



BEIJING 2022



lululemon's The Olympians on CBC Olympics & SRC Olympiques

Lululemon signed on to be Team Canada's official outfitter in 2020 taking over from long standing Partner HBC. In order to activate within Beijing 2022's coverage, they also signed an exclusive Olympic media and sponsorship deal with CBC/Radio-Canada. The partnership with CBC helped provide a live connection for lululemon to embed storytelling and branding adjacent to real-time performances, medals and historic Canadian Olympic moments.

Primary objectives

- Increase awareness & visibility of lululemon's partnership with Team Canada
- Access to event & program content that could be leveraged for the development of authentic athlete sponsored content pieces that were used for broadcast and digital storytelling
- Create custom social content and strategically optimize features for all platforms to create a 360-degree experience while driving engagement and excitement around The Olympians

The campaign ran from February 4th, 2022 to February 20th, 2022 with an overall spend of \$1.4M.

Campaign overview

CBC/Radio-Canada developed a two-prong approach that would best suit the brief provided by the client: The Olympians and Medal Celebrations. These sponsorship and content pillars provided an opportunity for lululemon to showcase their Canadian pride, support of Team Canada athletes and to authentically bring the apparel they created for Team Canada to life at some of the most viewed moments of Beijing 2022.

The Olympians- presented by lululemon

The Olympians was a content series developed to ensure that Canadians never met an Olympian for the first time - on the podium. These inspiring profiles were a powerful tool, allowing Canadians to "get to know" Team Canada. Partnering on this series provided lululemon with a unique opportunity to lean into their objective of creating human connections with their brand ambassadors, while also giving them a link to Team Canada collectively. The series profiled a large roster of both English and French athletes, creating unique reach. Integrations included on-camera interviews with athletes in their Team Canada kit, branded font overlays, branded open/close animations, branded promotion, a custom branded video on demand page housing all the features and social posts versioned specifically for each platform.

This 360° campaign included the following tactics:



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- 16 bilingual features that were pre-produced for linear television. These features aired directly ahead of and during key athlete performances and were then placed strategically on CBC/Radio-Canada's Olympic website throughout the Beijing 2022.
 - The features also lived on a custom branded video on demand page
- Customized social cutdown versions of the TV Olympians features were also produced and strategically posted on CBC/Radio-Canada's Olympic social channels.

Medal Celebrations- presented by lululemon

Medal Celebrations provided lululemon with a customized branded open and close which surrounded each Team Canada athlete medal ceremony. In total these 26 individual presentations were some of the most watched moments of Beijing 2022. This additional branded sponsorship execution provided lululemon with the largest opportunity to place their brand messaging directly next to the moment where Team Canada athletes are wearing the clothing they designed. These executions re-aired multiple times daily on broadcast, increasing exposure and helping drive further awareness to the 26.7M Canadians who watched Beijing 2022 on broadcast.

lululemon also branded the medal widget on both the CBC/Radio-Canada Olympics app and on CBC.ca/Olympics, a space that received over 15M views on the website and over 9M impressions on the app throughout the Games.

In addition, custom designed lululemon branded medal announcement graphics were deployed in real-time on targeted social channels throughout the Games. Tagging the brand to each post gave lululemon brand recognition directly inline with posts that received a total of 6M impressions across the 3 platforms (Facebook, Instagram & Twitter) and earned the highest average engagement rate of all CBC Olympic partners at 6.88% and the highest Instagram engagement rate at 11.5% for the 16 days of competition.

Specific tactics

Broadcast:

- The Olympians look and feel incorporated the use of the lululemon branding and creative that was used from the in-market campaign. Leveraging the visuals for the Olympians aided in the recall of the content and helped with consistency of the campaign between their brand produced commercials and the content CBC/Radio-Canada produced for viewers to recognize and effectively recall.
- CBC/Radio-Canada was able to ensure lululemon's TV spots ran adjacent to all of Team Canada's Medal Celebrations. This was the first time that lululemon created a TV spot and CBC ensured that we leveraged their brand look and feel within The Olympians series so that there was a seamless link between the content pieces while airing next to each other on TV.

Digital:

- Providing an in-Games component to Canadian audiences aligning with partner's campaign thematics.
- Creating factual, short, to-the-point content that engages and provides value to Canadians.
- Leaning into repetition, including sharing organic content multiple times throughout the Games, providing reliable daily touchpoints while showcasing varying presentation formats to avoid content fatigue.



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Performance

The campaign performance was assessed by data that was collected daily throughout the Games via numeris, Adobe Analytics, Hootsuite and the backends of social platforms. This data was paired with a customized study conducted by CBC/Radio-Canada's sponsorship research Partner IMI. The study surveyed 5000 Canadians pre, during and post Beijing 2022 to determine the following: 1) Understand attitudes towards the Olympics and any changes pre to post 2) Measure success of CBC's coverage and sponsored content 3) Determine success of Partner Performance.

Results

All results helped ladder back to the primary key performance indicators of awareness or engagement:

- In their first year being a Team Canada sponsor 51% of respondents recognized that lululemon was a sponsor of Team Canada*
- 42% of respondents had an increased brand perception of the lululemon brand as a result of their sponsorship with CBC/Radio-Canada & Team Canada*
- 67% of respondents were more likely to recommend the brand as results of their sponsorship*
- 42% of respondents recalled lululemon as the sponsor of The Olympians series*
- 47% of respondents recalled lululemons advertising*
- 24% of respondents said they were more likely to purchase lululemon products as opposed their competitors as a result of their sponsorship*.
- The Olympians series had a total of 4M total social impressions across platforms**.
- Between the medal widgets and video on demand page, the campaign received nearly 50M digital pageviews (web & app), earning the highest digital reach of any CBC Olympic partner campaign**

lululemon's sponsorship with CBC/Radio-Canada helped cement them as one of the highest recalled Olympic partners in just the first year of their sponsorship with Team Canada. Access to custom storytelling content with Team Canada Olympians, a strategic 360° campaign leveraging all available platforms - digital, social and linear TV - as well as real-time branding and messaging adjacent to most of Beijing 2022's most watched events reinforces the exceptionally robust ROI.

*Results: IMI pre/post evaluation // sample size: 5000 Canadian residents A16-64 (450 French speaking) regionally represented across all of Canada. IMI content testing // sample size: 11,105 English speaking Canadian residents A16-64 regionally represented across all of Canada

**CBC Olympics Digital & Social Metrics were pulled from Adobe Analytics, Hootsuite & social backends