



ROAD TO PARIS 2024

IMPACT REPORT



January 2024 – September 2024





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Arena Global	X	On	X
Asics	X	Puma	X
Descente Japan	X	Shimano	X
Li-Ning	X	Speedo	X
Mizuno	X	Under Armour	X
New Balance	X	UNIQLO	X
Nike	X	Yonex	X





INTRO





My aspiration is that this project becomes the standard for future games, giving athletes the exposure to new audiences they deserve.

As the curtain came down on Paris 2024, it made me very proud to know that the stories of athletes that had impressed me so much across the breadth of the Olympic Games had reached the public like never before thanks to the Road to Paris pilot.

This project was borne out of a mutual desire by both the Sporting Goods Industry and the IOC to find a way to support athlete' careers and well-being, on and off the field of play, and promote sport in society.

For almost 20 years, it has been the ambition of the WFSGI and it's members to find an innovative solution to amplify the voice of the athletes while also continuing to promote investment in the Olympic Movement.

To see the Road to Paris pilot project finally come to life was an historic first for the industry and ensured that Olympic and Paralympic athletes, National Olympic and Paralympic Committees, brands, the IOC, the International Paralympic Committee and the WFSGI all benefitted from increased exposure and identifying new ways of collaborating.

There were a lot of learnings along the road but it's been a privilege to help all stakeholders take that first step together, in what we hope will be a long and fruitful collaboration in this space.

As Chair of the WFSGI, my aspiration is that this project becomes the standard for future games, giving athletes the exposure to new audiences they deserve thanks to our member brands and helping the IOC to achieve its ambition to bring the Olympic Games to new communities.

Andy Rubin
WFSGI Chairman of the Board
Deputy Chairman of Pentland Group Ltd

We are proud to do our part to help inspire and engage the next generation through our Road to Paris brands and the wider sporting goods industry.

As CEO of the WFSGI, and previously leader of this project, my last 6 years have been given over to the negotiation and ultimately implementation of Road to Paris through to its completion.

Why did we work so hard to get this pilot project up and running and ensure our members had the chance to tell amazing athlete stories to new audiences?

Because I truly believe that the world needs sports more than ever before. The next generation are not like those that have gone before. They are digital natives who unfortunately are the least active in history. But they are our future fans, sport participants, and consumers.

The growing physical inactivity crisis among adolescents and how they will engage with sport is an issue that is bigger than one company, one industry, and even the Olympic Movement. We need to work together if we are to make meaningful change. Sport only has the power to transform lives if there are people willing to play it and watch it.

Therefore, we are proud to do our part to help inspire and engage the next generation through our Road to Paris brands and the wider sporting goods industry. We hope that you find the project and its results as exciting and engaging as we do and we look forward to extending this project in the future, for the ultimate benefit of the athletes, the brands, the NOCs/NPCs and the Olympic and Paralympic Movements.



Emma Zwiebler
WFSGI CEO



EXECUTIVE SUMMARY EXECUTIVE SUMMARY EXECUTIVE SUMMARY

This report outlines the key findings of the Road to Paris 2024 Pilot Project, both collectively for all brands in the [Overview](#) Section, and as well individually in the [Brand Profile](#) sections.

The “Road to Paris 2024” Pilot Project celebrated and raised athletes and NOC/NPC teams’ profiles and stories on a global level in a way not previously seen in the digital era, both before, during and after the Paris 2024 Olympic & Paralympic Games.

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While this report is primarily focused on Olympic stakeholders, Paralympic athletes and NPC teams have also been included where possible. Owing to the later signing of the extension with IPC, the data on Paralympic athletes and NPC teams is less consistent and therefore reported in aggregate with the Olympic results. Most references to Olympic in this report can also be assumed as applying as well to Paralympic. The WFSGI would hope to have more specific data to report in the future with more advance planning.

Eligible global sports brands supported sponsored athletes and NOC/NPC teams to narrate their journey to the Games, to help increase the engagement with and relevance of the Olympic and Paralympic brand reaching out beyond the Olympic and Paralympic Families to new audiences, particularly with younger generations (Young Millennials, Gen. Z and Gen. Alpha).

Brands also supported in driving greater awareness of Olympic-and Paralympic owned channels, continued to support the expanded Uniform Support Program, and continued to explore additional sponsorship of NOC/NPCs and athletes. This benefitted athletes, NOC/NPC teams, the Olympic and Paralympic Movements, and brands delivering a win-win-win for all involved.

The eligible brands benefitted from increased flexibility when using and promoting their sponsored athletes' and NOC/NPC teams' images through social media campaigns in connection with their qualification for and/or participation in the Olympic and Paralympic Games.

17 Brands participated in this project, with 16 reporting on their findings, and through the use of non-commercial posts featuring Olympic and Paralympic athletes, brands celebrated the stories of those athletes that they individually sponsor like never before.

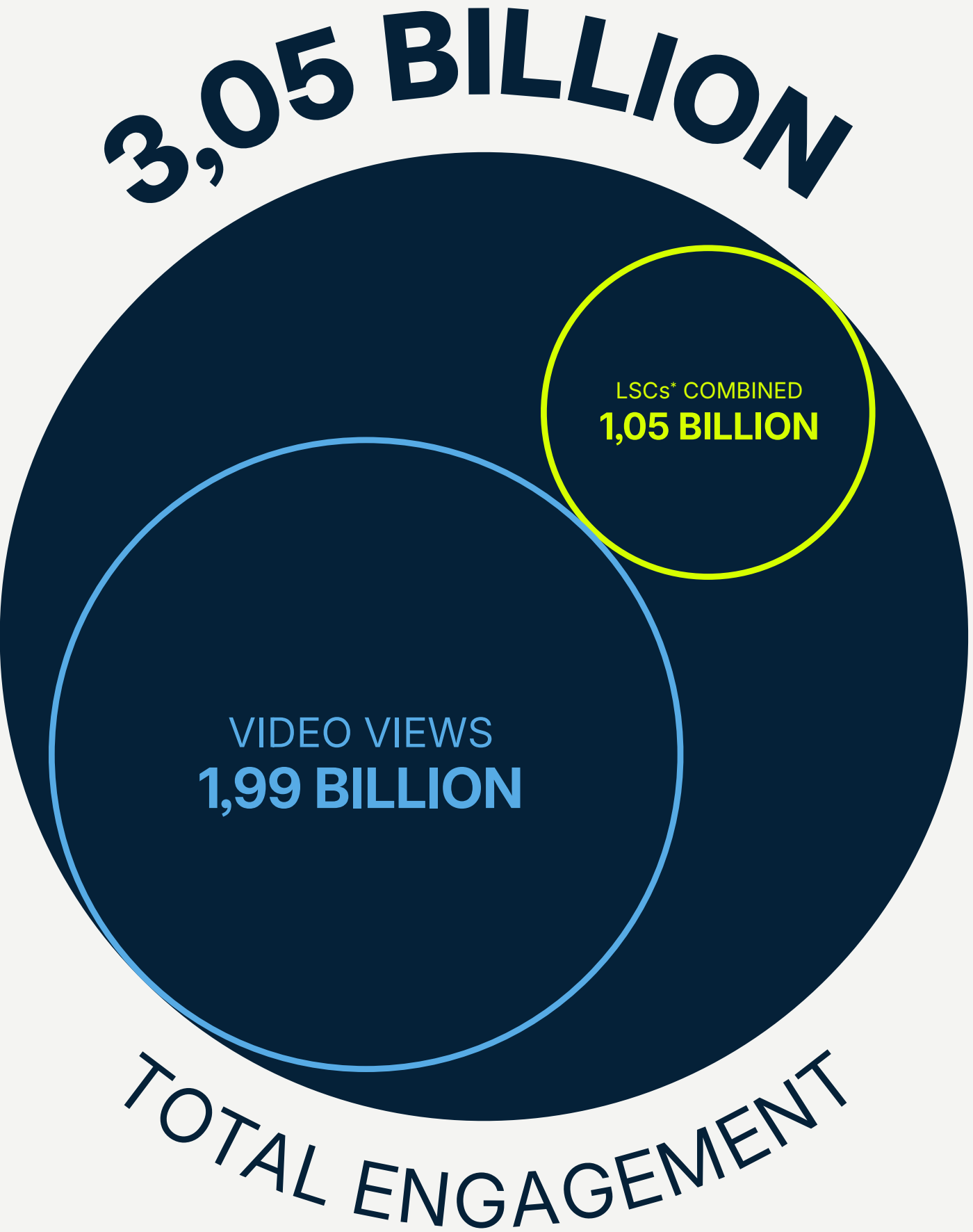
The following companies participated in the project:



