

# Are you wasting your big Olympics moment?

## Our AI identifies values signals in 5 top Olympic sponsors

AI VALUES LANGUAGE & IMAGERY INTELLIGENCE



AI-powered values-based marketing.

On July 26, the world's greatest athletes will gather in Paris for the Summer Olympic Games. Alongside them will be equally fierce competitors — some of the world's best-known brands, activating campaigns to associate themselves with the spirit and values of the games.

## The games are a unifying cultural event. They are also big business.

According to [SportsPro](#), the Paris organizing committee is confident their \$1.34B total sponsorship goal will be achieved with nearly 80 brands participating, and more than 8 million tickets sold.

The highest level of Olympic sponsorship, known as [TOP \(The Olympic Partners\) program](#), provides opportunities for the world's biggest advertisers to leverage some 11,000 hours of content produced by the Olympic Broadcast Service and distributed to more than 130 broadcasting organizations. **For these sponsors, the Olympics provide a huge opportunity to showcase their brand values.**

While the games serve to remind us that there is more “that unites us than divides us,” TOP sponsors will deliver messaging that focuses on how they differentiate themselves in an ultra-competitive marketplace.

## How will these A-list sponsors know that their brand voice and values are breaking through?

[Pluralytics](#), acquired by [Aletheia Marketing and Media](#) in July, has built groundbreaking AI that predicts how language connects with peoples' personal values. Understanding values signaling is key because behavioral science tells us that one's values are what drives their decision-making. A 2022 [Google Cloud Survey](#) showed that “**82% of shoppers prefer a consumer brand's values to align with their own.**” Today, values are more important than ever to consumers and the brands they choose.

Values are also an essential component of brand voice, combined with tone and other lexical elements that brands rely on to deepen their emotional connection with their customers.



**Pluralytics ValuesFinder<sup>®</sup> analyzed messaging from 5 TOP sponsors to uncover:**

- **The values-driven audience targets** they are likely to appeal to based on word choice.
- **The language patterns** and differences between the brands.
- **The signals in their imagery** used on key pages to deepen the connection with audiences.

**The copy and imagery we evaluated came from the Olympics pages of the 5 TOP brands selected.**

**The copy was brief**, averaging 113 words per brand and we focused on hero copy that was highly representative of brand positioning in relationship to the Olympics.

**For imagery evaluation**, the lead image was selected. We uncovered what we call “values signaling for appeal” to 5 large potential values audience targets and 5 tone of voice categories that are highly predictive in brand voice.

We also looked at **relatability measures** such as language complexity and formality. Generally, we found strong alignment between copy and imagery values signaling.



## 5 BRAND VOICES

### Panasonic

“The members of Team Panasonic were chosen for both their accomplishments in their sport and their commitment to improving their communities...”

### Toyota

“Take a spin around the globe to meet the Team Toyota athletes and the places that made them who they are.”

### Samsung

“Samsung is excited to once again partake in our greatest athletic event through innovation and creativity.”

### Visa

“Visa unites athletes, fans and the City of Light”

### Airbnb

“With Airbnb, you can share your city and your home in the collective excitement of the world’s preeminent sporting competition.”

## VALUE SIGNALS

Language more likely to connect with audiences that value:

1. Adventure & Freedom (**Index: 180**)
2. Achievement & Success (**Index: 101**)
3. Global Perspective & Self-expression (**Index: 94**)
4. Safety & Protection (**Index: 65**)
5. Tradition & Order (**Index: 50**)

## BRANDS TONES

% Present

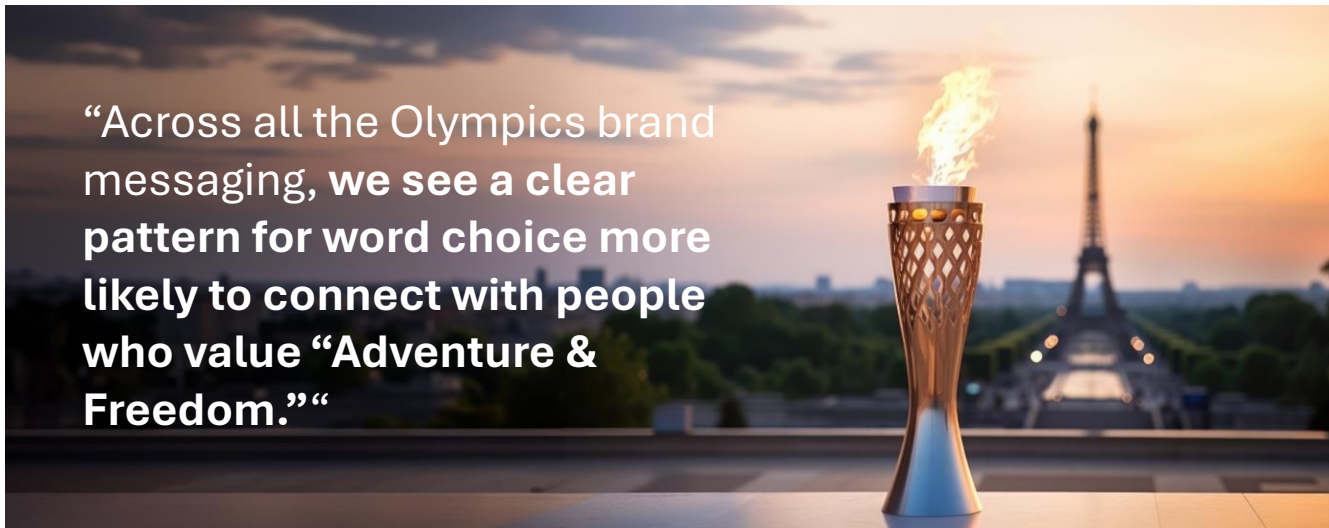
1. 35% **Informative**
2. 26% **Bold**
3. 16% **Encouraging**
4. 13% **Lively**
5. 11% **Warm**

## Language Patterns and Values

Across all the Olympics brand messaging, we see a clear pattern for word choice more likely to connect with people who value **“Adventure & Freedom.”**

