

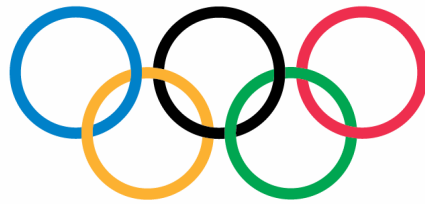


सत्यमेव जयते

**Government of India**  
**Ministry of Youth Affairs and Sports**



**INDIA**



**TOKYO 2020**  
**Olympics Campaign**

**#Cheer4India**



# TOKYO 2020 OLYMPICS CAMPAIGN

Tokyo 2020 Olympics is scheduled from 23rd July till 8th August 2021. Ministry of Youth Affairs and Sports (MYAS) and Indian Olympic Association (IOA) have jointly taken an initiative to boost the morale of our Indian contingent participating in Tokyo 2020 by organising a nationwide campaign to sensitize people of the Nation about Olympics, rich and vibrant sporting culture in India.

## **This Campaign includes the following:**

- **#Cheer4India Campaign**
- **Olympics Quiz - “Road to Tokyo 2020”**
- **Fan Engagement Drive**
- **Olympics Symposiums**
- **Events**



## #Cheer4India Campaign

#Cheer4India is envisaged as an elixir where citizens will be given a clarion call to support and rally behind Team India at the Olympics.

**The campaign is to be promoted across media platforms including digital, radio, social media, partnership alliances.**

### Indicative activities of the campaign:

- Theme Song/AV/Jingles: Official Team India Theme Song by famed maestro of music Mohit Chauhan is released on the occasion of 30 Days to Tokyo 2020 Olympics i.e 23rd June 2021. It will be available on websites of IOA/MYAS/SAI where it can be downloaded and maybe further used for dissemination to create a mass public support.

The files can be downloaded at:

[https://sportsauthorityofindia.nic.in/roadtotokyo\\_downloads.asp](https://sportsauthorityofindia.nic.in/roadtotokyo_downloads.asp)

- A series of short films showcasing journey of Olympians and Jingles to be played out across television/radio channels and social media platforms asking people to cheer for India.

The files can be downloaded at:

[https://sportsauthorityofindia.nic.in/roadtotokyo\\_downloads.asp](https://sportsauthorityofindia.nic.in/roadtotokyo_downloads.asp)

- Celebrity Engagement – The leading celebrities or renowned personalities from various industries to be engaged to support Team India on social media platforms.



## Representative Image



- Hoardings: Mass awareness on the #Cheer4India campaign through hoardings/digital hoardings across the country that will represent the unity and spirit of the nation. The design and template of this will be provided by the Ministry of Youth Affairs and Sports (MYAS).



- **Selfie Points:** Mass consumer activation through customized selfie points at some key locations with wide visibility with key message being **#Cheer4India**. The design of Selfie point to be installed is shown here. People to be motivated to take the selfies, write their messages and post it on their social media tagging IOA (@WeAreTeamIndia on Twitter, @weareteamindia on Instagram and WeAreTeamIndia on Facebook) and MYAS (@YASMinistry on Twitter and Facebook and @YASMinistryIndia on Instagram). Users may also tag @Media\_SAI on Twitter & Koo, @media.iccsai on Instagram and Sports Authority of India MYAS GOI on Facebook.

### Color Hex Codes

#### Background Design

Blue - #0c50d7      White - #ffffff  
Orange - #ff8212      Green - #3b9b18

#### IOA Logo

Orange - #f68f39      White - #ffffff  
Green - #4ea647      Blue - #292663

#### Olympic Rings

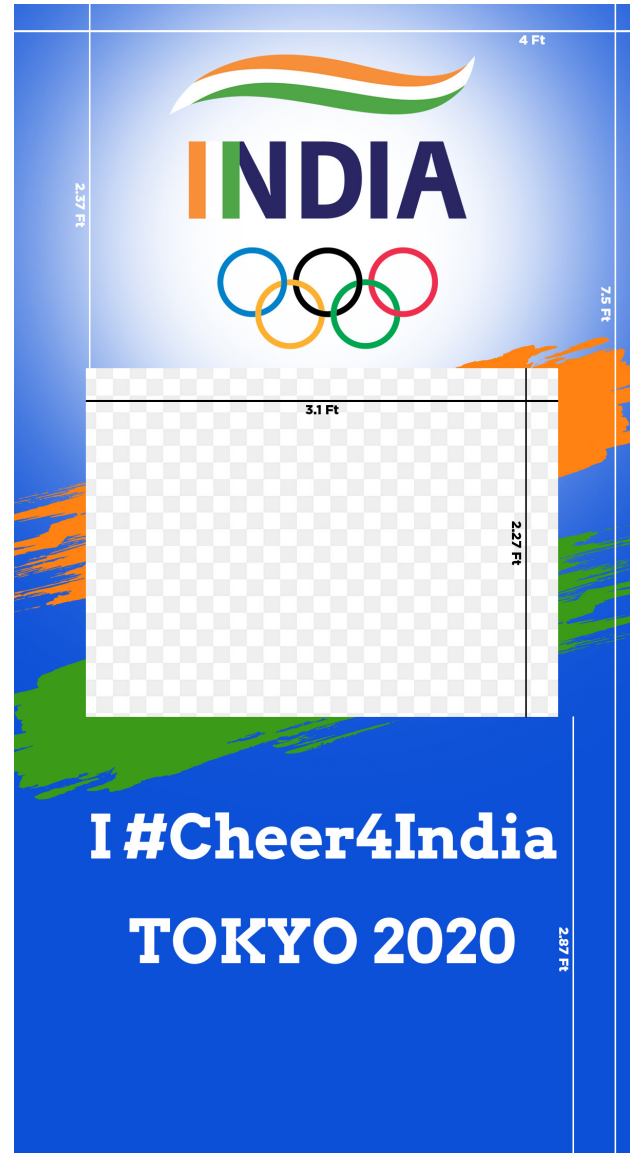
Blue - #0081C8      Black - #000000  
Red - #EE334E      Yellow - #FCB131  
Green - #00A651

