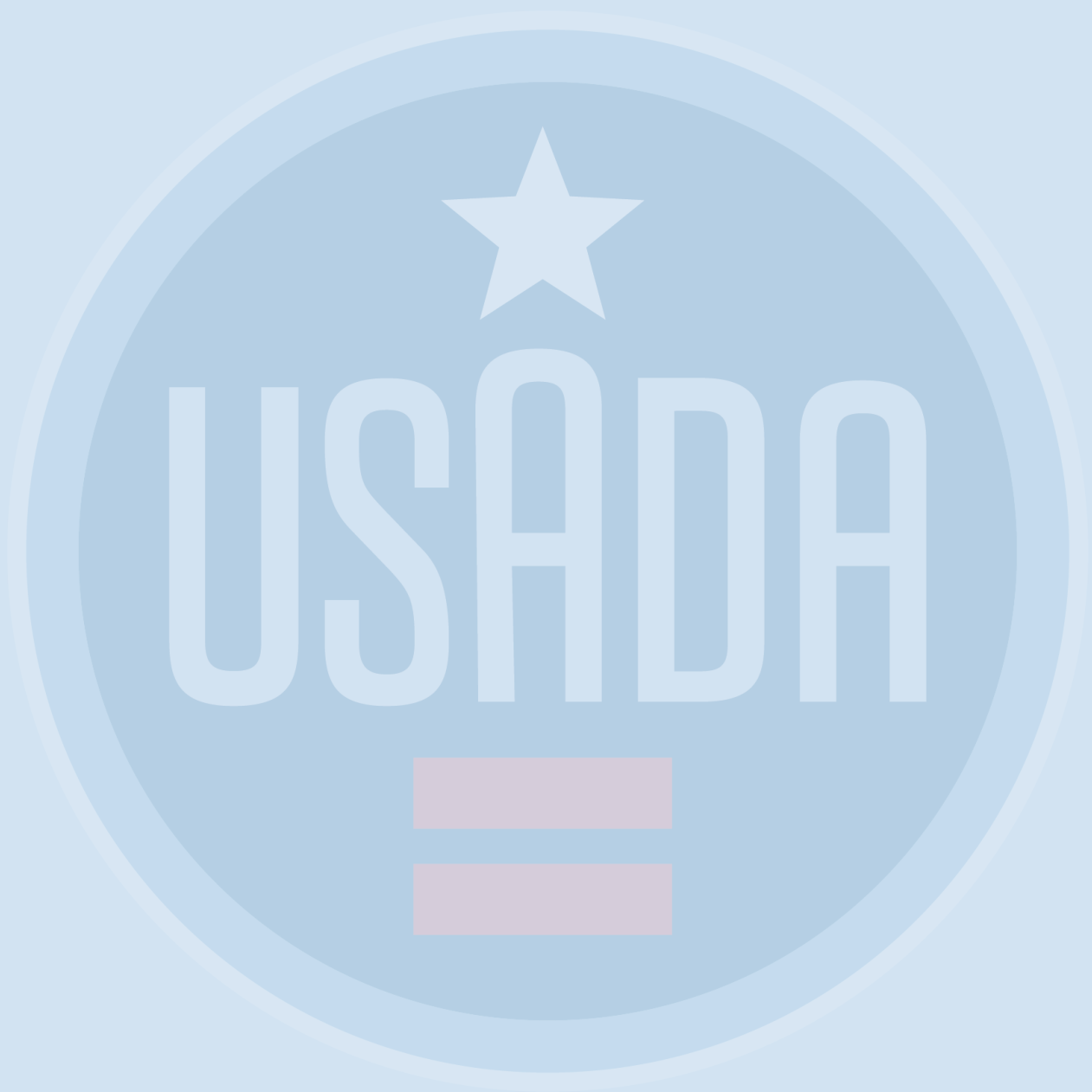


THE GAMES OF THE PURE ATHLETE

THE USADA LOS ANGELES CHALLENGE



APRIL 2024

PRESENTED BY

GRACE CONNERY – LANDIS MANGUM – CAROLINE PALMER
ALEXANDRA RUPKALVIS – SHELBY SWANSON

TABLE OF CONTENTS



MEET THE TEAM.....PAGE 3

INTRODUCTION PAGE 4

LOGO AND IDENTITY SYSTEM..... PAGE 5

PURE PERFORMANCE, FAIR PLAY..... PAGE 6

PERSPECTIVES OF THE CHALLENGE..... PAGE 7

PUBLICITY AND STRATEGY PAGE 9

COMMERCIAL STORYBOARD PAGE 14

NBC SHORT SERIES PAGE 16

MEET THE TEAM



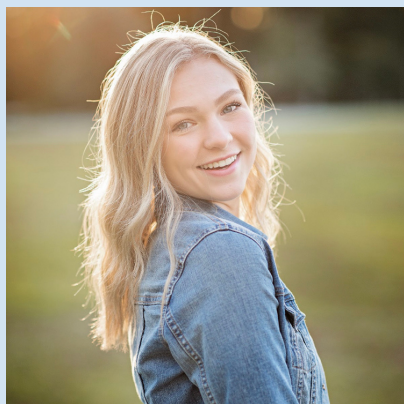
GRACE CONNERY



LANDIS MANGUM



CAROLINE PALMER

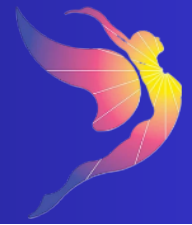


**ALEXANDRA
RUPKALVIS**



SHELBY SWANSON

INTRODUCTION



As we anticipate the arrival of the LA Olympic Games in 2028, the United States Anti-Doping Agency is not merely preparing to uphold its esteemed reputation as the guardian of integrity within Olympic sports; rather, it's embarking on a mission to redefine the standards of fairness and purity in competitive athletics. Positioned as the official anti-doping agency, USADA holds a pivotal role in ensuring the sanctity of these esteemed events, striving to orchestrate the "fairest, cleanest pageantry of sport" ever in Olympic history.

With this ambitious vision in mind, we have put together a plan for a comprehensive initiative: the "Conquer LA" campaign. Central to the campaign is highlighting the USADA's utilization of cutting-edge technology and innovative methodologies, empowering USADA to stay ahead of evolving doping trends and effectively deter illicit practices. Beyond this, USADA recognizes the significance of cultivating a culture of integrity and accountability within the sporting community. By fostering partnerships with athletes, coaches, and stakeholders, USADA is committed to instilling values of honesty and fair play.

