



I can't believe we're in a position where the games on - and that's a good thing! So I've put together a few slides on the last games, the upcoming, best practices and how to avoid losing money.

-Ben





Who is this for? Primarily for content planners & content strategists.

To deliver great content you need art & science to come together.
So anyone that works in content creation, distribution & optimization will get something from this presentation.

Brief update on Nudge

- Newer offerings for all content marketers, Analytics, Attribute & Enterprise.
- API-only solution, for digital experiences which host content and need measurement.
- What we thought was going to happen by 2023 was pulled forward a couple of years. Content truly is central to every digital experience.

Explore more at giveitanudge.com

Here's what we're going to chat on

- The past Olympics, what did we say then?
- What's changed since then?
- How to avoid losing money or rather best practices

Why are these Olympics important?

- It's bringing the world together, a beacon of hope.
- An opportunity to see what (more) of the new normal is like. To test new tactics, to dust off old ones.
- Content is even MOAR important than normal.

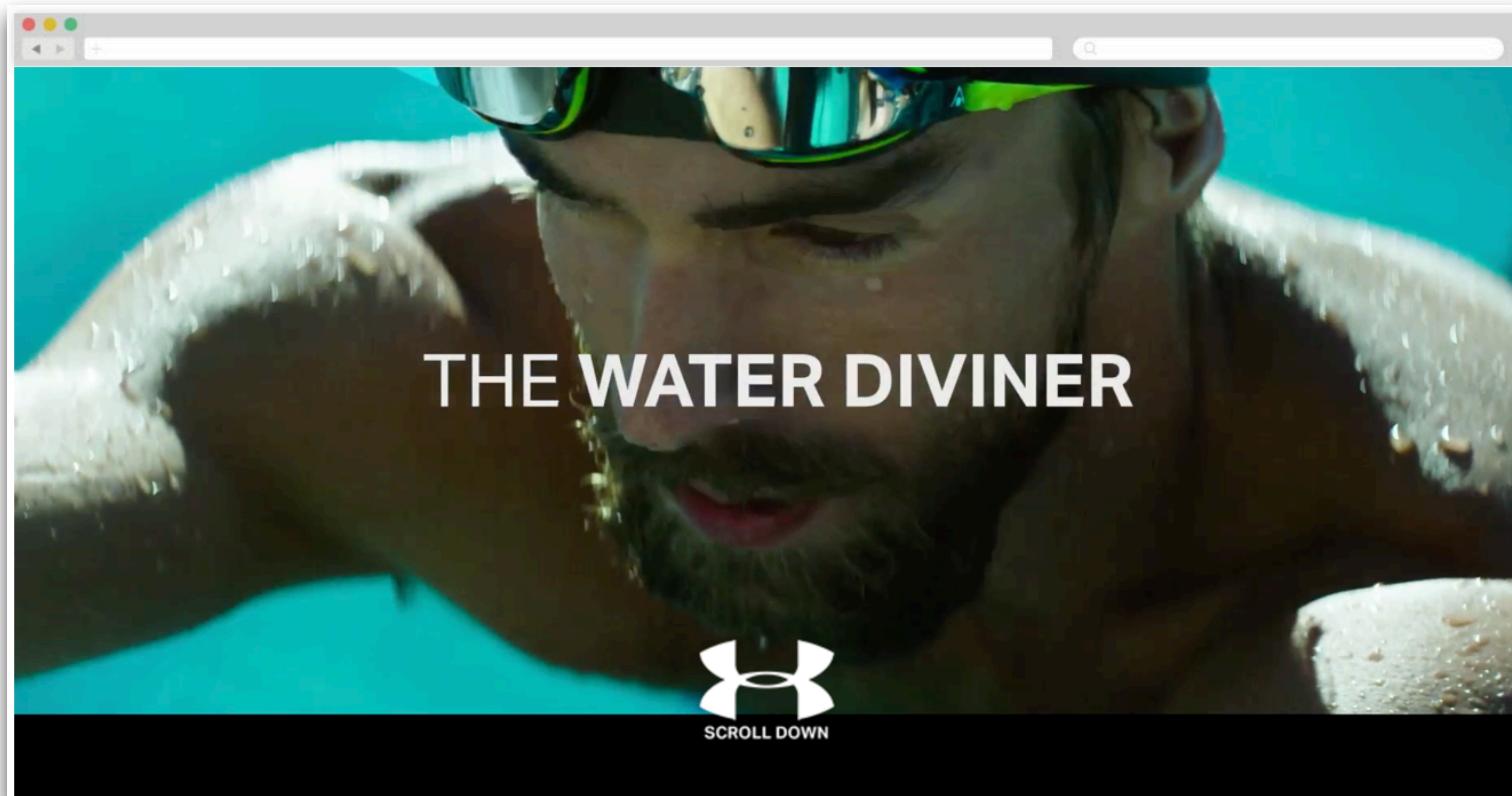


What's changed since the last games?

- Last Olympics, we didn't have TikTok, Reddit to the same degree, nor as many newsletter distribution opportunities.
- Our own brand-technology and distribution has improved. More of us can actively send content to our pipelines, or we can track content in smarter ways.
- Meme culture is stronger, even more participation from consumers, video is everywhere.

A couple of pieces we noted
in 2016

The Water Diviner, Phelps with Under Amor



The Digital Torch, Adobe with NY Times





Execution notes

- Content hubs were used but they didn't get as much traction as individual pieces. People share content not hubs. But press write about content hub partnerships. Ymmv.
- Olympics partnerships really stand out on main publishers because consumers are expecting it from them.
- Video + article as a content format wins again.

Image credit: [Jonathan Chng](#)



Where brands lose money during sporting events

1. Wrong device type at the wrong time.
2. Turning off paid distribution just as people are getting enthused.
3. Don't pivot fast enough.
4. Allocate enough resource for data & analysis.
5. Back themselves, sometimes you have to back your intuition.
6. Leaving money on the table by not utilizing your own distribution resources.

Best Practices

- Rethink your second screen strategy, people may be working whilst they have the games on in the background.
- Rethink your time of day tactics, think start of day short content, end of day recaps, think about formats.
- Adjust your content based on what's working, realize that by the end of the Olympics you will have your content in less places than at the start. Plan ahead data & analysis resource.

Image credit: [Todd Trapani](#)

Best Practices

- Think about using assets later, create assets that can be used after or end of year recaps.
- LOAD speed is vital, you don't want to interrupt that zoom connection. Remember multiple people are at home.
- Mixed format, text + video continues to be the best performing.
- Think about device and time of day, don't target desktops in the morning, target phones, etc.

Image credit: [Todd Trapani](#)

Best Practices

- Participatory content, make new content as you go, whether it is tweets, reddit posts, TikToks. Re-syndicate content.
- Collect opt ins, Olympics does bring a fresh audience in who hasn't engaged in a while, collect emails, encourage follows.

Image credit: [Todd Trapani](#)



That's it, any questions do tweet us @giveitanudge or email me ben@giveitanudge.com

More resources at: giveitanudge.com/tokyo-2020-olympics



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