



*rio de janeiro*

# 2016 OLYMPICS

THE TORCH WITHIN US ALL

OVERVIEW OF  
ZMET RESEARCH CONDUCTED BY

OLSON ZALTMAN

# THE ZMET<sup>®</sup> PROCESS: EXPLAINED



## UNLOCK

Our interview **frees people to open up** about deeply personal feelings and to discover ways of thinking that they might not have been aware of.



## EXPLORE

We ask participants to **bring images that represent their thoughts/feelings** on the topic which allows us uncover the unconscious need framework.



## ILLUMINATE

The analysis explores **imagery**, deep **linguistic structures**, and related **metaphors** to illuminate insights and recommendations

## WE TALKED TO



MILLENNIALS

## MIX OF

CASUAL + HEAVY OLYMPICS FANS  
CASUAL + HEAVY SPORTS FANS  
AGE, GENDER, INCOME



## THE INTERVIEW

### ZMET STORYTELLING

Focus on digging deeply into what the Olympics mean to Millennials, including thoughts, feelings, associations and how these ideas align with their personal values, goals, and identity.

### CONCEPT EXPLORATION

Shared current Olympics promos to understand what messages resonated and why.

- > Ashton Eaton 15s
- > Rio 60s
- > Families 60s

### BIOMETRICS

Partnered with NBC Media Lab to show London Olympics creative with GSR readings and followed by an open-ended survey to explore what executions had the highest resonance.

# EXECUTIVE SUMMARY

Millennials see the Olympics as having the power to transform us in a myriad of ways; the element of performance pushes us to aspire for more, learning about other sports and cultures expands our understanding, and being open and accepting provides a sense of belonging to something greater.

These values play out on a few levels, transforming us in the following ways:

**THE WORLD:** For a generation that often gets slammed being self-centered, Millennials focus on the cultural diversity of the Olympics and its ability to uplift the human spirit with the hope that we can be better as a whole.

**MY COUNTRY:** With the seemingly never-ending news cycle full of negativity, Millennials see the Olympics as a means of bringing people together to find common ground and open a dialogue.

**THE ATHLETE:** Empathizing with the journey, along with its struggles and suspense, connects Millennials with the athlete in special way where they feel as if they are part of the team.

**FRIENDS + FAMILY:** Millennials are one of the most multi-cultural generations in history and this comes through in how they are fans of multiple teams. Many of their first memories of the Olympics are rooted in family traditions and creating memories.

**MY POTENTIAL:** Seeing the Olympic spirit in overcoming challenges inspires Millennials when they face struggles in their own life. It sparks their drive to do more and reminds them that their dreams are possible.

Millennials continue to lead the way in how we engage with many ideas – seeing how and why they participate with the Olympics gives insight into the potential for brands far beyond this event.

“We all have an Olympic torch that burns within us, and the Olympics inspire me in a way that stokes that fire and pushes me to be better, to see the world differently, and to try harder to overcome obstacles.”

