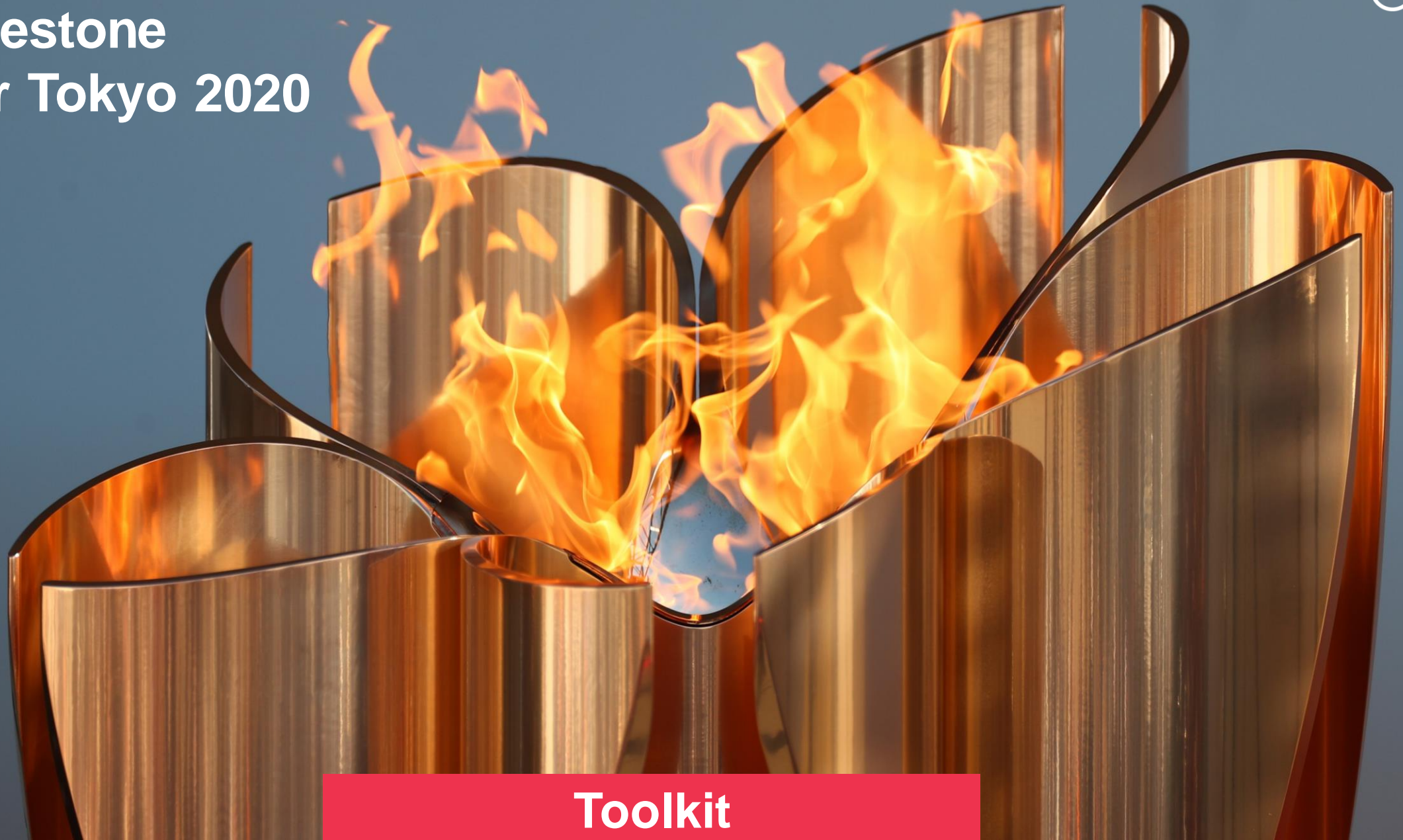


#1YearToGo
Milestone
For Tokyo 2020

#StrongerTogether



Toolkit

What's in this toolkit



- ❖ A detailed overview of the activities that will take place and the content produced for the 1 Year to Go milestone for Tokyo 2020
- ❖ Ideas on how you can participate, support and amplify
- ❖ Assets for use on your own communication channels

