TOKYO 2020 CONTENT AND WE THE 15 ROLLOUT

INTERNATIONAL PARALYMPIC COMMITTEE

TODAY'S AGENDA

Tokyo 2020

- Olympic Closing Ceremony
- Content Plan
- Access to Photography

WeThe15

- Timeline
- Media relations launch plan
- Social strategy

OLYMPIC CLOSING CEREMONY

CONFIDENTIAL

- 90 second Paralympic preview to playout towards the end of the Ceremony
- Asset to be shared with IPC members to publish across social media

CONTENT OVERVIEW

LIVE

- The IPC will live-stream 19 sports on Paralympic.org and the Paralympics LIVE app via the OBS (Olympic Broadcasting Services)'s Paralympic Video Player, where visitors can choose between up to 16 parallel live streams covering streamed sports.
- All live streams will be also available on the Paralympics YouTube channel
- For the three sports (wheelchair fencing, taekwondo, powerlifting) not streamed live, a daily highlights video will be made available for each competition day featuring the best moments.
- Selected live streams will be shown on the Paralympics Facebook account in selected territories.
- Live streams will be 16:9, HD, and carry English commentary provided by OBS.
- Where agreed with national broadcasters, geo-blocking will be applied.

ON DEMAND

Video	Videos/day	Length	Timing (JST)
Full competition of all live sports	Up to 30	80-100h/day	Within 2 hours of end of broadcast
Short clips of individual medal events	TBD	1-5 min	ASAP after race/match
OBS highlights for all non-live sports	Approx 6	Approx 30-40 min	Same day as event

IPC PRODUCED

Video item	Videos/day	Length	Timing (JST)
Daily highlights	1	1-6 min	03:00
Sport highlights	up to 17	1 min	03:00
Country highlights	up to 10	1-6 min	03:00
Athlete highlights	up to 5	1-6 min	03:00
Daily superlatives	30s	1	07:00
What to watch	1	1	08:00
Samsung Vloggers highlights	1	1-2 min	TBD
Athlete features	up to 3	1-5 min	TBD

SOCIAL MEDIA

YouTube	Twitter	Facebook	Instagram	TikTok	Weibo	Douyin
• All live streams • OBS highlights • On demand • Daily highlights • Sport highlights • Country highlights • Athlete highlights • Samsung Vloggers	• Live tweeting • Pictures • GIFs • Polls • News • Wow moments • Sport highlights • Daily superlatives • What to watch • Spaces • Graphics	• Selected livestreams • OBS highlights • On demand • Daily highlights • Sport highlights • Country highlights • Athlete highlights • Samsung Vloggers • Pictures • Athlete features • Graphics	• Behind the scenes (stories) • Pictures, graphics and geotargeted clips (feed) • Previous games footage (reels) • Tokyo 2020 footage (reels, delayed) • Highlights (IGTV, delayed or geotargeted)	• Previous Games footage • Tokyo 2020 footage (delayed)	• Pictures • GIFs • Polls	• Previous Games footage

