

The London Organising Committee of the
Olympic Games and Paralympic Games Ltd

**Non-commercial organisations –
What you need to know
August 2010**



Brand protection

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Please note: The examples given in this booklet are for illustrative purposes only and do not indicate that an activity definitely will, or will not, infringe LOCOG's rights. A wide variety of factors, including content, context and presentation, will be relevant when determining infringement and cases must be reviewed on an individual basis considering all the circumstances. This booklet may be updated or amended periodically to reflect changes in the law and so on.

Introduction

London's successful bid for the 2012 Olympic Games and Paralympic Games was based on the promise of a spectacular and inspirational Games for the UK, and the world.

Now, we, the London Organising Committee of the Olympic Games and Paralympic Games (LOCOG), have the job, working with the Olympic Delivery Authority (ODA) and other stakeholders, to deliver on that promise.

When we bid for the Games, we told members of the International Olympic Committee (IOC): 'London's vision is to reach young people all around the world. To connect them with the inspirational power of the Games.' We also made commitments to ensure that the whole of the UK benefits from the Games.

We have not forgotten these commitments. But we cannot achieve them alone, and will need your help.

Now, however, to fulfil our promise that the 2012 Games will be properly funded and managed, it is crucial that we carefully control use of our logos and preserve the value and exclusivity of an association with London 2012.

A large part of our £2 billion operating budget can only come from sponsorship revenue. Sponsors must be offered an exclusive opportunity. Otherwise we will not be able to secure their investment in the Games. We therefore need to prevent other businesses exploiting any unauthorised association with the Games.

We know that one way in which companies seek to do this is by attaching themselves to Games-related events and programmes established by not-for-profit organisations. Whilst we don't doubt the merits behind such programmes, we cannot risk businesses undermining the exclusivity and value we can offer to our sponsors in this way.

If we are not able to raise the sponsorship money we need, there will be two serious consequences. Firstly, it will compromise our ability to deliver a high-quality Games. And secondly, it will damage our chances of making a profit, which we plan to use to support sporting projects after 2012.

For these reasons, we ask for your understanding and support in protecting our brand, and ask you to work with us to deliver official London 2012 projects. Rather than establishing your own 'London 2012' or 'Olympic' programmes independently, join in our 'inspire' programme. This offers all non-commercial organisations in the UK that develop projects which are inspired by London 2012 the opportunity to have them recognised by us through use of our Inspire mark (see p8).

To help us prevent activities that damage our ability to generate revenue for the Games, Parliament has passed special laws, which are explained in this booklet.

We have no doubt that you will respect the law, but we would ask you to go one step further and respect our need to protect the value – both monetary and inspirational – of the London 2012 brand and of the Olympic and Paralympic Movements. This booklet describes how you can go that extra mile.

Thank you for your ongoing support.



Seb Coe

Chair

London 2012 Organising Committee

Why we need to protect the brand

Every aspect of London 2012 – from venue construction to the athletes' meals – will be paid for via either the agreed public funding package or through money raised privately.

Funding for the 2012 Games infrastructure will be drawn from a public funding package announced by the UK Government in March 2007. The Government is also funding transport and enabling infrastructure in east London. These works will have a lasting physical legacy, benefitting the UK public long after 2012.

The 2012 Games themselves will be run by the London Organising Committee of the Olympic Games and Paralympic Games (LOCOG) and funded by the private sector. LOCOG's operating budget of around £2 billion will be raised through sponsorship, official merchandise, tickets sales and a share of broadcasting revenues.

The value of the London 2012 brand, and in particular the ability to offer sponsors an exclusive association with the Games, will therefore be crucial to LOCOG's funding. LOCOG offers businesses the unique opportunity to become London 2012 sponsors and be LOCOG's business partners from now until the Games. London 2012 partners are shown on the inside back cover of this booklet.

Although the need to protect our partners' investment in the Games means that we have to restrict the activities of other businesses, this does not prevent them from benefitting from the business opportunities that the Games present. There are thousands of Games-related procurement contracts to be tendered and businesses can get updates and notifications about relevant tenders by registering, via london2012.com/business, with Competefor, our chosen website for the publication of Games-related contract opportunities.

✓ **Example:** CompeteFor – our chosen website for the publication of Games-related contract opportunities



Ambush marketing

It is evident that many people are eager to use the Games to boost their business activities by marketing their products in connection with London 2012.