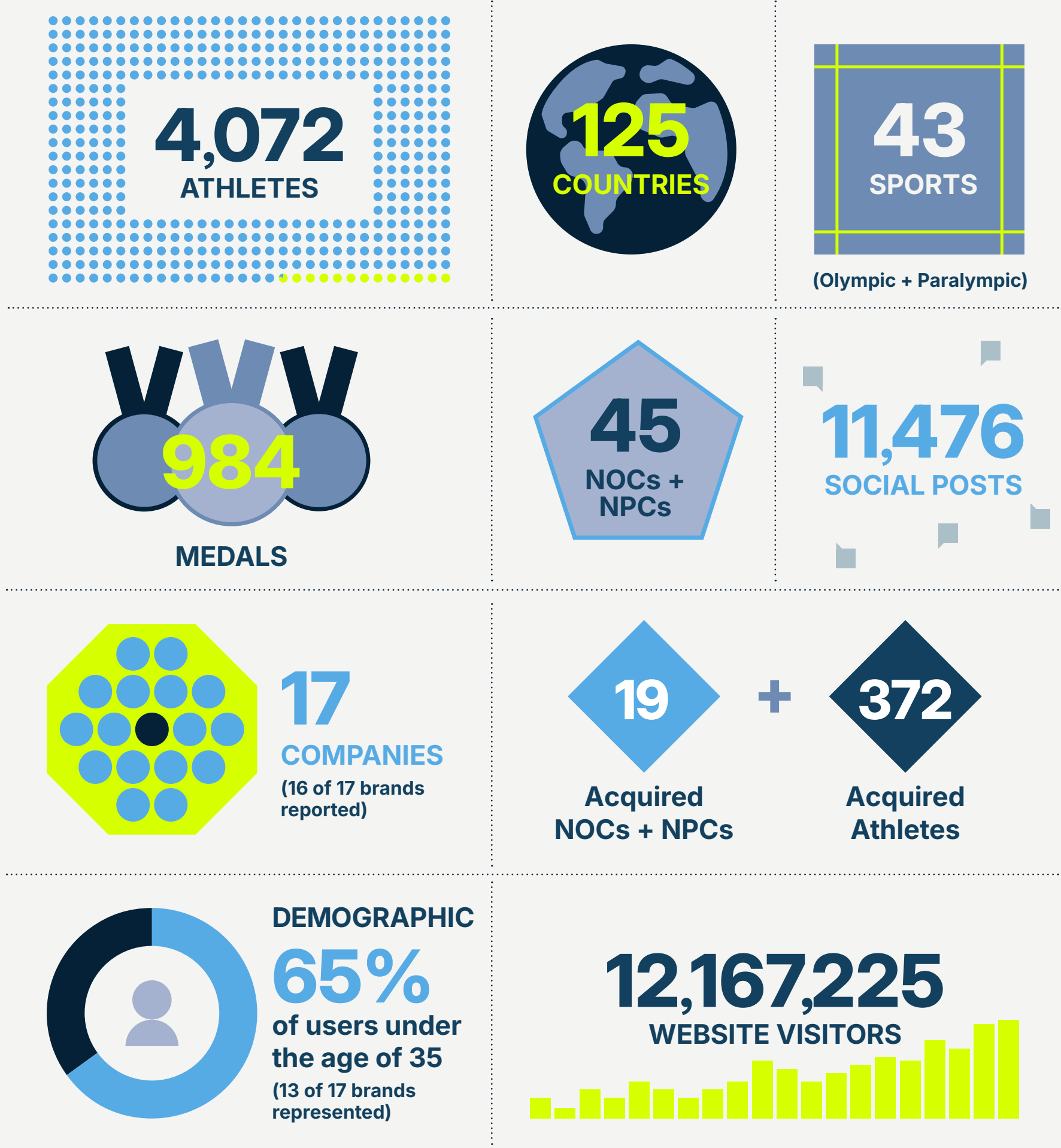
EXECUTIVE SUMMARY
EXECUTIVE SUMMARY
EXECUTIVE SUMMARY

While this project was digital-led, digital and physical channels were activated for this project. The high-level results of the digital activations can be see in the following graphic¹:

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*Likes, Shares and Comments



In this report you will find further details of the results mentioned above as well as sections dedicated to brand houses, the athlete testimonials, and the impact of missed opportunities. Though this report contains the factual results of the Road to Paris Pilot Project, WFSGI has also encouraged the brands and athletes to speak in their own words, to give the reader a better understanding of the industry and their sponsored athlete perspective.

These results could not have been achieved without the partnership of the IOC TMS leadership and working teams, the IPC Leadership, and the brand teams who have been involved.

The WFSGI is proud to have played a role bringing these entities together and helping to facilitate this work which we hope will set the baseline for a new approach to working with the sporting goods industry to promote Olympic and Paralympic athletes, teams, and the Olympic and Paralympic values on the road to future editions of the Olympic and Paralympic Games.

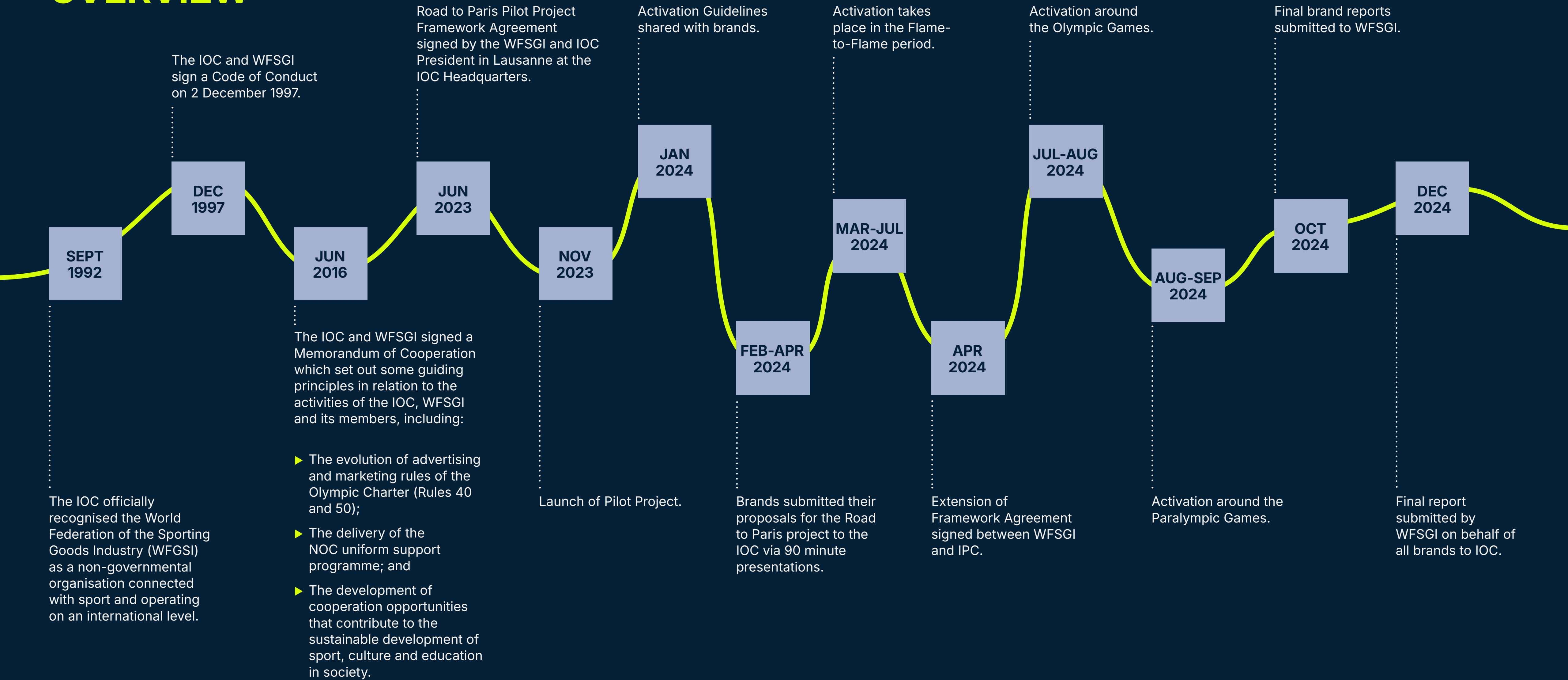
¹ This project achieved 3,05 Billion engagements over the course of January – September 2024 (as defined by Likes, Shares, Comments Combined + Video Views).