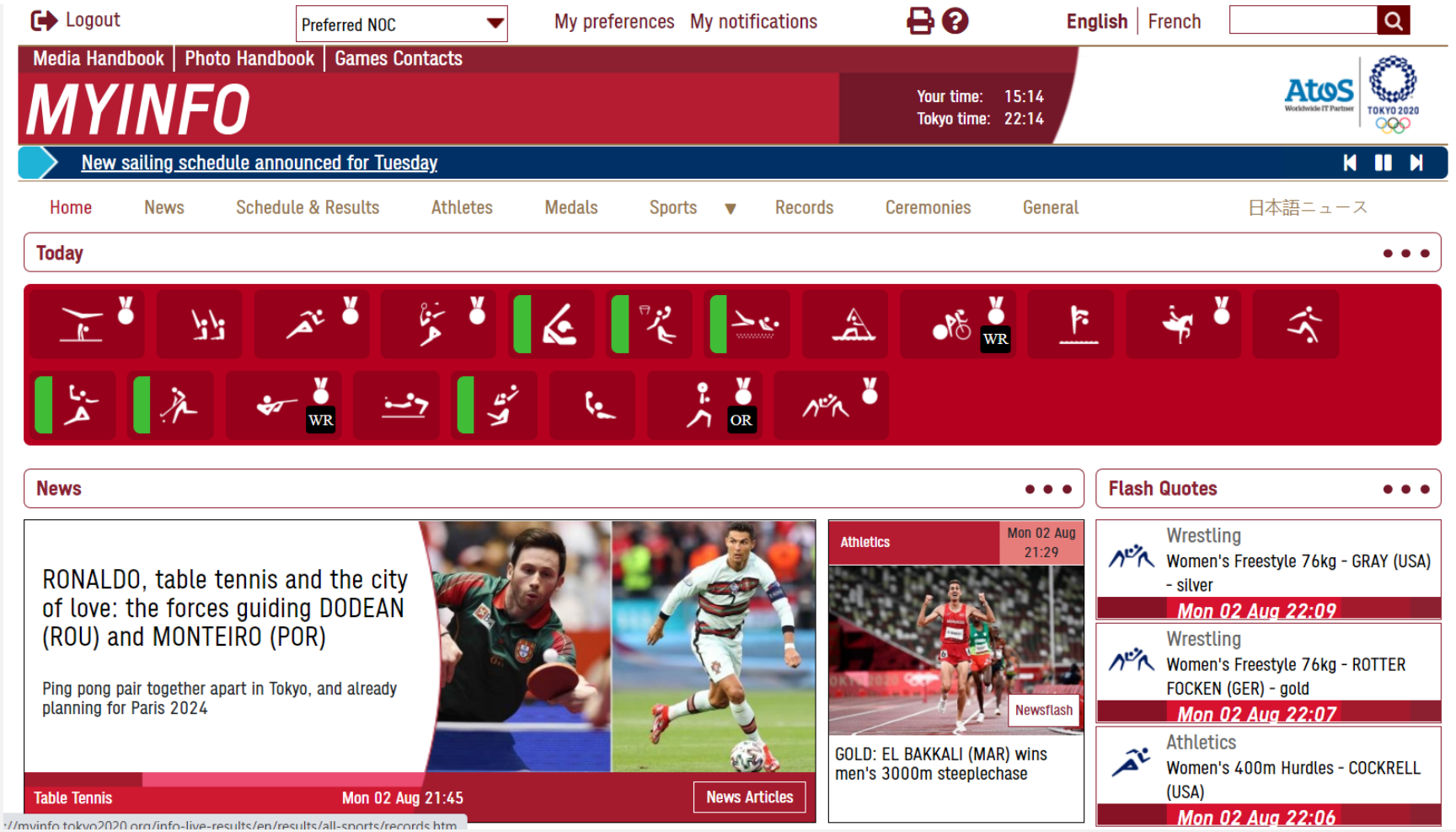
IPC WEBSITE

- Live-streaming, schedule, results, and medals through the Paralympic Video Player
- Editorial content including previews, reviews and athlete interviews
- Collaboration with Tokyo 2020, OIS and IPC members

HOW CAN WE WORK TOGETHER

- Use and encourage your audiences to use #Paralympics and #WeThe15 in social media posts.
- Notify the IPC of interesting stories and content during and after the Games. Feel free to share any news content with news@paralympic.org
- Help us compile our daily videos by sending your suggestions during the Games to channelmanager@paralympic.org These could be emotional moments, amazing sporting feats or funny moments. For inclusion in daily highlights videos, we will need to know top moments within one hour of the competition finishing.
- Establish a crossposting relationship with the Paralympics Facebook page.
- Download the Greenfly app and join with the code **TOKYO2020MEMBERS**. Athletes can join with the code **TOKYO2020ATHLETES**

TOKYO 2020 NEWS SERVICE



TOKYO 2020 NEWS SERVICE

- Info goes live on 19 August
- Access to MyInfo will be provided by Tokyo 2020
- Photographs for editorial use will be available at:

https://oisphotos.com/

- MPC opens on 21st August

#WeThe15

19 AUGUST LAUNCH PLAN

CONFIDENTIAL: THIS DOCUMENT CAN BE SHARED (E.G. VIA EMAIL)
BUT PLEASE DO NOT PUBLISH PUBLICLY OR ONLINE

THE TEAM

WeThe15 brings together the largest ever coalition of international organisations from the world of sport, human rights, policy, business, culture and entertainment to initiate change for the world's largest marginalised group.

TIMELINE OF ACTIVITY

19 AUGUST	24 AUGUST	24 AUG – 5 SEPT	5 SEPTEMBER	6 SEPTEMBER & AFTER
Big launch moment The campaign launches to the world at 07:00 JST. The campaign film, social media content symbol and #WeThe15 are shared across all channels by the movement's many supporters. More than 80 landmarks around the world are lit purple.	**Opening Ceremony** WeThe15 has a dedicated segment in the Tokyo 2020 Paralympic Games Opening Ceremony. IPC President Andrew Parsons will introduce the campaign film to a global audience of 250m people watching the event.	**Paralympics begin** Endorsements continue from celebrities, Paralympians, and influencers. The movement continues to grow online. Digital platforms and sponsor brands add their bespoke campaigns to the movement.	**Closing Ceremony** A dedicated segment in the Tokyo 2020 Paralympic Games Closing Ceremony further cements the importance of the movement. A video message of support from leaders of the international organisations involved in the campaign is broadcast to 200m TV viewers.	**Post Paralympics** A 10-year program of change begins. Educational content and endorsements continue to be shared from @WeThe15 social channels.