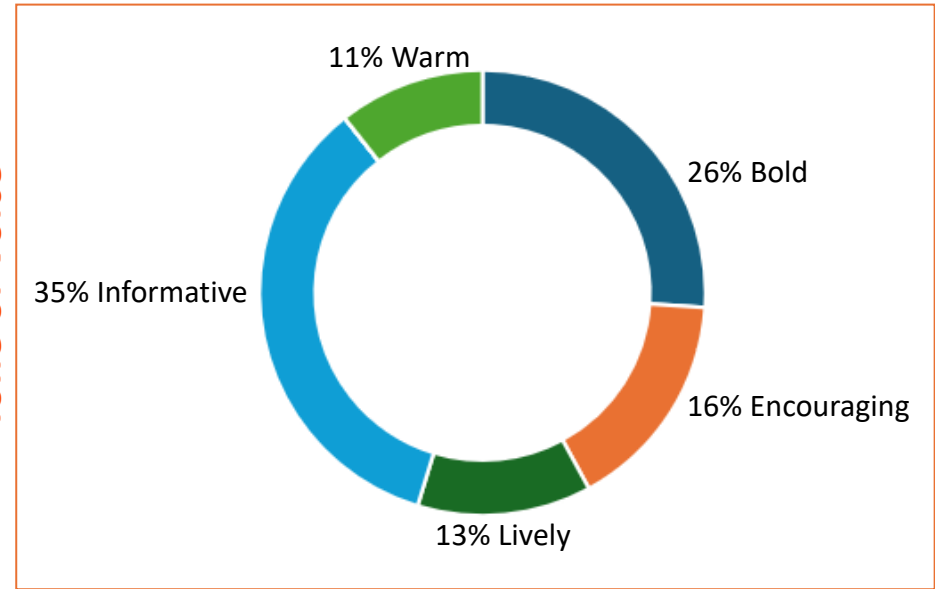
The corpus of copy over-indexed at 180 for words and phrases that are likely to appeal to this group — for example words like “athlete,” “athletics,” and “game” appeal to this audience. It is not surprising to find this signal in sports marketing copy and all of the brands (except one, Samsung) scored over 100 for this signal.

**“Achievement & Success”** was the second strongest values signal at 101 index average across the brands evaluated, which intuitively aligns with the fact the language of sport is often about the narrative of winning. Samsung’s copy scored high for this signal with language such as “going full throttle.”

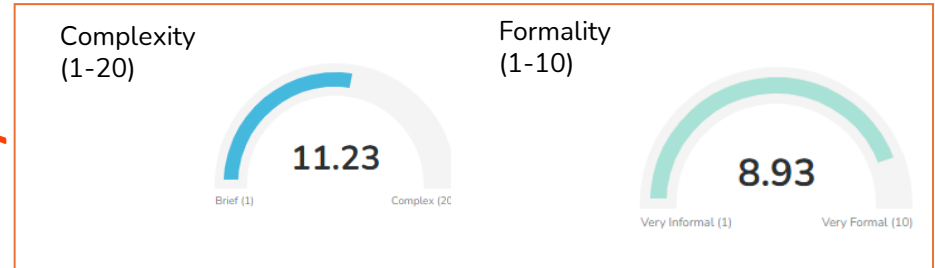


## AI powered Language Intelligence

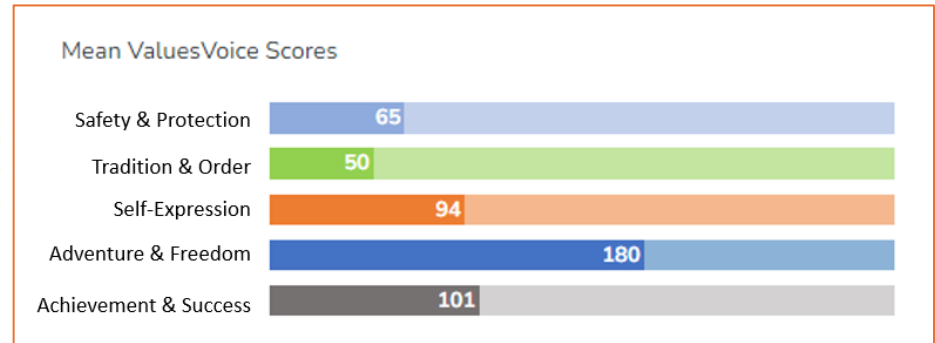
Tone of Voice



Style



Values



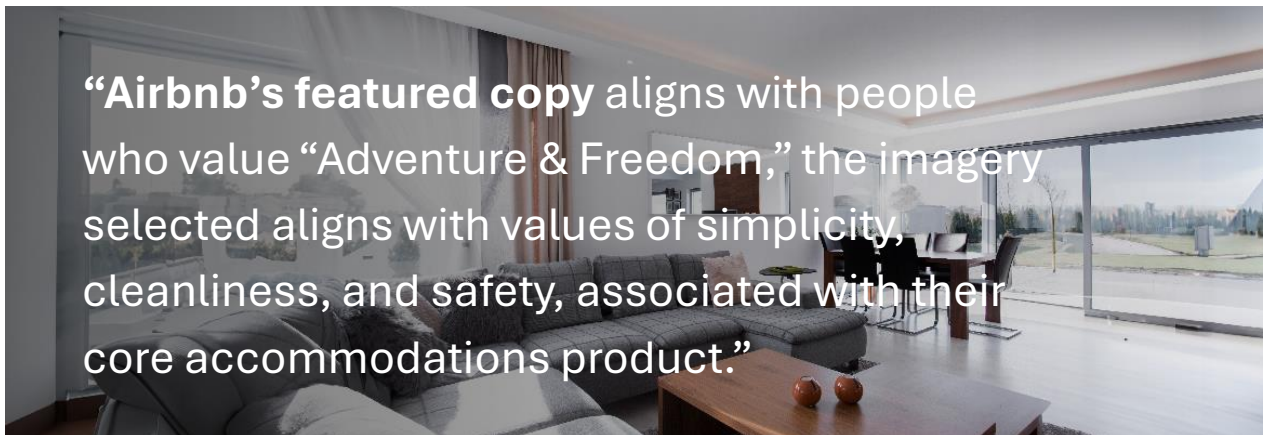
## Not all brands evaluated made the same language choices.

Panasonic and Toyota under-indexed for the “Achievement & Success” signal, scoring 88 and 61, respectively.

Of these two outliers, **Toyota had another strong signal**, indexing at 108 for a language that appeals to audiences that value “Safety & Protection.” Toyota was the only brand that over-indexed for this values language signal.

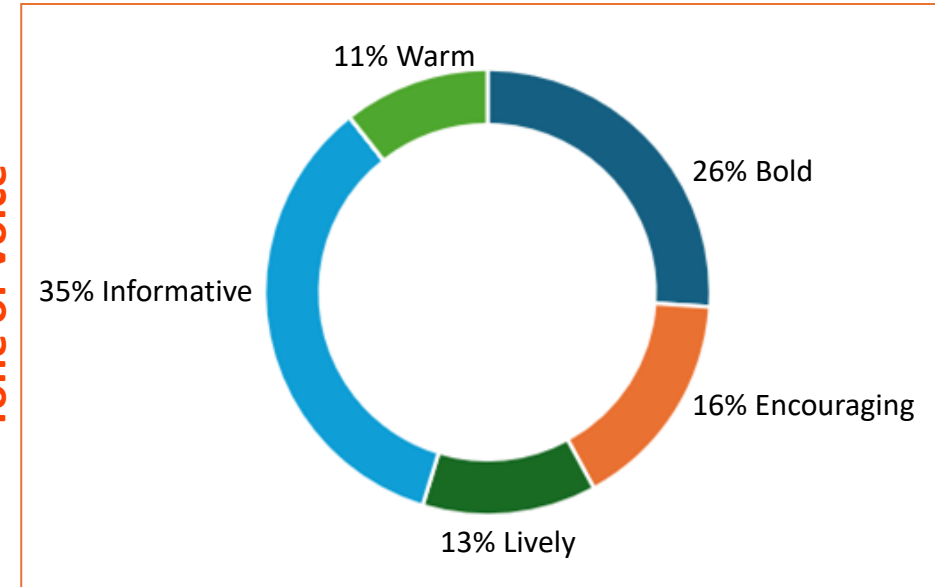
While **Airbnb’s featured copy** aligns with people who value “Adventure & Freedom,” the imagery selected aligns with values of simplicity, cleanliness, and safety, associated with their core accommodations product.

