IBM Olympic Games Sponsorship

A Business Partner
Co-marketing Opportunity

July 2000

IBM

partnerworld 2000

The IBM Olympics Sponsorship

IBM has made a multi-million dollar investment in the sponsorship of the Summer Olympic Games to position IBM and its Business Partners as the world's leading providers of integrated e-business solutions.

- The core communications strategy focuses on showcasing the 2000 Sydney Olympic Games as an IBM e-business.
- This year, *IBM Business Partners can take advantage of IBM's Olympics sponsorship* and marketing momentum through co-marketing opportunities.

Business Partner Opportunity

- Leverage the marketing momentum and timeliness of the IBM Olympics sponsorship and campaign activities.
- Take advantage of a suite of high-quality co-marketing tools for four solutions areas.
- Convert your soft dollars into leads.

Business Partner Eligibility

- IBM Business Partners who deliver the same solutions or products that have been used to transform the Sydney Olympics into an e-business.
  - e-Commerce
  - Customer Relationship Management
  - Collaboration
  - Integration
- IBM Solutions Providers and Tier Two Resellers/Dealers.

Co-marketing Messaging Platform

Main Message

The Olympic Games is a business and e-business solutions from IBM are helping it run smarter, serve customers better and make the most of its resources. And, these are the same solutions and products that IBM Business Partners deliver to their customers.

- Solution areas include CRM, e-Commerce, Collaboration and Integration.
- Business Partners will be able to feature specific products that fall within the solutions areas (see Solutions Summary).

Co-marketing Tools

- Tools will be delivered via the PartnerWorld Web site to include a set of the following:
  - Direct Mail
  - Print Ads
  - Web Banners

- Business Partner customization to include:
  - Solution area and product set
  - Headline (several options to be provided)
  - Photography (several options to be provided)
  - Business Partner logo
  - Offering

Olympic Solutions Summary

IBM Solutions	Sample Customer Challenges and Proof Points	Product Summary
e-Commerce	*Customer Challenge* - Opening new sales channels to make customer access easier and more efficient. *Olympics Proof Point* - To expand sales potential, SOCOG used olympics.com to sell millions of dollars of merchandise online.	WebSphere Commerce Suite DB2 Universal Database RS/6000 SP Netfinity S/390 AS/400 NUMAQ
Customer Relationship Management	*Customer Challenge* - Allowing customers to get the informatoin they need, easily and when they want to. *Olympics Proof Point* - SOCOG has simplified communications, like schedule changes to athletes via self-service applications on an Intranet called INFO.	WebSphere Application Server DB2 Universal Database Lotus Domino RS/6000 SP Netfinity S/390 AS/400 NUMAQ
Collaboration	*Customer Challenge* - Enable team members to communicate and collaborate better. *Olympics Proof Point* - IBM software allowed a virtual team from the US, Australia and Spain to work together seamlessly.	Lotus Notes Lotus Domino VisualAge Team Connection RS/6000 SP Netfinity S/390 AS/400
Integration	*Customer Challenge* - Integrating disparate systems for greater organizational effectiveness. *Olympics Proof Point* - IBM integrates the complex, diverse systems at the Olympic Games, including multiple platforms and technology from other Olympic sponsors.	MQ Series Tivoli Technology Management RS/6000 SP Netfinity S/390 AS/400 NUMAQ