#StrongerTogether — Activation & Comms Plan



- Overview and Messaging (page 4)
- Tokyo 2020 Live Event (page 5)
- Launch of #StrongerTogether film (page 6)
- Set of still assets (page 7)
- PR and Media stories – events, press releases, Video News Release (page 8)
- Activations and Content (pages 9-13)
- Other/Partner Activities (page 15)

#StrongerTogether – Overview + Messaging



On 23 July 2020 we want to show that the Olympic community is still on this journey together towards the Olympic Games next summer, to highlight the athletes that have dedicated their lives to sporting excellence and demonstrated resilience when their Olympic dream is one more year away.

Athletes + Olympic Flame will feature at the heart of storytelling connecting people digitally and across broadcast and social content.

The **campaign's objective** is to create positive sentiment amongst athletes, fans and media using #StrongerTogether message around the milestone.

- **Key messages: Solidarity + unity + diversity + resilience + progress + hope**
- The **hashtags** we will be using are: **#1YearToGo** and **#StrongerTogether**. Please include them in your social posts and kindly tag **@Olympics**.

#StrongerTogether — Tokyo 2020 Live Event

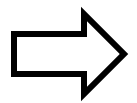


23 July 2020 - 8 PM (GMT+9)

Tokyo 2020 will release a live message of respect and gratitude for all those supporting the Games and support for the athletes aiming to participate in next year's Games.

This message will be delivered from the Olympic Stadium at a session for media on **23 July at 8 PM local time (GMT+9)** – the same date and time as the Opening Ceremony of the Tokyo 2020 Games next year.

Event will be streamed live on Olympic Channel [here](#)



If you would like to receive a selection of still images shortly after the live event please contact images@olympic.org as soon as possible, ideally before 6PM (GMT+2) on 22 July.

Launch of #StrongerTogether film



23 July 2020 – 1PM GMT+2

A two-minute film will be made available to you. Full details and assets to follow via a separate email on 22 July.

(in the meantime 15- and 30-second versions already available [here](#), [along with the disclaimer](#))

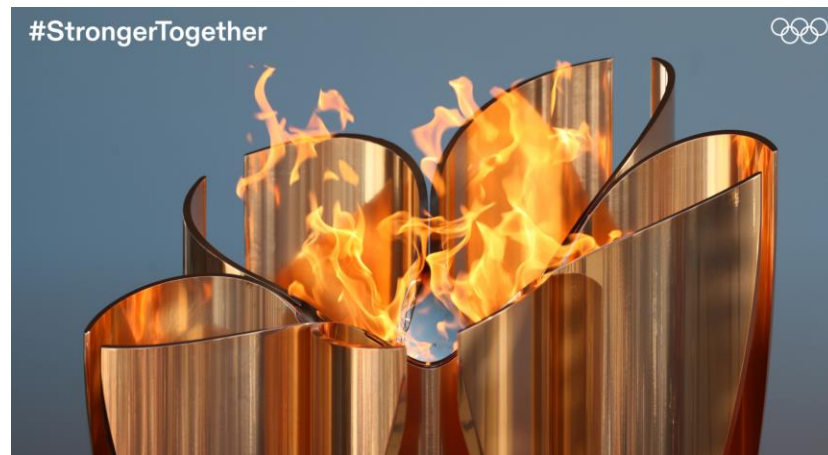
The film showcases the solidarity and unity of the Olympic Movement. It includes historic and inspirational imagery of past Olympic Games, Flame moments and epic Olympic athletes performances. It culminates with the beacon of hope provided by the postponed Tokyo 2020 Games.

#StrongerTogether stills



We also have a set of still assets available (in 1920 x 1080 and in 1080 x 1080) for you to post natively on your social media channels. For example, you can send your best wishes to all the athletes and organisers involved or send a shout out to Tokyo 2020.

