



CHICAGO 2016

CANDIDATE CITY



Chicago 2016 FCC Review

August 6, 2009

www.chicago2016.org

2016 New Media Objectives

Chicago 2016 Goal

- Win the Majority of the IOC Votes to become the Host City for the 2016 Summer Olympic and Paralympic Games

New Media Goal

- Educate the community, IOC, and supporters about Chicago, its bid, and the process

New Media Objectives:

1. drive user-base engagement around donations
2. demonstrate technological innovation and ability in the new media space
3. engage youth in the Olympic Movement

New Media Strategy:

- Connect with supporters where they already are—bring the information to them

Digital Target Audiences

Primary Audience:

- Chicago and National Patriot
- Torchbearer
- Youth

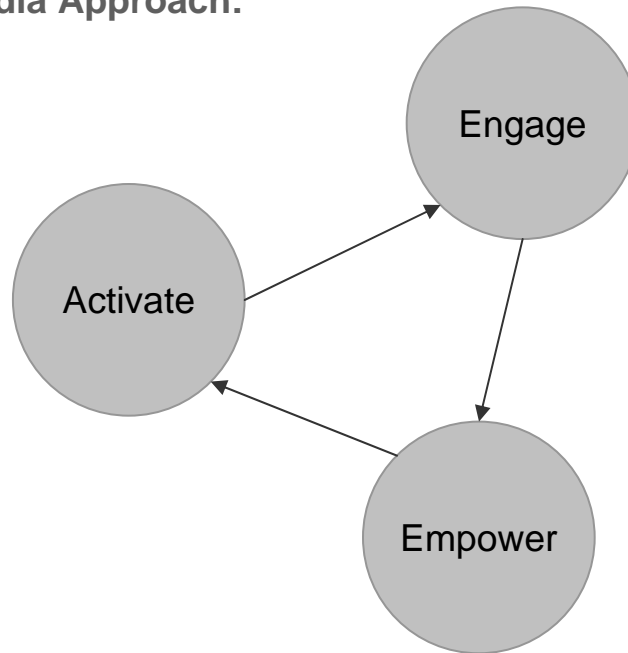
Secondary Audience:

- IOC (in terms of likelihood of site visit – primary overall audience, but site targeted at influencers)
- Media
- Sport Community (IF, NGB)
- Athletes
- Volunteers
- Donors
- Insiders (Committee/Board)

Engage > Empower > Activate

Chicago 2016's new media approach connects and activates the passionate Olympic supporter community around Olympic and Paralympic sport

New Media Approach:

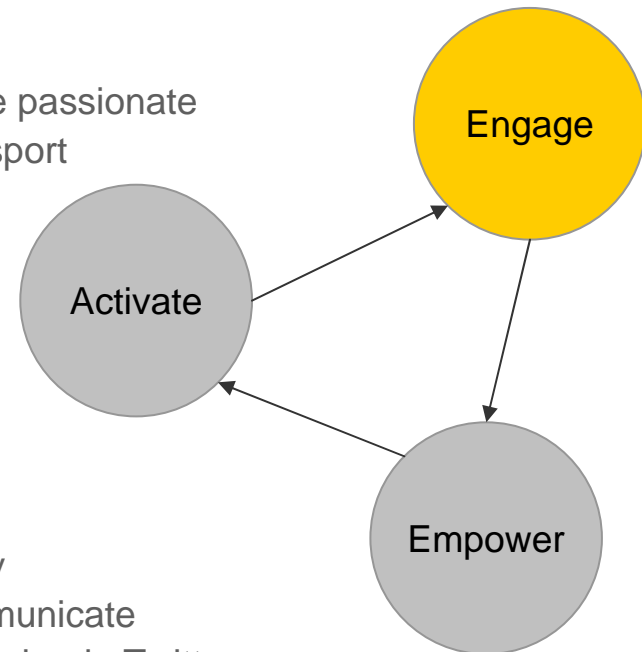


Engage > Empower > Activate

Chicago 2016's new media approach connects and activates the passionate Olympic supporter community around Olympic and Paralympic sport

