



23/07/2024

REPORT

Going for Gold: Brands in the Olympic Fold



AUDIENCE

Demographics

France, Age 16 to 99

Custom Screening

Do you plan to watch the 2024 Olympic Games?

Qualified: Yes

Unqualified: No,



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OBJECTIVE

To investigate the impact of brand partnerships on audiences' perceptions of the Olympic Games and athletes, assessing the balance between enhancing the Olympic experience and over-commercialization, and to examine the influence of these partnerships on viewers' purchasing behavior regarding sports gear and brands associated with the Olympics.

BURNING QUESTION

How do Olympic and Athlete brand partnerships shape public perception and influence consumer behaviour?



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CHAT GUIDE

1. What sports do you regularly follow or play?
2. When they are on, do you watch/engage with the Olympic Games?
3. What is your favourite Olympic sport/event?
4. Will you be going to watch any events live this year?
5. How do you feel about brands advertising during the Olympics?
6. If a brand supports the Olympics, are you more likely to buy their products?
7. Have you ever purchased a product because it was an Olympic sponsor?
8. Does an athlete's endorsement influence your opinion of a brand?
9. Do you own any sports gear from Olympic or athlete sponsors?
10. Can you recall a memorable Olympic ad or sponsorship?
11. Do brand partnerships make the Olympics more enjoyable for you?
12. Do you think there's too much commercialization in the Olympics?
13. How do brand partnerships with athletes affect their image for you?
14. Would you prefer the Olympics without brand partnerships?
15. Imagine a world where athletes couldn't have sponsors. How would that affect your view?
16. Do you believe brand partnerships help athletes' performance?
17. Have you ever felt inspired to try a sport based on an athlete's endorsement or seeing it in the Olympics?
18. Do you think Olympic partnerships lead to long-term support for athletes?
19. To conclude, has our discussion changed your views on Olympic brand partnerships?



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AI SUMMARY

Olympic and athlete brand partnerships have a varied impact on public perception and consumer behavior among French audiences who plan to watch the 2024 Olympic Games. While some viewers are indifferent or critical of the commercialization, feeling that it overshadows the sports themselves, others appreciate the financial support that brands provide to the Olympics and athletes. For certain consumers, brand partnerships enhance the Olympic experience by keeping the event top of mind and adding excitement through engaging advertisements. However, there is a consensus that the quality and relevance of the product are the primary factors influencing purchasing decisions, rather than the mere fact of Olympic sponsorship. Athlete endorsements have a mixed influence, with some consumers swayed by athletes' use of products, while others remain skeptical of the authenticity of such endorsements. The visibility and support provided by sponsorships are recognized as beneficial for athletes' performance and long-term development, but there is a desire for a balance to avoid excessive commercialization. Overall, while brand partnerships are not the main driver for most consumers' purchasing behavior, they are seen as an integral part of the Olympic ecosystem, contributing to the event's funding and the athletes' success.





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KEY INSIGHTS

Influence of Brand Partnerships on Purchasing Behavior

- Brand partnerships with the Olympics and athletes can positively influence consumer purchasing decisions, with some respondents indicating a preference for products associated with the Olympics due to perceived quality or support for the games.
- However, several respondents are not swayed by sponsorships and prioritize personal needs, quality, and price over the influence of Olympic advertising and athlete endorsements.

Impact of Brand Partnerships on Athlete Perception and Performance

- Brand partnerships are seen to potentially enhance the image of athletes, with some respondents feeling that sponsorships can add prestige and support athletes' careers.
- There is a belief among some respondents that brand partnerships can contribute to athletes' performance by providing them with highquality equipment and financial support, although others feel that performance is driven by passion and not sponsorship.

Consumer Attitudes Towards Advertising During the Olympics

- Responses to Olympic advertising are mixed, with some respondents enjoying engaging and creative ads, while others find them excessive or irrelevant to the sports themselves.
- The effectiveness of Olympic ads in capturing attention varies, with memorable ads being those that resonate emotionally, offer highquality products, or align with the spirit of the Olympics.

