



THE SYMBIOSIS BETWEEN LVMH AND THE PARIS 2024 OLYMPIC GAMES A Case Study on Value Co-Creation in an Urban Context

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RESUMEN

El estudio analiza la sinergia entre LVMH y la ciudad de París en el contexto de los Juegos Olímpicos de 2024. Utilizando herramientas como Instagram y Google Trends, se investiga cómo LVMH ha capitalizado la atención mundial hacia la capital francesa para mejorar su imagen de marca. Los resultados preliminares muestran un aumento significativo en las búsquedas relacionadas con LVMH y sus marcas, lo que evidencia la eficacia de su estrategia. La investigación destaca los beneficios mutuos de esta colaboración estratégica, que refuerza la posición de París como un centro global de moda y lujo, al tiempo que consolida el liderazgo de LVMH en el sector. Desde una perspectiva teórica, el estudio aporta conocimientos valiosos al campo del marketing deportivo y el patrocinio, sirviendo de ejemplo para otras organizaciones interesadas en alianzas similares.

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1. The Configuration of an Unprecedented Alliance

In the year preceding the commencement of the Paris 2024 Olympic Games, LVMH, the world's largest luxury conglomerate, entered into a strategic alliance with the Organising Committee of the Games. This partnership, which is unique in its scale and scope, represented a significant milestone in the relationship between the luxury sector and world-class sporting events. Historically, luxury brands have typically opted for individual sponsorships, thereby associating a particular brand with a specific event or sporting discipline. However, LVMH opted for a unified corporate strategy, involving its entire portfolio of brands in this ambitious initiative. This decision reflected not only the importance the company attached to the Paris Olympics, but also the strategic vision to strengthen its global positioning and consolidate its leadership in the luxury sector.

The choice of Paris to host the 2024 Olympic Games is the result of a strategic process and persistent efforts by the city over several previous bids. The French capital had previously submitted multiple proposals and incorporated solutions based on lessons learned from previous attempts (Jastrzabek, 2023), aligning with the International Olympic Committee's Olympic Agenda 2020 (Santos and Delaplace, 2023), which seeks to adapt the Games to contemporary sustainability paradigms and contribute positively to urban development (Geffroy et al., 2021).

It is evident that LVMH has effectively employed a range of creative and cultural initiatives to establish a connection between its brand image and the rich history and prestige of Paris, a city which has consistently demonstrated a willingness to collaborate with the group. This research demonstrates how a strategic alliance between a multinational corporation and a city can generate mutual benefits, extending beyond mere economic considerations to encompass the international projection of image and recognition of both entities. The partnership between LVMH and Paris 2024 serves to underscore the pivotal role of the Olympic Games as a catalyst for urban development, while also illustrating the mounting trend of collaboration between public and private entities to nurture creativity and innovation in the urban context.

1.1. LVMH and Paris: The Largest Luxury Conglomerate and the Capital of Industry

LVMH, an acronym for Louis Vuitton Moët Hennessy, has established itself as the world's largest luxury conglomerate, standing at a notable distance from Kering or Richemont (Chen, 2021; Zheng, 2023). Since its inception in 1987, it has undergone exponential growth, a feat attributable to a meticulously designed and executed strategy of mergers and acquisitions, orchestrated by its founder Bernard Arnault (Donzé, 2018).

The business model employed incorporates the integration of firms from a wide range of sectors (Dong et al., 2022), including fashion and jewellery, wines and spirits, hotels and the media, to name but a few. This extensive portfolio, characterised by its diversity of brands, each with a distinct identity and targeting different demographic groups, enables LVMH to diversify its risks and leverage synergies across its diverse portfolio. The strategic acquisitions undertaken by LVMH have been instrumental in shaping this portfolio, facilitating the incorporation of iconic and complementary brands.

In addition to effective management practices, LVMH stands out for having expanded its retail distribution channels (Maglaya, 2023), as well as for its successful integration of digital technologies. This has enabled the company's brands to optimise their supply chains, while reducing costs and improving consumer loyalty (Ji et al., 2023).

