



# Brands Going for Gold

Measuring sponsorships and creative at the  
2020 Tokyo Olympic Games



## EXECUTIVE SUMMARY

Harris Brand Platform's research report on the 2020 Tokyo Olympics, "Brands Going for Gold" reveals the relative impact of major brands' sponsorships, partnerships and advertisements on consumer perception and behavior following the Games.

To capture a comprehensive picture of the event's impact, we polled on consumers' watch plans ahead of the event vs. their actual watch behavior; measured the brand lift of major brand sponsors and partners; and assessed the impact of these brands' creative campaigns on U.S. consumers.

The goal of this research is to better understand the relative value of Olympics-adjacent sponsorships and ad campaigns — and to deliver a resource for brands, marketers and advertisers considering participation in the future Olympic Games.

Harris Brand Platform measures key metrics that help understand overall brand impact, including overall equity, brand momentum, purchase consideration, perceived quality and familiarity with the brand. With our always-on, real-time platform, marketers are able to plan campaign strategy, and even measure the results among their key audiences.

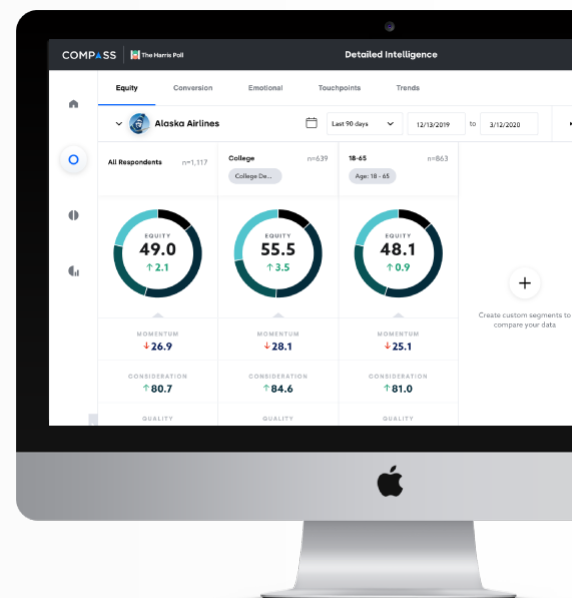
# BRAND INTELLIGENCE BUILT FOR THE 21ST CENTURY

## WHERE THE DATA COMES FROM

### HARRIS BRAND PLATFORM

Always-on, real-time brand tracking that captures 50+ marketing and advertising metrics across 150+ segmentations globally

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## OLYMPICS BRANDS TOP 10: BRAND EQUITY

This index was determined by measuring the growth in brand equity for Olympics advertisers and sponsors from July 2–22, 2021 (Pre) to July 23–August 10, 2021 (Post). Discover [what brand equity is](#) and how we define it's components.

### BRAND EQUITY

	PRE	POST	GROWTH		PRE	POST	GROWTH
	56.3	62.3	6.0		70.6	72.6	2.0
	66.8	72.5	5.8		58.2	60.1	1.9
	49.1	52.4	3.3		58.2	59.5	1.4
	62.4	65.3	2.9		66.0	66.7	0.7
	72.8	75.2	2.4		64.4	65.1	0.6

The Olympic Games is a global event with massive viewership, making it rife for branding and marketing opportunities.

The Olympics counts among its sponsors some of the world's biggest brands like Coca-Cola and Visa — who are also some of its longest-running, with sponsorship deals that span decades. But does it pay off?

Measuring brand equity immediately prior to and following the 2020 Summer Olympic Games, we find that a handful of sponsors and advertisers enjoyed a lift in equity among U.S. consumers following the Games.

The brand that won the Olympics, however, isn't a sponsor at all — it was a streaming platform. Similar to Peacock, Nike and Omega benefit from repeated audience exposure via apparel and timekeeper sponsorship respectively.

Above, we've charted the Olympics-associated brands that saw the biggest payoff for their involvement or association with the games — a list that represents a mix of global sponsors, Team USA sponsors, and TV and streaming service providers.









There is a distinct absence among perennial brands and long-time IOC partner's Visa and Samsung. Although there is no clear data point answering the why, repeated and expected association can be already baked-in to the brand equity value. Consumers have accounted and lifted these brands in their mind previously, and are not deriving the same lift during the actual event.



