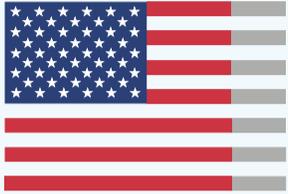


# Athletes aren't the only ones competing at the Rio 2016 Olympic Games: Which sponsors & advertisers are on top of the podium?



We surveyed 1000 respondents in the United States via Toluna QuickSurveys prior to the start of the Olympic games, and again after 10 days of coverage. We asked about plans to watch the games, favorite sports and athletes, and awareness of sponsors and advertisers. Here's what we found:

## We're all watching more than we planned...



**78%**

have watched the Olympics  
68% planned to watch

With all the various options available to us today to consume media, it seems Americans are tuning in more than they intend to. While only 68% of respondents in the US planned to watch the Olympics, 78% have reported watching.



**41%**

watch Olympic coverage midday  
31% planned to watch midday

As it becomes easier and easier to consume media on the go, and digitally, we find ourselves doing so at times we hadn't planned. We saw a significant increase in people who are watching the Olympics in the middle of the day. 31% planned to watch coverage midday, but 41% are actually watching at that time.

## Advertising during Olympic Coverage

We asked respondents to name advertisements they've seen on TV while watching Olympic Coverage. Here is the Top 10 by number of mentions.



**Coca Cola - Gold Feelings** 80 mentions

**P&G - Thank You Mom** 37 mentions

**McDonald's - Chicken Nuggets (Dad/Daughter)** 37 mentions

**\*Nike - Unlimited You** 31 mentions

**Visa - Ashton Easton and Brianna Thiesen-Easton** 30 mentions

**Samsung (no specific ad mentioned)** 27 mentions

**Bridgestone - Road to Rio (Gymnasts)** 13 mentions

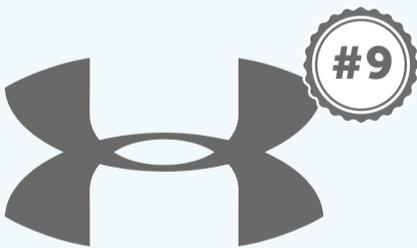
**Tide Pods - Simone Biles** 13 mentions

**\*\*Under Armour - Rule Yourself with Michael Phelps** 11 mentions

**\*\*Gatorade (no specific ad mentioned)** 11 mentions

\*Uniform Supplier  
\*\*Not a 2016 Sponsor

The top-rated unofficial sponsor advertisement was the **Under Armour 'Rule Yourself'** commercial, featuring Michael Phelps. This ad ranked **#9** on our list with 11 mentions.



## ...or are we?



**61%**

of respondents tuned in to the Opening Ceremonies  
80% planned to watch

## TOP sponsors

We asked respondents to choose Olympic sponsors from a list of brands. Here is the Top 10.

**Coca Cola** 65%

**McDonald's** 54%

**Visa** 54%

**\*Nike** 46%

**Samsung** 43%

**P&G** 37%

**\*\*Gatorade** 31%

**\*\*Adidas** 31%

**\*\*Toyota** 27%

\*Uniform Supplier  
\*\*Not a 2016 Sponsor

We asked respondents to name sponsors of the Olympic games before the start of the event, and again after 10 days of coverage.



**9.9%**

of respondents identified **Nike** as an official sponsor after watching the games.

This rose from **8.8%** prior to the start of coverage, and was the most significant increase in awareness amongst all sponsoring brands.

## We're all sharing



**35%**

of respondents have posted (or reposted) on Social Media about the Olympics.



**48%**

of respondents could not name an advertisement they've seen while watching Olympic coverage.