– Engage supporters by expanding the way cities are able to talk with supporters

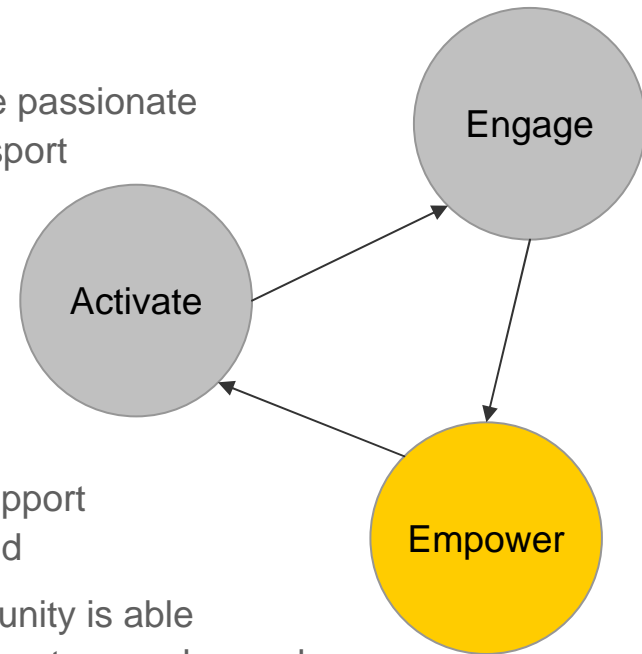
- We started by finding and connecting supporters wherever they were across the digital landscape through on-going social monitoring and listening posts
- By tapping into multiple channels that users were already engaged with we were able to expand the ways we communicate with supporters — this included YouTube, MySpace, Facebook, Twitter, an iPhone application, email, and banner ads
- The result is a network of passionate supporters across multiple channels:
 - When we asked our Facebook fans share support during the Evaluation Committee visit, the number of Facebook fans grew by 50 percent--over 12,000 new fans--in one week
 - Today we can directly communicate with over 120,000 of our 1,200,000 supporters, which continues to grow as each supporter brings their own group into the supporter base
 - Our Facebook fans total over 53,000, almost 70% more than other Bid cities
 - Chicago 2016's Twitter followers represent more than 20x the supporters of other Bid cities



Engage > Empower > Activate

Chicago 2016's new media approach connects and activates the passionate Olympic supporter community around Olympic and Paralympic sport

- Empower supporters to share their spirit and passion for sport
 - We empowered and fueled supporters' passion by connecting their conversations with other supporters, allowing them to share their stories, perspectives, and support for the Olympic and Paralympic Games and Chicago's Bid
 - As the Bid, or its supporters, post new content the community is able to share and respond to that content allowing that message to grow beyond its original audience
 - During any given week the Bid's Facebook page alone can see up to 1,200 supporter interactions with the Bid's and supporters' content
 - We empowered Chicago's biggest supporters to submit their own video stories through the Chicago 2016 YouTube channel in the "Why Chicago" video contest; as more videos were created more people participated resulting in over 3,000 votes
 - Chicago 2016's videos have been viewed over 100,000 times or more than 30x that of the other Bid cities

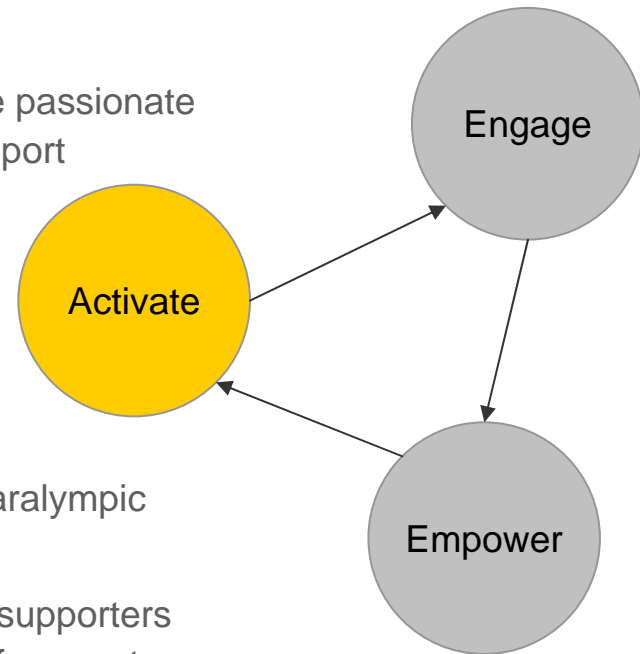


Engage > Empower > **Activate**

Chicago 2016's new media approach connects and activates the passionate Olympic supporter community around Olympic and Paralympic sport

– Activate both old and new supporters to participate in sport

- The goal of the Chicago 2016 new media approach is to activate this growing, passionate on-line community around participation in and celebration of Olympic and Paralympic sport with each other in the real world
- Through events and tools that help supporters find other supporters around the world, Chicago 2016 has helped thousands of supporters participate in and celebrate Olympic and Paralympic sport
 - On Olympic Day, through a combination of Twitter posts, blogs, email, and Facebook posts Chicago 2016 encouraged over 20,000 people to come out in celebration at Chicago's North Avenue Beach
 - The Bid's 2016 Sportfinder Facebook application brings the digital community in to the real world by allowing supporters around the world to coordinate matches with friends and new athletes in their local communities