## OLYMPICS BRANDS TOP 10: CONSIDERATION & QUALITY

This index was determined by measuring the growth in brand equity for Olympics advertisers and sponsors from July 2–22, 2021 (Pre) to July 23–August 10, 2021 (Post). These rankings show the top 10 brands that saw the most growth in two of the four categories that comprise brand equity: consideration and quality.

### CONSIDERATION

	PRE	POST	GROWTH
	69.9	79.0	9.1
	79.5	88.3	8.8
	80.0	84.9	5.0
	68.0	72.6	4.6
	83.1	85.7	2.6
	84.1	86.4	2.3
	79.0	80.3	1.3
	81.5	82.6	1.1
	83.3	84.3	1.0
	90.0	91.0	1.0

When drilling down into the four key metrics that inform brand equity, we see many of the same brands pulling ahead and a few notable trends emerging.

Athletic and luxury accessories brands topped the charts in boosting purchase consideration among U.S. consumers. OMEGA Watches, which has long served as the official timekeeper of the Olympic Games, saw the biggest lift in consumers who are interested in buying its high-end wares. While Nike, the official partner of Team USA, enjoyed nearly as strong of a lift in purchase consideration among American shoppers.

Nike, for its part, also saw a lift in how consumers rate the quality of its brand — likely due to the visibility of its apparel during the Games. And Peacock, the overall brand equity winner, experienced the biggest lift in terms of perceived quality, despite some early criticisms of its functionality for streaming the Games. And Nabisco, a Worldwide Olympic Partner, saw a major boost for its Oreo brand, indicating its role as the “Official Cookie and Cracker sponsor of Team USA” paid off.

### QUALITY

	PRE	POST	GROWTH
	39.8	48.9	9.0
	65.2	73.3	8.1
	57.9	65.7	7.8
	48.7	55.8	7.1
	45.7	49.8	4.2
	54.3	58.1	3.8
	52.4	56.2	3.8
	57.1	59.8	2.7
	41.5	43.6	2.1
	39.2	40.8	1.6



## OLYMPICS BRANDS TOP 10: MOMENTUM & FAMILIARITY

This index was determined by measuring the growth in brand equity for Olympics advertisers and sponsors from July 2–22, 2021 (Pre) to July 23–August 10, 2021 (Post). These rankings show the top 10 brands that saw the most growth in two of the four categories that comprise brand equity: momentum and familiarity.

### MOMENTUM











	PRE	POST	GROWTH
	47.9	59.9	12.0
	31.8	40.5	8.8
	32.4	39.0	6.7
	38.5	43.7	5.2
	34.7	38.8	4.2
	32.4	33.8	1.4
	30.8	32.0	1.3
	40.0	41.1	1.1
	29.9	30.5	0.6
	50.4	50.9	0.6

Japanese brands made notable strides in building familiarity with U.S. consumers. Despite pulling out of the Opening Ceremony, video game juggernaut Nintendo saw the biggest lift in familiarity — and Mitsubishi and Toyota also drove familiarity with U.S. consumers. Notably, Etsy succeeded in driving familiarity among U.S. consumers with its [heartfelt TV spot](#) — despite not being an official sponsor of the Games or of a team.

Tech and streaming brands saw the biggest boost in perceived momentum, i.e. the direction consumers see the brand headed — which aligns with their commitment to innovation. Sony's mirrorless cameras [made a splash](#) during the Games and successfully broke through the existing duopoly held by Canon and Nikon over professional sports photography.

Meanwhile, Intel's bleeding-edge 3D athlete tracking software brought breathtaking visualizations to the events, which had a clear impact on viewers.