For a full **social media content calendar** of WeThe15 channels, please visit this link or view this calendar.

#WeThe15

MEDIA RELATIONS LAUNCH

LAUNCH KEY MESSAGES

- WeThe15 aspires to be the biggest ever human rights movement to represent and transform the lives of the world's 1.2 billion persons with disabilities.
- WeThe15 will put disability right at the heart of the inclusion agenda, alongside ethnicity, gender and sexual orientation.
- Over the next decade, WeThe15 aims to end discrimination towards persons with disabilities and act as a global movement publicly campaigning for disability visibility, accessibility, and inclusion.
- WeThe15 brings together the biggest coalition ever of international organisations from the worlds of sport, human rights, policy, business, arts, and entertainment.
- The WeThe15 organisations will work with governments, businesses, and the public over the next decade to initiate change for the world's largest marginalised group who make up 15% of the global population.
- Persons with disabilities are 15% of our world. They are part of human diversity.
- Everyone can play a part in creating change.

LAUNCH APPROACH

OBJECTIVE	TARGET AUDIENCE	KEY MESSAGE / CTA	CONTENT	TARGET MEDIA VERTICALS
Announce the launch of WeThe15 campaign, which aims to be the world's biggest human rights campaign for persons with disabilities	• Media • General public (incl. Disability Community) • Disability NGOs	Drive awareness of the WeThe15 campaign, global partners and the 10-year campaign mission	• Press release • Spokesperson interviews • Campaign film for broadcast • Extended photo caption of purple light-up • Campaign symbol • Interviews between athletes and leaders	• News wires • Broadcast, Print and online • National news, Sports, Health, Consumer, Business and Third Sector • Features in key consumer lifestyle outlets

MARKETS ENGAGED

UK	GERMANY	USA	AUSTRALIA	CHINA	JAPAN

FRANCE	CANADA	ITALY	SOUTH AFRICA	INTERNATIONAL AGENCIES

Fleishman Hillard's local hubs will be responsible for the launch in the following 10 territories, developing targeted media approaches of key media outlets.

OVERVIEW OF LAUNCH MEDIA APPROACH

1 CAMPAIGN FILM AND LAUNCH RELEASE

Spokespeople to be pre-briefed 05.08.
Embargoed media pre-briefings to take place 10.08, and embargoed interviews on11.08

Campaign launch film and launch press release will be sold into top tier news, social affairs, consumer, lifestyle, sport targets under embargo from w/c 16.08.
Wider media will receive news on 19.08

LIVE: 07.00 JST (UTC +9) 19 August (to align with Tokyo announcement)

2 LANDMARK LIGHT UP

Landmarks worldwide will light up purple at sunset on 19 August

In order to maximise the opportunity with media, key landmarks will be photographed in advance w/c 9.08

LIVE: Sunset, 19 August

CAMPAIGN FILM AND LAUNCH ANNOUNCEMENT

Overview

A global launch press release and campaign film will announce the launch of WeThe15.

Pre-briefings

26/07 Markets to send media invites to top tier media
05/08 Spokespeople briefing
10/08 Top tier media briefing to explain the campaign. APAC 09:00CET; Europe and US 17:00 CET
11/08 Embargoed interviews with key spokespeople

Approach

09/08 Global press release issued to local FH hubs for localisation.
16/08 Distributed to media with campaign film, WeThe15 symbol to top tier media targets under embargo
19/08 Embargo lifted at 07:00 JST and spokespeople available for reactive interviews

Assets to engage media with

- Press release
- Campaign film and stills
- Campaign symbol
- Overview of spokespeople

PURPLE LIGHT-UP

To celebrate the launch of WeThe15, more than 80 iconic landmarks, spanning several countries and time-zones will light up purple, the international colour for disability on 19 August. Please see a full list of landmarks here.
To add a landmark to the list, please contact hello@wethe15.org

Tokyo Skytree	Harpa, Reykjavik	Ostankinio Tower, Moscow
Murrayfield, Edinburgh	The Colosseum, Rome	Fullerton Hotel, Singapore
Jet d'Eau, Geneva	Niagara Falls, USA & Canada	Old Walls of Jerusalem, Jerusalem
Houses of Parliament, London	FNB Stadium, Johannesburg	Kingdom Tower, Saudi Arabia
Austrian Parliament, Vienna	Yavuz Sultan Selim Bridge, Istanbul	Petrin Lookout Tower, Prague
Paris City Hall, Paris	Victoria Bridge, Brisbane	Sky Tower, Auckland

©TOKYO-SKYTREE

MONTAGE FILM AND TOKYO 2020 CLOSING CEREMONY

Following 19 August, please share your images (with photo credits) of purple light-ups with elliot.forward@paralympic.org

Montage film – 21 August

- On 21 August, a montage film featuring the best purple light-up images from around the world will be produced, published and shared across all @WeThe15 and @Paralympics channels
- Montage film will be available to download for all partners to share.

