



OLYMPIC FESTIVAL

X ALLEZ LES BLEUS EMPOWERING FANS



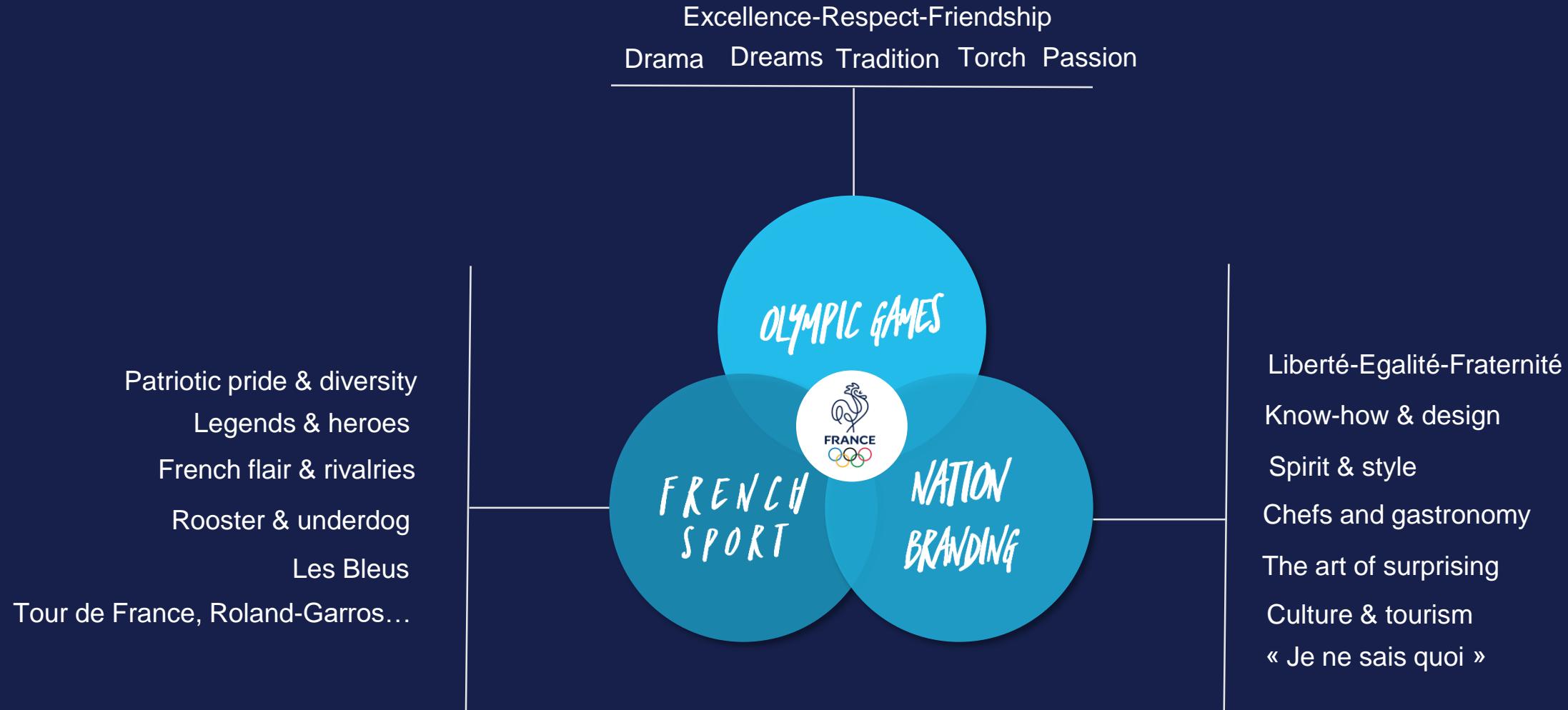
L'INCREDIBILE NON È IMPOSSIBILE.
**FUOCO SUL
GHIACCIO**

Italia Team | PyeongChang 2018 | Olympic Winter Games



CHALLENGING OUR BRAND PLATFORM AFTER RIO2016

POSITIVE DRIVERS & CONNECTORS AT THE CROSS-ROADS OF THREE UNIQUE WORLDS



FANS ?



A dynamic photograph of two male biathletes in mid-stride on a snowy track. The athlete on the left, wearing a red cap and a white/teal bib with the number 14, is in a classic cross-country skiing pose. The athlete on the right, wearing a blue cap and a blue/white bib, has one arm raised in a celebratory or finishing gesture. They are both wearing ski goggles and racing suits. The background shows a blurred stadium and a blue barrier with the PyeongChang 2018 Olympic rings.

**FROM NATURAL
AND EVENT-FOCUSED
ATHLETE
STORYTELLING...**



**...TO DAILY
AND FAN-GENERATED
STORYLIVING**

ALLEZ LES
BLEUS!

EMPOWERING & CELEBRATING **FANS**

**AUTHENTIC STORIES
MEMORABLE EXPERIENCES
PASSIONATE LIFESTYLE**





LESS IS MORE



Festival Olympique
PyeongChang 2018





#SHARE



ALLEZ LES
BLEUS!

#PLAY



#SHOP



#DREAM





**WHAT'S NEXT ?
E-SHOP
& BRAND CONTENT
GROWING
WITH NFS
MADE IN FRANCE
PARIS 2024...**

MERCI !

MATTHIEU BARNAY

MATTHIEUBARNAY@CNOSF.ORG