### FAMILIARITY

	PRE	POST	GROWTH
	79.6	87.9	8.3
	86.3	91.7	5.3
	63.2	66.7	3.5
	64.9	68.4	3.4
	82.2	84.5	2.2
	35.3	37.4	2.1
	94.2	96.1	1.9
	94.1	95.4	1.3
	96.6	97.9	1.2
	91.1	92.3	1.2





## PEACOCK'S PERFORMANCE

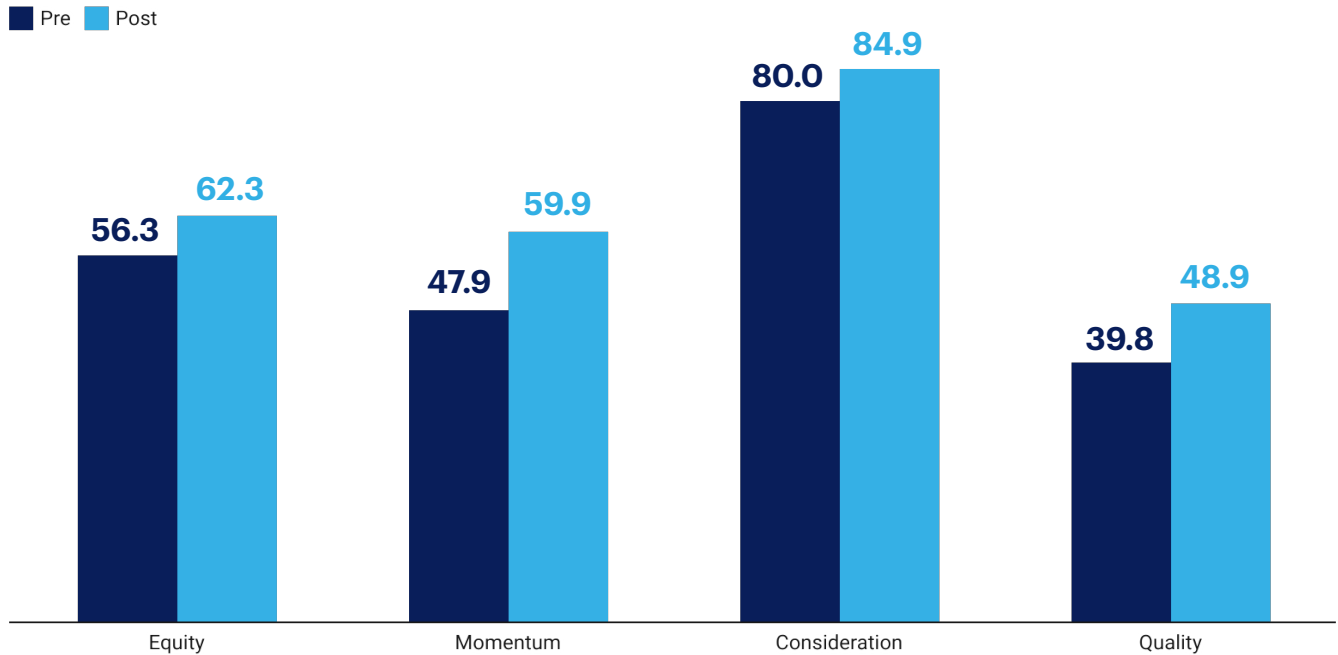
The 2020 Tokyo Olympics was a watershed moment for Peacock, NBC's streaming platform, to increase its stock with America's streaming-happy consumers.

The event had the potential to advance its position in the streaming wars — or torpedo its success. And after a series of COVID-related setbacks, NBC was betting big on the Summer Olympics.

The [bet](#) paid off. Despite [early complaints](#) around the platform's access and usability in streaming the Games, Peacock's brand equity among U.S. consumers saw extraordinary lift — exceeding all other Olympics brands assessed in our research.

Peacock's brand equity rose over 10% from its pre-event brand equity score, and its momentum — its upward trajectory as measured by consumers — rose 25% in the same time frame.

### Peacock experiences **gains in brand equity** and its pillars after the Olympics



*Pre data collected from 7/2/22-7/22/21 among 305 U.S. adults; Post data from 7/23/21-8/10/21 among 291 U.S. adults*



## VIEWERSHIP

The 2020 Summer Olympics, like almost all Olympics Games before them, dominated the headlines, for better or for worse. And the Games, of course, were plagued by [historically low TV ratings](#). So what happened?

### Not a matter of if – but where

The value Americans see in the Olympics is impressive, to be sure. In a study conducted at the start of this year's Games, The Harris Poll found that, even in the wake of controversy and COVID-19 quirks, 75% of Americans felt that the Olympic Games were worth watching.