As we stand on the brink of the 2028 Olympics, USADA's dedication to excellence and unwavering commitment to integrity serve as a beacon of inspiration. Together, let us embark on this journey to "Conquer LA" and redefine the essence of sporting greatness for generations to come.

BEHIND THE LOGO DESIGN



In crafting the logo design and identity system for USADA's promotion, we embarked on a deliberate process with a clear focus on the principles of fairness and clean competition. During the initial stages of logo development, we drew inspiration from the legacy of the Olympic Games, a pinnacle of sporting excellence and integrity. Incorporating elements reminiscent of this iconic event (the rings, etc.) allowed us to evoke a sense of prestige and credibility. We integrated symbols synonymous with fairness and integrity, ensuring these core values were visually represented throughout the design.



In this logo, we wanted the main focus to be on promoting a sense of fairness and healthy competition. We included an image of a handshake with the Olympic rings and the USADA challenge.

For our next draft, we wanted to establish a stronger connection to the Los Angeles Olympic Games in our identity. In this design, we included one of the official LA Games logos, the USADA challenge, and the Olympic rings.



LOS ANGELES
THE USADA LA CHALLENGE
OLYMPIC GAMES 2028



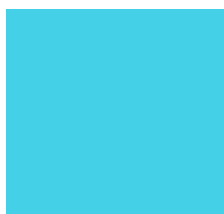

Similar to the previous design, we continued trying to develop a logo that kept a strong tie to the Olympic games. We used another LA games logo changing the text underneath to reference the USADA challenge.

PURE PERFORMANCE, FAIR PLAY

CONQUER LA 2028



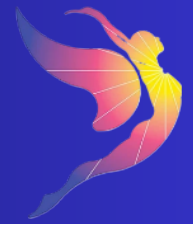
With our final logo choice, we focused on the spirit of integrity, excellence, and clean competition. We intentionally incorporated elements that represent both the Olympic Games and anti-doping efforts with a stylized torch and a laurel wreath to represent the Olympics and a magnifying glass with a DNA strand to represent the anti-doping side.



