat bacteria exposure from the polluted Seine River. It ultimately turned one of the biggest negative stories from the Olympics into a positive for the brand.
- **Swimming was the biggest winner for the Paris Olympics, mostly because of Bob the Cap Catcher.** The viral moment earned the sport 3x more readers than gymnastics.

## Methodology & Data

For this report, Memo analyzed article readership (unique visitors to an article) for over 20,000 articles covering the 2024 Paris Summer Olympics and its sponsors across hundreds of U.S. national, business, lifestyle, and trade outlets from July 26 - August 11, 2024.

# Accurate data leads to better decisions.

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