OVERVIEW

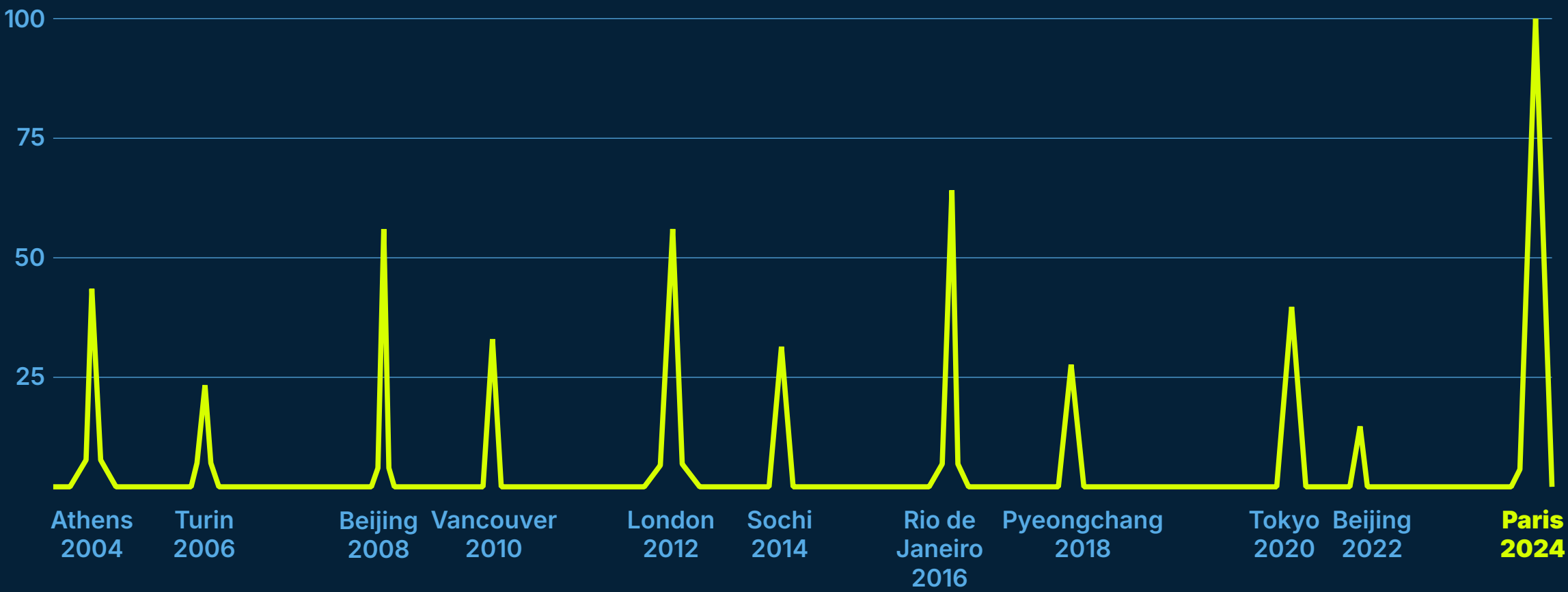


OVERVIEW
OVERVIEW
OVERVIEW



The “Road to Paris 2024” Pilot Project celebrated and raised athletes/NOC teams’ profiles and stories on a global level in a way not previously seen in the digital era, both before, during and after the Paris 2024 Olympic & Paralympic Games. You can see in the graphic below that Paris 2024 grew the Olympic and Paralympic awareness and popularity online, and we believe that Road to Paris helped to contribute to that awareness, along with other projects of the IOC and Paris 2024 OCOG.

Global searches for the term ‘Olympics’ since 2004²
(when data became available)



Benefits for the Olympic Movement

Increased profile of Olympic athletes, teams and Games

Eligible global sports brands supported sponsored athletes and NOC teams to narrate their journey to and through the Games, raising their profile which benefitted the athletes, NOC teams, the Olympic Games, and the brands, delivering a win-win for all involved.

Increased Olympic and Paralympic brand exposure with the next generation

The brands’ storytelling drove engagement with and relevance of the Olympic brand with new audiences, reaching out beyond the Olympic Family and particularly to the younger generations (Young Millennials, Gen. Z and Gen. Alpha). Brands also supported in driving greater awareness of Olympic-owned channels.

Expanded Athlete and NOC Uniform Support Programme

Brands committed to continuing to deliver the NOC Uniform Support Programme for the Paris 2024 Games, with approximately 88 NOCs who benefitted. This programme was launched in 2016 to assist NOCs and athletes without sponsors, by providing them with outfits that meet the IF technical requirements and comply with Rule 50. This program was additionally expanded to the IPC and supported NPCs for the first time ever at Paris 2024.

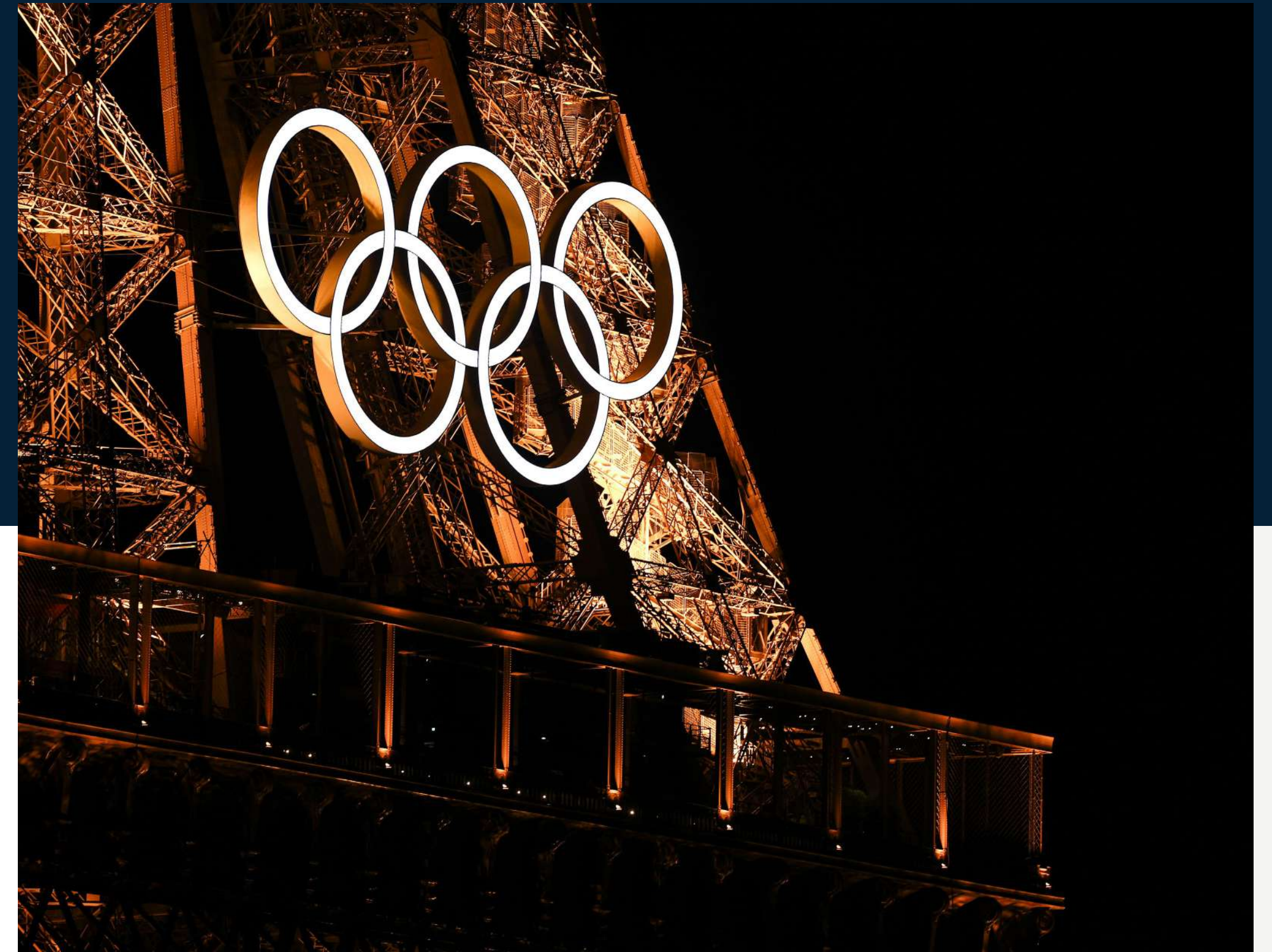
Continued sponsorship

Brands agree to continue exploring opportunities to sponsor athletes and NOC teams, with a further commitment to promoting such sponsored athletes and NOC teams during the Flame-to-Flame period through the brands’ digital platforms.

2 Numbers represent search interest relative to the highest point on the chart for the given region and time. A value of 100 is the peak popularity for the term. A value of 50 means that the term is half as popular. A score of 0 means there was not enough data for this term.