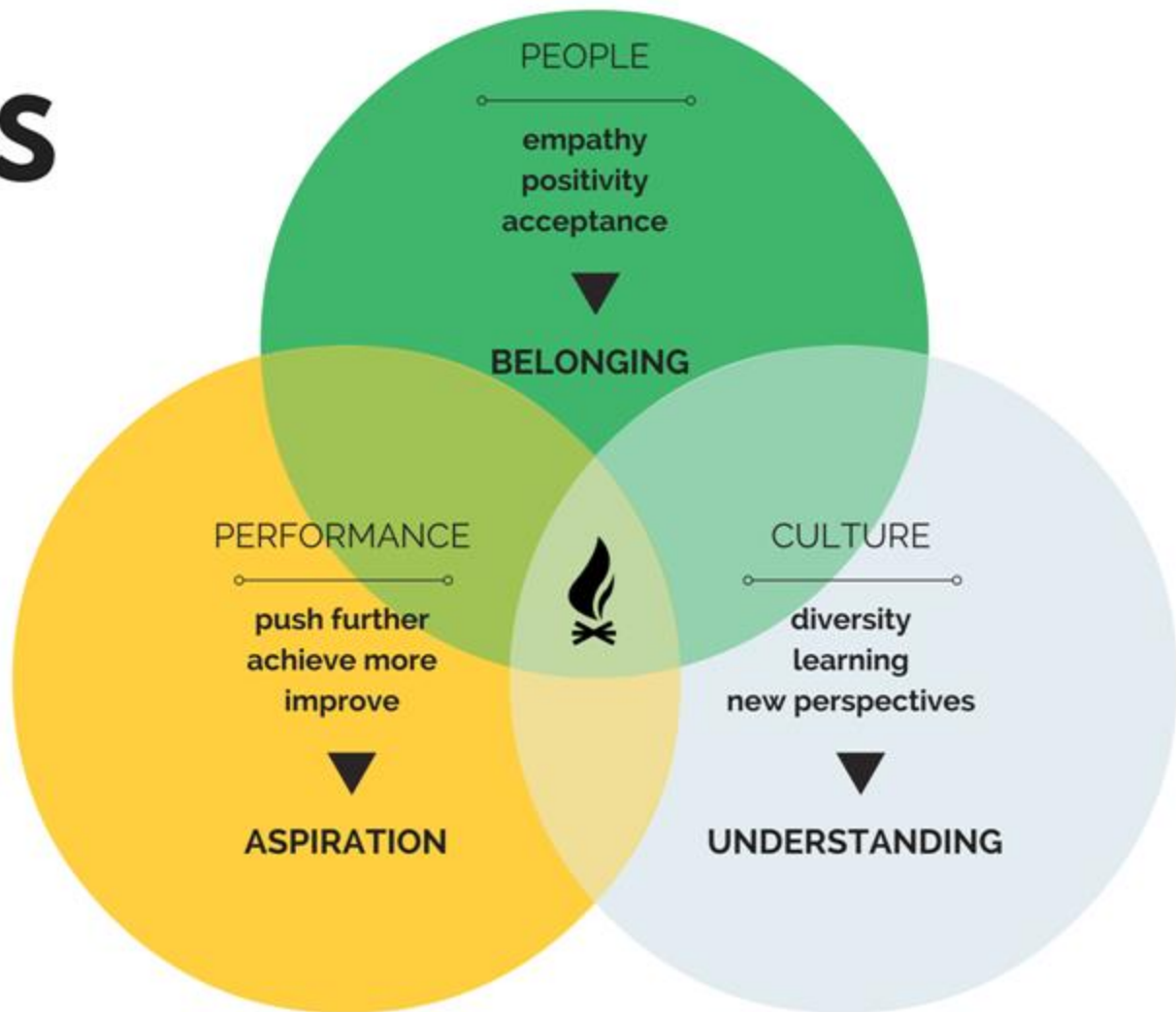


## FIRE SYMBOLISM



- Power and passion of the gods
- Divine origin; Sacred
- Inspiration and aspiration
- Vitality, Passion
- Catalyst in initiating and completing metaphysical demonstrations
- Upward mobility, forward motion
- Power of life, energy, and change
- Oral traditions and history spreading from one group to another

*the*  
**OLYMPICS**  
is the torch that  
*transforms*



*the*  
**OLYMPICS**  
**IGNITE**

*on multiple levels*



THE WORLD



MY COUNTRY



THE ATHLETE



FRIENDS + FAMILY



MY POTENTIAL





THE WORLD

# THE OLYMPICS

AN UPLIFTING LIGHT,  
MAKING THE WORLD BETTER



**"I think of it as celebrating different cultures... I love to travel,  
so it speaks to me.**

**You don't know what people are doing in Russia, or China or  
Europe, so it brings the different cultures together, to bring  
understanding.**

**You gain perspective from each other. You start to think,  
maybe we can open up about things."**



*we're all*  
**HUMAN**

“It sends a global message of unity. We’re all different, but we’re humans and we’re the same.

With all the craziness that happens in the world, it’s nice to be reminded that we do have some common ground.”



*it gives me*

A SENSE OF  
HOPE AND OPTIMISM

FOR THIS WORLD  
TO BE BETTER



ASPIRATION



THE WORLD

## INSIGHT

Millennials are actively breaking down cultural barriers to improve the world and they see the Olympics as a means of pushing this goal forward.

## IMPLICATION

Showing images of equality among different genders, ethnicities, etc. resonate powerfully with them.

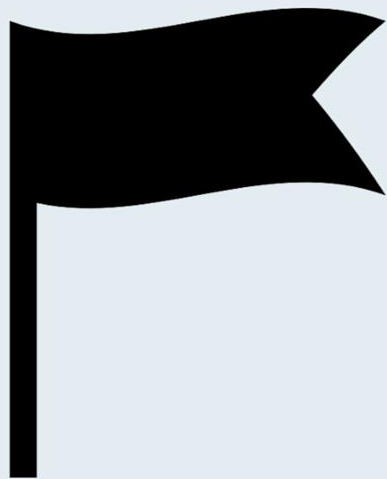
## INSIGHT

Research shows that brands that extend the conversation beyond the event/experience engage Millennials more profoundly. The Olympics spread a message of positivity around the world by showing that we are all people, and we are all connected.

## IMPLICATION

Creating a global conversation and using universal hashtags connects different countries into an uplifting and united dialogue.





MY COUNTRY

# THE OLYMPICS

A FIRE, BRINGING  
PEOPLE TOGETHER





“The Olympics are a conversation piece which can lead into other subjects...

It makes everyone a little more open - we were talking about something we both enjoy so it helps to release tension...

