

OLYMPIC DAY
workout

Toolkit

Olympic Day Workout Toolkit – Content



The purpose of this toolkit is to provide you with:

- ☐ An overview of all activities leading up to and during Olympic Day that the IOC has planned (with your support)
- ☐ Provide you with assets for use on your own communication channels to promote Olympic Day and the various activities
- ☐ Highlight how you can support, amplify, create and join in the fun that we hope Olympic Day will be!

Stay involved



Be a part of the Olympic Day activities.

- ☐ Embed VOD (pre-recorded video) athlete workout on stakeholder website
- ☐ Host a live workout on your Instagram account with one of your athletes. **Help us spread this activity around the world and encourage as many people as possible to #StayActive!**
- ☐ Share the Olympic Day compilation video and content after the live event

What we are providing to you:

- | | |
|---|--------------------|
| ❖ VOD of the 30-minute Olympic Day workout. | Included |
| ❖ Social teasers promoting workout. | Included |
| ❖ Olympic Day compilation video. | Available: 23 June |

Please keep us informed so that WE can support YOU !

- ❖ Tell us how you're activating for Olympic Day.
- ❖ Tell us which of your athletes will be hosting on their own handles.

We look forward to seeing you participate in #OlympicDay, and make sure to #StayActive !

Olympic Day workout assets



WE ARE PROVIDING PARTNERS WITH THE FOLLOWING:

Videos

- ☐ Full 25-minute workout (embed code, see technical guidelines provided). **Athletes have been notified that this video will be shared and embedded on Olympic stakeholders' owned platforms.**
- ☐ 60-second trailer previewing the workout. (embed code)

Social assets

- ☐ Graphic – Work out with Olympians on olympicchannel.com (To send fans to the workout hub, where the workout will be posted)
- ☐ Graphic – Work out live with @Olympics (To be used to send fans to @Olympics for the live workouts on June 23)
- ☐ Graphic – Join our live workout (To be used to inform fans of the workout you're hosting on your handle on June 23)
- ☐ Infographics of Olympic Day workout
- ☐ Video – HD/Square 60-second English-subtitled trailer previewing the workout. WITH call to action to join OUR workout. Use if **you're hosting workout on your handle.**
- ☐ Video – HD/Square 60-second English-subtitled trailer previewing the workout. WITH call to action driving to @Olympics handle. Use if you are **NOT hosting workout.**
- ☐ Video – Vertical Olympic Day workout trailer. No call to action. Clean for you to personalise.

Link to VOD on Olympic Channel:

- ☐ We have created a special URL for the workout: <https://www.olympicchannel.com/olympicday>. It will take people straight to the workout. We will publish it on June 22 to give people a chance to become familiar with it before joining in on Olympic Day.

Still to come:

- ☐ Olympic Day compilation video.

Available late 23 June

MESSAGING

We will be using the hashtags:

Please include them in your social posts and kindly tag us:

#OlympicDay and #StayActive

@Olympics

Olympic Day workout still social asset



The below social assets are provided in square, HD and vertical formats to be used across your various social channels.



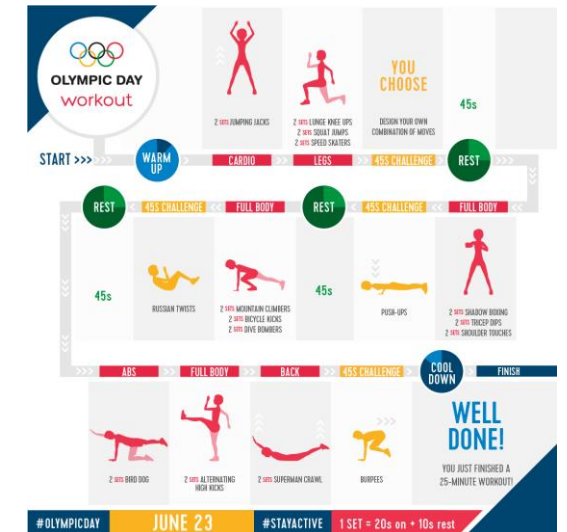
Graphic to send fans to the workout hub, where the workout will be posted



Graphic to be used to send fans to @Olympics for the live workouts on June 23



Graphic to be used to inform fans of the workout you're hosting on your handle on June 23



Infographic of the Olympic Day workout

#StayActive Olympic Day workout video asset delivery



In this email we have included:

- ❑ an **embed code guide** (Embed Code Insertion Guideline.pdf) for detailed instructions. Having trouble? Please contact Thomas Tortorici (thomas.tortorici@olympicchannel.com) and John Palfrey (john.palfrey@olympicchannel.com).
- ❑ embed codes for the **VOD workout** (Olympic Day Workout Embed Codes.odt)
- ❑ embed codes for the **60-second trailer** previewing the VOD workout (Olympic Day promo workout codes.odt)

Social assets:

- ❑ You will find all social assets in this kit via wetransfer: <https://we.tl/t-5KOlvIptJe>
- ❑ Having trouble? Please contact mary.byrne@olympicchannel.com

#StayActive Olympic Day - Host a workout on YOUR handle



Around the world on Olympic Day a variety of Olympians, athletes, partners, IFs, NOCs and OCOGs will be going live to encourage their followers and fans to join them for the Olympic Day workout.

