

# Welcome to SportOnSocial Live 2026

The value of being remembered

**SPORTON  
SOCIAL**



An independent Sports Marketing Agency  
dedicated to making sport more relevant.

[www.redtorch.sport](http://www.redtorch.sport)

# SportOnSocial – 10th anniversary

Redtorch

## How it started

An annual report to measure and benchmark the social media performance of Olympic Sports Federations.

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## What it has become

- The world's only platform powered by a decade of exclusive behavioural data from the Olympic movement.
- A longitudinal dataset – that we've been building every single day for over a decade – that no other agency or LLM / Ai / Chatbot can access. This immediately gives our clients a unique advantage.
- SportOnSocial + Redtorch = insight needed to turn the noise of global audience behaviour into a clear and actionable roadmap for year-round growth.

# Agenda

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## 01 Storytelling to build relevance and value

Importance of being memorable **Kate Sole**,  
Senior Olympic Games Promotion Manager, IOC

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## 02 SportOnSocial IF insights

League table + key trends

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## 03 Panel

From visibility to fandom,  
managing the shift in women's sport

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## 04 Break

10 minutes

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## 05 SportOnSocial Global Sports Properties

Insights from the fastest growing sports

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## 06 The importance of emotional creativity

**Axelle Latecka**, Key Account Director Europe,  
System1 Research

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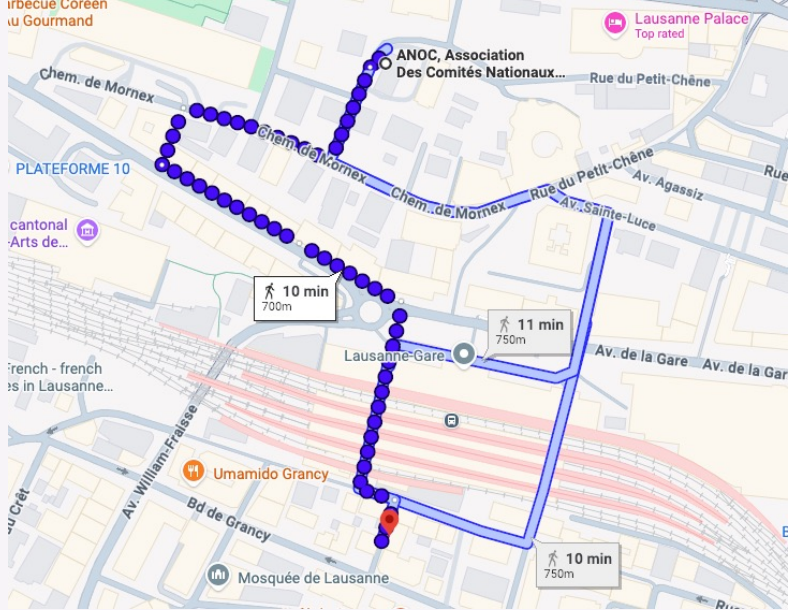
## 07 Panel: Creativity & effectiveness

How sports can win new audiences

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# Join us after Ta Cave



# SportOnSocial Live 2026

Why memory is the real growth lever

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MrBeast



@mrbeast

362

Following

Followers

Likes

Challenge 01

# Attention has shifted... the world no longer waits

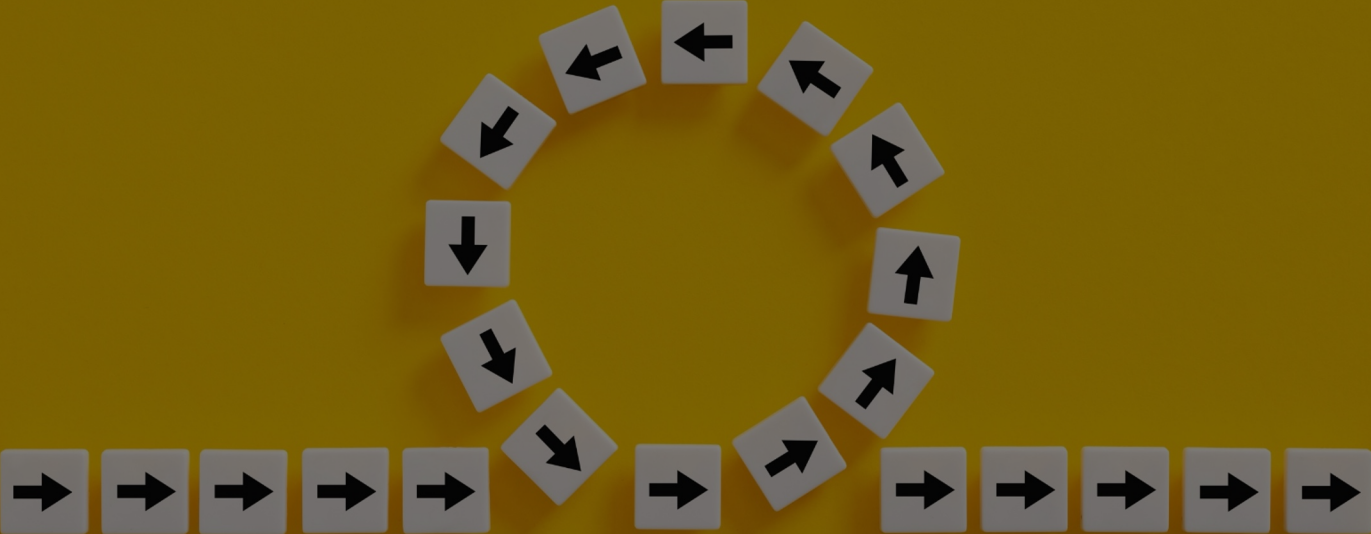
New CEO of Tiktok?