And at the beginning of the summer (June 4-7, 2021), 61% of U.S. adults reported that they were at least somewhat likely to watch the 2020 Summer Olympics. Leading up to the Games' closing ceremony (August 6-9, 2021), 62% of US adults reported that they actually tuned in.

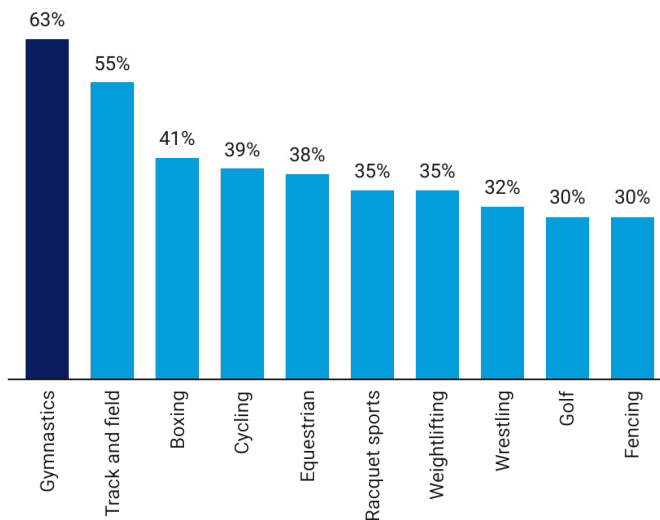
This indicates, at the least, most Americans did tune in despite an [inauspicious start](#) for the Opening Ceremonies. Low ratings likely boil down to both an [increase in the number of streaming and non-linear viewers](#) and selective watch patterns on behalf of Americans due to time zone changes and sport preference — and of course some potential viewers tuned out altogether.

### Why did viewers tune in?

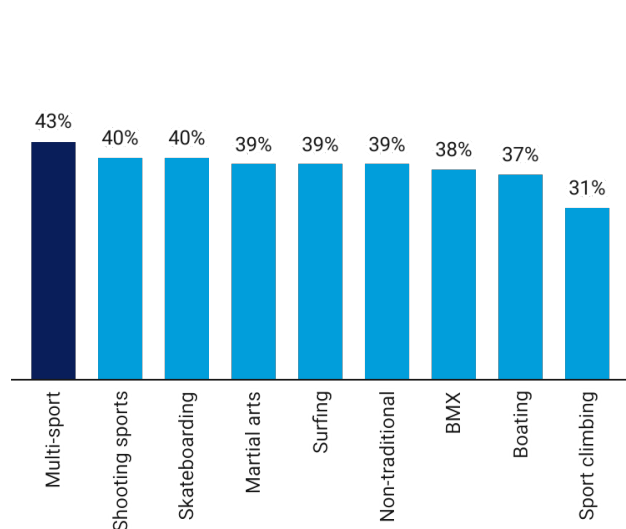
As a multi-week competition, peaks and valleys are to be expected, [and ratings ticked up after the Opening Ceremony](#), in part due to the popularity of events like swimming, women's gymnastics, and the triathlon. While many viewers (35%) were motivated to watch Olympic Games coverage by their sense of patriotism, viewers were largely interested in the Olympic sporting events themselves (47%).

In our preliminary polling, Americans were most interested in watching the following sporting events:

#### Individual events:



#### Specialized sporting events:





## Why did some viewers tune out?

Three potential reasons emerged in our research that could help explain the reduced viewership of the Tokyo Olympics:

- **Confusion around scheduling:** Younger viewers, some of whom are already less likely to watch, were generally unaware that the Games had been rescheduled.

As recently as June, more than half of millennials (55%) and 46% of Gen Zers still weren't aware that the 2020 Olympic Games had been rescheduled. Beyond that, Gen Zers were much less likely to have plans to tune in — only 48% said they would — indicating a miss for the International Olympics Committee (IOC) and NBC in communicating the change to potential audiences.

- **Recent news coverage:** A quarter of Americans (25%) report that they're less likely to watch this year's Games because of what they've seen in the news.

In a year rife with controversy — from Sha'Carri Richardson's disqualification for marijuana use to repeated calls for cancellation due to the ongoing pandemic — it's perhaps no surprise that some potential viewers were turned off of this year's Olympic Games.