Tokyo 2020 Closing Ceremony – 5 September

- A small selection of the best purple light-up images will feature in a film that will open the Tokyo 2020 Paralympic Games Closing Ceremony. This film will be viewed by an estimated 200 million people around the world

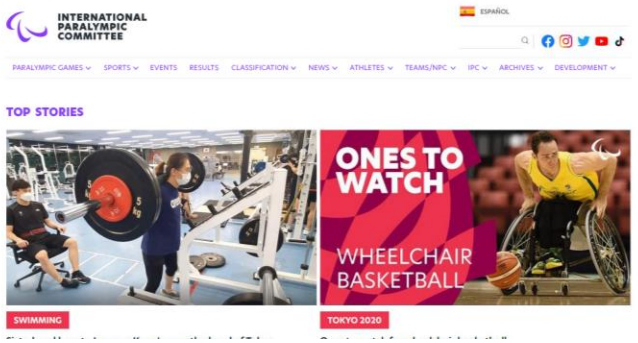
Images to download – 19 August

- A selection of images from the purple light-up will be available centrally to download

ALTERNATIVE ASSETS TO TURN PURPLE

Purple logos

Purple websites/ social channels



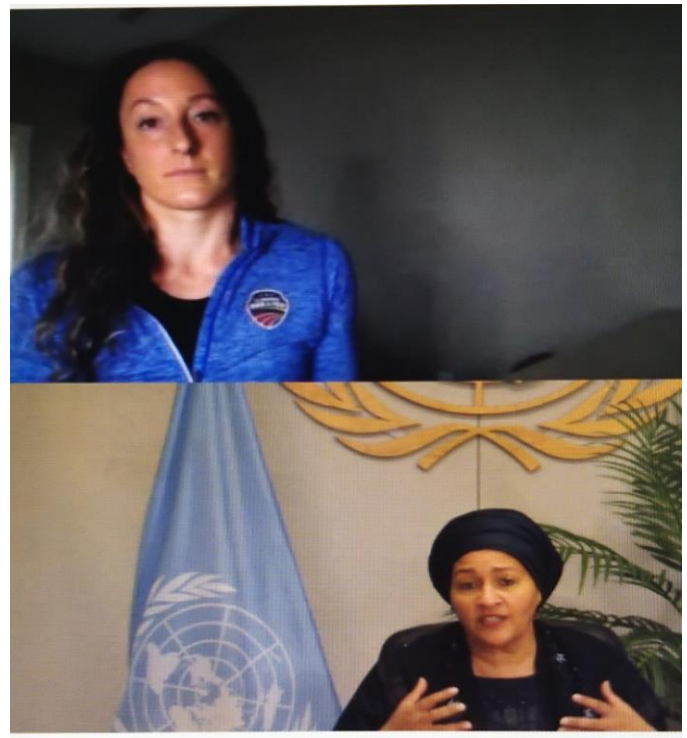
HOW CAN YOU SUPPORT?

- Share the campaign film
- Share the launch press release with your media contacts from 19 August
- Publish the launch story and film across your digital channels from 19 August
- Inform your employees and stakeholders about your support for WeThe15
- Engage local media in your light-up
- Use template press release to secure media coverage
- Turn your digital channels purple on 19 August
- Share imagery with IPC from the light-up
- Share purple light-up montage film from 21 August across your digital channels

EXCLUSIVE INTERVIEW CONTENT

Overview
Paralympians are interviewing key personnel at the WeThe15 international organisations regarding equality, diversity, inclusion and the campaign as part of multiple award-winning “Winning Mindset” podcast series

Interviews include:
- USA's Tatyana McFadden X UN Deputy Secretary General [15.07]
- Australia's Ellie Cole X UN High Commissioner for Human Rights [27.07]
- USA Anna Johannes X IPC President [03.08]
- Uganda’s Husnah X President of International Disability Alliance [Date TBC]
- Great Britain's Steph Reid X EU Commissioner for Equality [post games]
- Several athletes x WHO Director General [post Games for 3 December]



Approach
Pitch content to media, offering exclusives to broadcast and print news channel

Assets
Market hubs can expect to receive the following assets listed below.
- Interview B-roll
- Podcast
- Edited interview (est. 15 mins)
- Social clippings
- Imagery of interview

#WeThe15

SOCIAL MEDIA STRATEGY

SOCIAL MEDIA KEY ASKS

We want athletes and partners' ambassadors and influencers to support **on 19 August** with what's possible for them from the below;

- *Follow @WeThe15 on Instagram & Twitter.*
- *Share the campaign film from19 August on their social channels, linking to the WeThe15 channels*
- *Share facts and stats from the WeThe15 channels that they find interesting*
- *Include the purple heart in their profile name and use the frame on their profile picture*
- *Create organic content on their social channels.*
- *Create content about the light-up of a landmark*
- *Talk about WeThe15 in press interviews and speaking engagements*
- *Raise awareness using the in-channel WeThe15 symbol, GIFs, stickers, filters etc.*

Every single person on this planet can make a difference by considering how their actions impact persons with disabilities. Change can start in every community. Change can start with you.