We chose a color palette that combines the energy of sports (e.g., vibrant blues and golds) with the purity of white. Finally, we chose a bold, modern, and confident typography.

To encompass our logo and overall identity, we developed the slogan: Pure Performance, Fair Play: Conquer LA 2028. This theme line encompasses USADA's desire to promote a pure and elite level of athleticism and performance at the games, thus promoting fair competition through their anti-doping efforts. This will help maintain the focus on athletes and nations conquering Los Angeles through the Olympic competition.

PERSPECTIVES OF THE CHALLENGE



To illustrate the three different perspectives and core elements of our slogan, we developed three posters to illustrate the core identity areas of the challenge: performance, fairness, and conquering Los Angeles.



Performance

Our first poster centers around the importance of performance in the challenge and the drive to excel and achieve greatness through dedication and hard work. The main slogan and tagline is "Performance Matters: strive for excellence, achieve greatness." We paired this with an image of a basketball player mid-action, showcasing his skills. We imagined this poster could be paired with an athlete testimonial relating to the overall message of performance, saying something along the lines of "In the face of challenge, it's your performance that sets you apart. Train hard, push boundaries. Let your achievements speak for themselves."



Fairness

The second perspective of the LA challenge is a focus on fairness. For this poster, we used the slogan and tagline “Fair Play Always Wins: play by the rules, win with integrity.” The main message we aimed to get across is the importance of fair competition and to stress the value of integrity as it relates to respecting opponents regardless of the outcome. The image shows two competitors shaking hands after a fair match.

Conquer LA

The third focus of the challenge is centered around conquering Los Angeles through teamwork, perseverance, and conquering obstacles. The poster shows a team of athletes in front of the Los Angeles skyline, celebrating their victory. The slogan and tagline for this poster is “Conquer the City of Angels: unite, strive, triumph.”

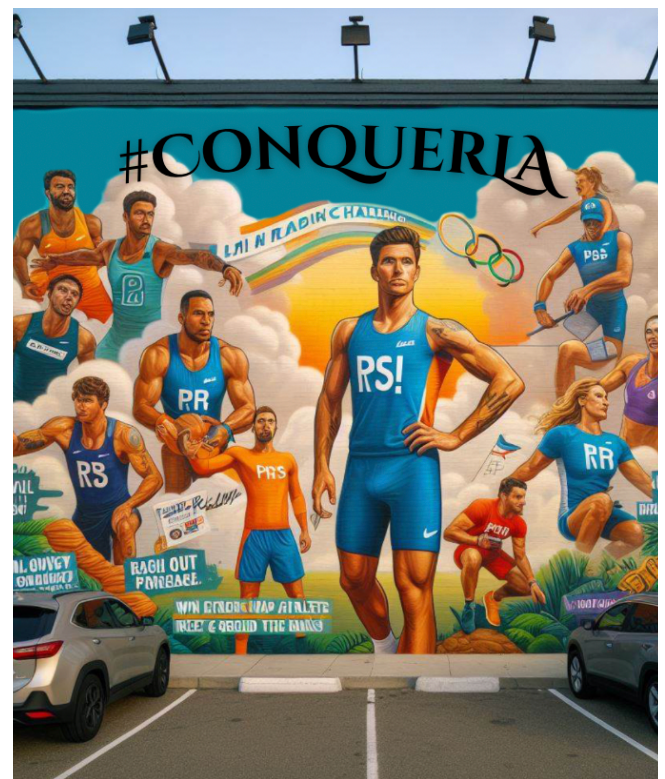


PUBLICITY & STRATEGY



To generate excitement and publicity surrounding the LA Challenge, we planned a PR event to increase exposure. The event would aim to support the Olympics and Olympic athletes who stand with USADA's mission.

The challenge would be held at Long Beach Sports Park in the week leading up to the LA Olympic games. The event would want to give attendees the chance to experience what it feels like to be an Olympian, and the pressure these athletes are under. Through a virtual reality experience, individuals will have the chance to compete and win a chance to meet their favorite Olympians.



