

Marketing Society Awards: Brand Activation

I Am Team GB

by ITV and The National Lottery with BOA and UK Sport.



The big problem

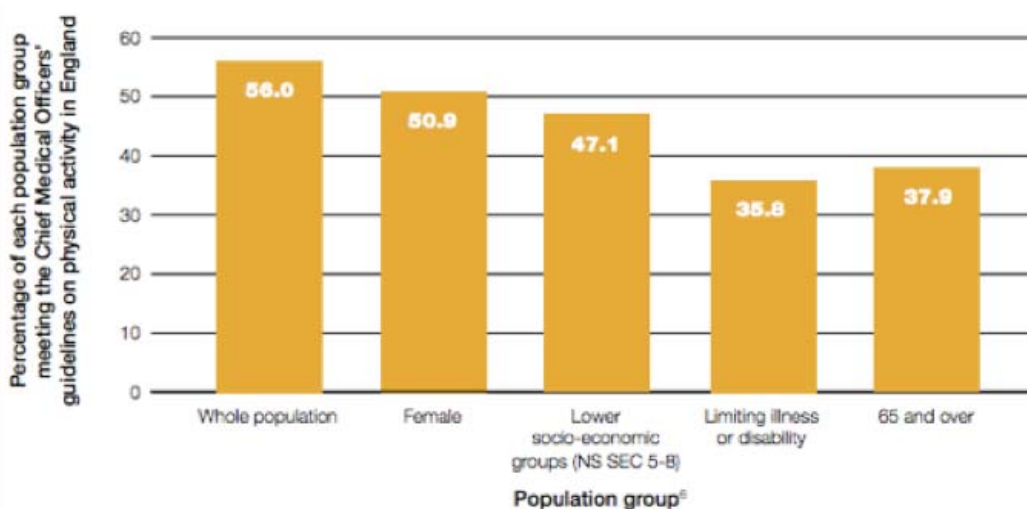
Britain has a problem. Despite living in an Olympic-mad sporting powerhouse, almost half of us fail to meet medical guidelines on physical activity. Sedentary lifestyles are literally killing us¹.

“Britain...has the third most slothful population in Europe, with two-thirds of adults failing to take enough physical exercise to keep themselves healthy. Only in Malta and Serbia do over-15s exert themselves less than in the UK”

THE LANCET



Only 56% of the population are meeting recommended exercise guidelines.



¹ The Lancet 2016. Researchers reported that globally, more than 5 million deaths a year are linked to physical inactivity – a similar number to lives lost to smoking

A string of missed opportunities

Every few years The Olympics fires up the Nation's enthusiasm for sport- but this enthusiasm doesn't convert into action. Even after a hugely successful London 2012, with massive infrastructure investment, Britons watched sport, but didn't take part.

In 2016, Rio's Olympics promised yet more nationwide enthusiasm for sport - and yet another missed opportunity to get Britain moving. Unless something different was done.



Four partners came together with an interest in solving the problem.

In February 2016, ITV, The National Lottery (TNL), British Olympic Association (BOA) and UK Sport, came together to tackle this challenge. They are four very different organisations, with different goals and objectives, but they had a shared interest in using The Olympics to take on Britain's inactivity.



ITV

Britain's biggest commercial TV network, at the heart of popular culture, had two goals:

- It wanted to show that ITV could be a force for good in society.
- With Olympic broadcasting rights held by the BBC and C4, ITV needed a smart way to be part of the Nation's Olympic conversation.

The National Lottery

Because so few people achieve big lottery wins, there's a temptation to believe that the price of a ticket is 'wasted' if it doesn't win. Too few people realise that much of the ticket price funds good causes. Britain's Olympic success since 1996 was only possible through Lottery funding.

- TNL needed a way to make people aware of their Team GB funding as this would give the public another reason to play.

