

# London Listening



## WELCOME TO LONDON LISTENING

London Listening offers a unique insight into how the public is commenting and posting content in social media related the forthcoming London Olympics in 2012.

Whilst we use a number of analytics tools to track key themes across social media platforms our analysis and insight is based on our ethnographic monitoring of comments and behaviour. This also benefits from being part of a bigger Olympic study for broadcasters, sponsors and brands in both the UK and Brazil.

Every 2 weeks we offer analysis of the issues and themes which have got the public in both countries talking. We will also look at some of the numbers and trends across the next year and analysing differences between the two markets.

We also have regular updates and comments on our facebook page and blog - where we can also be contacted:

[www.thelisteningagency.com](http://www.thelisteningagency.com)

## Olympic chat heats up as countdown reaches one year...

...but with evident differences between Brazil and the UK

With almost exactly one year to go before the start of the Olympic games in London, social media is increasingly reflecting the rising levels of anticipation ahead of the events. We have selected the following as some of the key trends which have got people talking in social media for the past two weeks.

**1. Proximity to the event is clearly making a difference for the UK public.** Whilst the level of tweeting and posting has seen a slow but steady increase in recent weeks, it is clearly and understandably been most prominent within the UK. The build up to the games clearly allows a host of opportunities and activities which can engage the public long before the opening ceremony. Actions which are getting talked about include the torch ceremony, the visible presence of event infrastructure and the presence of practice events within the city have all got attention of late.



**2. Sponsor activity is beginning to get talked about.** The subject which has received by far the most attention in the past fortnight relates to the announcement from McDonalds, one of the games official sponsors, that it open it's largest ever restaurant inside the Olympic village in East London. On the day of the announcement and in subsequent days the subject lead to heavy social media comment. What was striking was that both the mainstream media and subsequently the general public chose to focus on this element of the McDonalds activity around the games

at the expense of a number of other partner activities which were launched on the same day. The announcement lead to a lot of criticism in social media as the UK public questioned the decision of games organisers to allow the fast food restaurant to be associated with the sporting event.

Although the official McDonalds launch spent most of time attempting to get across a message about the quality of its food this seems to have been drowned out by the story of the world's largest restaurant at the heart of the Olympic site.



**3. There is a noticeable difference in reaction to the McDonalds story across markets.** Whilst the UK and US public were largely cynical in their response to the McDonalds story the same could not be said about the Brazilian public. The story was widely tweeted and re-tweeted amongst Brazilians but with significantly less criticism of the role and presence of McDonalds as a games sponsor.

**4. Brazilians have created their own social media agenda.** Whilst Brazilians have shown many similarities in the subject which got them posting and tweeting there are some the has been more interest are more interested in how events in London relate back to the hosting of the Olympics (2016) and the World Cup (2014) in Brazil. McDonalds story

As a result the announcements by the games organisers that the London games event infrastructure was already over 85% complete and would come in under the latest assumed budget created a lot of interest in Brazil, along with a moderate level of cynicism which reflects local concerns that infrastructure in Brazil is not proceeding quickly enough.



**5. Social media chat is not focused on events off the track and field.** In general, both across the UK and Brazil it is already evident that social media chat is, at this point, heavily skewed towards stories which have little to do with the athletes and events in themselves. Brazilians were especially interested in the rumours that the Beatles might possibly reform for a special Olympic games opening ceremony performance. In recent days news that News International might have lost exclusive media access because of the scandal which has engulfed the company in recent weeks has also been a popular subject in social media.



Because social comment is not reserved to digital media we'll also be sharing some of the best offline examples of Olympic related comments here in London Listening. This photo was taken close to the new Olympic park.

Thanks to [www.flickr.com/photos/loopzilla/](http://www.flickr.com/photos/loopzilla/)

## TWEETS OF THE WEEK

for each London Listening we select our favourite Tweets: the ones that make us laugh, reflect the topical issues or generate good conversations.

