



Paris 2024 

OLYMPIC GOLD IN THE DIGITAL AGE

NEOREACH REPORT

INTROD UCTION

With a level of virality far exceeding what we've seen in previous Games, this year's Paris Olympics have been nothing short of transformative. From trending hashtags, to viral TikTok trends, to star-studded Instagram reels, the digital buzz surrounding the Games has broadly highlighted the marketing, creator, and brand collaboration industry in an entirely new way.

With influencers and athletes alike leveraging this global stage, we've been privy to the success they've achieved -- from growing their platforms, to expanding their reach, to harboring unprecedented engagement rates. Alongside unparalleled marketing brand exposure and growth for niche content creators, the 2024 Paris Olympic Games has changed the game -- reminding everyone of the power and influence a worldly event like this can have in the marketing space.

As we explore the biggest moments and these unique insights, we aim to provide a comprehensive review of the relationship between this worldly event and the industry at large. Not only should it help to provide tips for future Olympics and similar events, specifically for brands, marketing experts, and influencers, but it will also greatly capture the sentiment of community and the impact of collaboration in the space.

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ATHLETES THAT BROKE SOCIAL MEDIA



PARIS 2024

SIMONE BILES

AMERICAN GYMNAST

3 golds, 1 silver

Unmatched in athleticism, technique, and pure charisma in her routines, Biles accumulated an astounding 11 Olympic medals in her career after this year's Games. She's redefined what's possible, not only in the gymnastics space, but beyond, and continues to illuminate new paths for professional athletes to work outside of their sport.



Whenever she performs she becomes the main event, garnering international recognition and attention when it's her time to shine. She went extra viral this year following her clapback against MyKayla Skinner who made a negative remark defining the USA team as having laziness and a lack of talent.

Simone posted her famous clapback image of the USA Gymnast team in which MyKayla's comment was referenced in the comment of "Lack of talent, lazy, Olympic champions". This rivalry had exploded online with millions of views dedicated to the drama and people's thoughts on the matter.

Overall, Simone Biles generated over

368M+

YUSUF DIKEC



TURKISH SHOOTER

1 silver

Yusuf, who you may have heard as the “Turkish Hitman”, became idolized after his famous pose during the 10m air pistol mixed event. Many competitors opted to use lenses, headphones, and other gear to assist them. Yusuf had no gear, but exceptional aura as he took a relaxed stance and made his shot.

His relaxed demeanor has gone viral and the international community made edits of this moment due to its exceptionality. He earned the silver medal for the event, as well as respect from the entire world as people continue to make edits and reference the moment. He’s reimagined the definition of what an Olympic athlete “looks like” and has inspired millions of people as well as other Olympians who have recreated the pose.

Overall, Yusuf Dikec generated over

220M+



STEPHEN NEDROSCIK

AMERICAN GYMNAST

2 Bronzes

Accurately deemed the “Pommel Horse Guy” on social media apps like TikTok, Olympian Stephen Nedroscik has secured the USA its second medal for his pommel horse event in over four decades.

As a self-proclaimed “authentic nerd,” Nedroscik characterizes himself as a normal guy – despite making history for the men’s USA gymnastics team.



This “Captain America” of the now-well known gymnastics event, pommel horse, has garnered over 430K followers on Instagram and 276K on TikTok – and even collaborated with powerhouse social figures like Elmo. His rise to stardom, trendiness amidst The Games, and massive social media growth has even gotten him plucked up by a talent agency – as he’s readily interested in continuously growing his platform and advocating for more attention for men’s gymnastics.

Overall, Stephen generated over

143M+

TEAM



While some might've leaned into it a bit more than others, every Olympic athlete is technically a brand ambassador – sporting specific clothing and accessory brands as they make their way through The Games. It's a shockingly complex and important relationship, an Olympian's country and their assigned brand collaboration is truly defined by the success of their athletes. The more they're on screen and the better they're performing, the more virality and awareness they attain on social media.



Each nation is sponsored by a different brand, and has an assigned outfit for the Opening Ceremony, Closing Ceremony, the Olympic Village, and for the podium. When competing, they will use the outfit that provided by their sport's associated sponsor. As you can imagine, this calls for many costume changes during the event.