#### Recommended Material

Sunboard 5MM  
Iron stand

#### IOA Brand Guidelines

[https://pdfhost.io/v/RrcBEzLDt\\_Olympic\\_Rings\\_Guidelinespdf.pdf](https://pdfhost.io/v/RrcBEzLDt_Olympic_Rings_Guidelinespdf.pdf)



Selfie Point 1 Dimension

#### Indian Olympic Association

WeAreTeamIndia      @weareteamindia  
 @WeAreTeamIndia

#### Ministry of Youth Affairs & Sports

YASMinistry      @YASMinistryIndia  
 @YASMinistry

#### Sports Authority of India

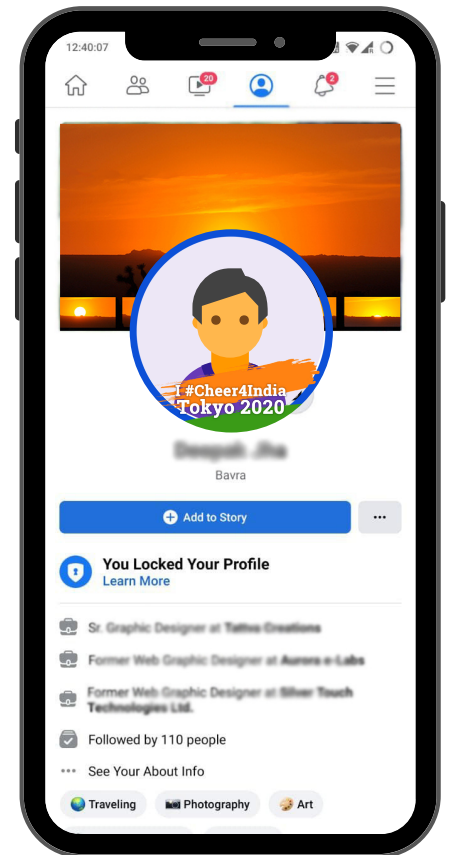
sportsauthorityofindiaMYAS      @media.iccsai  
 @Media\_SAI      @Media\_SAI



- Social Media Filters are also available. People may be encouraged to use them as per instructions below.

### Instructions for #Cheer4India profile picture frame on Facebook

1. Open Facebook App/Browser
2. Click on camera icon on Facebook Display Picture
3. Click Add frame
4. Search for #Cheer4India
5. Adjust it according to your image and save it.



Follow the steps OR follow the link

### Instruction for #Cheer4India selfie on Facebook

Follow the link

[www.facebook.com/fbcameraeffects/tryit/314800040360697/](https://www.facebook.com/fbcameraeffects/tryit/314800040360697/)





## Olympics Quiz- “Road to Tokyo 2020”

There is an aphorism, inquisitiveness motivates learning. “Road to Tokyo 2020” is conceived with a view to make people learn about Olympics and Indian participation since the ages.

**It is to be a multiple-choice online round conducted in English & Hindi and other regional languages.**

- 5 to 10 questions in 120 seconds
- Certificate of participation
- Indian team Jersey for lucky winners
- Chance to meet the Indian Olympian

MYAS will provide the web module to the partner organisations for the Quiz which can be easily integrated on partners’ platforms.

**The different types of platforms which may be adopted by potential partners are outlined below.**

Platform	DESCRIPTION
DIGITAL (WEB/APP)	Partner can host the Olympic Quiz either on their platform or use Ministry of Youth Affairs and Sports (MYAS).
TV	Quiz will appear on TV channel during the shows/ news. Audience can participate in the quiz by sending the correct answer to a mobile number shared by partner.
RADIO	‘Road to Tokyo 2020’ questions to be asked on rotation in many a times a day. Audience can participate in the quiz by sending the correct answer to a mobile number shared by Radio channels.



## Fan Engagement Drive

**Creativity connects, show your ideas to support India in Olympics and let them reach the entire country. Contests may be organized on best:**

- Slogan
- Digital Poster
- Theme Song
- Most Probable Medal winning Olympian contests etc. to cheer our Indian athletes

## Olympic Symposium

Dialogue/ Debates, Articles etc. on Olympics will motivate the young generation about the rich and varied Indian sports culture, will encourage them to take up sports in main stream.

- Debates / Discussions / Dialogues on Olympics to be held on various platforms.  
(Online / Offline)

## Events

Any online / offline event to promote Olympics and cheer our athletes as deem fit to partner organisation may be organised adhering to Covid-19 protocols.

# #Cheer4India