

# **Missed communication by Polish business potential of the Olympic Winter Games in PyeongChang. Research report**

**JAROSŁAW KOŃCZAK**

## **KEY WORDS**

sponsorship, sponsorship communication, communication, brand building, sports, Olympic games, Olympic team, Olympic movement

## **ABSTRACT**

The communication and marketing potential of the Olympic games is not sufficiently used by companies in Poland. Limited sponsors' rights, lack of branding and promotional opportunities at the games, communication restrictions, short time of interest in the Olympic team and a large number of other sponsors are the main reasons for the lack of interest in Olympic sponsorship in Poland among commercial companies and limited brand communication around the games.

Although the Olympic Games are one of the most important sporting events in the world, the Olympic team is a national pride, and the audience of at least those disciplines in which Poles have a chance of success is high, in Poland we observe a lack of extensive sponsoring activities and brand communication around the Winter Olympic Games, which was particularly evident in Pyeongchang.

The article is an attempt to answer the question why sponsorship of the Olympic team in Poland is not popular and why companies in our country do not use the communication potential of the event, the value of which is considered to be higher than the football World Cup<sup>1</sup>. The author, while preparing the article, used his own quantitative research conducted in the second half of 2017 *Sponsoring of sport and sponsoring communication in Poland - 2017*, in which 35 companies among biggest sponsors of Polish sport took part. This was complemented by qualitative research *Sponsorship communication and sponsoring trends* conducted at the turn of 2017 and 2018 in the form of ten interviews with people who have been active in Polish sports for years<sup>2</sup>. Own research was supplemented by an analysis of publicly available research on the audience of the Olympic Games and the recognition of sponsors, as well as subject literature and netography.

The Olympic Games are a project that is difficult to commercialise for sponsors<sup>3</sup>. The problem for companies is not only the possible lack of sports results, but also the small number of rights that sponsors receive during the event itself. We cannot see them when they

---

<sup>1</sup> *Most valuable sports events brands worldwide in 2017 (in million U.S. dollars)*, <https://www.statista.com/statistics/253353/brand-value-of-sport-events-worldwide/> [access: 3.03.2018].

<sup>2</sup> People who participated in the study were: Andrzej Kraśnicki - president of the Polish Olympic Committee, Robert Korzeniowski - multiple Olympic champion, World champion and European champion in racewalking, Michał Listkiewicz - former president of the Polish Football Association, Andrzej Placzyński - president of the board of Lagardere Sports Poland, Przemysław Sypniewski - president of the management board of Poczta Polska SA, Szymon Dobrzyński - owner of the sports marketing agency Xbrand Sponsoring, Dariusz Pućka - marketing director of Polish Basketball Association and Polish Basketball League, Tomasz Cieślik - owner of Beetween Sport, Piotr Pietrzak - former marketing director of Nike Poland and founder and CEO of the Polish branch of Havas Sports & Entertainment, Michał Grądzik - managing partner at Sponsoring Insight. The survey was conducted in the form of interviews on sponsorship communication and the sponsorship market. Interviews had a standardised and non-standardised part. In the part of the interview (standardised) devoted to the Olympic Games and the Olympic team respondents answered the questions: what is the potential of the Olympic Games and the Olympic team?; does the business want and can it use this potential?; is it worth getting involved in Olympic sponsorship?; Is the lack of branding at games an obstacle for sponsors?

<sup>3</sup> Opportunities, problems, threats to Olympic sponsors are discussed. among others in: K.A. Farrell, W. S.Frame, *The value of olympic sponsorships: Who is capturing the gold?*, "Journal of Market-Focused Management", november 1997, Vol. 2, Issue 2, pp. 171–182; cf. A. Mikołajczyk., *Ambush marketing na międzynarodowych imprezach sportowych* [Ambush marketing at the international sports events], "Studia Gdańskie", vol. VI, 2009, pp. 244–258; Z Kala, *Ambush marketing in the context of the 2012 London Olympic Games*, University of Central Lancashire, Preston, England, 2012.

should be the most visible, that is, during the Olympic Games. They are organised every two years, and the awareness of the Olympic team and interest in it in the meantime is practically none. It is called shortly before the event and interest in it ends soon after the event itself. Sponsorship requires communication creativity, especially since the period when the sponsor gains the most is not the time of the event itself, but the period of the Olympics, i.e. the time between the Games.

The Olympic symbolism itself - slogans of noble rivalry and the values that Olympic sports bring - are difficult for business to use in an effective manner. Admittedly, there is a tradition behind it, some values that must be linked to the brand with the help of not only intelligent but convincing communication. The sponsors, deciding to enter Olympic sports, must first accept a situation where they will have few rights, and the right to use Olympic rings in communication does not lead to marketing success itself<sup>4</sup>. The sponsor's title alone does not yet mean enough benefits<sup>5</sup>. In turn, lack of possibility of placing branding during the Olympic Games changes the very accents of communication. It cannot be focused on the presentation of logotypes, but on the construction of unique associations with the Olympic movement by, among others, creative advertising campaigns and the construction of a message based on the positive values of Olympism. Another problem is a certain complexity of the project, which involves both global sponsors and individual Olympic teams, and often also brands that use the images of individual athletes in the Olympic arenas.

