



Who is the **WINNER**  
of the 2008 Beijing Olympics?

**CTR tells you.....**

**64** official sponsors & suppliers

2008 TOP sponsors invested **3** billion USD with China

Olympic ad spending reaching **18** billion RMB

**A world-class sport event**



**ctr** **4.7** billion global viewers & **1.3** billion of Chinese consumers **aiming to target**

Over **70%** of the world's population or **4.7** billion watch Beijing Olympics

The Highest Rating Point

Audience Reach



**59.9%**

**11.2亿**



**18.6%**

**2.1亿**



**55.1%**

**1.0亿**




*Source: CSM Media Research, The Nielsen Company, The Asahi Shimbun*

China leading market research provider, CTR looks into Chinese consumer's attitudes toward Olympics, sponsors awareness, and athletes popularity aiming to analysis key factors for marketers in any event marketing activities. Here are what we've done.

***With continuous advertising spending tracking, news exposure monitoring & over 30,000 interviews with respondents from 128 major cities in China .....***

***Here are the findings...***



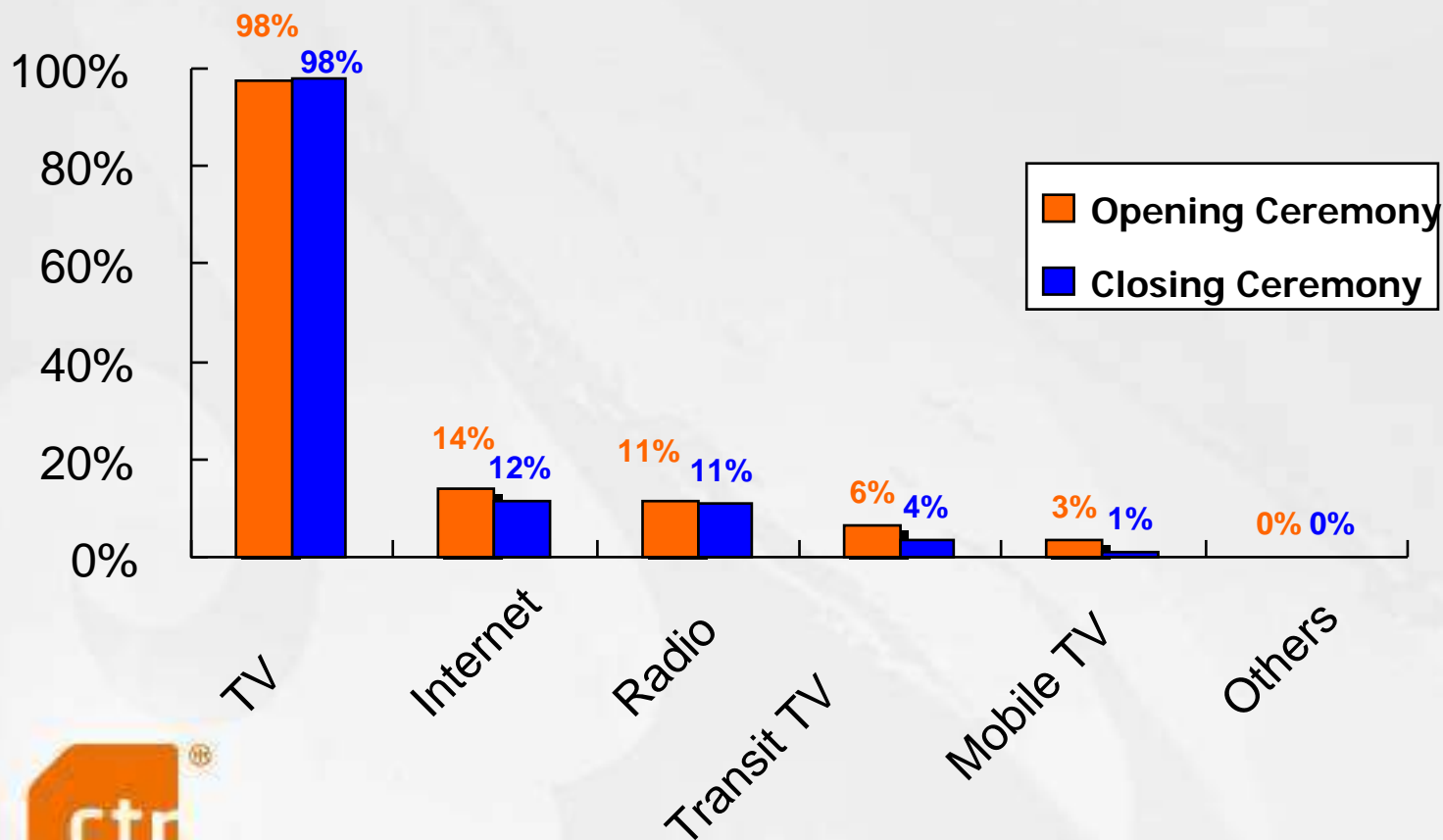


**98%** *Chinese watched Beijing  
2008 Opening Ceremony via TV,  
internet, radio, transit TV, mobile TV*

**93%** *Chinese enjoyed watching  
sports on various media during  
Beijing Olympics*

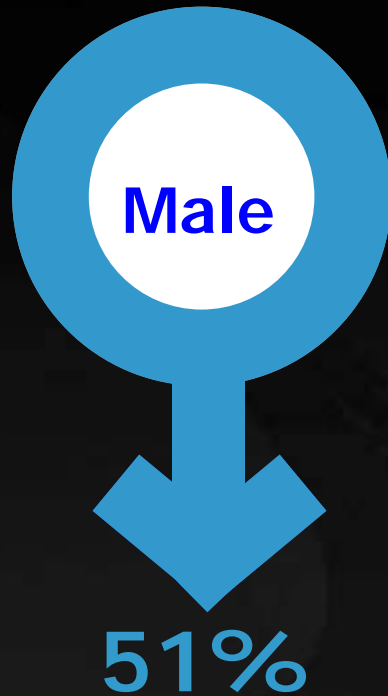


# How do you watch or listen the opening and closing ceremony of Beijing Olympics?

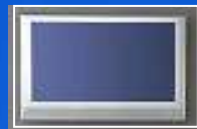


Sourcing: CTR Market Research Beijing Olympics Survey