Benefits for the sporting goods industry

The eligible brands benefitted from increased flexibility when using and promoting their sponsored athletes' and NOC teams' images through social media campaigns in connection with their qualification for and/or participation in the Olympic Games.



What could the eligible brands do?

- ▶ use official Olympic still images of their sponsored athlete/NOC team at the Paris 2024 Games as part of the congratulatory advertising on permitted digital channels. These images featured (on an incidental basis only – i.e. in the background) the Olympic symbol and/or Paris 2024 emblem;
- ▶ use official Olympic moving images of their sponsored athlete/NOC team from participation in past editions of the Olympic Games;
- ▶ use Olympic-related hashtags in their digital activations (#Paris2024, #RoadtoParis2024, #OlympicQualifiers, #Olympics, #Olympian and #Team[NOC]) and tag Olympic handles (e.g. @olympics), with the benefit of driving traffic to IOC channels; and
- ▶ use the wordmarks "Olympic", "Olympian", "Olympic Games" and "Paris 2024" for editorial purposes only (e.g. in the narration of a story about a sponsored athlete's preparation for the Paris 2024 Games).

What can the eligible brands not do?³

- ▶ use the Olympic symbol or Paris 2024 emblem other than on an incidental basis as permitted above (i.e. not standalone or giving the marks any overt focus);
- ▶ use the Paris 2024 mascot or pictograms, or historical marks of the Olympic Games, or refer to the name of past editions of the Olympic Games (except when doing so for editorial purposes);
- ▶ focus on products when using the rights granted above – i.e. any visible product must be integrated authentically, such as being worn by athletes/protagonists in the story rather than being an overt message directing consumers to purchase; or
- ▶ explicitly refer or link to products (e.g. no special feature and no tagging) or to the brands' e-commerce stores.

National Federation activations

Where a brand was a National Federation sponsor and the team also plays in their kit during the Olympic Games (which may or may not feature the NOC emblem) but that brand is not that country's NOC sponsor, the IOC considered on a case-by-case basis applications by a Participating Member Brand to use [Olympic imagery] of that NOC team (in a team context) during the Olympic Period, and not just Flame to Flame. Any decision to approve such activation shall be at the IOC's sole discretion (not to be unreasonably withheld).⁴

³ These rights and protections extended equally for the Paralympic Games.

⁴ It was ultimately decided by the IOC that this was too complex to allow, and the opportunity was not granted to any participating brands. More information on this topic is contained in [Appendix 2 – Missed Opportunities](#).



Eligibility criteria for the
Road to Paris 2024 Pilot Project

- ▶ be a full WFSGI member; and
- ▶ have a sponsorship contract with an NOC continuously since at least 1 January 2019 and continue through to 31 December 2024; and/or
- ▶ be involved in the NOC uniform support programme – including at least for the Olympic Games Tokyo 2020; and/or
- ▶ have been an official sponsor of the OCOG at either the Olympic Games Rio 2016 or Tokyo 2020.

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How many brands participated in the Pilot Project?

17 global sporting goods companies took part in the Pilot Project. They all fulfilled the above eligibility criteria. The participating WFSGI-member companies were:

- | | | |
|------------|---------------|----------------|
| ▶ adidas | ▶ Mizuno | ▶ Shimano |
| ▶ ANTA | ▶ New Balance | ▶ Speedo |
| ▶ Arena | ▶ NIKE | ▶ Under Armour |
| ▶ ASICS | ▶ Oakley | ▶ Uniqlo |
| ▶ Descente | ▶ ON | ▶ Yonex |
| ▶ Li-Ning | ▶ PUMA | |

Role of the WFSGI

The WFSGI team played a critical role in supporting the brand teams throughout the project. From the very beginning, the WFSGI was tasked with providing all brands the support they needed to onboard to the project, submit their materials to the IOC, and fully activate their athlete storytelling campaigns. Brands were provided with a full-time resource from the WFSGI to ask questions and help them prepare materials for IOC review, as well as servicing throughout the activation phase of the project, ensuring timely responses and additional information whenever it was needed.

A key role of the WFSGI was additionally to support the IOC’s work around issue-resolution both before and during the Games, whether related to Rule 40 or to Road to Paris activities of the brands. This allowed the WFSGI to act as a liaison between the IOC and brands, resulting in smoother discussions and quick results when a takedown was required. The WFSGI presence on the ground in Paris also facilitated introductions between brands and IOC staff, as well as access to brand houses when requests were made.

Finally, this report has been prepared by the WFSGI on behalf of all brands, ensuring one single source of reporting for the IOC and collating all materials into one document.



Paralympic Movement

While this report is primarily focused on Olympic stakeholders, Paralympic athletes and NPC teams have also been included where possible. Owing to the later signing of the extension with IPC, the data on Paralympic athletes and NPC teams is less consistent and therefore reported in aggregate with the Olympic results.

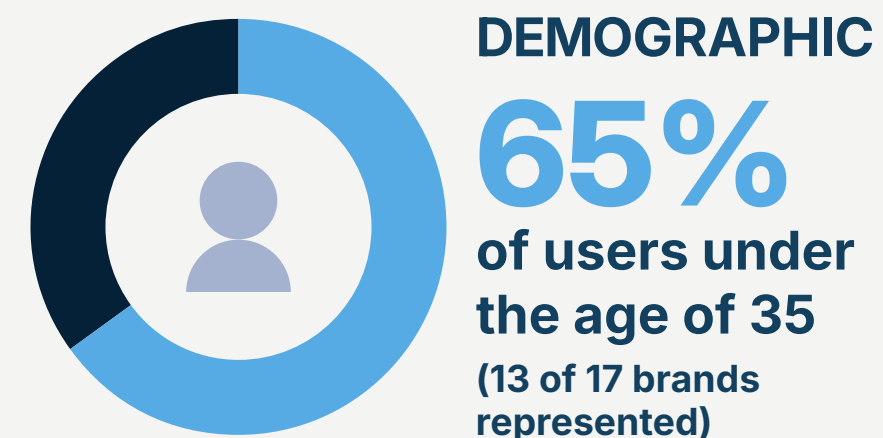
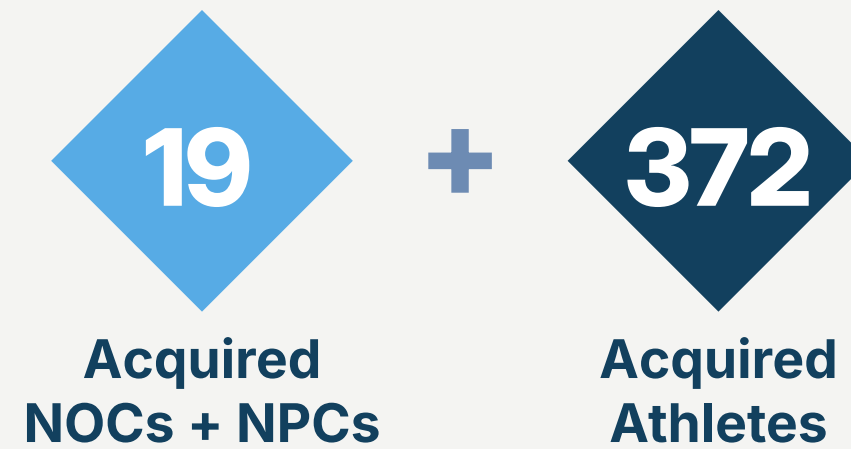
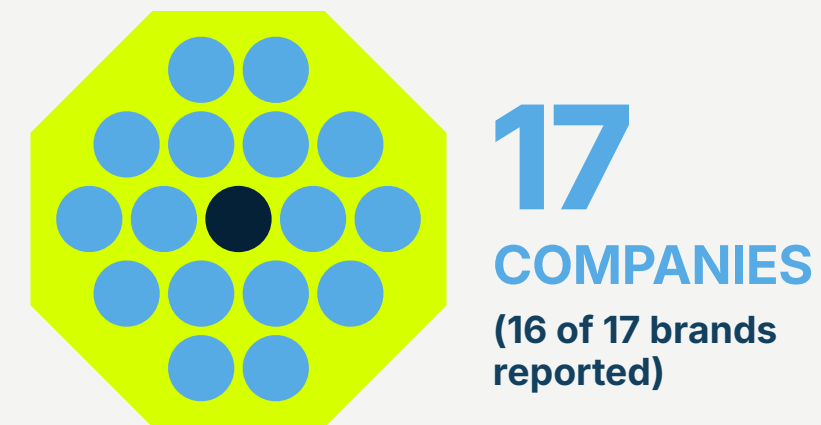
Most references to Olympic in this report can also be assumed as applying as well to Paralympic. The WFSGI would hope to have more specific data to report in the future with more advance planning.