Among other things, this is why we have seen problems in winning sponsors for the Polish Olympic team for years, and the communication of those who support the Olympic movement is often completely invisible. On the website of the Polish Olympic Committee (PKOl) we read that it is a non-governmental organisation, not financed from public sources, and its resources come only from the so-called Olympic solidarity and sponsorship agreements. Meanwhile, PKOl is sponsored mainly by state-owned companies (Orlen, Lotto, Tauron), so mainly public, and not private funds occur<sup>6</sup>. Support through these entities can be defined as a kind of mission-sponsorship, similar to patronage, carried out by companies that focus not so much on efficiency in this contract, but on some commitment to support

---

<sup>4</sup> Own study *Sponsorship communication and sponsorship trends 2017–2018*.

<sup>5</sup> A. Mikołajczyk, *Ambush marketing na międzynarodowych imprezach sportowych* [Ambush marketing at the international sports events], "Studia Gdańskie" 2009, vol. VI, p. 257.

<sup>6</sup> *PKOL sponsors*, <http://www.olimpijski.pl/pl/46,sponsorzy.html> [access: 28.02.2018].

representation, important from the point of view of not only fans but also the whole state<sup>7</sup>. Earlier, even when private entities appeared in the sponsorship of the Olympic team, for many years they were associated mainly with the person of Jan Kulczyk (including Telekomunikacja Polska, Kulczyk Holding and Kulczyk Investments). At that time, the richest Pole, who was primarily known for his business with the state, could treat it as a certain element of building relations with the authorities at the highest level, and not a typical sponsorship activity.

## **Recognition of sponsors of the Olympic games and the Olympic team**

Research on brand communication during the Olympic Games in Korean Pyeongchang allowed to formulate a conclusion that Poles do not recognise sponsors. As much as 79% of the respondents were unable to indicate any of the official sponsors of the games<sup>8</sup>. The highest number of indications, but only at the level of 6%, was obtained by Orlen, which actually was not the sponsor of the event. Also the next three companies indicated by the Internet users (4F, Coca-Cola, Lotto) were not sponsors of the Olympic Games. It was only on the fifth place that the Samsung brand supporting the event in South Korea was found (3%). Certainly, the negligible results of sponsors was impacted by the fact that a large part of them are Asian companies completely unknown in Poland<sup>9</sup>. Their involvement in the Olympic movement, however, is growing from year to year, including due to the fact that three Olympic Games in a row take place in the Far East (Pyeongchang in 2018, Tokyo in 2020 and Beijing in 2022).

Respondents are a little better in identifying the Polish Olympic Team sponsors. In the first five indications they correctly mention Orlen (7%), 4F (7%), Lotto (4%), Tauron (3%). However, another listed companies, including Lotos, Adidas, PKO BP, Atlas or Orange, had nothing to do with representation sponsoring. In addition, up to 80% of the respondents were unable to indicate any company cooperating with the Polish Olympic Committee.

---

<sup>7</sup> Own study, *Sponsorship communication and sponsorship trends 2017–2018*, cf. J. Kończak, *Polski sport 2016. Rozwój, finansowanie i wyzwania* [Polish sport in 2016. Development, financing and challenges], Fundacja promocji i rozwoju sportu [Foundation for the promotion and development of sport], Warszawa 201, pp. 34-35.

<sup>8</sup> P. Pallus, *Większość Polaków nie kojarzy sponsorów igrzysk. Często wskazywane są błędne marki* [Most Poles do not recognise Olympic sponsors. They often point to incorrect brands], <https://businessinsider.com.pl/media/reklama/sponsorzy-igrzysk-olimpijskich-badanie/9sthlm> [access: 02.03.2018].

<sup>9</sup> *The Worldwide Olympic Partners*, <https://www.pyeongchang2018.com/en/partners> [access: 02.03.2018].

Obtained spontaneous brand recognition at the level of several percent is a bad result, which puts into question the communication effectiveness of representation sponsoring and communication around the XXIII Winter Olympic Games in Pyeongchang. Totalizator Sportowy has been supporting PKO since 1994<sup>10</sup>, for 24 years, yet its recognition is merely at 4%. These are not the first Olympic Games, where the recognition of sponsors is unsatisfactory - it was similar even four years ago during the event in Sochi<sup>11</sup>. Only the supported recognition brings sponsors a reason to be happy because these values have increased almost tenfold for some brands and amounted to: Orlen (45%), Lotto (36%), 4F (25%) and Tauron (22%). The companies that have nothing to do with the games, but support individual Olympians under individual contracts also got high results. Atlas associated with Polish jumpers got 19%, Santander sponsoring Justyna Kowalczyk - 7%<sup>12</sup>. However, also the supported knowledge of sponsors was lower than during the Sochi Olympics<sup>13</sup>, which shows that despite many years of sponsoring by specific brands, Poles still do not recognise them.