**81%** Chinese turned to the **Olympic Games LIVE** through TV, internet, radio, transit TV and mobile TV media everyday.



# TV remained as the **most popular** medium for Chinese.



TV

97%



Radio

18%



Internet

16%



Transit TV

7%



Mobile TV

2%



*Sourcing: CTR Market Research Beijing Olympics Survey  
Data based on approaching rate in average during the lasting of games*

# Which **sport** event are you interested in watching?



67.3%



66.1%



57.2%



50.1%



50.0%









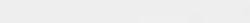
48.0%



Sourcing: CTR Market Research Beijing Olympics Survey

# The most popular athletes

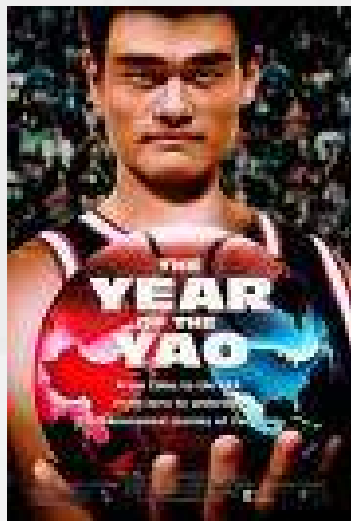
## Beijing Olympics Athletes News Exposure Ranking (Aug. 8-24)

Ranking	Name	Sports	Nationality	News Exposure
1	Phelps	Men's Swimming	US	1223
2	Liu Xiang	Men's Track and Field		910
3	Yao Ming	Men's Basketball		706
4	Usain Bolt	Men's Track and Field	Jamaica	543
5	Du Li	Women's Shooting		495
6	Yang Wei	Men's Gymnastics		470
7	Guo Jingjing	Women's Swimming		452
8	Li Xiaopeng	Men's Gymnastics		415
9	Yang Yilin	Women's Gymnastics		391
10	Zhang Yining	Women's Table Tennis		385



Sourcing: CTR Market Research Beijing Olympics Survey

# Who is your **favorite** Chinese athletes? – *before Liu's quit*



Yao Ming

**40.6%**



Liu Xiang

**24.5%**



Yang Wei

**20.8%**



Guo Jingjing

**20.6%**



*Sourcing: CTR Market Research Beijing Olympics Survey*

*Survey date: Aug. 16 (before Liu Xiang's quit)*

However, Liu Xiang pulled out of the men's 110m hurdles ...