### GOLD

<p><b>peter_e_curtis</b> Peter Curtis RT @owen_g Cost of Olympic venues falls to £7.25bn <a href="http://bit.ly/q41vY3">bit.ly/q41vY3</a> &lt;&lt; Apparently the UK is good at things apart from phone-hacking... 19 Jul</p>	<p>Custo de instalações olímpicas cai para R \$ 7.25bn <a href="http://t.co/Jbxh3MF">http://t.co/Jbxh3MF</a> &lt;&lt; Aparentemente, o Reino Unido é bom em coisas além do grama de telefones</p>
<p><b>rfmoretti</b> Raul Moretti Mais algum brasileiro na expectativa das Olimpíadas de Londres-2012? 23 hours ago</p>	<p>Any other Brazilians looking forward to the London Olympics in 2012?</p>
<p><b>_bshay</b> bshay I'm going to save all my money to go to London next year for the Olympics!! 5 hours ago</p>	<p>Vou poupar todo o meu dinheiro para ir a Londres no próximo ano para as Olimpíadas!</p>
<p><b>wallacecamargo</b> Wallace camargo #indignados c/Copa e olimpíadas que dão bilhões aos empreiteiros e empresários de RJ e migalhas à professores, médicos, bombeiros, policiais... 11 hours ago</p>	<p># outraged w / Cup and the Olympics that give \$ billion to contractors and entrepreneurs of RJ and crumbs to the teachers, doctors, firefighters, police ...</p>

### SILVER

<p><b>sickcup</b> Kieran Yeoll The olympics advert of the flame makes britain look really hot and sunny 16 hours ago</p>	<p>O anúncio da chama Olímpica faz Inglaterra parece realmente quente e ensolarado</p>
<p><b>c_mcloughlin</b> Caitlin McLoughlin Just seen the new #cocacola Olympics advert with @onenightonly's Can You Feel It! @GeorgeCraigono #lad #anyoufeelit 20 Jul</p>	<p>Acabei de ver o novo anúncio Olimpíadas #cocacola com @onenightonly de Can You Feel It! @GeorgeCraigono #lad #anyoufeelit</p>
<p><b>crescer</b> Crescer Olimpíadas e Copa do Mundo: os investimentos têm de ser feitos na escola, onde nascem os talentos <a href="http://glo.bo/oiwKcG">glo.bo/oiwKcG</a> 20 Jul</p>	<p>Olympics and World Cup: the investment must be made in schools, where talents are born <a href="http://t.co/pegI912">http://t.co/pegI912</a></p>
<p><b>london_olympics</b> Londonolympics Cesar Cielo cleared of all charges – 2012 London Olympics <a href="http://bit.ly/mYT8Zd">http://bit.ly/mYT8Zd</a> 1 hour ago</p>	<p>Cesar Cielo inocentado de todas as acusações - Jogos Olímpicos Londres 2012 <a href="http://bit.ly/mYT8Zd">http://bit.ly/mYT8Zd</a></p>

### BRONZE

<p><b>brenoamaro</b> Breno Amaro Será que a Globo vai ignorar as Olimpíadas de Londres em 2012, já que a Record também comprou os direitos de transmissão? 12 hours ago</p>	<p>Will Globo ignore the London Olympics in 2012, as Record bought the broadcast rights?</p>
<p><b>ClareBlunt</b> Clare Blunt How to inspire the kids of today to be the athletes of tomorrow; build the biggest ever McDonalds <a href="http://bit.ly/ngYkN7">http://bit.ly/ngYkN7</a> #London2012 20 Jul</p>	<p>Como inspirar as crianças de hoje a ser os atletas de amanhã; construir a maior McDonalds <a href="http://bit.ly/ngYkN7">http://bit.ly/ngYkN7</a> # London2012</p>
<p><b>lucianopires</b> Luciano Pires #vinveja Inglaterra anuncia q obras p Olimpíadas de 2012 em Londres q tinham custo estimado em 9,3 bilhões de libras, ficarão em 7,5 bi. 20 Jul</p>	<p>#envy Britain announces 2012 Olympics works in London had estimated cost of 9.3 billion pounds, will actually be 7.5 billion.</p>
<p><b>jessicapearlree</b> Jessica Pearce Fiquei sabendo que querem juntar Paul McCartney, Ringo Star, Dhanni Harrison e Sean Ono Lennon na abertura das Olimpíadas de Londres! #luhu 18 Jul</p>	<p>I learned that Paul McCartney, Ringo Star, Dhanni Sean Ono Lennon and Harrison want to join in the opening of the London Olympics! # wow</p>