## Communication potential and viewership of the Olympic Games

In order to examine the communication effectiveness of the Games and communication activities related to both themselves and the Olympic team, it is also worth exploring the motives behind the companies who decide to be sponsors in Poland. Sponsors who took part in the *Sponsorship of sports and sponsorship communication in Poland - 2017* survey declared that “popularity of discipline, sport, events etc.” is one of the three most important prerequisites for sponsoring activities. 56.67% of respondents gave such answer<sup>14</sup>. These Winter Olympic Games have this potential because they are in third place among the most valued sports events. Only the summer games and the American SuperBowl are ahead of them. On the other hand, the football World Cup is fourth<sup>15</sup>. This would prove the rationality

---

<sup>10</sup> Totalizator Sportowy nadal z PKOL-em [Totalizator Sportowy still supports PKO], <http://sponsoringsport.pl/aktualnosci/totalizator-sportowy-nadal-pkol-em/> [access: 02.03.2018].

<sup>11</sup> M. Piątkowska, *Rozpoznawalność marek oficjalnych sponsorów i ambush marketerów podczas XXII Zimowych Igrzysk Olimpijskich w Soczi* [Recognition of brands of official sponsors and ambush marketers during the XXII Winter Olympic Games in Sochi], “Modern Management Review”, 2014, vol XIX, pp. 165-171.

<sup>12</sup> P. Pallus, *Most Poles....*, op. cit.

<sup>13</sup> Totalizator sportowy najskuteczniejszym sponsorem igrzysk olimpijskich w Soczi [Totalizator Sportowy is the most effective sponsor of Olympic Games in Sochi], <http://www.lotto.pl/aktualnosci/totalizator-sportowy-najskuteczniejszym-sponsorem-igrzysk-olimpijskich-w-soczi> [access: 11.03.2018].

<sup>14</sup> Own study, *Sponsorship of sport and sponsoring communication in Poland - 2017*.

<sup>15</sup> Most valuable sports events brands worldwide in 2017 (in million U.S. dollars), <https://www.statista.com/statistics/253353/brand-value-of-sport-events-worldwide/>. [access: 3.03.2018].

of choosing a sponsorship and communication commitment on the occasion of the Olympic Games.

Among the criteria for the selection of sponsoring activities, sports sponsors in Poland listed television broadcasts in fourth place (46,67%) and interest in the event of other media (16,67%)<sup>16</sup>. The Olympic Games in Pyeongchang meet both of these conditions, as broadcasts on open-air television took whole days, and practically all sports websites in all types of media reported on events from South Korea on an ongoing basis. Although high, in the opinion of many, the viewership of this year's competition was unsatisfactory<sup>17</sup>. Viewership of Pyeongchang was 60% smaller than in the case of Sochi in 2014. On one hand, this is related to the time of transmission from Pyeongchang, which is a few time zones away, and on the other hand it was influenced by much worse results of Polish athletes than four years ago. While the first factor was easy to predict, as we know the place of next Olympic Games for years ahead, the uncertainty of the sports result is a risk that sponsors must always take. Perhaps that is why only 26.67% of the surveyed companies chose the successes of athletes as the reason for sponsorship<sup>18</sup>. In this case, the lack of success translated into lower audience - as much as 75% of respondents questioned by Havas Sports & Entertainment declared that better results of Polish representatives would encourage them to watch the broadcast, while 46% stated that they only watch the broadcast if Poles compete<sup>19</sup>. The viewership of the Games is difficult to predict at the time of signing of (usually) four-year contracts for sponsorship of PKOl, i.e. the time covering the summer and winter Games. However, these two variables always affect viewership results and interest in the event. The first of these is the potential condition of Poles in particular disciplines, especially those involving sports stars, the second is the place where the competition takes place. The rule is: we get less viewers in case of competitions in distant time zones. This is an important information for sponsors, as the Olympics in the next two and four years will also be held in the Far East.

---

<sup>16</sup> Own study, *Sponsorship of sport and sponsoring communication in Poland - 2017*.

<sup>17</sup> Poor viewership of the Pyeongchang Olympics. Poles are not interested in sports, they only support our troops, 27.02.2018, <https://marketingprzykawie.pl/espresso/slaba-ogladalosc-olimpiady-pjongan/> [access: 3.03.2018].

<sup>18</sup> Own study, *Sponsorship of sport and sponsoring communication in Poland - 2017*.

<sup>19</sup> Details of the viewership of the Olympic Games, *ski jumping is the hit of the Olympics. 41 million złoty from advertising (report)*, <http://www.virtualnemedia.pl/artykul/ilu-widzow-sledzilo-zio-w-pjongan/> [item] [access: 3.03.2018]; cf. Poor viewership of the Pyeongchang Olympics. Poles are not interested in sports, they only support our troops, <https://marketingprzykawie.pl/espresso/slaba-ogladalosc-olimpiady-pjongan/> [access: 3.03.2018].