It's being reminded how different people are... If they have a different viewpoint, it helps to understand more.”





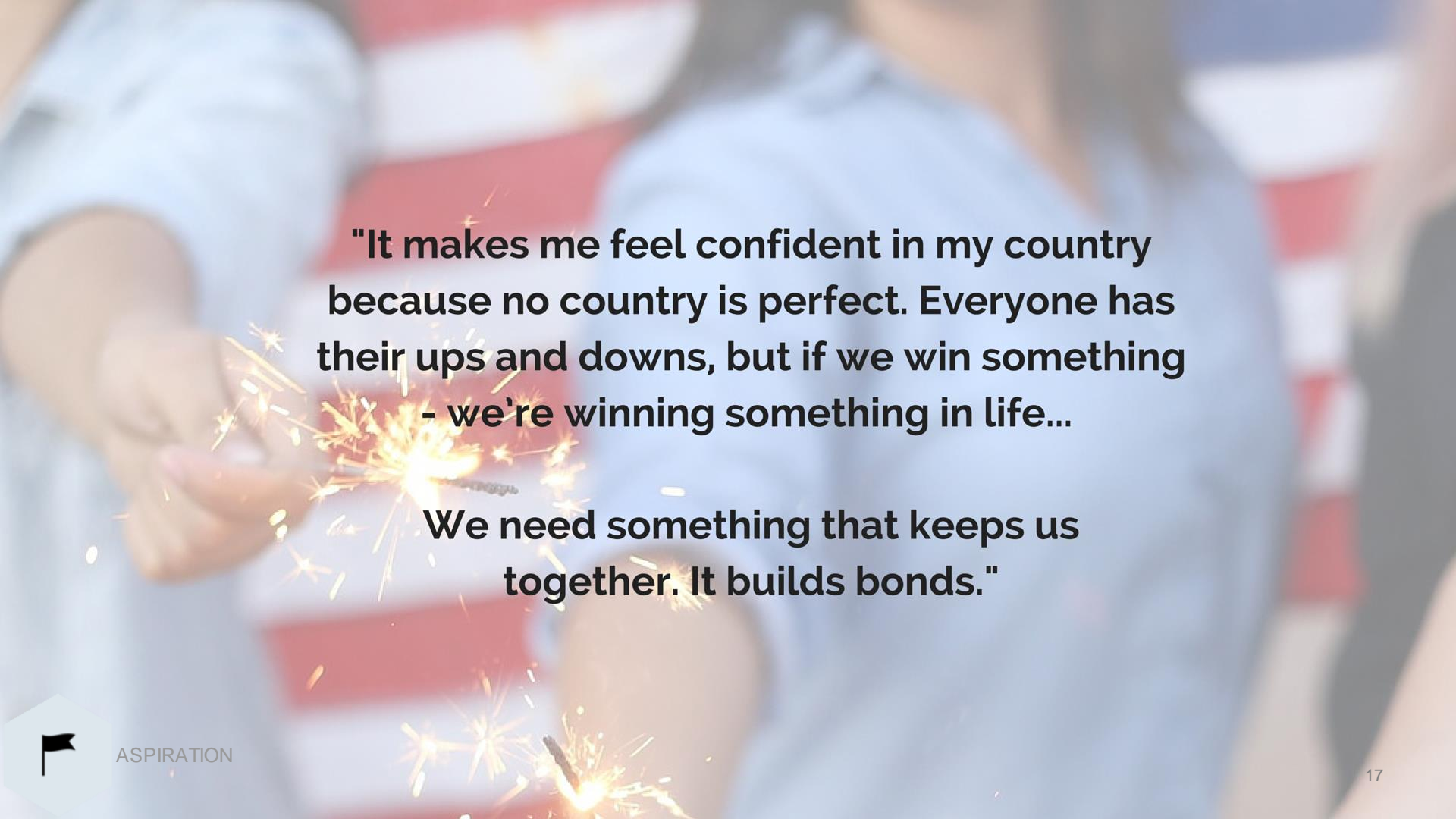
**"We're rooting for the same team at that moment.**

**We didn't ask them, 'What do you do for a living? Am I above your social standards?' 'What's your religion?' and at it didn't matter. We were just fans of the same team...**

**You're a part of something bigger than yourself and meeting people from a different walk of life."**





A person wearing a light blue button-down shirt is holding a lit sparkler. The background is a blurred red and white striped pattern, possibly a flag. The scene is festive and celebratory.

**"It makes me feel confident in my country  
because no country is perfect. Everyone has  
their ups and downs, but if we win something  
- we're winning something in life..."**

**We need something that keeps us  
together. It builds bonds."**





MY COUNTRY

### INSIGHT

Empathy is a trending topic right now with big implications for business, marketing, and brands.

### IMPLICATION

As politics have taken a turn for the negative, it's more important than ever to show kindness and caring to those around you.

