Beat: Business

IN THE ERA Of WEB 3.0 And The METAVERSE, ADVERTISING CREATION Is NOT DEAD

FIRST EDITION OF SPORT & COM MEETING

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USPA NEWS - In the Era of web 3.0 and the Metaverse, Advertising Creation is not dead. One Year from the Paris 2024 Olympic and Paralympic Games, what are the Best Recipes and Communication Rules in Sport for a Brand today? How to Best Invest the Territory of Sport in Creation? How to Stage a Sports Ambassador? How to Optimize the Visibility of your Brand in a Hyper-Competitive Sporting Universe? What Opportunities for Brands with Paris 2024? What Communication Framework with the Olympic Games? Sharing of Experience, Experts in the Field, Athletes, Media, Key Players on this Subject followed One Another on Stage to answer all these Questions.

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When People see a Brand that is consistently represented they Intuitively Connect all of those Parts to Better Understand the Whole. A Unified Brand lets a Participant respond in a Way that says, “This Feels The Same.” Brand Strategy is about Intent. It is the Intention to communicate the Distinctives of the Organization in a Way that it is easy to Understand and Flows into the Verbal and Visual Expressions of the Company's Identity.

The Aim of this Edition is to place Marketing in the Sports Context and to explain what Sports Marketing is today and to show how to Effectively Implement Brand Marketing Communications using Sports Facilities... Increasing Public Awareness of Exercise and Physical Culture means that Year on Year more and more People are using Sport Facilities.

Athletes work on their Image with the Use of a Variety of Marketing Strategies and by Participating in Activities promoting Both Products and the Said Image. It should be remembered that the Position of Sport in the Concept of Marketing is Two-Fold and may be described as Marketing Through Sport and the Marketing Of Sport.

Sometimes a Sports Event is identified with a Product, even though in Reality Sport has none of the Features of a Typical Product. The Characteristics and Elements that distinguish Sport from other Products include: Positive and Joyful Competition, Escape From Real Time and Place, Different Rules and Regulations, Physical Ability and Physical Training of Oneself.

Public Relations Activity in Sport is a Voluntary, Planned and Continuous Effort aimed at Creating and Maintaining Mutual Understanding between a Sport Organisation and its Environment. A Modern Sport Organisation cannot afford to neglect such an Important Element as PR. It is Thanks to PR that Sports Events attract Publicity, Athletes build their Image, and Sports Fans can identify with Sport or with a Specific Sports Team or Sports Facility.

Right from the Start of the Project, Paris 2024 and its Partners channelled all their Energy into designing an Event that is both Economically and Socially Responsible so the Paris 2024 Olympic and Paralympic Games set a New Benchmark for All International Sporting Events going forward.

Working with two Key Allies, the Yunus Centre and les Canaux, Paris 2024 developed a Tailored System to guarantee Access to Games-Related Contracts for Businesses from the Social and Solidarity Economy (SSE), which represents 10% of Jobs in France. In practice, the System ensures these Businesses can play a Full and Active Role in the Olympic Journey, as their Value Creation Model

is by definition Virtuous (paris2024.org).

The Olympic Games are the Greatest Sporting Event in the World, bringing together the Best Athletes from around the Globe and attracting Millions of Spectators. For the Athletes, the Games are often the Pinnacle of their Sporting Careers, offering the Chance to compete at the Very Highest Level in their Chosen Disciplines.

For any Host Country, it is also the Chance to write its Own Chapter in the History of the Olympic Games and to share in the Unique Values and Spirit of the Olympic Movement. Success at Elite Level and the Interest Generated by hosting the Olympic Games present the Chance to inspire People of all Ages, but in particular the Young, to take up Sport and enjoy a more Active and Healthier Lifestyle.

On July 06, 2023 @ Parc Des Princes in Paris, was held the First Edition of "Sport & Com Meeting" with the Theme "Sports Advertising. Which Codes? Which Rules?".

* The Speakers were: Alexia Barrier (Skipper Vendée Globe) - Jacques Benloulou (Director sponsoring and...Intermarché) - Alexis Berger (Partnership Project Lead Paris 2024 Orange) - Kati Bremme (Director of Innovation France Télévisions) - Christine Cabon (Director France Benelux of...Procter & Gamble) - Virgile Caillet (Deputy General Director L'Union Sport&Cycle) - Clément Cimarro (Executive Creative Director Lafourmi) - Pascal Crifo (Co-Président Publicis Sport) - Nathalie Dinis (Deputy Geberal Director... FranceTV Publicité) - Vincent Grolleau (Founder Fonds Respect) - Benoit Lallement (Director of sport Department Le Parisien) - Marie-Amélie Le Fur (President Comité Paralympique...) - Dominique Lévy (President Cabinet Georges) - Pascale Luca (Deputy General Director... Les Echos Le Parisien Médias) - Emilie Morier (Triathlete) - Thierry Reboul (Executive Director...Paris 2024) - Virginie Sainte-Rose (Partnership Director Décathlon).

* Animated by: Frederic Roy (Editor in Chief CB News) - Bruno Friaoli (Founder & Journalist SportBusiness Club) - Gaëlle Millon (Sports Journalist).

Source: On July 06, 2023 @ Parc Des Princes in Paris, was held the First Edition of "Sport & Com Meeting" with the Theme "Sports Advertising. Which Codes? Which Rules?".

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