**For tone of voice**, an “informative” tone was present (akin to neutral) followed by “Bold” signaling clearly in 26% of the copy analyzed. As a tone family, “Bold” includes tones such as confident, assertive, and direct. One of the most recognizable examples of “Bold” in sports marketing ad copy is Nike’s “Just do it,” which was echoed in the sample of copy we analyzed for Airbnb: “Host the world.”

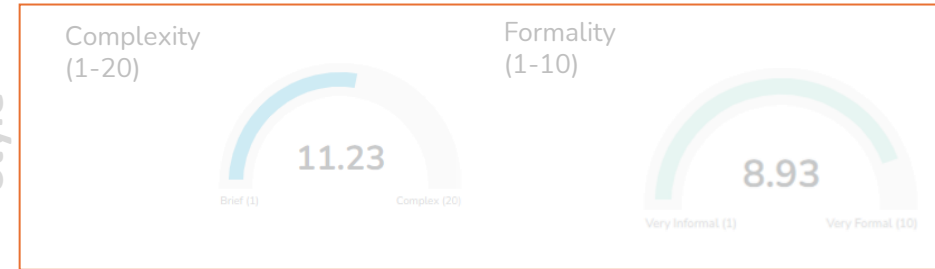


## AI powered Language Intelligence

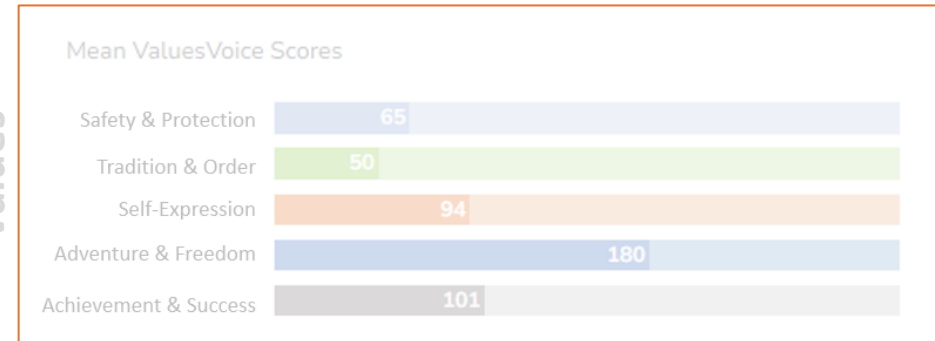
Tone of Voice



Style



Values



## Not all brands evaluated made the same tone choices.

About **20% of Airbnb’s copy registered as having warm tones**, including this sentence: “With Airbnb, you can share your city and your home in the collective excitement of the world’s preeminent sporting competition.” To enhance consistency, Airbnb could have chosen to add the phrase “join us” to their opening line, resulting in “Join us to host the world.” This option registers as warm and approachable in the ValuesFinder® platform.

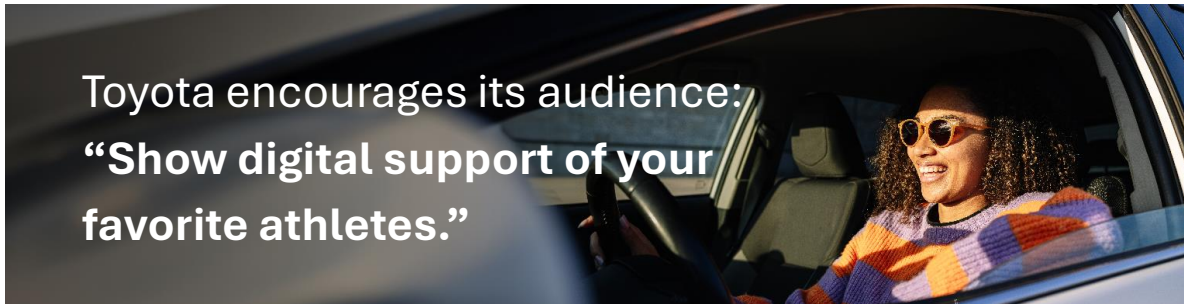
“Encouraging” was the second highest tone present at 16% of the total corpus of copy analyzed. **Toyota’s copy scored highest for encouraging at 38% and Airbnb’s copy had no “Encouraging” signal at all but scored highest for “Lively” at 40%.**

When it comes to tone, “Encouraging” and “Lively” are close cousins and were present in 16% and 13% of the total copy analyzed.