The company's global presence, marked by a strong foothold in Europe, the Americas and Asia, attests to its robust financial performance, even despite the repercussions of pandemic, economic, political and social fluctuations and further solidifies its leading position within the industry (Lai, 2023). Paris's status as the capital of the luxury industry dates back to the reign of Louis XIV. The French court of the Ancient Regime, with its ostentation and refinement, laid the foundations for haute couture and fine jewellery. However, it was not until the Industrial Revolution and the consolidation of the bourgeoisie that fashion and luxury experienced an unprecedented boom, a period in which Paris became the epicentre of textile production and the manufacture of high-quality garments, driven by the emergence of key figures such as Charles Frederick Worth.

The 20th century, and the Belle Époque in particular, consolidated Paris' reputation as the world's fashion capital, driven by designers such as Paul Poiret, Madeleine Vionnet and Coco Chanel, who challenged the established codes and revolutionised the industry.

In the aftermath of the world wars, Paris reasserted its pre-eminence in the realm of luxury fashion through the establishment of the *Chambre Syndicale de la Haute Couture* in 1945, which instituted a regulatory framework with the primary objective of safeguarding the exclusivity of Parisian haute couture.

It is therefore evident that Paris' position as the world's luxury capital is indisputable and is the result of a confluence of historical, cultural and economic factors (Hahn, 2009; Kurkdjian, 2020; Mattison et al., 2013). This condition is also palpably reflected in its urban configuration. Notable streets such as Rue du Faubourg Saint-Honoré, Rue Saint-Honoré and Avenue Montaigne are recognised globally for their exclusive boutique offerings. The façades and shop windows of these streets have collectively established a luxury circuit that is highly regarded by both locals and visitors. Furthermore, Paris boasts a wealth of historic buildings and monuments that have been repurposed as luxury hotels or cultural spaces, frequently under the patronage of prominent French luxury groups. Examples of this include the Grand Palais, the Louvre and the Palace of Versailles, which have been transformed into venues for exclusive events and exhibitions.

This industry has significant economic consequences, including employment generation (Hotchkiss et al., 2014), the enhancement of the city's brand image, the improvement of urban signage (Carrasco, 2018) and the attraction of tourists with high purchasing power. However, this phenomenon is not without its challenges, as evidenced by the phenomenon of gentrification and rising housing prices.

As is the case in other urban centres, Paris is struggling to strike a balance between preserving its heritage and adapting to new economic and social realities. Indeed, the hosting of the Olympic Games has raised concerns about the impact on the city and a search for solutions to ensure its sustainable development (Bourbillères, 2021; Gignon, 2023; Wolfe, 2022).

1.2. Brand Building through Experiential Marketing and Sporting Events

In the context of advertising saturation and increasingly discerning consumers, experiential marketing has emerged as a pivotal strategy for brands seeking to cultivate enduring and meaningful relationships with their audiences. Departing from the rudimentary and immediate commercial transaction, experiential marketing endeavours to engage consumers through multi-sensory experiences that resonate with their values and aspirations, thereby influencing memorability. It is therefore characterised by personalisation, immersion and co-creation.

Sporting events, thanks to their ability to generate intense emotions, unify large audiences, create a sense of community and belonging, their relationship with healthy habits and, in certain cases, be linked to the image of prestige and exclusivity (as for instance, the Wimbledon tennis tournament has become a prime example of this phenomenon, as it allows luxury brands to forge deeper and more meaningful connections with consumers (Chanavat and Bodet, 2014; Hsiao et al., 2021). This is facilitated by the evocation of feelings of excellence through both performance sports and luxury brands, thereby creating a natural synergy between the two. Similarly, certain sports (such as polo, sailing or golf), competitions and elite athletes are closely associated with sophisticated and refined lifestyles, which align with the values of luxury brands (Podder and Paul, 2020).

The utilisation of experiential marketing in the domain of sport aims not only to provide entertainment but also to engage attendees in a more profound manner, appealing to their emotions and sensations. Through the stimulation of multiple senses and the creation of memorable experiences, sporting events are transformed into moments of leisure, as well as into immersive experiences that fortify the connection with the audience and promote long-term loyalty. The use of experiential marketing strategies at sporting events has the potential to increase both attendee satisfaction and return intent by integrating multi-sensory stimuli and diverse experiences (Yazici et al., 2016).