Creative Example - Print Advertising

Customizable Area

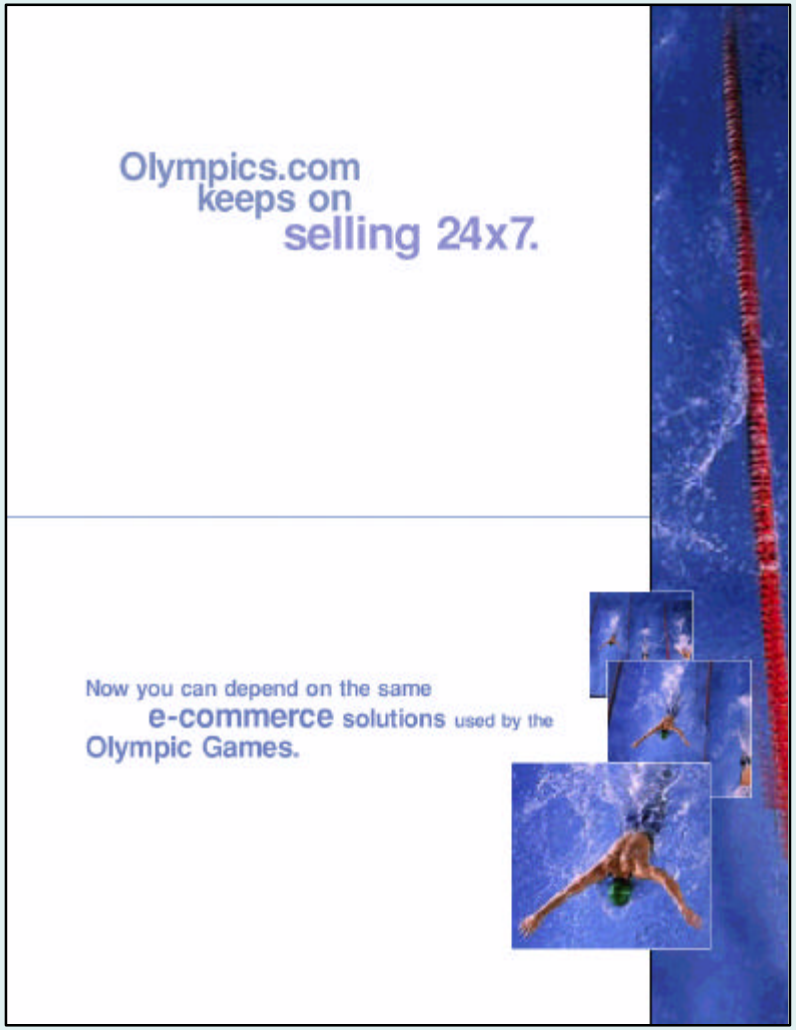
Solutions Story

Business Partner Product Tie-in

Customizable Area

Creative Example - Direct Mail

Billboard Panel



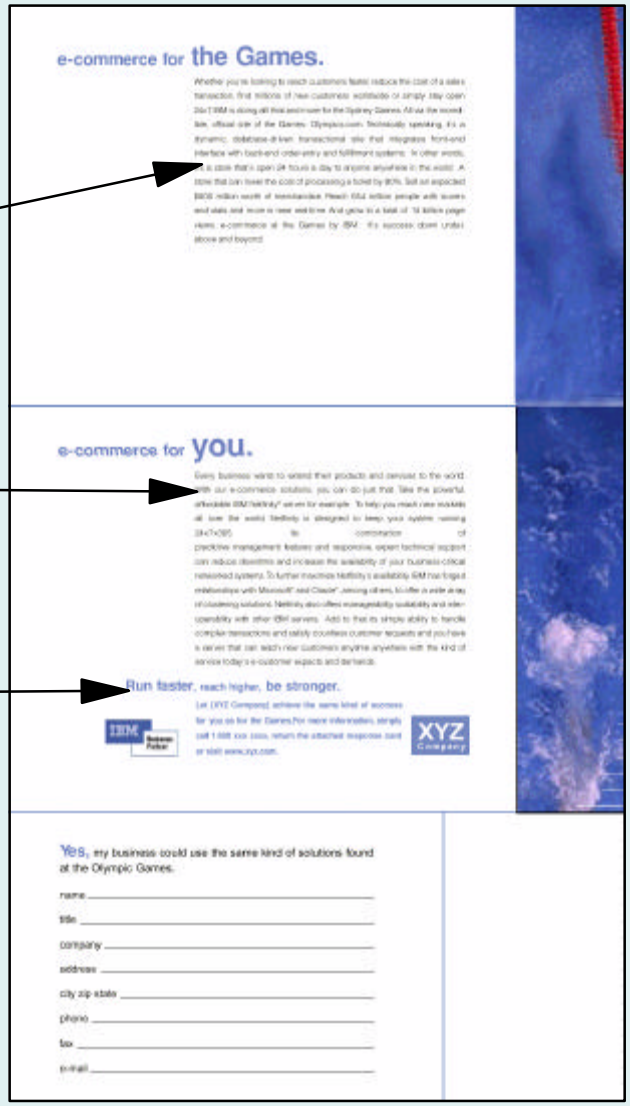
Payoff

Creative Example - Direct Mail

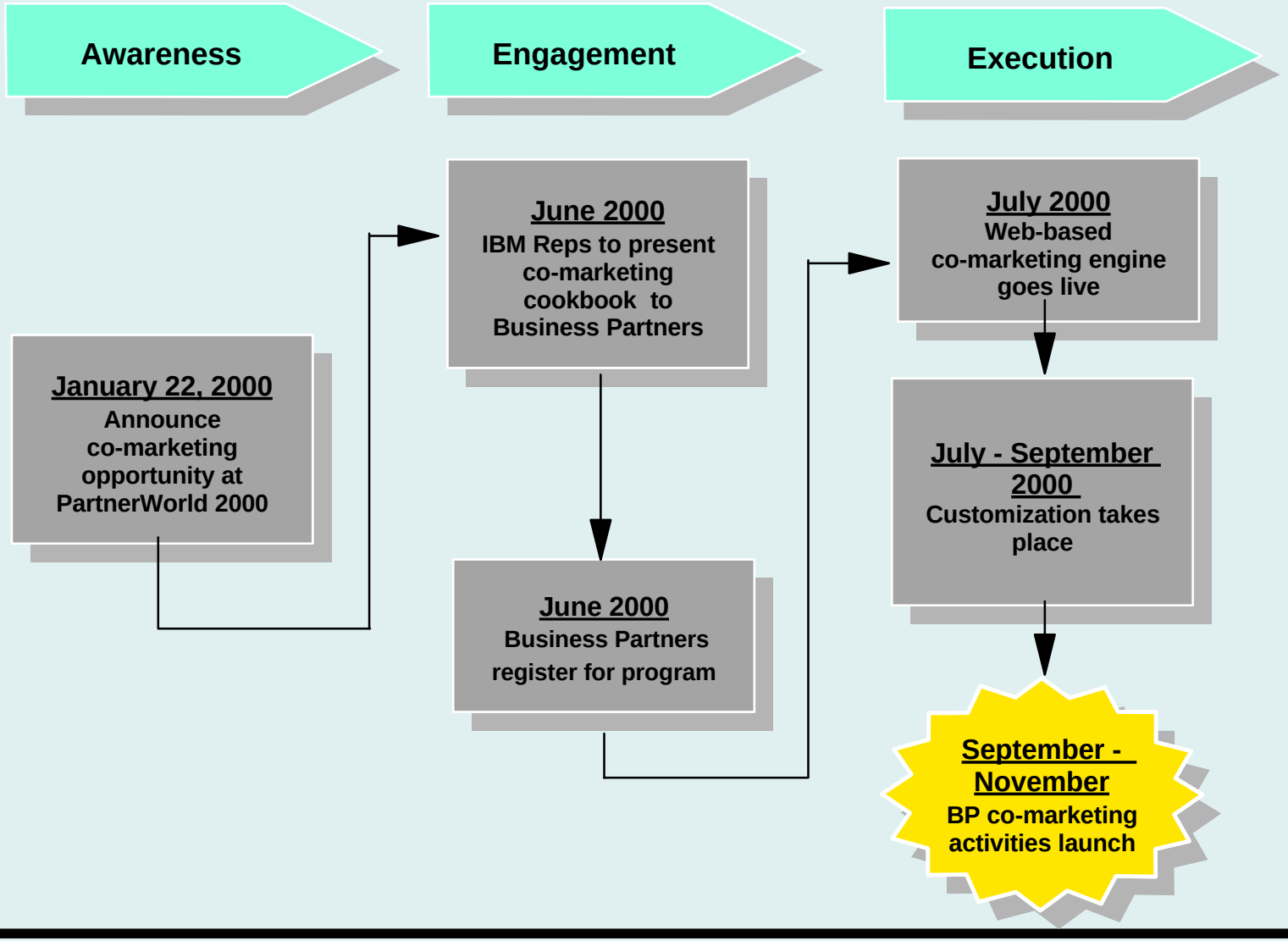
Solutions Story

Business Partner Product Tie-in

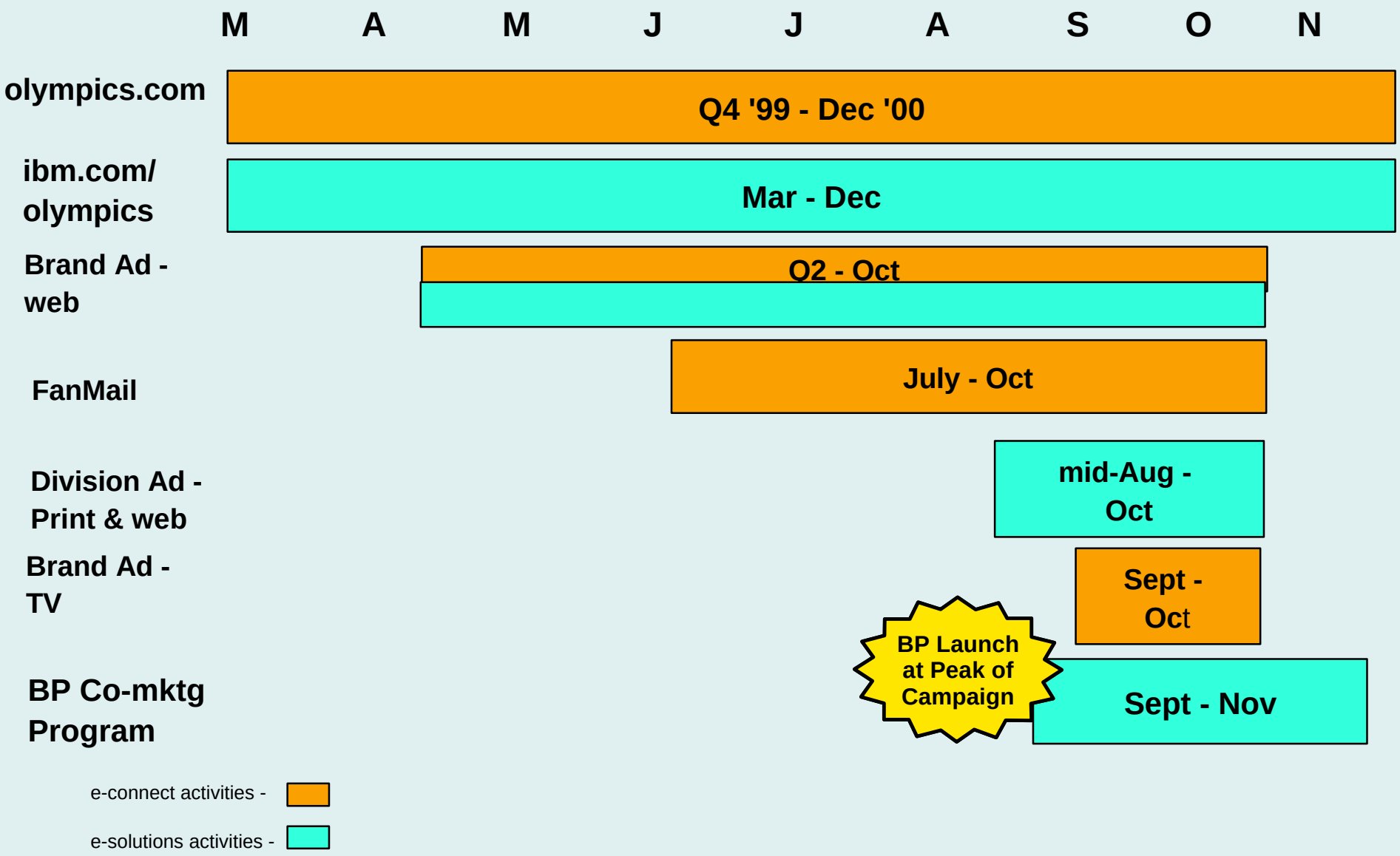
Customizable Areas



Campaign Execution



Planned Media Activity



Communications Activities - Web

Fan Site www.olympics.com - e-connect strategy	▪ Function - deliver the Olympic games to the fingertips of the fans around the world. ▪ Marcom - banner advertising to complement TV ads and to generate interest in official Web Site/Fan Mail. ▪ Target - fans, sports enthusiasts.
Solutions Site www.ibm.com/olympics - e-solutions strategy	▪ Function - highlight IBM's role as an Olympics Worldwide Partner by showcasing the Olympic Games as an IBM e-business. ▪ Marcom - use banner advertising to introduce e-business solutions and drive traffic for www.ibm.com/olympics. ▪ Target - strategists and implementors.