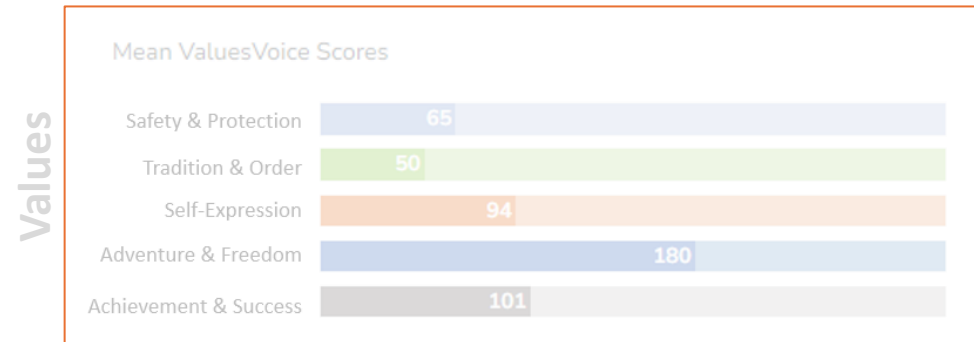
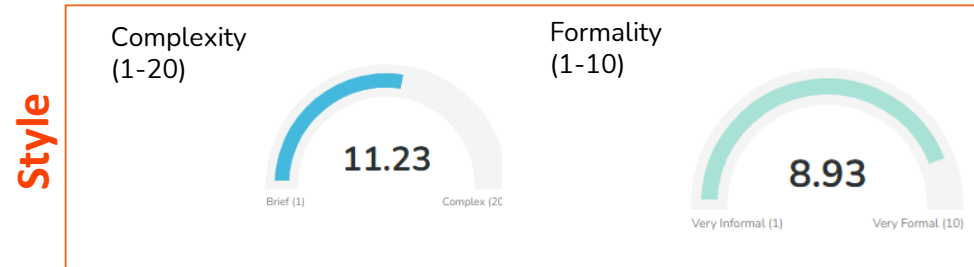
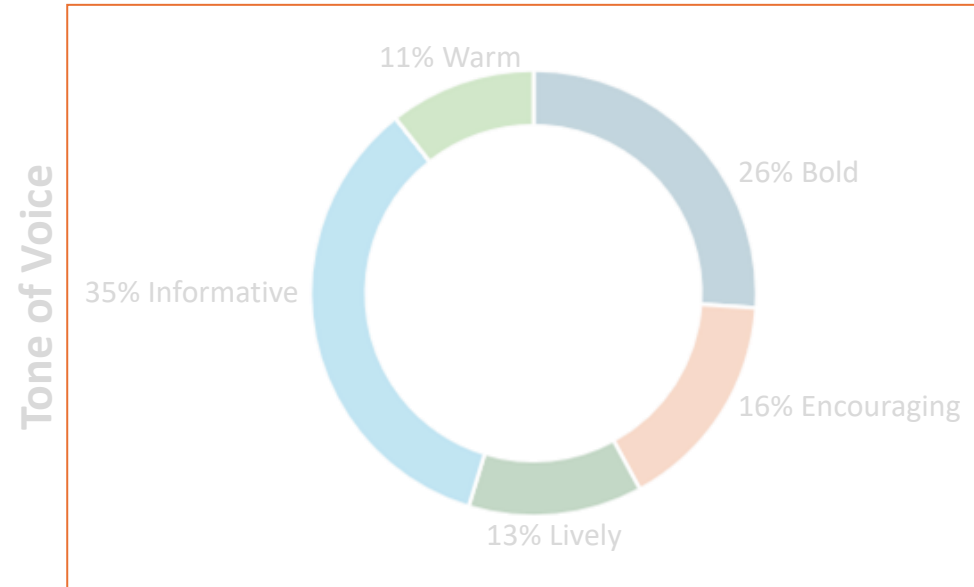
Toyota encourages its audience: “Show digital support of your favorite athletes.”

Meanwhile Airbnb, in a lively way, says: “When the Olympic and Paralympic Games come to town, locals welcome guests from around the world.”

Overall there weren’t great differences between the brands for **Complexity and Formality**, two signals which together influence the “relatability” of content.



## AI powered Language Intelligence



## Broad values emanate universal appeal.

According to the International Olympic Committee (IOC), “the original values of Olympism as expressed in the Olympic Charter were to ‘encourage effort’, ‘preserve human dignity’ and ‘develop harmony’.” These are broad values, and it is no surprise that the Olympics has such universal appeal.

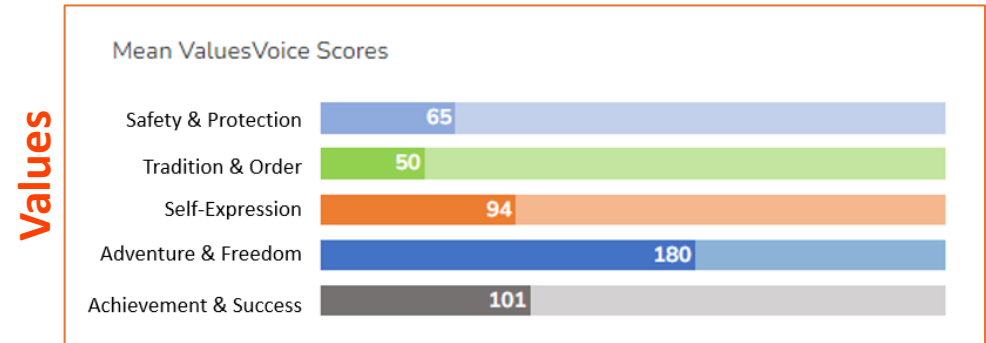
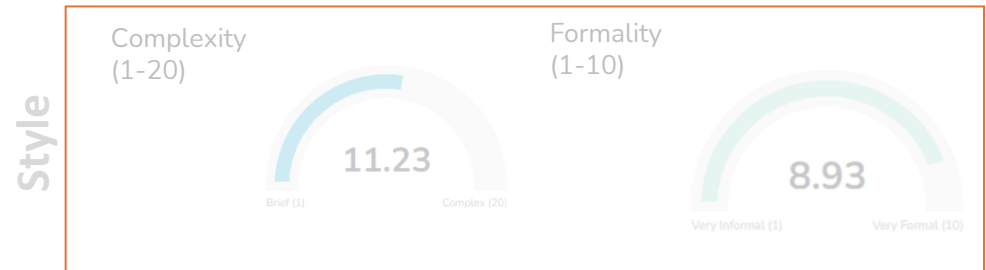
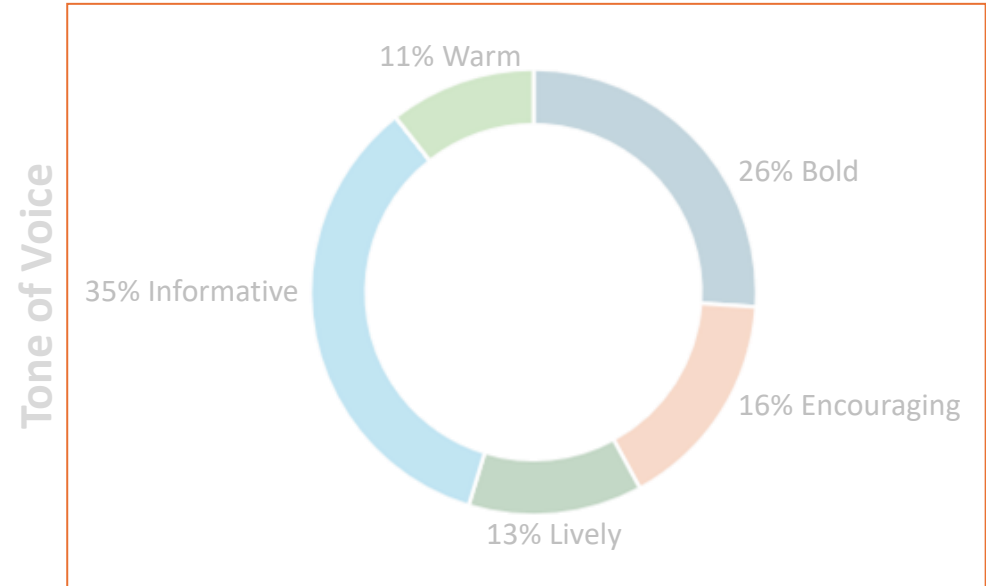
Two of the 5 brands evaluated — Visa and Airbnb — showed language appeal signaling to 3 audiences, over-indexing for people who value “Achievement & Success;” “Global Perspective & Self-expression;” and “Adventure & Freedom.”

By far, Pluralitytics’ language intelligence determined that Visa’s and Airbnb’s messaging is most likely to appeal to the broadest group.



