



Digital Marketing Portfolio

Sébastien Roh

Table of Contents

Email marketing campaigns	2
Olympic.org IOC NOC Relations Department extranet.olympic.org	2
Owens-Illinois Inc. Glass is life campaigns	4
Web application development Content Management	5
Country database.....	6
Collecting content through a customized online questionnaire	9
Statistics Regression analysis	11
The Big Mac index international marketing HEC Lausanne	11
Statistics Choice-Based Conjoint analysis master thesis	12
Data visualization Business Intelligence	14
Infographics generated based on questionnaires	14
Tailor-made visualization tool (Google Charts)	15

Web Version



IOC-NOC Relations - Newsletter (English)

We are pleased to send you an IOC NOC Relations Newsletter dedicated on IOC Policies and Updates applicable for the Winter Olympic Games PyeongChang 2018.

This newsletter is meant to centralise all the essential operational information which will assist you in preparing your delegation in the lead up to the Games. This newsletter will be sent to you regularly and is available in [French](#) and [English](#).

Authorised Identifications

Authorised Identifications

NOCs can access the Guidelines Regarding Authorised Identifications at the XXIII Olympic Winter Games, PyeongChang 2018 [here](#).

Communicate to your Athletes

Election to Athletes' Commission

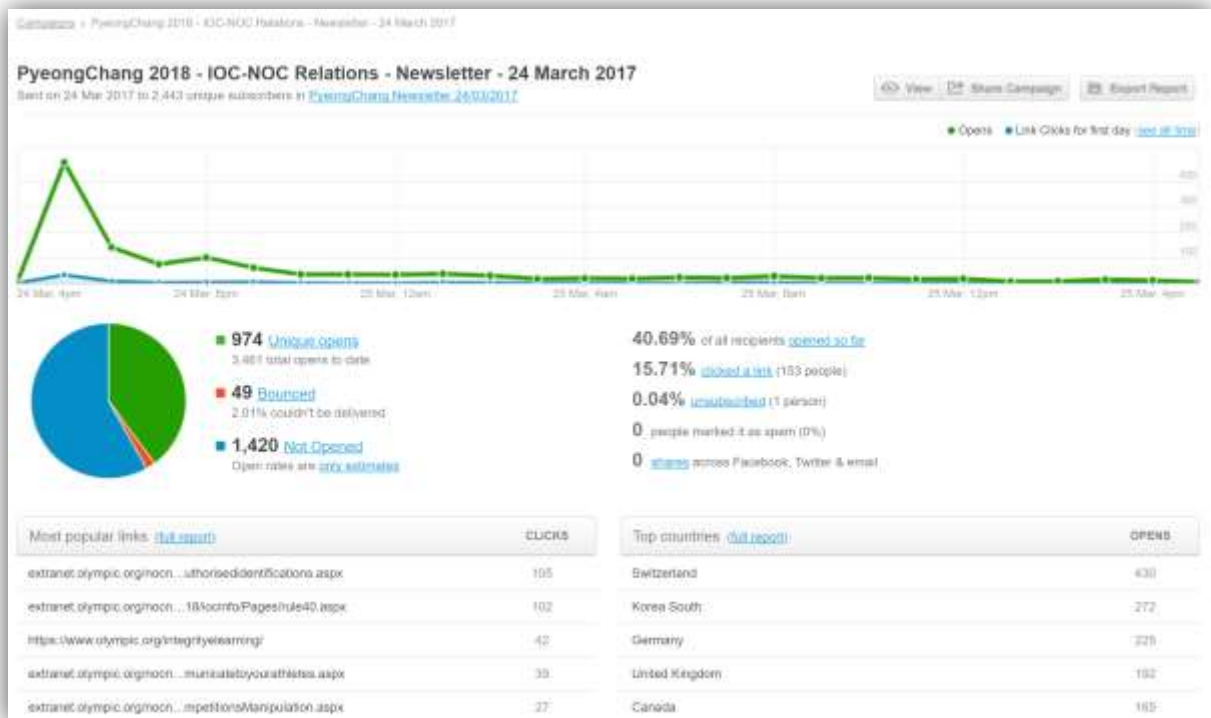
The International Olympic Committee has officially launched the procedure for the next IOC Athletes' Commission election, to be held during the XXIII Olympic Winter Games PyeongChang 2018. The deadline to propose an athlete to stand for the election is 3 April 2017. Further information is available [here](#).