What was achieved?

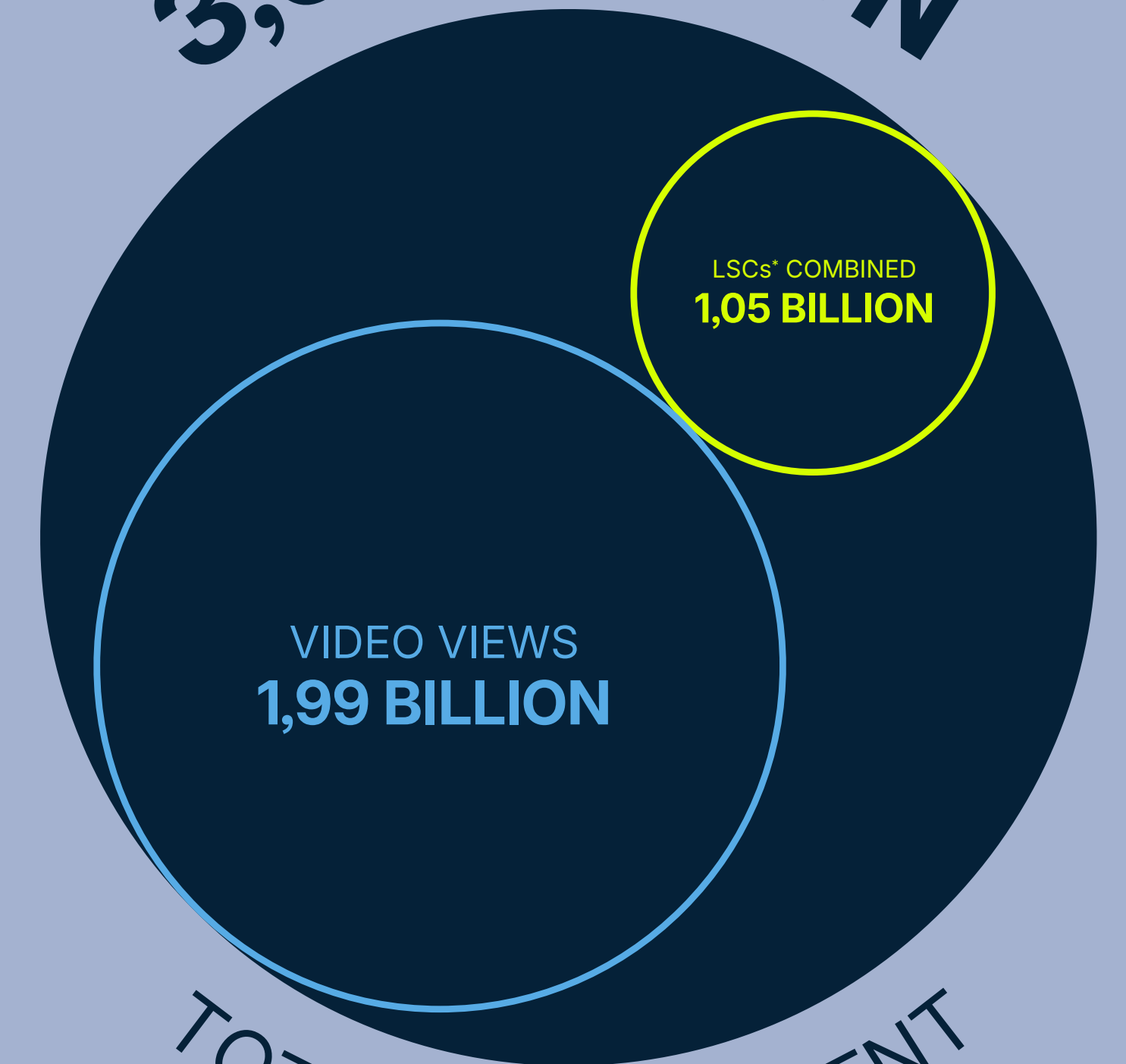
The Road to Paris Pilot Project Social Media and Website results.



(Olympic + Paralympic)

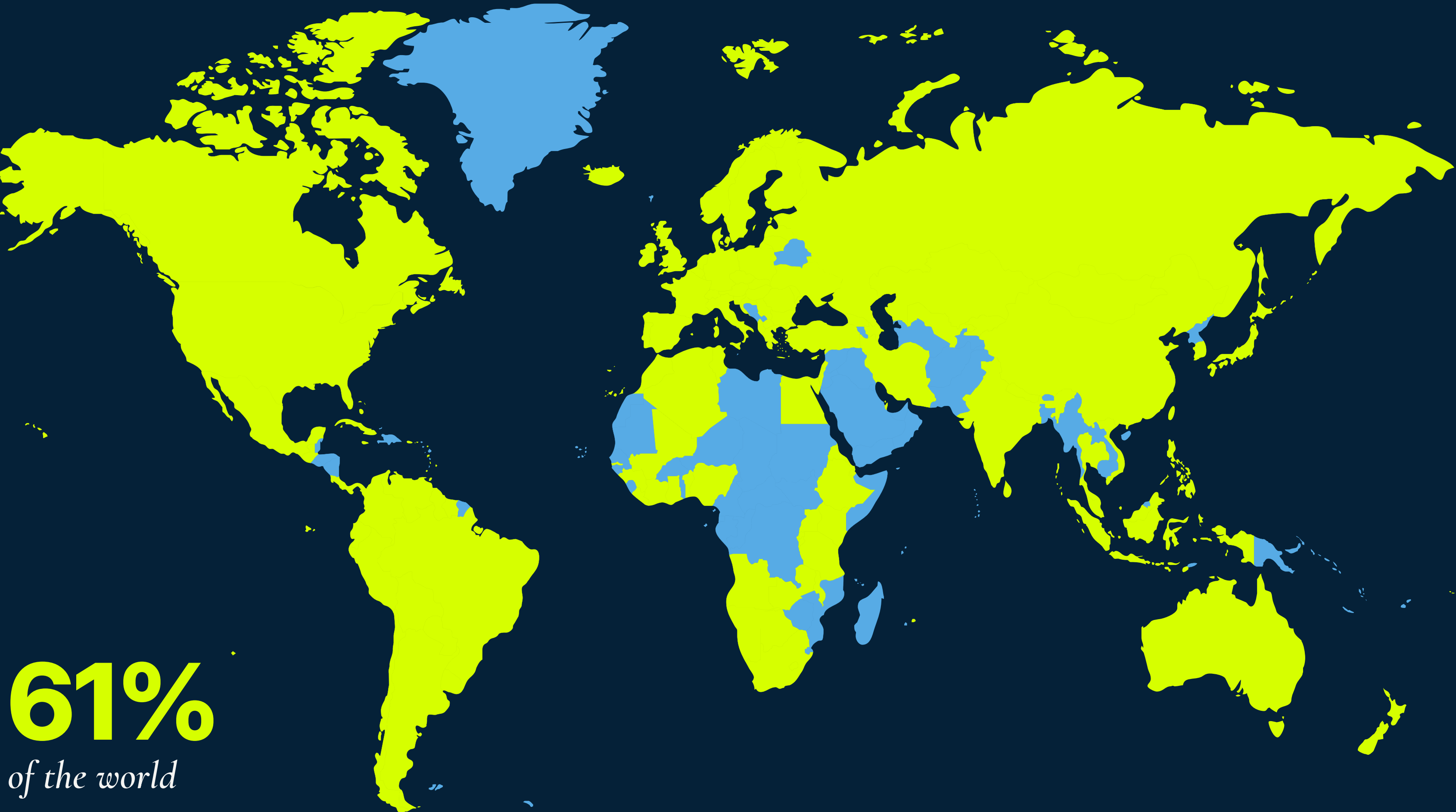


3,05 BILLION



*Likes, Shares and Comments

These results represented the following:



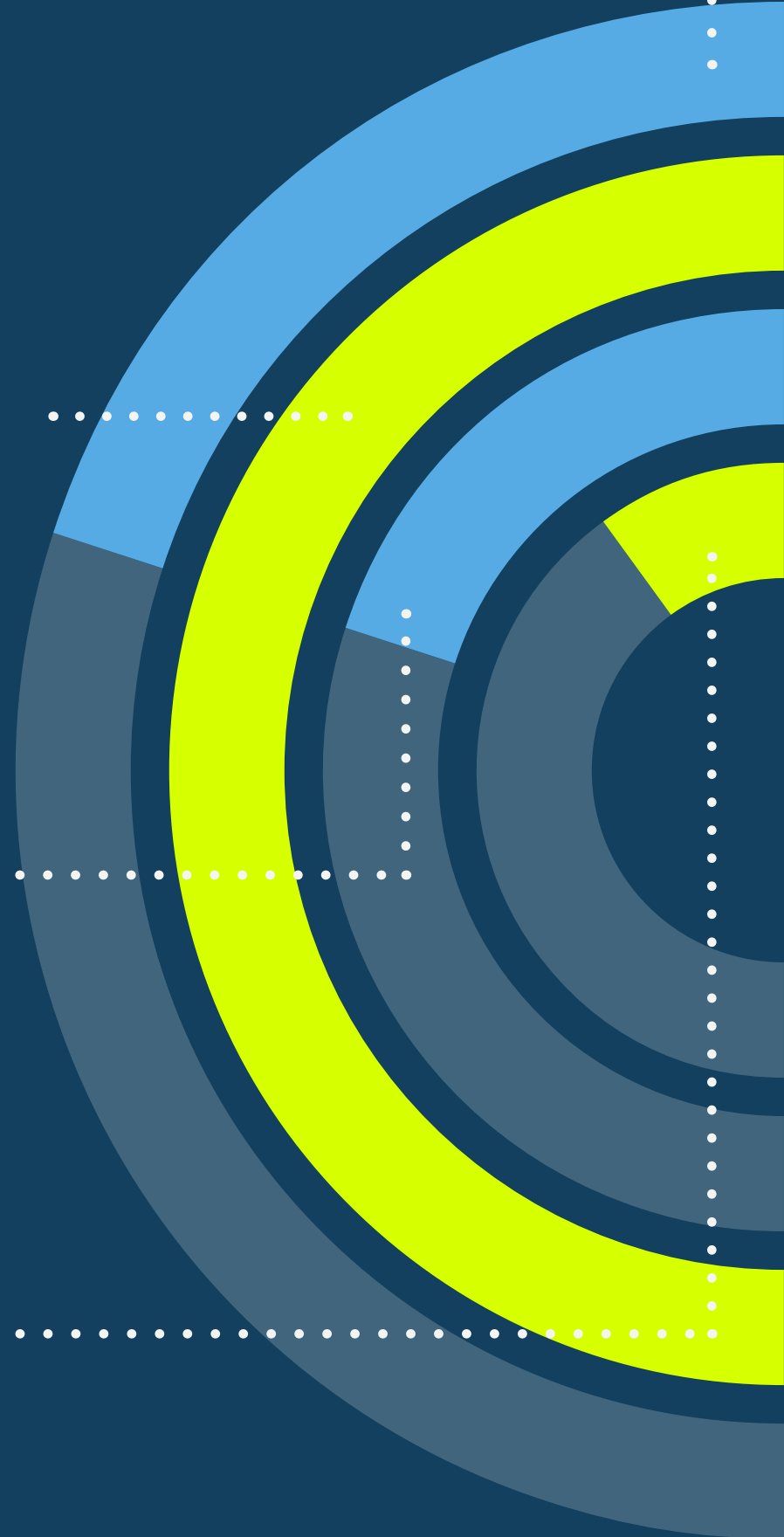
61%
of the world

40%
*of Olympic
Athletes*

100%
*Olympic
Sports*

40%
*Paralympic
Sports*

20%
*of all medals
(985 out of 5,084)⁶*



OTHER CHANNELS OTHER CHANNELS OTHER CHANNELS

While the Road to Paris Pilot Project was a digital-led project, there were other channels of activation used. These included:

PR
50,640
articles

Events
82
events

OOH
626,300
placements

Retail
15,838
locations

OOH Reach
5,571,774,119
views

Retail visitors
1,221,167,801
visitors

Various physical activation channels were included into this project in order to better represent the modern approach to brand storytelling and maximise the best penetration for key new audiences, including 360-degree marketing mix approach to activation channels. These channels also delivered increased brand exposure for the through representation across traditional media channels like OOH, PR article mentions, retail store presence, and brand events.

These marketing channels are equally as important for brands who normally diversify their athlete storytelling beyond social media as standard practice. Being able to use Out of Home (OOH) both globally and in the Host City, for example, is a key component of raising awareness with non-traditional sports consumers and reaching new audiences. While the IOC ultimately decided that OOH in the Host City could not be activated for the Pilot Programme, brands continue to believe that it is essential to maximize exposure of the athletes and Olympic brand to the widest possible audiences as we move forward to Milan/Cortina 2026 and LA 2028.

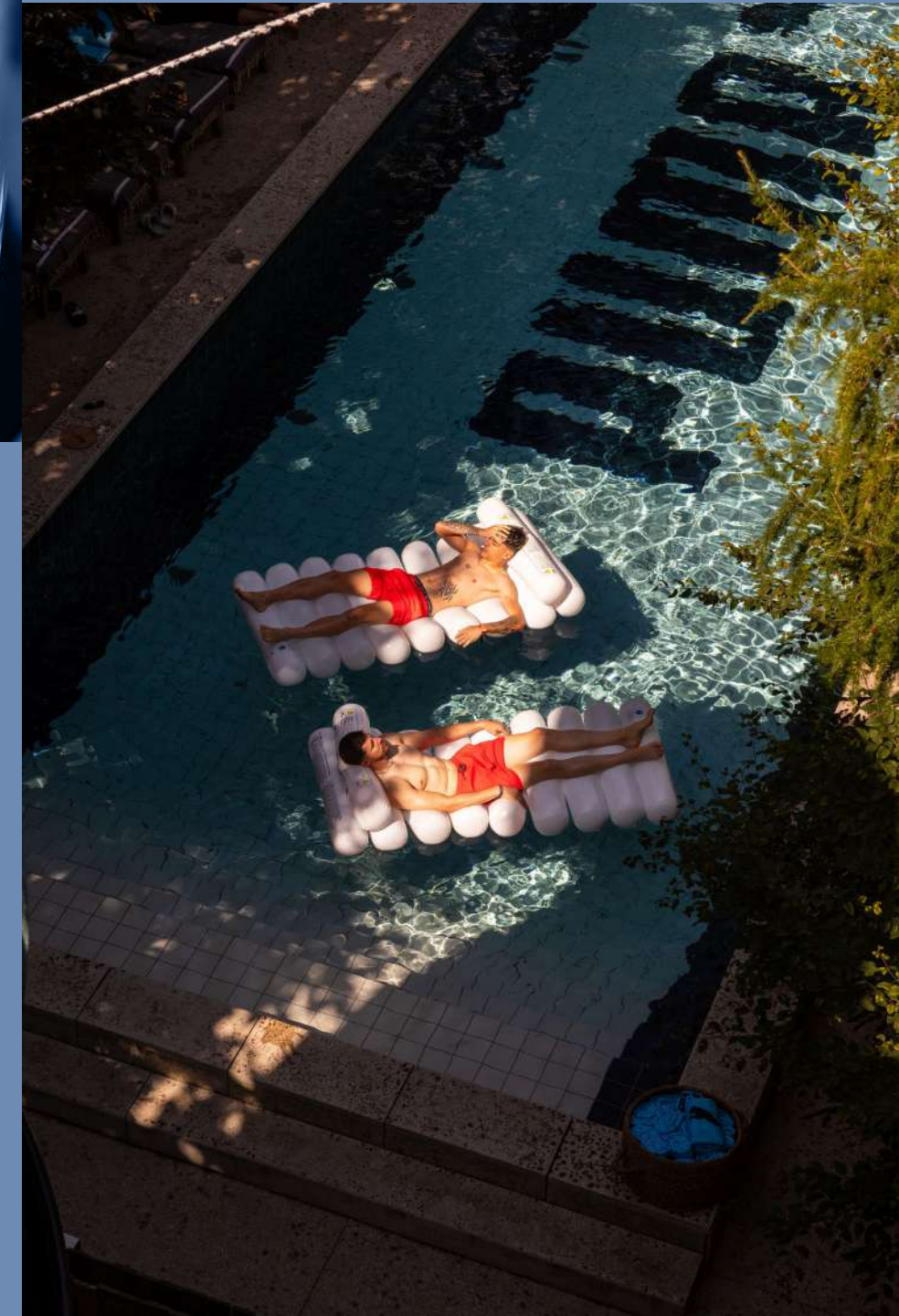
Brands placing articles in the press is also an important activation channel for the IOC, helping to connect the IOC with non-sports media. Opportunities were taken around the project to engage with the Olympic Games Promotions team to help elevate storytelling with media who may have an interest in a specific cultural element of the Games or engage with celebrities who the brands may have invited to Paris.