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## AI powered Language Intelligence





## How have the Olympics' values shifted?

One of the remarkable insights that Pluralitytics' AI can provide to marketers is how lexical and imagery elements of messaging impact performance. Significant patterns are revealed even in small content samples.

As the world anticipates the opening ceremony of the Olympics Summer Games in Paris, the IOC says that its [original values](#) have evolved into “excellence,” “respect,” and “friendship.” Considering the fraught state of the larger world, these values are powerful signals that can bolster brands and resonate with all who love sports.

## New Olympic Values

- **Striving for excellence** and encouraging people to be the best they can be.
- **Demonstrating respect** in many different manners: respect towards yourself, the rules, your opponents, the environment, the public, etc.
- **Celebrating friendship**, which is quite unique to the Olympic Games – an event that brings people together every few years.

**Uncover how precision AI can show you how to tailor your messaging to connect authentically — especially in a time when values matter more than ever.**

*Presented by Rick Byrne  
CMO, Aletheia Media & Marketing  
Co-founder, Pluralitytics*



# The Brands and our Findings

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AI-powered values-based marketing.

# Panasonic

## Championing a remarkable track record

As the exclusive provider of audiovisual equipment, Panasonic has helped to power the Olympic and Paralympic Games for over three decades. Throughout this time, we have had the privilege of watching historic champions emerge.

Being a true champion requires a deep passion that goes beyond athletic performance, victory or record-setting. The members of Team Panasonic were chosen for both their accomplishments in their sport and their commitment to improving their communities, bringing awareness to important issues and answering the question: "How can I take an active role in moving the world forward?"



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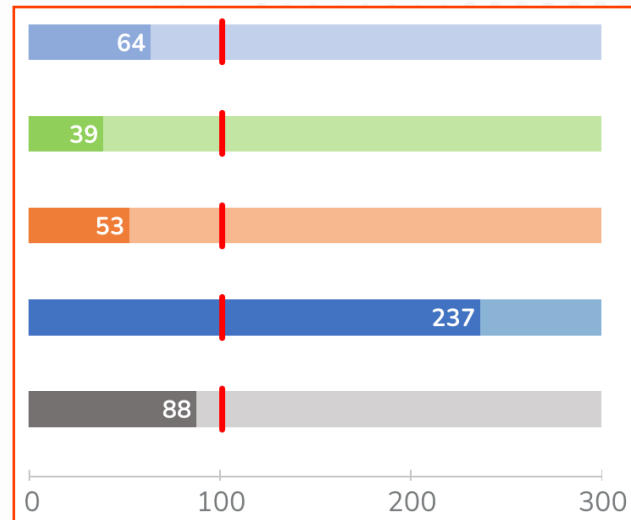
Being a true champion requires a deep passion that goes beyond athletic performance, victory or record-setting. The members of Team



## LANGUAGE INTELLIGENCE:

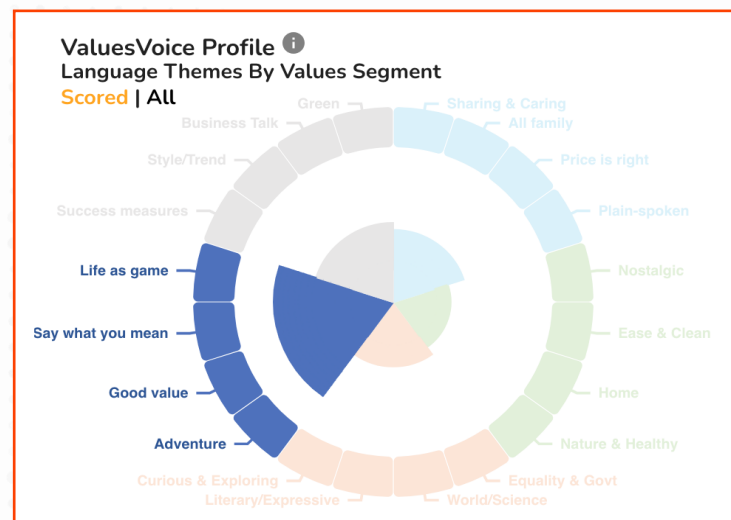
### Audience

More likely to connect with audiences that value adventure and freedom..



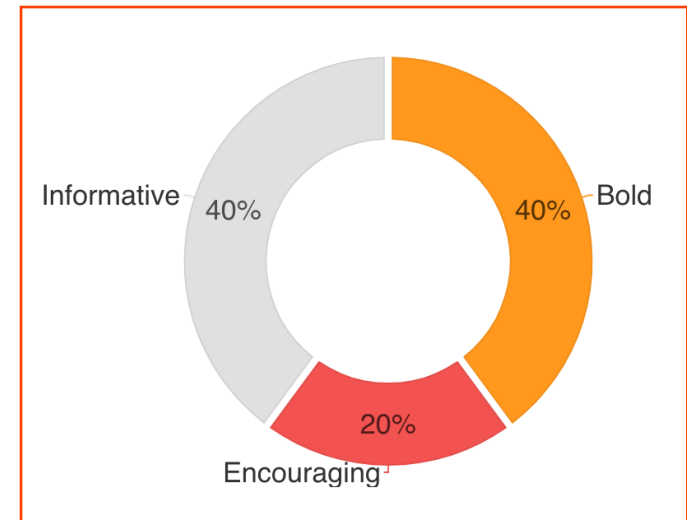
### Word Choice

“Life as game” | “Say what you mean”



### Tone of Voice

Bold, Informative, Encouraging



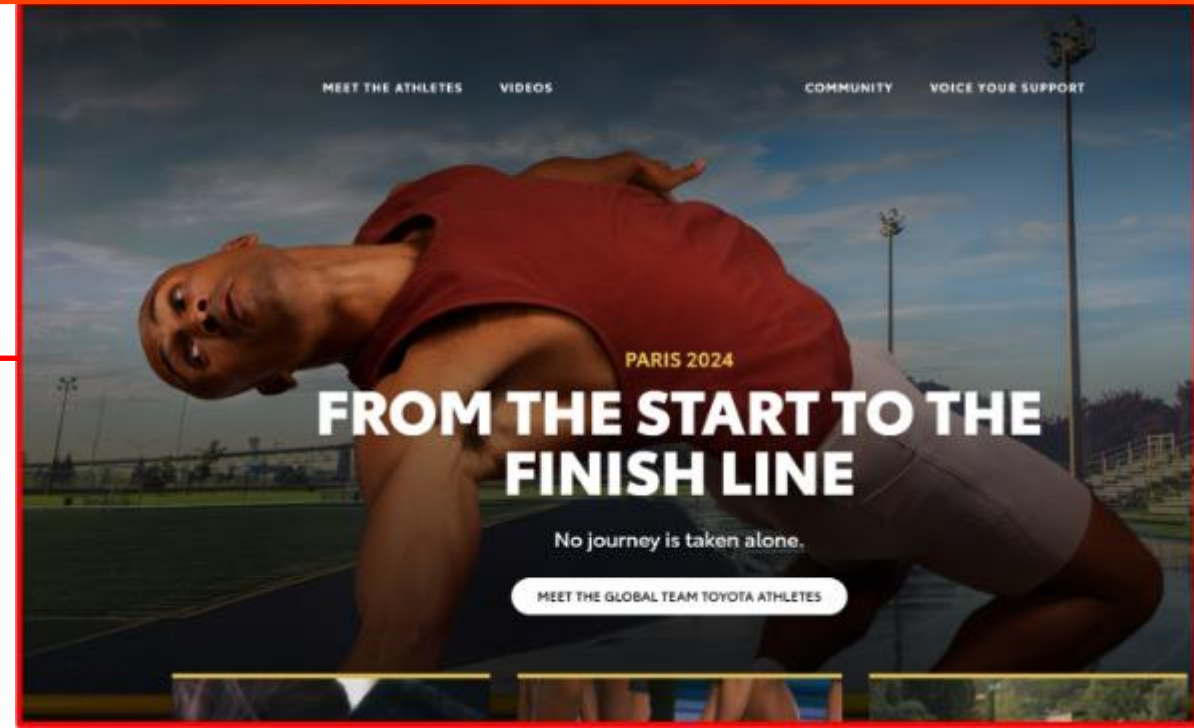
**IMAGE SIGNALS:** Aligns with values of appreciation of sports and determination. Composition and clarity make this image memorable.