### INSIGHT

The Olympics are a topic that makes many individual differences (i.e. politics, economics, etc.) recede to the background to bring together disparate groups in the US.

### IMPLICATION

Millennials respond strongly to the idea of inclusiveness so highlighting what makes us great as a whole resonates deeply.



THE ATHLETE

# THE OLYMPICS

A DIVINE POWER,  
VITALITY TO ASPIRE TO

“You want to see the person that won, where they came from, what their background is, what adversity they faced.

When somebody places is almost as important as their background because the Olympics is about hard work.”



*the backstory helps me*  
**EMPATHIZE**  
*with their journey*

**"You relate to the person. You're nervous for them...** You feel like you're participating even though you're watching on your couch."

"I'm proud of them. They're proud and it's relatable so **I share in their excitement or their sense of accomplishment.**"



**"Even though it's not your journey, you can relate. Looking at the struggles – it's inspiring and it gives you hope..."**

**Even though I'm a person that always wants more, and I never stop trying, I get discouraged, so it gives me that fuel, that encouragement."**





### INSIGHT

Millennials leverage the power of social media to make themselves active participants in a situation.

### IMPLICATION

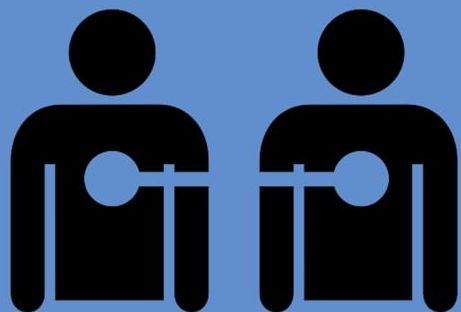
1<sup>st</sup> person shots on Instagram or cheering on Twitter, they want to be a part of the action and see things from the athletes perspective.

### INSIGHT

Backstories make the demi-god athletes more relatable. The more unique + niche content is, the more social currency it gives the sharer.

### IMPLICATION

BuzzFeed is a prime purveyor of funny and interesting tidbits that puts them 'in the know'. While NBC is ideal for featuring emotional backstories that get the viewer invested in individual athletes, creating a deeper bond.



FRIENDS + FAMILY

# THE OLYMPICS

A TORCH, PASSING ON  
SPECIAL MEMORIES

,





# I ROOT FOR MY HERITAGE



An increasingly multi-cultural  
and globally aware cohort  
identifies with and celebrates  
many countries