In addition to their assigned outfits, things become a bit confusing once you add in any brand deals that individual athletes have obtained. Resulting in wearing an item separate from their brand partner in addition to their sponsor provided outfit.

TEAM



This trend but with the NZ Olympic team uniform



This trend but the GRE Olympic team uniform

While wearing the outfits during the competition has gotten a lot of eyes, that's nothing compared to the amount of engagement and views the country-sponsored outfits received during influencer's Olympic hauls and outfit showcases. Using the "Dr. Beat Remix" dance trend, influencers danced and showcased all of the outfits given to them by their respective countries. This led to direct discussion in the comment sections and debates as to which brand did it best as well as how they themselves could get the clothing.



TEAM

Overall, the sponsorships have warranted incredible moments of visibility, and have become a hallmark of the 2024 Paris Olympic games for both the athletes and the viewers. Here's a sample of the partnerships.



USA - Ralph Lauren



Canada - LuLuLemon



Belgium - Fairchild



Great Britain - Ben Sherman



Mexico - Men's Fashion



Japan - Asics



Norway - Mount Stello



Australia- Sportscraft



Egypt - Concrete

TEAM

Which brand received the most engagement? The results are in... and it's Ralph Lauren!

The United State's collaboration with Ralph Lauren was about more than pure visibility – clearly they're already a well-known, historically relevant, and successful clothing brand. This partnership, along with several others in the lineup, embodied something deeper – something more profound. "For nearly 60 years, Ralph Lauren has been a pioneer at the intersection of style and sport," they write [in the press release](#) for their opening ceremony uniforms, "the vibrancy, passion, and self-expression in sport has been a central touchpoint of inspiration for our brand."

Drawing on the relevancy of a Paris setting, diverse athletes, the global stage, and an inherent sense of patriotism, Ralph Lauren used their fashion partnership with Team USA to evoke emotion – to indulge a sense of community and connection that defines the Olympic Games in a large-scale sense.

The highest performing piece of content regarding Ralph Lauren is a dance video featuring USA Rugby Olympian Illona Mahers, having garnered 7 million views total.



@ilonamaher ✓

Opening ceremony fit @Ralph Lauren
@Team USA @paris2024 @Oly ...See more

🎵 original sound - (taylor's version)

In the end, Ralph Lauren wins with their clothing sponsorship resulting in a total of

20M+

1.5M

E

10K

TOP TRENDS AND HONORABLE MENTIONS

While the Olympic events and Games themselves account for a great deal of media coverage – both on social media, streaming platforms like Peacock, and traditional news stations – passing moments, influencer experiences, and infamous memes and trends also provide an inside look at what’s really going on in Paris. With an aura of exclusiveness to this content and interactivity from fans, these honorable mentions are equally valuable to the general success of The Olympics online presence.

OLYMPIC PIN TRADING

A longstanding tradition for Olympians in the Village, “pin trading” has become a trend on social media that thousands are dedicated to following. According to Ed Schneider, a self-proclaimed “pin enthusiast,” every year athletes are given a set of unique country pins, along with host country-specific, media, and sponsor pins to keep and trade. This year’s social media favorite: a Snoop Dogg feature pin.

Creating content trading pins with legacy athletes, like Ilona Maher’s TikTok trading with Simone Biles, became the new favored piece of exclusive insights for fans – reminding them of the longstanding ritual that’s often been previously kept “behind the scenes” for Olympics’ participants. Some athletes even opted to create their own custom pins and shared them with other Olympians and fans throughout their experience in Paris.



COLLECTIVELY, OLYMPIC PIN TRADING EARNED

52M+

5.5M+

23K+

E

THE MUFFIN MAN

An often overlooked aspect of The Olympics, the food sponsors and athlete meals in the Village were a topic of conversation and unsuspectingly on-trend this year. While the muffins did look tasty, they ended up being the star of the show.