But it's telling when we consider that the 2016 Summer Olympics in Rio, which was also plagued by controversies — from environmental concerns to doping scandals and Zika virus outbreaks — also suffered [historically low ratings](#).

- **Lack of live audiences:** The IOC made a game-time decision to ban spectators at this year's Games as concerns mounted around the spread of the highly contagious Delta variant of COVID-19.

The audience ban was a letdown for potential spectators and at-home viewers alike: The overwhelming majority (75%) of Americans say a live audience is important to the experience of the Games — and the atmosphere, or lack thereof, of empty stands likely impacted the ceremony's appeal for prospective viewers.







## CREATIVE ANALYSIS

### Advertising Potential

Olympic Games viewers aren't a captive audience. Unlike other major sporting events (e.g., the Super Bowl, the World Series), the scope of the Olympic Games is vast — which means that viewers aren't watching coverage 24/7 during the course of the competition. Advertisers may be fighting an uphill battle to reach their audience.

Leading up to the 2020 Summer Olympic Games (July 23-26, 2021), 46% of U.S. adults at least somewhat agreed that they pay attention to the brands that advertise during Olympic sporting events. Among viewers of this year's Olympic Games, 51% of U.S. adults recalled seeing an ad from a specific brand during the Games (unaided). That said, more viewers (78%) were able to identify brands that advertised (aided).

Notably, not every brand that topped the list was an official sponsor or partner — such as McDonald's who [cut its Olympics sponsorship deal in 2017](#) but continued to promote its ["Then and Now" campaign](#) around the Tokyo 2020 Olympics.














### Top 5 advertisers identified by Olympic Games viewers\*





## OLYMPICS AD RECALL

On average, Americans who viewed brands' Olympic ads indicated moderate positive enjoyment of the ads (i.e., an average enjoyment score between 0 and 25). Overall, ads that focused on family, teamwork, and American patriotism often performed the best across segments while Americans were less receptive to ads that focused on international populations, such as Facebook.

	AIDED RECALL	UNAIDED RECALL	CAMPAIGN NAME
	48.2%	16.3%	I Belong Here
	39.7%	30.9%	Best Day Ever
	35.1%	21.3%	Upstream
	33.8%	-	Then and Now
	26.9%	8.9%	Meet Visa
	23.6%	-	Eat Fresh Refresh
	23.1%	-	What Moves Usain Bolt
	22.1%	-	Be There
	19.7%	-	Skate Nation
	19.1%	7.2%	Summer Song
	15.8%	-	Fiercely Together
	9.1%	-	Mario & Sonic at the Olympic Games Tokyo 2020
	8.0%	-	Find Greatness in the Making

Note: Aided recall refers to % of 2020 Summer Olympics viewers who were able to confirm that they had seen an ad for a brand (prompted) during coverage of the 2020 Summer Olympic Games. Unaided recall refers to % of 2020 Summer Olympics viewers who named a specific brand (unprompted) that they recalled seeing an ad for during coverage of the 2020 Summer Olympics. "-" Indicates insignificant sample on this and the following 4 pages.

Base: Aided Recall - 1,037 US Respondents who watched any coverage of the 2020 Summer Olympics; Unaided Recall - 533 US Respondents 18+ who recalled seeing an ad from a specific brand during coverage of the 2020 Summer Olympics



## A REVIEW OF 2020 SUMMER OLYMPIC GAMES ADS

### OREO | Fiercely Together



#### HIGHLIGHTED STATS

**AIDED RECALL** 15.8%

**UNAIDED RECALL** -

**QUALITY LIFT** +8.1

**ENJOYMENT** 13.4

Young adults (18–34) most enjoyed Oreo’s campaign (16.80 average enjoyment rating) — as well as Black Americans (15.01), women (10.97) and men (10.46). And middle-income households (HHI \$50-99.9K) — (10.59). [Watch the ad.](#)

### FACEBOOK | Skate Nation



#### HIGHLIGHTED STATS

**AIDED RECALL** 19.7%

**UNAIDED RECALL** -

**FAMILIARITY LIFT** +1.3

**ENJOYMENT** 5.7

Hispanic Americans most enjoy ads by Facebook (15.94). Young adults too (18–34) enjoyed this ad, reporting the most enjoyment after Oreo’s (13.09 average enjoyment rating). On the other hand, older adults (65+) actually reported moderate negative enjoyment of Facebook’s ad (-0.91). Upper middle income households (HHI \$75-99.9K) were more critical of Facebook’s ad (-1.53). [Watch the ad.](#)

Note: the following applies to all advertisements evaluated in this section.