UNDERSTANDING

**AS A KID THE  
OLYMPICS WERE A**

**SPECIAL  
OCCASION**

**IT MEANT:**

the whole family  
staying up late  
snacks  
stories  
excitement  
wonder

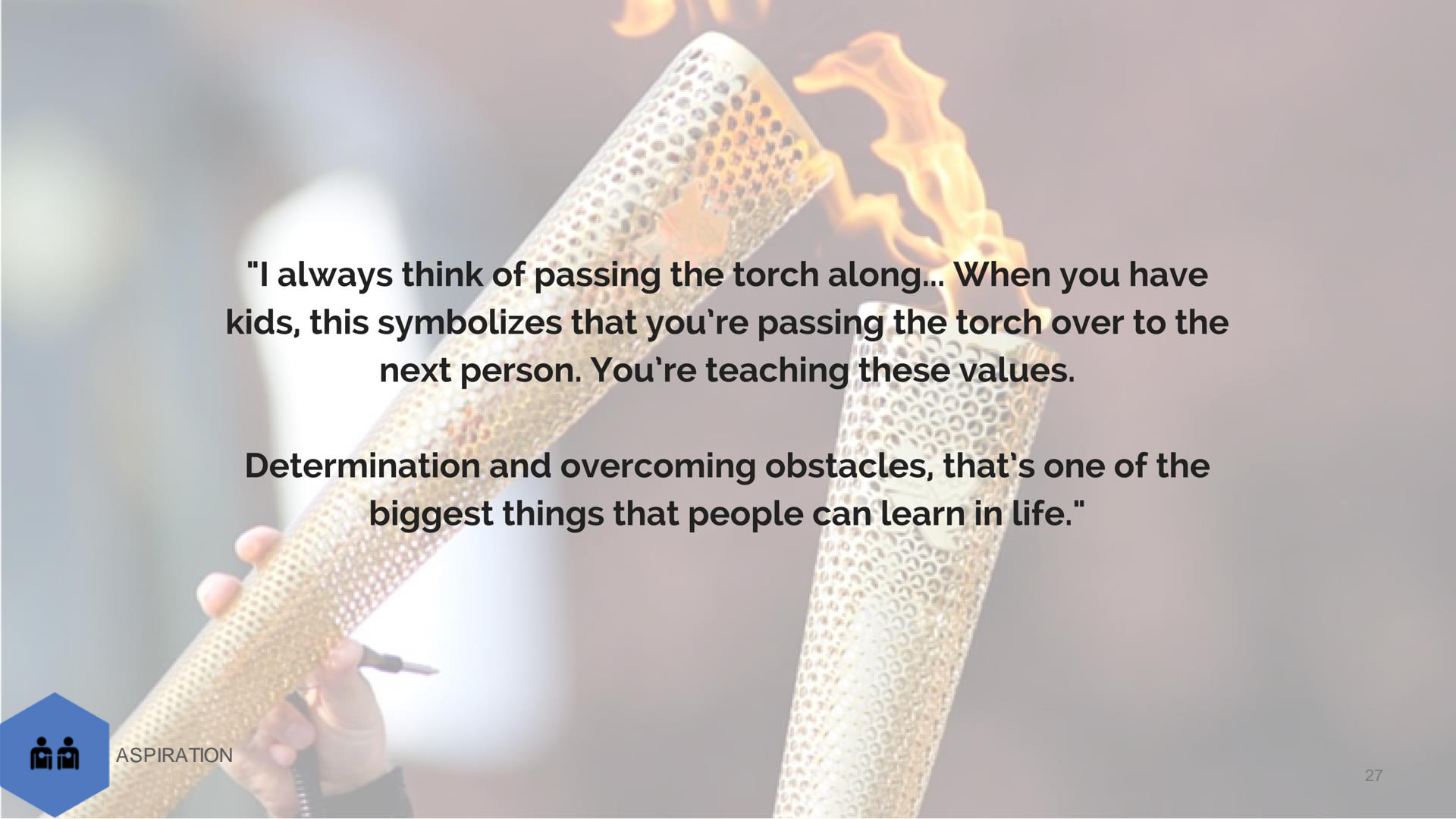
**SPORTING EVENTS LIKE**

OLYMPICS OPENING CEREMONY  
WORLD CUP  
SUPER BOWL  
COLLEGE FOOTBALL

**CAPITALIZE ON  
VIEWING RITUALS  
AROUND AN "EVENT"**



BELONGING



**"I always think of passing the torch along... When you have kids, this symbolizes that you're passing the torch over to the next person. You're teaching these values."**

**Determination and overcoming obstacles, that's one of the biggest things that people can learn in life."**





FRIENDS +  
FAMILY

### INSIGHT

Millennials are one of the most multi-cultural generations in history and this plays an important role in rooting for their 'home' team.

### IMPLICATION

Seeing their favored teams makes them proud of where they come from and what makes them individuals, not just as Americans.

### INSIGHT

The World Cup makes viewing parties at odd hours a special event with new rituals and the Super Bowl is a huge real time conversation not to be missed.

By contrast, many casually tune-in to the Olympics when convenient since the schedule isn't on their terms.

### IMPLICATION

Millennials are focused on creating memories, so highlighting the special event nature of the Olympics adds to the feeling that it's a unique moment to participate in.