BOA and UK Sport

- They needed people to keep playing the lottery, to continue receiving the funding on which Olympic success depended.
- They needed to prove that elite sport could encourage grassroots participation. Both organisations believed this to be true, but they hadn't been able to demonstrate it at scale.

Marketing needed to move people from spectating to participating

From their individual objectives, the partners set out to create a single marketing strategy capable of accomplishing two distinct tasks:

- To get Britons off the sofa and out exercising.
- To encourage people to play The National Lottery to ensure that Britain's athletes keep getting the funding they need.



But this wasn't going to be easy. Whether it's exercising or playing the lottery, for too many people, participating just didn't seem worth it

- As the third most slothful population in Europe, the British have plenty of reasons not to exercise. They range from practical "I'm too busy"; "I don't have the opportunity"; "I don't have the kit"; "I don't have the money"; to emotional "I'm too old"; "too unfit"; "too embarrassed". For most, the 'wins' of fitness or weight-loss are not quick enough.
- Playing the lottery doesn't often result in life-changing millions – and people aren't aware of the wider benefits their ticket buys.

Our strategy was to move people from watching wins, to feeling like a winner too and then acting like one of the team.

Team GB were going to win big in Rio.

Through their 'moneyball'-like Intelligence Unit, UK Sport predicted that Team GB would win even more medals than London 2012.

The Nation gets behind Team GB when it's winning.

BOA data proved that traffic to Team GB.com and merchandise sales spike on the most successful days of competition.

When enthusiasm runs high people don't just watch, they identify with the winners.

Academic studies show that when big tournaments come around, we identify with our sporting heroes on an emotional level. We share their hopes and fears. When they win, we feel we win too.

¹ Cialdini, Borden, Thorne, Marcus, Freeman and Sloan. Journal of Personality and Social Psychology.

But we needed a way to take ‘feeling like a winner’ and activate it.

London 2012 had made people ‘feel like a winner’ - but it hadn’t driven mass participation. In fact, 1.5 million fewer people were doing any kind of sport three years later. Australia experienced a similar dip after Sydney 2000.

We needed to convert the public’s feelings into action, to give people the opportunity and permission to participate.



The idea: I Am Team GB

We used communications to build the emotion, to make everyone feel part of the winning Team GB.

Our key image, used across every touchpoint, presented an ordinary Briton standing alongside a Team GB athlete. We devised the rallying cry “I Am Team GB” and encouraged talent, athletes and ordinary people to adopt it, whether playing the lottery or doing sport.

We used unprecedented nationwide experiences and marketing to activate the emotion.

We created the Nation’s Biggest Ever Sports Day, (in four months) where everyone, whatever their shape or size, could feel comfortable trying out sport alongside both super-fit elite athletes and less-than fit celebrities.

This gave everyone the opportunity to be part of Team GB in two ways;
I Am Team GB because by playing The National Lottery, I fund Team GB success.
I Am Team GB by taking part in sport alongside Olympians, at the Nations Biggest Sports Day.

We turned off the telly.

On the day of the event we actually turned off the entire ITV network for an hour, to give an extra nudge.



Our first task was to create the experience to make participants feel part of the winning team.

We signed up thousands of grassroots clubs and sporting organisations in every nation and region.

Partners ranged from local sports clubs, scout groups, and OAP centers, to National Governing Bodies and organisations like Parkrun and British Military Fitness.



To overcome the many practical and emotional barriers the average person has to exercising, we designed a Sports Day where:

It was everywhere

- With over 2600 grass roots clubs, 360 park runs and 14 flagship events, (one in each ITV news region), it was easy to find an event nearby.
- For those who couldn't travel to an event, we reassured them they could still be part of the team by taking part on their own.

Taking part was free

- As Sports Day offered clubs a huge recruitment opportunity, we persuaded them to participate for free, which enabled us to offer every event to the public for free.

Everyone was welcome, not just sporty types

- We deliberately included 'un-sporty' venues like the beach at Hope Cove and Bath city centre.