A template email has been created and is available to use to engage your ambassadors and influencers - Ambassador & Influencer template email

SHARE THE CONTENT

We want to reach at least half a billion people with this campaign within its first two weeks.

You can help us achieve this ambitious target by sharing or cross-posting the campaign activity from the @WeThe15 Twitter and Instagram channels, and @Paralympics Facebook page. This includes sharing/ cross-posting the epic 90-second long campaign film which is a loud, proud and vibrant celebration of persons with disabilities.

An overview of all assets and how to download them is available in the WeThe15 toolkit.

Importance of sharing/ crossposting

We will upload some assets to an ftp for you to upload natively, but generally we encourage sharing or crossposting from @wethe15 channels because it will leverage social proof. What is social proof? People are more likely to watch and share a video with more views. If we each upload the video, we split the views.

Here is a guide to

- crossposting on Facebook, allow-listing content on Twitter, sharing Instagram feed posts in Stories.

Please contact Ryan.Hills@paralympic.org to set up crossposting with Facebook.com/Paralympics and Twitter.com/wethe15.

#WeThe15

CAMPAIGN FILM

CAMPAIGN FILM

The film will launch at 07:00 Japan time on 19 August.

We want half a billion people to watch our campaign launch film within the first month of WeThe15.

Please share this film across all of your channels and create as many opportunities as possible for people to watch it. Whether this is donating media budget to allow the spot to run on TV, or pushing support of it online, we appreciate all support.
Assets available in English:

- Hero 90” Film
- Broadcast suitable 90” Film
- Broadcast suitable 30” Film
- Gifs and social media cut-downs

The film will be shared with all Paralympic broadcasters via Content+.

Closed caption versions in: English, French, Spanish, Portuguese, Italian, Russian, Chinese, Japanese, Hindi, Arabic

Signed version in international sign language. Audio described version in English.

#WeThe15

SOCIAL CONTENT

EDUCATIONAL CONTENT

This is our opportunity to make a real difference by educating the world on what it means to have a disability and how people can support.

We have set-up 5 x stats in Carousel formats that bust myths and educate people.

These will all feature on our Instagram channel and from the 19 August can be posted or re-posted on your own channels.

The design template and translations can be found via [this link](#) from 23 July (English) and by 5 August (in all campaign languages).

ATHLETE FILMS

We have produced a selection of short social media films featuring Paralympians talking about the campaign and how important it is. These include:

- Tatyana McFadden (USA)
- Brenna Huckaby (USA)
- Ntandon Mahalangu (RSA)
- Husnah Kukundake (UGA)
- Daniel Dias (BRA)
- Gustavo Fernandez (ARG)
- Vinicius Rodrigues (BRA)

A full list of athletes can be found here.

All interviews to be shared with Paralympic broadcasters via Content+

CLOSING CEREMONY FILM

- A special film featuring leaders of all WeThe15 founding organisations will play out following the IPC President's Closing Ceremony speech at the Tokyo 2020 Paralympic Games
- Film will underline the ambition of WeThe15
- Film to be integrated into global feed and broadcast to an estimated audience of 200 million people
- Film to be available for use by broadcasters on social media post-Closing Ceremony via OBS Content+
- IPC to distribute film to commercial partners and supporters (more info here)

SOCIAL MEDIA

TIKTOK

From 19 August until 5 September, there will be a #DisabilityAwareness hashtag challenge on TikTok. A full list of markets and hashtags will be made available here.

FACEBOOK

Together with Facebook, the IPC will launch a four-part WeThe15 video series. More information will be available here in due course.

A spatial audio and immersive VR/WebXR experience will also be launched on https://www.paralympic.org/ that will aim to change perceptions of disability through the application of these experiential technology.

TWITTER

The following hashtags will create an emoji of the WeThe15 symbol until 4 December (the day after International Day for Persons with Disabilities).

Language	Wethe15 Translation
English	WeThe15
Spanish	NosotrosEl15
Hindi	हम15
Arabic	نحن ال١٥
Chinese	我们是15
Japanese	私たち15
Italian	NoiIl15
French	NousLes15
Portuguese	NósOs15
Russian	Мы15Процентов
Bahasa Indonesia	KamiBer15
Korean	우리가바로15
German	WirDie15
Tagalog/Filipino	Kaming15
Thai	เราคือ15
Bahasa Melayu	Kami15
Dutch	WijDe15

#WeThe15

BRAND ASSETS

USEFUL BRAND ASSETS

The WeThe15 brand guidelines are available to download here. If you would like to use the WeThe15 symbol or wordmark to create your own assets please contact brand@wethe15.org.