When: 11 a.m. local time June 23.

Where: Instagram LIVE

If you do not have an Instagram account, you can choose the handle the most suitable handle for you.

Language: Work out with your fans in your native language.

Hashtag and Tagging: Hashtag #OlympicDay and #StayActive on your Instagram TV post once your live has ended and kindly tag us 😊 (@Olympics).

The workout: Here's the link to the full workout so you can follow along -- <https://www.olympicchannel.com/olympicday> (Workout will be available on 22 June)

Promotion: On 22 June post the included infographic, which features the workout details, on your handles so all your followers know what's coming.

Personalised graphic: Email socialmedia@olympicchannel.com by **6 p.m. CET June 17** to confirm you're hosting a workout, and we will create a graphic for you to promote your workout on your handle.

The global effect: Once the workout has ended we will take snippets of your video/workout and combine it into a compilation video featuring Olympians and athletes from around the world. We will make sure to tag you.

#StayActive Olympic Day – Messaging



- ❑ **The hashtags** we will be using are: #OlympicDay and #StayActive. Please include them in your social posts and kindly tag us 😊 (@Olympics).
- ❑ The campaign's **Tone-of-Voice** is: inclusive, optimistic, active, inviting. Please take this as a direction. As you will be hosting workouts on your own handles, we encourage you to use the tone-of-voice that is authentic and best resonates with your audiences.

Olympic Day activity timeline

OLYMPIC
DAY



Instagram Live
Baddredin Wais
@olympicchannel



4pm
CET

June 16

June 17

June 18

June 19

June 20

June 21

June 22

June 23

June 24

June 25

Workout Promo
Federico Molinari



Countdown Post
Athlete callout for workout



Workout Trailer
&
Best of #StayActive
AGC



Workout promo
Vivian Kong
&
Callout message
Michelle Wie



Live workout
Schedule release
&
Workout trailer



Callout message
Nadia Comaneci
&
Workout promo
Agatha Rippel



Launch Tiktok
hashtag
challenge



Video teaser of
athlete callouts



Instagram Live
Athlete TBC
@olympicchannel



4pm
CET

Tiktok Live
Q&As with athletes



Instagram Live
23 live workouts with
athletes



**Olympic Day
Workout Video**
Available on
Olympic Channel &
social



Tiktok hashtag
challenge



Workout
infographic with
moves



Instagram Live
Pat Burgener
@olympicchannel



4pm
CET

Olympic Day
compilation video



Instagram Live
Slaven Dizdarevic
@olympicchannel



4pm
CET

Social roll out – How to support & amplify



| June | Time | Activity | Handle | Channel | How you can get involved |
|------|---------|--|-----------------|----------------|------------------------------------|
| 16 | 4pm CET | Live workout with refugee athlete Baddredin Wais. | @olympicchannel | Instagram Live | Join the workout |
| 17 | - | Post building awareness of the Olympic Day workout. In this post Argentinian gymnast Federico Molinari does 65!!!! Pushups in 45 seconds. Can you beat that? | @olympics | FB / TW / IG | Share on your FB/TW/IG channels |
| 17 | - | OD workout trailer | @olympics | FB / TW / IG | Share on your FB/TW/IG channels |
| 17 | - | Best of #StayActive athlete-generated content. The CTA will advise fans to join us for all-day workouts. | @olympics | FB / TW / IG | Share on your FB/TW/IG channels |
| 18 | - | Countdown post featuring athlete callout for the workout | @olympics | IG | Share on your IG channels |
| 18 | - | Post building awareness of the Olympic Day workout. In this post Hong Kong China fencer Vivian Kong does 76!!!! Russian twists in 45 seconds. Can you beat that? | @olympics | FB / TW / IG | Share on your FB/TW/IG channels |
| 18 | - | Callout message from U.S. golfer Michelle Wie prompting fans to get active and join the workout. | @olympics | FB / TW / IG | Share on your FB/TW/IG channels |
| 19 | - | Graphic highlighting the schedule of @Olympics Instagram lives on June 23 | @olympics | FB / TW / IG | Share on your FB/TW/IG channels |
| 19 | - | OD workout trailer | @olympics | FB / TW / IG | Share on your FB/TW/IG channels |
| 20 | - | Nadia Comaneci callout to #StayActive on Olympic Day and join the world in the workout | @olympics | FB / TW / IG | Share on your FB/TW/IG channels |
| 20 | - | Post building awareness of the Olympic Day workout. In this post Brazilian volleyball player Agatha Rippel does 14 burpees in 45 seconds. Can you beat that? | @olympics | FB / TW / IG | Share on your FB/TW/IG channels |
| 21 | - | TikTok hashtag challenge launches. Join the fun. | @olympicchannel | Tiktok | Amplify & join |
| 21 | - | Video teaser compiling a variety of athlete callouts for the workout. | @olympics | FB / TW / IG | Share on your channels on FB/TW/IG |