It all started when Henrik Christansen dropped a video giving his unbiased reviews on the Olympic Village's food, but quickly escalated into other trendy skits and memes founded on his love for the muffins, coining him as the Olympics' own muffin man.



Overall, the muffin discourse has garnered over 148M+ million views on TikTok

148M+

10.3M+
E

20.2K+

AMERICAN HIP HOP ARTISTS AT THE OLYMPIC GAMES

Infamous rapper Snoop Dogg's unsuspecting contributions to the Paris Olympics had fans and athletes equally confused and excited this year. Part of NBC's very successful influencer campaigns to bring creators to the Games, Snoop was allegedly paid \$500k a day, according to @henrylmcnamara on X, in addition to all-expenses treatment from the broadcasting company.

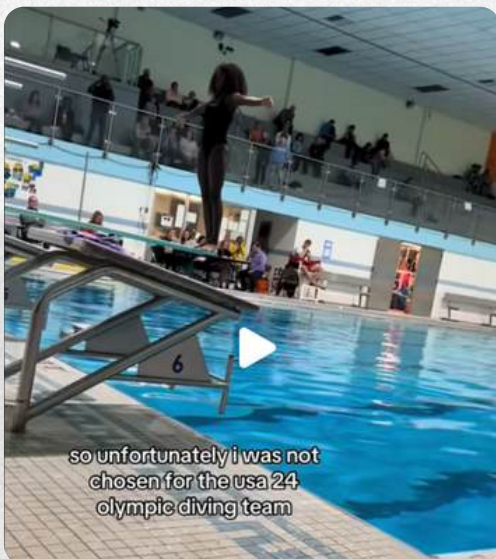
While it was seemingly off-brand and confusing at first, NBC's choice to bring Snoop to the Games clearly paid off – as he's since garnered pure virality on social media with his enthusiasm at various events. Even starting before the Opening Ceremony, Snoop participated in some of the events – running alongside star athletes in the 200m track and field exhibition race.

After that, his cameos through the Paris Olympics were impossible to miss – from the Opening Ceremony, to the women's gymnastic's final, to the Closing Ceremony highlighting the next 2028 Games set to kick off in Los Angeles.

Rapper Flavor Flav also made a wholesome appearance at The Olympics this year – both cheering on the USA water polo teams during their events and earlier, making the announcement on social media to sponsor their entire women's team in Paris.



I WASN'T SELECTED FOR THE OLYMPICS THIS YEAR



With so much focus on the people who are in the Olympics this year, a hilarious trend started in which people showcased their Olympic sized failures. Whether it's messing up a variety of routines from diving, trampolining, running, and gymnastics, thousands of people have come forward with their fail videos paired with either the main Olympic theme, or a bass boosted drill beat version of the United State's Star Spangled Banner that has gone viral.

In fact, it's gone so viral that the trend has received over 310M+ views on TikTok alone, a very impressive feat for a trend featuring largely non-olympians. This goes to show the power of comedy and relevance by having beat out many of the Olympic village related trends in terms of overall viewership.

310M+

28M+

131K+

E

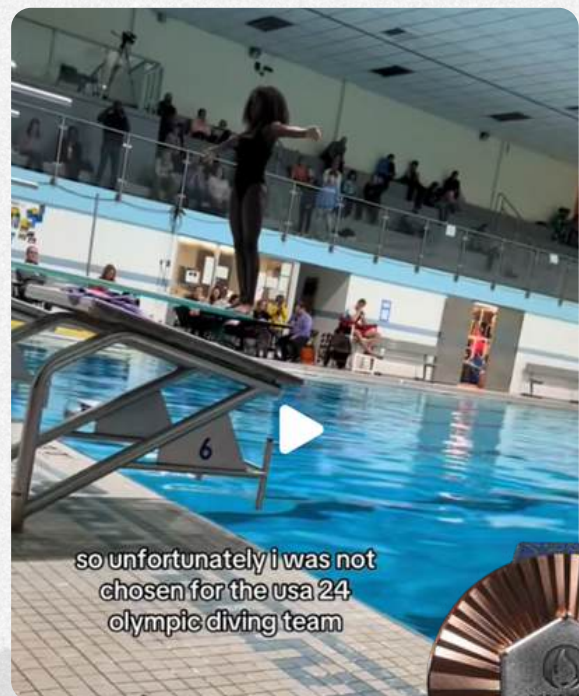
A background of blue particles of varying sizes, creating a dynamic, energetic feel. The particles are most concentrated in the upper left and right areas, with a gradient of blue intensity.