Brand events are additionally a key opportunity for the IOC. In the Road to Paris project, brand events ranged from on ground activations in Paris to community events with athlete ambassadors interacting with the local fans. Finding a way to collaborate more on these brand events in the future could be a great way to help the IOC reach its goals around promotion of physical activity, and the WFSGI is actively in discussions with the Athlete 365 team around strategy and approach in the future.

PHYSICAL PHYSICAL

BRAND HOUSES BRAND HOUSES BRAND HOUSES

Nine brands chose to create physical spaces in Paris dedicated to hosting their athletes, the athlete entourage, ambassadors and guests while in Paris. A range of services were offered at these bespoke spaces, which represented the best of the look and feel of the brand and helped to add to the overall experience of the Games on the ground.



BRAND HOUSES BRAND HOUSES BRAND HOUSES



Many houses offered relaxation areas for athletes and families. Additional services included physio and massage specialists or chairs, doctors, uniform/shoe replacements, food and drink, nail salons and barbers, sensory deprivation tanks, recovery zones, games, meeting spaces and medal celebrations. Brands organized that athletes could meet media and participate into podcasts and an interviews in their brand houses. Content creation teams interacted with athletes at brand houses, creating Tik Toks and ensuring that fans could connect with their favourite sports hero at the peak moment of their career.

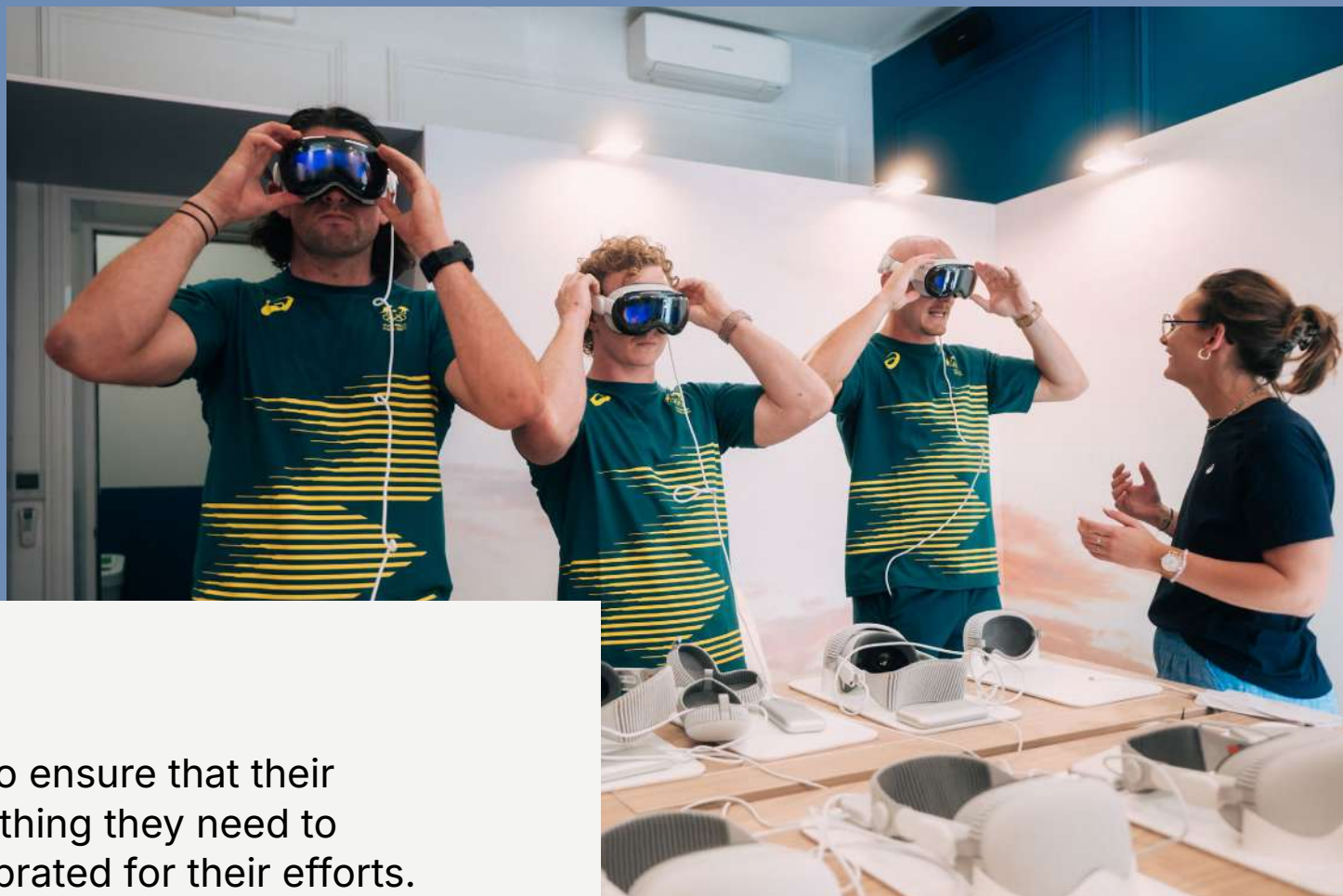


28,562
Brand House Visitors

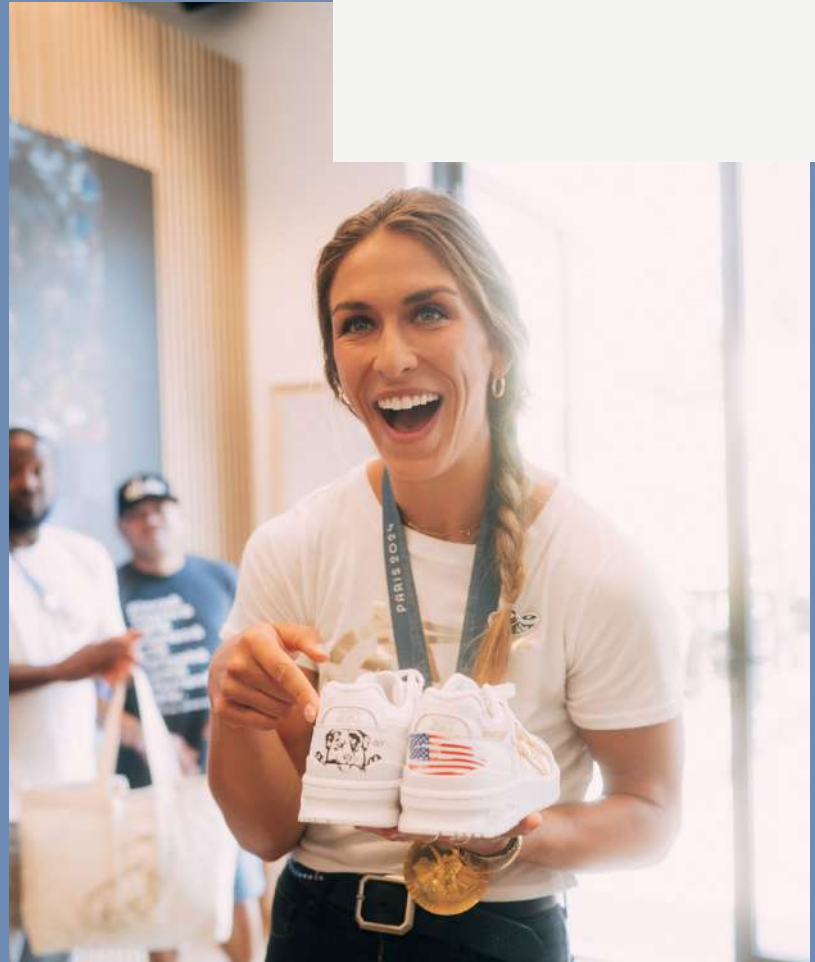
BRAND HOUSES BRAND HOUSES



BRAND HOUSES
BRAND HOUSES



Brands invest in these spaces to ensure that their contractual athletes have everything they need to perform their best and are celebrated for their efforts. The spaces also serve to demonstrate the brand's commitment to sports, with most brands exhibiting their official NOC uniforms. A brand's historical association with the Games is sometimes demonstrated through Olympic product museums, showing the evolution of product innovation through the years.



BRAND HOUSES
BRAND HOUSES



ATHLETES ATHLETES ATHLETES

One of the key stakeholders of this project was the athletes, and this pilot would not have been possible without the athletes agreeing to participate through their time and image usage.

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For the first time, brands were able to narrate their journeys to and through the Games, celebrate these athletes' achievements, commiserate with them on a performance, and wish them good luck. Showing up for them when it matters most and helping raise awareness of the Olympics and Olympic athletes in the Flame-to-Flame period.

Many athletes were pleased to be able to be celebrated at the peak of their career, particularly in smaller, individual sports where the Olympic Games represents the pinnacle of their sport.⁷

They were able to celebrate their achievements in ways that never previously existed and benefitted from maximising their profiles.