# Responses

by consumers, media and  
endorsed brands



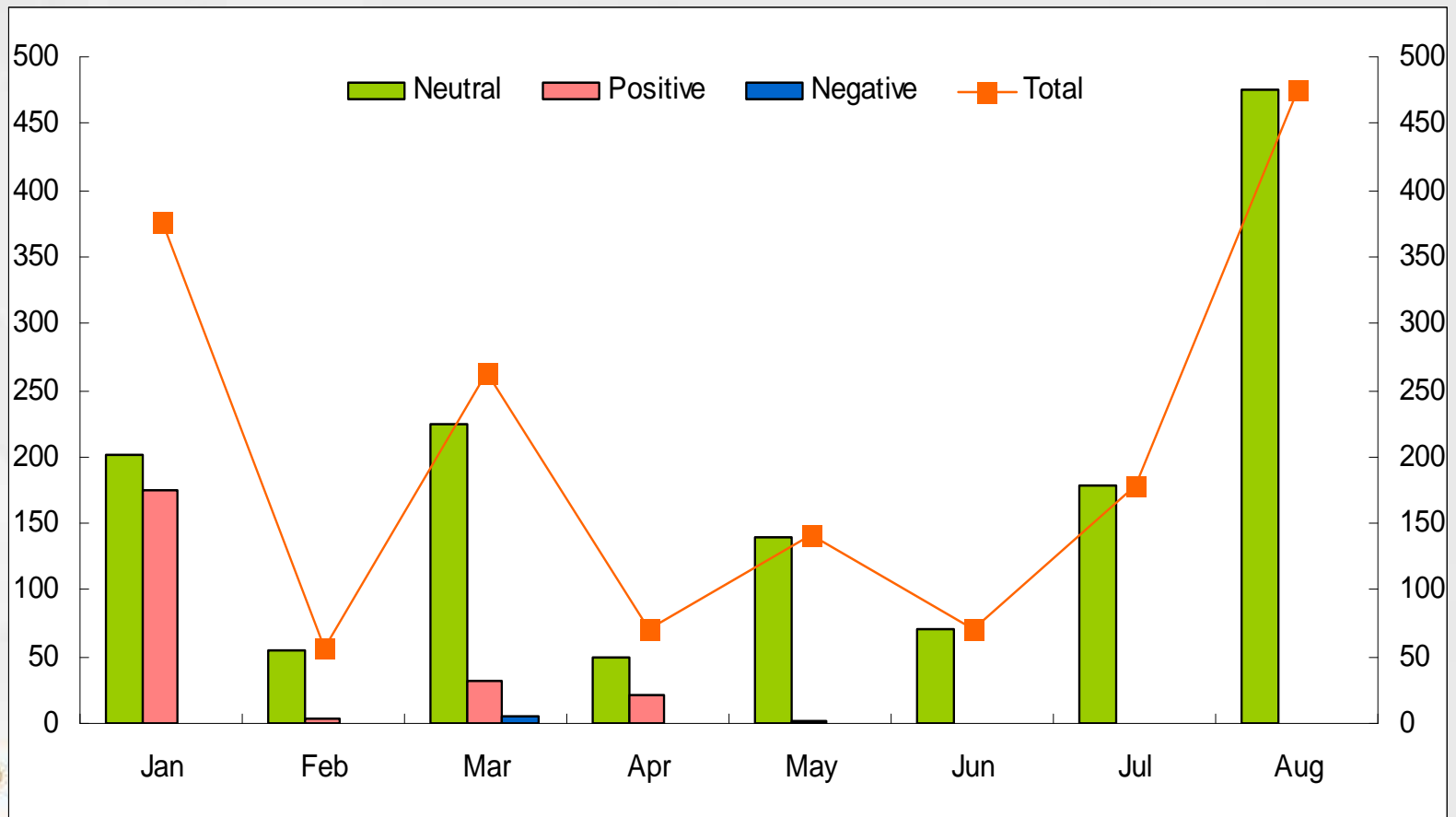


Discussions of Liu Xiang's quit remained  
"popular" even after the Games.

**57.4%** of Chinese understood  
*Liu's quit due to injury.*

**85%** respondents would still  
*support Liu Xiang*

# News exposure about Liu Xiang



Sourcing: CTR Market Research Media Intelligence

What are Chinese attitudes toward the brands that endorsed by Liu after he limped out of the Bird's Nest?

