

THE ADVERTISER'S GUIDE TO THE PROGRAMMATIC GAMES 2020





FINALLY, THE FIRST TRULY PROGRAMMATIC GAMES

When athletes representing nearly every nation on earth parade into Tokyo's main stadium, and when runners pass the torch to ignite the eternal flame, the world will turn its attention to Japan for the latest set of quadrennial games.

FAST FACT

The upcoming summer games will run from July 24 through August 9 2020.

It will be quite a spectacle, mixing Japan's modern innovation with the culture's history and tradition. But as all eyes are set on athletes battling it out on the international stage, how will advertisers get the attention of those eyeballs? It's no secret that these kinds of huge sporting events are an advertiser's dream. Fans across the globe sit spellbound, discovering the latest hero on the track, on the diving board or on the parallel bars. There's a sense of unity and community that drives the experience and creates a cultural phenomenon. Still, the upcoming Summer Event will represent a transition. Not so much for the athletes, hosts or even fans, but for the sponsors and advertisers who will have access to new ways to get their messages to the right people. Not that long ago, billion-dollar TV rights were a small price to pay as brands clambered for a chance to advertise to an engrossed TV audience.

But that's not where the eyeballs are going now. Four years ago, the ratings for the Rio games were lackluster, with reports that advertisers were being offered make-goods for fewer-than-expected viewers. It's not that audiences are abandoning the games. It's that with 3,000 hours of coverage across 33 sports and 339 events, viewership in 2020 will span a wide range of devices, channels and apps. That's one reason you could safely say these will really be the first programmatic games. Brands will have to realign their sponsorship and advertising strategies to leverage their complete digital toolkits to place, target and measure the success of their campaigns. The good news is that this creates an unprecedented opportunity for brands to reach billions of global sports fans in a thrilling and engaging environment. And while traditional sponsorships and takeovers are one way of doing this, there are also alternatives to engage fans and leverage the buzzworthy moments that such an international event will undoubtedly provide. And to do so without breaking the bank. Consider this: 33 sports can mean hundreds of different audience segments and targeting opportunities. Your brand might align best with, say, fans of action sports like BMX or skateboarding rather than road cycling or pole vaulting. There are myriad ways to unlock those opportunities and take full advantage of summer sports excitement.



HERE'S HOW YOU'LL BE REACHING SPORTS FANS DURING THE SUMMER GAMES

CONTEXT A premium experience requires premium content, and nowhere is that more important than at a global event of this scale. Over the course of the event, fans will be hitting up screens at all hours to check on results, pick up highlights and share their favorite moments and unvarnished opinions. But making a big impact doesn't require traditional (and expensive) homepage takeovers. Using computer vision technology, buyers can identify images that are related to the games. Units such as in-image ads can then be used to capitalize on the insatiable hunger for news, commentary and pictures about the latest events.

OTT/STREAMING Remember when live coverage of an event could be blacked out and nobody would know the results until the nightly broadcast? Kind of quaint, right? Well, with Tokyo being 13 hours ahead of New York, events will be taking place outside of prime time. And people won't be waiting for results.

They'll be streaming those events at every hour of the day. Digital delivery will allow marketers to address their ads not simply on audience demographics, but also contextually. The goal: Find the creative that works best with different types of content and optimize accordingly. This ideally will create deeper connections between consumers and brands, while also measuring the ability of the ads to drive awareness, consideration and intent.

BRAND SAFETY One thing about the games in Tokyo: They're expected to be safer for tourists and athletes than the last games in Rio. In fact, in 2017, Tokyo was ranked as the safest city in the world. But how safe will it be for your digital advertising? For instance, you might want to capitalize on the intense competition around women's gymnastics, but not on the coverage of the repercussions of the gymnastics sex abuse scandal. As you're placing your ads, you'll need to use brand safety engines that leverage advanced tools like natural language processing, object detection and computer vision to identify unsafe content, imagery and keywords. That way you can target the good and avoid the bad.

DIGITAL OUT-OF-HOME When you think of Tokyo, you think of the bright screens of places like Shibuya Crossing or the Ginza. Programmatic opportunities now abound for brands that want to leverage out-of-home to get their messages out. What programmatic brings to the table for the upcoming summer games is the ability to target OOH inventory based on things like foot traffic patterns, time of day and even the news of the day. So, if an athlete in your brand's sponsorship stable is a surprise medalist, you can literally hit the street immediately with your messaging.

UP CLOSE AND PERSONAL Broadcasts used to include an "up close and personal" feature that profiled an athlete away from the field. But sports fans today expect to know everything about the athletes they follow. They want to know

FAST FACT

These are the second summer games that will be held in Tokyo. The first ones took place in 1964.

what they're wearing when they enter the stadium, how they're training, what special treatments they're getting (cupping, anyone?) and how they're feeling about the whole experience. Brands and sponsors need to keep this in mind as they're targeting their audiences. The digital videos and social posts that fans share about their favorite sports stars can become relevant content for the right brand execution. Brands can even take a page from esports and go behind the scenes with their athletes before and after the games themselves. Remember, Tokyo is the essence of modernity with a foundation of history and culture. Your advertising strategy will need to be the same—a foundation of right person/right message mixed with the advances of programmatic, computer vision and artificial intelligence. It's going to be an amazing finish.