Many athletes were able to grow their followers on social, and in the following pages you will see a few selected examples of athletes who participated into the program.

IN THEIR OWN WORDS IN THEIR OWN WORDS IN THEIR OWN WORDS



⁷ Team sports athletes were underrepresented in this project due to the IOC's decision to limit the use of National Federation teams. More information can be located in [Appendix 2 – Missed Opportunities](#).

MONDO DUPLANTIS
MONDO DUPLANTIS
MONDO DUPLANTIS

66

The Olympic Games is the pinnacle of track & field, and it gives athletes a unique platform to connect with the world.

But we wouldn't be able to do that as effectively if it wasn't for PUMA. Their support on my road to Paris and during the competition enabled me to achieve a historic ninth-world record and share that story with millions of people across the globe.

Mondo Duplantis, Sweden, Athletics



- TWO-TIME OLYMPIC (2020 AND 2024) CHAMPION
- TWO-TIME WORLD OUTDOOR (2022 AND 2023) + INDOOR CHAMPION
- CURRENT THREE-TIME EUROPEAN CHAMPION
- CURRENT OUTDOOR AND INDOOR WORLD RECORD HOLDER
- 1.4M FOLLOWERS ON INSTAGRAM
- MONDO WIN POST RECEIVED 10.2 MILLION VIEWS

IN THEIR OWN WORDS
IN THEIR OWN WORDS



TATJANA SMITH
TATJANA SMITH
TATJANA SMITH



21



- TWO-TIME OLYMPIC CHAMPION AND SILVER MEDALIST (2024)
- WORLD CHAMPIONSHIPS GOLD MEDALIST (2023) AND TWO-TIME SILVER MEDALIST (2019 AND 2023)
- FORMER WORLD RECORD HOLDER
- MOST DECORATED SOUTH AFRICAN OLYMPIAN IN HISTORY
- 123K FOLLOWERS ON INSTAGRAM

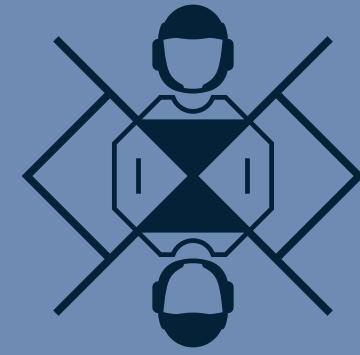
“

The Rule 40 relaxation was great for us athletes as there is already so much pressure on the performance aspect of Olympics. The reduced expectation of the athletes having to do anything commercially allowed us to focus solely on our performance. Whilst knowing that the brand could still celebrate us and leverage off our exposure.

It was also awesome that my personal exposure could be fully capitalised on by Speedo being allowed to celebrate the win with me through their network - it definitely contributed to an increase in my exposure which opens the door to potential sponsorship opportunities that may not have otherwise been there.

Tatjana Smith, South Africa, Swimming

JADE JONES
JADE JONES
JADE JONES



“

I appreciate the brand's support in helping me achieve my dreams and allowing me to share my story in such a pivotal moment of my career.

Jade Jones, Great Britain, Taekwondo

- OLYMPIC GOLD MEDALLIST (2012 AND 2016)
- BRITAIN'S FIRST TAEKWONDO OLYMPIC GOLD MEDAL
- 2019 WORLD CHAMPION
- 2016, 2018 AND 2021 EUROPEAN CHAMPION
- EUROPEAN GAMES CHAMPION (2015 AND 2023)
- 197K FOLLOWERS ON INSTAGRAM



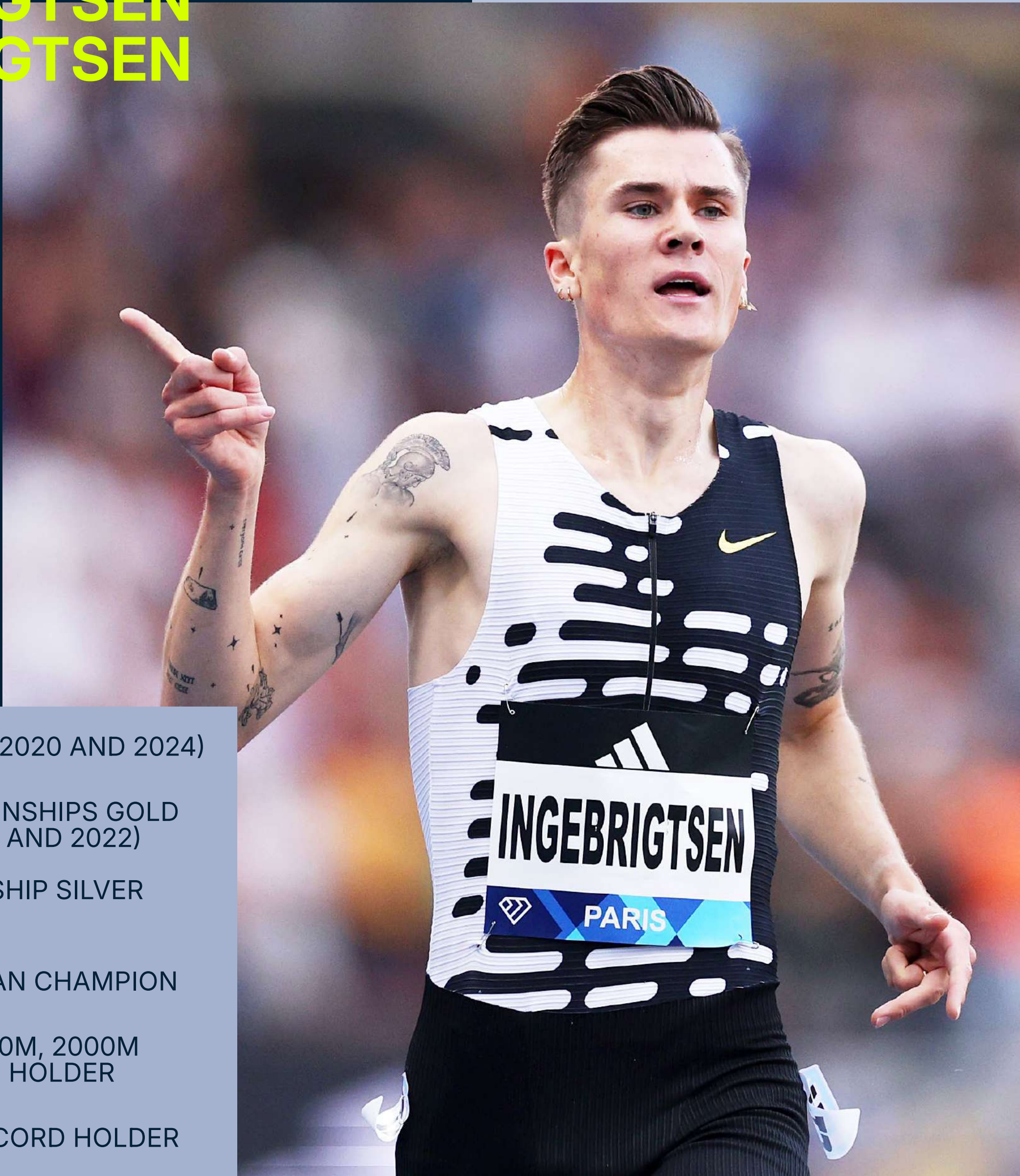
IN THEIR OWN WORDS
IN THEIR OWN WORDS

JAKOB INGEBRIGTSEN
JAKOB INGEBRIGTSEN
JAKOB INGEBRIGTSEN



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- OLYMPIC GOLD MEDALLIST (2020 AND 2024)
- TWO-TIME WORLD CHAMPIONSHIPS GOLD AND SILVER MEDALIST (2023 AND 2022)
- WORLD INDOOR CHAMPIONSHIP SILVER MEDALIST (2022)
- CURRENT SIX-TIME EUROPEAN CHAMPION
- CURRENT SHORT-TRACK 1500M, 2000M AND 3000M WORLD RECORD HOLDER
- CURRENT 2 MILE WORLD RECORD HOLDER
- 695K FOLLOWERS ON INSTAGRAM



“

I was thrilled to hear about Nike's participation in the Road to Paris 2024 project – particularly because my federation has a different sponsor. Through their marketing efforts, Nike was able to amplify my voice, connect me with fans around the world and celebrate the hard work that goes into competing at this level.

I would love to see this program continue and believe there is room for improvement on alignment with the federations ahead of the Games.

Jakob Ingebrigtsen, Norway, Athletics

IN THEIR OWN WORDS
IN THEIR OWN WORDS