In order to achieve optimal efficacy in the realm of experiential marketing within the context of sporting events, it is essential that the experiences devised are in alignment with the brand's identity and values. Brand consistency assumes paramount importance in generating a congruent and memorable experience, with every detail reflecting the brand's essence. Furthermore, it is imperative that the experiences extend beyond the event itself, permeating social media and other communication channels to foster an ongoing dialogue surrounding the brand and to reinforce its core message.

Sporting events provide optimal platforms for both cities and brands. The experience and perceived quality of those attending such environments play a crucial role in their decisions and attachments. An effective marketing strategy should be sensitive to both creating engaging experiences for international

visitors and fostering brand recognition among the local audience, tailoring the approach to the characteristics and expectations of each group. (Wang et al., 2021). In this regard, brand sincerity and diligence in the organisation of these sporting events have been identified as the optimal combination for achieving sponsorship effectiveness (Lee and Cho, 2009). Therefore, the effectiveness of sponsorship at sporting events is contingent not only on the visibility of the brand or the magnitude of the event, but also on the authenticity and correctness with which a brand presents itself and acts. The emotional resonance created by brand sincerity establishes a genuine connection with the audience that transcends conventional commercial transactions. Conversely, diligence reflects a commitment to quality and excellence, which are highly valued in the sports context. Brands that align their personality and values with those of the events they sponsor not only enhance their effectiveness in terms of sponsorship but also strengthen their positioning in the minds of consumers in a more lasting and meaningful way.

2. Objectives and Methodology

The central ambition of this study is to analyse the nature and benefits of the partnership between LVMH and the City of Paris for the 2024 Olympic Games. The study seeks to assess whether this collaboration has generated value for both entities, contributing to the strengthening of LVMH's brand image and the positioning of Paris as a creative city related to luxury at a global level. Specifically, the study aims to ascertain whether there has been a surge in public interest in LVMH and its brands, as well as in the Paris 2024 Olympic Games, both before and during the event. To this end, a mixed methodology combining qualitative and quantitative techniques is employed.

The qualitative analysis involves examining the content of publications made by the organisers of the Olympics and LVMH on their social profiles on Instagram, the platform with the largest number of followers (3.3 million for @paris2024 and 1.2 million for @lvmh), and which is both generalist and visual, with a massive and heterogeneous user base. The analysis of the messages conveyed by both organisations to the global public involves the identification of the main discourses and narratives constructed around this collaboration, both before and during the celebration of the sporting event. The following variables were analysed: the date of publication, the subject matter, the key concepts included in the descriptions, the type and quantity of multimedia content, and the way in which @Paris2024 or @LVMH are cited, as appropriate.

For the quantitative analysis, Google Trends was selected as the primary tool to analyse the volume of searches and trends associated with the object of study. This choice is based on Google Trends' ability to provide accurate and up-to-date data on search interest for a term or phrase over time and in different geographical regions. As a free and easily accessible tool, it allows for comprehensive and comparative analyses to be carried out efficiently. The large number of users of Google ensures that the data obtained is representative and reliably reflects global and local search trends. It is also a widely used tool in a variety of areas, including research in communications, economics or health (Jun et al., 2017; Mavragani et al., 2018; Nuti et al., 2014).

For both qualitative and quantitative studies, the detailed analysis is limited to 26 June 2024 (one month before the opening of the Olympic Games) and 11 August 2024 (closing date). However, a macro view in terms of Google Trends searches is also included to contextualize the aforementioned results. This is achieved by incorporating a graph that captures the queries made by users on "LVMH" between 1 July 2023 and 31 August 2024. The most relevant peaks in the figure are then compared to the news published about the conglomerate on those dates.

3. Results

The following lines show the results obtained in two blocks of content, corresponding to the two levels of analysis carried out. Firstly, we show the content shared via Instagram and, secondly, we present the data harvested using Google Trends.

3.1. Content, Topics and Discourse Shared on Instagram

In light of Instagram's significance as a conduit for communication and engagement, this section undertakes a comprehensive examination of the content disseminated by LVMH and Paris 2024 on this social network in the context of the Olympic Games. Through a meticulous analysis of variables such as

theme, key concepts and the nature of multimedia content, this study aims to identify the elements that have characterised the communication strategy of both brands and their capacity to exert an influence on the audience.