MY POTENTIAL

# THE OLYMPICS

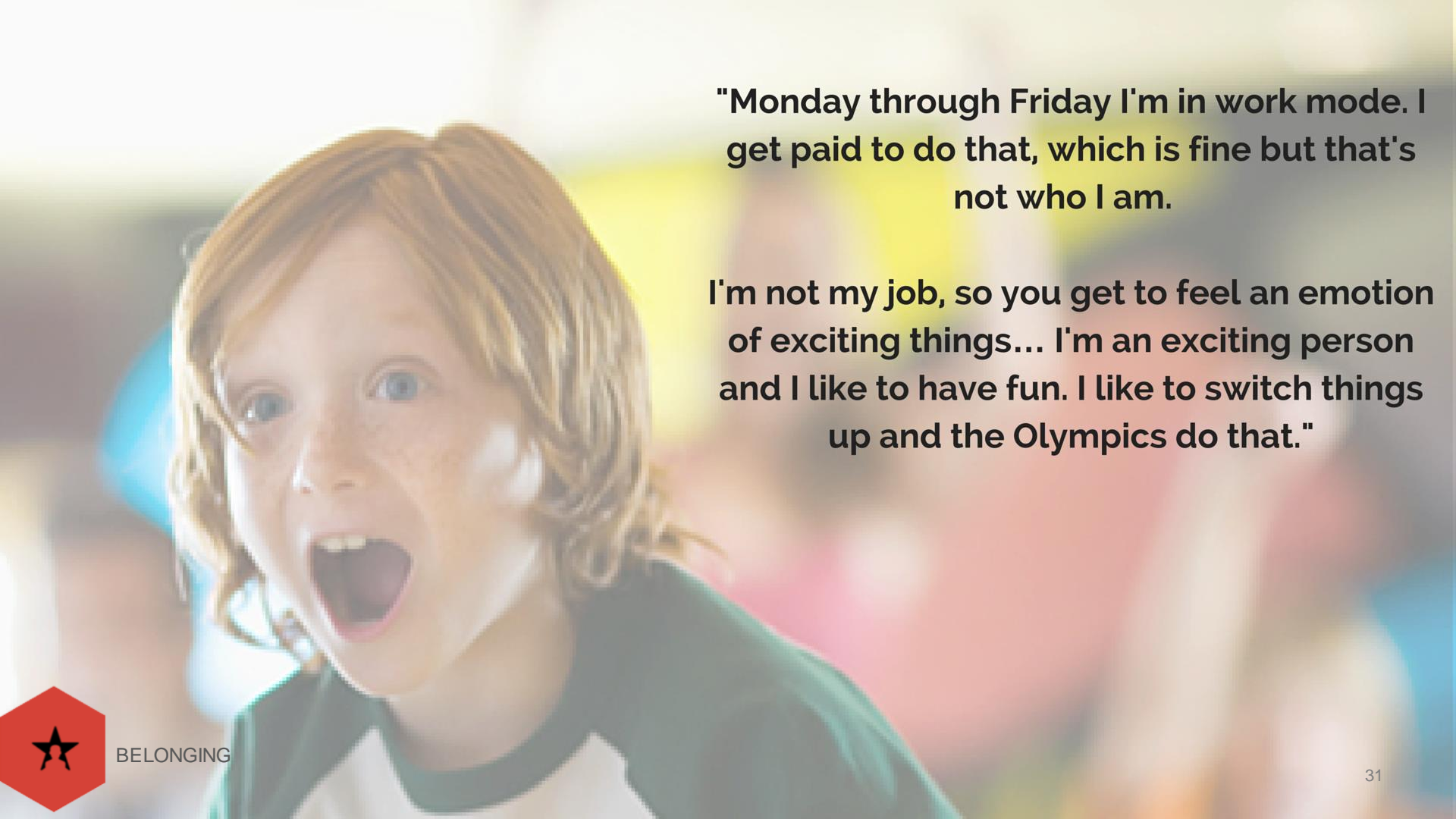
A SPARK, FUELING  
THE FIRE WITHIN



**"I like the opening ceremonies - the costumes, seeing different people, listening to how they speak. It's interesting because it's something different, a new experience."**

**New experiences are exciting and fun - it makes me think what would it be like to travel to where they're from."**





**"Monday through Friday I'm in work mode. I get paid to do that, which is fine but that's not who I am.**

**I'm not my job, so you get to feel an emotion of exciting things... I'm an exciting person and I like to have fun. I like to switch things up and the Olympics do that."**



---

# IT SHOWS ME THAT I'M CAPABLE OF SO MUCH MORE

---

"The Olympics is seeing athletes doing magnificent feats that go above and beyond anything you can imagine... It makes you feel like, 'I can probably strive a little harder to achieve something.' Here's what I'm hoping to achieve and there's a whole area above and beyond, that maybe I haven't imagined yet. It's that realm of possibilities."







### INSIGHT

Millennials are driven by new, novel experiences as a means of developing themselves and expanding their world views – the Olympics taps into this interest to see and do more.

### IMPLICATION

By highlighting the excitement of new experiences, cultures, and perspectives, it reminds them of their fun side.

### INSIGHT

The challenges and successes of Olympic athletes, particularly when you know their backstory, is incredibly inspiring.

### IMPLICATION

As life presents difficult situations, many turn to Olympic examples of perseverance and determination, to propel themselves forward.

# SUMMARY



**THE WORLD**  
an uplifting light,  
making the world better

Cultural diversity  
Human spirit  
Hope + positivity



**MY COUNTRY**  
a fire, bringing  
people together

Open dialogue  
Find common  
ground



**THE ATHLETE**  
a divine power, vitality to  
aspire to

Part of the team  
Empathize w/ athlete  
Inspiration



**FRIENDS + FAMILY**  
a torch, passing on  
special memories

Celebrate heritage  
Create memories  
Pass on values



**MY POTENTIAL**  
a spark, fueling the  
fire within

Curiosity  
Youthful joy  
Dreams are possible

# OLYMPICS 2016



ASHTON EATON



RIO FHS



RIO WORLD FAMILIES

# World Families 60s | shows that we're all alike



<https://www.youtube.com/watch?v=t2yhkX7lxBY>



Shows that even Olympians don't get there on their own

Inspired by the sacrifice and perseverance

Families around the world are the same



Thankful, appreciative

Emotional, tearjerker



Heartwarming backstory of their struggles and support

Humbling and relatable that our lives are similar; we're all human

Makes me more invested in who they are



Inspired

Grateful

Empathetic

Engaged



families from around the world are the same; we're all humans



the more that I know the athletes story, the more invested I am



my own family is a support system; I wouldn't make it without them either



shows me that I have the ability to reach my own goals too; inspires me to push more

