

SPORTS

Dior, Louis Vuitton garnered outsized media impact value during Paris 2024: Launchmetrics

September 24, 2024



Luxury brands gained the most attention from audiences during the global event. Image credit: Launchmetrics

By ZACH JAMES

According to the latest findings from cloud technology platform Launchmetrics, this year's Olympics and Paralympics delivered an unmatched level of marketing value.

The firm's report, [Paris 2024 Olympic Marketing Strategy: The Impact of Fashion, Beauty and Sportswear Brands](#), shares that between the various brands and athletes that activated this summer, the 2024 Games generated \$12.9 billion in Media Impact Value (MIV). Among luxury labels, French fashion houses Dior and Louis Vuitton dominated the conversation, outpacing the sportswear giants that typically headline the event.

The whitepaper measures brand and athlete success through Launchmetrics' proprietary metric of MIV, which assigns a monetary value to every post, interaction and article by overall global engagement. For the publication, Launchmetrics analyzed activations, occurrences and social media posts between July 24, 2024, and August 18, 2024.







Medal rush

Among companies involved in the high-end space, French luxury conglomerate LVMH walked away from Paris 2024 as the victor.

Six of the group's maisons ranked in the top 20 companies that gained the most MIV during the games, with Dior, Louis Vuitton, Chaumet, Sephora and more among the pack. Dior topped the list, generating \$53 million in MIV, with Louis Vuitton making up \$38 million, good for fifth place.

Top 20 Fashion, Lifestyle and Beauty Brands

A Benchmark of the Partners and Sponsors at the Paris 2024 Olympics

1.		\$53M MIV®
2.		\$41M MIV
3.		\$40.9M MIV
4.	RALPH LAUREN	\$39M MIV
5.	LOUIS VUITTON	\$38M MIV
6.		\$30M MIV
7.		\$8M MIV
8.	OKLEY	\$6M MIV
9.	CHANEL	\$5.1M MIV
10.		\$4.18M MIV

Global athletic brands Adidas and Nike placed behind Dior in the rankings. Image credit: Launchmetrics

In 2023, LVMH was named the “premium sponsor” of Paris 2024, marking their first time as a major sponsor of the Olympics or Paralympics ([see story](#)).

At the time the partnership was announced, the agreement was valued at more than \$160 million. LVMH took full advantage of its paid platform, enlisting jeweler Chaumet to craft and design the medals for the games ([see story](#)), tapping Italian footwear and leather goods brand Berluti as Team France’s official outfitter ([see story](#)), having Louis Vuitton design trunks for the event’s prizes as well as providing clothing for the medal bearers ([see story](#)) and slotting several of its other labels to activate throughout Paris leading up to and throughout the competition.

Notably, Berluti generated \$3.6 million in MIV during Paris 2024, coming in 13th among brands. This result, contrary to other labels, was almost solely due to media attention and coverage from the likes of outlets such as *BBC News*, *Wealth* and *L’equipe*; videos by Mexican TikTok influencer Diego Alfaro also contributed to high ranking.

LVMH also signed a series of French athletes to serve as brand ambassadors during the games, with swimmer Lon Marchand, gymnast Manie de Jesus dos Santos, fencer Enzo Lefort, cyclist Marie Patouillet, tennis player Pauline Droude, rugby player Antoine Dupont and sprinter Timothe Adolphe among the large roster of representatives ([see story](#)).

Paris 2024 is over, but did the huge sponsorship investments pay off?

Discover which strategies succeeded and which fell short. Download the report now!

<https://t.co/h23TSx5voj#Olympics2024 #MIV #SportsMarketing #Paris2024 pic.twitter.com/oMESCzaAIS>

Launchmetrics (@Launchmetrics) [September 20, 2024](#)

These collaborations proved fruitful for the conglomerate, as Dior created several viral moments with endorsements from the likes of American singer-songwriter and actress Lady Gaga, as well as Canadian singer Celine Dion.

LVMH was not the only luxury name benefitting from Paris 2024, as U.S. fashion label Ralph Lauren ranked fourth in MIV generated during the month-long event, totaling \$39 million. The clothing company created the opening and closing ceremony outfits for Team USA ([see story](#)), appearing in instantly iconic imagery of the national team arriving in Paris by boat, with professional basketball player LeBron James leading the charge.

Swiss watchmaker Omega also heavily benefitted from its involvement in the games, serving as the official timekeeper for the 92nd year running ([see story](#)), generating \$30 million in MIV.

On-field dominance

While global brands and companies saw the biggest boosts to their respective MIV during the games, the athletes were able to leverage their performances to gain a platform as well.

American rugby player Ilona Maher generated \$20.5 million in MIV during her team's bronze medal run at the games, leading the pack and nearly doubling the second-place finisher's total. Her global success is likely due to her massive social media presence, sporting just under 4 million followers on Instagram and more than 2.5 million followers on TikTok; her reach on both platforms also grew massively throughout the Olympics.



Athletes hold massive platforms for brands to take advantage of. Image credit: LVMH/Nelson Rosier

Norwegian swimmer Henrik Christiansen clocked in second place, seeing an \$11.5 million gain in MIV. Despite not medalling in any events, the competitor went viral as the "Olympic Muffin Man," gaining overnight fame from social media engagement from fans at home, as well as other athletes in the Olympic Village, due to his affinity for the sweet treat.

Other globally renowned sports performers, such as American gymnast Simone Biles, Serbian tennis player Novak Djokovic and American sprinter Gabby Thomas, also ranked in the top 10 in gained MIV during Paris 2024.

Athletes, regardless of individual or team success, represent massive platforms for luxury brands to utilize in marketing, as consumers have a loyal and fervent dedication to sports, teams and the personalities within them. Due to this, high-end names have reached outside of the luxury bubble in recent months, collaborating with stars from major American sports organizations like the National Football League ([see story](#)) and National Basketball Association ([see story](#)) to gain a new audience of potential customers.