# Toyota

## PARIS 2024

### FROM THE START TO THE FINISH LINE

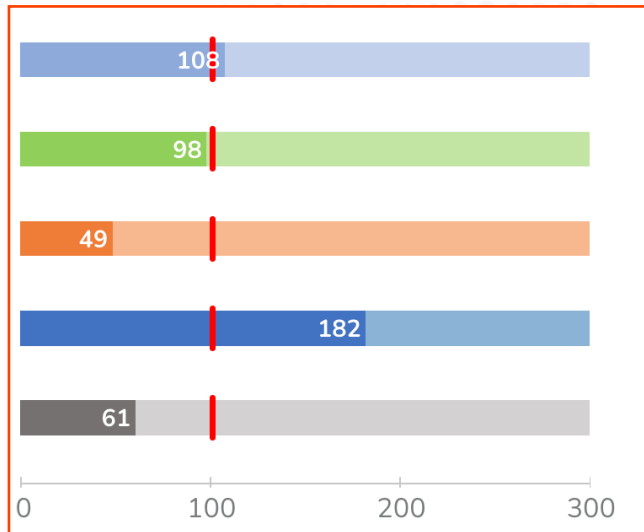
- No journey is taken alone.
- FEEL THE POWER OF HOME
- Take a spin around the globe to meet the Team Toyota athletes and the places that made them who they are.
- VOICE YOUR SUPPORT
- SHOW DIGITAL SUPPORT FOR YOUR FAVORITE ATHLETES
- Send your favorite athletes off to Paris.



## LANGUAGE INTELLIGENCE:

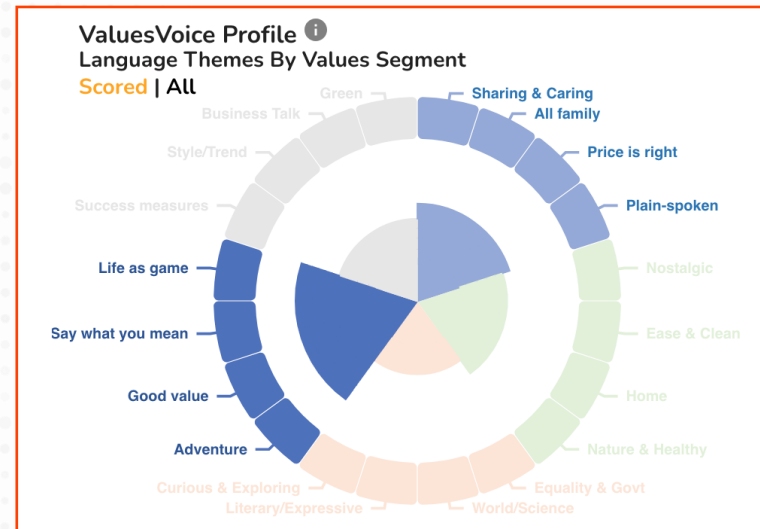
### Audience

More likely to connect with audiences that value adventure, freedom, and safety.



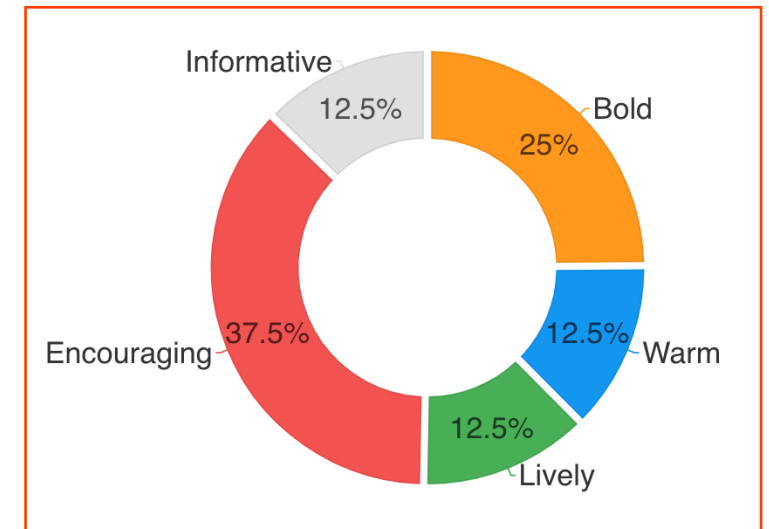
### Word Choice

“Life as game” | “Sharing & Caring”



