STORY HEADLINE: The IOC, The Coca-Cola Company and China Mengniu Dairy Company Ltd announce Joint Worldwide Olympic Partnership to 2032

DATE: 24 June 2019
LOCATION: IOC Headquarters, Lausanne, Switzerland.
LANGUAGE: English and Chinese.

Broadcast quality footage available at the IOC Newsroom: http://iocnewsroom.com

STORY SCRIPT:
The International Olympic Committee (IOC), The Coca-Cola Company and China Mengniu Dairy Company Ltd today announced that they have signed the first-ever Joint TOP partnership agreement.

The partnership combines the non-alcoholic beverage and the dairy categories into a new joint category, and brings Chinese dairy company Mengniu into the family of Worldwide TOP Partners.

This agreement extends The Coca-Cola Company’s association with the Olympic Movement to a historic 104-year-long relationship. The Coca-Cola Company is the longest continuous Partner of the Olympic Games.

Mengniu becomes the first Chinese fast-moving consumer goods company to become a TOP Partner. The Joint TOP partnership supports Mengniu’s ambitious international growth plans, with the company aiming to become one of the top dairy producers in the world by 2025.

The new joint agreement has a 12-year term commencing in 2021 and running through to the Olympic Games 2032. The agreement includes unprecedented investment in traditional and digital media to promote the Olympic values globally.

IOC President Thomas Bach said: “This long-term agreement is another demonstration of the relevance and stability of the Olympic Games in these times of uncertainty. Having our longest-standing partner, Coca-Cola, an iconic American brand, together with a young Chinese company, Mengniu, joining hands under the roof of our Worldwide TOP Programme is a great example of the unifying power of the Olympic spirit. This partnership will give another dimension to the promotion of the Olympic values around the world.”

James Quincey, Chairman and CEO of The Coca-Cola Company, said: “We are honoured and privileged to be a part of the Olympic Movement that makes it possible for athletes from all over the world to come together to represent their nations, pursue their dreams and be a part of history. A lot has changed since we sold the first Coca-Cola at an Olympic event in 1928. With a fresh approach to our business and to our sponsorship, we are proud
Jeffrey Lu, CEO and Executive Director of Mengniu, said: “This partnership with the IOC and its oldest partner, Coca-Cola, is the realisation of Mengniu’s Olympic dream, and will act as a catalyst for Mengniu to grow around the world. This is a vital step in our international strategy, and we are honoured to have the opportunity to build the positive reputation of Chinese food and beverage brands among consumers globally. As a worldwide TOP Partner, we look forward to using the unrivalled platform of the Olympic Games to promote health and joy to Olympians and fans alike.”

Worldwide Olympic Partners support every National Olympic Committee and their teams, and every Organiser of the Olympic Games, as well as providing support for athletes’ training and development. In addition, they promote the ideals and values of the Olympic Movement and help create memorable experiences for spectators and fans around the world.

The Coca-Cola Company has had a presence at the Olympic Games since the 1928 Games in Amsterdam. With its current agreement with the IOC ending in 2020, The Coca-Cola Company will now continue its partnership through the 2022 Olympic Winter Games in Beijing, the 2024 Olympic Games in Paris, the 2026 Olympic Winter Games, the 2028 Olympic Games in Los Angeles, and the 2030 and 2032 Olympic Games. The host city for the Olympic Winter Games 2026 will be named later today.

The Joint TOP Agreement also includes marketing rights for the International Paralympic Committee (IPC) and the Paralympic Games through the IOC-IPC long-term collaboration agreement, as well as for the Youth Olympic Games. Mengniu will become a Joint TOP Partner from 2021. Olympic marketing programmes are based on the fundamental principle of exclusivity within a specific product category and territory. The current Beijing 2022 domestic partner’s exclusive rights in its designated category in the Chinese market will be fully respected.