Media Operations

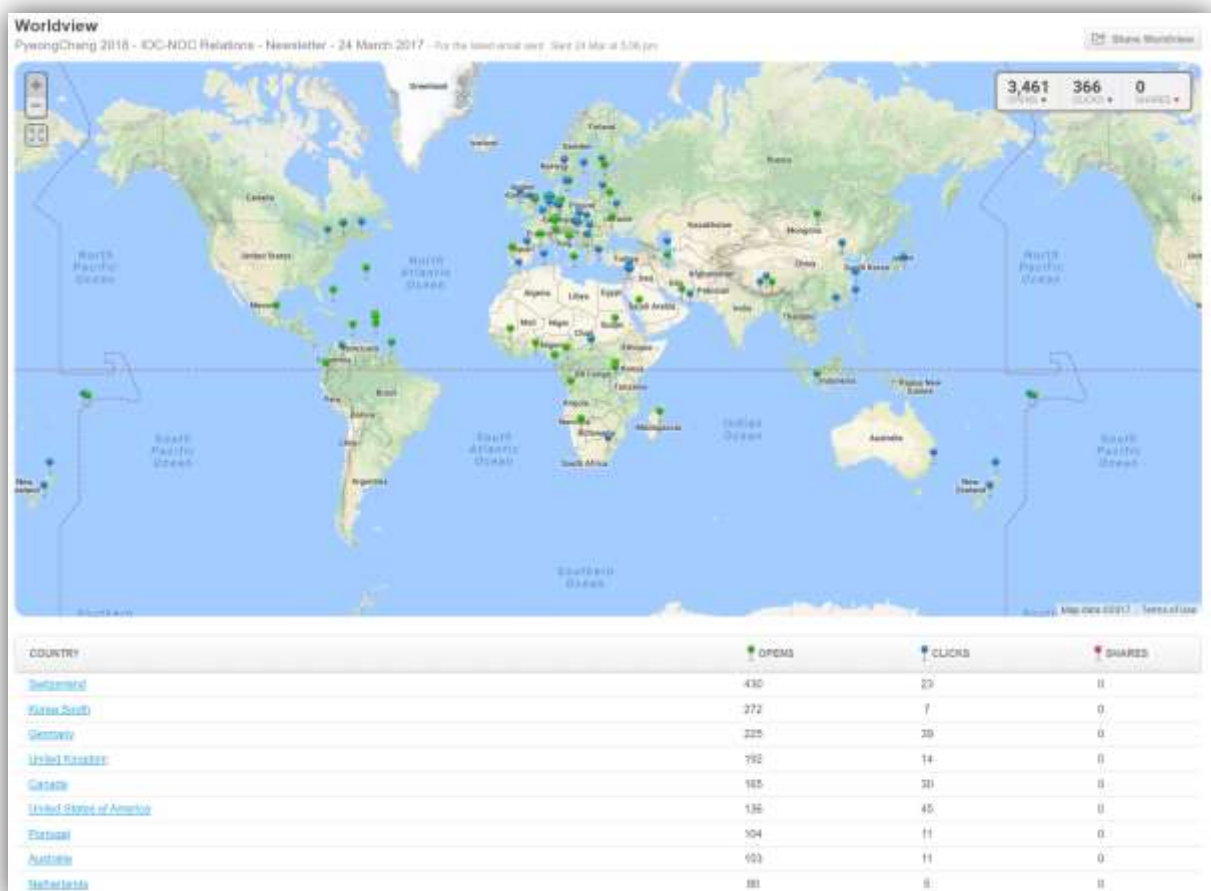
Press by Number Forms

Press by Number forms were sent to NOCs by PyeongChang Press Operations on 10 October 2016. NOCs had until 10 February 2017 to complete and return them to PyeongChang.

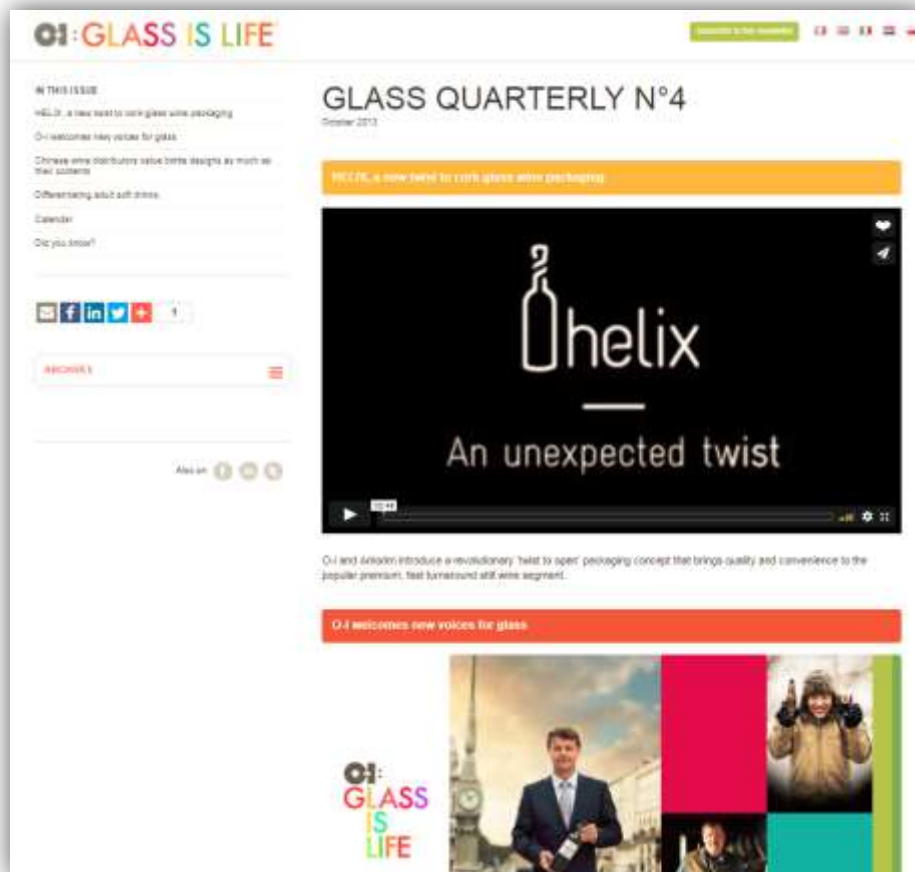
Templates creation, content management, monitoring



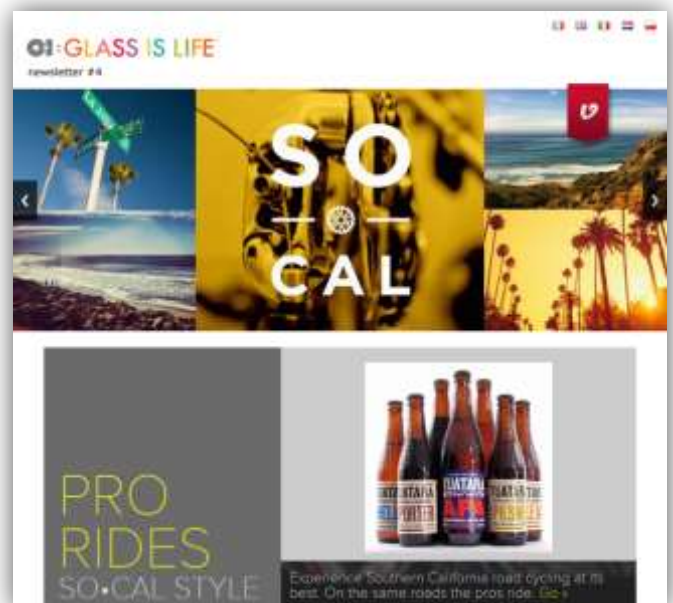
Newsletters' webanalytics (summary of campaign results)



