



# Marketing

Observer Programme

Day 2 – 16 Feb 2011

Presented by Radana Kubešová

Marketing Coordinator

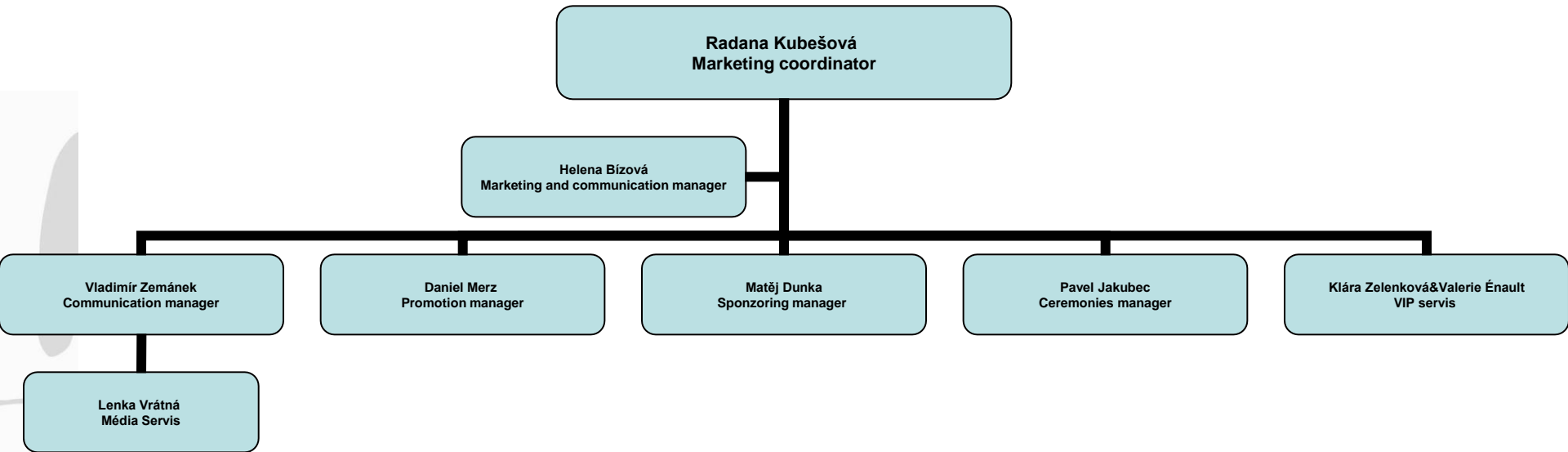


10. ZIMNÍ EVROPSKÝ OLYMPIJSKÝ FESTIVAL MLÁDEŽE 2011  
10<sup>th</sup> EUROPEAN YOUTH OLYMPIC WINTER FESTIVAL 2011

# MARKETING

Full time work has started march, 2009

Organisation of the section



# IMPORTANT MILESTONES

Need to know your budget

Put together your team

Find an experienced creative-production agency

Realise marketing research to find out what your TA loves and doesn't love

START TO WORK!



# STRONG STEPS

Great logo



# STRONG STEPS

Fresh and modern brand



# STRONG STEPS



**vyCOOL se!**  
soutěže  
a zábava 4U



# STRONG STEPS

Succesfull realisation of Games of the IV Olympic Days for Children and Youth of the Czech Republic 2010



# STRONG STEPS

put together group of 8 Patrons and 8 Faces

- Patrons are famous czech sportsmen/sportswomen





**MICHAL NOVOTNÝ FANDÍ  
BUDOUCÍM HVĚZDÁM**

[www.fundi.cz](http://www.fundi.cz)

