



RBC SPOTLIGHT

On CBC Olympics



Insights & Ideas

TRAINING GROUND TO OLYMPIC BOUND

RBC co-created RBC Training Ground (RTG) alongside CBC to connect with young athletes & create a platform that would allow RBC to differentiate themselves from other Team Canada sponsors. The RTG program began in 2016 with Tokyo 2020 & Beijing 2022 being the first Games where athletes who were discovered through the program would be competing at the Olympics.

CBC was tasked with finding ways to tell RTG athlete stories in new and unique ways while simultaneously sharing the stories of more established RBC Olympians. The stories stood apart by sharing what the program & RBC's sponsorship means to athletes, teams & National Sport Organizations.

The approach incorporated revised tactics driving traffic back to the updated custom branded video on demand page while simultaneously encouraging on-platform consumption with a specific focus on RBC Spotlight livestreams.



Media Execution

360° INTERACTIVITY

The RBC Spotlight campaign and strategy evolved from Tokyo to Beijing based on several key learnings; including full features on broadcast, a digital-only live show, custom social content & a data-led paid media campaign while implementing a TikTok strategy, prime editorial placement on cbcolympics.ca & the CBC Olympics App to create a true 360° integration.

Narrated athlete features aired on broadcast and were versioned for social platforms based on presentation formats (Carousels, Reels, etc.) allowing RTG & RBC Olympians to tell their stories of getting to the Olympic Games. The campaign also included 513 organic social posts of custom and repurposed content across all platforms. All executions centered around putting a Spotlight on the athletes and their stories.



Targeting a younger demographic (18-34 M/F split), CBC created a digital interactive space, hosted by former Olympian Anastasia Bucsis. The RBC Spotlight Space provided a daily live show where Olympians were interviewed,

sharing raw & intimate moments. The daily show aired live on Facebook, YouTube & Twitter throughout Tokyo & expanded for Beijing also airing on cbcolympics.ca & CBC Gem - earning over 23M video views and increasing views by 200% from Tokyo to Beijing.

Innovation

EXCLUSIVE LIVE INTERVIEWS

As Covid postponed Tokyo 2020 and posed restrictions for Beijing 2022, athletes faced extreme adversities to get to the Games so CBC had to be innovative with creating content that allowed these raw and emotional stories to be told alongside athletes' live performances. As such, we created the RBC Spotlight interactive space which was the only live interview space at both Tokyo and Beijing. Providing RBC with the unique

ability to connect athletes with Canadians back home.

RBC Spotlight was live streamed on our CBC Gem platform as well as multiple digital and social platforms. Due to athlete accessibility and Covid protocols we had to ensure virtual capabilities as we needed to bring athletes together from all over Tokyo & Beijing when they could not be in-studio.

By implementing key learnings from Tokyo 2020 and improving the presentation of live interviews, we were able to over deliver on all objectives and KPIs - most specifically digital and Instagram metrics.



Results

EXCEPTIONAL GROWTH

49%

RBC Spotlight on CBC Olympics: Beijing 2022 over delivered on all campaign KPIs and objectives. RBC saw awareness & impact scores that were 18% above the partner average at 49% & had the highest aided partner awareness increase both pre & post Games at 14%*.

20+

RBC tied for first place in aided awareness amongst 20+ other CBC Olympic Partners in Tokyo, and increased awareness by 2 points in Beijing*. From a brand perspective, there was an increased brand perception by 7% from Tokyo to Beijing and an increase of 9% favourability from Games to Games*.

18.6M

Across social platforms, the campaign earned 16.8M impressions during Tokyo 2020 and over 18.6M impressions throughout Beijing 2022 highlighting the growth of RBC Spotlight**.

200%

On digital platforms (cbcolympics.ca & CBC Gem), video views increased by 130% on digital platforms and 200% across all platforms from Tokyo to Beijing earning over 23M video views throughout the two Games**.

31M

The data-led paid media strategy was incredibly successful at expanding awareness of the campaign, earning over 31M impressions over the two Games & averaging a 19% engagement rate across social platforms**.

*IMI pre/post evaluation: 5000 Canadians A16-64. Content testing: 11,105 Canadians A16-64.
**CBC Olympics Digital & Social Metrics are from Adobe Analytics, Hootsuite & social backends.