Official London 2012 sponsors have that right. But to protect those partners' investment in the Games, and to give them the exclusive association with London 2012 for which they will pay, LOCOG must prevent ambush marketing. This is something that all major sports events have to tackle and must take legal steps to prevent.

Ambush marketing, the sale of counterfeit and unofficial goods and other similar activities will, if left unchecked, each undermine LOCOG's ability to generate revenue for the Games. If LOCOG fails to tackle ambush marketing, and misses its revenue targets, the quality of the Games will suffer and the potential for leaving a financial legacy for sport in the UK will be lost. This is in no-one's interests.

Ambush marketing is by its nature a commercial phenomenon. However, LOCOG is aware of businesses seeking to gain an unauthorised association with the Games by marketing themselves alongside unofficial Olympic, Paralympic or London 2012-themed programmes and so on established by non-commercial organisations.

Although these schemes are well-intentioned, if, for example, local authorities across the UK put on their own 'mini-Olympics' or create London 2012 programmes, each sponsored by commercial organisations, it will prevent LOCOG from offering official London 2012 sponsors true exclusivity. As organising committees of previous Olympic Games and Paralympic Games have experienced similar problems, the International Olympic Committee (IOC) has placed contractual obligations on LOCOG to ensure that this problem is addressed.

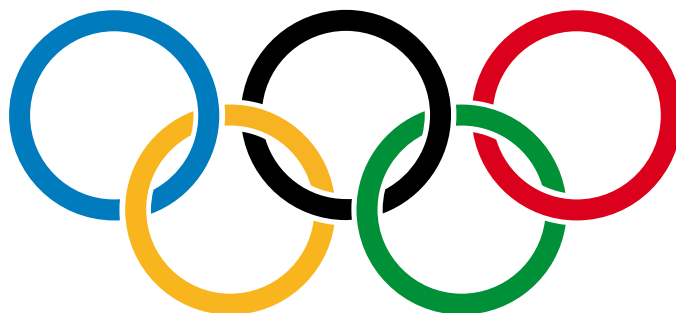
The laws which will allow LOCOG to prevent ambush marketing and other damaging activities are described over the next few pages.

What is ambush marketing?

Also known as parasitic or guerrilla marketing, ambush marketing describes a business' attempts to attach itself to a major sports event without paying sponsorship fees. As a result, the business gains the benefits of being associated with the goodwill and public excitement around the event for free. This damages the investment of genuine sponsors, and risks the organiser's ability to fund the event.

The Olympic and Paralympic emblems

When London won the right to stage the Olympic Games and Paralympic Games in 2012, it became a guardian of the one of the most recognised symbols in the world – the Olympic rings.



The five interlocking rings represent the union of the continents and the meeting of athletes from throughout the world. They have also come to symbolise the Olympic spirit and values of fair play, peace and friendship.

LOCOG is also responsible for staging the 2012 Paralympic Games, and so must protect the Paralympic symbol too.



The Paralympic symbol consists of three 'agitos' and represents the passion, inspiration and excitement of the Paralympic Games.

When London was entrusted with hosting the Games in 2005, the bid team made a commitment to protect these symbols and the value, integrity and image of the Olympic Games and Paralympic Games. LOCOG is now legally bound to do this.

What is the London 2012 brand?

The Olympic symbol and the three agitos of the Paralympic movement underpin the London 2012 brand and they are at the heart of the London 2012 emblems, the official marks of the Games.



These emblems are joined by various other designs including the London 2012 mascots and the pictograms (which will depict each sport) and Games' graphics, some of which are shown in this booklet.

In addition to protecting these elements of the London 2012 brand, LOCOG must also protect all other Olympic and Paralympic marks which create a connection with the Olympic and Paralympic Movements, including, for example, the London 2012 bid logo.
The British Olympic Association

(BOA) and British Paralympic Association (BPA) are responsible for preparing and taking the British Olympic and Paralympic Teams (Team GB and ParalympicsGB) to the 2010 and 2012 Games. However, LOCOG has taken on responsibility for protecting the team logos and those of the BOA and BPA. If this is neglected, or LOCOG's revenue raising efforts are hampered in any way, the funding of British athletes will be put at risk.

Collectively, all of these logos, designs and other marks relating to London 2012, Team GB, ParalympicsGB and the Olympic and Paralympic Movements in general, make up 'the Protected Games' Marks' (see next page).

The only people entitled to use the London 2012 brand and the Protected Games' Marks are LOCOG, its sponsors and official broadcasters, official merchandise licensees and licensed non-commercial organisations.

