

UNITED STATES ANTI-DOPING AGENCY

USADA LA

CHALLENGE

THE GAMES OF THE

PURE ATHLETE

Grace Connery
Landis Mangum
Caroline Palmer
Alexandra Rupkalvis
Shelby Swanson

Group 2



GRACE CONNERY



LANDIS MANGUM



CAROLINE PALMER



ALEXANDRA RUPKALVIS



SHELBY SWANSON





LOS ANGELES

**THE USADA LA CHALLENGE
OLYMPIC GAMES 2028**



**LA
CHALLENGE**

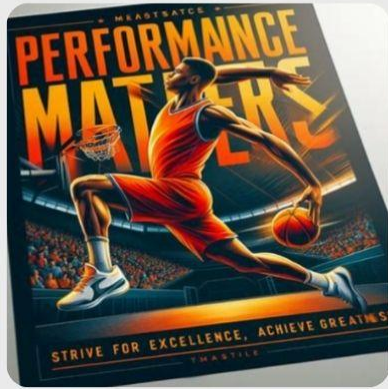


PURE PERFORMANCE, PURE PLAY

CONQUER 2028



PERFORMANCE



Athlete testimonial: *"In the face of challenge, it's your performance that sets you apart. Train hard, push boundaries, and let your achievements speak for themselves"*

FAIRNESS



Athlete testimonial: *"In every challenge, fairness is key. Respect your competitors, uphold the rules, and let the spirit of sportsmanship guide you to victory."*

CONQUER LA



Athlete testimonial: *"Las Angeles is our ultimate challenge. Together, we can conquer any obstacle and emerge victorious. Let's unite, strive, and triumph as one team."*

JOIN THE CHALLENGE

PROMOTIONAL COMMERCIAL STORYBOARD



BIRDS-EYE ZOOM THROUGH OF LA



Narrator: "The City of Angels. The city where dreams take flight. The city that knows no limits. The city where endless possibilities turn into boundless adventures. A city this great demands greatness in return. Greatness in the form of..."

We begin with a drone aerial shot of Los Angeles.

ATLANTA 1996 - MUHAMMAD ALI



Narrator: "Pure Passion"

Muhammad Ali lighting the Olympic Torch at the Opening Ceremony of Atlanta 1996 after being diagnosed with Parkinson's disease.

<https://www.youtube.com/watch?v=80wMMFACweQ>

BARCELONA 1992 - DEREK REDMOND



Narrator: "Pure Determination."

Derek Redmond suffered an injury in the 400 meters semi-final at Barcelona 1992, his father rushed from the stands to help his son finish.

<https://www.youtube.com/watch?v=t2G8KVzTfw>

BEIJING 2008 - MATTHIAS STEINER



Narrator: "Pure Resilience."

When Matthias Steiner's wife passed away in a tragic car accident, he promised her that he would win an Olympic gold medal, and he did.

<https://www.youtube.com/watch?v=jPwDWMfy7Z4>

ATLANTA 1996 - KERRI STRUG



Narrator: "Pure Grit."

Despite a severe ankle injury during the vault, Kerri Strug secured the gold for USA Gymnastics with a one-footed vault and landing.

<https://www.youtube.com/watch?v=Bwa5Bf656As>

TOKYO 2020 - ITALY & QATAR HIGH JUMP



Narrator: "Pure Sportsmanship."

After Tanteri and Barshim could not be separated within the high jump finals, they decided that they would share the gold medal.

<https://www.youtube.com/watch?v=8pzFZqUVjb4>

JOIN THE CHALLENGE

PROMOTIONAL COMMERCIAL STORYBOARD



RIO 2016 - RAFAELA SILVA



Narrator: "Pure Pride."

After winning the first Brazil gold in Rio, judoka Rafaela Silva jumped into the crowd to celebrate with her country.
<https://www.youtube.com/watch?v=scxJgcufCpk>

TOKYO 2020 - TAMYRA MENSAH-STOCK



Narrator: "Pure Joy."

Tamyra Mensah-Stock celebrates in tears as she becomes the first African American woman to win wrestling gold at Tokyo 2020.
<https://www.youtube.com/watch?v=u5G-x-5uCA>

ATHENS 2004 & RIO 2016 - MICHAEL PHELPS



Narrator: "Pure Greatness."

Michael Phelps is the most decorated Olympian with 28 medals, 23 of which are gold. This shot will show his first and last gold win.
<https://www.youtube.com/watch?v=KqA7kTFurvq>

THE NEW OLYMPIC GAMES



Narrator: "The new Olympic Games."

The commercial pans out with a shot of the 2028 Olympic Village and stadiums. This will slowly fade to black.

THE GAMES OF THE PURE ATHLETE



Narrator: "The Games of the Pure Athlete."

Squares zoom out and multiply going from black to low-contrast videos of great Olympic athletes and great Olympic moments that haven't already been displayed.

JOIN THE CHALLENGE



Narrator: "Join the Challenge."

Finally, we cut to a black screen and the Los Angeles 2028 logo. Then fade to black and show the LA Challenge logo, the website, and USADA's website for more information. The narrator says, "Join the Challenge."

SPONSORS

SAMSUNG

Gear VR

Powered by  **oculus**

ŌURA



USADA - WELCOME TO LA

BE THE ATHLETE

FAIR PLAY VIRTUAL REALITY EXPERIENCE

LOCATION

**LONG BEACH
SPORTS PARK**

DATE

07/11

REGISTER

ONLINE

PER PLAYER

SAMSUNG
Gear VR
Powered by **oculus**

LOS ANGELES 2024



#CONQUERLA

TAKE UP THE TORCH, STAND FOR FAIR PLAY



In execution, the campaign will use short-form videos and image posts sharing the athletes and the iconic Olympic moments that are the focus of the campaign. Over X and Instagram, the campaign aims to promote collaboration with athletes, influencers, and organizations to amplify the message of fair play and anti-doping.

“INSIDE THE LA CHALLENGE: A LOOK AT USADA'S EFFORTS FOR FAIR PLAY IN THE OLYMPICS”

EPIISODE

ONE

“BREAKING GROUND: NEW TESTING PROTOCOLS”

EPIISODE

TWO

“STATE-OF-THE-ART FACILITIES: HOW THE USADA IS ENHANCING ANTI-DOPING EFFORTS”

EPIISODE

THREE

“LEVELING THE PLAYING FIELD: UPDATES TO USADA ANTI-DOPING RULES”

EPIISODE

FOUR

“BEYOND TESTING: USADA'S COMPREHENSIVE APPROACH TO A FAIR 2028 GAMES”

THANK YOU