

Korea, Lee & DDB and MBC “We suggested that since all in Korea, with a global pres- takes charge of Diamond ly deploying the 360 model.”

Coke mulls Olympic relay plans

Beverage giant signs as presenting partner for the Beijing 2008 torch relay and taps Pico for logistics

By Arun Sudhaman

BEIJING Coca-Cola has selected Pico to provide support in China for its Olympic torch relay sponsorship, following news that the beverage giant — along with Lenovo and Samsung Electronics — has signed up as a presenting partner of the Beijing 2008 Olympic torch relay.

According to sources, Coca-Cola selected Pico following an R3-managed pitch that included as many as 12 agencies, including an Ogilvy Action/JWT alliance and Publicis shop Betterway (*Media*, 28 March). Pico will work closely with Coca-Cola global activation agency Ignition to provide logistic support for what is being billed as China's largest-ever ground event.

For Coca-Cola, the move marks the sixth time it is sponsoring the relay in 12 years, a fact that is expected to give it a distinct edge in its efforts to build brand equity around the

tors for the Beijing 2008 Olympic torch. Samsung, meanwhile, plans to kick off its mainland Olympic marketing campaigns via a public concert in Beijing in June.

Observers noted that Lenovo and Samsung would need to spend heavily if they were to match the kind of success that Coca-Cola has historically had through its Olympic torch relay activities. “In my experience of working with Olympic sponsors, the sponsorship itself does not guarantee a return on the investment,” said Desgrippes Gobé regional MD Craig Briggs.

“The general rule is that you must spend another dollar for every dollar you spend on the sponsorship. Simply bolting names onto the myriad sponsorship materials will fail to make any deeper, emotional connection and association with the Games.”

Official partnership with the Olympic torch relay guar-