You can download them [here](#), [along with the disclaimer](#).



#StrongerTogether – PR and Media Stories



- 17 July:** - One Year to Go press release
- 21 July:** - IOC Media advisory on 1 Year To Go / #StrongerTogether Campaign
- 22 July:** - IOC Video News Release distributed (<https://iocnewsroom.com/>)
will include an interview with IOC President Thomas Bach, and some archive footage from Tokyo 1964, of athletes celebrating at past Games and of Tokyo 2020 preparations.
- 23 July:** - Tokyo 2020 Live Event at the Olympic Stadium
- IOC Video News Release updated (<https://iocnewsroom.com/>)
with footage from the Olympic Stadium and Interview of Tokyo 2020 President Mori Yoshiro
- 24 July:** - IOC Wrap-up Press release

#StrongerTogether — Activations and content



Social Media Activation	Date / Platform	How you can get involved
<p>Olympic Host City Digital Flame Relay Experience Olympic history coming to life real-time in an @Olympics Twitter thread</p>	<p>23 July at 8AM (GMT+2) on Twitter (@Olympics)</p>	<ul style="list-style-type: none"> - Reply with a personalized message of solidarity/support for Tokyo 2020 athletes and organisers - Retweet the thread
<p>Twitter Emoji Engine Tweet @Olympics #StrongerTogether + 🏊 emoji to receive a surprise clip of an Olympic cauldron moment in an auto-reply (available to all users from 23 July onwards)</p>	<p>Starting at 8AM (GMT+2) on 23 July until 21 Aug On Twitter (@Olympics)</p>	<p>Encourage your Twitter followers to try out the emoji engine and comment on their favourite/most memorable cauldron lighting moment.</p>
<p>Athlete Live Chats on Instagram Mai Murakami (JPN, Gymnastics) Kohei Uchimura (JPN, Gymnastics) Simone Biles (USA, Gymnastics) Nathan Adrian (USA, Swimming)</p>	<p>23 July on Instagram (@Olympics) 11:00 AM (GMT+2) 12:00 PM (GMT+2) 2:00 PM (GMT-4) 3:00 PM (GMT-4)</p>	<ul style="list-style-type: none"> - Share the live streams via Instagram Stories - Encourage your followers to watch and ask questions! - Share the VODs of the streams on your social channels - Host an own athlete chat on your own handle (see next slide)
<p>Launch of #StrongerTogether film</p>	<p>23 July at 1PM (GMT+2) on different social platforms</p>	<ul style="list-style-type: none"> - Share the video posted by @Olympics. - All info coming in separate email

#StrongerTogether — Activations and content



Social Media Activation (cont'd)	Date / Platform	How you can get involved
<p>#StrongerTogether Olympic GIF Collection</p> <p>Link (active only from 23 July)</p>	<p>23 July onwards on Tenor + all social media platforms</p>	<ul style="list-style-type: none"> - Choose any number of #StrongerTogether Olympic GIFs and use them to supplement your own social media content - Encourage your followers to search for GIFs tagged 'Olympics' on their preferred social media platform.
<p>Olympian & Paralympian Experiences Festival Discover unique experiences with Olympians and Paralympians (more info on page 14)</p>	<p>24-29 July on Airbnb and @Olympics social platforms</p>	<ul style="list-style-type: none"> - Share/retweet on your social media channels - Give a shout out to the participating athletes
<p>Great Olympic Moments – relive Olympic history and enjoy 16 days full of some of the most inspiring, exciting and unforgettable Olympic memories. Watch the full performances on the Olympic Channel.</p> <p>1 clip per day will be published on social media as well.</p>	<p>24 July - 21 Aug on @Olympics Twitter</p>	<p>Share/retweet on your social media channels Some pieces will also be published on @Olympics Instagram and Facebook</p>
<p>My Great Olympic Moments – athletes share the story behind their Olympic moment. Featuring: Nadia Comaneci, Leander Paes, Nicola Adams and Ryan Millar.</p>	<p>Olympic Channel website and social media</p>	<p>Share/retweet on your social media channels</p>