Brand Partnerships and the Olympic Experience

- Some respondents appreciate brand partnerships for adding excitement and enhancing the Olympic experience, while others prefer to focus solely on the sports and athletes.
- The potential for brand partnerships to make the Olympics more enjoyable is acknowledged, but there is a desire for these partnerships to not overshadow the core values and competitive spirit of the games.





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KEY INSIGHTS

These insights suggest that while brand partnerships are recognized as important for the financial support of the Olympics and athletes, there is a call for a more balanced approach that respects the integrity of the sporting event. Advertisements that are engaging and align with the Olympic spirit are more likely to positively influence consumer behavior, and partnerships that enhance the image and performance of athletes are viewed favorably. However, there is a clear desire among some consumers to minimize the commercial aspect to preserve the authenticity of the Olympic experience.





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PROJECTIVE ANALYSIS

Imagine a world where athletes couldn't have sponsors. How would that affect your view?:

Analysis of the responses to this projective question reveals a range of perspectives on the role of sponsorships in sports, particularly in the context of the Olympics. Some respondents feel that the absence of sponsorships would not significantly alter their view of the Olympics or athletes, suggesting a focus on the athletes' performance and the sports themselves rather than the commercial aspects. These individuals appreciate the purity of the competition and believe that without sponsors, there would be a greater emphasis on the athletes' abilities and the spirit of the games.

On the other hand, several respondents acknowledge the practical and financial implications of sponsorships. They recognize that sponsorships provide athletes with necessary financial support, allowing them to train and compete at the highest levels. The absence of sponsors is seen as potentially detrimental to the quality and competitiveness of sports, as athletes might lack access to high-quality equipment and resources. Some respondents also mention that sponsorships can inspire and motivate athletes, as well as contribute to their visibility and marketability.





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PROJECTIVE ANALYSIS

A few respondents express concern that without sponsorships, the Olympics might lose some of its prestige and appeal. They suggest that sponsorships add an element of excitement and engagement for viewers, and that brands can contribute positively to the event by introducing initiatives such as ecological sustainability.

Overall, the analysis indicates that while some viewers prioritize the athletic competition over commercial interests, others recognize the symbiotic relationship between athletes and sponsors, acknowledging the benefits that sponsorships can provide to both parties. The responses also reflect an understanding of the complex role that commercialization plays in modern sports, with some respondents calling for a balanced approach that allows for sponsorships without overshadowing the essence of the Olympic Games.





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HUMAN KEY QUOTES

"Yes, a lot, it is far too present and often takes precedence over sports."

Age 37, Male

"Sometimes when it's ads that we see too much, it's annoying, but when it's ads with catchy music, for example, it can be cool. We understand that it's essential to finance the project."

Age 19, Female

"Yes, because once a brand has collaborated with a person, I have noticed that it often continues to support them in their future projects."

Age 19, Female

"Yes, because he considers the brand to make good quality products by using them."

Age 19, Male

"Yes, by providing them with appropriate and specific materials and equipment"

Age 19, Male

"Yes, I realize that partnerships are essential and greatly help athletes."

Age 19, Male





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HUMAN KEY QUOTES

"I find that we talk about it too much and that there are too many advertisements. Even though we know it generates a lot of money, the influence they have is too significant."

Age 36, Female

"Because to finance the games it is necessary to advertise them in order to generate money. I find that there are too many at the moment because they are present on all platforms, television, social networks, email, in the street..."

Age 36, Female

"Yes, I think so. They can contribute by providing them with clothes, shoes, and giving them access to the highest level of competition."

Age 36, Female

"The support from sponsors is essential for the financing and smooth running of the games."

Age 63, Female

"Athletes must be free from any mental burden related to financial problems."

Age 63, Female

"Yes, more time and resources to devote solely to sports and training."

Age 63, Female





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HUMAN KEY QUOTES

"Nothing comes to mind, but the fact that champions lend their image to a brand positively influences my perception of the brand, especially if I appreciate the athlete."

Age 43, Female

"Yes, there are many advertisements everywhere, but it is part of our society now. However, sports and the values it conveys should remain the main objective. Some athletes do too many different advertisements. I think we should not multiply the contracts because it weakens the credibility of the brand and the athlete."