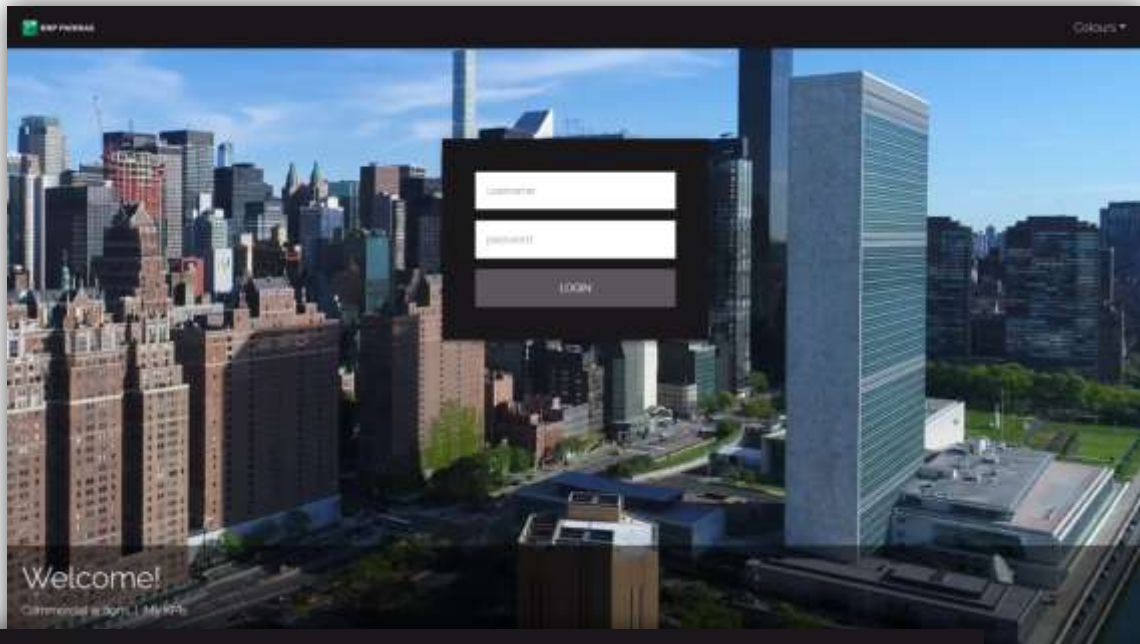
Newsletters' webanalytics (Worldview)



Amending templates, content management, monitoring



Alternative templates




NOC DATABASE
NOC Reviews's stats


Australia (AUS)



Reputed for its coastal strips of long beaches and the Great Barrier Reef extending about 2,000 km along the northeast coast, Australia combines a wide variety of landscapes, including deserts, mountains and tropical rainforests. Over 90% of the population is of European descent, predominantly from Christian faith (mainly Catholic and Anglican). Immigration has been critical to Australia's development since the beginning of European settlement, at the expense of the indigenous population which today makes up around 2.5% of the population.

The first inhabitants of Australia were the Aboriginals, a hunting and gathering people who migrated to Australia from Southeast Asia more than 40,000 years ago. Following sightings in the 17th century, Capital... [More](#)


Geography

Capital: [Canberra](#) 6:41 (+1 day)
IOC HQ: [Lausanne](#) 20:41
Surface area: 7,741,220 sq km



Demographics

Population: 23,781,169
Population growth (annual): 1.34%
Life expectancy: 82.3 years
HDI: 0.935 (rank: 2)
Language: English 79%, native and other languages


Economy

Currency: Australian Dollar (AUD)
 1 CHF = ? AUD
GDP (current US\$) (millions): 1,339,539.1
GDP per capita (current US\$): 56,328
GDP growth (annual): 2.26%

Introducing NOC AUS


NOC Leaders

Mr John COATES, AC
 May 7, 1950 (age 67)
Place of birth: Sydney
Last re-election: May 6, 2017
Election date: May 9, 1990
 (27 years and 6 months in this position)



Mr Matt CARROLL
Election date: May 1, 2017
 (0 years and 6 months in this position)




Emblems





Quick facts

Creation: 1895
Recognition by IOC: 1895
Last general elections: May 6, 2017

Language: English
Website: 
Social media:    


Former NOC Leaders

Secretary General: **Ms Fiona DE JONG**

Country summary & key insights

(e.g. data coming from questionnaires, World Bank datasets, biographies, third-party databases, etc.)

CAN @ Olympics

From the 1994 up to the 2016 Olympics, **CAN** have earned **227 medals** in the following disciplines:

Rowing (15)	Swimming (14)	Canoe Sprint (11)
Diving (11)	Athletics (11)	Wrestling Freestyle (8)
Trampoline (7)	Cycling Track (5)	Cycling Mountain Bike (3)
Equestrian / Jumping (3)	Football (2)	
Cycling Road (2)	Synchronized Swimming (2)	
Taekwondo (2)	Boxing (1)	
Beach Volleyball (1)	Weightlifting (1)	
Artistic Gymnastics (1)	Sailing (1)	
Short Track Speed Skating (25)	Speed Skating (24)	
Figure Skating (10)	Curling (10)	
Snowboard (7)	Bobsleigh (6)	
Cross Country Skiing (3)	Alpine Skiing (2)	

2016 Olympics			
Delegation (102)	57 ♂	45 ♀	
Medals (7)	3 🥇	2 🥈	2 🥉
Sports	Cycling Mountain Bike (1) Cycling Road (1) Artistic Gymnastics (1) Rowing (1) Shooting (1) Tennis (1) Triathlon (1)		
Note	Rank #24 (↑ from #33 place in 2012)		
OS Scholarships	6 ♂	3 ♀	
OS Scholarship medals	No medals		

Country results

NOC RELATIONS

Factsheets ▾ Statistics ▾ Viewing ▾ Editing ▾ Export files ▾

NOC RELATIONS / VIEW NEWS

All News

Greece Olympic Committee Suspected of Illegal Ticket Sales at Rio Olympics

Sep 8, 2016, Sputnik News Service

| Business | Crisis | OG 2016 | GRE

The NOC of Greece could be involved in illegal distribution of tickets during the 2016 Summer Olympics in Rio de Janeiro, Brazilian media reported on Sep 8th. In August, EOC and OCI President Patrick Hickey was arrested at a hotel in Rio de Janeiro on suspicion of organizing the passing of tickets to the THG Sports Company that would later sell them in Ireland, a process managed through the OCI. Brazilian police are investigating the case, as there is evidence of Hickey's contacts with the Greek side, according to the SporTV broadcaster. Police also reportedly arrested 20 ticket buyers present in the hotel in which Hickey stayed, as well as a man in possession of nearly 800 illegal tickets.