#StrongerTogether – Hosting a Live Chat



If you would like to host an Athlete Live Chat on your own handle, here are a few tips:

- Use the hashtags #StrongerTogether and #1YearToGo and kindly tag @Olympics
- Focus your conversation around the themes of resilience, courage, unity, solidarity, hope
- Make sure to save the video as soon as the stream is over
- Refer to the Instagram [Live Playbook](#) for guidance & operational tips

#StrongerTogether — Great Olympic Moments



Great Olympic Moments on Olympic Channel

24 July – 9 August

This summer, relive Olympic history with Great Olympic Moments and enjoy 16 days full of some of the most inspiring, exciting and unforgettable Olympic memories. Watch the epic performances of the sport legends that made history at the Olympic Games, exclusively on the Olympic Channel.

Please check [landing page](#) for full schedule overview.



#StrongerTogether - Timeline + activities recap



23 July



GMT+2



GMT+9

08:00	15:00	Olympic Host City Digital Flame Relay & Twitter Emoji Engine
13:00	20:00	Tokyo 2020 Live Event
13:00	20:00	Launch of #StrongerTogether film
		See info here
		Athletes Live Chats on Instagram
24:00	07:00 ^(+1day)	Video News Release updated with Live Event footage

#StrongerTogether - Other/Partner activities



20 July – 5 September: **Toyota *What Moves Me***

Inspirational lessons from world-class athletes about how they overcame common personal barriers and started their own impossible.

24 – 29 July:

Olympian & Paralympian Online Experiences

The festival of Olympian and Paralympian Online Experiences is a five-day summer festival featuring more than 100 Olympian and Paralympian Online Experiences hosted virtually by some of the world's best athletes on Airbnb's platform. More info and schedule available [here](#)

#StrongerTogether — Contact



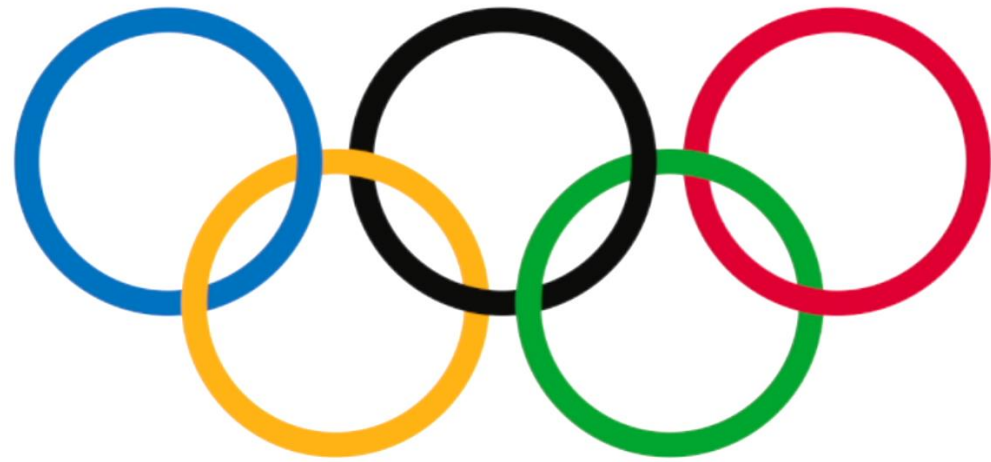
Questions?

Feel free to reach out to:

Emmanuelle Moreau (emmanuelle.moreau@olympic.org) and Giacomo Legnani (giacomo.legani@olympic.org) with any campaign-related questions

or Varia Bortsova (varia.bortsova@olympic.org) with questions on digital activations

As usual, images@olympic.org is at disposal for your specific requests for still or moving images



[#StrongerTogether](#)