Age 43, Female

"Not necessarily because organizing the Olympic Games requires a lot of money, and that necessarily means advertising for funding, but I am talking about individual sponsors who can sometimes be abusive."

Age 43, Female

"If it shows the sporty aspect in its advertising, probably yes, because it aligns with the event and is not just trying to sell a product, but also an experience. Otherwise, like with Visa, I think I would be more disgusted by the brand after seeing the ad than before."

Age 18, Male

"No, brands add new perspectives to the Olympics that the organizers might not have necessarily thought of. Some brands, for example, can implement significant initiatives for ecology, which can help reduce the carbon footprint of the event. Thus, brands add all sorts of little extras to the event."

Age 18, Male

"Brands take advantage of this event to get good publicity, showing that they are well involved in this event and possibly catching the eye of viewers who might be inclined to buy their products."

Age 57, Female





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HUMAN KEY QUOTES

"Yes, it is possible. If I am hesitating between two brands and one advertises for the Olympics, I think I would choose the one that caught my attention thanks to the advertisement."

Age 57, Female

"Yes, I needed sneakers and an ad caught my attention. I headed to the store, and indeed, the ad said they were very comfortable, which was true, so I bought them. If I hadn't seen the ad, I don't think I would have taken them."

Age 57, Female

"Yes, an advertisement for sneakers. The music was super attractive, energetic, and lively. The video was the same; it made you want to move."

Age 57, Female

"It is important to avoid the spectator getting lost if there are too many or getting bored of this sporting event, all because of too many advertisements around this event."

Age 57, Female



PERSONAS

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The Traditionalist Viewer

Description:

- Age range 35-63, both genders, employed or retired, with or without children, various regions in France.
- Prefers watching traditional sports like football, athletics, and handball, and values the emotional aspect and team spirit in sports.
- Skeptical about the impact of brand partnerships on the Olympic experience, feeling that they can overshadow the sports themselves and are too pervasive.

Insights:

- This persona is likely to have a long-standing relationship with the Olympics and values the purity of the sport over commercial interests.
- They are resistant to advertising influence, making purchasing decisions based on personal needs and quality rather than brand endorsements.
- They believe that brand partnerships should be more discreet and that the focus should remain on the athletes' performances and the sports.



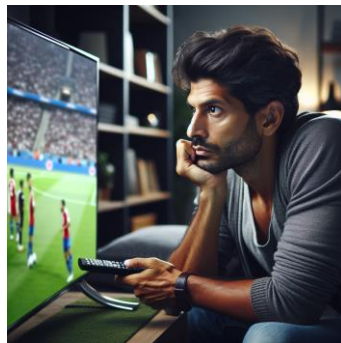
The Enthusiastic Supporter

Description:

- Age range 18-21, both genders, students or employed, without children, from various regions in France.
- Engages with a variety of Olympic sports, enjoys the communal aspect of watching the games, and is active on social media.
- Views brand partnerships positively, associating them with athlete support and the financial viability of the games.

Insights:

- This persona is open to brand messaging and may be influenced by effective advertising, especially when it aligns with their values or interests.
- They appreciate the role of brand partnerships in enhancing the Olympic experience and are likely to purchase products from Olympic sponsors.
- They are conscious of the balance between commercialization and the sporting spirit but accept the necessity of brand involvement for funding the games.



The Pragmatic Spectator

Description:

- Age range 18-57, both genders, full-time or part-time employed, with or without children, from various regions in France.
- Follows specific sports like swimming, gymnastics, and soccer, and has a practical approach to brand partnerships.
- Acknowledges the necessity of brand partnerships for the Olympics but is selective and critical about their influence on purchasing behavior.

Insights:

- This persona makes informed choices about products, considering factors like quality, price, and personal interest over brand endorsements.
- They are aware of the commercial aspects of the Olympics but prefer that brand partnerships do not detract from the focus on sports and athletes.
- They recognize the financial support that brands provide to athletes and the games, but their loyalty to brands is not easily swayed by sponsorships.





**REACH OUT TO US IF YOU HAVE
FURTHER QUESTIONS ABOUT THIS
REPORT**

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