5 INNOVATIONS THAT WILL MAKE TOKYO DIFFERENT



The games let a city shine on a global scale, so it's a great time to show off some technological marvels and other advances. Japan has always embraced the future through technology. **Keep your eyes out for these:**


GREEN CULTURE

Winners' medals are being made from recycled precious metals from cell phones donated by Japanese citizens.

MAN-MADE METEORS


Forget fireworks. A Japanese company is expecting to use microsatellites to create a virtual meteor shower as part of the opening ceremony.

VIRTUAL COMPETITION



It's not part of the games (yet), but esports will have an enormous presence in Tokyo, with one vendor building a 12-story esports arena in the heart of the city.

IMAGING EVERYWHERE



An advanced AI facial recognition system will be in place to identify over 300,000 people at the games, including athletes, volunteers, media and other staff, making it easier to move between venues.

ROBOTS ARE WAITING



Tokyo wants to be a leading smart city. Visitors will be greeted at the airport by robots that can provide information and handle your baggage. Hotels? Think robot concierge. Taxi? Autonomous vehicles.



ILLUSTRATIONS BY YU-MING HUANG

HOW ARE YOU GOING TO MEASURE *THE IMPACT OF YOUR SPONSORSHIP?*



Back in the day, sponsorships around the summer games were pretty simple. A century ago, Antwerp 1920 was the first time companies took out ads in the official program of the games. More recently, the hero of the games showed up on the cover of a cereal box about three or four months after the closing ceremony. A lot has changed. It mostly comes down to how sponsors and rights-holders use performance-driven KPIs around things like exposure, engagement and brand impact to assess the actual value of their sponsorships. As you're going into your sponsorship discussions about branding opportunities on such a significant international platform, trust and transparency between you as a sponsor and the rights-holders is critical. Sponsorship is still an inexact science, but the latest digital tools bring new kinds of KPIs into view. Be sure to ask these critical questions:

WHAT'S THE FULL VALUE? GumGum Sports estimates that 40 to 60 percent of sports sponsorship inventory is missing a significant portion of its value, especially around things like cross-channel exposure. Understand every opportunity your audience has to see your brand's presence.

FAST FACT

For the first time, almost half (48.2%) of more than 10,000 competing athletes will be women.

ARE RESULTS GUARANTEED? We're not there yet, but sports sponsorships will be tracked and guaranteed the same as all ad spend. Sponsors should look for clear KPIs related to impressions, engagement and reach.

WHAT'S BEING MEASURED? It's no longer simply a matter of measuring TV-visible signage. Sponsor brands need to look across the countless channels where sports are consumed—TV, streaming, social and digital. This broader view has a huge impact on the value of your sponsorship.

ARE THE NUMBERS VALIDATED? Just like digital ads, sponsorship numbers require validation from a reputable third party. You can't just trust the rights-holder's word.

WHAT'S THE BOTTOM-LINE IMPACT? That cereal box with the picture of the hero of the games? It created a stir in the grocery aisle and spiked the brand's sales. Bringing sponsorship into a digital environment allows brands to get a clearer view of its role influencing consumer behavior and driving actual sales.

PASS *THE* TORCH TO PROGRAMMATIC

As the athletes are prepping for their nations' trials and qualifiers, it's time to start planning your advertising strategy to make full use of this global event's influential reach. GumGum's exclusive sponsorship offering lets you use its computer vision and innovative ad units to help your brand own the conversation around the games. **Here's how:**

FIND AN ALTERNATIVE TO COSTLY SPONSORSHIPS AND INEFFECTIVE HOMEPAGE TAKEOVERS

Unlike traditional sponsorships where your logo may show up on a homepage for a day or two, GumGum sponsorships use machine learning to see and learn the context of images and words on the world's top publishers. It looks for things that will identify the games—athletes, events, logos, Mt. Fuji, the Imperial Palace. Then, by detecting the imagery and dialogue surrounding the games, GumGum targets your audience outside the homepage takeover or live broadcast.

TAKE ADVANTAGE OF CONTEXTUAL TARGETING

Make sure your brand is on the sites your customers are most likely to visit and that you own the categories and buzzworthy moments they want to see. Instead of using ad exchanges that rely on behavioral targeting, you can reach key target audiences contextually, using computer vision and semantic analysis to really understand the user's interests. Your ads will be more welcomed, more trusted and more impactful.

MAXIMIZE BRAND SAFETY

Scan images, videos, audio and text to detect both contextual relevance and brand-threatening content. Remember, you want to show up when the winner runs a victory lap draped in his country's flag, not when he's arrested after the celebration turns into a drunken karaoke encounter.

ALREADY A SPONSOR?

Capture the full media value of your sports sponsorships across TV and social based on actual exposure. GumGum Sports uses patent-pending sports detection algorithms to analyze the millions of images, social photos and videos that will come out of Tokyo to ensure you can track and optimize your media value.

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