### Tone of Voice

Encouraging, Bold

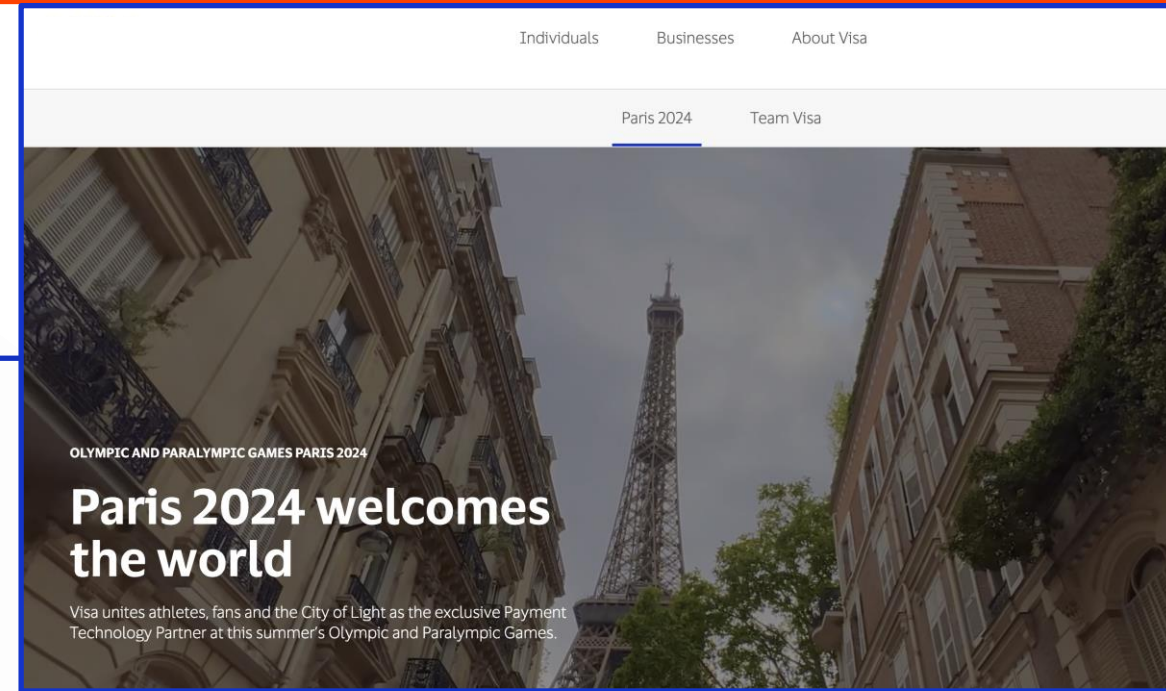


**IMAGE SIGNALS:** Highly memorable image reflects values associated with active lifestyles, love of sports.

# VISA

## Paris 2024 welcomes the world

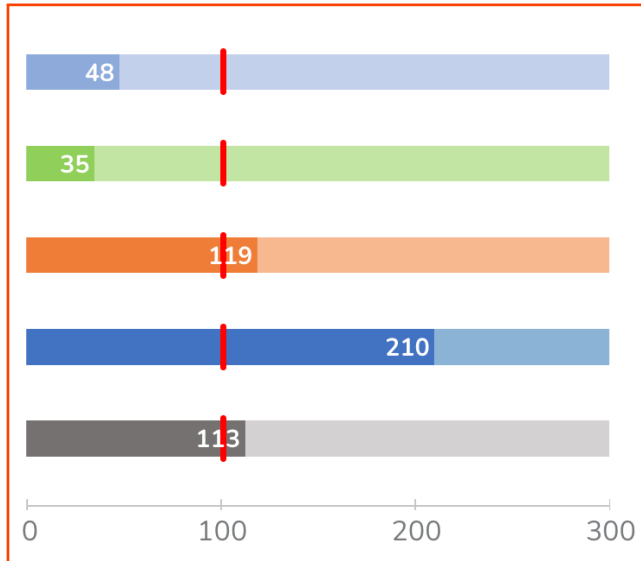
- Visa unites athletes, fans and the City of Light as the exclusive Payment Technology Partner at this summer's Olympic and Paralympic Games.
- **Delivering a game-changing experience**  
The Olympic and Paralympic Games Paris 2024 promises to be inclusive and inspiring. Visa is proud to support the athletes and fans as Paris becomes the world's stage for champions everywhere.
- **Visa and the Olympic and Paralympic Movements**  
As a partner of the Olympic Movement since 1986 and the first global partner of the International Paralympic Committee beginning in 2003, Visa is dedicated to building an inclusive world through sport, empowering more Olympic and Paralympic athletes and hopefuls to reach their dreams while delivering greater digital access to more fans.



## LANGUAGE INTELLIGENCE:

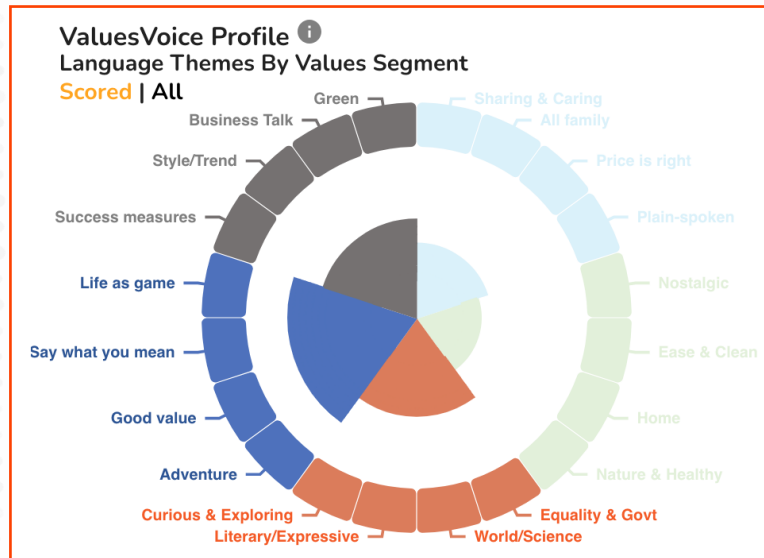
### Audience

More likely to connect with audiences that value achievement, freedom, and self expression.



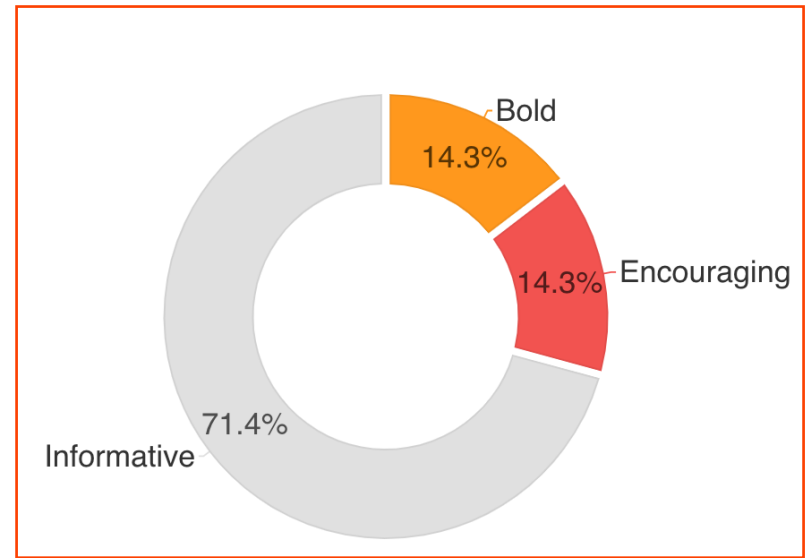
### Word Choice

“Style” | “Life as game” | “Curious & Exploring”