The analysis revealed that, during the period under scrutiny, LVMH disseminated a total of 38 publications, of which a mere 8 were not directly related to the Olympics. That is to say, 30 (79%) of the publications refer to the sporting event, as illustrated in Table 1.

Table 1. Content about the Paris 2024 Olympic Games published on LVMH's Instagram profile between 26 June and 11 August 2024.

	Date	Theme	Key concepts (originally in FR & ENG)	Multimedia content	Paris2024 is quoted
1	8 July	Presentation of the unisex uniforms of the volunteers wearing the medals.	Victory Ceremony; Feminism; France; Cultural history; Medals; Sportswear; Uniforms; Unisex.	6 photographs	Mention and hashtag
2	9 July	Explanation of the design of the uniforms of the volunteers wearing the medals.	Commitment; Designs; Stylistic heritage; Tribute; Inclusive; Luxury industry; Luxury; Medals; Responsible; Sustainable; Uniforms.	1 video	Mention and hashtag
3	10 July	Demonstration of commitment to sustainability, responsibility and inclusion in the creation of the medal wearers' uniforms.	Artisans; B Corp; Victory Ceremony; Engagement; Eco-designed; France; Inclusive; Professional integration; Luxury; Medals; French origin; Recycling; Refugees; Responsible; Sustainable; Uniforms.	1 video	Mention and hashtag
4	12 July	Announcement of the arrival of the Olympic torch in Paris and the celebrations in which the group will participate.	Artisans; Inclusive celebrations; Commitments; "The art of creating dreams"; Employee; France; Olympic flame; Maisons; Mission; Paris; Sustainable; Social fabric.	1 video	Mention and hashtag
5	13 July	Presentation of the French flag bearers' uniforms, made by the Berluti Group brand.	Flag Bearer; Berluti; Opening Ceremony; Team; France; Maison; Olympic; Proud; Paralympic; Paris.	1 video	Mention and hashtag
6	13 July	Announcement of the arrival of the Olympic torch in Paris and the celebrations in which the group will participate.	Artisans; Inclusive celebrations; Commitments; "The art of creating dreams"; Employee; France; Olympic Flame; Maisons; Mission; Paris; Sustainable; Social fabric.	1 video	Mention and hashtag
7	17 July	Presentation of the Olympic medal trunks through a video with the French sportsman and ambassador of the group, Léon Marchand.	Ambition; Craftsmen; Trunks; Ambassador; Louis Vuitton Games; Medals; Olympics; Paris; Perseverance; Inspirational journey.	1 video	Hashtag
8	24 July	A summary of the route taken by the Olympic torch through France, highlighting the role of the partners, the design of the torch and the trunk that guards it.	Torch; Partners; Committed; France; Olympic Games; Olympic Flame; Marseille; Proud; Paris; Values; Links.	1 video	Mention and hashtag

