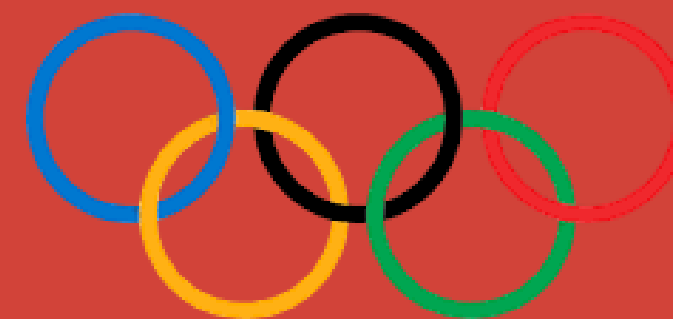


Aidan M.
Chase C.
Cole G.
Archie R.
Yousif D.

CARRYING THE TORCH



International
Olympic
Committee

IOC Background

- Founded in 1894; governs the Olympic Games
- 84% of global population watched Paris 2024
- Appeals to all ages; strong legacy and digital engagement
- Held every 4 years — rare, prestigious, and unifying



International
Olympic
Committee



SEGA Background

- Known for Sonic; founded in 1960
- Aims to normalize gaming via Olympic partnership
- Expanding reach beyond niche gamers
- Targeting growth in movies and entertainment

Overarching Strategy



Core Vision

"To leverage the global appeal of the Olympic Games and SEGA's iconic characters to inspire unity, promote the values of sport, and deepen audience engagement through interactive entertainment and shared experiences."



Strategic Pillars

**Amplify Brand
Resonance**

**Inspire Global Unity
Through Play**

**Drive Deep Audience
Engagement**



SEGA[®] DREAMCAST



**Watch your favorite athletes compete
alongside classic SEGA characters**

- **Key Olympic Events**
 - Negotiated rights agreement with NBC
 - SEGA Scoreboard & SEGA Standings
- **Reward Our Viewers**
 - Viewers who watched for more than an hour of total watch time will receive a digital access code for in-game rewards
- **Anticipate Large-Scale Viewership**
 - Similar simulcast viewer-data projects a capture of 10% of the total audience members
 - 625 Million Potential Viewers

SEGA[®]



Pop-Up Game Trials in Milan



- >55,000 visitors daily
- Largest airport in Milan



- >130,000 visitors daily
- 2nd largest airport in Milan



- >320,000 visitors daily
- 2nd largest train station in Italy

Free in game rewards, merchandise and collectables at all pop ups

SEGA & Friends Merchandise Deal

- **Matching Our Values**

- Matched five characters from Sonic and Friends to shared IOC/Sega values with the iconic Olympic Rings

- **Athletes Awarded Shirts**

- After their events, athletes demonstrating actions that match our values will win one of the respective rewards

- **Limited Time Shirt Sales**

- Once the shirt is awarded, it will be sold online and at pop-up shops for a limited time
- 500 shirts sold each day across 10 days at the 3 pop-ups, totalling 5,000 sold in person
- 60,000 shirts sold online, \$30 each



Budget Requests

- Tactic 1 – Olympic Simulcast: **\$2,000,000**
 - Streaming Rights
 - Developing Tech for Broadcast
 - SEGA Scoreboard/Shot Clock
 - Tactic 2 – Pop-Up Tents: **\$190,000**
 - Event Space
 - Event Staff
 - Equipment
 - Free Rewards
 - Tactic 3 – Sonic & Friends Merch Line: **\$755,000**
 - Licensing and Branding
 - Cost of Creating Merch
 - Social Media Ad Spend
- Total Estimated Campaign Cost: **\$2,945,000**



Return on Investment



- Tactic 1 – Olympic Simulcast: **\$1,500,000**
 - New Game Sales
 - Advertising Equivalent Value (AEV)
- Tactic 2 – Pop-Up Tents: **\$205,000**
 - New Game Sales
 - Lead Generation
 - Social Media Amplification
- Tactic 3 – Sonic & Friends Merch Line: **\$1,950,000**
 - Shirt Sales (in person and online)
- Total Return **\$3,655,000**