We have made several assets available for use to use to create your own content, including filters, Gifs, profile picture frames and cover photos.

Athletes will also be given WeThe15 temporary tattoos on arrival in Tokyo which they can wear on the field of play. You can also use the website banners, desktop background and video call backgrounds.

#WeThe15

VISUAL ADVOCACY

We encourage all advocates of WeThe15 to:

- Update your cover photo
- Change your profile picture to include a WeThe15 frame
- Add a purple heart / #WeThe15 to your display name
- Include #WeThe15 in your bio on social media

Find out where to download/ create these assets here.

#WeThe15

OUTDOOR / PRESS

OUTDOOR / PRESS

We are asking our partners to use the master artwork files to:

- Run our outdoor/press creative (donating your media in order to make this happen)
- Run our takeover concept on your existing outdoor/press creative

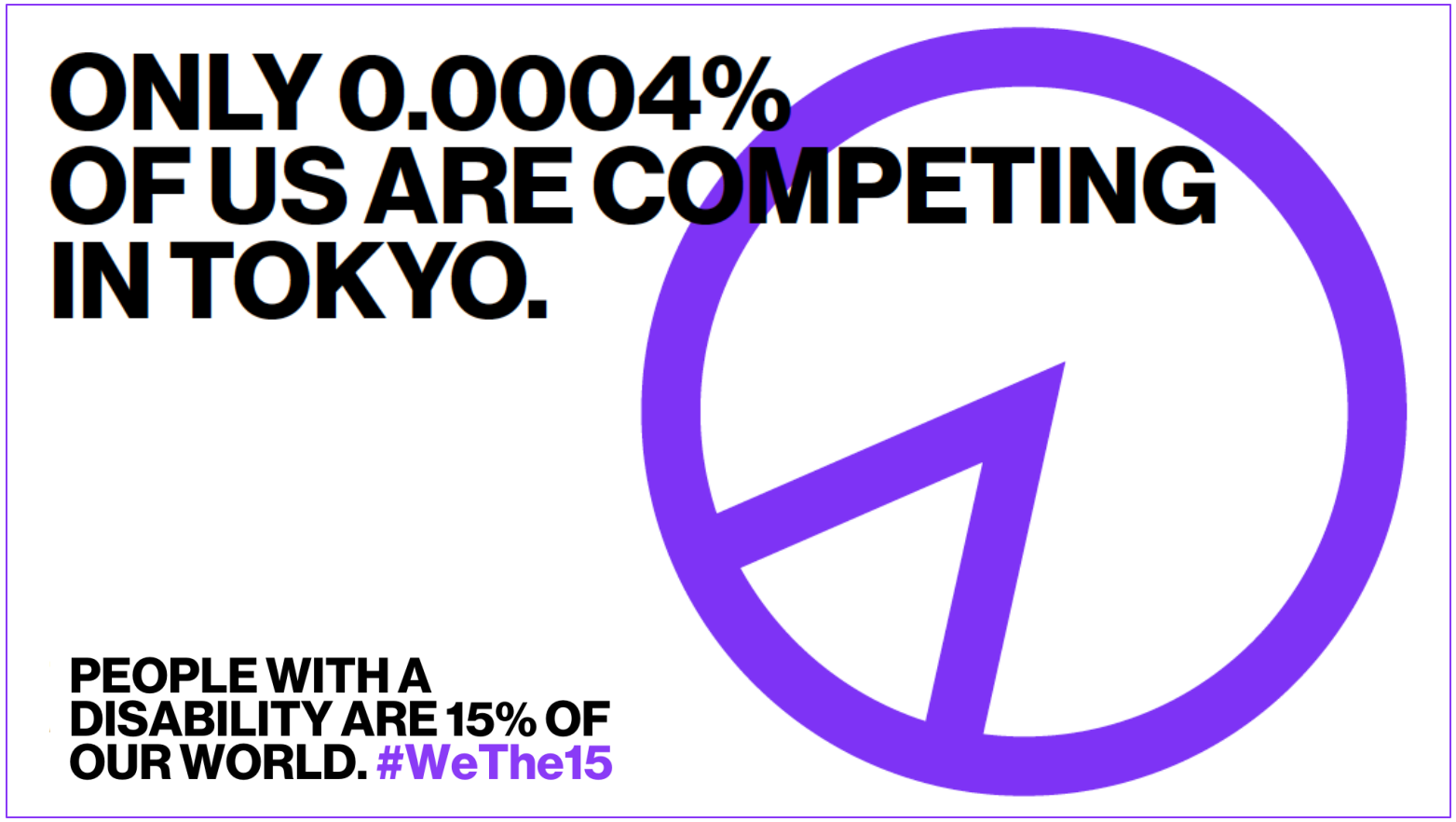
We have included links below to the master artwork files (full page, half page, 6 sheet, 48 sheet), along with copy options and corresponding translations. It will be the responsibility of the partner to choose their preferred copy from the list, adapt the artwork file accordingly and supply to press/outdoor media sites.

