

The Olympics: A Real-Time Celebration of Unity and Excellence

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July 8, 2024

Originally published by ANA at: <https://www.ana.net/miccontent/show/id/ii-2024-07-olympics-marketing>



In a world that seems more divided than ever, there is one event that stands as a beacon of unity and excitement — the Olympics. For brands, it represents the most compelling branding opportunity a brand can want. No other television spectacle can quite compare to the Olympics. Even the Super Bowl, which dominates U.S. viewership annually, doesn't encapsulate the global camaraderie, athletic variety and purity the Olympics offers. It is a bounty of culturally diverse and awe-inspiring stories told over weeks, not just hours. And this time, those hours fall during prime watching hours.

The Olympics: The Last Bastion of Shared Experience

No matter your take on live viewing, the Olympics continues to draw a massive global audience in real-time. This isn't just another championship. It's a rare modern moment where millions around the world watch together, experiencing the highs and lows as predominantly amateur athletes strive for excellence. This shared experience is especially poignant given the event's history and its ability to draw viewers from every corner of the globe, irrespective of the geopolitical divides.

The Value of Shared Triumph and Heartbreak

The Olympics presents a much-needed respite from our daily squabbles, a chance to feel good about the human spirit. As the world gears up for Paris 2024, we anticipate an event that epitomizes more than just competition — it symbolizes a universal gathering. Amidst the backdrop of iconic landmarks like the Eiffel Tower and Château de Versailles, transformed into venues for feats of physical brilliance, there's a narrative of collective effort and shared pride.

It's a spectrum of appeals. From archery to gymnastics, the Olympics showcases an unrivaled range of athletic prowess that caters to broad audience bases and niche fans. Whether you're a die-hard fan of track and field, a nostalgic or newfound follower of breakdancing, the Olympics offers something for everyone. This range is not merely about sports but also about stories of athletes like Katie Ledecky and Suni Lee, who become household names as they chase historic benchmarks.

The Strategic Advantage of Cable in the Live Broadcast Era

In today's fragmented media landscape, cable television already holds a strategic advantage. This is particularly evident during global events like the Olympics. For Paris 2024, cable is not just another medium; it is the primary stage where live events will unfold, especially during daytime hours. This positioning leverages the unique patterns of viewership that favor live broadcasts over delayed streams or highlights. This is the zeitgeist of live.

Cable's comprehensive coverage — over 1,250 hours across various networks — ensures that advertisers can reach their audience when they are most engaged. This is a golden opportunity for brands, as live sports are not just watched but are actively experienced by viewers throughout the day. The emotional highs and communal nature of live viewing amplify the impact of advertisements, making them more memorable and effective, thereby stoking engagement. Statistically, [ads](#) run during the Olympics on cable have [demonstrated](#) significantly higher engagement and recall rates than other programming, a testament to the potent live environment that cable fosters.

Moreover, the Olympics coverage on cable offers advertisers unparalleled efficiency and a chance to associate with the most wholesome, universal values — excellence, unity, and the triumphant human spirit. These are not just games; they are narratives that resonate deeply with viewers, creating a fertile ground for brands to build a strong, positive presence.

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