**70%** could still accept the brands that Liu endorsed.

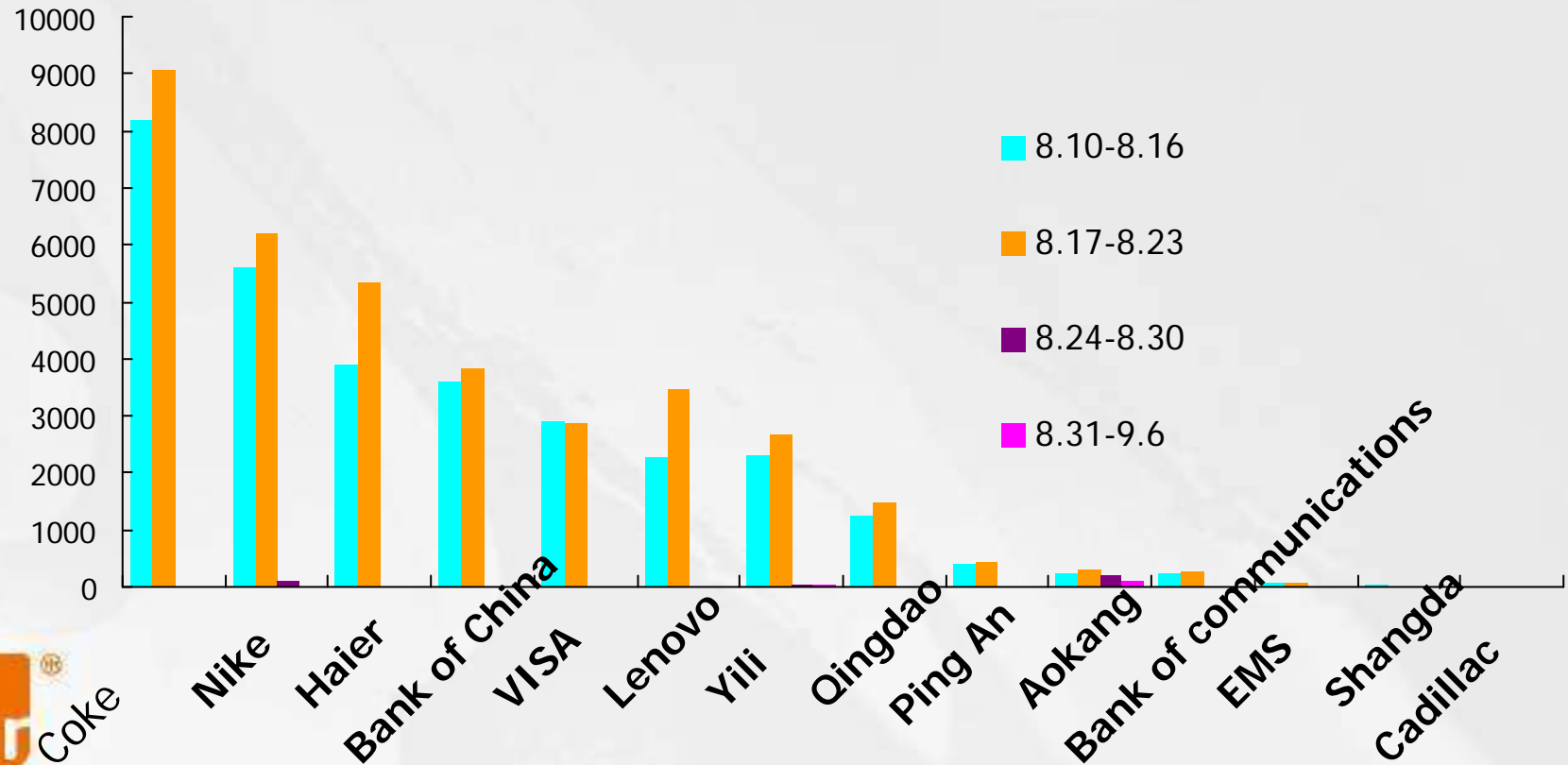
**67%** would purchase those endorsed products