9	26 July	The LVMH group claims the design of the French team's uniforms.	Athletes; Team France; Olympic and Paralympic Games; Proud; Dreams; Dress;	1 photograph	Mention and hashtag
10	26 July	Video of Louis Vuitton men's creative director, Pharrell Williams on the final run of the Olympic torch.	Torch; Creative Director; France; Olympic Games; Louis Vuitton; LVMH; Maison; Paris; Pharell Williams; Final Relay; Premium Partner.	1 video	Hashtag.
11	26 July	Arrival of the French athletes at the opening of the Olympic Games. (Rediffusion of a content published by @equipefra).	-	1 video	-
12	27 July	Details of the uniforms created by Berluti and worn by the French athletes during the opening ceremony of the Olympic Games. (Re-posting of a content published by @berluti)	Adventure; Opening Ceremony; Challenge; Differentiate yourself; French Team; Olympic Games.	1 video	Mention and hashtag
13	27 July	Picture of the French team during the opening ceremony of the Olympic Games.	Olympic Games; Officially opened.	1 photograph	Mention and hashtag
14	28 July	Support for swimmer Léon Marchand.	Craftsman of all victories; City of Light; Olympic Games; Medals; Swimmer; Paris;	1 photograph 1 video	Mention and hashtag
15	28 July	Congratulations to athlete Antoine Dupont and the French rugby team for their gold medal.	Medal; Gold; Rugby; Congratulations: LVMH; athlete; Olympic Games; Incredible; Artisans of all Victories	1 video	Mention and hashtag
16	30 July	Welcome to "Club France", the LVMH stand at the Grande Halle de la Villette to celebrate the medals won by French athletes.	Welcome; Medal winners; French athletes; LVMH.	1 video	Hashtag
17	31 July	Visit of the athlete Antoine Dupont, winner of a gold medal, to the LVMH maison.	Maison; LVMH; Pride; Welcome; Athlete; Medallist; Gold; Rugby.	3 photographs	Hashtag
18	31 July	Celebration of the gold medal and records achieved by Léon Marchand.	Paris; Dreams; Victories; Athlete; Winning; Gold medal; Olympic record; Craftsmen of all Victories; Dreams come true.	4 photographs	Hashtag
19	1 August	Visit of the athlete Marie Patouillet to the LVMH maison	Athletes; Competition; Enjoy; Paris; Maison; LVMH; Visit.	4 photographs	Hashtag
20	4 August	Presentation of the "Champions Park" space in the Trocadéro Gardens where they prepare the athletes to celebrate their medals.	French athletes; Champions; Celebrations; Behind the scenes; Make-up; Paris; Olympians; Medallists.	1 video	Hashtag
21	5 August	Thanks to Leon Marchand for the medals won.	Olympic history; Thank you; Dreaming; Paris; Dreams made history.	1 photograph 1 video	Mention and hashtag
22	6 August	Congratulations to Leon Marchand for his 4 gold	Athlete; Bronze; Dream made triumph; Medals; Gold; Olympic records;	1 video	Mention and hashtag

		medals, 1 bronze medal and 4 Olympic records.	Olympic Games; Historic; Congratulations; Incredible; Achievement.		
23	6 August	Athletes and ambassadors visiting LVMH maison and Dior's contributions to the Olympics.	Athletes; Ambassadors; Paris; Maison; LVMH; Dior; Contributions; Olympic and Paralympic Games.	1 video	Mention and hashtag
24	7 August	Enzo Lefort and the French fencing team celebrating their medal win.	Craftsmen of all Victories; Medal; French Team; Olympic Games; Congratulations; Achievement.	1 video	Mention and hashtag
25	8 August	French Olympic medallist athletes talking about the design of the medals.	Champion; Medals; Design; Chaumet; Olympic Games.	1 video	Hashtag
26	8 August	Visit of the French gymnast Melanie de Jesus Dos Santos to the LVMH maison	Visit; Maison; LVMH; Contributions; Olympic and Paralympic Games; Paris.	5 photographs	Hashtag
27	9 August	Enzo Lefort's visit to LVMH maison.	Competition; Success; Medal; Colleagues; French team; Enjoy; Maison; LVMH.	5 photographs	Mention and hashtag
28	11 August	Thanks to the French team for its participation in the Olympic Games.	Athletes; Dreaming big; Happiness; Thank you; Team; France; Olympic Games; Paris; Craftsmen of all victories; Celebrate; Great achievements.	1 photograph	Mention and hashtag
29	11 August	A moment of the singer Zaho de Sagazan during the closing ceremony of the Olympic Games.	Performance; Celebration; Paris; Heritage; Olympic Games; Closing Ceremony; France; Friend; Dressed; Louis Vuitton; Nicolas Ghesquière.	2 photographs	Hashtag
30	11 August	Leon Marnchand at the closing ceremony with the Olympic flame.	Torch; Paris; Maison; Pride; Olympic Games; Closing Ceremony; Ambassador; Olympic Flame; France; Dress; Louis Vuitton.	2 photographs	Hashtag

Source(s): Own elaboration, 2024.

Of all these contents, 17 include video, 2 have both photography and video and only 11 are accompanied by photographs only. In terms of key concepts, both "Paris" and "France" are emphasised, as well as terms linked to the achievement of great deeds/achievements. In addition, the wording of the texts repeatedly includes the group's sense of pride in being part, in various ways, of this world sporting event. French sportsmen and sportswomen who have been at the centre of the nation's sporting victories are also congratulated.