There was something for everyone

- 85 activities from archery and hula hooping to volleyball.

It was easy to get involved

- Through a specially created website, visitors could search for events by postcode.
- TNL's funding story was woven through the site.



We introduced unmissable, once-in-a-lifetime experiences

Gold medals Galore

- UK Sport signed up hundreds of victorious Olympic athletes to take part alongside the public

Super-special venues

- Coronation Street and Emmerdale opened their doors for table-tennis on the 'cobbles' and a duathlon through the Dales
- Olympic venues included the Copperbox and even Greg Rutherford's back garden for long-jumping.
- Each club received an IATGB pack to brand their club and make the day feel special.



Next, communications fired up enthusiasm and kicked off recruitment

TV ads were used to land TNL's funding message to encourage play and get people to sign up to Sports Day.



The key campaign image was of Team GB athletes standing shoulder to shoulder with ordinary Britons.



Olympic heroes encouraged people to join them at the event, and to thank them for their funding of the team.



Meanwhile, a range of ITV talent chosen to represent the average un-sporty Briton acted as recruiters for the event.



We activated cross media efforts, across all partners' channels around three key 'winning' moments.

- Olympics Opening Ceremony
- Medal wins- Super Saturday
- Return of Heroes

CONGRATULATIONS!

Mo Farah

Gold: Men's 10,000m

Go for gold at the
Nation's Biggest
Sports Day

Sign up at
www.IAmTeamGB.com

I AM TEAM GB

THE NATIONAL LOTTERY

itv

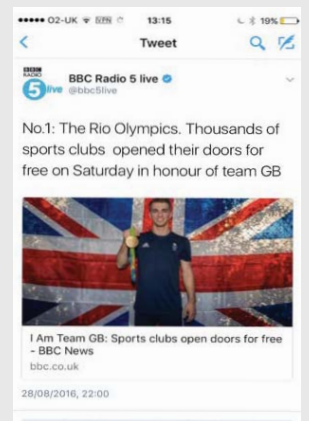
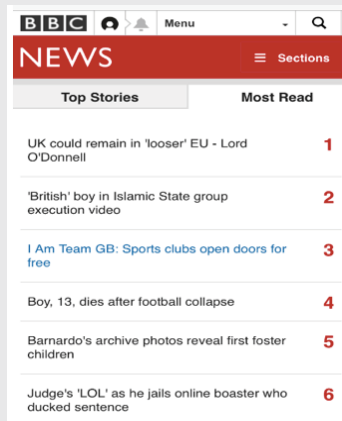
Channels were chosen for their ability to drive reach and generate conversation fast. We focused on TV advertising and editorial, OOH, TNL stores, social media, talent/influencers and PR.

PR made it famous triggering action

Team GB medal wins and the switch off stunt got people talking.

The campaign generated over 2,200 features in TV editorial, national, online and regional press.

IAmTeamGB was front page in the Daily Telegraph; Double Page in The Sun; Radio 5's story of the week and top of BBC News online on the day.



Client: Camelot
Source: The Daily Telegraph (Main)
Date: 27 August 2016
Page: 5
Reach: 488436
Size: 821cm2
Value: 26366.84

The Daily Telegraph

Turn off, tune out, drop in for the Olympic sports day

Gold winner Whitlock will switch off ITV and join Olympic stars to welcome public at sporting venues

By Tim Morgan

It's a double-edged sword at Rio 2016. The Olympic Games have attracted one of the largest television audiences of the year, but today's gymnast Max Whitlock will help turn off millions of TV screens to welcome the public at sporting venues.

Whitlock, whose triumph on "emotional Monday" was watched by more than 10 million viewers in Britain alone, will flip the off switch for all ITV channels for one hour as part of a nationwide sports day celebrating the UK's biggest Olympic medal haul in 100 years.

Dozens of medallists will join the public for a nationwide sports day which sees 2,400 venues across the country open their doors to welcome the public to sporting events.