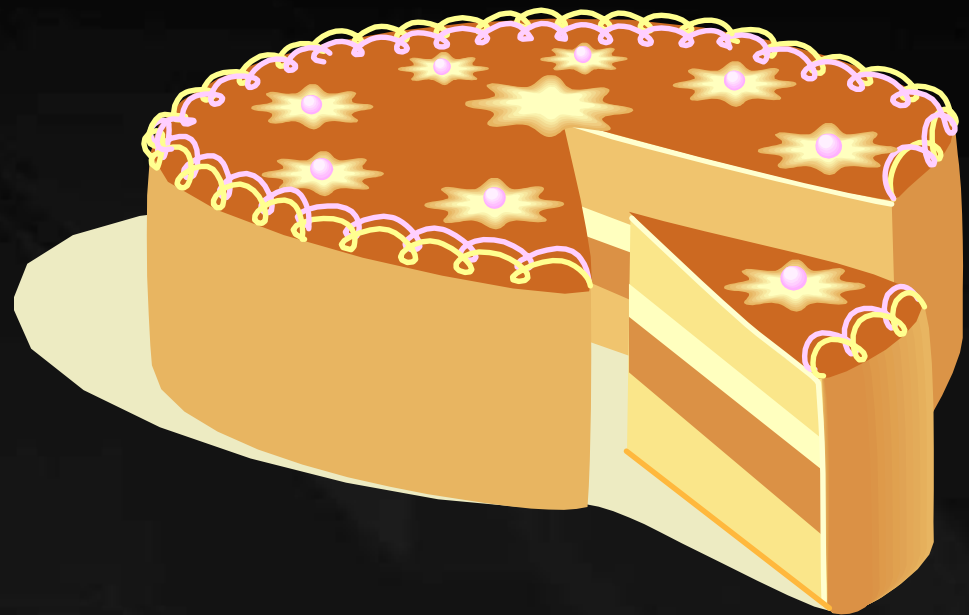
The week (Aug 18) after Liu's quit, brands increased ad spending temperately to capture consumer's emotions. However, one week later...

## Ad spending for Liu Xiang by Liu Xiang endorsed brands

RMB Yuan



As the unparalleled worldwide event,  
all eyes on this **“Golden”**  
marketing opportunity.



# Olympic Sponsors Awareness - *beverage industry*



**Coca-cola**  
**43.3%**



**Pepsi-cola**  
**15.9%**



Sourcing: CTR Market Research Olympics survey

# Olympic Sponsors Awareness - credit cards industry



4.9%



1%



Sourcing: CTR Market Research Olympics survey

# Olympic Sponsors Awareness

## - IT industry

**lenovo** 联想

**Lenovo**

**19.9%**



方正集团  
世界在变 创新不变

**Founder**

**0.7%**



**HP**

**0.7%**

Sourcing: CTR Market Research Olympics survey

# Olympic Sponsors Awareness

## - Home appliances industry

**Haier**

海尔

**Haier 32.5%**

**CHANGHONG 长虹®**  
— 快乐创造 C 生活 —

**Changhon 9.1%**

**SAMSUNG**

**Samsung 6.5%**



Sourcing: CTR Market Research Olympics survey

# Olympic Brand Medal Ranking Top 10

R	Brand	Endorsed athletes or Chinese teams	Gold 30	Silver 20	Bronze 10	News Exp.	Total
1	Li Ning	Chinese Shooting, Table Tennis, Diving, & Gymnastics	25	6	10	162	1132
2	Nike	Liu Xiang, Yi Jianlian, Zou Shiming, Chinese Shooting, Fencing, Cycling, Canoeing, Weightlifting, Taekwondo (Chen Zhong), Track and Field, Tennis (Zheng Jie), Basketball, Beach Volleyball, Hockey, Wrestling, Synchronized Swimming, & Sailing teams	19	8	9	150	970
3	Coca-cola	Chinese Men's Basketball, Women's Volleyball, Diving, Gymnastics, & Track and Field teams	16	2	10	139	759
4	Yili	Guo Jingjing, Li Yongbo, Yi Jianlian, the Chinese Table Tennis, Badminton, Synchronized Swimming, Track and Field, & Artistic Gymnastics teams	10	6	8	110	610
5	McDonald's	Guo Jingjing, Wang Feng, Zhu Fangyu, Li Na, & Chinese Gymnastics team	11	1	4	60	450
6	Shanghai GM	Cheng Fei, Yang Wei, the Chinese Swimming, Men's Weightlifting teams, Woods	9	4	4	23	413
7	Mei De	The Chinese Diving & Swimming teams	8	4	5	37	407
8	Samsung	Liu Xuan, the Chinese Gymnastics team	9	1	4	60	390
8	China Mobile	Deng Yaping, Wang Xu, Wang Junxia, the Chinese Gymnastics, & Men's Basketball teams	9	1	4	60	390
10	Cola Cao	The Chinese Gymnastics team	9	1	4	46	376

a decisive "PR" victory

Brand Winner



Please refer to the detailed analysis of the Li Ning marketing and PR campaign on the upcoming CTR publication:

***"Beijing Olympics Marketing Case Studies"***



# Global Competitiveness

## Global Integrated Sport Goods Manufacturer Ranking 2008

1. Nike



2. Adidas



3. Puma



4. Li Ning



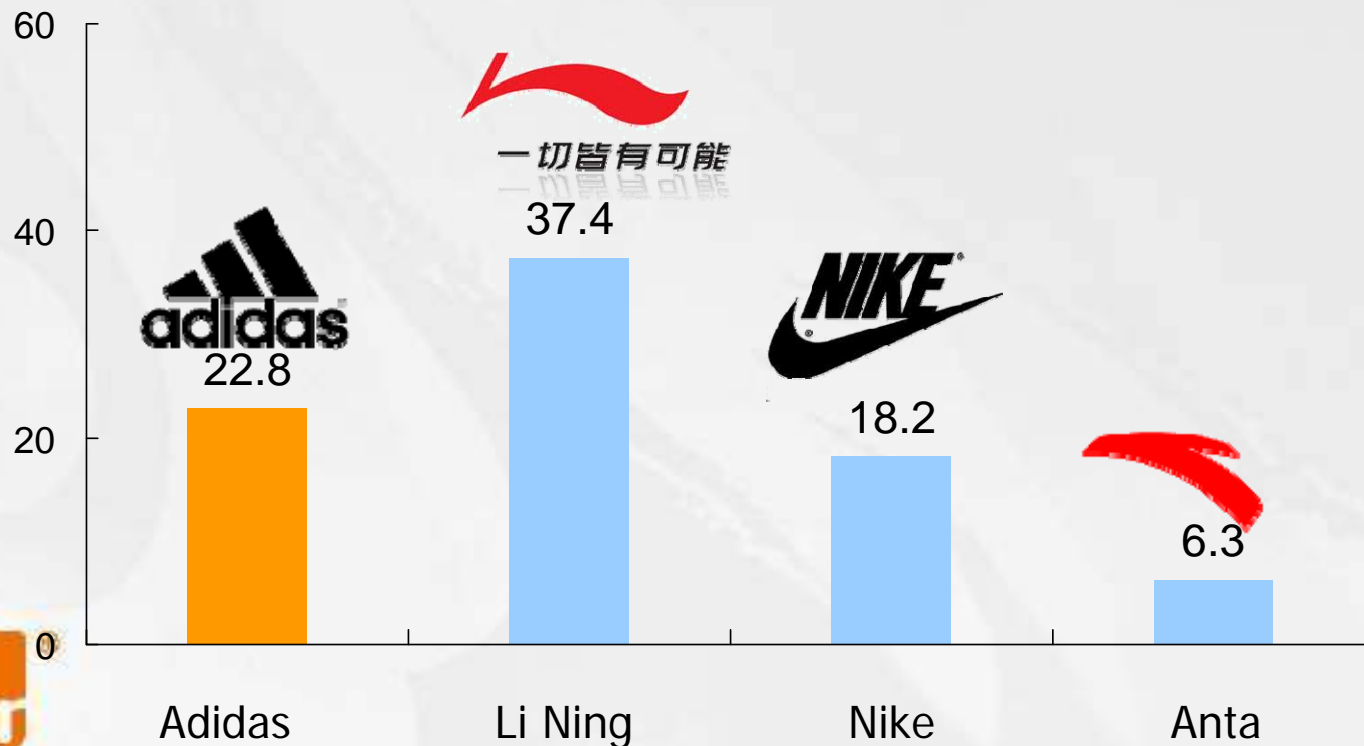
5. Aishikesi



Sourcing: Sporting Goods Intelligence, US

# 37.4% respondents misidentified **Li Ning** as the official Beijing Olympics sponsor while **Adidas** mentioned rate reached 22.8% (unaided)

Which sport apparel brand is the Olympics sponsors?





## Sponsor of "Team China"

Sponsored "Dream Teams" include: Table Tennis (4 gold medals), Diving (7 gold medals), Gymnastics (9 gold medals) and Shooting (5 gold medals). Li Ning won 25 gold medals or nearly half of the total China wins.

As a non-official Olympic sponsor, Li Ning achieved high media exposure via sponsoring those athlete's sportswear.





# Sponsoring foreign teams to increase its int'l brand **image**

Li Ning sponsors Spanish and Argentine basketball teams who are the silver and bronze medal winners respectively.

Besides, Li Ning also sponsored the Team Sweden and Team Spain in the opening and closing ceremony of Beijing Olympics.