Quick metrics

- Chicago2016.org quick summary
 - Monthly traffic Visits Summary
 - Average: 55,885
 - Maximum: 78,851 (April)
 - Minimum: 36, 896 (Oct)
 - Support Summary
 - Average: 4,372
 - Maximum: 5,994 (Nov)
 - Minimum: 3,237 (Feb)
 - Registration Summary
 - Average: 1,081
 - Maximum: 2,366 (Nov)
 - Minimum: 458 (May)
 - Page Views
 - Average: 166,317
 - Maximum: 247,691 (April)
 - Minimum: 113,823 (Oct)
- With the first dedicated YouTube channel, we have the largest subscription base (328 subscribers producing 10,618 views) and number of videos (381 user- and bid-generated videos) of any of the bid cities.
 - Chicago: 328 subscribers; 10,618 views; 381 videos
 - Rio: 6 subscribers; 373 views; 33 videos
 - Madrid: 30 subscribers; 791 views; 12 videos
 - Tokyo: 15 subscribers; 607 views; 12 videos
 - We empowered Chicago’s biggest supporters to submit their own video stories through the Chicago 2016 YouTube channel in the “Why Chicago” video contest; as more videos were created more people participated resulting in over 3,000 votes
 - Chicago 2016’s videos have been viewed over 100,000 times or more than 30x that of the other Bid cities
- With over 21,000 volunteers, we use a variety of new media tools to coordinate and activate our volunteers including on-line tracking, sign-up, and messaging.

Quick metrics

- Being the first Bid city to formalize its Facebook presence has allowed Chicago to grow its own base to over 53,254 members--58% over that of the nearest competing Bid city. Furthermore, the official 2016 Facebook group has gained an average of 2,000 new fans per week during the last month.
 - Chicago: 53,254 members (94,584 fan page)
 - Rio: 1,353 members
 - Madrid: 30,672 members (86,866 either fan or official page)
 - Tokyo: 1,237 members
 - When we asked our Facebook fans share support during the Evaluation Committee visit, the number of Facebook fans grew by 50 percent--over 12,000 new fans--in one week
 - During any given week the Bid's Facebook page alone can see up to 1,200 supporter interactions with the Bid's and supporters' content
 - Facebook demographics:
 - Gender
 - Male: 53%
 - Female: 45%
 - Age
 - 13 –17: 24%
 - 18 – 24: 27%
 - 25 – 34: 26%
 - 35 – 44: 15%
 - Reach
 - United States: 64%
 - Outside United States: 36%

Quick metrics

- Launching and maintaining the first Twitter account of any Bid city has allowed Chicago 2016 to grow the largest Twitter base (3,630 members that grows an average of 120 per week) among Bid cities (Tokyo was the next bid city to launch a Twitter campaign), or more than 20x the supporters of other Bid cities.
 - Chicago: 3,630 followers
 - Tokyo: 788 followers
 - Madrid: 102 followers
 - Rio: 19 followers
- With the first iPhone application of any Bid city we saw our network respond to both Facebook and Twitter messages with over 1,300 downloads in one week.
- On Olympic Day, through a combination of Twitter posts, blogs, email, and Facebook posts Chicago 2016 encouraged over 20,000 people to come out in celebration at Chicago's North Avenue Beach.
- The Bid's 2016 Sportfinder Facebook application brings the digital community in to the real world by allowing supporters around the world to coordinate matches with friends and new athletes in their local communities.
- Most importantly, we have built the first and only CRM database of any Bid city for the Olympic Games. With over 60,000 members in its database, Chicago 2016 can directly communicate with over 120,000 of our 1,200,000 supporters in a way unprecedented for any Olympic games.

2009 and IOC Messaging

- Chicago 2016 has established a pattern of digital “firsts” amongst bid and host cities
 - First CRM campaign developed and extended across channels (mail, email, social)
 - First experiential site (interactive digital media profile & constellation application)
 - First site with login/registration/membership
 - First site to integrate social media to communicate
 - First YouTube channel
 - First Flickr group
 - First Twitter channel
 - First site with “Add This” sharing
 - First site to use an innovative technology platform, leveraging social media infrastructure for functionality & scaling
 - First consolidated athlete participation/registration program
 - First iPhone application