Viewers tuning in to ITV from 10pm will be greeted with the message "We've gone missing - why don't you join us?" as sports fans across the country open their doors for free to the public.

Whitlock, 25, will turn off the channel after telling viewers "OK, we've switched today, join us at www.teamgb.com to see what's happening near you... we'll be back in an hour".

It is hoped thousands of thousands of people, young and old, will take part, cheered on by stars including Whitlock and medalist canoeist Helen Glover, reigning silver medalist Jaz Carlin and basketball player, the Olympic gold medalist.

Whitlock, who is due to get married this year, will be joined by Olympic gold medalist in Rowing Henk van Steenbergen and Olympic gold medalist in Shooting David Smyth.

Knowing how friendly and life-changing this day can be, it's important everyone gets involved.

The event, organised by the National Lottery, and ITV will see the broadcast's 100th anniversary getting

Meet the medallists
Where you can catch which GB heroes today

Ruth Kingston Partridge, gymnast Claudia Fragapane and swimmer Andrew Willis.
The Rishabh Arora, Coventry Leam gold medalist Liam Heath.
Ulswater Yacht Club in the Lake District: gold medal winning track cyclist Philip Hindes.
Reading Rowing Club gold medalist Helen Glover, Alex Gregory and Andrew Triggs Hodge as well as hockey gold medalist Hollie Webb.

Gatehead International Stadium: silver-winning trampolinist Bryony Page.
Cardiff's Sport Wales National Centre: double silver swimmer Jazz Carlin.
Yorkshire's Emmerdale set: bronze gymnast Nile Wilson.
Queen Elizabeth Olympic Park, Copper Box Arena, London: double gold gymnast Max Whitlock with hockey gold medalist Greta Colton, and equestrian gold and silver winner Charlotte Dujardin.

Max Whitlock shows off his skills to Charlotte Huxton of ITV's Good Morning Britain

Client: Camelot
Source: The Sun
Date: 27 August 2016
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THE Sun

OLYMPIAN'S RALLYING CRY TO NATION

Go outside and DO something

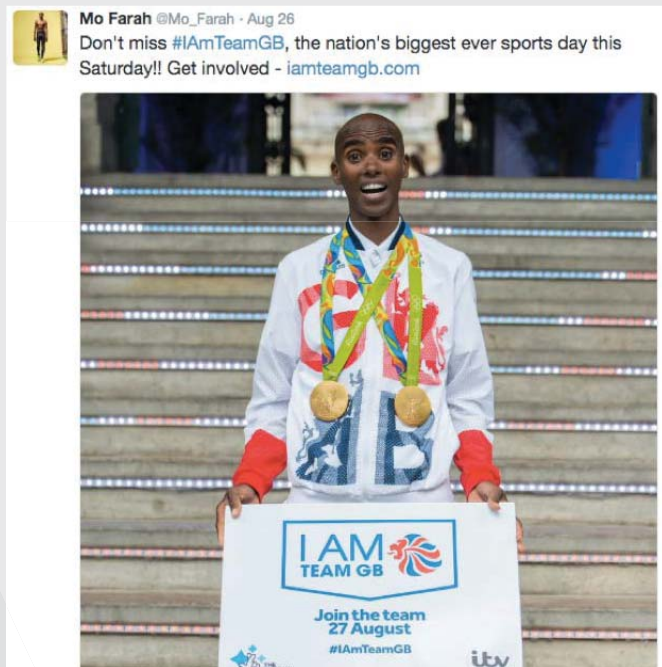
INSPIRED BY THAT TAKE PART IN BIGGEST SPORTS DAY EVER

Now it's YOUR turn to be a Team GB winner

Hundreds of social assets were created encouraging people to take part.

The campaign was backed by sport and entertainment stars.

Hundreds of famous names tweeted support.



Every time #IAmTeamGB was used, people received a personalized message from an Olympian thanking them for their support and pointing to the event.