MOST *LIKED* POSTS

Using TikTok data, we've gone through and found the highest performing content that was created during the Olympics.

BRONZE

Our bronze winner...a meme by @ihaveacrushonyou on TikTok, that went viral and helped spur the “I Wasn’t Selected For the Olympics” trend online. Landing at a total of 92M views and counting, this creator made a name for themselves amidst a star-studded athlete roster – and even gained some fans.



92M+

13.6M+
E

35K+

SILVER

Our silver winner...the “GOAT” Simone Biles, who posted a TikTok video of her and others on the US gymnastics team “chewing on” their gold medals over a trendy background audio. After conversations planning their TikTok sounds went viral from traditional media coverage, fans flocked to her channel – skyrocketing its success to over 132M views, 15M likes, and more than 81K likes.



132M+

15M

81K

E

165M+

21M

26K

E



Desiré, recorded her POV of her boyfriend Mondo Duplantis breaking the pole vaulting world record. After breaking his record he immediately ran to the stands to celebrate with Desiré and his family. The video went insanely viral on TikTok, resulting in 165,200,000 total views, 21 million likes, and over 26 thousand comments. Truly an Olympic content performance!



HISTORIC NEWS

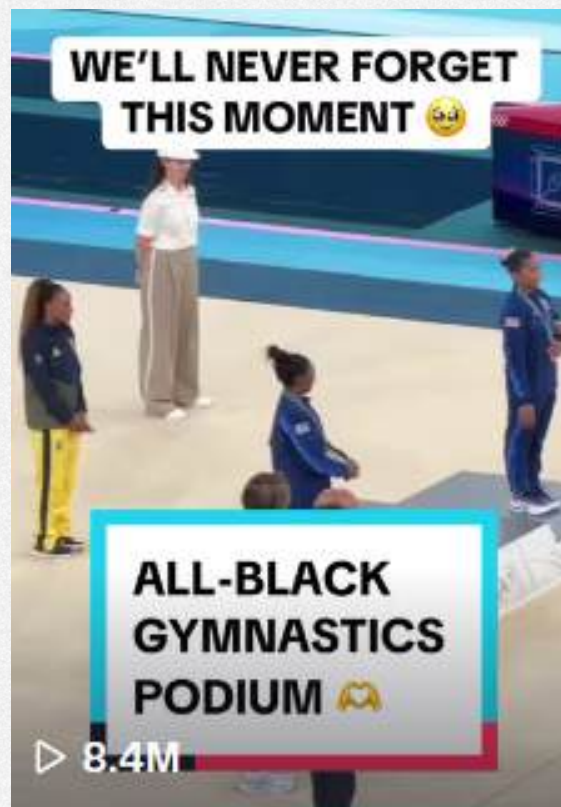


THE *FIRST* ALL BLACK GYMNASTIC PODIUM

This year's Olympics Gymnastics team has made quite the impact, both in breaking records and garnering incredible attention online – with many ups, downs, trends, and celebrity cameos. One of the most iconic and historic of which is the first all-Black gymnast podium featuring USA Olympians Simone Biles and Jordan Chiles. In an image that's cemented its place in Olympics history, Biles and Chiles bow down to Brazilian Olympian Rebeca Andrade after she won gold in Women's Floor Artistic routine event.

Championing the theme of respect and legacy that the Olympics was founded on, Chiles encouraged Biles to craft the heartwarming moment – placing emphasis on both Andrade's success and the historical all-Black podium.

While Chiles has since been “stripped” of her Bronze metal by the Olympic gymnastic's committee, after an arguably controversial win over Italian gymnast Ana Bărbosu, the legacy of their podium will continue on. As the drama continues to unfold, likely prompting a legal battle moving forward, the virality of the event sticks – even after the Olympics have concluded.



