

«Olympic 2000» Campaign

The IOC recently launched its global Olympic 2000 Promotional Programme at the annual Sports Summit in New York, United States of America. Under the theme of “Celebrate Humanity”, this campaign is the culmination of over two years of work and is designed to communicate the core values of the Olympics. The creative tells stories of the athletes and the remarkable dedication, friendship, strength of character, and joy they demonstrate during the Olympic Games. The campaign is composed of six television announcements, eight radio announcements, and double- and single-page print executions, all produced in English, French, and Spanish - with provision for production in other languages. The announcements will run world-wide from January through to the end of the Games of the XXVII Olympiad in Sydney in September 2000.

The actor Robin Williams donated his time to provide the voice for the English television announcements. “Many

of my favourite Olympic memories were not gold medal situations. They were inspiring moments of humanity that transcended borders, obstacles, and languages – and unified people around the world. I feel this campaign conveys that, and I am proud to be a part of it,” he said. The promotional announcements were created and produced by TBWA/Chiat Day advertising agency. This project began in 1997, with the conduct of extensive global research on the Olympic image. The results showed that the world’s public holds the Olympics in high esteem and fully understands that the Olympics transcend sport. They defined the Games in terms of human values: hope, friendship and fair play, dreams and inspiration, and joy in effort.

Further information

- No budget will be spent on placement of this campaign. All advertising will be run either as a public service promotional announcement or as part

of contractual agreements with Olympic marketing partners.

- The announcements will run in more than 200 countries. The print executions will run in selected publications, many with international circulation.

- The only budget invested in this programme was for research and creative development and production. Most of the production was donated or done at cost.

- The campaign is based on qualitative and quantitative research carried out in 11 countries among more than 5,500 people in 1998 and validated in September 1999. The core values identified in this research provided the basis for the creative messages.

- The campaign will be available on the Olympic web site beginning in March 2000.

- Some of the stories in this campaign were inspired by well-known portrayals of the Olympic values demonstrated by athletes, including those of Bud Greenspan, Olympic storyteller and historian.

Website news

The first stage of the new **Olympic Museum** site (<http://www.museum.olympic.org>) was launched on 7 February 2000. Aimed at all audiences, this site contains over 300 HTML pages combining text, images, sounds and videos, and proposes virtual tours of past and current exhibitions, pictures of items in the Museum collection which, due to lack of physical space, cannot be currently displayed in Lausanne. The second stage, which will be open to the public in May, will include the his-

tory of the Games of the Olympiad and the Olympic Winter Games.

The **Olympic Collectors Commission** site (<http://www.collectors.olympic.org>) was also launched. It is a meeting place for exchange between all collectors of Olympic stamps, coins and memorabilia, containing over 400 HTML pages. The three organizations headed by the Commission - the International Federation of Olympic Philately, the International Federation

of Olympic Numismatics and the International Olympic Memorabilia Federation, are presented. This site offers an extensive database, a calendar of events and galleries of items to be viewed such as the series of stamps from the Games of the I Olympiad in Athens in 1896, and all the Olympic Games torches and mascots. The next phase, scheduled for April-May 2000, will launch discussion forums and a platform of Olympic objects.