SHOTLIST:

00:02 IOC President Thomas Bach signs agreement with Coca-Cola Company CEO & Chairman James Quincey and Jeffrey Lu, CEO and Executive Director of Mengniu
00:10 IOC President Thomas Bach, Coca-Cola Company CEO & Chairman James Quincey and Jeffrey Lu, CEO and Executive Director of Mengniu, stand in front of photographers
00:15 Close up of signed agreements
00:22 IOC President Thomas Bach, Coca-Cola Company CEO & Chairman James Quincey and Jeffrey Lu, CEO and Executive Director of Mengniu sit down at end of photocall

00:26 SOUNDBITE: Thomas Bach, IOC President (English language)
“It is with delight that I announce the global worldwide Olympic partnership with Coca-Cola and Mengniu from 2021 to 2032.”

00:47 SOUNDBITE: Thomas Bach, IOC President (English language)
“Our partnership with Coca-Cola will be the longest partnership in the history of sports sponsoring, maybe even in sponsoring at all because this partnership started in 1928 and by the year 2032 we will then have reached 104 years and the Olympic Games, Los Angeles will be an opportunity to celebrate the centennial of this partnership together.”

01:36 SOUNDBITE: Thomas Bach, IOC President (English language)
“This partnership is unique also in another respect because it brings together an iconic American brand with a young, dynamic Chinese brand on the world’s greatest stage, the Olympic Games. This partnership is obviously inspired by the Olympic spirit because getting these two companies together from these two countries at this very moment in time, is another example of the unifying power of sport.”

02:28 SOUNDBITE: James Quincey, The Coca-Cola Company Chairman & CEO (English language)
“In a few years we’ll get to 104 years, the longest single commercial relationship helping bring the values of the Olympic movement and the excitement of the Games and the commercial partners helping that reach even more of the fans.”

02:47 SOUNDBITE: Jeffrey Lu, CEO and Executive Director of Mengniu (English language)
“Actually our vision to bring health and joy to our consumer is the same as our partners here through sports, I think we can deliver that even better with health and joy to all fans and people who like sports, to even enjoy more our Olympic Games.”

03:16 Joint Worldwide Partners Logos
03:22 Start of China Mengniu Dairy Company’s Promotional Video.
03:33 Shot of people with products from the China Mengniu Dairy Company around a campfire
03:35 Various shots on how the product is created
03:38 Shot of young girl drinking the product
03:44 Different angle shots of woman doing yoga
04:03 Chinese flag in the wind
04:04 Shot of a busy Chinese square
04:07 Shot of the ‘Birds Nest’ from Beijing Olympics 2008
04:11 Shots of tall buildings
04:14 Panoramic shot of Beijing
04:16 Close up shot of Mengniu logo on wall
04:18 Shots of workers
04:22 Shots of a families buying the product
04:28 Shots of the product in the supermarket
04:35 Shot of China Mengniu Dairy Company’s products
04:38 Shots of the product being poured into glass
04:40 Close up of milk drop
04:42 Action shots of a woman training and drinking the product
04:47 360 Shot of break dancer

Coca-Cola Company at the Olympic Games
04:51 Shots of Olympic flame bearer in opening ceremony Helsinki 1952
04:55 Shots of women selling Coca-Cola
05:01 Various snap-shots of people drinking and selling the product
05:07 Shots of woman selling Coca-Cola to customer
05:15 Various shot’s of Coca-Cola advertisements alongside the Olympic Rings
05:27 Close up of Atlanta 1996 Olympics Flag with Coca-Cola advertised
05:32 Various shots of Coca-Cola and Olympic memorabilia
05:37 Shot of the ‘Big Red Truck’ at the 1996 Atlanta Olympics
05:41 Customers look around Coca-Cola shop
05:44 Shots of Coca-Cola advertisement at the 1998 Winter Olympics in Nagano
05:51 Shot of Coca-Cola advertisement on the underground in London
05:54 Shots of advertisement for Coca-Cola with the Olympic Rings
05:56 Shot of Coca-Cola fridge in an athletes village
05:59 Advertisement of Coca-Cola at the PyeongChang Olympics 2018
06:00 Children pose with a large Coca-Cola bottle cap
06:02 Various shots of Coca-Cola advertisements
06:08 Close up of a bottle of Coca-Cola taken from a vending machine
06:09 Shots of a limited edition Coca-Cola
06:11 Shot of Coca-Cola and Olympic Rings advertisement

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