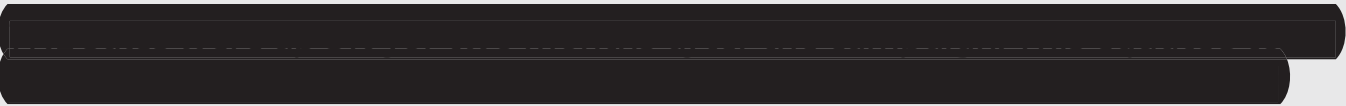
The results in overview

IamTeamGB got more people participating in a sports event than any previous campaign. Ever.

Nearly a million people across the country had a go at everything from aerobics to yoga. To put this in context, Sport Relief got 70,000 to their Sunday Funday in 2016, while the previous world record-holder, Race for Life, attracted 125,000 participants.

Over half the participants described themselves as 'non-sporty' people who rarely, took part in sport.

The effects lasted long after the day itself. Over half of participants were still exercising two months later.



It was TNL's most effective campaign for driving awareness of their elite sport funding more than their London 2012 campaign

The results in detail.

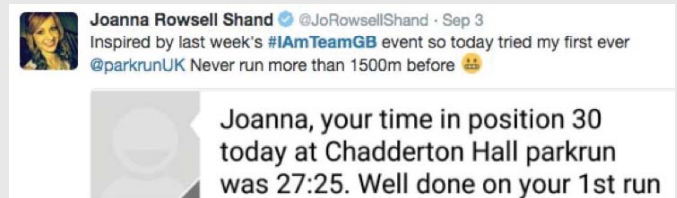
It got the UK talking and the World noticing

- 46% of the UK were aware of the campaign after 6 weeks
- #IAmTeamGB trended at no.1 in the UK for 3 hours
- It trended in the worldwide top 10
- #IAmTeamGB was used 152,000 times equating to a value of £750k
- 2263 articles about the campaign featured on TV, online and press. This had a reach of 108M and an Advertising Value Equivalent of £17M
- The campaign caught the attention of the public and the media to such an extent that Owned and Earned coverage made up c.85% of the campaign's overall media value.



It got the UK moving

- 972,000 people participated
- 2,624 sports clubs put on events for free
- 52% of the participants were families, 46% were women and 38% were over-forties.
- 52% of participants described themselves as 'non-sporty'
- 81% rated the activities over 8/10
- 48% of participants tried a new activity



Alistair Brownlee @AIBrownleeTri · Aug 27
Great seeing so many people and some @emmerdale stars have a go at GO TRI. #IAmTeamGB @TeamGB



The UK continued to move

- 4.1 million say the campaign inspired them to be more active
- Two months on, 56% of participants say they're still doing more exercise
- 13% of participants have since joined a sports club
- Equipment donated is still in use

It also benefitted the partners commercially:

TNL

- Awareness of Team GB funding increased to 63% (74% amongst those aware of Sports Day)
Up from 28%
- 73% of participants had a more positive view of TNL
- TNL generated 6x more Twitter coverage than any other Team GB partner
- 29% of Lottery players say TNL's funding of Team GB encouraged them to play or play more.
- 6% of non-players say it encouraged them to start/ re-start

ITV

- There were three times as many Twitter mentions of ITV and Team GB vs. C4 and Paralympic/Team GB
- It generated 7% increase in positive social conversations about ITV
- 70% of participants have a more positive view of ITV
- Hundreds of opinion-formers supported the campaign
- The campaign was commended in a motion at the Scottish parliament

UK Sport/BOA

- The biggest mass-participation sports event proved elite athletes can inspire grassroots activity
- IATGB database of 106,000 passed to BOA

Overall, it was a win-win

This simple, powerful idea, I Am Team GB built around 'feeling part of the winning team' ended up as a win-win for everyone.

Each of the four partners exceeded their goals. And it inspired the biggest mass participation sports event in UK history.



TOTAL 1992 words