**EVROPSKÝ OLYMPIJSKÝ  
FESTIVAL MLÁDEŽE**

**LIBERECKÝ KRAJ  
12. – 19. 2. 2011**

EYOWF 2011 Liberec

Liberecký kraj, IOC, EOC, EU

## STRONG STEPS- campaign visuals

**LUKÁŠ BAUER FANDÍ  
BUDOUCÍM HVĚZDÁM**

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EYOWF  
2011 | Liberec



*Jessica Jaislová*

## FANDÍME BUDOUČÍM HVĚZDÁM

12. – 19. 2. 2011

### EVROPSKÝ OLYMPIJSKÝ FESTIVAL MLÁDEŽE

LIBEREC, JABLONEC NAD NISOU, REJDICE  
8 SPORTŮ

[fundi.cz](http://fundi.cz)



  
EYOWF  
2011 | Liberec



*Josef Mikyska*

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VSTUP ZDARMA

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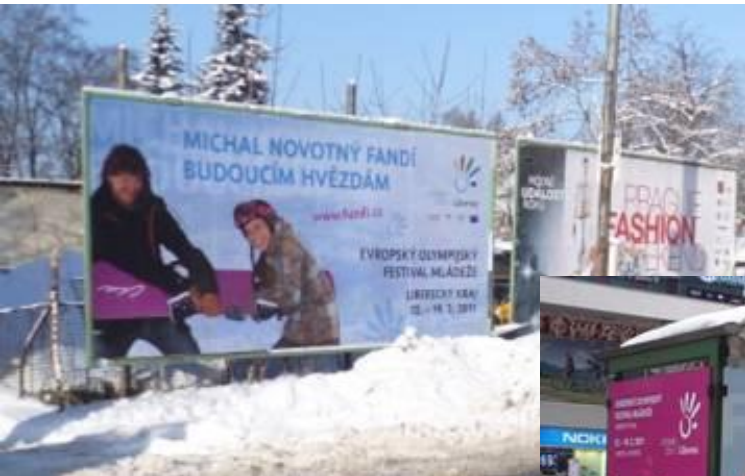
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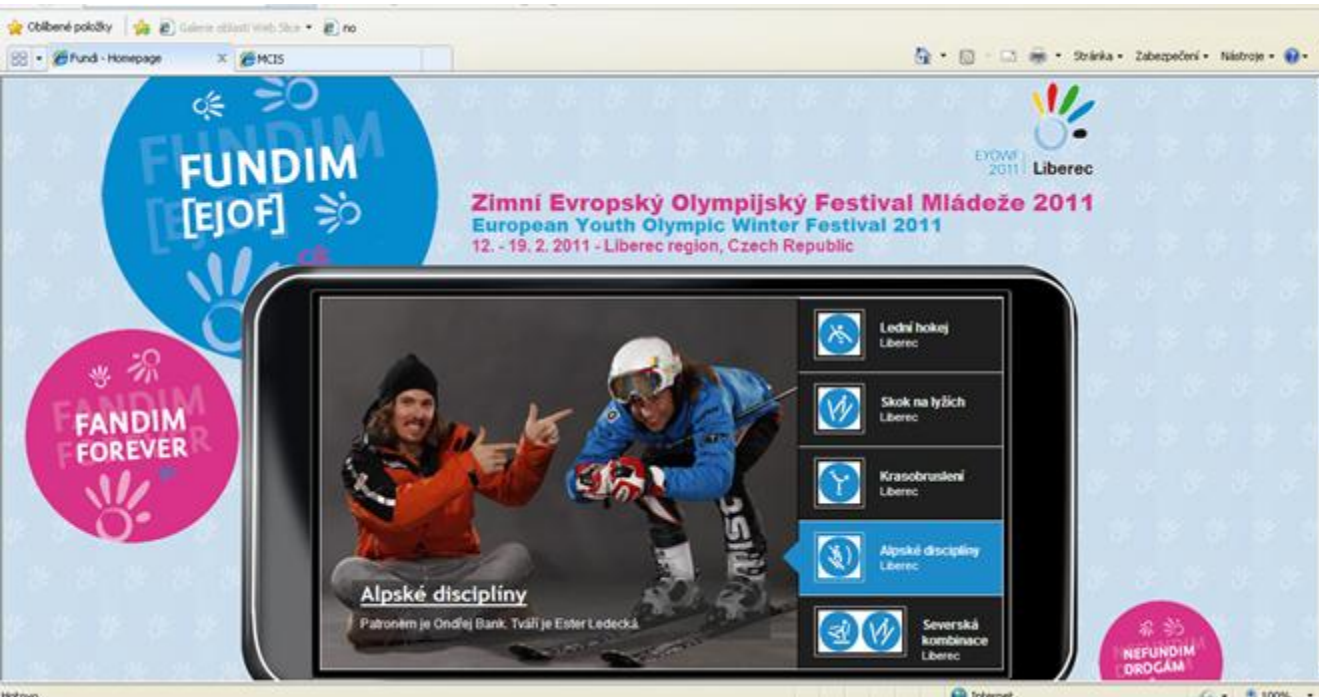
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# Billboards, citylights, posters...