The Protected Games' Marks

All of the following names, words, marks, logos and designs relating to London 2012 and/or the Olympic and Paralympic Movements (collectively known as the Protected Games' Marks) are legally protected marks owned by or licensed to LOCOG.

Protected trade marks and designs:



The words: London 2012 – 2012 – LOCOG – Javelin Team GB – Get Set – Games Maker

All of the above marks and words are protected either as registered trade marks, registered designs and/or by common law. Our bespoke font (as used on the cover of this document) is also legally protected, as will be all other official marks of London 2012 including Games' mascots.

Please note: As illustrated above, the London 2012 Olympic Games logo is flexible. It is used in different colours, including the colours shown in this document, and can be filled-in with an image or design as demonstrated by the Union flag and 'pencil' infills shown above. All of these variations of our emblem are legally protected.



For the latest details on our brand visit our website, london2012.com.

The Protected Games' Marks – continued

Protected by copyright:

All films, musical works, artistic works and designs (for example the Games' emblems, pictograms, mascots and posters) created by LOCOG or other official Olympic and Paralympic bodies (already or in the future) in connection with the Games will be protected by copyright.

Protected by the Olympic Symbol etc (Protection) Act 1995:

The words:	The symbols of:	The mottos of:
<ul style="list-style-type: none">– Olympic– Olympian– Olympiad– Paralympic– Paralympian– Paralympiad <p>their plurals, translations and anything similar to them.</p>	<ul style="list-style-type: none">– The International Olympic Committee (IOC):  <ul style="list-style-type: none">– The International Paralympic Committee (IPC):  <p>and anything similar to them.</p>	<ul style="list-style-type: none">– The IOC: Citius, Altius, Fortius and Faster, Higher, Stronger.– The IPC: Spirit in Motion <p>their translations and anything similar to them.</p>

Protected by the London Olympics Association Right (LOAR):

The London Olympic Games and Paralympic Games Act 2006 grants to LOCOG the LOAR. It allows LOCOG to prevent people, without its authority, from creating an association between a business, goods or services, and the London 2012 Olympic Games and/or Paralympic Games. Further information about the LOAR is given on pp10-11.

The London Olympics Association Right

LOCOG protects its brand in the same way as other sports events and businesses do – by registering trade marks and by relying on the laws of copyright, design-right and passing-off and so on.

In addition, Parliament has also granted LOCOG special legal rights under the London Olympic Games and Paralympic Games Act 2006 (referred to as the 2006 Act) and the Olympic Symbol etc (Protection) Act 1995 (see p12). These prevent certain activities 'in the course of trade'. However, the legislation will still apply to many of the activities of not-for-profit organisations - for example, selling sponsorship, holding events and selling other services to members.

The 2006 Act grants LOCOG the LOAR. This gives LOCOG the exclusive right to grant its sponsors and licensees authorisation to create an association between their business, goods or services and London 2012.

It also gives LOCOG the right to prevent people creating such an association without its authorisation, unless a defence applies (see p13).

An association with London 2012 can be created by the use of **any** words, images or marks, or, more likely, a combination of these. For example: athletic images, representations of an Olympic-style torch and flame, the colours of the Olympic rings, words or iconic images which evoke the spirit of the 2012 Games, and other representations relating to the Games may each contribute to the creation of an association with the 2012 Games.

So, for example, LOCOG can take legal action against businesses which falsely suggest an association between their goods or services and London 2012 in their advertising or on their goods.

The question of whether or not an association with London 2012 has been created in any particular case will depend on the overall impression given by the advert, marketing material or goods in question.

It also specifies certain 'Listed Expressions' and states that a court may take these into particular account when determining if an association has been created with London 2012. Although the Listed Expressions are a helpful guide they are not the only thing a court would look at so it shouldn't be assumed that if a Listed Expression is not used LOCOG's right will not be infringed.

The Listed Expressions are:

- any two of the words in list A below

OR

- any word in list A with one or more of the words in list B below:

A

Games, Two Thousand and Twelve, 2012, Twenty-Two

B

London, medals, sponsors, summer, gold, silver, bronze

For example, the following phrases use the Listed Expressions and someone would be likely to fall foul of the law if they used them without LOCOG's authorisation:

- 'Backing the 2012 Games' ❌
- 'Supporting the London Games' ❌

Some illustrated examples are shown on the next page.

The London Olympics Association Right – continued

There will be many cases when the Listed Expressions will have been used, but no association will have been created with London 2012. In those cases, LOCOG's rights will not be breached.