NBC Expects 15% Increase in Ad Sales for Rio Olympics

Jul 12, 2016, Bloomberg

| Business | OG 2016 | USA

NBC expects to sell at least 15% more advertising for the Rio Olympics next month than it did during the London games in 2012, benefiting from having more live events in prime time. Comcast Corp.'s NBCUniversal has deals with more than 100 Olympics advertisers, Seth Winter, executive vice president of sales at NBC Sports, said at a press event Monday in New York. The network sold "a little over \$1 billion" in national advertising during the London games, he said. With just a one-hour time difference between Rio and New York, more U.S. viewers will have the opportunity to see more events live. The higher ad sales are a reminder that major brand marketers continue to spend heavily on commercial time for live sports, which still draw big TV audiences. Viewers will see more auto ads, in part because NBC had exclusive arrangements with General Motors Co. and BMW AG in previous games, Winter said.

Tags

Anti-doping
Athletes
Business
Crisis
Economics
IFs
Politics
Sponsors
Sports
Technology
All

Olympics

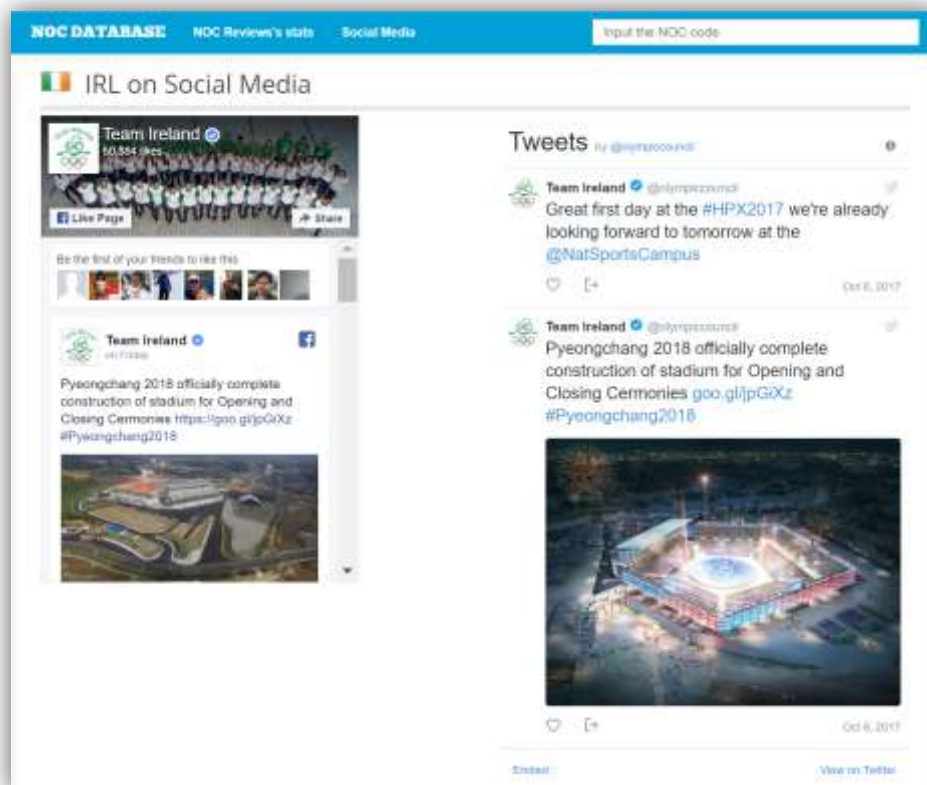
OG 2016
OG 2018
OG 2020
OG 2022
OG 2024
OG 2026
OG 2028
OG 2030
OG 2032
OG 2034
OG 2036
YOG 2018
YOG 2020

All

Period

Last 30 days
Last 3 months
Last 6 months

News classification by categories (taxonomy)



Country/NOC presence on social media

The screenshot shows the 'Biographies' page for Ecuador (ECU) in the NOC DATABASE. The page is titled 'Biographies' and includes a search bar with 'Ecuador (ECU)' entered. Below the title, there are tabs for 'NOC President' and 'NOC Secretary General', with the latter being selected. The form contains several fields for personal and professional information: Title (Mrs), First Name (Andree Solomayor), Last Name (ANDRADE), Date of birth, Place of birth, Gender (Female), Last election date, First election date (12/04/2017), Status (active or not), LinkedIn, Profile picture (with a 'Choose File' button and 'No file chosen' text), and Biography (President, FIH). To the right of the form, there are sections for 'Profile picture' (showing a placeholder image) and 'NOC emblem' (showing the logo of the Comité Olímpico Ecuatoriano).

Updating biographies

The screenshot shows the 'NOC Review 2017' login page. At the top, there are language tabs for 'English', 'Français', and 'Español'. To the right are input fields for 'Login' and 'Password', followed by a 'Sign In' button. The main heading is 'NOC Review 2017'. Below it, a message says: 'We thank you in advance for your efforts in completing the NOC Review 2017.' This is followed by instructions: 'Please sign in to fill it out. Your login and password have been sent to your NOC's official email address previously.' and 'Should you encounter any issues at that stage, please get in touch with Sébastien Roh (sebastien.roh@olympic.org)'. There is also a recommendation to use Chrome, Firefox, or Safari. The page is signed off by 'Your IOC NOC Relations team' and has a footer for '© IOC NOC Relations Department'.

www.noc-data.com

The screenshot shows the progress page for the Liechtenstein Olympic Committee (LIE). The header includes 'NOC REVIEW 2017' and language tabs, with a 'Logout' button. The title is 'Liechtenstein Olympic Committee (LIE)'. A message states: 'Please complete each of the 9 sections highlighted in blue below. A section that has been partially filled out will be displayed in orange. Once fully completed, all the buttons should be displayed in green.' It also notes that the questionnaire does not need to be filled out at once. A 'Deadline: April 21st (-172 days left)' is shown. A link is provided to print or save the review as a PDF. On the right, contact information for Sébastien Roh is listed. The main content area displays nine sections, each with a 'Fill out' button and a '100% completed' status:

Section	Status
1. NOC structure	100% completed
2. Human Resources	100% completed
3. Resources	100% completed
4. Financial Information	100% completed
5. Activities	100% completed
6. Olympic Games	100% completed
7. Communications	100% completed
8. NOC Development	100% completed
9. Additional Comments	100% completed

Liechtenstein Olympic Committee's NOC Review 2017

means of communication

Q8. Which communication channels do you use?