<sup>1</sup>Aided recall: % of 2020 Summer Olympics viewers who were able to confirm that they had seen an ad for a brand (prompted) during coverage of the Games

<sup>2</sup>Unaided recall: % of 2020 Summer Olympics viewers who named a specific brand (unprompted) that they recalled seeing an ad for during coverage of the Games

<sup>3</sup>Lift: the change in a reported metric pre/post the start of the 2020 Summer Olympic Games (Pre: July 2-22, 2021; Post: July 23-August 10, 2021)

<sup>4</sup>Enjoyment: Respondents were asked to evaluate each advertisement with -50 as Extremely Unenjoyable and +50 as Extremely Enjoyable. An ad with an enjoyment score between 25 and 50 is considered to be Very Enjoyable, between 0 and 25 is considered to be Moderately Enjoyable, between 0 and -25 is considered to be Moderately Unenjoyable, and between -25 and -50 is considered to be Very Unenjoyable.



COMCAST | Summer Song

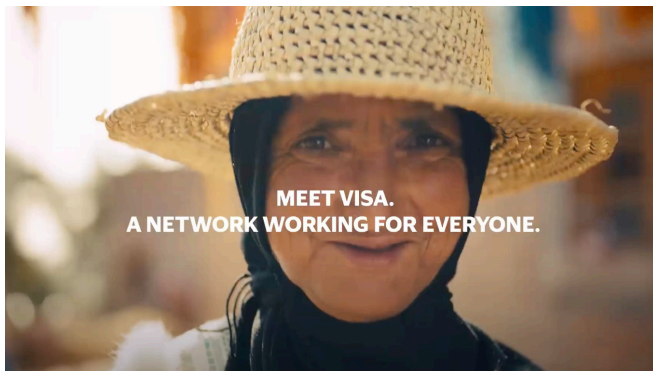


HIGHLIGHTED STATS

AIDED RECALL	19.1%
UNAIDED RECALL	7.2%
ENJOYMENT	10.8

Older adults most enjoyed ads by Comcast (8.14) as did Hispanic viewers (10.83). Baby boomers, for example, reported steadily increasing enjoyment when viewing the ad, especially as it reached its apex and call-to-action around the 20-second mark. [Watch the ad.](#)

VISA | Meet Visa



HIGHLIGHTED STATS

AIDED RECALL	26.9%
UNAIDED RECALL	8.9%
FAMILIARITY LIFT	+0.8
ENJOYMENT	6.2

Millennials in particular enjoyed Visa's ad (7.40), a promising sign as it announced a [critical rebrand](#) ahead of the Games. The ad wasn't a winner among all demographics however: Hispanic viewers reported moderate negative enjoyment for Visa (-6.35). [Watch the ad.](#)



## TOYOTA | Upstream



### HIGHLIGHTED STATS

AIDED RECALL	35.1%
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UNAIDED RECALL	21.3%
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QUALITY LIFT	+2.7
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ENJOYMENT	13.6
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Toyota's TV spot — which debuted during this year's Super Bowl — proved popular across demographics: Black Americans most enjoyed their ads (16.45) and so did women (11.81) as well as middle-income households (9.23). [Watch the ad.](#)

## SUBWAY | Eat Fresh Refresh



### HIGHLIGHTED STATS

AIDED RECALL	23.6%
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UNAIDED RECALL	-
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FAMILIARITY LIFT	+1.9
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ENJOYMENT	7.2
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Subway's TV spot — which features the likes of sports favorites Serena Williams and Tom Brady — brought together millennials (10.02) and their parent's generation, the baby boomers (5.15). But surprisingly, lower-middle class households were more critical of the ad. [Watch the ad.](#)