The Long Beach Sports Park, serving as the vibrant backdrop for the Challenge, will transform into a hub of Olympic fervor in the week leading up to the highly anticipated Los Angeles Olympic Games. With an unwavering commitment to authenticity and immersion, the Challenge seeks to offer attendees of all ages a firsthand glimpse into the exhilarating world of Olympic competition, complete with all its triumphs and tribulations.

Sponsors

SAMSUNG
Gear VR

Powered by  **oculus**

OURA

The main sponsors for both the LA Challenge and the event held at Long Beach park are Samsung and the Oura Ring. Samsung is a long-time partner of the Olympics and, with its new Gear VR headset, would be an ideal partner to make the event become a reality by supplying the technology required. Oura is a health tracking monitor that's easily wearable as a ring. As this event is centered around feeling like an athlete and promoting USADA's anti-doping, clean competition message, Oura ring would further promote a message of health as a sponsor.

USADA - WELCOME TO LA

BE THE ATHLETE

FAIR PLAY VIRTUAL REALITY EXPERIENCE

LOCATION

**LONG BEACH
SPORTS PARK**

DATE

07/11

REGISTER

ONLINE

SAMSUNG
Gear VR
Powered by  **oculus**

OURA



United States Anti-Doping Agency
5555 Tech Center Drive, Suite 200
Colorado Springs, CO 80919

NEWS RELEASE

FOR IMMEDIATE RELEASE

April 4, 2024

CONTACT: Averi Walker, Communications Director
719-785-2000, usada@USADA.org

USADA WELCOMES FANS AND ATHLETES TO LA 2028 OLYMPICS WITH VIRTUAL REALITY IMMERSIVE EXPERIENCE

LOS ANGELES – The United States Anti-Doping Agency (USADA) announced the launch of an immersive experience that will give fans a chance to experience what it's like to be an Olympic athlete. Be the Athlete: Fair Play Virtual Reality Experience welcomes fans and athletes to the LA 2028 Olympic Games by allowing them to experience the challenges and triumphs of elite competition through virtual reality.

The immersive experience will take place on July 11. It will be located at the Long Beach Sports Park. Virtual reality technology will be provided by Samsung Gear VR. Oura will also sponsor the event and promote its values of health and wellness. Attendees will be able to try on the Oura ring and monitor their health during the event. Attendees will also have the chance to win an exclusive meet and greet with one of the Olympic athletes. Participants can register to participate in the virtual reality experience online at usada.org. Registration is free.

Attendees will have the chance to learn about USADA's mission of promoting fair competition. The experience will educate people on the new era of the Olympic games.

About the U.S. Anti-Doping Agency

The U.S. Anti-Doping Agency (USADA) is the national anti-doping organization in the U.S. for Olympic, Paralympic, Pan American, and Parapan American sports. USADA manages the anti-doping program, including in-competition and out-of-competition testing, results management processes, drug reference resources, and athlete education. USADA's vision is that every athlete has a right to fair competition and an opportunity to learn the life lessons and values taught by sport. For more information visit <https://www.usada.org/>.

###

SOCIAL MEDIA CAMPAIGN



Our comprehensive social media campaign on X and Instagram will promote the LA Challenge, emphasizing fair play, inclusion, and the fight against doping, while also leveraging the spirit and values of the Olympic Games.

Campaign elements

The main pieces of content produced for this campaign will be short-form videos and image-based posts. The USADA will help create this content for Olympic athletes to then post to their own social media pages on Instagram and X.



Campaign hashtag: #ConquerLA

Campaign strategy

Through our marketing campaign, we want to make use of iconic moments of sportsmanship in Olympic history and the overall nostalgia surrounding the Olympics to emphasize the core identity of the LA Challenge: fair play, inclusion and anti-doping. One of the key strategies involves engaging with athletes to be the subject of the campaign, taking a stand against anti-doping and standing for fair play. As for the visual elements of the campaign, we plan to use the slogan: Take up the torch, stand for fair play, conquer LA. We will also ensure the USADA logo is present in campaign materials.