NOC website

Please provide the link here...



Facebook

Please provide the link here...



Twitter

Please provide the link here...



YouTube

Please provide the link here...



Instagram

Please provide the link here...



Google+

Please provide the link here...



LinkedIn

Please provide the link here...



Pinterest

Please provide the link here...



VK

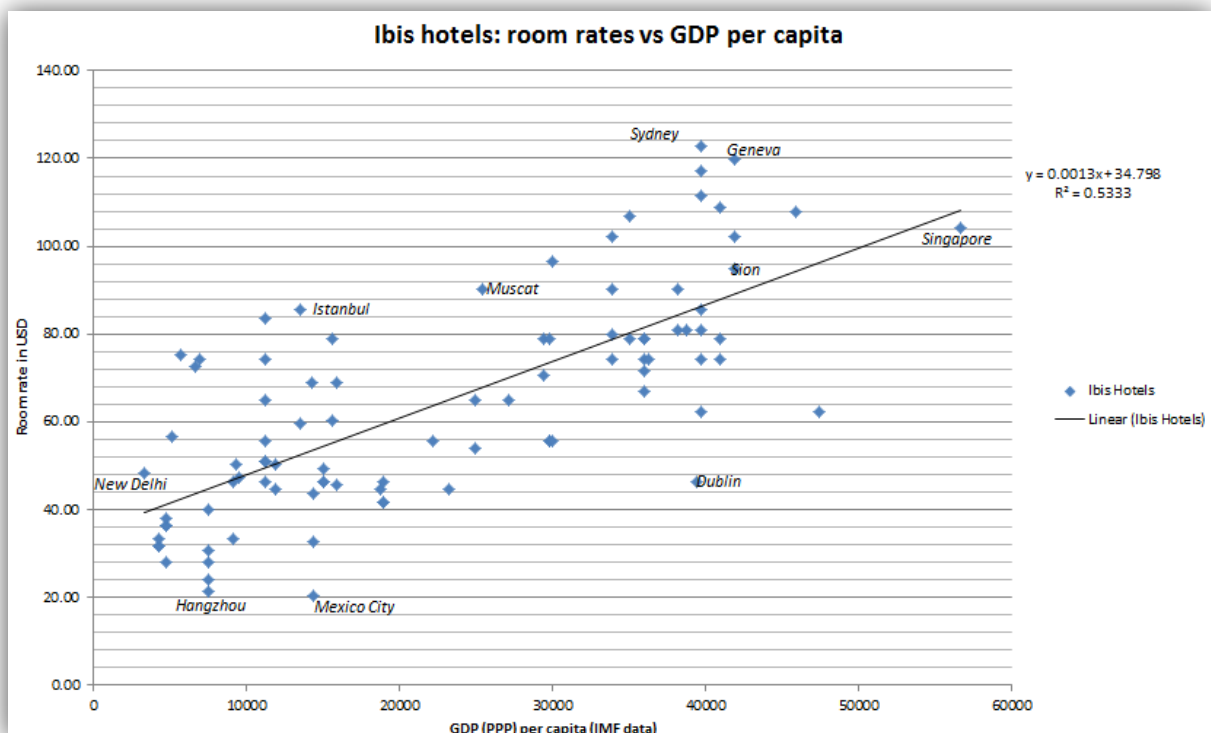
Please provide the link here...



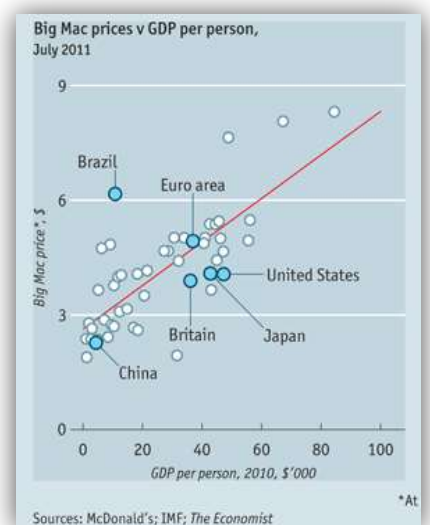
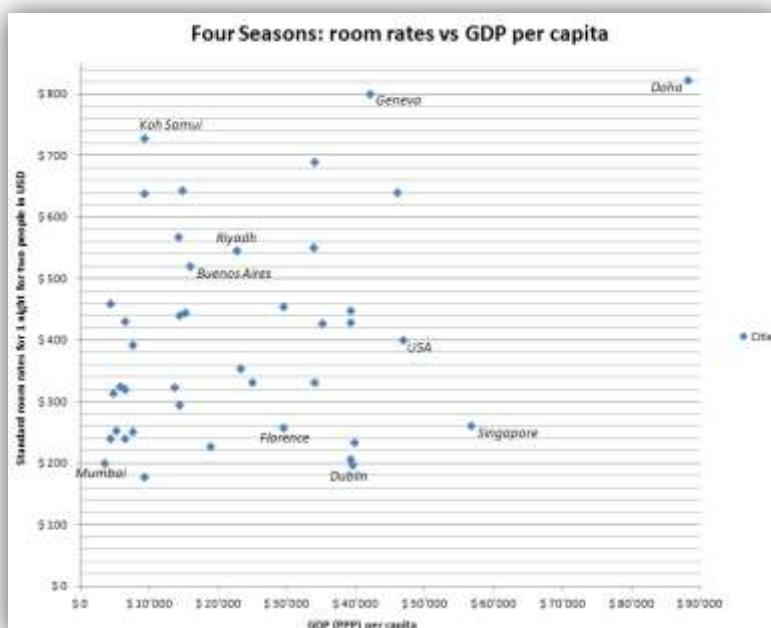
Electronic newsletter

