



The Sydney Olympics Bid

It is very rare bringing a brand to life and forging a campaign from absolutely nothing more than a brand mark no one knows; and rarer still to be doing it for a project on the scale of an Olympic bid.

The Clients

Sydney Olympics 2000 Bid Limited (SOBL); The International Olympics Committee (IOC); State Government of NSW; The Federal Government; and 26 sporting bodies.

The Challenge

The deadline appeared unachievable. A brand experience had to be created and the bid books produced ... books which encapsulated everything about how Sydney was going to be able to handle an event of such magnitude; 750 pages of profusely illustrated text ... and delivered to the IOC in Lausanne in just the first three months of what was a total nine-month schedule. Just to make it a little more fun, Christmas was in the middle of the bid-book deadline.

For this project co-founder and Creative Partner Keith Davis hand picked a team of designers ... a team brought together for its individual skills ... a team required to achieve what, on paper, seemed an impossible task. Yet another example of how experience counts when the stakes are high.

The Bid Books

There were over two hundred contributors, writers, editors, photographers, illustrators, architects, urban and landscape planners, researchers, translators ... and on it went. Legal issues and signoffs were never ending and all material and

copy was not sequential. We worked on a random base most of the time not knowing what would be on the next or previous pages; and, to add a bit of spice, the books were bilingual (French and English). The collation of the material was hard to imagine but we got it right; 750 pages spread over three books and only one blank page where something was pulled at the very last moment.

Visual Strategy

From the outset, it was decided the visual strategy required a power-blocking exercise, using the brand mark and Olympic colours to ram home the message; and flooding as much visual information into the market place as the extremely tight budget and time-frame would allow. Brochures, newsletters, programs, flyers, videos, print ads, TV ads, posters, banners ... the list of collateral was endless; and whatever was produced had to maintain the integrity of the Olympic institution and its Brand at all times. All-in-all, there was a nine-month window to get the public, government and business to support the bid.

The Outcome

The outcome, as we now know, is history. Interestingly, Juan Antonio Samaranch (President of the Olympic Committee at the time) made a point of saying that he "always knew when something from Sydney was on his desk ... just by its visual presentation, it always made (him) want to see and read what had arrived".

That simple statement says a great deal about the power of great design.