

CITI SPONSORSHIP FOR OLYMPICS AND PARALYMPICS



Citi Bank is known for its sponsorship of the United States Olympic and Paralympic Teams for 2010. They have recently made a new announcement about their national campaign, which will include both marketing and advertising. This particular campaign is generally the largest sponsorship campaign that Citi bank has ever dealt with before. The campaign will be featuring a number of different Olympic and Paralympic qualifiers, along with those who are hopeful and some members of Team Citi. The campaign will include all sorts of advertisements and marketing strategies, ranging from promotions, organized events, public broadcasts, commercials, and much more. People from different areas will surely see this campaign at some point in time. The Chief Brand Officer for Citi, Dermot Boden, said that the sponsorship for Team USA is a great asset to add to the business and its brand, engaging clients in a way that is different from the usual approach. Boden believes that the new campaign strategy will not only help to engage clients, it is also a fantastic way of marking the company's 200th anniversary of existence. Boden believes that the company can relate directly to the athletes who will be representing the United States in both the Olympic Games and the Paralympic Games. He believes they can relate with one other because both are ambitious and dedicated. The campaign will generally be a way of showing that ambitiousness and the dedication that these athletes put into their sport. It is also a way for Citi to show how proud they are to be partnered with people who have accomplished such achievements and continue to strive. The sponsorship advertisement will portray a particular theme and that is the "Every Step of the Way" theme. There will be an assortment of different advertisements that will basically encourage the audience viewing the advertisements to join in on the movement that Citi has started. In fact, these people can easily join the movement by checking out the website. Along with joining the movement, these people can find out more about what Citibank has to offer its clients in terms of banking services and solutions. The Global Consumer Chief Marketing and Internet Officer for Citi, Michelle Peluso, says that they are so excited to launch this new advertisement campaign that is full with different advertisements that will feature these different athletes, both from the Olympics and from the Paralympic, as they are genuine people in good spirits. The advertisements will show how fun yet dedicated and devoted these qualifying athletes are and will be easily relatable by those who are viewing the advertisements, whether it is on their television or if they are viewing the advertisements from their personal mobile device.

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