

Incorrect Usage for Olympic Marketing Activation

■ Restriction using Olympic Games image

(1) Do not display the non-category product with Olympics image.

Olympic Imagery can only be applied on Audio Visual equipment.

※Te use of Generic brand smartphone is permitted
→ cf. next page

Incorrect Usage 1: Microwave oven

Microwave oven is not category product.



Incorrect Usage 2: AV+PC

PC is not category product, and cannot be shown with AV products.



Incorrect Usage 3: iPhone, iPod

No third-party brand are shown.

- *The wireless communication equipment is Samsung's sponsorship category.
- *The third party such as "iPhone iPad", is only permitted, if it is displayed on the other page with Olympic image.



■ Restriction using Olympic Games image

(2) If using with the non-category products, such as PCs and smartphones, Generic brand products should be shown with the Olympic image,

*Cannot violate other sponsor's right , Acer, computer hardware, and SAMSUNG, wireless communication equipment.



Correct Usage:
 Security camera catalogue with smartphone

If the smartphone is illustrated by CG or assured it as the generic brand, it is permitted to apply on the same page with the Olympic images.

Need to make sure that its appearance and design cannot be identify the specific brand.

■ Restriction using Olympic Games image

(3) Items in advertising, such as clothes, shoes, beverages, etc., must be the Olympic sponsor's category products or generic brand products.

e.g.

You must use Coca-Cola product when using the scene of drinking, in the TV commercial for the digital camera, otherwise using the generic brand beverage or covering its brand name.

*If the shape of the product is identical to the specific brand, it is not permitted.

You must not use the clothes identical such as Nike and Addidas for the worldwide campaign.

*NIKE and Addidas are not the worldwide Olympic sponsor.

*In case If the campaign area is restricted such as in USA, the local sponsor of USA is only permitted to use.

Incorrect Usage:
Lumix with beverage,
other than Coca-cola



Incorrect Usage:
Model clothes which is identical as Nike and Addidas.



■ Restriction using Olympic Games image

(4) The corporate mascot should never be any confusion as to what/who is the Olympic mascot.

Do not display corporate mascot with Olympic mascot on the same page.

Do not use the Olympics image with the corporate mascot on the same page.



Incorrect Usage 1:
With the Olympic Mascot on the same page.



Incorrect Usage 2:
With the Olympics image on the same page.



■ Restriction using Olympic Games image

(5) Must use the shortened version of the social media platform logo, refereeing to the social media page.

NG 



OK



NG 



OK



Correct Usage:
SMART VIERA



■ Restriction using Olympic Games image

(6) Olympian cannot be exposed to the campaign for the non-category product during the Olympic Games time.

Do not expose the Olympian for the non-category product campaign, even if he/she is contracted for the corporate campaign.

Cannot assign the Olympian for the corporate commercial campaign during the Olympic period, if its corporate is not the Olympic sponsor.

Incorrect Usage:

TOUGHPAD-Abby Wambach, Olympian for women's football player

Panasonic North America contracted Wambach for the commercial of TOUGHPAD, however, **during Olympics Games time**, she could not show for this commercial, because TOUGHPAD is non-category product.



■ Restriction using Still and Moving Olympic Images

The integrity of the original image must be maintained.

e.g. no altering, airbrushing, superimposing, colorization.

Do not change the actual content when editing the material

e.g. do not change the results of an event.

Incorrect Usage 1:

Do not transform the original footage, such as trimming, zoom up, speed control, reverse playing.

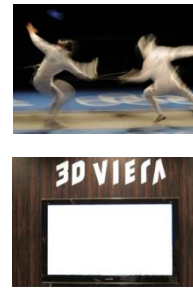


Original Footage



Incorrect Usage 2:

Do not overlap the footage with other images.



Correct Usage 1:

It is permitted to set the footage in frame, if the original footage is maintained.



Incorrect Usage 3:

Do not superimpose the text over the main part of the footage.