On the other hand, as regards the form of allusion to the organising entity, the *hashtag* #Paris2024 is included in all the publications, and in 60% of the cases a direct mention of the @Paris2024 profile is also inserted. The only post that has neither a mention nor a *hashtag* is the one that has been republished from the @equipefra account.

As for the brands that make up the group, only four are explicitly mentioned: Berluti, Dior, Louis Vuitton and Sephora. This is not surprising, as these are the brands most involved in the celebration of this event.

Another recurring theme is the visit of the athletes' laureates to the *maison* LVMH. These invitations serve as the perfect pretext to show detailed images of exhibitions and spaces open to the general public.

During the aforementioned period, Paris2024 disseminated a total of 1,034 posts, of which a mere two pertained to LVMH. The initial post, dated 8 July 2024, constituted a repost of the original content

published by the group, showcasing the uniforms of the volunteers entrusted with the responsibility of carrying the trays bearing the medals presented to the awarded athletes.

Figure 1. First post made by @Paris2024 in relation to LVMH on Instagram.



Source(s): Instagram @Paris2024, 2024.

The second publication in which LVMH has a presence, under the @Paris2024 account, was dated 14 July. The conglomerate is not mentioned in the publication, but the main image shows the Olympic torch inside a trunk made by one of society's most recognisable brands, Louis Vuitton.

Figure 2. Second post made by @Paris2024 in relation to LVMH on Instagram.



Source(s): Instagram @Paris2024, 2024.

Beyond these two news items, the LVMH group or its brands have no presence among the social posts shared by the organisers of the Olympics.

3.2. Search Trends through Google Trends

In order to understand the media impact and public interest generated by the sponsorship agreement between LVMH and Paris 2024, we present below the results of the analysis of search trends on Google Trends, both worldwide and in France. The data obtained allows us to assess the visibility of the brand in relation to the sports event, identifying the peaks of interest, the most relevant moments and the main associated queries.

First of all, we can see the level of interest in the term "LVMH" in France:

Figure 3. Interest in the term LVMH in France between 26 June and 11 August 2024



Source(s): Google Trends, 2024.

As can be seen in the graph above, the interest in the term "LVMH" in terms of search volume according to Google Trends in France peaks around the opening of the Olympic Games. Between the

23rd and 25th, it exceeds 50 points, reaches a peak on the 26th, then drops to 45 points and remains above 50 points between the 28th of July and the 1st of August. It is only on 5 August that it breaks through the 50-point barrier again.

Table 2. Queries related to the search term "LVMH" in France, between 26 June and 11 August 2024.

Position	Consultation	Increase
1	leon marchand lvmh	One-off increase
2	gtt bourse	One-off increase
3	airbus stock	One-off increase
4	lvmh jo 2024	+5.000%
5	lvmh jo	+1.050%

Source(s): Own elaboration based on data extracted from Google Trends, 2024.

In terms of queries related to the term "LVMH" in France, three of the top five positions are directly related to the Olympic Games (1st, 4th and 5th). The first, with an increase of more than 5,000%, relates to the relationship between the luxury group and its brand ambassador, French swimmer Léon Marchand. The next search, with a 5,000% increase in search volume, is directly linked to the acronym of the company, the French Olympic Games in the year of the event. And the last, with a 1,050% increase in interest, is also limited to the acronyms "lvmh" and "jo".

The results of the same queries from around the world provide the following information:

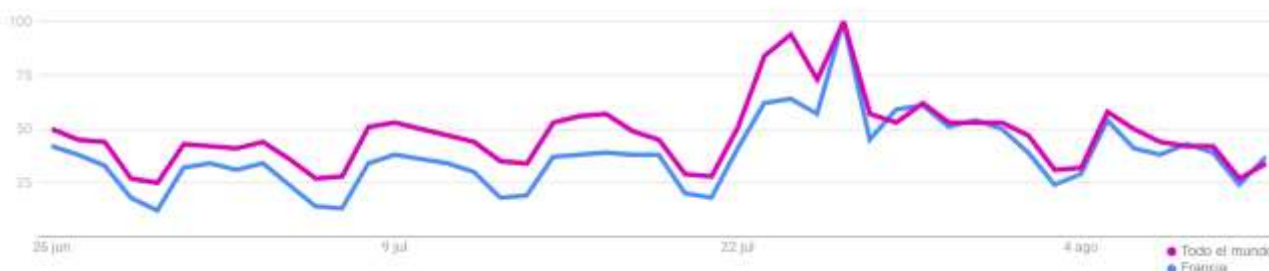
Figure 4. Interest in the term LVMH worldwide between 26 June and 11 August 2024



Source(s): Google Trends, 2024.