CAMPAIGN EXECUTION



The USADA LA Challenge campaign is set to make a resounding impact through a strategic deployment of short-form videos and captivating image posts. These visual narratives will serve as poignant reminders of the unwavering dedication and countless achievements of Olympic athletes, while also shining a spotlight on the iconic moments that define the essence of excellence and sportsmanship in the Olympic Games.

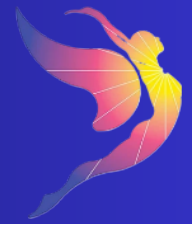


Across platforms like X and Instagram, the campaign will harness the immense reach and influence of these digital spaces to foster collaboration with a diverse array of stakeholders. From athletes who embody the spirit of fair play to influential personalities and organizations committed to championing clean sport, the campaign will forge powerful alliances that amplify the message of integrity and anti-doping efforts.

Through compelling storytelling and immersive content, the campaign will captivate audiences and ignite meaningful conversations around the values of fair play, inclusivity and excellence

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 and his father rushed from the stands to help his son finish.

<https://www.youtube.com/watch?v=t2G8KVzTwfw>

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



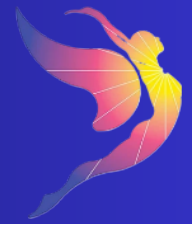
Narrator: "Pure Sportsmanship."

After Tancredi and Barshim could not be separated within the high jump finals, they decided that they would share the gold medal in an act of ultimate sportsmanship.

<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 the 2020 Tokyo Games.

<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, many years apart.

<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."



Inside the LA Challenge: A Look at USADA's Efforts for Fair Play in the Olympics"

Episode 1: "Breaking Ground: New Testing Protocols"

- Introduce the USADA's commitment to ensuring clean and fair competition in the Olympics.
- Highlight advancements in anti-doping testing protocols, including state-of-the-art technology and rigorous procedures.
- Showcase interviews w/ USADA officials and athletes discussing the importance of comprehensive testing in maintaining the integrity of sports.

Episode 2: "State-of-the-Art Facilities: How the USADA is Enhancing Anti-Doping Efforts"

- Explore new facilities and laboratories established by USADA to support anti-doping efforts.
- Feature behind-the-scenes footage of cutting-edge equipment and technology used for sample analysis and detection of prohibited substances.
- Interview scientists and experts involved in anti-doping research, emphasizing the importance of innovation in staying ahead of doping practices.



Episode 3: "Leveling the Playing Field: Updates to USADA Anti-Doping Rules"

- Discuss the latest updates to anti-doping rules and regulations implemented by USADA (new substances added to prohibited list, etc.)
- Explain rationale behind rule changes and enhancements to ensure fairness and transparency in the Olympic Games.
- Provide insights from athletes, coaches, sports officials on adapting to the new rules and their impact on competition integrity.

Episode 4: "Beyond Testing: USADA's Comprehensive Approach to a Fair 2028 Games"

- Explore USADA's holistic approach to promoting fair play beyond traditional testing methods (education, athlete support, community outreach initiatives)
- Showcase initiatives: education programs, athlete support services, and outreach efforts aimed at fostering a culture of clean sport.
- Highlight success stories: athletes who have embraced USADA's values and contributed to the fight against doping in sports.

CONCLUSION



The "Games of the Pure Athlete" strategy and campaign will serve as the guiding force behind the USADA LA Challenge, driving both its mission and its messaging with an unwavering commitment to purity, fairness, and the elevation of the Olympic spirit. At the heart of this campaign lies a powerful identity system, anchored by the slogan: "Pure Performance, Fair Play: Conquer LA." This succinct yet impactful statement encapsulates the very essence of the LA Challenge and will serve as a rallying cry for athletes and supporters alike to uphold the highest standards of integrity and sportsmanship.

Throughout the campaign, this identity system manifests itself across various touchpoints: the poster series, social media campaign and video storyboards.

In essence, the "Games of the Pure Athlete" strategy and campaign represent a powerful convergence of ideals that aims to unite the timeless values of the Olympic movement with USADA's tireless efforts to ensure that the 2028 Olympic Games stand as a beacon of purity and fair play. With the LA Challenge as its flagship endeavor, this campaign invites us all to embrace the spirit of pure performance and integrity — to stand together in the pursuit of sporting greatness untainted by doping or deceit.