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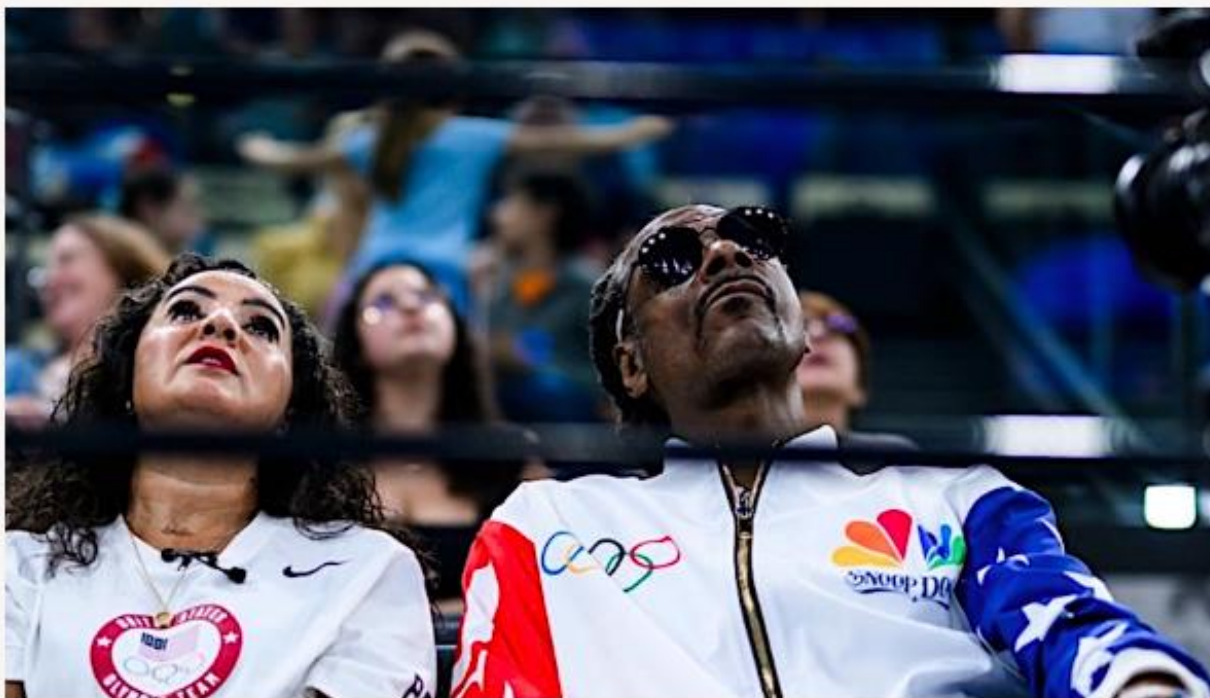
# Snoop Scored Big For Brands Before The Olympics

Paris 2024 takes him to new heights

by **Charell Star**

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NBC's decision to enlist Snoop Dogg as a commentator for the Paris 2024 Olympics might just be their most brilliant marketing move yet. The rapper-turned-analyst has infused the games with his unique blend of humor, charisma, and genuine enthusiasm, making every Olympic moment he's involved in a viral event.

One reason the brand partnership has worked so well is Snoop's more than a commentator. He's a superfan. From donning a Simone Biles T-shirt to joining Jordan Chiles' parents in the stands to shedding tears during the U.S. national anthem; Snoop's heartfelt interactions have endeared him to Olympic audiences across the globe.

Another reason Snoop has been able to turn his NBC Olympic engagement into such a big branding moment is his extensive experience in elevating brands. The "Drop It Like Its Hot" rapper has starred in dozens of marketing campaigns through the years for international brands like Pepsi, Sketchers, and Corona. To say, he understands the assignment would be an understatement.

As the Paris Games continue to unfold, Snoop Dogg's presence is proving to be more than just a novelty; it's a strategic stroke of genius that is reshaping how audiences experience the Olympics. With his infectious energy and genuine passion, he's not only capturing the spirit of the Games but also bridging the gap between sports and entertainment in a way that only he can. The result? NBC's Olympic coverage is now a must-watch event in its own right, and Snoop Dogg has solidified his place as a pivotal figure in the world of sports media.

Here are some of our favorite Snoop Dogg commercials that showcased his brand-boosting abilities long before the Paris Olympics, proving that his knack for turning any opportunity into a memorable experience is truly unmatched:

Snoop turned a cozy Christmas tale into a hilarious rap in this spot for Pepsi, proving that even Santa could use some swagger.



Snoop and SodaStream helped the world enjoy the small things during the holiday season:



Corona enlisted basketball legends and Snoop to motivate consumers to live their best lives:



Dutch fashion brand G-Star RAW tapped the Dogg to add lyrical flavor to its "Hardcore Denim" spot:



And footballer Harry Kane scores some serious style points with a little help from unlikely fashion coach Snoop in this Sketchers commercial:



### Charell Star

Charell Star is executive director of Muse by Clio.

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