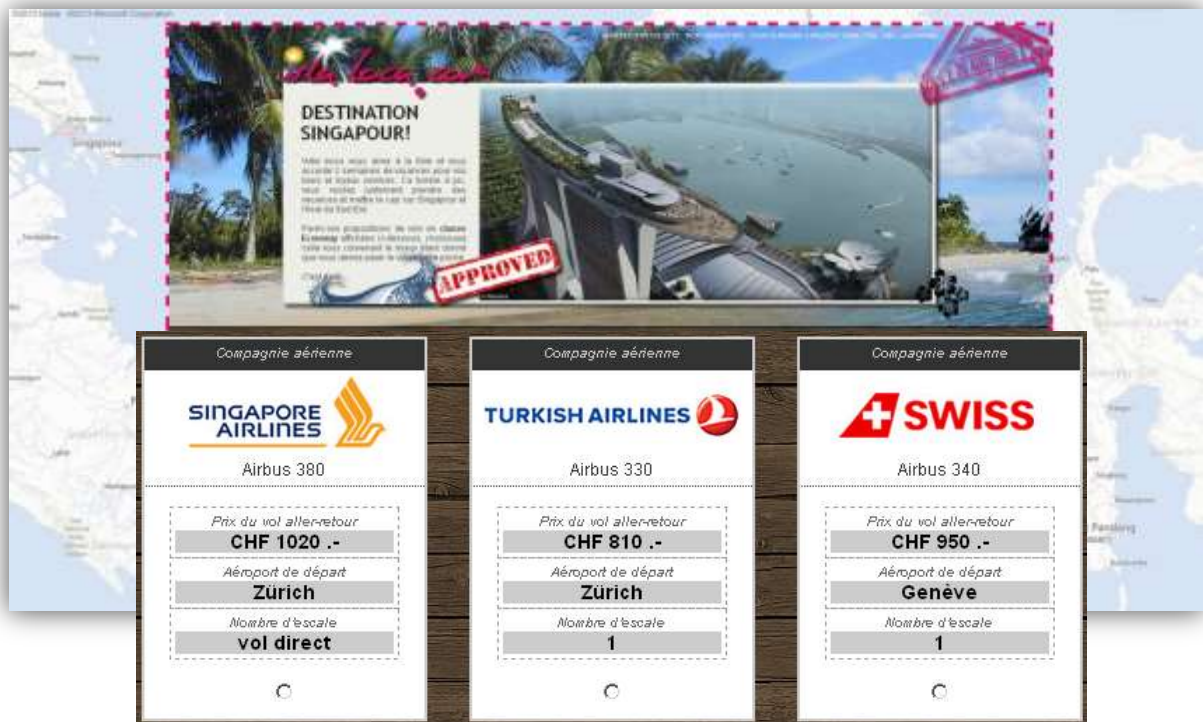
Please provide the # issues/year here...

NOC Review 2017's Communications section



. regress rateUSD gdp						
Source	SS	df	MS			
Model	29121.8752	1	29121.8752	Number of obs =	92	
Residual	25485.0824	90	283.167582	F(1, 90) =	102.84	
Total	54606.9576	91	600.076458	Prob > F =	0.0000	
				R-squared =	0.5333	
				Adj R-squared =	0.5281	
				Root MSE =	16.828	
rateUSD	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
gdp	.0012942	.0001276	10.14	0.000	.0010407	.0015477
_cons	34.79769	3.421276	10.17	0.000	28.00073	41.59465