Fan Mail/SurfShack www.ibm.com/fanmail - e-connect strategy	▪ Function - increase fan involvement. ▪ Target - techno-savvy fans.

Communications Activities - IBM Brand

Television - e-connect strategy	▪ Function - show how IBM touches the lives of the individuals connected to the Olympics. ▪ Target - addresses fans first, business people (strategists and implementors) second.
Business Unit **Print and Online Advertising** - e-solutions strategy	▪ Function - reinforce the Olympics e-business solutions messages within existing divisional campaigns. ▪ Target - strategists and implementors.
Advertising Insert (TBD) - e-solutions strategy	▪ Function - show how IBM transformed the Games into an e-business over a 40-year relationship and draw synergies between the Games and traditional businesses. ▪ Target - strategists and implementors.

Enhanced Team Players Co-marketing Tool

- The Olympics Co-marketing Campaign will deliver through TeamPlayers Co-marketing during the week of July 24.

- The enhanced TeamPlayers functionality will help you manage your co-marketing efforts like never before:
  - Enhanced customization to help you differentiate you marketing - headlines, photography, logos, products, calls to action.
  - Enhanced preview/ordering systems build your creative in minutes, provide live views of the work, and generate instant PDFs that you can send to your colleagues for approvals.
  - Work with our pre-selected 3rd party, non-IBM production house, and can deliver your campaigns in days. Or, produce the work on your own.

Sign up today

- The Olympics Co-marketing Campaign is available to IBM BPs who are certified in at least one of the products being promoted through this campaign.
- If you are already registered for TeamPlayers already, check back during the week of 7/24.
- If you are NOT already registered for TeamPlayers, register today!
  - www.teamplayersprogram.com