Attitude of sponsors towards the Winter Olympics is also influenced by the attractiveness of winter disciplines. For many years one of the most popular was ski jumping - in 2017 it was in the fourth place among the most popular disciplines to sponsors (27.59%)<sup>20</sup>. In turn when it comes to popularity among fans, ski jumping - alongside football and volleyball - has been on the podium for many years<sup>21</sup>. It is not surprising that 88.1% of viewers of Pyeongchang Games watched this sport<sup>22</sup>. However, they are not representative for the popularity of other winter disciplines. Only 3% of sponsors considered the other winter sports worth sponsoring, while no one mentioned cross-country skiing as one of the most attractive disciplines for sponsorship<sup>23</sup>. In this case, sponsors' rating is not similar to the fans' rating, because cross-country skiing was included in the TOP 10 sports disciplines<sup>24</sup>, and during the Games in South Korea 49.6% of viewers declared watching this discipline, despite the fact that in 2018 it only brought disappointment to the Polish fans. Thus, there is a large discrepancy between high viewers' ratings, TV viewership and the potential of discipline in the opinion of sports sponsors.

### **Limited rights and opportunities of sponsors**

According to sponsors, the most attractive laws are the exposition of logos on the outfits and equipment of sponsored players/trainers (66.67%); logotype exposition in places of organisation of the competition (53.33%); license rights to titles, signs, logos, coats of arms of sponsored entities and the possibility of using them in sponsor communication (50%); marketing exclusivity rights in their industry (66.67%); right to use images of sponsored persons/teams/representation (63.33%)<sup>25</sup>. Meanwhile, in the case of sponsorship of the Olympic team, the first two laws do not apply, with the exception of the company supplying clothes and sports equipment, in this case 4F. The last of these rights is only a certain safeguard that prevents competitors from entering into the reserved area in the industry, but in itself does not give any direct advantage without own communication. In addition, sponsors of the national team may come across a global brand, directly competitive in their industry, that

---

<sup>20</sup> Own study, *Sponsorship of sport and sponsoring communication in Poland - 2017*.

<sup>21</sup> *Sport summary of 2015*, [https://arc.com.pl/sportowe\\_podsumowanie\\_2015\\_roku-40999579-pl.html](https://arc.com.pl/sportowe_podsumowanie_2015_roku-40999579-pl.html) [access: 3.03.2018].

<sup>22</sup> *Ski jumping is the hit of the Olympics 41 million złoty from advertising (report)*, <http://www.wirtualnemedia.pl/artykul/ilu-widzow-sledzilo-zio-w-pjongan-gu-skoki-hitem> [access: 3.03.2018].

<sup>23</sup> Own study, *Sponsorship of sport and sponsoring communication in Poland - 2017*.

<sup>24</sup> *Sport summary of 2015*, [https://arc.com.pl/sportowe\\_podsumowanie\\_2015\\_roku-40999579-pl.html](https://arc.com.pl/sportowe_podsumowanie_2015_roku-40999579-pl.html) [access: 3.03.2018].

<sup>25</sup> Own study, *Sponsorship of sport and sponsoring communication in Poland - 2017*.

sponsors the IOC or the very Olympics. Thus, there is an element of potential communication noise around the event, where brands from the same industry meet and compete in both their category and with representatives of other industries.

In the case of the Olympic Games, another problem is to execute the rights one already holds, that is, using them for own communication or promotional activities of your own company. Sports sponsors in Poland are most likely to run their own promotional activities directly at events (73.33%), which they cannot do at the Olympics. The *hospitality* packages for business clients (66.67%) and individuals (50%) are also willingly used as a supportive activity, which in the case of events held in the Far East is ineffective. The costs are high, so in the activities directed to individual customers they are too expensive in relation to the expected benefits, and for business clients in higher managerial positions, possible trips are not only expensive, but also too long. Sponsors willingly use the image of sponsored people in advertising campaigns (56.67%), but at the occasion of the games, due to the limitations of the IOC, it is impossible. Therefore, communication activities popular among sponsors include sponsoring media relations (40%) and using the awarded titles and signs of a sponsored organisation in advertising campaigns (30%)<sup>26</sup>. These elements, without creative communication, build the image of the brand to a limited extent, they only increase the awareness of sponsorship. And that awareness, as shown by the data in the article, is not satisfactory.

## Numerous sponsors, but no communication

Rule 40 of the International Olympic Committee additionally impacts the communication possibilities around the Olympics. It states: “Except as permitted by the IOC Executive Board, no competitor, coach, trainer or official who participates in the Olympic Games may allow his person, name, picture or sports performances to be used for advertising purposes during the Olympic Games”<sup>27</sup> In practice, this means that, for example, an athlete cannot thank his/her sponsor publicly after the medal won, nor can the sponsor congratulate the sponsored athlete. Moreover, brands that are not involved in sponsoring of the Games cannot use the entire list

---

<sup>26</sup> Own study, *Sponsorship of sport and sponsoring communication in Poland - 2017*.

<sup>27</sup> Rule 40 of the Olympic Charter: What you need to know as a participant, [https://stillmed.olympic.org/media/Document%20Library/OlympicOrg/IOC/What-We-Do/Protecting-Clean-Athletes/Athletes-Space/Rule-40-Rio-2016-QA-for-Athletes.pdf#\\_ga=1.168422817.1263814394.1469701998](https://stillmed.olympic.org/media/Document%20Library/OlympicOrg/IOC/What-We-Do/Protecting-Clean-Athletes/Athletes-Space/Rule-40-Rio-2016-QA-for-Athletes.pdf#_ga=1.168422817.1263814394.1469701998) [access: 4.03.2018]; cf. *Olympic Charter*, International Olympic Committee, 09.2013, Lausanne, Switzerland.

of words and phrases regarding the event. For example, in Pyeongchang, the list included a set of words: Olympic, Olympics, Olympic Game, Olympiad, Olympiads, The Olympic motto “Citius–Altius–Fortius”, 2018, Pyeongchang, Gold, Silver, Bronze, Medal, Effort, Performance, Challenge, Summer, Games, Sponsors, Victory, Olympian.