Example: An advert which uses the words 'sponsor' and '2012' in a context which in no way suggests an association with London 2012



However, an unlawful association can be created **without** any use of the Listed Expressions. Infringement will ultimately depend on whether the impression of an association with London 2012 has been created.



Example: An advert which creates an association with London 2012 through use of images and text



Remember, LOAR can be infringed whether or not the Listed Expression are used. The key question is: has an association been created with London 2012?

The Olympic Symbol etc (Protection) Act 1995

The Olympic Symbol etc (Protection) Act 1995 (referred to as OSPA) prevents the use, in the course of trade, of any of the Olympic and Paralympic words, mottos and symbols indicated on p9.

It is unlawful, for example, to use them in advertising, on business papers (for example stationery and literature), on goods or their packaging and on signs under which goods or services are offered.

OSPA does not just apply to the London 2012 Games, but relates to any activity which uses the words, mottos or symbols protected by OSPA.

Remember, OSPA also protects words and symbols similar to those listed. So, for example, words like 'Olympix' and variations of the Olympic rings should not be used.



Example: A T-shirt using the protected symbols and/or words

LOCOG's legal rights – further details

Defences and exceptions

All of the legal rights on which LOCOG will rely are subject to defences and exceptions which will allow certain uses of the Protected Games' Marks.

For example, OSPA and the 2006 Act (see previous pages) grant exceptions for editorial and journalistic use. OSPA and the 2006 Act also provide defences which allow for statements of fact to be made, provided this is in accordance with honest commercial practices and not made gratuitously for purely marketing purposes.

Enforcement

LOCOG can enforce its legal rights by, for example, seeking an injunction to stop infringing activities, suing for damages and/or requiring account to LOCOG of the infringer's profits.

LOCOG hopes to have the full support and cooperation of non-commercial organisations and will always seek to resolve any issues which may arise with them amicably. However, LOCOG must take a firm and consistent approach to any activity that undermines its ability to raise revenue for the 2012 Games, regardless of whether it is undertaken by a commercial or non-commercial entity.

Further information

Detailed information on LOCOG's rights and the defences available under OSPA and the 2006 Act is available at london2012.com/brandprotection.



Example: Editorial coverage in a newspaper

Delivering the vision: the role of non- commercial partners

LOCOG is very lucky to have the support of a large network of non-commercial bodies. This network is crucial if LOCOG is to deliver its promises and help maximise the benefits for the UK.

In particular the following organisations have an essential role to play:

- **LOCOG's stakeholders**

The British Olympic Association (BOA), British Paralympic Association (BPA), the Mayor of London and the Government. The BOA has a wealth of knowledge about the Olympic Movement and the organisation of the Games. The Mayor of London is signatory to the Host City Contract and has a central role in the funding and delivery of the Games as well as ensuring the legacy will benefit London and Londoners. The Government will be responsible for ensuring the whole of the UK benefits from the Games.

- **Sports organisations**

As well as the BOA and the BPA, national governing bodies, umbrella sports bodies, such as UK Sport, and sports clubs have the vital role of ensuring the UK gets athletes on the podium in 2012. Although London 2012 will be a global event, British success at the Games will provide the all-important magic ingredient.

- **The Nations and Regions Group**

Each of Wales, Scotland, Northern Ireland and the nine English Regions has established a dedicated team to ensure the entire UK benefits from the Games. Each is responsible for disseminating information to its local communities, and all will play an essential role in helping LOCOG deliver London 2012 programmes across the whole of the UK.

LOCOG has also formed partnerships with a whole host of other organisations with expertise in areas such as education, culture, the environment, tourism, volunteering and business.



MAYOR OF LONDON



What can you do?

It is important to engage people in the Games at all levels to get them excited about London 2012. So do not be put off from ever mentioning the Games.

However, when doing so, the protection of the London 2012 brand should be borne in mind.

The next few pages should help you understand where LOCOG's concerns lie and what you can do without jeopardising the revenue for the Games, Team GB and ParalympicsGB.

The Protected Games' Marks can be used, for example in the following instances:

– Editorial use

Purely editorial use is normally permitted (for example, an article in a magazine or on your website), but a book, magazine or website focusing on the Games or London 2012 will need approval.

– Factual statements

Some factual use of the protected words is allowed. For example, a statement such as 'John Smith, Olympic Champion from Sydney 2000, will be presenting the awards' on a poster promoting an event is acceptable, provided such a statement does not place emphasis on the words protected by OSPA and so on (see pp9-12).

