OLYMPIC EXPERIENCE

TeamNL

DEN HAAG 2016

Communications

Den Haag

NOC • NSF

NEDERLANDSE LOTERIJ

EY

Rabobank

randstad

Zilveren Kruis

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Communication goals

- Generate awareness for the event
- Boost ticket sale
- Generate exposure and engagement

Concept

During the Olympic Games of Rio, the Olympic Experience is the home base of TeamNL!

- Use power and relevance of Olympic Games
- Use influencers
- Use media partnerships
- Generate engagement by social media

Learnings

- Branding and visibility is key
- Relevance mostly during Olympic Games
- Free publicity exceeded our expectations
- Social media: quality instead of quantity

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