The rule, which was supposed to help in the fight against *ambush* marketing, hinders the communication of many brands related to the Olympic movement, which include 13 global sponsors of the Olympic movement, 13 official sponsors of the Games and 11 official partners of the Games in Pyeongchang<sup>28</sup>. Four sponsors of the PKOl compete with them, including one sponsor of the Olympic collection<sup>29</sup>. If so many brands compete on the occasion of the Olympic Games, we could talk about crowds, and even communication *clutter*, which occurs even at the occasion of major football events, such as the World Cup or European Cup. Meanwhile, in the case of the Olympic Games in the Polish communication space, we can even speak of silence. Experts, when asked about campaigns related to the Games, mention only one campaign “Thank you Mom”, consistently used for years by Procter and Gamble<sup>30</sup>. It is difficult to mention any other, because at the turn of 2017 and 2018, there were simply no big campaigns on the Polish market, both in terms of sponsors of the Games and of our Olympic team. The exception was the campaign “We are one team”<sup>31</sup>, with the fact that it was a promotion not so much of sponsors, as the Olympic team itself prepared by PKOl. The lack of popularity of the XXIII Winter Olympics in Pyeongchang was due to lack of *ambush* marketing in Poland related to it. Just as private sponsors do not get involved in the sponsorship of the Olympic team, also companies that want to exist without any rights on the occasion of major sporting events, completely missed the most important winter event in the world.

Speaking of the potential of the Games in Korea, it is worth considering what kind of event brings communication opportunities for sponsors of the Olympic team. The first of these are activities that increase brand awareness based on exclusive rights that sponsors have,

---

<sup>28</sup> 58 partners and suppliers should be added to this number. However, due to their limited role, they should not be taken into account, <https://www.pyeongchang2018.com/en/partners> [access: 04.03.2018].

<sup>29</sup> Also here, due to limited rights, Polish business partners in the number of four are omitted, PKOl, Sponsors, <http://www.olimpijski.pl/pl/46.sponsorzy.html> are omitted [access: 04.03.2018].

<sup>30</sup> Own study “Sponsorship communication and sponsorship trends” 2017–2018.

<sup>31</sup> “One team” 50 days before Pyeongchang Winter Olympics 2018 - PKOl campaign, <http://www.olimpijski.pl/pl/pyeongchang2018/n/1843.jedna-druzyna-na-50-dni-przed-zio-pyeongchang-2018-campania-pkol.html> [access: 06.03.2018].

that is, rights to Olympic titles and symbolism<sup>32</sup>. These elements can also be used in the construction of the image, and Olympic values - transferred to the image of the sponsor. These values have been used for years by, for example, Procter and Gamble or Samsung in the “Do what you can’t” campaign<sup>33</sup>. In the area of promotion and sales, it is possible to use Olympic symbolism to create and broaden communication of special Olympic product and service offers, such as the Olympic Samsung phone<sup>34</sup>, official credit cards and Visa payment devices<sup>35</sup>, official Alibaba e-commerce services<sup>36</sup> or Dr. Dre headphones<sup>37</sup> dedicated to individual representations, as an example marketing *ambush*. Even in the case of *hospitality* programs (hosting and providing entertainment of a higher standard to clients, business partners and VIPs directly at the event<sup>38</sup>) there are examples of effective actions promoting not only the sponsor’s brand itself, but also the country, which in the case of sponsorship of state-owned companies would make additional sense. Holland Heineken House has been accompanying fans since the Summer Olympic Games in Barcelona in 1992 and was also present in Pyeongchang<sup>39</sup>. Procter and Gamble, on the other hand, emphasising family values, opted for P&G Family Home<sup>40</sup>, which has been part of the “Thank you Mom” Olympic campaign for many years<sup>41</sup>. Also in Poland there are many examples of successful campaigns

---

<sup>32</sup> Various elements of sponsorship strategies are given, among others, by M. Datko in *Sponsoring. Klucz nowoczesnego sponsoringu* [Sponsorship. Key to modern sponsoring]. Warszawa 2012, pp.100-125; cf. A. Szajnader, *Marketing sportu* [Sports marketing], Warszawa 2015, pp.256-267.

<sup>33</sup> *Winter olympics make sponsors bring their marketing a game*, <http://www.alistdaily.com/strategy/winter-olympics-marketing/> [access: 19.04.2018].

<sup>34</sup> *This is the special Galaxy Note 8 that North Korean athletes can't take home*, <https://www.theverge.com/2018/2/7/16988272/north-korea-2018-winter-pyeongchang-olympic-edition-samsung-galaxy-note-8-sanctions-iran> [access: 19.04.2018].