– When LOCOG grants permission

Non-commercial organisations are licensed by LOCOG to create an association with the Games and use its logos in three key scenarios: when a non-commercial organisation is helping to deliver a London 2012 programme or event; through the London 2012 'Recognition' programme; and through the London 2012 'Inspire' programme (see more below). There will also be other occasions when non-commercial organisations are granted access to the London 2012 brand. For example, when the Olympic flag was handed over to London from Beijing in 2008, special London 2012 flags were distributed to local authorities throughout the country to fly in celebration.

'Recognition rights' are granted to the London 2012 stakeholders and other non-commercial partners which are contributing financially or otherwise providing significant support or input to the Games. By way of illustration, the Mayor of London is given rights to use our logos with a designation 'Host City'.

The Inspire mark has been developed as a special logo to be used in connection with non-commercial projects which have been inspired by the Games and which LOCOG recognises as excellent projects which are contributing to the lasting legacy of London 2012. Not for profit organisations throughout the UK have the opportunity to apply for the mark for specific projects, but stringent criteria and conditions do apply. More information about the inspire programme can be found at london2012.com/beinspired



Handover flag



London 2012 host city logos used by the Mayor of London



Example of an Inspire project

Do's and don'ts: Events and programmes

Unless you are working with LOCOG on an official London 2012 programme or have been granted the London 2012 Inspire mark for your project, please resist creating your own schemes named or labelled as '2012' or 'Olympic' and so on as these could potentially undermine the exclusivity and value that can be offered to London 2012 sponsors.

This shouldn't however prevent you from developing and promoting other programmes in the normal way, and London 2012 provides an excellent opportunity for all non-commercial organisations to revitalise existing programmes, by using the Games as an underlying inspiration to encourage participation.

Do use the Games as an incentive or motivation to get people involved in an event or programme. This can be done, for example, by referring to the Games within the text of your programme's objectives.

Do get involved in official London 2012 programmes, once these are established, or apply for the London 2012 inspire mark.

Don't label an event or programme as being 'Olympic' or '2012' or otherwise seek to create an association with the Games through the use of Protected Games' Marks or imagery and so on (see examples on the next page).

Don't link your project to the Games in any way if you have a commercial sponsor involved in it.

Do's and don'ts:

Events and programmes – examples



✓ **Example:** A poster for a national sports event



✗ **Example:** A poster for a sponsored "2012" programme

Do's and don'ts: 'Olympic' working groups – branding and straplines

LOCOG is delighted with the enthusiasm that has seen many non-commercial organisations set up working groups to focus on the benefits of London 2012.

However, difficulties can arise when organisations wish to re-brand themselves, or a particular group within the organisation, to tie in with the Games. A frequent proposal is to add '2012' on to the end of the organisation's name, and/or to create a logo or strapline for the organisation that creates an association with the Games.

LOCOG is working with non-commercial partners which want to create such logos and so on to come up with creative branding solutions which build on the excitement of the Games without jeopardising the London 2012 brand, but there are some basic rules which everyone should follow:

Do think of creative ways to capture the philosophy and values of the Games but without creating an association with them. (See, for example, Hackney's 'Raising Our Game' logo, below).

Do contact LOCOG to get its thoughts on your proposal.

Don't use '2012' as a badge to create a new identity. If everyone adapts their name by adding '2012' onto the end of it to create an association with the Games, the uniqueness of the London 2012 brand will soon diminish. If you have a working group which focuses on London 2012, its name should be factual, such as 'Newtown's Unit for the London 2012 Olympic Games and Paralympic Games' or 'for the 2012 Games'.

Don't use Protected Games' Marks within any strapline, logo or programme name and so on. Steer away from: the 'Listed Expressions' (see p10), use of the five colours of the Olympic symbol, anything similar to the London 2012 logo and/or an iconic Olympic image such as an Olympic Torch/Flame.



Example: LOCOG will work with you to find creative solutions



Do's and don'ts: Merchandise and promotional items

The official London 2012 merchandising programme is a key revenue source for LOCOG.

An increasing variety of official merchandise will be sold as we near the Games. LOCOG is working with trading standards offices and the police to ensure that official merchandise will not be compromised.

Do let us know via brandprotection@london2012.com if you are aware of any counterfeit or unofficial merchandise being sold in your area.

Don't produce any Games-related merchandise or promotional items in relation to your own activities.