<https://unfur.ly/BeastGames> and 2 more

Challenge 02

**The sameness problem...  
if they can't remember you  
they won't choose you**

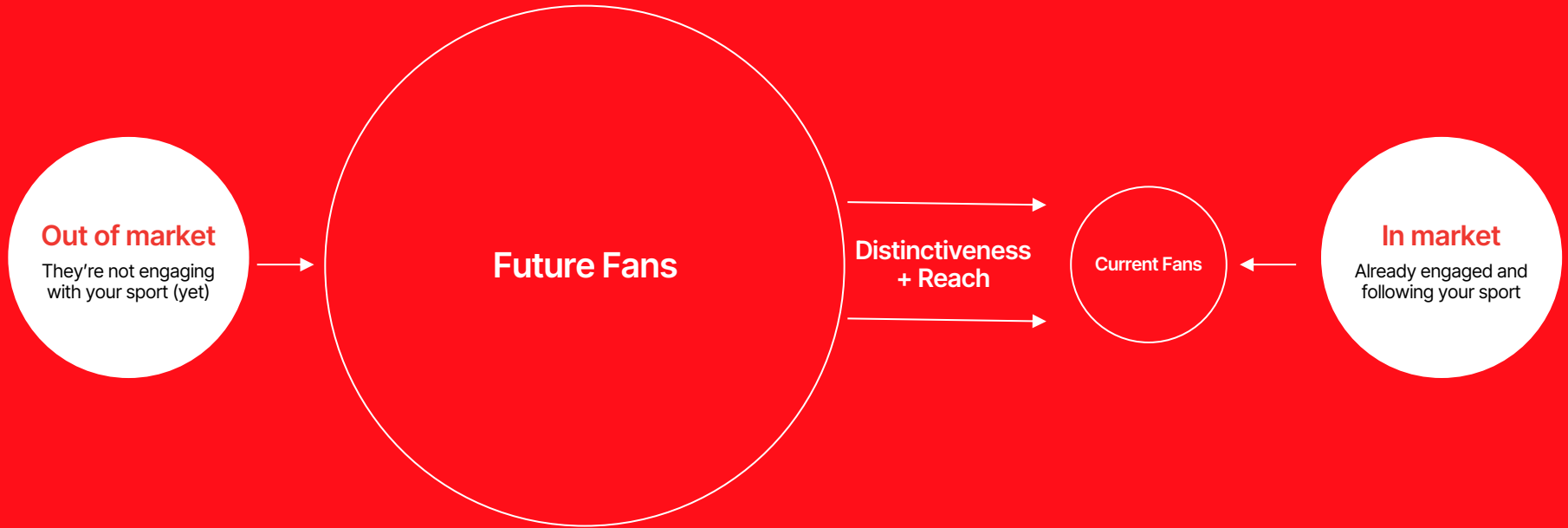
# No Attention No or Little Growth



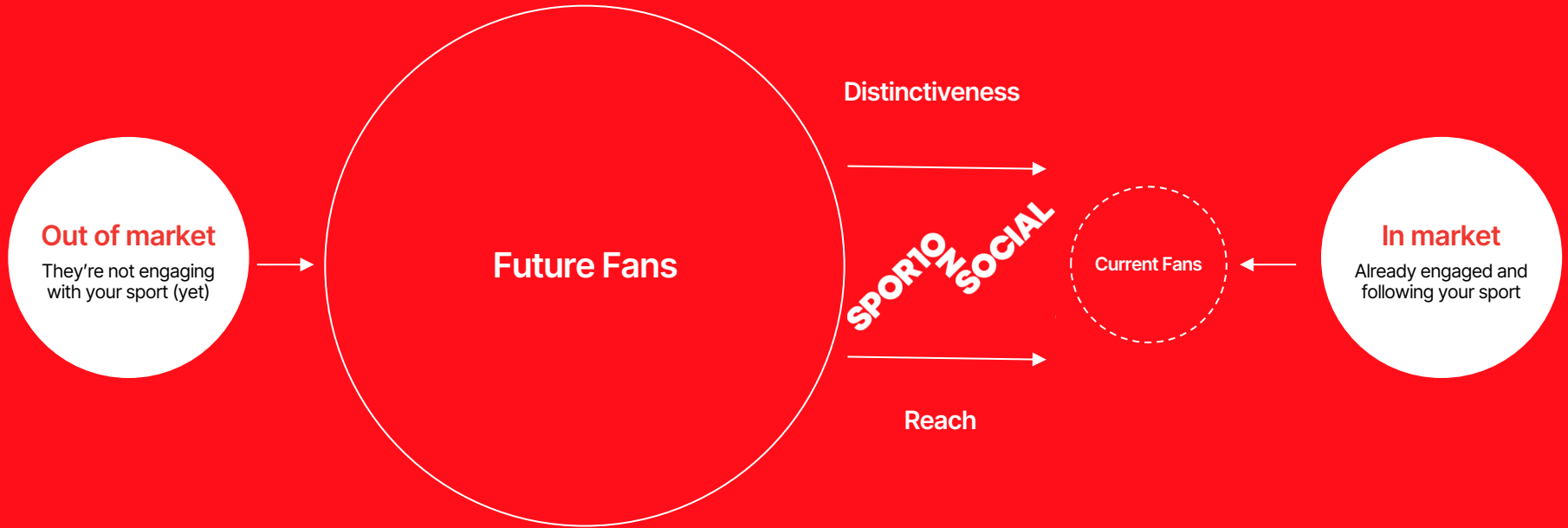
# Growth formula for sport



# This is how they drive growth



# This is how SportOnSocial drives growth



# Ultimately

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In a world where your sport and events are battling for every second of attention, being "occasionally relevant" prevents real growth.

**You win by being  
more memorable  
to more people,  
more often.**