



## Coca-Cola Rio 2016 Olympic Games Public Relations Request for Proposal

### Contact:

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### 1. Background

The Coca-Cola Company has sponsored the Olympic Games since 1928. We're the longest-standing sponsor and believe the Games provide a unique opportunity to share the Olympic values of equality, inspiration and fair competition with people all over the world. Throughout the years, we've helped many National Olympic Committees send athletes to compete and have seen the positive legacy the Games bring to the host city and country.

#### Product Category

Olympic Partner for the non-alcoholic beverages category.

#### Our Olympic Heritage

Coca-Cola has supported the international Olympic movement for over 80 years. We have a strong commitment to the Olympic values and are proud to be supporting Rio 2016.

Our long-term sponsorship commitment enables athletes from around the world to train, prepare for and compete in the Olympic Games. Without the support of The Coca-Cola Company and other worldwide sponsors, many national Olympic committees would be unable to send athletes to compete.

#### Sponsorship that leaves a legacy

Over the years, we've seen that inspirational events such as the Olympic and Paralympic Games can act as a catalyst for breakthrough moments that help us to innovate and find new directions that leave a lasting legacy for:

- Our business (our commercial legacy)
- The people who buy our products (our sustainability legacy)
- The communities in which we operate (our social legacy)

Classified - Internal use

## **Summary**

For over 80 years, the Olympic Games has been an important tent-pole program for The Coca-Cola Company. Since 1992, Coca-Cola has had the honor of spreading the excitement of the Olympic Games through our support of the Olympic Torch Relay. We are proud to use our role as Presenting Partner of the Rio 2016 Olympic Torch Relay to celebrate inspirational people all over Brazil by giving them a once in a lifetime opportunity to carry the Olympic Flame. We believe the Olympic Movement is a force for good, bringing people and countries together and leaving a lasting legacy on each host country.

## **2. Overview of the 2016 Olympic Games**

The Rio 2016 Olympic Games will be held in Rio De Janeiro from August 5 – August 21, 2016. This is the first time the Games have been held in South America. More than 10,500 athletes will compete from 204 countries in 306 medal events.

Coca-Cola also sponsors the Paralympic games at a local level (please plan to include Paralympics in the news bureau component of your remit).

## **3. Agency Requirements**

The PR execution for Rio 2016 will be different than in year's past. We will not be hiring one local (Brazil) agency and one global agency. Instead, we will be working as one collective team that develops one plan with one agency.

That said, whomever we select as part of the Rio 2016 PR agency of record must have offices located in the US or London and in Brazil (preferably Rio).

The account team must be made up of individuals in both the US/London and in Rio – that work collectively and not in silos. THIS IS A MANDATE.

Only one plan will be submitted that includes one comprehensive calendar that leverages both local and global moments – as the agency will be responsible for both.

## **4. Response to Include**

- Team Bios
- 2-3 relevant case studies (at least one should be global sports related, one should be digital)
- Full response to the RFP that is built around 4 key moments
- Comprehensive news bureau program – rooted in the 4 moments, but also leverages the duration of the Olympic Torch relay
- Budget breakdown
- Calendar

Classified - Internal use

## 5. Marketing Overview #thatsgold

The creative idea for the Coca-Cola 2016 Rio Olympics campaign is: #thatsgold

For us, Gold moments can happen anywhere, not just on the podium. When you spread happiness, that's Gold.

Please see the attached deck and mood video. If desired, we can set up a 15-minute overview of the creative idea with our brand team and answer a few questions.

Please make sure to have watched the mood video prior to this discussion.

## 6. 4 Moments

There will be 4 moments that you'll be asked to create your plan around.

1. Torch nomination (IMC only happening at a local level, but we'd like thoughts on both a local and global level)
2. Warm up (Full global IMC support) Please note that a revised concept for moment 2 will be sent to you later this week. So focus on the others in the meantime.
3. Torch relay (IMC only happening at a local level, but we'd like thoughts on both local and global level)
4. Games Time (Full IMC support)

To tie these moments together, we need an ongoing news bureau and digital program.

Additionally, timing wise, we'd like to have our "official" global launch of #thatsgold to happen post Euros, pre Olympics.

Please see slide 6 of PR Brief Final document, for the Role and deliverables in PR for each moment.

## 7. Assignment

To develop a plan that includes:

- One, comprehensive plan that is built with both local and global sensitivities
- A full response to amplifying each of the four moments; that accounts for the difference in scale of moments that are more local and moments that are more global
- A fully integrated news bureau that follows through from nomination – Games Time
- Full support plan for drafting all materials, press materials, toolkits, internal briefing documents, crisis communications
- Ideas to create a digital/social moment/movement for #thatsgold; good to consider the success of ALS ice bucket challenge and how that has confirmed society's appetite for CRM but be mindful of copy-cat syndrome and instead delivers on capturing the spirit of #thatsgold

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- Encompasses the power of the influencer and an influencer network (you will be able to tap the Coca-Cola network as well)

## 8. Budget

\$1.5 - \$2.5 million

The price you quote should be all-inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees at the time the final proposal is submitted.

If the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal, please provide the name, address, contact phone and email of the sub-contractor.

Coca-Cola reserves the right to purchase the ideas presented in your RFP for \$10k.

## 9. Target Audience

The ideal plan would target:

- Teens
- Moms
- Influencer/celebrities
- Global media (teen, industry)
- Coca-Cola Stakeholders