[www.fundi.cz](http://www.fundi.cz) / facebook



Mascot Rampich the Icicle has more than 1200 friends





# Cool News

EYOWF 2011 daily news  
7 issues 11.2., 14.2. – 18.2. 2011  
8 pages, AJ+CZ version  
distribution to OLV,  
downtowns, venues...



The Swede, Sofia Henriksson (centre) won the 7.5 km classical technique. In second place was Thea Krokan Murud from Norway and third was her compatriot Hilde Lousgard Landheim

## President cheered skiers

### REPORT



The president of the International Olympic Committee, Jacques Rogge did not miss the very first race of the 10th European Winter Youth Olympic Festival in Liberec. Yesterday morning he came to the Veseč venue to see a Cross Country Ski event – the 7.5 km girls' race. The top representative of world Olympics arrived at the Veseč sports venue in a convoy headed by a police car. Rogge, a former yachtsman and rugby player, was accompanied in Veseč by the President of the Czech Olympic Committee, Milan Jiráček, and an IOC member and former javelin thrower, Jan Zdezný.

Although Jacques Rogge spent only a half an hour in Veseč, he did not miss the atmosphere of a race, wishing to be close to the rising sports stars. He visited the finish zone, where he watched with great interest as the athletes concluded the race, but he did not go to meet them. "I do not have the right shoes," he apologized with a smile on his face, appreciating the Veseč venue as wonderful. "Mr. Rogge's visit went smoothly with no problems," said Petr Mach, Manager of the Cross Country Ski races. According to him, Jacques Rogge watched a very difficult race. For this age group the Veseč track is quite challenging. "On top of that, the weather is working against us a bit; last

night we had fresh snow, which was not ideal," said Mach and added: "Otherwise I am satisfied, we've had the first race of EYOWF 2011 and it turned out fine." The winner of the race, Sofia Henriksson, was happy with the atmosphere too. "EYOWF and my victory today mean a lot to me, it is good experience, it will help me move ahead in the future," said the young Swede, who beat the others on the difficult track by no less than half a minute. Ewen Josef Kubice, coach of the Czech athlete Petra Hynčáková, agrees that the race in Veseč was very demanding indeed, but also of a high quality. "For the majority of the girls it was the first truly big international race, all the more significant because Mr. Rogge arrived to see them and that was a bit tough on the girls' nerves," said Kubice.



### NEWS

#### Bright "Oranjes"

Right after the Opening Ceremony, the final part of the Organising Committee briefly turned into the fashion police. "We liked the jolly dotting of the Dutch delegation, their orange overalls literally shone in the Tipport Arena," Helena Blavá summarized the experts' opinion. The Romanians made an impression with their white hats saying EYOWF 2011, the blue and yellow Ukrainians resembled the Swedish national colours, and we had the merry and joyful "Reids" from Switzerland. The colourful or even wild motifs of the national tricolour on the clothing of the Czech delegation successfully followed in the stylish tradition of Czech Olympic outfits from Vancouver 2010.



#### Downhill on the web

Fans of Alpine Skiing can watch the races of the 10th European Youth Olympic Games not only on the slopes of Jáchymov, but also from their homes on television and computer screens. The internet television at <http://live.fis.ski.com/live/688.htm> will successively broadcast all races of the giant slalom and slalom special. The first rounds for boys and girls always start at 9:30 in the morning, the second rounds are scheduled for 14:30 in the afternoon.