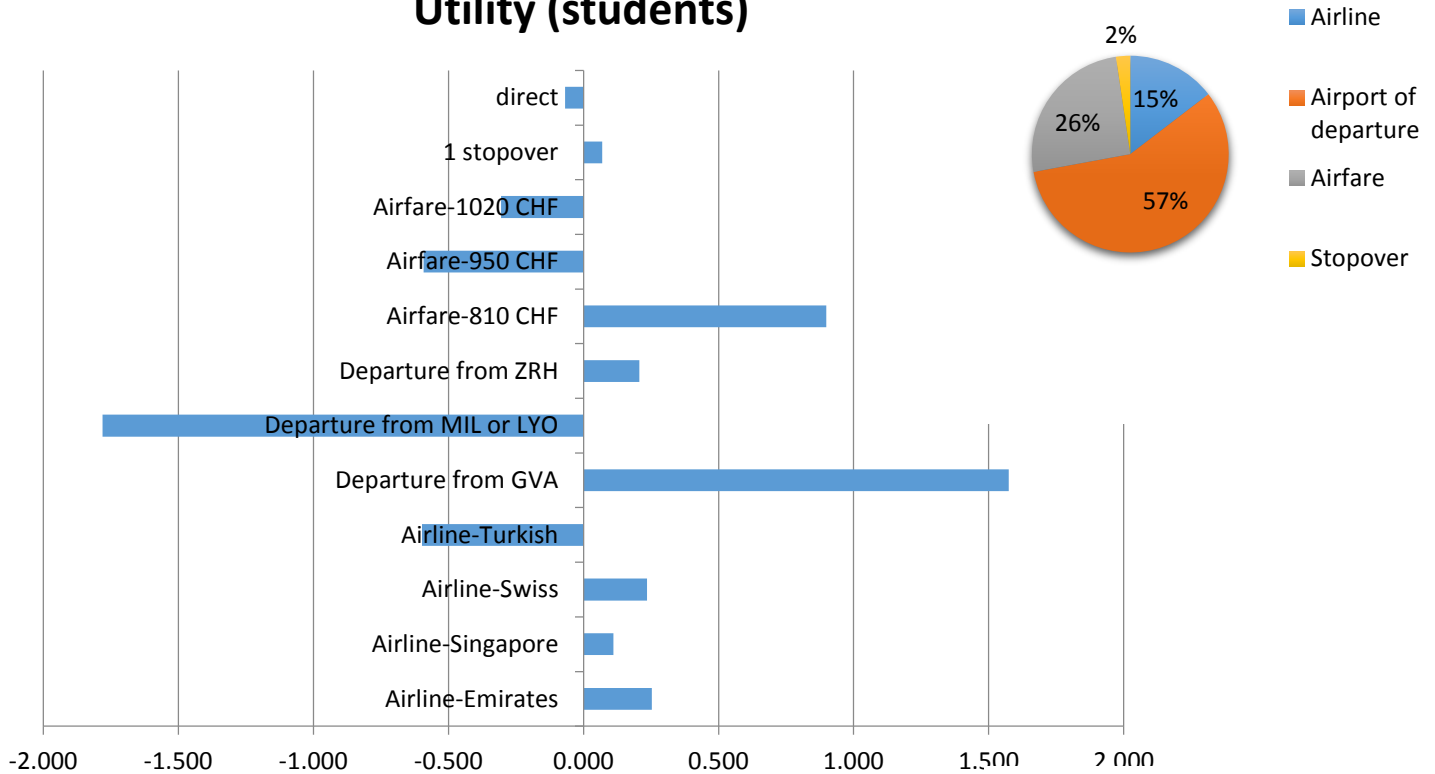


Layout and design

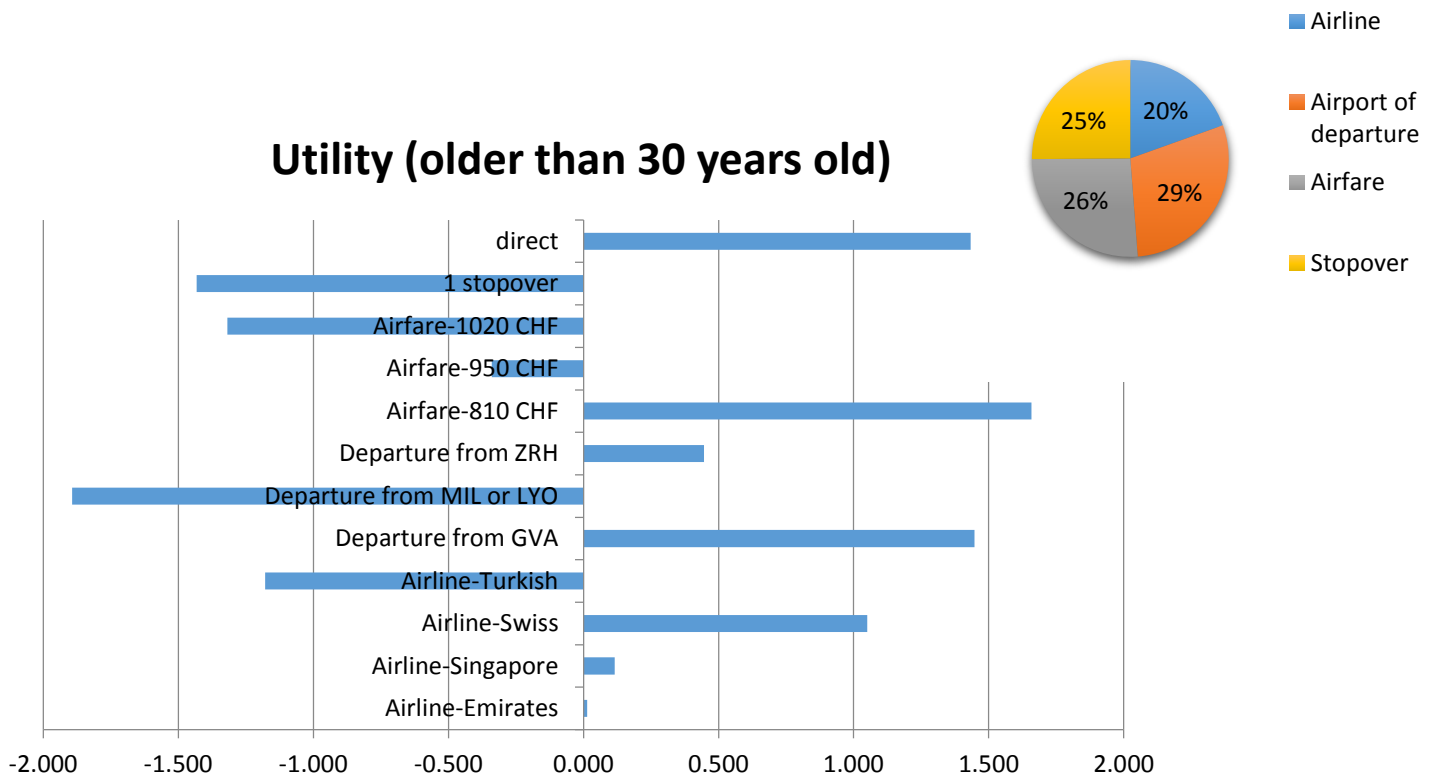
		Attributes			
Levels		Airline	Airport of departure	Fare	Stopover
	Level 1	Singapore Airlines, A380	Geneva	1020	0
	Level 2	Swiss, A340	Zurich	950	1
	Level 3	Turkish Airlines, A330	Milan or Lyon	810	
	Level 4	Emirates, B777			