Social roll out– how to support & amplify



| June | Time | Activity | Handle | Channel | How you can get involved |
|------|---------|---|---|-------------------|---|
| 22 | - | Encourage your team and followers to join @olympics Instagram Live at 4 p.m. CET for a special workout to get everyone ready for Tuesday's big workout. | @olympics | IG | Amplify & join |
| 22 | - | Don't miss out on the Tiktok challenge that continues | @olympicchannel | Tiktok | Amplify & join |
| 22 | - | Workout infographic that details all the moves so everyone is prepared for Olympic Day. | @olympics | FB / TW / IG | Share on your channels on FB/TW/IG |
| 22 | - | PARTNER HANDLES: Promote your sponsored athlete leading a live workout on @olympics | Partner handles | FB / TW / IG | Share graphic, tag @olympics, use #stayactive #OlympicDay |
| 23 | - | PARTNER HANDLES: Host your own live workout and engage with your communities / employees | Partner handles | IG Live / FB Live | tag @olympics, use #stayactive #OlympicDay |
| 23 | 11am | Live workout with Athletes – 23 workouts 11am in local time zone | @olympics | IG Live | Share on your IG account |
| 23 | - | Live Q&A with Olympians. (Athlete details and timings to be shared later.) | @olympicchannel | Tiktok | Follow and amplify |
| 23 | - | Share: All the great posts all day from fellow stakeholders and athletes as the world comes together for the largest ever | Partner handles, athlete handles, IOC handles | | Share on your channels on FB/TW/IG |
| 23 | - | Post workout trailer/graphic with link to full Olympic Day workout on olympicchannel.com. Encourage your communities to workout | Partner handles | FB / TW / IG | Share on your channels on FB/TW/IG |
| 24 | - | Celebrate #StayActive with the compilation video showcasing the solidarity of the Olympic movement. | @olympics | FB / TW / IG | Share on your channels on FB/TW/IG |
| 24 | 4pm CET | Live athlete Q&A with Swiss Olympian and musician Pat Burgener. Check it out at @olympics Instagram Live | @olympicchannel | Tiktok | Amplify & join |
| 25 | 4pm CET | Live athlete Q&A with Slovakian Olympian and artist Slaven Dizdarevic. Check it out at @olympics Instagram Live | @olympicchannel | Tiktok | Amplify & join |

Olympic Day Workout VOD



| Athlete | Team | Sport |
|--------------------|----------------------|----------------------------------|
| Laurie Hernandez * | USA | Artistic Gymnastics |
| Faith Kipyogen | Kenya | Athletics |
| Lutalo Muhammad | GB | Taekwondo |
| Sandra Sanchez | Spain | Karate |
| Meli Derenalagi | Fiji | Rugby 7s |
| Martin Fourcade | France | Biathlon |
| Tokashiki Ramu | Japan | Basketball |
| Eileen Gu | China | Freestyle Skiing |
| Colleen Quigley | USA | Athletics |
| Zeyad Eashash | Jordan | Boxing |
| Vinesh Phogat | India | Wrestling |
| Tobias Wendel | Germany | Luge |
| Tobias Arlt | Germany | Luge |
| Federico Molinari | Argentina | Artistic Gymnastics |
| Dina Pouryounes | Refugee Olympic Team | Taekwondo |
| Valentina Marchei | Italy | Figure Skating |
| Pita Taufatofua | Togo | Taekwondo / Cross-country skiing |
| Vivan Kong | Hong Kong, China | Fencing |
| Petra Klingler | Switzerland | Sport Climbing |
| Isaac Makwala | Botswana | Athletics |
| Pandalela Rinong | Malaysia | Diving |
| Agatha Rippel | Brazil | Beach Volleyball |
| Jessica Long * | USA | Para Swimming |

Olympic Day Instagram Live workouts



- Hosted on @Olympics
- The schedule is WIP
- All live workouts are scheduled for 11am local time on June 23

| Athlete | Time Zone |
|--------------------------|-------------------------|
| Pita Taufatofua | Tonga |
| TBC | Wellington, New Zealand |
| TBC | Brisbane, Australia |
| TBC | Tokyo, Japan |
| Hong Zhang | Beijing, China |
| Marcus Fernaldi Gideon * | Jakarta, Indonesia |
| Elizabet Tursynbayeva | Kazakhstan |
| PV Sindhu | Hyderabad, India |
| Aisam ul Haq Qureshi | Pakistan |
| TBC | Amman |
| TBC | Moscow, Russia |
| Cameron van der Burgh | Cape Town, South Africa |
| TBC | Europe |
| Desire Operanozie | Lagos |
| TBC | Dakar |
| TBC | Rio, Brazil |
| Mikel Thomas | Port of Spain |
| Rommel Pacheco | Mexico City, Mexico |
| TBC | Calgary, Canada |
| TBC | Los Angeles, USA |
| TBC | Tahiti / Hawaii |

#StayActive Olympic Day - Questions?



Feel free to reach out to
Mirabela Pirjol (mirabela.pirjol@Olympic.org) and
Mary Byrne (mary.byrne@olympicchannel.com)
with any campaign related questions.

THANK YOU!