#### European Games?

It seems that European sport will soon have one more notable event. Representatives of the European Olympic Committees (EOC) are seriously considering the idea of organizing the European Games. "Yes, it is true. The EOC has already prepared a detailed study of the competition. We have looked for inspiration at similar continental games in Asia, Africa and America. We have made significant progress, but the decision is still far away. We are now planning to present this idea to the President of the International Olympic Committee, Mr. Jacques Rogge," said EOC President Patrick Hickey.



#### QUOTATION OF THE DAY

For young athletes the EYOWF is a great opportunity to compare their performances – at the beginning of my career there was no such possibility. Jan Zdezný, member of the International Olympic Committee



# Promotion, press conferences...





# Europe in the of Europe



# Merchandising

- 12 products
- OLV, FUN BUS, venues, downtowns, e-shop



# FUN BUS = info point

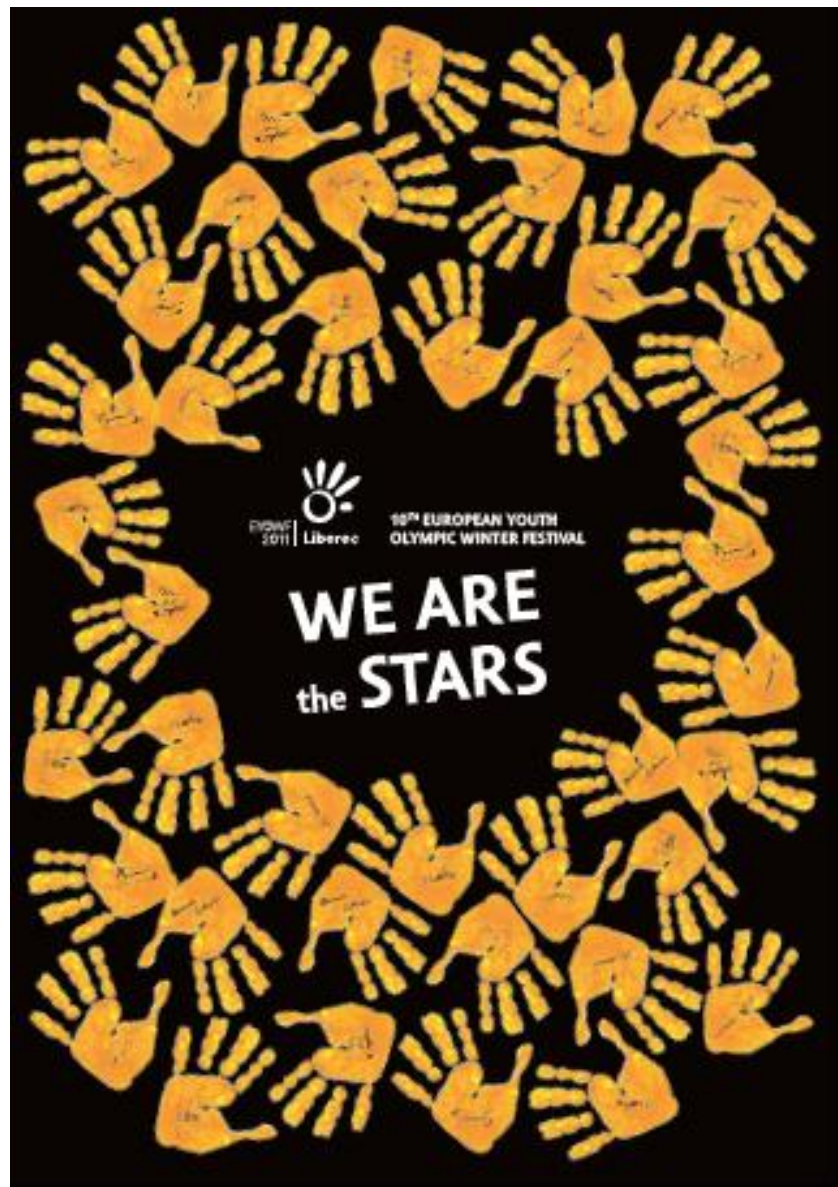
- 31.1. – 19.2. 2011, main square in Liberec
- info point, competitions, sampling
- accompanying programme – ice rink, concert
- presentation of partners