# Sponsoring sport journals on CCTV

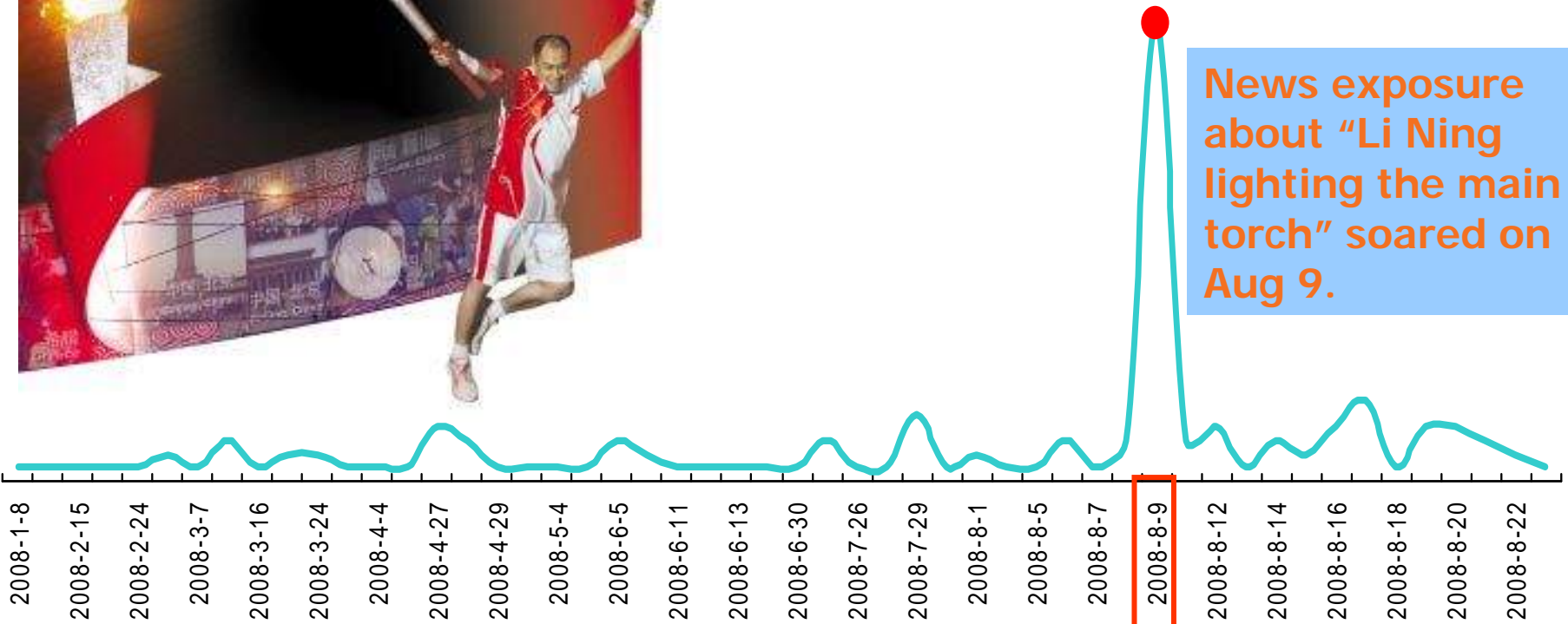


Li Ning has signed an agreement to sponsor featuring journalists' outfits with CCTV5 – the official Olympic channel in China since the beginning of 2007.