<sup>35</sup> *Visa introduces new wearable payment devices for fans participating in the Pyeongchang Olympic Games in 2018*, <https://mojebankowanie.pl/visa-wprowadza-nowe-platnicze-urzadzenia-ubieralne-dla-kibicow-uczestniczacych-zimowych-igrzyskach-olimpijskich-pyeongchang-2018/>. [access: 19.04.2018].

<sup>36</sup> *Here's what the winter olympics' top sponsors have planned for the Pyeongchang Games*, <https://www.cnbc.com/2018/02/01/winter-olympics-2018-what-sponsors-have-planned-for-pyeongchang-games.html> [access: 18.04.2018].

<sup>37</sup> *Apple, Beats by Dre and DJ Khaled celebrate the olympics' spirit of unity*, <https://hypebeast.com/2016/8/beats-by-dre-2016-olympic-headphones>, [access: 19.04.2018].

<sup>38</sup> Example Olympic hospitality packages, among others, in *PyeongChang 2018 tickets*, <https://tickets.pyeongchang2018.com> [access: 16.04.2018]; *New horizons of olympic winter games* <http://www.jetsetsports.com> [access:16.04.2018]; cf. *Fighting corruption in sport sponsorship and hospitality*, United Nations Global Compact Office Two United Nations Plaza, New York 2014.

<sup>39</sup> S.Vermeer, P. Remmelswaal, S. Jacobs, *Heineken in the house: improving online media reputation through featuring a sponsored brand community*, *Communication Management Review*, 2017, no. 2, pp.76-102; also in *prewing the 2018 Winter Olympics’ Holland Heineken House*, <http://www.coolhunting.com/culture/holland-heineken-house-preview-2018-pyeongchang-winter-olympics> [access: 18.04.2018].

<sup>40</sup> *Olympic Hospitality House list for PyeongChang Winter Games—Ultimate guide to PyeongChang 2018* <https://medium.com/road-to-pyeongchang/olympic-hospitality-house-list-pyeongchang-ultimate-guide-to-pyeongchang-2018-cee00632a2c3> [access: 18.04.2018].

<sup>41</sup> *“Love over Bias” – touching Procter & Gamble spot for the Olympic Games*, <https://socialpress.pl/2017/11/milosc-ponad-uprzedzenia-wzruszajacy-spot-procter-gamble-na-igrzyska-olimpijskie/> [access: 18.04.2018]; A number of other examples of campaigns related to Pyeongchang Olympic

from previous years, already directly connected with the sponsorship of the Olympic team. Actions like “Support Olympians like Tomasz Zimoch” and “Go like Zimoch” of Tyskie<sup>42</sup>, “Olympic packages” and “Olympic telephone cards” for individual customers and supporting the Polish House during the Polish Telecommunications Olympics, as well as Olympic promotions of Samsung and Orange, supported by the jumper Piotr Żyła<sup>43</sup>.

## Conclusions

Factors influencing the communication of sponsors in Poland around the XXIII Olympic Winter Games in Pyeongchang:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>▪ Meaning, uniqueness, prestige, tradition of the Olympic Games.</li> <li>▪ Popularity of the Olympic Games.</li> <li>▪ Recognition of Olympic symbolism.</li> <li>▪ Broadcast on open TV.</li> <li>▪ Modernization of the message by introducing dedicated interactive channels.</li> <li>▪ Interest in the event of all media (not only those broadcasting).</li> </ul>	<ul style="list-style-type: none"> <li>▪ No attractive rights for sponsors.</li> <li>▪ No branding at the Olympic Games.</li> <li>▪ A large number of sponsors having rights to the Games.</li> <li>▪ Unfavourable transmission times (Games taking place in the Far East).</li> <li>▪ The need for additional individual contracts to use images of star athletes in communication.</li> <li>▪ Communication restrictions related to Rule 40 of the IOC and the Olympic Charter.</li> <li>▪ Inefficient hospitality in activities targeted at individual and business clients.</li> </ul>

---

Games, among other, in *Here's what the winter olympics' top sponsors have planned for the pyeongchang games.*

<https://www.cnbc.com/2018/02/01/winter-olympics-2018-what-sponsors-have-planned-for-pyeongchang-games.html> [access: 18.04.2018].

<sup>42</sup> “Go like Zimoch” in the Olympic campaign of Tyskie, <http://www.wirtualnemedia.pl/artykul/polec-zimochem-w-olimpijskiej-kampanii-tyskiego-wideo>. [access: 20.04.2018].

<sup>43</sup> “Jump in to Sochi” - Piotr Żyła advertises the Samsung and Orange Olympic promotion, <http://www.wirtualnemedia.pl/artykul/wyskocz-do-soczi-piotr-zyla-reklamuje-olimpijska-promocje-samsunga-i-orange-wideo> [access: 20.04.2018].