## Etsy | Find Greatness in the Making



### HIGHLIGHTED STATS

AIDED RECALL	8.0%
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UNAIDED RECALL	-
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FAMILIARITY LIFT	+3.5
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ENJOYMENT	7.4
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Etsy was a newcomer, and unlike other major advertisers, did not sponsor or partner with the IOC or Team USA — but the e-commerce company still made a splash among Olympics fans, who enjoyed its TV spot more than U.S. consumers in general: scoring an average of 7.43 among Olympics fans vs. 4.58 of all Americans. [Watch the ad.](#)

## PELOTON | What Moves Usain Bolt



### HIGHLIGHTED STATS

AIDED RECALL	23.1%
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UNAIDED RECALL	-
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MOMENTUM LIFT	+0.6
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ENJOYMENT	7.5
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Peloton was another Olympics interloper whose ads paid off. Like Etsy, it made headway with Olympics fans, scoring an average 7.47 rating compared to 4.10 for all U.S. consumers — and made an impressive splash among Gen Zers, who rated its ad an average of 19.93. [Watch the ad.](#)



# AdAge

## HOW TO SAVE OLYMPICS VIEWERSHIP

Restoring the games' ratings will require innovative strategies to meet viewers where they are: Opinion

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By: Will Johnson  
CEO, The Harris Poll

The Olympics survived posterity but modernity is taking its toll. Viewership of the Tokyo Games' opening ceremonies was down 36% from the 2016 Rio de Janeiro Games; subsequent nights saw similar drops—off 32%, 36% and 46% and ratings have lagged since. NBCUniversal paid more than \$12 billion for exclusive Olympics TV and digital rights from 2014 to 2032 and its advertisers reportedly laid out upward of \$1.2 billion this year. The games are beating the broadcast competition each night, but they're not doing so with the kind of margins NBC or its advertisers expected.

While the news is not all bad, NBC, ad sponsors and the International Olympic Committee should not assume viewers will dash back in 2024. Restoring the games' ratings glory will require innovative strategies to meet viewers where they are—which is, increasingly, not on broadcast TV.

The Tokyo Games are saddled with unique challenges. Just look at the date: The modern Olympics have never before been held in an odd-numbered year, but the COVID-19 pandemic postponed the 2020 Games. It drained the event in other ways: More than two dozen athletes dropped out because of health and safety protocols, while those that made it compete in silent, empty venues, sapping pageantry and drama. The games unfolding on the far side of the globe depletes viewership, with the biggest events not airing during prime time.

The good news: Viewers are setting streaming records, though not enough to offset traditional viewership losses. The U.S. has an enduring affection for the games—65% of Americans self-describe as fans of the Olympics, according to recent Harris Poll research – but the audience diminution reflects an unyielding broader trend: Traditional mass-viewership events, such as the Super Bowl and awards shows are drawing fewer viewers, as new media balkanizes the public.

What to do? Here are three ways the games can innovate to maintain brand vibrancy.



## **Expand the Olympic calendar**

In the information age, four years represent an eon. Even two years—between summer and winter games—seems generational. Nearly three-quarters of Americans (74%) say that Olympic athletes should have more opportunities to compete during the year and one-third (33%) say that more-frequent Olympic events would prompt them to watch more often—figures which increase to 85% and 45% among self-identified fans of the games. The IOC has an opportunity to engage its fans on a larger and more frequent scale—but it can't simply pump out content.

The Olympics enjoy a special prestige that the IOC should be careful not to fritter away. But if the National Football League can draw 15 million viewers to watch its draft, surely the IOC can make actual athletic competition enticing to a hungry audience.

One key: Pluralities of Americans say they would watch more if the games more often featured their favorite events (45%) or athletes (44%). Those numbers increase by 12-15 percentage points among Olympics fans, and by double digits on average among demographics especially enthusiastic about the Olympics, such as those making more than \$100,000, African-Americans and parents with young children.

## **Lean into streaming**

Streaming is not only the future, it's the present. More than 50 million Americans have cut the cord. The record number of people streaming the games shows this group's enthusiasm. So does our recent polling. More than one-third of Americans (35%) say they would pay for an Olympics-focused service—and that number rises among self-described fans of the games (46%). And the idea achieves majority support among Olympic enthusiasts such as parents with young children (53%) and African-Americans (53%). Even millennials love the idea (57%).