The maximum interest in the term coincides with the dates, but the global interest in "LVMH" was 85 points on 23 July, 93 points on 24 July and 73 points on 25 July. This shows a higher level of searches worldwide than in France, where it was barely above 50 points on these days. However, after the opening of the Games, there was a similar drop in interest as in France. However, if we compare the two lines, we can see that international interest is higher than national interest throughout the period considered.

Figure 5. Comparison of interest in the term LVMH worldwide vs. France between 26 June and 11 August 2024



Source(s): Own elaboration based on Google Trends, 2024.

With regard to the top five most popular related queries on a global scale, the keyword search "lion marchand lvmh" occupies the first position, as was also the case in France. This recorded a one-off increase of more than 5,000 per cent. Of the remaining four, two are directly related to the Olympics, with increases of more than seven hundred per cent.

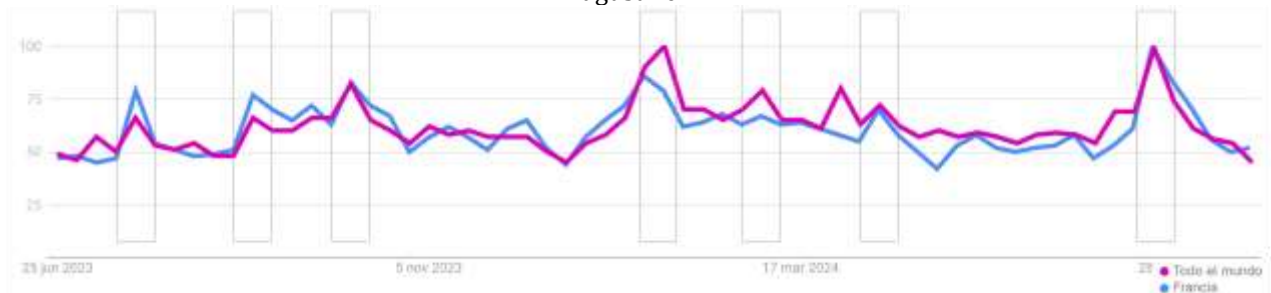
Table 3. Queries related to the search term "LVMH" worldwide, between 26 June and 11 August 2024.

Position	Consultation	Increase
1	leon marchand lvmh	One-off increase
2	lvmh olympics	+850%
3	lvmh quartalszahlen	+850%
4	jeux olympiques	+700%
5	Burberry stock	+500%

Source(s): Own elaboration based on data extracted from Google Trends, 2024.

Upon extending the time interval of the searches to encompass the income obtained by the commercial company in both France and worldwide, it was observed that there were seven peaks of interest that coincided in both geographical areas.

Figure 6. Comparison of interest in the term LVMH worldwide and in France between 1 July 2023 and 31 August 2024.



Source(s): Own elaboration based on Google Trends, 2024.

The following table details the dates and the news published about the company at those times:

Table 4. Queries related to the search term "LVMH" worldwide, between 26 June and 11 August 2024.

Peak of interest	Dates	Topics of the published news (Headline first indexed news item)
1	23-29 July 2023	Announcement of OG sponsorship.
2	3-9 September 2023	Purchase of a new eyewear brand by the group / Bernard Arnault buys LVMH shares / Novo Nordisk overtakes LVMH as Europe's largest listed company.
3	8-14 October 2023	LVMH plummets on the stock market.
4	21-27 January 2024	Year-end 2023 on the upside.
5	3-9 March 2024	Victory for the group in a legal battle with the French state / Feature stories on Bernard Arnault / New positions and content for LVMH and its brands.
6	14-20 April 2024	Preparing for Bernard Arnault's succession as head of LVMH / Sales contraction.
7	21-27 July 2024	The success of the group's association with the Olympic Games / Fall in sales and profits in the first semester.