24.1% Monetary ROI



Brand Exposure

- 200,000,000 broadcast impressions
- 1,000 new mentions of SEGA

Game Engagement

- 40,000 new users
- 30% player retention

Social Metrics

- 25,000 pop-up tent visitors
- 80% positive sentiment

To Recap

Tactics/Activations

SEGA Dreamcast

Pop-Up Game Trials in Milan

SEGA & Friends Merchandise Deal

Strategic Pillars

Amplify Brand Resonance

Inspire Global Unity
through Play

Drive Deep Audience
Engagement



Budget Details

	Subcategory	Cost	Precedent
Tactic 1 - Simulcast	Streaming Rights	\$1,500,000	NBC's broadcasting rights are billions of dollars - we assume a lesser price to use the broadcast feed for an overlay
	Developing Tech for Broadcast	\$200,000	Estimated cost to develop animations to do the overlay
	Key Element Sponsorship/Advertising	\$300,000	Estimated cost, no precedent
Total Cost		\$2,000,000	
Tactic 2 - Pop Up Tents	Event Space	\$100,000	Estimated event space for high foot traffic areas throughout Milan
	Event Staff	\$50,000	Estimated cost for 3 event locations. 8 hour days, 5 staff per event, at roughly \$20 per hour plus contingency
	Gaming/Event Equipment	\$30,000	Consoles, large screens, internet access, custom build-outs
	Free Rewards	\$10,000	
Total Cost		\$190,000	
Tactic 3 - Sonic & Friends Merch Line	Licensing and Branding	\$200,000	Licensing with merchandise provider and IOC
	Cost of Creating Merch	\$455,000	Assuming \$7 to buy and print on shirts and selling ~65,000 shirts
	Social Media Ad Spend	\$100,000	
Total Cost		\$755,000	
Full Tactics Cost		\$2,945,000	
Monetary ROI		\$3,655,000	
Non-Monetary Value		N/A - immeasurable	
ROI		24.11%	

Financial ROI

Tactic	Revenue Driver / Attributed Value	Time Period Tracked	Data Point (e.g., Units, Leads, Value)	Gross Revenue / Value	Precedent
Tactic 1: Simulcast	New Game Sales	Campaign Period + 30 Days Post	# of new units sold	\$1,000,000	Assuming 20,000 new copies sold at \$50
	Attributed Media Value (NBC)	Campaign Duration	Estimated Ad/Placement Value	\$500,000	Assuming frequent exposure of SEGA branding in prominent areas throughout the event
Total Value				\$1,500,000	
Tactic 2: Pop Up Tents	New Game Registrations/Downloads	Campaign Period + 30 Days Post	# of new registrations/downloads	\$125,000	Assuming 2,500 new copies sold at \$50. Assumes 10% conversion per customer trying the game
	Lead Generation (Newsletter)	Campaign Period	# of new email sign-ups	\$30,000	Assuming roughly 6,000 new email leads captured at \$5 per lead for new sales
	Social Media Amplification (EMV)	Campaign Period + 7 Days Post	Estimated Earned Media Value	\$50,000	Assuming ~25 million impressions across all channels at \$2 per 1,000 impressions
Total Value				\$205,000	
Tactic 3: Merch Line	Shirt Sales (in person and online)	Sales Window	# of units sold	\$1,950,000	Assuming 65,000 units sold at \$30 per unit
TOTAL GAIN FROM INVESTMENT				\$3,655,000	

Non-Financial ROI

Strategic Pillar	Measure of Engagement	Data Source	Post-Campaign Result	Reasoning
Brand Exposure	Total Impressions (Simulcast + Social)	NBC/Social Analytics	200,000,000	5 billion people watched the Paris Olympics, this assumes that just 4% will see SEGA's brand
	Earned Media Value (EMV)	Media Monitoring	1,000 mentions of SEGA	Among news outlets, bloggers, and influencers
	Social Media Reach	Social Analytics	25,000,000 impressions	Through creating content and social media visits from activations
Game Engagement	New Users	Game Analytics	40,000	New users and people who returned to play
	Player Retention Rate (30-day)	Game Analytics	30%	Retaining more players at a higher rate
Experiential/Social	Pop-Up Tent Traffic (Visitors)	On-site counter	25,000	Across all locations in hot spots
	Sentiment Score (Social/Surveys)	Social Listening Tool	80% positive	Surveys fans to measure brand attitudes and brand experiences

Sources

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