The moment and already-infamous image initially had over 15M overall impressions online, but has since reached 30M+ following the ongoing controversy.

15M+

1.2M

10K+

E

THE CITY OF LOVE

Following the conclusion of the Games, this year's Olympics had broken the record for the most marriage proposals – ironically enough, in “the city of love.” Across athletes, countries, and sports, there have been a total of 7 different proposals – deemed both heartwarming and sometimes controversial in online debates.

Team USA rower, Justin Best, asked his girlfriend Lainey Duncan to marry him on the Today Show, Italian gymnast Alessia Maurelli received a proposal from her boyfriend after receiving a bronze metal in the rhythmic gymnastics event, and French athlete Alice Finot even flipped the script and proposed to her boyfriend after running in the 3000 meter steeplechase.



FASTEST GROWING ATHLETES



PARIS 2024

10



STEPHEN NEDORROSCIK

You may remember Stephen from our breakout creator segment as the man who rode the pommel horse into the sunset, he also grew by

541,000 FOLLOWERS!

9



FEDERICK RICHARD

Federick, a USA gymnast took the media by storm for his impressive flips and his contribution to USA gymnastics through winning a bronze medal. Federick has gained

543,000 FOLLOWERS!

8



MONDO DUPLANTIS

Mondo, the Swedish pole vaulter won the world's heart when he kissed his girlfriend after breaking the world record in pole vaulting. Mondo has gained a total of

710,000 FOLLOWERS!

7



KAYLIA NEMOUR

Kaylia, the French Algerian gymnast won a gold medal in the Women's uneven bars event and also gained a total of

853,000 FOLLOWERS!

6



LEON MARCHAND

Leon has emerged as France's next golden swimmer having won 4 golds and a bronze medal this year. He's actually the fourth swimmer in Olympic history to have won 4 individual gold medals in a single game. In addition to his accolades, his socials have gained

1,092,000 FOLLOWERS!

JORDAN CHILES

Jordan, USA gymnast won a gold medal in gymnastics, and is currently one of the prime speaking points after the Olympics after having her bronze medal revoked. In addition to the commotion from the Olympic controversy, Jordan gained another

1,122,000 FOLLOWERS!

5



JULIA SOARES

Julia is a Brazilian gymnast that helped win her team a bronze medal in the gymnastics team all-round competition. In addition she also won the hearts of many fans and supporters at home, resulting in her gaining

2,362,000 FOLLOWERS!

4



BRONZE

SUNISA LEE

Sunisa is an American gymnast and one of the most decorated female artistic gymnasts. She brought home the U.S. 2 golds and a bronze medal, as well as

3,720,000 FOLLOWERS!



SILVER

ILLONA MAHER

Illona, a USA rugby player has found rapid growth and has become a serious fan favorite. She initially went viral during the 2020 Tokyo Olympics and is a source of empowerment for female athletes. Once again, Illona has gone viral at the 2024 Olympics as well, and has gained a total of

4,115,000 FOLLOWERS!



SIMONE BILES

Simone, the famous USA gymnast has genuinely broken the internet when it comes to social presence and growth. She has practically become the face of the Olympics, with the world making sure to tune in whenever she performs. From this Olympics alone she has grown by an insane

8,310,000 FOLLOWERS!



THE STANDOUT SPORT



While Olympic basketball had the world's attention with the highest viewed Olympic gold medal game in decades, and gymnastics having some of the highest performing social media content, track and field is the sport that took the world by storm.

With 10 days of events and over 48 events in total, it's no surprise that track and field offered the most amount of moments to go viral. Whether it's the likes of Noah Lyles and his hair of a second gold medal win, the Sha'Carri side-eye, Mondo's pole vaulting record, or Quincy Hall's shocking comeback, track and field has been full of amazing and snackable moments that have spread like wildfire across the internet.