In terms of timings, the aim would be for this work to go live from 19 August - 6 September (the day after The Paralympics Closing Ceremony). That being said, this is a 10 year campaign, so we would be open to running this creative at different times depending on the feasibility for each partner.
The work should not be pushed live before campaign launch (19 August 2021).

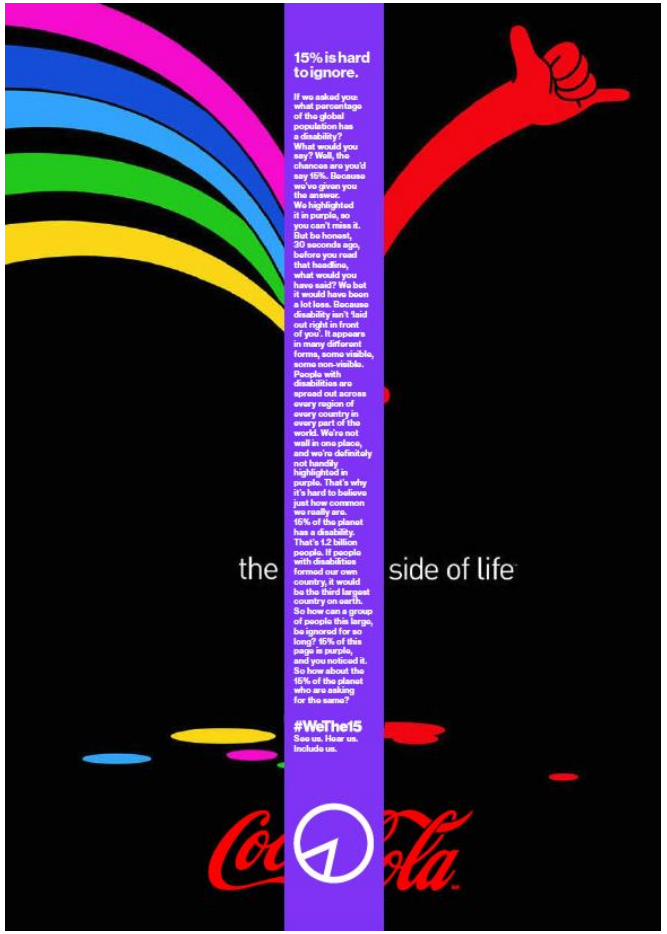
Link to Outdoor/Press master artwork files including translations.
Link to takeover master artwork files including translations.

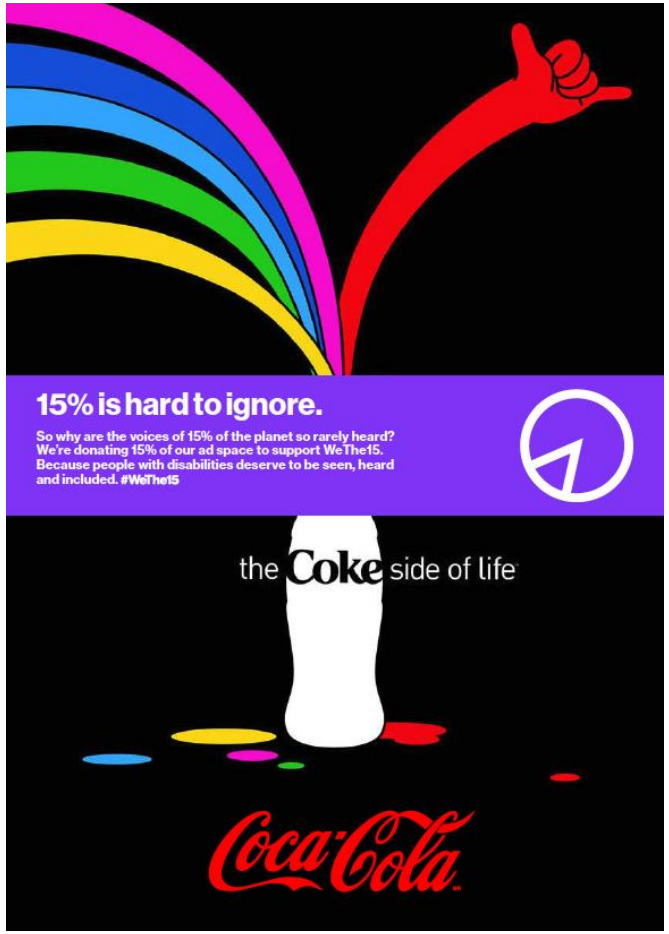
Files will be available from 23 July in English and by 5 August in all campaign languages.