## WORLD FAMILIES

Consumers' connected deeply with seeing the lives of athletes being relatable to their own struggles and triumphs

# BRANDED ADS

## LONDON 2012

### BIOMETRICS + SURVEY



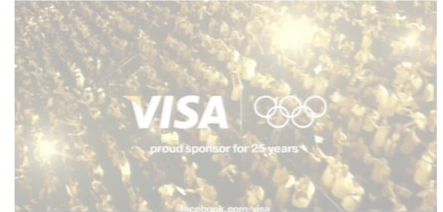
P&G



COCA-COLA



MC DONALDS



VISA

# Biometrics Approach

We partnered with the NBC Media Lab to show consumers creative from the 2012 London Olympics while measuring their GSR (Galvanic Skin Response) readings. These ads were followed by an open-ended survey to explore which creative executions had the highest resonance and why.

On the following slides you'll find GSR charts that measure a consumer's level of engagement. Higher measures on the Y axis indicate a higher level of physical response which is closely correlated with engagement levels.

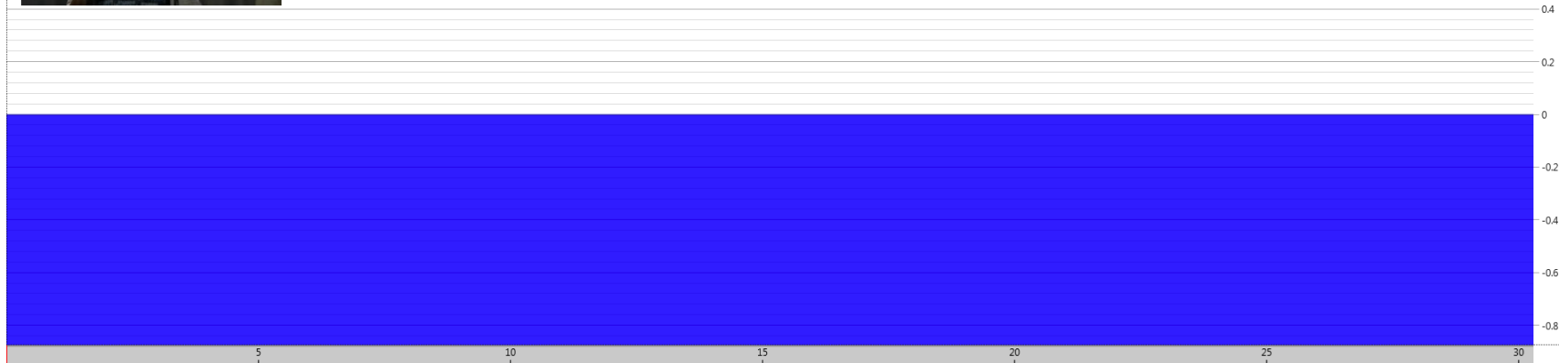
Typically, a successful ad has several peaks and valleys much like you would expect from a good story. What is more telling, is when and why there are peaks and valley in the ad. With our psychological framework from the upfront ZMET interviews, we were able to uncover more meaning in these points in the ads.



# McDonald's

## Responses Aggregated

<http://www.adweek.com/video/simple-joy-winning-marlen-esparza-mcdonalds-heye-partner-142753>





# McDonald's

## Responses Aggregated



The Speaker gets more attention than the athlete – downplaying the athlete as hero



No story, voice, or visuals from the athlete's point of view – she is a silent participant in this interaction



Product placement is lacking a connection to the Olympics and doesn't feel authentic



Seen as strictly a product promotion spot

# McDonald's

Viewed as a promotions ploy, the storyline didn't fit the Olympics

"There seemed to be a lack of context and it didn't intrigue me... It was about the chance to win money and that scene seemed to be the main point of the ad... The best ad had the most context and meaning, not just a promotion."

"It felt a little forced and mismatched since Olympians wouldn't be able to eat this food and stay in shape. The scene where the female punched hard stood out... To be honest, it was a little satisfying because she seemed annoyed as well. "