680M+ VIEWS

BRANDS AT THE OLYMPICS

While the Olympics have always been heavily focused on patriotism and sheer athletic talent, this year's took a different approach – as we've all seen through trending social media topics, online debates, and celebrity cameos across sports: community and connection. Similar to what we're all yearning for in our day-to-day lives, brand collaborations and Olympics marketing campaigns have also channeled that theme, using unique influencers and beloved athletes to connect with the average viewer and fan.

Here's our collection of highlights!

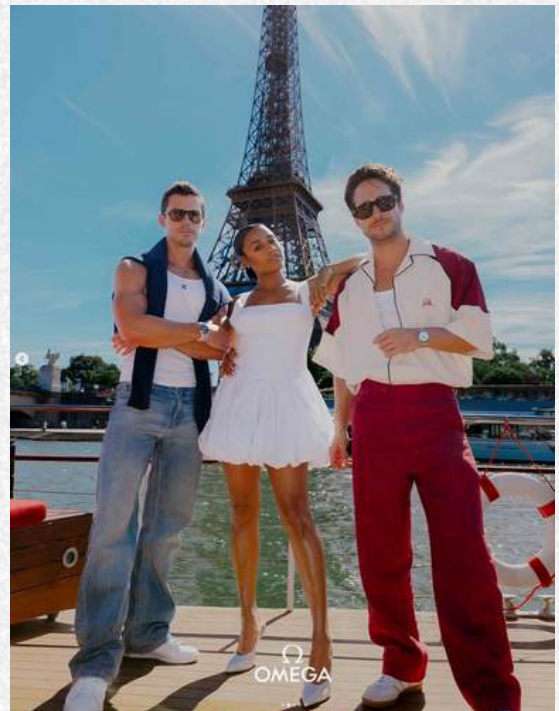


Ω OMEGA

OMEGA, an official and longterm partner of the Olympics has been the timekeeper of the Olympics since 1932. In addition to this partnership, OMEGA made a splash this year with key creator activations and coordinated visits to the OMEGA Pavillion in Paris.

They invited and interviewed Olympians such as Femke Bol, Noah Lyles, Leon Marchand, and Gabby Thomas at the OMEGA Pavillion, featuring a photoshoot section as well. They did a great job at gaining visibility for OMEGA, and they also invited actors Ariana DeBose, Antoni Porowski, and Diego Boneta to the OMEGA House and to view the Olympic Games.

Content was posted and repurposed for both OMEGA's main socials, as well as each influencer they had invited, allowing them to gain maximum visibility through reposts and shared stories.



OMEGA did a fantastic job at keeping themselves visible and creating positively integrating themselves with creators.

1.3M+
LIKES

45+
CREATORS

**WINNING
ISN'T FOR
EVERYONE.**



THE WINNERS CURSE

Nike's new slogan for tea, USA "Winning Isn't For Everyone" goes to highlight the tenacity it takes to be a winner. To always have to fight to keep winning, and to never forget the losses they experienced in the past. It exhibits that the USA athletes, particularly LeBron, work harder than everybody else to be where they stand.

The slogan is reminiscent of some of Nike's earlier and more edgy campaign slogans from the past. Such as the slogan for the 1996 Atlanta Olympics "You Don't Win Silver, You Lose Gold".

Nike activated a variety of Olympic athletes, such as LeBron James, Sha'Carri Richardson, Cindy Ngamba, and Sophia Smith to be featured.

Nike's approach resonated very well with commentators, especially with the activation of LeBron James.

1.5M+
LIKES

23+
CREATORS

LET US RUN YOUR NEXT CAMPAIGN!

Ready to launch your most lucrative influencer marketing campaign ever? Are you prepared to go viral with the biggest powerhouse influencers on social media? Let NeoReach and our talented team of experts bring your campaign to life!

WE LET OUR RESULTS SPEAK FOR THEMSELVES:

25K+

CREATORS ACTIVATED

100K+

PIECES OF CONTENT LIVE

1B+

IMPRESSIONS GENERATED

5K+

CAMPAIGNS MANAGED

[Click here to submit your campaign request or reach out directly to our VP of Operations, Steph Payas, at \[steph.payas@neoreach.com\]\(mailto:steph.payas@neoreach.com\)](#)

We look forward to hearing from you!

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