# Ceremonies



# Step out from the crowd, carve a golden path

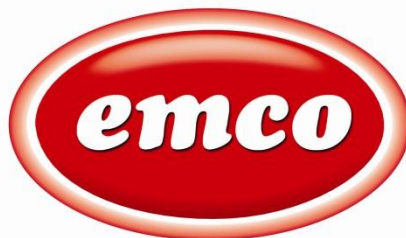


# Our sponsors, Media partners



# Škoda

**NUTREND**®



***DENSO***



  
**ŠUMAVSKÝ PRAMEN**  
BALENÁ PRAMENITÁ VODA

# STRONG STEPS

Huge database of czech and foreign contacts

- Monthly newsletter in CZE&ENG with a good impact

Web, facebook – growing continuously from 3 000 unique visitors/month to **16 000/day !!!!!!!**

Constant communication (PR) campaign with a good result

FUNDI.CZ via czech public

Gain the best czech media as media partners

Gain important partners in value in kind

Special self-project „Cool News“

Financial sponsor, important value in kind partners, media partnerships

## WEAK STEPS

Change of creative agency in the middle of communication (fortunately before the start of campaign)

Delayed start of the marketing campaign because of floods in the region-  
*not our fault*





# RECOMMENDATIONS

Keep the same visual and communication link  
from the beginning till the end

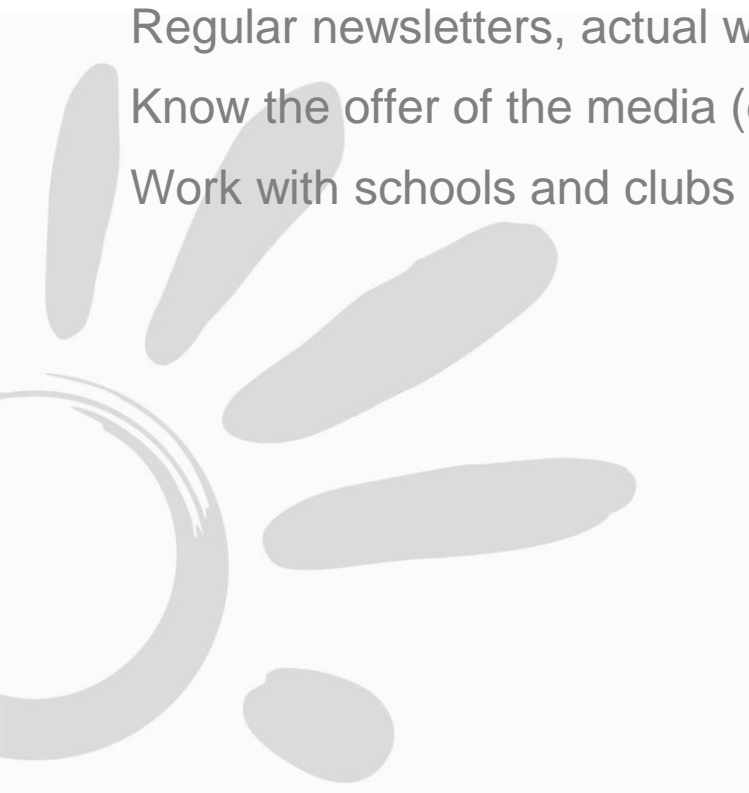
Be simple and clear (find equivalent for „festival“, „eyowf“)

Work continually with regional and national media – explain patiently, send  
regular press releases, do not hide un-popular facts

Regular newsletters, actual web, cool face

Know the offer of the media (especially TV) before you start the sponsorship

Work with schools and clubs at least in the region of the event





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**THANK YOU FOR YOUR ATTENTION**



EYOWF  
2011

**Liberec**