Admittedly, NBC's foray into Olympic streaming, Peacock, has underwhelmed. One media critic called it an "annoying mess," confusing, limited and full of pre-recorded content. The problem isn't concept but execution. Better and extended streaming options would dovetail nicely with a push for more frequent events. Rather than be discouraged by the Peacock experience, in other words, NBC and the IOC should learn from it and double down.

## **Get where sports are going**

While broad-based, Olympic viewership tilts gray: The Silent Generation and Baby Boomers are more likely to have watched events in the last 10 years than younger cohorts. The games need to get on the right side of that generational drift.



The IOC is already going in the right direction by including more events with strong youth appeal. A half-dozen new sports joined the Tokyo lineup, including karate and surfing, and the 2024 Games in Paris will feature four others, including breakdancing. The IOC wants to “set a new standard for inclusive, gender-balanced and youth-centered games,” the Paris 2024 website says. The committee is on the right track, to be sure, but it has even more room to grow and should keep adding to the list. ESports, mixed martial arts, roller sports, bowling and dodgeball all enjoy majority or plurality support with Gen Z, millennials or both.

The Paris 2024 site also touts the new events as easy for participants to “form communities that are very active on social media.” This is a good strategy but the IOC needs to execute it. It must find more ways to engage younger fans online. It has already relaxed its Draconian standards about what, when and how its athletes can post. A number of Tokyo participants have become TikTok sensations. These glimpses behind the scenes and into athletes’ personalities will help enlist the next generation of Olympics fans and should be augmented.

There’s also a branding opportunity: Majorities of Olympic fans and the enthusiast subgroups would buy products endorsed by Games participants. While the IOC in November loosened its rules about how athletes and brands interact—competitors may now cut deals directly with Olympic sponsors—restrictions remain. It should understand that as athletes elevate their brands, it contributes to the games’ benefit. The smart move would be for the IOC to scale back the restrictions it still has so Olympians can capitalize on these opportunities.

### **Keep the Olympics modern**

The bottom line is that while the Olympics are ancient, they have kept up with the times. The first modern games, in 1896, had 43 events; Tokyo has 339. The Winter Olympics debuted in 1924. The games have added, revised and dropped contests to maintain interest (ballooning was once an Olympic sport). The IOC needs to honor that tradition by continuing to evolve, bringing the ageless contest into the 21st century.

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## METHODOLOGY

Consumer sentiment data for this research was collected online by the The Harris Poll across three waves:

- June 4-7, 2021, among 1,055 U.S. adults ages 18 and over
- July 23-26, 2021, among 1,000 U.S. adults ages 18 and over
- August 6-9, 2021, among 1,667 U.S. adults ages 18 and over

Brand equity data for this research was collected from July 2, 2021, to August 10, 2021, among U.S. adults ages 18 and over using Harris Brand Platform.

Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to reflect the composition of the general population. Propensity score weighting was used to adjust for respondents' propensity to be online. All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, the words "margin of error" are avoided as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal. Because the sample is based on those who agreed to participate in the online panel, no estimates of theoretical sampling error can be calculated.

Responses were tested for statistical significance using a Z-test with a confidence level of 95% and a Z-test with a confidence level of 90%.

## ABOUT US

The Harris Poll is one of the longest-running surveys in the U.S., tracking public opinion, motivations and social sentiment since 1963. It is now part of Harris Insights & Analytics, a global consulting and market research firm that strives to reveal the authentic values of modern society to inspire leaders to create a better tomorrow. We work with clients in three primary areas; building twenty-first-century corporate reputation, crafting brand strategy and performance tracking, and earning organic media through public relations research. Our mission is to provide insights and advisory to help leaders make the best decisions possible.

<https://theharrispoll.com/brand-tracking/>

## WANT TO LEARN MORE?

Harris Brand Platform's research team is available to present custom and more detailed data about your brand and advertising during the Olympics. Please reach out directly to Matthew Feider, [matthew.feider@harrispoll.com](mailto:matthew.feider@harrispoll.com), to set-up a meeting.





# BRAND INTELLIGENCE BUILT FOR THE 21ST CENTURY

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