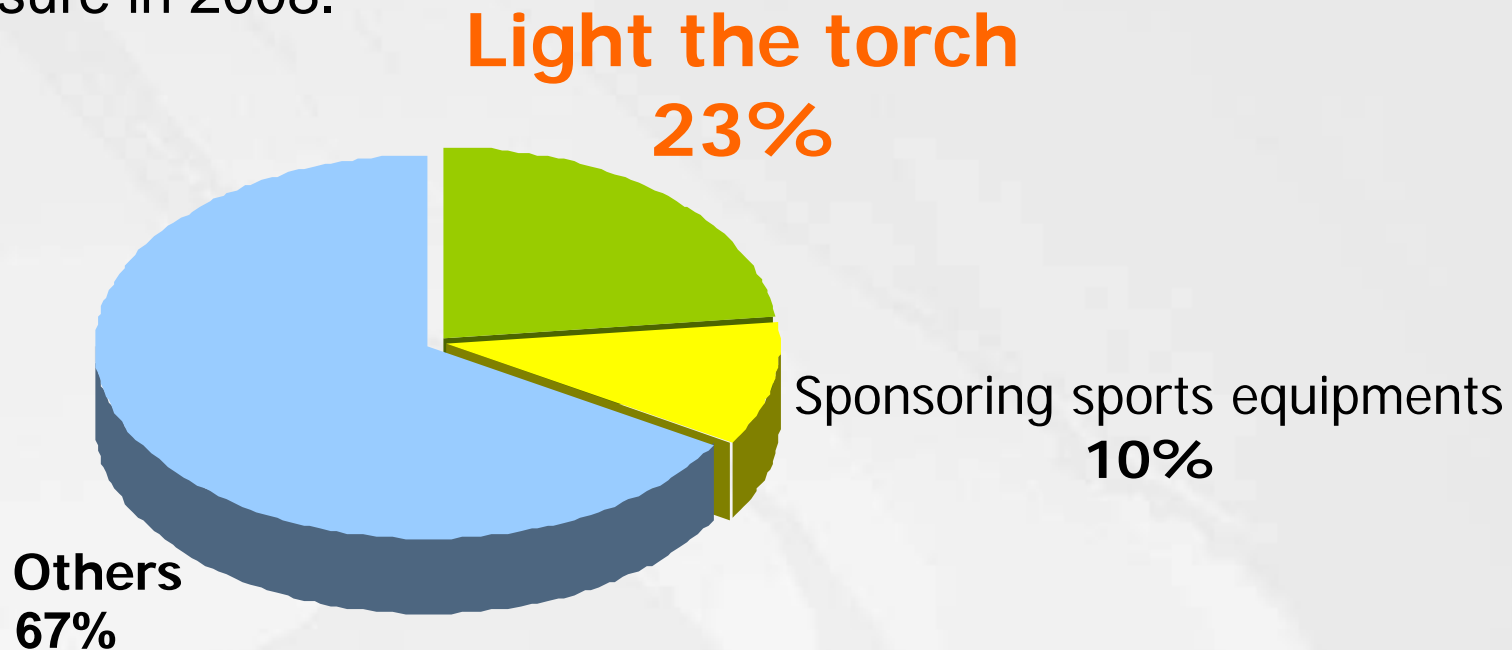
# The Final Torchbearer

Li Ning's 3 minute appearance in the Bird's Nest, might be the best piece of "brand placement" in the Olympics history.



# Li Ning – becoming the hottest topic discussed

The biggest PR media exposure of the 3-minutes “lighting of the final torch”, which accounts for 23% of Li Ning’s total annual news exposure in 2008.



*Sourcing: CTR Market Research Media Intelligence (Jan 1-Aug 24, 2008)*

# The follow-up



Li Ning's net worth increased by RMB 150 mil. within 48 hours of his lighting appearance at the Olympics

According to Reuters, investors purchase Li Ning's shares at the Hong Kong stock exchange with high expectation of its brand value increase on Aug. 8.



# 2008 is not the end, rather a beginning of a corporate PR campaign



On Aug 21, "The biography of Li Ning: a champion's heart" was on display at the International Press Center of Beijing Olympics (non-registered reporters Press Center), was warmly welcomed by the journalists.



Li Ning, representing the Li Ning Fund, donated EUR20,000 to the German gymnast Oksana Chusovitina for the rehabilitation of her son's leukemia treatment.

*Winning 100 Olympic medals earned us the respects...*

*94.3% respondents thought athletes who didn't win medals were also heroes!*

*84% of respondents believed that participation was also very important. Olympics doesn't just mean medals.*

**CTR:** *This applies to company too as everyone wins as long as you participated!*

*For details of brand's winning performance at the Beijing Olympics, please refer to CTR publication .....*



**Forthcoming ....**

**"Beijing Olympic Marketing Case Study"**



**Sports Celebrity Endorsement  
Cases - Yao Ming, Liu Xiang, Guo Jingjing**

**Media and Olympic Marketing  
Cases - CCTV, Sohu**

**Effect on Olympic Advertising**

**Sponsors Marketing Analysis  
Cases - Yili, Haier, Lenovo, Coca-Cola**

**Non-sponsors Marketing Analysis  
Cases - Mengniu, Li Ning, China Merchants Bank**

***Forthcoming ....***

***"Beijing Olympic Marketing Case Study"***



***CTR would like to share  
some of the event  
marketing success factors,  
which may help you to  
optimize your ROI on the  
next post-Olympic  
marketing campaign!***

***For more information about the report,  
please contact your CTR service team !***

**ctr**



**For more information visit**

**[http://www.ctrchina.cn/ctrchina/en/Newscenter\\_book.htm](http://www.ctrchina.cn/ctrchina/en/Newscenter_book.htm)**

**Or contact CTR service team at**

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