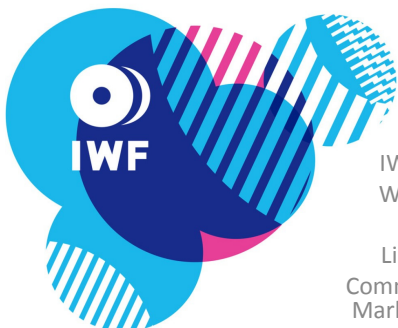


LIFT THE WORLD



IWF Congress
Wroclaw, POL

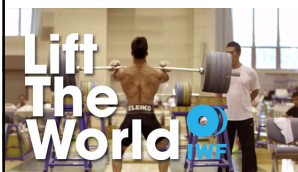
Lilla Rozgonyi
Communication and
Marketing Director

Background

- Extensive Social Media campaign prior to launch
- Facebook/Twitter/Instagram/Weibo
- key content posted online: photos, daily bits, teasers
- key date set: 1st of April
additional topic to talk about
april's fool / Is it a joke?

The journey

- Official launch: 1st April 18:00 CET
- 1 Member Federation embedded the link to its own website providing us extra promotional opportunity USA Weightlifting
- Request from GER / ALB for translation



6 hours – 25.000 views
48 hours – 78.000 views
Today – 262.768 views

Today

Translation was concluded in Russian
posted online
Translation is in process in German and Spanish
in cooperation with MFs

You can all find your own copy on the table

Feedback / positive

- Awesome / wonderful production etc.
- „It was a very good documentary and it was great seeing those two guys outside of weights. That club scene was awesome.“
- „I watched it to the point where i could close my eyes and still see what's happening.“
- „Deserves the "King of Sports" title. The most demanding sport requiring agility, strength, speed, concentration among others and all those at the highest value. No fancy clothes and arrogant athletes. Humble and hard working modern Hercules guys!“
- „Had tears in my eyes at the end“
- „Great to see the animations to help explain how the sport works too.“
- „Dimitry Klovoy the only reason i watched it and Then i Just Loved the whole thing.....“
- „One of the most wonderful piece, I have seen in my 50 years of my life in the weightlifting.“

Feedback / positive

CrossFit site:

„Who would have thought that weightlifting would come to this. A super sleek professionally made documentary focusing on the growth and passion of the sport we love. CrossFit can take a to of the credit here for making weightlifting cool in countries outside Asia and the EU. But the sport is growing on it's own now.“

More people than ever can appreciate the fact of what it means to get on stage, just yourself versus a barbell. And it's beautiful.“

Feedback / negative

- Not enough girls
- Missing the explanation of the 2 lifts / criterias taken into consideration by ITOs when performing the lifts
- Where is Ilyn?

Introducing: ROAD TO RIO

- Taking inspiration from FIFA World Cup and Rugby Seven
- showcase weightlifting as never seen before in Brazil
- 3-5 short and longer promotional videos
- Showcases three weightlifters in Rio on their way to the Olympic Games
- content to be shared in the lead up to the OG
- Follows the directions set by LIFT THE WORLD

Cooperation with Rio 2016

- cooperate and co-produce
- Help with the necessary actions inside Brazil (permissions, contacts, etc.);
- No other brands than the ones sponsoring Rio 2016 can be included ('Brand Protection' and Commercial)
- Rio still didn't did anything like this to other IFs

Strategic choices

- Fernando Reis BRA – Brazilian lifter, local implication in the Olympic Games
- Lydia Valentin ESP – getting her 1st international result in 2001 / several time European Champion / attractive women
- Ilyn Ilya KAZ – obvious choice / willing to enter so private circle of 3 times Olympic Champion and also be the only 4 times champion in the lead of Tokyo 2020

THANK YOU!