Opportunities	Threats
<ul style="list-style-type: none"> <li>▪ Building a brand image by linking it to the Olympic value system and positive associations related to the Games.</li> <li>▪ Transfer of Olympic values to the sponsor's brand.</li> <li>▪ The possibility of transnational communication.</li> <li>▪ In the case of big sports successes, increased viewership and growing interest in the Olympic sports.</li> <li>▪ Creating new national stars/heroes and their connection with sponsors.</li> </ul>	<ul style="list-style-type: none"> <li>▪ A short time of interest in the Olympic team.</li> <li>▪ Ignorance of fans regarding the involvement of companies in sponsoring and inability to recognise its types (sponsor of the games/representation/athlete).</li> <li>▪ Potential threat of <i>ambush</i> marketing (invisible in the case of Pyeongchang).</li> <li>▪ Lack of sports success, affecting the lower viewership and interest in representation.</li> <li>▪ Difficulty in effective use of Olympic symbolism for business purposes.</li> </ul>

Source: Own study *Sponsorship communication and sponsorship trends 2017–2018*

The Olympic Games, both summer and winter ones, are still one of the most important and most valuable sporting events in the world. Although broadcasts always find a place in public television in Poland, the viewership is primarily influenced by the sports results of Poles, as well as the attractiveness of the emission times. The latter, both in the past games in Pyeongchang and in the next two games played in the Far East, is unfavourable for potential sponsors. The attractiveness of the Olympic Games and the Polish Olympic team is based mainly on the timeless symbolism, values that olimpism brings, the associated prestige and positive associations, as well as media interest. However, communication possibilities are limited by the lack of branding at the event, inability to carry out promotional activities at it, restrictions in communication related to, e.g. using images of athletes, short time of interest in the Olympic team and a large number of sponsors around the event. This is additionally affected by the ineffectiveness of a number of supporting activities, such as the already mentioned *hospitality* rights. In Poland, this causes a lack of interest in the Olympic team and

the communication potential of the Games among private sponsors (the budget is the crucial decision-making component only for 30% of sponsors)<sup>44</sup>. Therefore, PKOl is supported by state-owned companies, which, unfortunately, also do not use the potential for own communication. Given their financial capabilities, one can reject the argument that, while having rights, they no longer have the money to communicate. It can therefore be assumed that, having limited rights and not having a good idea for communication, they limit activities in this area. It also seems reasonable to believe that their operation is a kind of mission-like sponsorship similar to patronage. When talking about the Olympic team, this sponsorship is a duty. If private business is not interested in financing it, then the responsibility is taken by the state which supports the Olympic movement with the budgets of state-owned companies. The latter, however, cannot use the potential of the event and their sponsoring activities are almost invisible to Poles.

## References

- Apple, Beats by Dre and DJ Khaled celebrate the Olympics' spirit of unity, <https://hypebeast.com/2016/8/beats-by-dre-2016-olympic-headphones> [access: 19.04.2018].
- Datko M., Sponsoring. Klucz nowoczesnego sponsoringu [Sponsorship. Key to modern sponsoring], Warszawa 2012.
- Farrell K.A., Frame W.S, The value of olympic sponsorships: who is capturing the Gold?, "Journal of Market-Focused Management", November 1997, Vol. 2, Issue 2.
- Fighting corruption in sport sponsorship and hospitality, United Nations Global Compact Office Two United Nations Plaza, New York 2014.
- Here's what the Winter Olympics' top sponsors have planned for the Pyeongchang Games, <https://www.cnbc.com/2018/02/01/winter-olympics-2018-what-sponsors-have-planned-for-pyeongchang-games.html> [access: 18.04.2018].
- "One team" 50 days before Pyeongchang Winter Olympics 2018 - PKOl campaign, <http://www.olimpijski.pl/pl/pyeongchang2018/n/1843.jedna-druzyna-na-50-dni-przed-zio-pyeongchang-2018-kampania-pkol.html> [access: 06.03.2018].
- Kala. Z., Ambush marketing in the context of the 2012 London Olympic Games, University of Central Lancashire, Preston, England, 2012.
- Olympic Charter, International Olympic Committee, Lusanne 2013.
- Kończak J., Polski sport 2016. Rozwój, finansowanie i wyzwania [Polish sport in 2016. Development, financing and challenges], Warszawa 2016.
- Mikołajczyk A., Ambush marketing na międzynarodowych imprezach sportowych [Ambush marketing at the international sports events], "Studia Gdańskie" 2009, vol. VI.
- "Love over Bias" – touching Procter & Gamble spot for the Olympic Games, <https://socialpress.pl/2017/11/milosc-ponad-uprzedzenia-wzruszajacy-spot-procter-gamble-na-igrzyska-olimpijski/> [access: 18.04.2018].

<sup>44</sup> Own study, *Sponsorship of sport and sponsoring communication in Poland - 2017*.

Most valuable sports events brands worldwide in 2017 (in million U.S. dollars), <https://www.statista.com/statistics/253353/brand-value-of-sport-events-worldwide/> [access: 3.03.2018].

New horizons of olympic winter games, <http://www.jetsetsports.com> [access: 16.04.2018].

Olympic Hospitality House list for PyeongChang Winter Games – ultimate guide to PyeongChang 2018, <https://medium.com/road-to-pyeongchang/olympic-hospitality-house-list-pyeongchang-ultimate-guide-to-pyeongchang-2018-cee00632a2c3> [access: 18.04.2018].