OUTDOOR / PRESS – EXAMPLE CREATIVE



OUTDOOR / PRESS – EXAMPLE TAKEOVER





Illustrative mock-up examples only

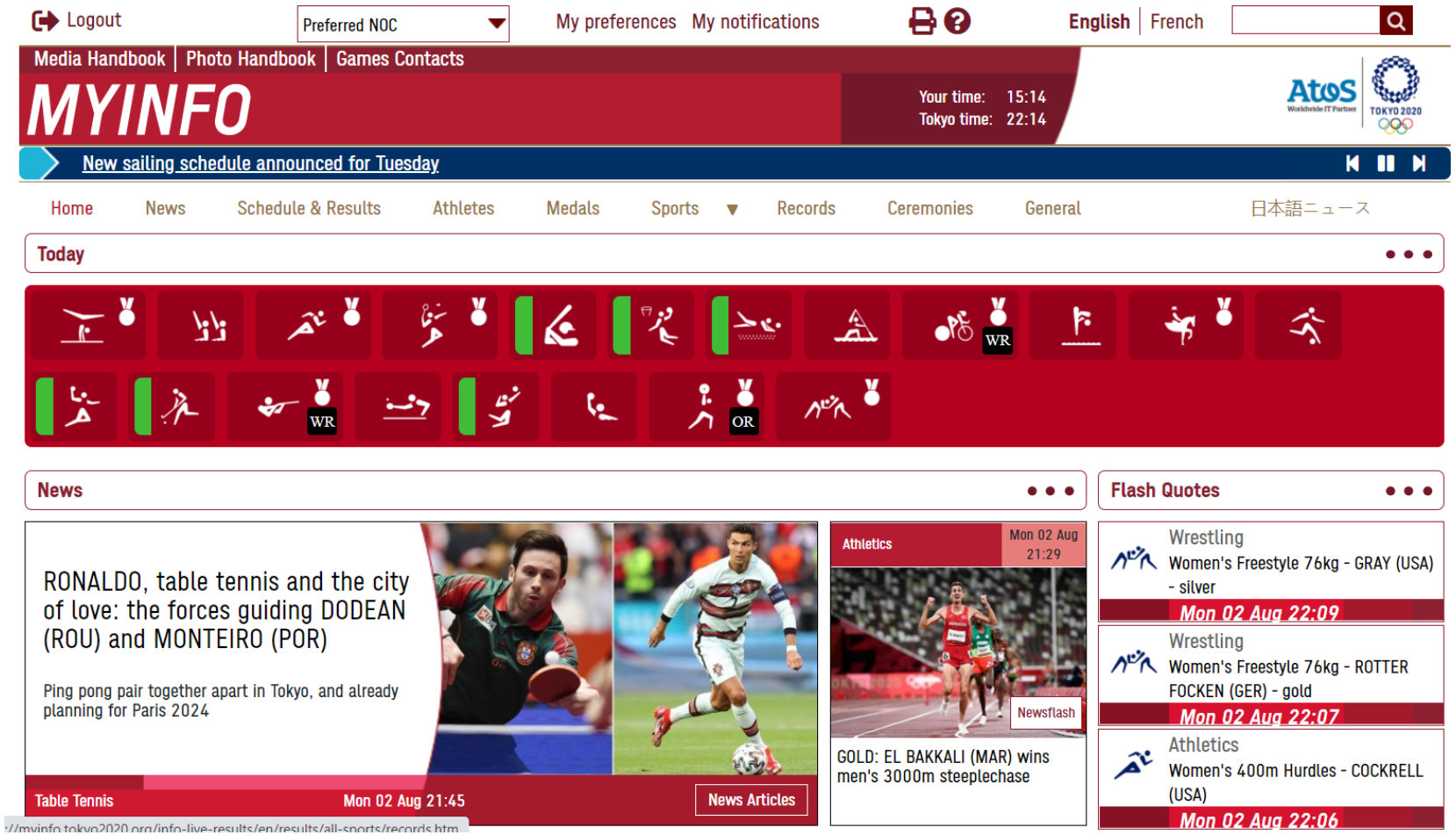
The purple strip should be positioned in a way that feels disruptive and eye-catching. If it looks too neat, it becomes self-defeating.

While it is important that the brand is obvious, the strip should interfere with the creative in order to make it impossible to ignore.

#WeThe15

News Service

TOKYO 2020 NEWS SERVICE



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QUESTIONS