Example: Merchandise which uses a Protected Games' Mark

Do's and don'ts: Providing information about the Games – publications, forums and conferences and so on

There is a huge desire for information about the Games and many commercial and non-commercial organisations regularly ask LOCOG about creating publications about the Games or putting on 'London 2012' seminars and conferences.

LOCOG is responsible for getting accurate and useful information about the 2012 Games to the public and is working with stakeholders and partners to help do this. Non-commercial organisations will also have their own responsibilities to disseminate information about the 2012 Games to their members and constituents. In doing so, LOCOG asks that information provided is up to date and accurate. The best source of information is the London 2012 website.

When producing publications or hosting events and so on about the Games you should also ensure this is not presented in a way which suggests an association between a commercial organisation and the Games.

Do provide relevant, factual information to your members and constituents and so on.

Do refer people to official sources of information at london2012.com

Don't put on events or produce publications which focus on the Games without speaking to LOCOG first. (A separate document providing information for people putting on conferences and seminars has been produced and is available at london2012.com/brand-protection)

Don't give a commercial organisation any association with London 2012 when providing information about the Games. (For example, a regular slot in your newsletter or a seminar about the Games should not be 'brought to you in association with X Co').



Example: Find out all you need to know about the Games at london2012.com



Warning

It is clear that some commercial entities are exploiting the interest in the 2012 Games by putting on events or producing publications and so on for commercial or marketing purposes, which do not necessarily provide helpful information. LOCOG is concerned that people are spending money unnecessarily by attending such events, so for clarification, official London 2012 events and conferences, and those at which LOCOG or the ODA are speaking, are listed at london2012.com/business

Do's and don'ts: Websites and domain names

The London 2012 website is the best source of information on the 2012 Games, and therefore if you want your own website to offer your members and constituents and so on information on London 2012:

Do create a link to london2012.com in accordance with our linking policy, available at london2012.com

Do create additional pages within your existing websites if you wish to provide some local or specialist information on the Games which is not on the London 2012 website. (Please include a caveat to clarify that any information given on such pages, opinions expressed or advice given come from your organisation, and is not official London 2012 content.)

Don't set up micro-sites about the Games with new 'Olympic' or '2012' domain names. Instead just create a '/london2012' page on your existing website.

Don't use the London 2012 emblems as an icon to link to london2012.com

Don't forget that trade mark and copyright law also applies to the web, so don't use the London 2012 logos, Olympic images or illustrations of Olympic Park unless you are sure you are permitted to.



Example: Pages about the Games on your existing website



Charities and further information

Charities

The British Olympic Foundation and British Paralympic Association are the official charitable organisations of the Olympic and Paralympic Movements in the UK and, as such, are backed by London 2012.

LOCOG will also work with other charities to promote joint objectives about sport, youth, culture, regeneration and the environment. An example of this is the London 2012 International Inspiration project which is being run in partnership with UNICEF UK, the British Council and UK Sport.

But for the same reasons set out earlier in this booklet, charities should not use the Games as a way of promoting their causes without LOCOG's approval.

Further information

LOCOG has produced a document providing detailed information on its statutory rights which is available at london2012.com/brandprotection

It provides further examples and examines the provisions of OSPA and the 2006 Act (including all of the defences available) more closely. You may find this useful. However, neither that document, nor this booklet, is a substitute for legal advice.

You may also find it helpful to look at the booklet, similar to this one, which has been prepared for businesses. This is also available at london2012.com/brandprotection. We have also provided guidance for businesses which are working for LOCOG, the ODA or their supply chains to explain what they can say about the work they are doing on the Games. This is also available via the link.



If you have a specific question which these documents do not answer, please get in touch with your normal contact at LOCOG who should be able to help you.

Protecting the London 2012 brand is essential to the success of the London 2012 Olympic Games and Paralympic Games. It is also crucial to the performance of Team GB and ParalympicsGB. By following the guidelines given in this booklet you will be supporting the Games and British athletes.

Thank You.

Thank you

London 2012 would like to thank its partners for their support

The London Organising Committee of the Olympic Games and Paralympic Games Ltd

Worldwide partners



Official partners



Official supporters



Official suppliers and providers

Airwave, Atkins, The Boston Consulting Group, CBS Outdoor, Crystal CG, Eurostar, Freshfields Bruckhaus Deringer LLP, GlaxoSmithKline, Gymnova, Holiday Inn, John Lewis, McCann Worldgroup, Mondo, Next, The Nielsen Company, Populous, Technogym, Ticketmaster, Trident.

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