

As the Games Wind Down, the Battle Between the Top Partners and Ambushers for Marketing Gold "Too Close to Call"

Olympic Top Partners and Ambushers March Toward 'Dead Heat' Finish.

AUSTIN, TEXAS, UNITED STATES, August 8, 2021 /EINPresswire.com/ -- To the Global Marketing community, the ultimate Olympic race is that between the Olympic Top Partners The Global Language Monitor (GLM) has released the Official Ambush Marketing Rankings for the Tokyo 2020 Olympics.

Worldwide Olympic Partners Vs. Ambushers				
Rank	Worldwide Olympic Partner	BAI	Worldwide Olympic Partner Ambusher	BAI
1	Toyota	243.38	Ford Motor	113.85
2	General Electric	211.24	Philips	20.67
3	Samsung Electronics	188.12	Apple Iphone	128.03
4	The Swatch Group (Omega SA-Tissot)	88.18	Rolex	20.62
5	Panasonic	76.42	LG	82.49
6	The Coca-Cola Company	63.10	Pepsico	14.61
7	Intel	40.76	Nvidia	21.27
8	Bridgestone	33.23	Michelin	106.12
9	Airbnb	24.02	Bookings.com	63.16
10	Alibaba Group	11.52	Amazon	283.56
11	Procter & Gamble	9.76	Unilever	11.08
12	Visa Inc.	5.92	VW	117.72
13	Dow Inc. (Dow Chemical Company)	4.15	Basf	3.17
14	Atos	0.20	Deloitte	13.66
			Mastercard	49.03
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Tokyo 2020 Top Partners Vs. Ambushers Arranged Side-by-Side

GLM has found that the Top Olympic Partners and their ambushers are virtually tied according to their Brand Affiliation Index (BAI) scores. At stake is pride and, of course, tens of billions of dollars in advertising and marketing expenditures that will be allotted for the next several years to the winners.



The Tokyo Olympics have encountered a host of problems, most of them outside their control. They certainly do not want to be the first Olympics where the Ambushers actually outscored the IOC."

Paul Jj Payack, President and Chief Word Analyst of GLM.

For comparison purposes, GLM created the Economic Value Unit (EVU) that estimates in dollar terms the size of the value leak for each of the Top Partners during the current quadrennial. In like manner, it estimates the value gained by the NAMs or Ambush Marketers.

"This is the closest race since GLM has been tracking the numbers since the Beijing Games in 2008", said Paul Jj Payack.. "The Tokyo Olympics have encountered a host of problems, most of them outside of their control. However, they certainly do not want to be the first Olympics where the Ambushers actually outscored the IOC."

According to the latest numbers, the mean score for The Top Olympic Partners was 71.43 BAI

against a 69.94 BAI for the Non-Affiliated Marketers (NAMs). The final numbers will be announced on Saturday, August 14th.

The Top Olympic Partners for Tokyo 2020 follow:

- Aliba
- Airbnb.
- Atos.
- Bridgestone.
- Coca-Cola.
- Dow.
- General Electric.
- Intel.
- Panasonic.
- Procter & Gamble.
- Samsung Electronics.
- Swatch Group (Omega, Tissot).
- Toyota
- Visa

The Global Language Monitor's (GLM) Brand Affiliation Index (BAI), is a proprietary, longitudinal study that analyzes the global association between (and among) individual brands and their competitors or, in this case, the Tokyo 2020 Olympic Games. The Global Language Monitor measured several dozen factors in the study, closely examining all marketing movements extending from London 2012 to Tokyo 2020. GLM has been tracking the Olympics in this manner since the Beijing Summer Games (2008).

Though official numbers are never released, each Top Partner is believed to pay some 100 million USD to the IOC for the privilege. GLM has found that the actual number is closer to 1,000,000,000 USD for each Olympiad, fully loaded. This includes indirect costs associated with the sponsorship such as an apparently endless number of activities, contests, promotional items, and events.

Earlier in 2020 GLM found that the Tokyo 2020 Games had themselves been ambushed by the coronavirus with a remarkable 92.8% correlation to the ongoing Pandemic.

Tokyo 2020 Top Olympic Partners and Ambushers			
Top Olympic Partners (P)		Top Olympic Ambushers (A)	
1	Amazon	283.56	A
2	Toyota	243.38	P
3	General Electric	211.24	P
4	Samsung Electronics	188.12	P
5	Apple Iphone	128.03	A
6	VW	117.72	A
7	Ford Motor	113.85	A
8	Michelin	106.12	A
9	Swatch Group (Omega Tissot)	88.18	P
10	LG	82.49	A
11	Panasonic	76.42	P
12	Bookings.com	63.16	A
13	The Coca-Cola Company	63.10	P
14	Mastercard	49.03	A
15	Intel	40.76	P
16	Bridgestone	33.23	P
17	Airbnb	24.02	P
18	Nvidia	21.27	A
19	Philips	20.67	A
20	Rolex	20.62	A
21	Pepsico	14.61	A
22	Deloitte	13.66	A
23	Alibaba Group	11.52	P
24	Unilever	11.08	A
25	Procter & Gamble	9.76	P
26	Visa Inc.	5.92	P
27	Dow Inc. (Dow Chemical)	4.15	P
28	Basf	3.17	A
29	Atos	0.20	P
Global Language Monitor			

Tokyo 2020 Olympics Top Partners and Ambushers



Over the years we've met some unlikely ambushers from cartoon characters (Beijing 2008, Kung-fu Panda) to world leaders on the brink of nuclear war (PyeongChang 2018, Kim Jong-un and Donald Trump) but never did we imagine being ambushed by a raging pandemic," said Paul JJ Payack, President and Chief Word Analyst for the Global Language Monitor.

The study pulls data from hundreds of millions of data points from across the internet and the top 380,000 print, electronic news media outlets, and social networking sites, analyzing sentiment, context, and several other factors to determine which Olympic Top Partners are most closely associated with the Olympic Games -- and which brands are being closely associated with the coronavirus pandemic or both. The complete findings are published in the Tokyo 2020 Ambush Marketing Report, which is now available for order.

Going a step further, the GLM study also includes an analysis on how closely brands and a number of their competitors are being affected by the coronavirus, which has been a global concern in the lead-up to the Tokyo Games. "We actually found a remarkable correlation between the coronavirus and the Worldwide Olympic Partners," Payack continued. "A number of the Brands (and ambushers), actually had nearly as many citations linked to the coronavirus as to the Games themselves. In a few cases, citations to the coronavirus actually exceeded those to the Tokyo 2020 Olympics."

Early this year, the IOC Executive Board expressed its full commitment to the Tokyo Games, scheduled to take place from July 23 to August 8, reporting that all protective measures are being taken to address the coronavirus situation. Lately, the IOC banned all non-athletic visitors from the Games. This situation has steadily deteriorated.

About Global Language Monitor

Based in Austin, Texas, the Global Language Monitor collectively documents, analyzes and tracks trends in language usage worldwide, emphasizing the Global English language. GLM is known for its Words of the Year, political analysis, college and university rankings, high-tech buzzwords, and the Top Global Fashion Capitals, as well as major global sports events.

For more information, visit Languagemonitor.com.

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