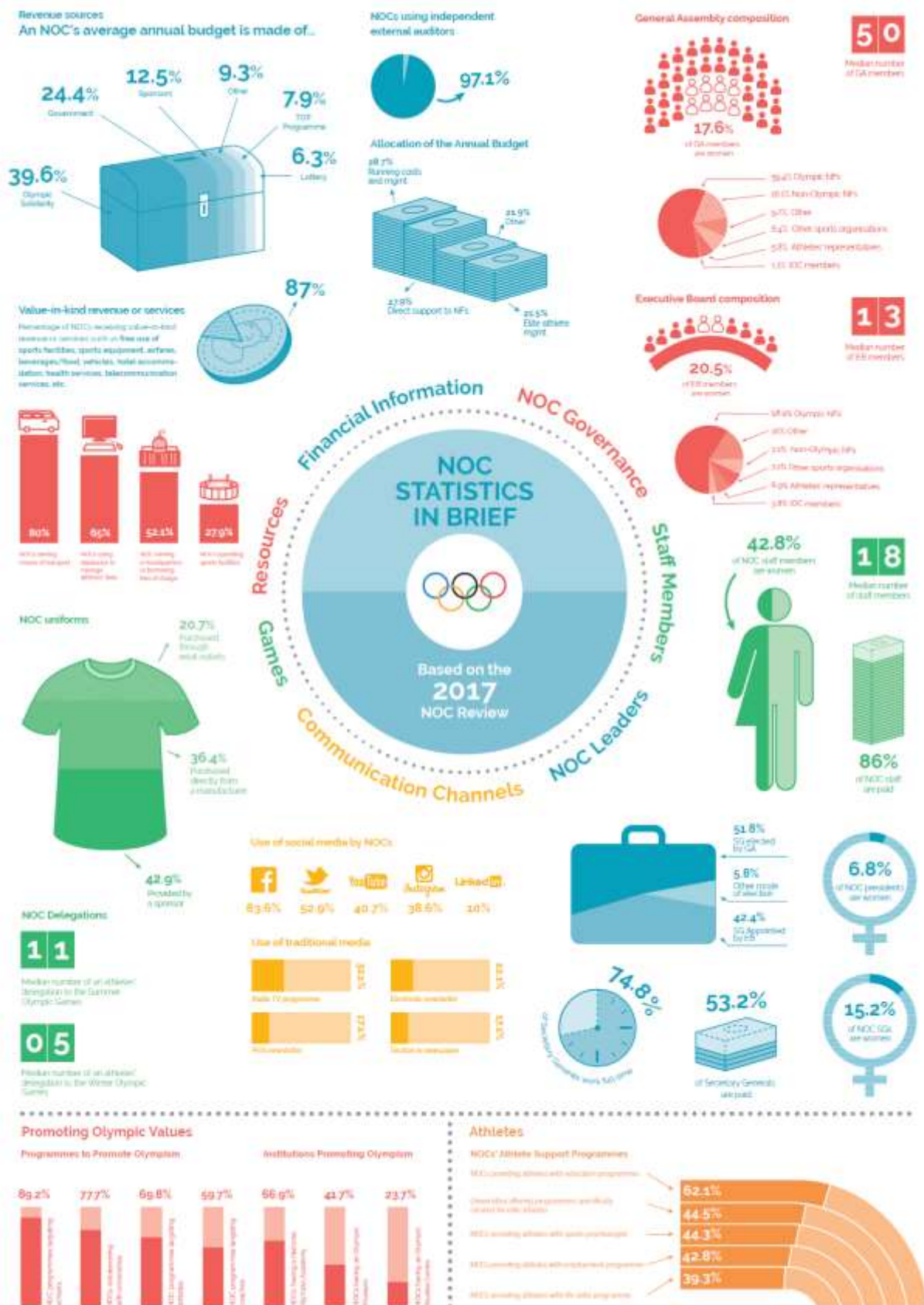
Attributes and levels definition

Utility (students)



Utility (older than 30 years old)





NOC statistics in brief (global figures)



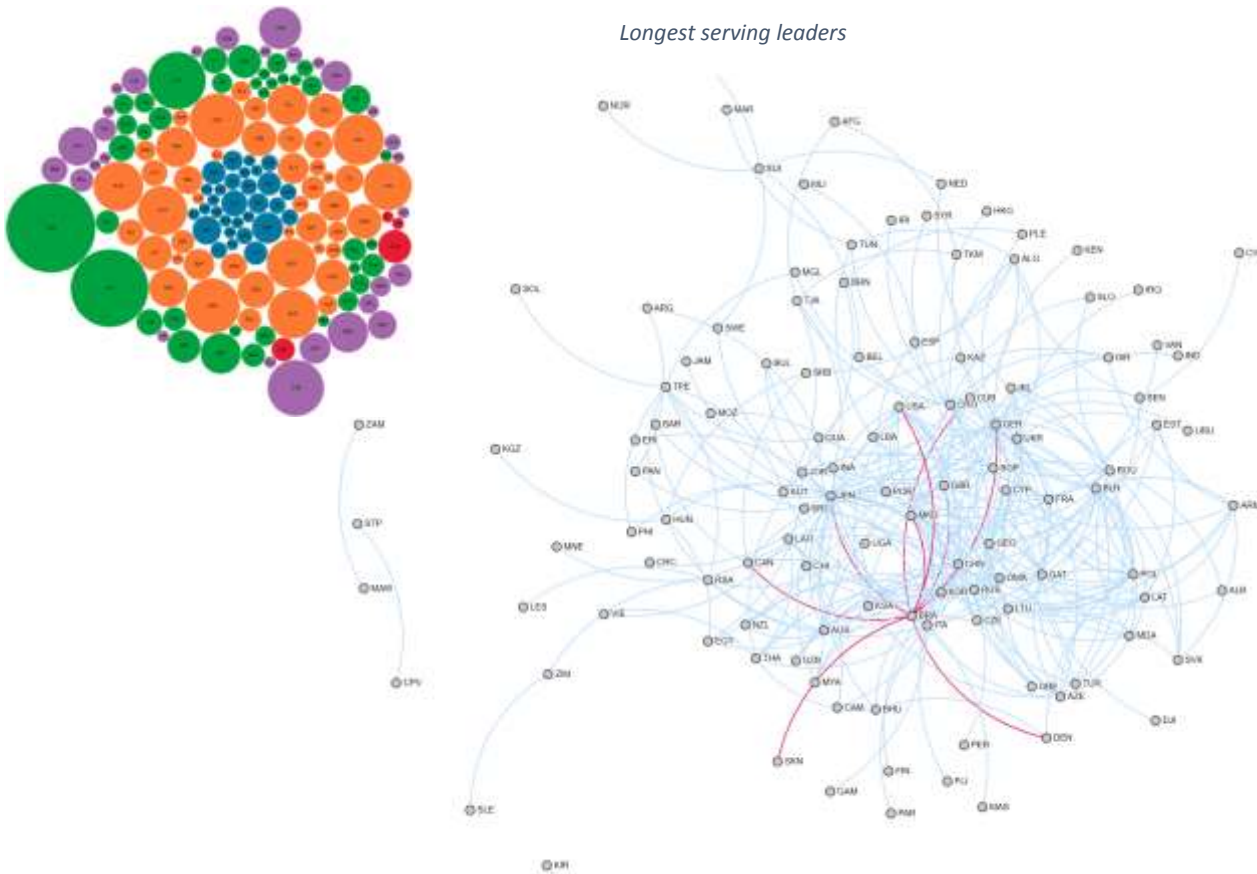
Twitter (communication channels used by NOCs)



NOC Reviews' participation rate (map)



Longest serving leaders



D3.js is a JavaScript library for manipulating documents based on data (force-directed graph and bubble chart)