The Athlete doesn't have an active presence or role in this story

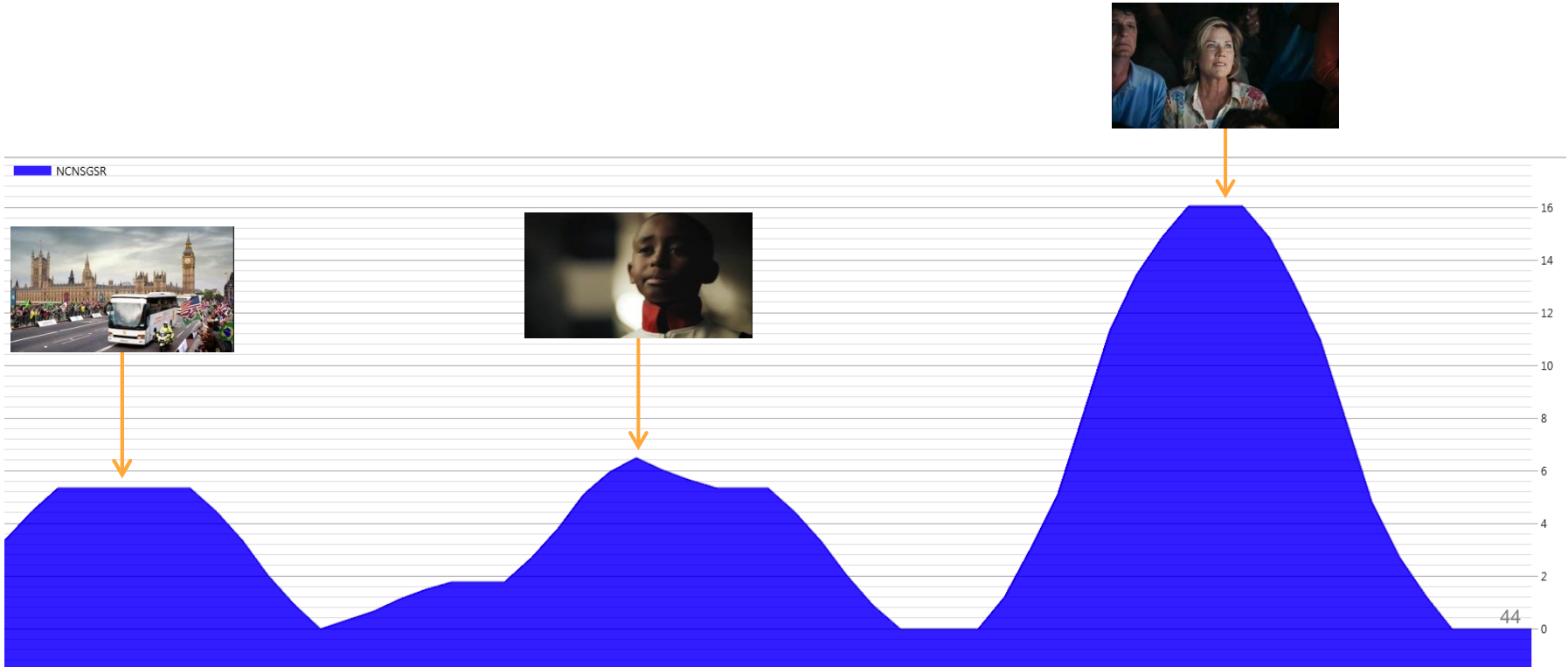
## McDonald's

Doesn't connect on many levels and negatively takes away from the athlete/viewer relationship

# P&G

## Responses Aggregated

<https://www.youtube.com/watch?v=IzOdLE4n8AA>



# P&G

## Responses Aggregated



👍 Imagery of London taps into Millennials' interest in travel + understanding more of the world



👍 Music builds  
👍 Sense of suspense; you don't know what will happen with the athlete

👍 Music builds to climax  
👍 Mom's face is an emotional payoff – shows connection to family

# P&G

Viewers can identify with this emotional story of challenges and triumphs

"As a mom, I can feel what it would be like and relate to the moms and athletes on an emotional level... These scenes correlate with personal struggle and achievement with family support... It makes me think that the brand strives to support consumers and their families through thick and thin."

"I was thinking of the kids/athletes as someone's children, as if they were your own kids. I don't have kids yet but when I do what it would be like for them to accomplish something great like being in the Olympics... It's an emotional ad, looking back in the past to when you were a child or to the future when you have kids."



Consistently Ranked  
Most Compelling



Shots of London elicit curiosity around other places



See the athletes journey to the Games, makes the viewer interested in the individuals



Shows the importance of family and support; can imagine the perspective of the mom and kids



Makes viewers think about their own accomplishments and sense of possibility

## P&G

This spot had the most compelling reactions from viewers – in part because it tapped into multiple Olympic frames and had a cohesive, emotional story



Consistently Ranked  
Most Compelling



*key takeaways*

# LONDON BRANDED ADS

## BRAND CONNECTION

illustrate a strong  
and intuitive  
connection  
between the Brand  
and the Olympics

## NARRATIVE

there needs to be a  
narrative idea and  
structure - stringing  
images of  
athletes/sports gets  
limited engagement

## RELEVANCE

setting a context or  
wider frame - for  
Millenials this means  
cultural diversity, the  
ceremonies, or the  
humanness of the  
athlete

*opportunity areas*

---

## **CELEBRATING THE TRANSFORMATIONAL QUALITIES OF HUMAN CONNECTION**

cultural diversity and exploration  
the world peacefully coming together  
empathy for individuals  
the right spirit of sports (not just winning at all costs)  
traditions and rituals  
personal growth and inspiration



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