Pallus P., Większość Polaków nie kojarzy sponsorów igrzysk. Często wskazywane są błędne marki [Most Poles do not recognise Olympic sponsors. They often point to incorrect brands], <https://businessinsider.com.pl/media/reklama/sponsorzy-igrzysk-olimpijskich-badanie/9sthlbm> [access: 02.03.2018].

Piątkowska M., Rozpoznawalność marek oficjalnych sponsorów i ambush marketerów podczas XXII Zimowych Igrzysk Olimpijskich w Sochi [Recognition of brands of official sponsors and ambush marketers during the XXII Winter Olympic Games in Sochi], "Modern Management Review", 2014, vol XIX.

"Go like Zimoch" in the Olympic campaign of Tyskie, <http://www.wirtualnemedia.pl/artykul/polec-zimochem-w-olimpijskiej-kampanii-tyskiego-wideo> [access: 20.04.2018].

PKOL. Sponsors, <http://www.olimpijski.pl/pl/46,sponsorzy.html> [access: 28.02.2018].

Prewing the 2018 Winter Olympics' Holland Heineken House, <http://www.coolhunting.com/culture/holland-heineken-house-preview-2018-pyeongchang-winter-olympics> [access: 18.04.2018].

PyeongChang 2018 tickets, <https://tickets.pyeongchang2018.com> [access: 16.04.2018].

Rule 40 of the Olympic Charter: What you need to know as a Participant, [https://stillmed.olympic.org/media/Document%20Library/OlympicOrg/IOC/What-We-Do/Protecting-Clean-Athletes/Athletes-Space/Rule-40-Rio-2016-QA-for-Athletes.pdf#\\_ga=1.168422817.1263814394.1469701998](https://stillmed.olympic.org/media/Document%20Library/OlympicOrg/IOC/What-We-Do/Protecting-Clean-Athletes/Athletes-Space/Rule-40-Rio-2016-QA-for-Athletes.pdf#_ga=1.168422817.1263814394.1469701998) [access: 04.03.2018].

Ski jumping is the hit of the Olympics 41 million złoty from advertising (report), <http://www.wirtualnemedia.pl/artykul/ilu-widzow-sledzilo-zio-w-pjongan-czangu-skoki-hitem> [access: 3.03.2018].

Poor viewership of the Pyeongchang Olympics. Poles are not interested in sports, they only support our troops, <https://marketingprzykawie.pl/espresso/slaba-ogladalnosc-olimpiady-pjongan-czang/> [access: 3.03.2018].

Sport summary of 2015, [https://arc.com.pl/sportowe\\_podsumowanie\\_2015\\_roku-40999579-pl.html](https://arc.com.pl/sportowe_podsumowanie_2015_roku-40999579-pl.html) [access: 3.03.2018].

Details of the viewership of the Olympic Games, ski jumping is the hit of the Olympics. 41 million złoty from advertising (report), <http://www.wirtualnemedia.pl/artykul/ilu-widzow-sledzilo-zio-w-pjongan-czangu-skoki-hitem> [access: 3.03.2018].

Sznajder A., Marketing sportu [Sports marketing], Warszawa 2015.

The worldwide olympic partners, <https://www.pyeongchang2018.com/en/partners> [access: 02.03.2018].

This is the special Galaxy Note 8 that North Korean athletes can't take home, <https://www.theverge.com/2018/2/7/16988272/north-korea-2018-winter-pyeongchang-olympic-edition-samsung-galaxy-note-8-sanctions-iran> [access: 19.04.2018].

Totalizator Sportowy nadal z PKOL-em [Totalizator Sportowy still supports PKO], <http://sponsoringsport.pl/aktualnosci/totalizator-sportowy-nadal-pkol-em/> [access: 02.03.2018].

Totalizator sportowy najskuteczniejszym sponsorem igrzysk olimpijskich w Soczi [Totalizator Sportowy is the most effective sponsor of Olympic Games in Sochi],

<http://www.lotto.pl/aktualnosci/totalizator-sportowy-najskuteczniejszym-sponsorem-igrzysk-olimpijskich-w-soczi> [access: 11.03.2018].

Vermeer S., Remmelswaal P., Jacobs S., Heineken in the house: improving online media reputation through featuring a sponsored brand community, "Communication Management Review", 2017, no. 2. Visa introduces new wearable payment devices for fans participating in the Pyeongchang Olympic Games in 2018, <https://mojebankowanie.pl/visa-wprowadza-nowe-platnicze-urzadzenia-ubieralne-dla-kibicow-uczestniczacych-zimowych-igrzyskach-olimpijskich-pyeongchang-2018/> [access: 19.04.2018].

Winter olympics make sponsors bring their marketing a game, <http://www.alistdaily.com/strategy/winter-olympics-marketing/> [access: 19.04.2018].

"Jump in to Sochi" - Piotr Żyła advertises the Samsung and Orange Olympic promotion, <http://www.wirtualnemedia.pl/artykul/wyskocz-do-soczi-piotr-zyla-reklamuje-olimpijska-promocje-samsunga-i-orange-wideo> [access: 20.04.2018].