### Tone of Voice

Encouraging, Bold, Informative



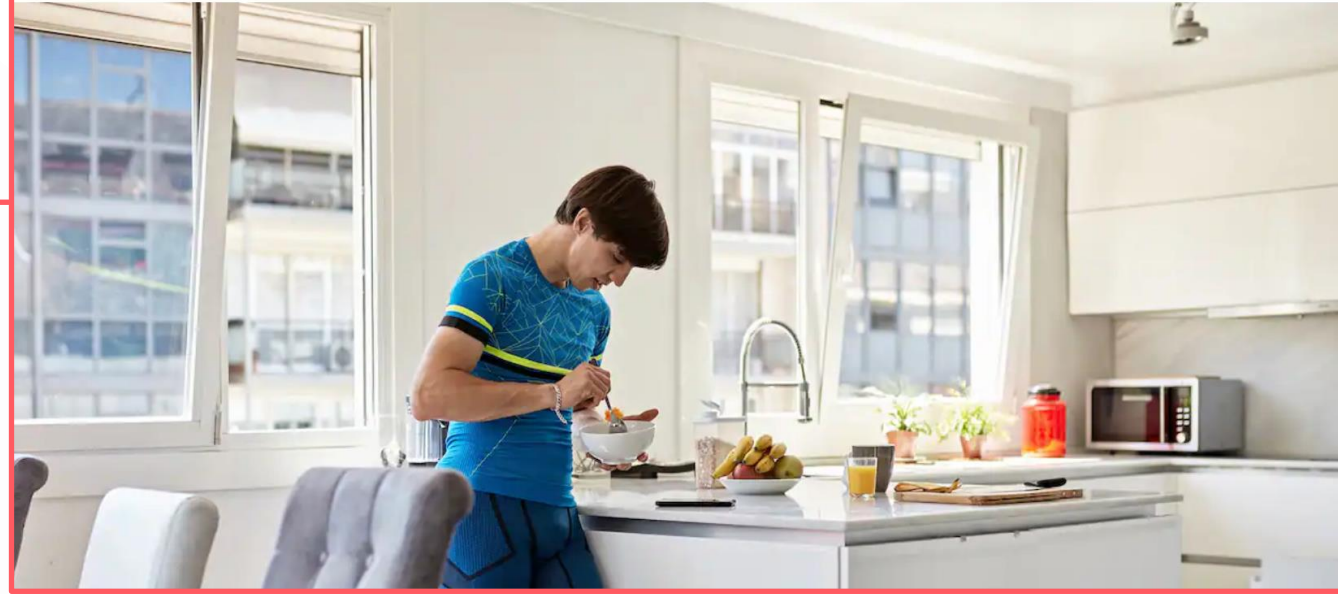
**IMAGE SIGNALS:** Cityscape signals global perspectives and varied experiences of exploration.

# Airbnb

## Host the world.

When the Olympic and Paralympic Games come to town, locals welcome guests from around the world. With Airbnb, you can share your city and your home in the collective excitement of the world's preeminent sporting competition.

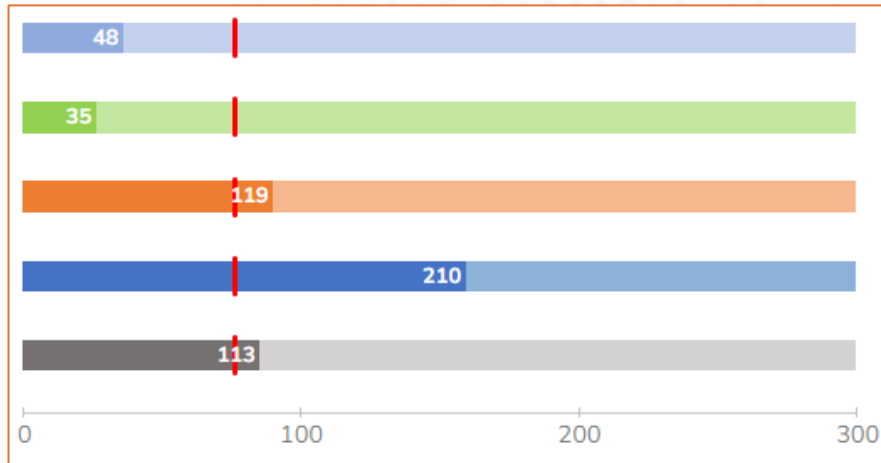
Airbnb is excited about our partnership with the International Olympic Committee (IOC) to support the Olympic Movement through 2028. The nine-year, five-Games partnership promotes international travel experiences for athletes and their fans in Olympic and Paralympic Games.



## LANGUAGE INTELLIGENCE:

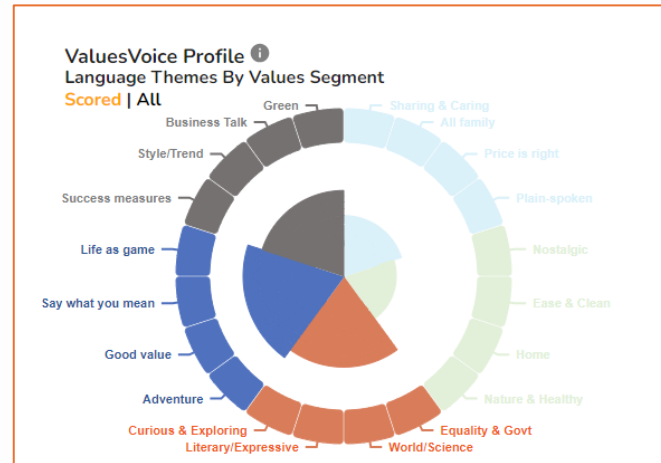
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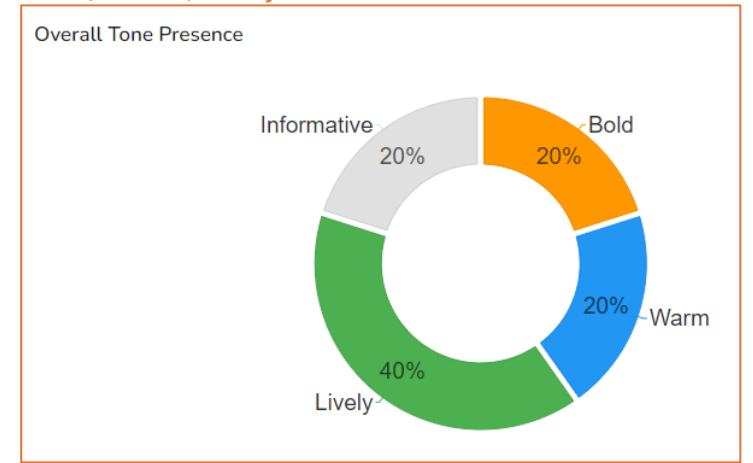
### Word Choice

“Style” | “Life as game” | “Curious & Exploring”



### Tone of Voice

Bold, Warm, Lively



**IMAGE SIGNALS:** Strongly geared toward values of home, simplicity, ease and safety.

Did your brand stick the landing  
or miss the podium?

Contact **Rick Byrne** to schedule a demo. [rbyrne@pluralytics.com](mailto:rbyrne@pluralytics.com)



AI-powered values-based marketing.