Source(s): Own elaboration based on data extracted from Google Trends, 2024.

As is evident, of the seven peaks of interest, two of them are directly related to the Olympic Games: the first one, when the partnership agreement was communicated, and the seventh one, when some media reported on how beneficial the partnership had been for LVMH in terms of brand image. The latter peak, in addition to including these reflections on the usefulness of the alliance, coincided with multiple news items reporting the decline in the group's profits in the first half of the year's financial statements.

4. Conclusions

The collaboration between LVMH and the Paris 2024 Olympic Games exemplifies a paradigm of synergy between a luxury brand and a world-class sporting event. The €150 million investment by the French conglomerate, manifested in various initiatives such as the design of the medals, the French team's uniforms, and the creation of unique cultural experiences, attests to a profound commitment to the success of the event.

The impact of this partnership has been multifaceted, with several key areas of influence. Firstly, it has led to a substantial enhancement in the global visibility and brand recognition of LVMH. The increase in searches related to the group during the Olympic Games serves as a reliable indicator of this phenomenon. By aligning itself with an event that symbolises values such as excellence, performance and self-improvement, LVMH has successfully forged connections with a more diverse and extensive global audience. In addition to the aforementioned benefits in terms of visibility, this partnership has allowed LVMH to solidify its position as a leader in the luxury sector. The brand's active participation in the creation of iconic elements of the Olympic Games has underlined its expertise in design, craftsmanship and creativity, consolidating its reputation as a brand of reference.

The substantial rise in Google searches pertaining to the LVMH group during the Olympic Games underscores the substantial impact that sponsorship of major sporting events can exert on enhancing brand visibility and recognition. By entering into a partnership with the Olympic Games, LVMH not only capitalised on the global exposure intrinsic to this mega-event, but also effectively engaged the public's interest and curiosity on an amplified scale. This phenomenon can be attributed to the strategic alignment of the brand with the values of excellence and performance that characterise the Games, effectively resonating with a diverse global audience. A notable increase in searches was observed in the days leading up to and on the opening day of the Games. It is also important to note that throughout the period under review, there was a higher level of international than domestic searches. The sponsorship of the Paris 2024 Olympic and Paralympic Games by LVMH has been demonstrated to be a highly effective strategy for strengthening brand presence, both domestically and internationally. This demonstrates that such strategies can be highly effective in generating interest in a brand during high-profile events, providing a significant boost to its market positioning. This correlation therefore underlines the importance of strategic and well-executed partnerships between luxury brands, city brands and sport players.

On the other hand, the Paris 2024 Olympic Games have benefited greatly from this collaboration. LVMH's investment has enriched the public experience, raising the quality of the event's elements and generating greater media impact. The partnership has helped to position Paris as an innovative and creative city, capable of organising world-class events. However, it is important to note that this partnership has been particularly beneficial for LVMH in a complex economic context, as its association with the Olympic Games has allowed it to generate positive news and reinforce its brand image at a time when the group's financial results were in decline.

This research offers a valuable source of knowledge for the field of sports marketing and sponsorship, providing key lessons for organisations interested in similar partnerships. Some of the most relevant learnings are:

- Strategic alignment between brands and sporting events: Both parties must share common values and objectives to ensure the success of the partnership.
- The creation of added value, both for the sponsor and the event: In the case of LVMH, the creation of iconic elements such as medals or uniforms has enriched the public's experience and strengthened its brand image.

- The provision of unique and memorable experiences to forge emotional connections with both the athletes involved and the spectators of the event.
- The communicative capitalisation of the partnership: It is essential to maximise the potential of the sponsorship through communication, ensuring that it is perceived as a valuable commitment and not as a mere commercial opportunity. In fact, this point is pivotal and has been particularly evident in this case study in terms of the balance between the type of messages issued by the public entity versus the communications made by the private entity.
- Measuring return on investment: Finally, it is essential to establish key performance indicators (KPIs) to measure the impact of the partnership and evaluate the return on investment.

Finally, it would be interesting to carry out the same type of analysis on an individual basis for each of the LVMH group brands most involved in the Olympics in order to understand the direct impact of their involvement in the event.

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